



BOY SCOUTS
OF AMERICA®

MID-AMERICA COUNCIL

2020
ANNUAL
REPORT



MESSAGE from CEO & Scout Executive Chris MeHAffey

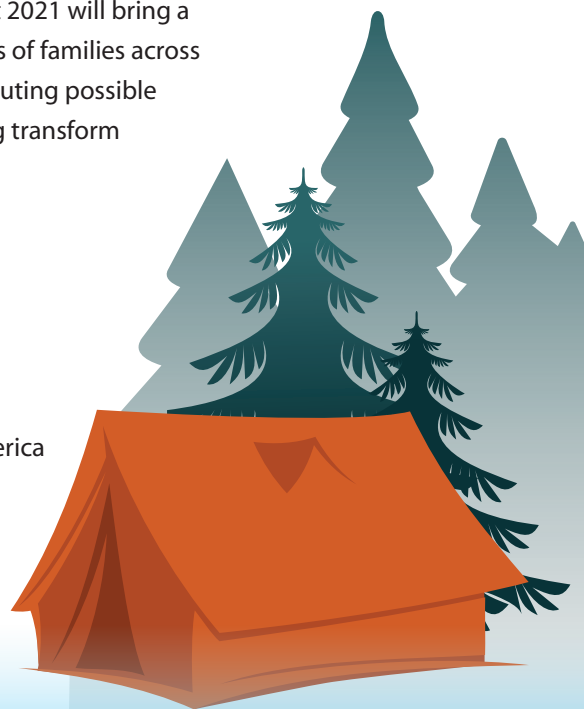
As I am sure is true for you, 2020 was a year filled with many challenges. Moving into this new year, we know we will continue to navigate through additional challenges stemming from the COVID-19 pandemic. The pandemic forced us to make mission-driven decisions to ensure Scouting remained possible for the youth we serve. Our team quickly adapted to make "Scouting @ Home" available to all. We also found new ways for our volunteers to connect with youth virtually. And a significant achievement for us was being one of only sixty councils nation-wide to make summer camp a reality. In 2020, we proved that Scouting does not need a field.

As we start a new year, I am hopeful that 2021 will bring a significant positive impact on thousands of families across the 58 counties we serve. YOU make Scouting possible in our community. Thank you for helping transform today's youth into tomorrow's leaders.

Sincerely,



Chris MeHAffey
Mid-America Council, Boy Scouts of America



2020 HIGHLIGHTS



Our "Scouting @ Home" initiative was launched in mid-March. By the end of the year, we had reached **4,814** Scouts spanning **47** states.



We held a virtual campfire in April where more than **3,100** people viewed.



To support COVID-19 relief efforts in our community, Mid-America Scouts and volunteers collected nearly **276,000** meals in May and September for our local food banks.



In September, we kicked off a year's worth of Cub Scout programming including weekly virtual den meetings. More than **2,600** families have benefited from these virtual Den meetings so far!



A total of **236** Scouts completed their Eagle Board of Review either virtually or safely distanced. This includes **four** young ladies who are eligible to join the first class of female Eagle Scouts in history!

More than **1,300** boys and girls safely attended summer camp. This helped to keep them engaged in the Scouting program and encouraged them to reach their goals.



For the first time, Jubilee was held at Camp Cedars where more than **1,000** people attended! Kudos to our volunteer leadership and staff who found a way to hold this unparalleled experience.

WATCH

Watch more of our 2020 highlights and a message from our Past Board Chairman
www.mac-bsa.org/highlights





BOARD of Directors

KEY LEADERSHIP

Steve Seline	Chairman
Brad von Gillern	Past Chairman
John Shores	Commissioner
Patrick Cooper	Legal Counsel
Thomas Von Riesen	Treasurer
Daniel Owens	Camping & Outdoor Program Chairman
Daniel Hunt	District Operations Chairman
Matt Ondrejko	Membership & Marketing Chairman
Brent Blume	Development Chairman
Chris Mehaffey	Secretary

BOARD MEMBERS

Mark Baratta	Scott Keep
Thomas Beebe	Thomas Kent
Andrew Blossom	Tim Kerrigan
Daniel Boyd	John Kiernan, OD
Brian Brownrigg	Gerald Kuhn
Todd Clarke	Paul LaFave
Kendall Curry	Steven Lanni
Robert Dalrymple	Stephen McCollister
William Dana	Chris Murphy
Hal Daub, Jr.	Duncan Murphy
Eric Ewing	Gaylord Mussman
Edward Fitzgerald	Robert Ramaekers
Travis Flodine	Pete Ricketts
Andrea Fredrickson	Phil Ruhlman
W. Gary Gates	W. David Scott
Scott Getzschman	J. C. Van Ginkel
Lonnie Janecek	Timothy Wilson
Christopher Johnson	Mark Wynegar
Stephen Kathol	

Vision *and* Strategic Plan

MISSION AND VISION OF THE MID-AMERICA COUNCIL

It is the mission of the Boy Scouts of America, Mid-America Council to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout oath and law.

Unparalleled experiences for more youth.
Unparalleled experiences create value, enthusiasm, robust growth and retention of program participants.

STRATEGIC PLAN

In order to fulfill the vision and mission of the Mid-America Council, we have developed a strategic plan to guide the direction and decisions of the Council leadership in providing Scouting programs to the youth we serve. In light of our current climate, progress towards implementing this plan will be reviewed. The strategic plan is guided by the Mid-America Council vision: "Unparalleled experiences for more youth."

Strategy ①

We will effectively communicate the Scouting brand to engage our community.

Strategy ②

We will support our community in the transition to a program that serves the entire family.

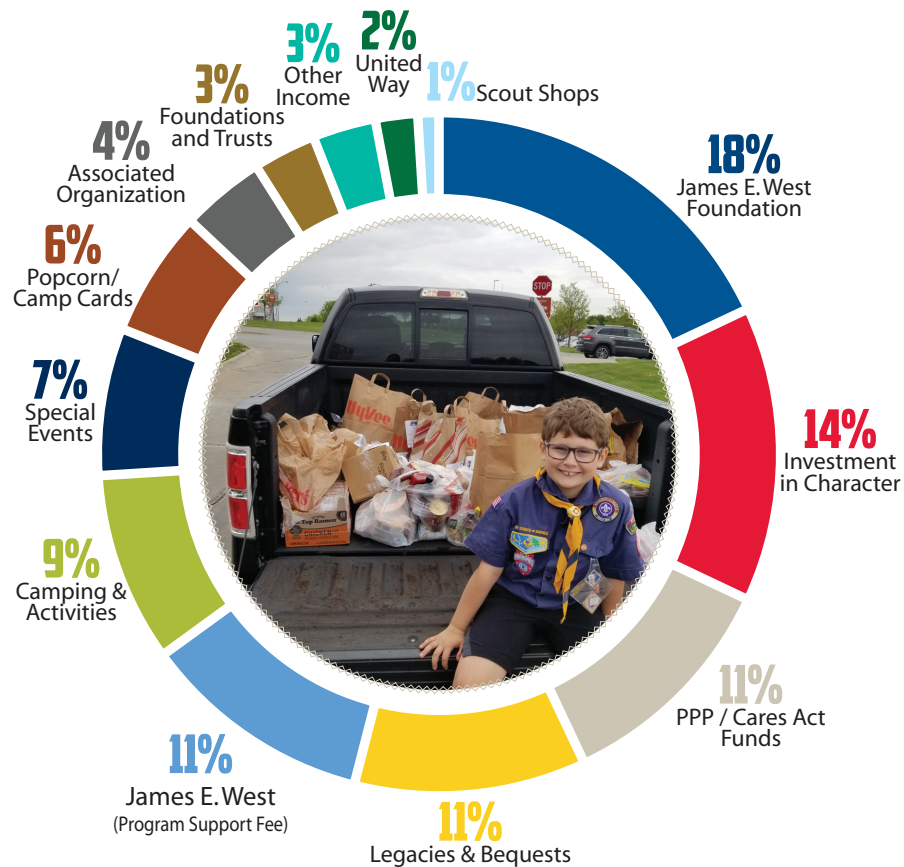
Strategy ③

We will engage our community to generate revenue making Scouting more affordable.

Strategy ④

We will ensure our facilities and programs are relevant to deliver unparalleled experiences.

Financials and Development INCOME

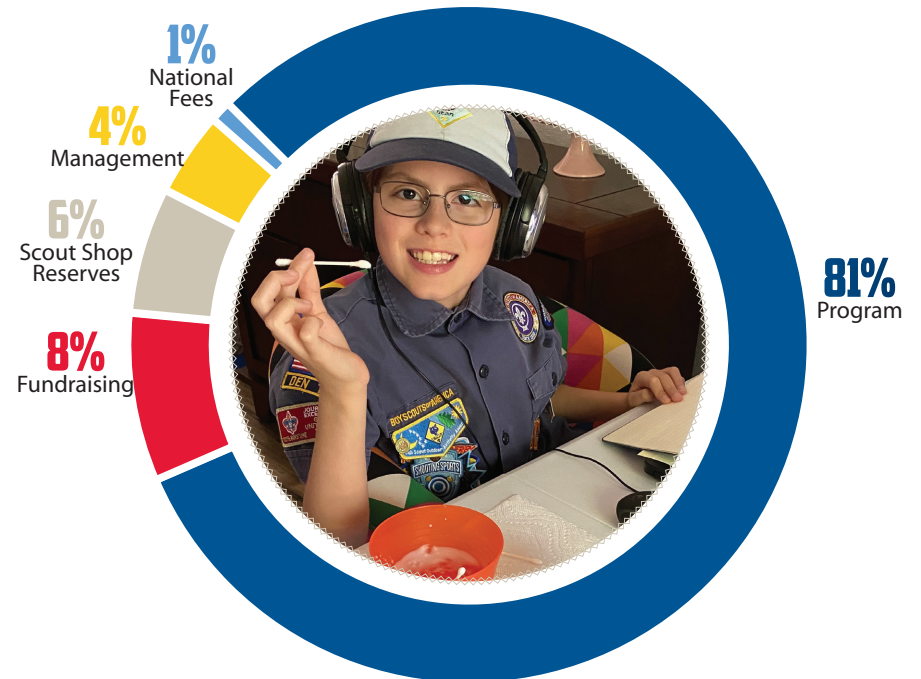


James E. West Foundation ¹	\$ 931,120	Associated Organization ²	\$ 194,000
Investment in Character	\$ 723,775	Foundations and Trusts	\$ 157,000
PPP / Cares Act Funds	\$ 607,900	Other Income	\$ 148,323
Legacies & Bequests	\$ 575,806	United Way	\$ 94,660
James E. West (Program Support Fee)	\$ 561,000	Scout Shops	\$ 53,376
Camping & Activities	\$ 489,109		
Special Events	\$ 378,873		
Popcorn / Camp Cards	\$ 328,962		
TOTAL \$5,243,904			

¹ \$931,120 - One time fund disbursement from the James E West foundation to off-set increase in unit popcorn commission until the program support fee starts in 2021.

² \$194,000 - Shared services are funds from the newly created James E West Foundation & Gilwell Foundation which are supporting organizations of the Mid-America Council. Associated organization revenue is used to off-set maintenance costs at camp and administrative expenses.

EXPENSES



Program	\$ 4,249,937
Fundraising	\$ 399,303
Scout Shop Reserves	\$ 300,000
Management	\$ 208,407
National Fees	\$ 83,850

TOTAL \$5,241,497

CAMP CARDS

The Camp Card fundraising sales are to help get more kids to go to camp for FREE! The purpose is to alleviate financial stress from families and units, so more kids have an unparalleled experiences that Scouting's outdoor programs are known for.

★★★
180 UNITS
PARTICIPATED

👑
\$73,950

2020 Total Sales

✖
Nearly 20,000
camp cards donated
to front line workers
in 2020
✖

POPCORN

Every Scout should learn the value of hard work and earning their own way. The popcorn sale is the perfect opportunity to teach this valuable life lesson and fund the most exciting year of Scouting ever.

★ \$1.41 ★
million total
sales

\$700,000
in Unit Commissions

🌲 **Nearly \$100,000** 🌲
in popcorn given back
to American Heroes

★ 2,400 ★
Scouts
participated

Citizen of the Year

OCTOBER 12, 2020 – BROADCAST VIRTUALLY

The Mid-America Council's Annual Citizen of the Year Luncheon has a time-honored tradition of recognizing community leaders for more than forty years. The selection of **Mike Yanney, KETV** and **Johnny Rodgers** are yet again examples of the leadership and philanthropy in our community. They remind us of the "good turns" being done around us each day. Foregoing our traditional large in person gathering, the event was broadcast virtually for sponsors and guests to view.

2020 Honorees:

Citizen of the Year - Mike Yanney

Corporate Partner of the Year - KETV

Whitney M. Young Jr. Recipient – Johnny Rodgers

The Walter Scott, Jr. Citizen of the Year Award: For his transformative generosity to Scouting on a local and national level, **the Citizen of the Year award was renamed The Walter Scott, Jr. Citizen of the Year Award** in recognition of the extraordinary support shown by Walter Scott, Jr.



Governor's Luncheon for Scouting: HEROES START HERE

DECEMBER 18, 2019

The Governor's Luncheon for Scouting was the Boy Scouts of America, Mid-America Council's kick-off to the 2020 Investment in Character giving campaign. Guests joined in fellowship over a good meal to hear from Governor Pete Ricketts, community leaders and Scouts. More than \$318,000 was raised from this event help to provide character development and career exploration programs to thousands of Scouts and their families across the Midlands.



Membership



CUB SCOUTING 5,709 MEMBERS

Youth grades K-5

In Scouting, boys and girls start with their best right now selves and grow into their very best future selves. It's fun, hands-on learning and achievement that puts kids in the middle of the action and prepares them for today – and for life.



SCOUTS BSA 3,156 MEMBERS

Youth 11-17 years old

Scouts BSA is the traditional Scouting experience for youth in the fifth grade through high school.



VENTURING 56 MEMBERS

Co-ed 14-20 years old

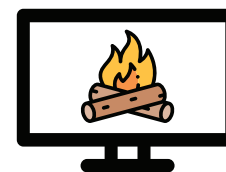
You love exploring your passions, making new friends, and discovering the world. You're always looking for an adventure.



EXPLORING/LFL 161 MEMBERS

Co-ed 10-20 years old

Exploring provides exciting activities and mentorship for youth looking to discover their future career.



Virtual DAY CAMP

With all the changes that came with 2020, one of the coolest was our ability to adapt for Day Camp. Not all families felt comfortable gathering with such a large group – so we went virtual! Scouts who registered for Day Camp were able to pick up their own “Day Camp in a Box”. This included all the materials needed to do the activities for the week. Scouts then logged on for a few hours each day to do the activities in the box with their peers. Although this day camp looked different, Scouts and families had a great time and were excited to be participating in a summer camp experience.





Scouting At HOME

The Mid-America Council quickly launched its "Scouting @ Home" program to deliver the Scouting program to families as communities were forced into lockdown. We saw an overwhelming response not only from our own local Scouting families, but from Scouts around the country and world wanting to join our virtual Scouting @ Home activities.



Served 47 states
with virtual Scouts BSA Merit Badges
and Cub Scout Adventure Loops

163
Councils
Served

60 DIFFERENT
adventure loops offered
for Cub Scouts

23
different merit
badges offered
for Scouts
BSA

1,945
Cub Scouts participated
in virtual Adventure
Loops in 2020

2,869
Scouts, BSA members participated
in virtual Merit Badges in 2020

TOP 10 MERIT BADGES



Citizenship in the World 288



Family Life 278



First Aid 268



Citizenship in the Nation 254



Cooking 242



Personal Management 238



Citizenship in the Community 219



Personal Fitness 211



Swimming 211



Communications 207





Eagle Scout HIGHLIGHT

Scouting has been a part of Jack's family for a long period of time which made him want to get involved. After joining as a Cub Scout, he learned how great of a program Scouting was. What kept him going throughout the years was his parents being involved and the friends he made along the way. Today, Jack is a proud Eagle Scout.



WATCH
Jack's story
www.mac-bsa.org/jacksstory




236
Eagle Scout
Awards



ADVANCEMENT & RECOGNITION


17,621
Eagle Scout Service
Project Hours


4
females awarded
the rank of Eagle
Scout in
2020


507
Arrow of Light
Awards


8,991
Total Merit
Badges earned




8
Silver Beaver
Awards



Summer Camp HIGHLIGHT

We know how valuable a connection to nature is for a child's physical and mental health. During the summer, hundreds of Scouts joined us at Camp Cedars to earn merit badges, ride horses, enjoy shooting sports and spend time with friends. Operations went smoothly with the appropriate restrictions and guidelines to keep every Scout safe. This was in large part due to the tireless effort of staff and volunteers who adjusted programs, dining and overnight accommodations.



CAMPING STATS



285
Cub Scout
Day Camp
Attendance



52
National Youth
Leadership
Training
Participants



353
Cub Scout
Resident Camp
Attendance



698
Scouts BSA Camp
Attendance



138
Number of
Camperships
Awarded



\$18,131
Value of
Camperships
Award

*Thanks for doing this for people you haven't even met.
You do not know how much this means to us. —Carlos*



*Thank you for helping me experience archery for the first time.
I also learned to tie square knots and first aid! —SV*



*Scouts BSA is great! I got to learn about camping & hiking
for the first time. Thank you for making camp awesome! —Zachary*



Scouting For Food HIGHLIGHT

Scouting for Food is an annual community service effort supported directly by the Mid-America Council and partner organizations in our local community. In 2020, we were able to coordinate two Scouting for Food drives and collect over 276,000 items for those in need.



Community SERVICE



276,012

Scouting for Food
items collected



14,947

Total Community
Service Hours



JUBILEE HIGHLIGHT

The Mid-America Council was proud to hold our bi-annual Jubilee at Camp Cedars on October 16-18, 2020. Jubilee provides Scouts and their families an unparalleled experience while making some of the best Scouting memories. Scouts and families had the opportunity to walk around Camp Cedars and participate in STEM, shooting sports, nature activities, inflatables and more.





**BOY SCOUTS
OF AMERICA®**
MID-AMERICA COUNCIL



Durham Scout Center & Gottschalk Scout Shop
12401 W Maple Rd. • Omaha, NE 68164 • 402-431-9272

Sioux City Office
4240 Hickory Lane, Suite 120 • Sioux City, IA 51106 • 712-255-8846

www.mac-bsa.org