

2019 Annual Report



Please find enclosed your 2019 Crossroads of America Council Annual Report which highlights the great year we just concluded. Last year was a year of strategic direction and growth. Through it all, there were many accomplishments we celebrated together!

Over 35,814 youth and their families continued or began their adventure in the Scouting program. Young women in Cub Scouts and Scouts BSA continued to grow in the second year, with 2,183 members participating in the journey of Scouting.

The Council continues to implement the redevelopment of the camping experience that is offered through our new Camp 2020 program that launched for the upcoming summer season. The vision for our future in camping is well-defined and bright. Financing was secured to establish The Skip & Alex Lange Innovation Center and new Maintenance Facility at Camp Belzer. This construction will begin in the third quarter of 2020.

In 2019, we made great strides in our Council initiatives. Our African American Initiative grew by 20.2%. The Latino Initiative continues to grow, ending the year serving 1,863 youth in central Indiana.

Thank you for your support as we continue to make our Council, the programs we offer, and the communities that we serve better than we found them.



President
Steven M. Bestard



Commissioner
Ronald W. Penczek



Scout Executive/CEO
Joseph E. Wilttrout



General Council

- Achieved the “Silver” Standard on the BSA’s Journey to Excellence (JTE) continuous improvement scorecard
- Balanced the budget, ending the year with positive unrestricted net assets
- Hosted a successful Board Retreat in April with 51 participants
- Camp Master Plans, started in 2018, were completed and approved by the Board
- The Board finalized and adopted an updated Strategic Plan for 2019 – 2023
- Received an unqualified (“clean”) audit opinion

Membership

- Crossroads of America Council grew overall membership by 545 families and is now serving 35,814 total youth (1.6% growth)
- Successful Full Family launch totaling 2,183 females, which includes 1,907 female Cub Scouts in 240 Family Packs and 276 Scout BSA females in 34 Troops
- Scouts BSA membership grew from 5,791 to 5,839 youth (1% growth)
- The Council’s traditional programs grew from 675 to 687 units (1.7% growth)
- Our Workforce Readiness-Exploring group grew from 1,251 to 1,755 participants (40.3% growth)
- The Reaching for Tomorrow in-school program served 10,408 youth in 2018 and 12,834 youth in 2019 (23% growth)
- The African American Initiative launch ended the year serving 333 youth compared to 277 youth in 2018 (20.2% growth)
- The Latino Initiative continues to grow, closing 2019 at 1,863 youth compared to 1,825 youth in 2018 (2% growth), and achieved the Thomas Challenge, which focuses on membership, attendance, activities, advancement, community service, and fundraising for Latino youth
- Launched a new Burmese initiative in 2019, with our first unit serving 39 youth

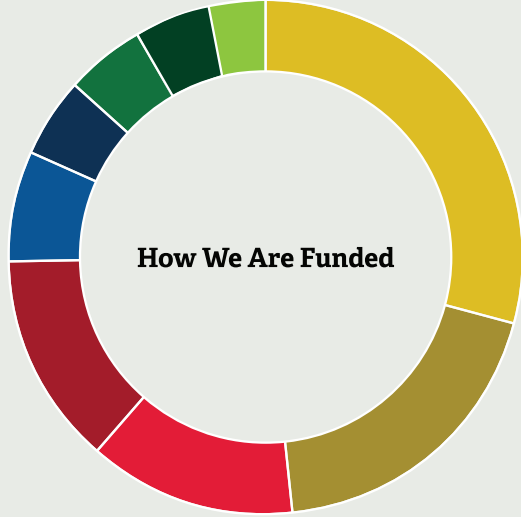


Program

- Ransburg Scout Reservation
 - Attendance of youth participants grew to 3,530
 - Additional campsites and new tents have been added to Ridge 1
 - Personal watercrafts were added as a program feature
- Successful completion of the Lange Challenge resulted in a \$100,000 grant
- The Council had 363 Scouts attain the rank of Eagle Scout in 2019
- Scouts BSA members across the Council earned 14,163 merit badges in 2019
- Over 130,000 hours of community service completed in 2019 by our units and participants
- 92% of Cub Scouts and 85% of Scouts BSA direct contact leaders trained across the Council
- 31 units volunteered at parks and nature centers across central Indiana as a part of Good Turn for Nature
- Firecrafter inducted 241 new members in 2019 through the Midsummer and Grand Rituals
- Firecrafter is preparing to celebrate their 100th anniversary in 2020
- Jaccos Towne Lodge, Order of the Arrow ended the year with 797 total youth and adult members
- In 2019, the Lodge had 242 new Arrowmen join, 55 Arrowmen seal their membership by completing Brotherhood and 19 new Vigil Honor members



Financials



*Numbers reflect 2019 unaudited financials

Development

- Council Development Committee formed with nine volunteers
- Inaugural African American Initiatives “Community Leader Breakfast” generated more than \$140,000 to support minority Scouts
- Three new major sponsorships (Program, Meal, Production) for Governor’s Luncheon for Scouting generated \$100,000
- 24th annual Governor’s Luncheon for Scouting generated \$1,054,638 - Increase of \$30,000 over 2018 - Record of \$712,000 raised prior to the event - Held inaugural satellite event in Terre Haute with 47 people generating \$25,257 - 23 Table Hosts committed for 2020 event
- 2nd consecutive year of Trail’s End popcorn sales growth – Scouts sold \$3,502,702 (5.6% increase), generating \$1,230,000 back to Scouting units
- Council staff contributed \$57,074 to Friends of Scouting and United Way, an increase of 5.2% over last year

Philanthropy

Growing Future Leaders

- The Council has achieved 86% of the \$8M Campaign Goal
 - \$6,766,886 in cash and pledges has been secured
 - \$2,441,201 of the Campaign were new gifts in 2019
- Camp Kikthawenund Scouts and families now enjoy \$1.2M in renovations for new campsites - with new tents and platforms, central shaded gathering space, new fire rings and state of the art latrines
- Secured a \$1M naming opportunity for The Skip and Alex Lange Innovation Center (Belzer Fieldhouse)
- Received a \$1M conditional United Way gift

Permanently Restricted Endowment

- Received a \$7.5M grant from Lilly Endowment for council sustainability projects. Funds will be invested in the council’s endowment fund with annual distributions for select projects.



Crossroads of America Council,
Boy Scouts of America
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Indianapolis, IN 46256

Scout Oath

On my honor I will do my best to do my duty To God and my country and to obey the Scout Law, To help other people at all times, To keep myself physically strong, mentally awake, and morally straight.

Scout Law

A Scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent.

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