



MID-AMERICA COUNCIL
BOY SCOUTS OF AMERICA®



MID-AMERICA COUNCIL

2021 • Annual Report



MESSAGE FROM CEO & SCOUT EXECUTIVE CHRIS MEHAFFEY

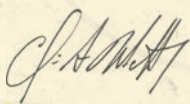
As I am sure is true for you, 2021 was a year filled with many challenges. Moving into this new year, we know we will continue to navigate through additional challenges stemming from the COVID-19 pandemic. However, now in our second year of a pandemic, we have learned and adapted to ensure those that want to participate in Scouting can do so.

As you see in this report, the Mid-America Council saw a resurgence in camp attendance, nearly back to the pre-pandemic levels. Advancement is strong in our units, and we had 207 Eagle Scouts. All good indicators that Scouting is having an impact on the youth we serve.

In 2022, I challenge you to invite a friend or family in your neighborhood to join Scouting. A personal invitation from you has a big impact on someone's decision to join. We can grow our impact on youth in our communities, but it's going to take us all inviting people to try our program. YOU make Scouting possible in our community. Thank you for helping transform today's youth into tomorrow's leaders.

#SCOUTINGMATTERS

Sincerely,



Chris MehaFFEY
CEO & Scout Executive
Mid-America Council, Boy Scouts of America





BOARD OF DIRECTORS

KEY LEADERSHIP

Steve Seline
Brad von Gillern
John Shores
Patrick Cooper
Thomas Von Riesen
Daniel Owens
Daniel Hunt
Matt Ondrejko
Brent Blume
Chris Mehaffey

Chairman
Past Chairman
Commissioner
Legal Counsel
Treasurer
Camping & Outdoor Program Chairman
District Operations Chairman
Membership & Marketing Chairman
Development Chairman
Secretary

BOARD MEMBERS

Mark Baratta
Andrew Blossom
Daniel Boyd
Todd Clarke
Kendall Curry
Robert Dalrymple
William Dana
Hal Daub, Jr.
Travis Flodine
Andrea Fredrickson
W. Gary Gates
Scott Getzschman
Lonnie Janecek
Christopher Johnson
Stephen Kathol
Scott Keep
Thomas Kent

Tim Kerrigan
John Kiernan, OD
Gerald Kuhn
Paul LaFave
Steven Lanni
Stephen McCollister
Chris Murphy
Duncan Murphy
Gaylord Mussman
Robert Ramaekers
Pete Ricketts
Phil Ruhlman
W. David Scott
J. C. Van Ginkel
Timothy Wilson
Mark Wynegar

VISION &



2018-2022 STRATEGIC PLAN

MISSION AND VISION OF THE MID-AMERICA COUNCIL

It is the mission of the Mid-America Council, Boy Scouts of America 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 for each pillar: "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 & DEVELOPMENT

INCOME



Government Grants	\$ 1,157,892	21%
James E West Foundation (Endowment)	\$ 995,528	18%
Camping & Activities	\$ 797,850	15%
Investment in Character	\$ 592,952	11%
Popcorn / Camp Cards	\$ 505,729	9%
Special Events	\$ 420,454	8%
Program Support Fee	\$ 365,714	7%
Foundations and Trusts	\$ 197,445	4%
Associated Organizations	\$ 194,000	3%
Other Income	\$ 94,792	2%
United Way	\$ 77,420	1%
Scout Shops	\$ 73,247	1%

TOTAL \$5,473,023

EXPENSES



Program	\$ 4,379,698	80%
Fundraising	\$ 416,504	8%
Camp Improvement Reserves	\$ 375,000	7%
Management	\$ 214,113	4%
National Fees	\$ 83,850	1%

TOTAL \$5,469,165

*Unaudited 2021 year-end financials

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 unparalleled experiences that Scouting's outdoor programs are known for.




\$39,840
2021 Total Sales

116
Units
Participated

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.


★ **\$1.94** ★
million total
sales


\$939,000
in Unit Commissions

 **Nearly** 
\$50,000
in popcorn
given back to
American Heroes


★ **2,616** ★
Scouts
participated

CITIZEN OF THE YEAR LUNCHEON

NOVEMBER 3, 2021

SCOTT CONFERENCE CENTER

The Mid-America Council's Citizen of the Year Luncheon has taken place for more than forty years. It has a time-honored tradition of recognizing Omaha community leaders who have been outstanding in their leadership and support of young people and youth organizations. The fall event brought corporations and community organizations together to commemorate the honorees' lifetime professional and philanthropic achievements.



2021 HONOREES:

Walter Scott, Jr. Citizen of the Year – Carl Mammel

Corporate Partner of the Year – SilverStone Group

Whitney M. Young Junior Service Award – Ben Gray



CITIZEN OF THE YEAR COMMITTEE MEMBERS:

Dan Hamann (Chairman), Hal Daub, Nate Dodge, Gary Gates, Brad von Gillern, Fred Hunzeker, Terry Kroeger, Jim Landen, Steve Seline, and David Scott



BSA BIG GIVE

DECEMBER 1, 2020
ON #GIVINGTUESDAY



★ ★ ★
\$195,669
Raised by Donors
★ ★ ★

When events were not possible in person, BSA Big Give day became a 12-hour virtual Scouting celebration to launch the 2021 Investment in Character Campaign. Every hour, new stories, program highlights and live Q&A's were posted. The Mid-America Council's annual giving campaign helps fuel Scouting programs and instill values in young people. Donations helped make programs and outdoor experiences possible in 2021.



MID-AMERICA COUNCIL
BOY SCOUTS OF AMERICA®

MEMBERSHIP

7,192
TOTAL YOUTH
SERVED

341
TOTAL
UNITS

162
TOTAL
PACKS

167
TOTAL
TROOPS

5
CREWS/
SHIPS

7
POSTS/
GROUPS



CUB SCOUTING4,166 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 2,862 MEMBERS

Youth 11–17 years old

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



VENTURING® • BSA

VENTURING/SEA SCOUTS ... 24 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.



EXPLORING69 MEMBERS

Co-ed 10–20 years old

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



INVENTION SCOUTS71 MEMBERS

Invention Scouts after school program encourages Scouting values, life skills, character, and an enterprising spirit.



INVENTION LABORATORY

The Mid-America Council's new Invention Lab is a place where young people's ideas can come to life. This innovative mobile lab fosters leadership, teamwork, and hands-on learning proven to impact the science, technology, engineering, and math (STEM) sectors. The lab was first introduced in September and has been used for the Omaha-based Invention Scouts afterschool program, fall recruitment, and promotion. More opportunities will be available for the lab to travel our 58-county territory in 2022.



FULLY EQUIPPED WITH:

3D Printers
3D Scanner
Laser Etching Machine
Embroidery Machine
Computers
Soldering Irons
ScanNCut Machine



WATCH



Invention Laboratory

<https://www.wowt.com/2021/11/19/omaha-students-go-hands-on-stem-education-trailer/>



DISCOVERING LEADERSHIP

We believe everyone can become a leader and the earlier you start down that road the better you can become. Discovering Leadership is our video series where young men and women interview established leaders to hear about their lessons and perspectives on leadership.



WATCH



Discovering Leadership

<https://mac-bsa.org/our-council/leadershipvlog/>





CUB HAUNTED WEEKEND

Scouts and family members of all ages were welcomed to an exciting outdoor event at Camp Cedars! Haunted Family Weekend took place October 22-24. This was a Halloween themed event and there was something for everyone! The weekend was intended to bring Scouting units and families to the outdoors where they can enjoy time together while learning new things.



Activities included bouncy house, scavenger hunt, ham radio operators, pumpkin painting, pumpkin bowling, slingshots, climbing & bouldering, water bottle rockets, shooting sports, fishing, smore's for all and a spooktacular evening haunted hike!



573
in Attendance



"I enjoyed the freedom throughout the day for Scouts to come and go to the different activities as they wanted. There was a great variety of events and plenty of staff (adults and Scouts) to make sure things ran smoothly. All of the adults we encountered at the stations were FRIENDLY! Lunch was delicious!"





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 2021, we were able to collect over 156,000 items for those in need.



COMMUNITY SERVICE



156,062

Scouting for Food
items collected



4,840.25

Total Community
Service Hours



EAGLE SCOUT HIGHLIGHT

A ceremony was held at the Nebraska National Guard's Camp Ashland to dedicate MAC Troop 405 Michael "Mikey" R's Eagle Scout project, a newly-built memorial to honor military service members who died while serving in uniform following the terrorist attacks of September 11, 2001.



***"Just being able to provide
that place warms my heart."***

– Mikey R.



WATCH



Mikey's Story

<https://www.youtube.com/watch?v=ApkUSuyt6ME>





ADVANCEMENT & RECOGNITION



207
Eagle Scout
Awards



23,011
Eagle Scout Service
Project Hours



438
Arrow of Light
Awards

To highlight the great work Mid-America Council Eagle Scouts are providing in the community, we have created a virtual map to showcase Eagle projects in our council.



6
Silver Beaver
Awards



8
Females Awarded
the Rank of Eagle
Scout in
2021



12,528
Total Merit
Badges earned



SUMMER CAMP HIGHLIGHT

This summer, we welcomed more than 2,200 campers during 5 sessions of Cub Scouts Camp Amikaro and Scouts BSA Camp Cedars. Another 285 Scouts attended local day camps in person or virtually.

Cub Scouts enjoyed the new slip 'n' slide at Little Sioux, and staff used the new pavilion for extended programs. Adult volunteers participated in the Basic Adult Leader Outdoor Orientation (BALOO) training at Camp Amikaro as well.

268 Scouts attended Camp Cedars for the very first time. This year campers earned a combined total of 5,303 Scouting merit badges, including nearly 900 in shooting sports, 400 in equestrian, and 100 in the ATV program. Scouts spent some of their free time enjoying the new lakefront inflatable program.





CAMPING STATS



519

Cub Scout
Day Camp
Attendance



93

National Youth
Leadership
Training
Participants



1,065

Cub Scout
Resident Camp
Attendance



1,578

Scouts BSA Camp
Attendance



122

Number of
Camperships
Awarded



\$14,225

Value of
Camperships
Award

"I loved my second year of summer camp! My favorite class was wood carving and rifle. I also liked open climb. Thanks for making camp possible!"



"Camp was absolutely the best part of my summer!"



"Camp Cedars is great! I loved the horses and am looking forward to my next visit. I'm grateful to all those who have made my wonderful visit possible."



MID-AMERICA COUNCIL
BOY SCOUTS OF AMERICA®



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