



MEMBERSHIP

- Crossroads of America Council (CAC) now serves 28,591 youth through 549 Units across all programs (8.9% growth)
• Reaching for Tomorrow, our in-school character education program, served 15,736 youth (35.1% growth)
• Both Reaching for Tomorrow and After School Scouting quickly converted to virtual delivery to continue providing high quality leadership and character education to youth
• 17.6% of all Scouts are female, exceeding the national benchmark of 10%
• Crossroads of America Council serves a 22.35% diverse population (2.45% growth)



PROGRAM OPERATIONS

Advancement & Training

- 4,105 Cub Scout rank advancements were achieved
• 2,572 Scouts BSA rank advancements were achieved
• 313 Scouts attained the rank of Eagle
• 12,333 Merit Badges were earned by Scouts BSA members
• 107 Scouts completed National Youth Leadership Training

Summer Camp

- 4,913 Scouts enjoyed summer camp
• 251 Cub Scouts attended Regional Day Camp
• 852 Cub Scouts and 123 Adult Leaders served at Camp Belzer
• 339 Scouts, 73 siblings, and 378 parents served at Camp Kikthawenund and Camp Krietenstein
• 245 Cub Scouts and 101 parents served at Arrow Light Camp
• 4,226 Scouts and 1,146 Adult Leaders served at Ransburg Scout Reservation

Community Service

- 89 units collected over 40,000 pounds of food for the Scouting for Food campaign
• 1,100 Scouts participated in the Adopt-a-School program and served 60 schools
• \$73,000 of military popcorn donations presented to Indiana Army National Guard

Facilities

- Camp Belzer saw completion of its \$1.6 million maintenance facility
• Camp Kikthawenund's swimming pool was renovated
• HVAC systems were replaced at Ransburg Scout Reservation and Camp Kikthawenund
• HVAC system was upgraded at Golden-Burke Scout Center
• The multi-year renovation project on the health lodge at Camp Kikthawenund was completed



DEVELOPMENT

- The 26th Annual Governor's Luncheon for Scouting, held at Lucas Oil Stadium for the first time, generated a record of \$1,201,076, supported by 180 Table Hosts
• The 37th Annual Scouting Awards Dinner raised \$111,060
• The 7th Annual Sporting Clays included 150 shooters and an auction that raised \$76,320
• Scouts sold \$2,070,000 worth of Trail's End popcorn, generating \$724,500 back to Scouting Units



PHILANTHROPY

Growing Future Leaders

- Achieved 114% of the \$8M campaign goal, with a total of \$9,174,131 in cash and pledges, \$2.5M of which were new gifts in 2021
• Construction continued at the Skip + Alex Lange Innovation Center (with an anticipated opening date of June, 2022)

Permanently Restricted Endowment

- Received \$2.7M in new permanently restricted gifts
• Raised \$19,000 in new James E. West Fellows
• Secured three new Second Century Society Members

Foundations

- \$747,958 from Foundations was raised for the benefit of Council annual program expenses



BOARD CHAIR John Thompson



COMMISSIONER John Wiebke



PRESIDENT/CEO Joseph E. Wiltout

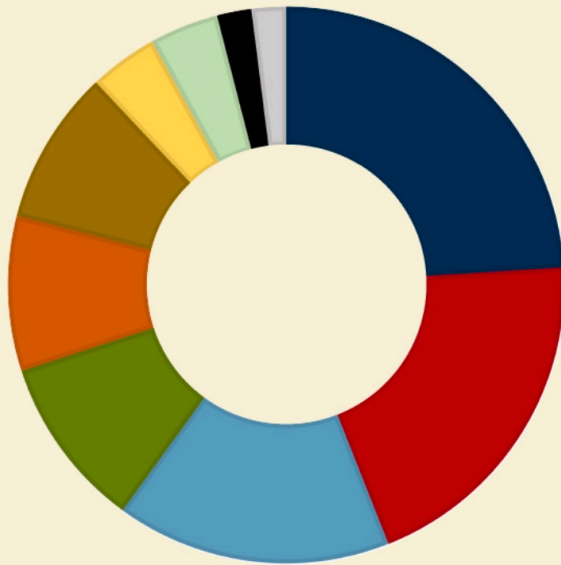




FINANCIALS AT A GLANCE

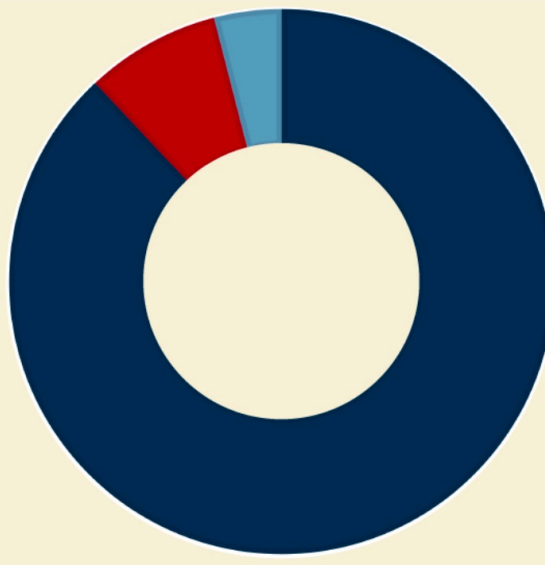
How We Are Funded

24%	9%
Camp & Activities \$1,812,654	Product Sales \$668,920
20%	4%
Friends of Scouting \$1,537,406	Other Income \$363,179
16%	4%
Investment Income \$1,190,800	Outfitters Sales \$327,512
10%	2%
Government Grants \$740,406	Special Events \$191,996
9%	2%
Foundations \$680,457	United Way \$139,899



How We Invest in Youth

88%
Program Services
8%
Fundraising
4%
Management



* Numbers reflect 2021 unaudited financials.
** Council received an unqualified (clean) audit result for 2020.

MARKETING & COMMUNICATIONS

- Council began weekly newsletter “Top 5” to share Council news
- Finished Council rebranding (anticipated unveiling in early 2022)
- Convened new marketing committee
- Strategic planning meetings held with Scout executives, community leaders and elected officials to strengthen CAC’s presence and visibility in the community

