

2020 Annual Report



Enclosed you will find your 2020 Crossroads of America Council Annual Report, which highlights the unique year we just concluded. Throughout the challenges that 2020 presented, the Crossroads of America Council has been able to continue to bring Scouting to youth in central Indiana.

In the summer of 2020, the Crossroads of America Council decided to postpone summer camp. In lieu of summer camp, we created the Cub Scout Adventure Boxes and the Scouts BSA Summer Experience. Through this, we were able to keep both Cub Scouts and Scouts BSA active in Scouting even if they didn't meet face to face.

Our Council continues to implement the redevelopment of the camping experience that is offered through our camping program. The vision for our camp properties is well-defined and bright. In 2020, we broke ground on the Skip & Alex Lange Innovation Center at Camp Belzer and the new Belzer Maintenance Facility. The Council also rebranded the Indy Scout Shop into "Crossroads Outfitters" as our retail arm, which will begin to take shape in 2021 and beyond.

We are proud and pleased about the progress and support our Scouting community made in 2020 even though it was a year of many unexpected events. We look forward to what's to come in 2021 and believe that we will continue to find new ways to serve our community and the youth in central Indiana.



President
John Thompson



Commissioner
Ronald W. Penczek



Scout Executive/CEO
Joseph E. Wilttrout



General Council

- Timely completion of the 2021 budget and forecasted balanced budgets through 2024
- The Council received an unqualified (clean) audit opinion
- Hosted a successful virtual Board Retreat with 50 participants
- Rebranded our retail location under the "Crossroads Outfitters" brand
- Aligned year-round program planning at Belzer with community needs through Crossroads Outfitters program development
- Balanced the budget ending the year with positive unrestricted net assets
- Blood Drive: On November 11th and 12th, 2020 Camp Belzer served as a host site for Blood Drive. 99 donors, including 39 First Time Donors, participated. In partnership with the American Red Cross, these donations have the potential to positively impact 297 lives and met a significant need for our surrounding community
- Scouting For Food: In partnership with Kroger, 423 Scouts from 16 Units collected over 14,000 lbs. of food, which was donated to local food banks and food pantries across our Council in the month of November

Membership

- CAC led an effort to gain school access for patriotic organizations and legislation was passed for Indiana
- The Crossroads of America Council added 1,061 new Scouts in Packs and Troops in our fall recruitment campaign
- CAC launched a virtual Reaching for Tomorrow Program that is serving 11,647 youth through 37 community partners
- After School department created a brand-new virtual program from scratch, keeping our Scouts in after school programs engaged
- After School department launched "Scouting Saturdays", in partnership with Harrison State Park, to provide Saturday programs in the outdoors for after school Scouts and their families
- CAC continued our emphasis on full family of Scouting, serving 334 Scouts BSA girls, growth of 21% year over year. Served 1,521 girls in Cub Scouting programs and 72 girls in Venturing programs. A total of 1,927 girls in traditional Scouting units
- 19 female Scouts BSA, currently at the rank of Life, that are working on or completed their Eagle Scout project
- Created virtual Ideal Year of Scouting Trainings for our Packs and Troops that were launched in April
- Exploring team launched 6 new partnerships throughout the Council, which include: OneAmerica, Endress & Hauser, IU Fairbanks School of Public Health, Hamilton County Parks and Recreation, Law and Government, Tom Wood Auto Group



Program

- Developed and launched Cub Scout Adventure Boxes, which served over 3,000 Scouts and their families in lieu of traditional Cub Scout summer camp offerings
- Implemented the 2020 Summer Experience for Scouts BSA, serving 450 Scouts in weeklong experiential learning delivered virtually to grow Scouting skills and earn Merit Badges
- Our first ever “Scouting Campout at Home” served over 600 families
- The Belzer Online Merit Badge platform delivered programming to 660 Scouts
- Firecrafter celebrated their 100th Anniversary with Midwinter Dinner, featuring a panel of past officers and record-breaking attendance, and delivered program through an expanded program both virtually and in-person
- The Order of the Arrow conducted three successful inductions weekends in late summer and fall
- Developed “Scouting At Home” video resources, such as Digital Den Meetings, Scout Skill of the Day, and Family Challenges to support program continuity while units were unable to meet
- Hosted National Youth Leadership Training courses, providing advanced leadership training to 64 Scouts BSA members

Advancement

- 5,436 Cub Scout Rank Advancements
- 2,133 Scouts BSA Rank Advancements
- 283 Eagle Scouts
- 6,144 Merit Badges Earned

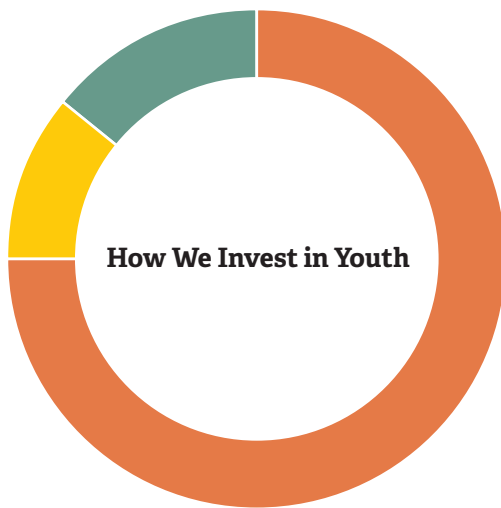
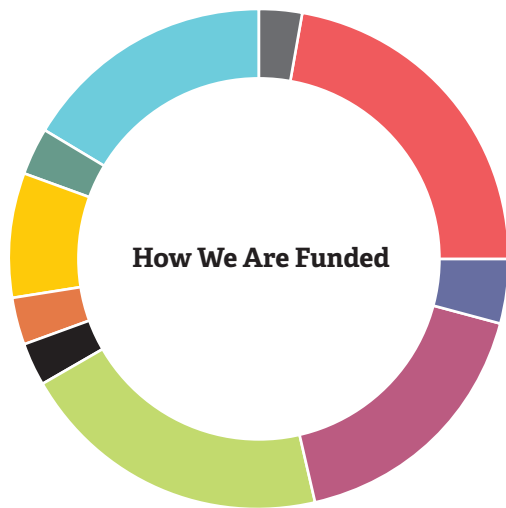
Community Service

- Adopt-A-School: On August 8th, 2020, 551 Scouts from 30 Units conducted coordinated service projects with 30 public schools across our Council, resulting in 1,034 service hours to our education partners.
- Good Turn for Nature: In partnership with The Nature Conservancy, Indiana Department of Natural Resources (State Parks), and The Cope Environmental Center 18 Units conducted service projects in September and October 2020. 195 Scouts and 142 Adult volunteers participated for a total of 11,375 service hours.



Financials

3% CAMP & ACTIVITIES \$225,322.00	3% UNITED WAY \$235,331.00
22% FRIENDS OF SCOUTING \$1,584,516.00	3% SCOUT SHOP SALES \$227,718.00
4% PRODUCT SALES \$295,052.00	8% OTHER REVENUE \$607,721.00
17% FOUNDATIONS \$1,239,966.00	3% SPECIAL EVENTS \$193,736.00
20% INVESTMENT INCOME \$1,439,614.00	16% GOVERNMENT GRANTS \$1,112,800.00



75%
PROGRAM SERVICES

11%
FUNDRAISING

14%
MANAGEMENT

*Numbers reflect 2020 unaudited financials

Development

25th annual virtual Governor’s Luncheon for Scouting, supported by 157 virtual Table Hosts, generated \$1,124,623

- Increase of \$70,000 over 2019
- Virtual event streamed online via WISH-TV, YouTube Live, and Facebook Live
- First-ever TV broadcast of condensed event on WISH-TV four days after event
- First-ever “VIP Reception” with Co-Chairs and major sponsors with Governor Eric Holcomb prior to virtual event
- Approximately \$65,000 was saved in expenses by hosting event virtually

Scouts sold \$1,093,000 of Trail’s End popcorn, generating \$387,000 back to Scouting units

Council staff contributed \$46,716 to Friends of Scouting -- 7% increase over 2019

36th Annual Awards Dinner virtually raised \$104,350

- Recognized 10 Silver Beavers
- Gary Hobbs was recognized as the Whitney M. Young Award recipient
- Suzie and Fred Fehsenfeld, Jr. were recognized as the Thomas W. Moses Good Scout Award recipients
- Honorable Judge John Baker was recognized as the National Outstanding Eagle Scout Award recipient

7th Annual Sporting Clays included 100 shooters and a record-breaking auction that generated \$48,144



Philanthropy

Growing Future Leaders

- The Council has achieved 83% of the \$8M Campaign Goal! \$6,663,506 in cash and pledges with \$1,687,980 (105% of this goal) for the Endowment. The Campaign is designed to support the renovation and enhancement of select camp capital projects. Projected completion of the Campaign is December 2021
- \$44,125 of the Campaign were in new gifts in 2020
- Construction is now underway for the new maintenance facility at Camp Belzer to make room for *The Skip and Alex Lange Innovation Center* (Belzer Fieldhouse)

Permanently Restricted Endowment

- Received \$2,214,107 in new gifts for the Crossroads of America Council Endowment, Inc.
- Successfully received \$5.5M from the CAC BSA Endowment, Inc. for Camp Belzer Capital Projects

Foundations

- \$1,231,562 from Foundations for the benefit of Council annual program expenses

Capital Projects and Facility Enhancements

- Completed Ransburg Shower House Projects (Jackson, Inlow, and Ridge 5 Shower Houses)
- Completed Ridge 1 Updates at Ransburg (80 new tents, 6 new shelters)
- Initiated Pool Repairs at Kikthawenund
- Completed Shotgun Range upgrades at Kikthawenund
- New roof installed on the Terre Haute Office