



MID-AMERICA
COUNCIL, BSA

ANNUAL REPORT

2022
EDITION



CEO & SCOUT EXECUTIVE MESSAGE

CHRIS MEHAFFEY

Growth! In 2022 we grew membership in our organization for the first time in several years. The families that have stayed with us through the pandemic and the National Organizations restructuring see the value in what our programs offer. There are several great things to share in this year's report and they are all due to the dedicated volunteers that deliver Scouting with their local charter partner. I'm also proud of our team that supports the thousands of volunteers across the Council. Scouting is making a difference in our communities daily!

As you see in this report, the Mid-America Council saw growth in advancement with 222 new Eagle Scouts. Our camping program saw growth and earned ACA-Accredited® Camp status from the American Camp Association®. Camp Cedars is the only Boy Scouts of America camp in Nebraska and Iowa with this certification. Additionally, we had growth in popcorn sales, returning more than \$1 million to units, and with prizes - units received 54% of total sales. There is not another council our size reinvesting in unit programming at this level.

In 2023, 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,

A handwritten signature in white ink on a dark green background, appearing to read "Chris MehaFFEY".

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

BOARD OF DIRECTORS

KEY LEADERS

Steve Seline
Nate Dodge
John Shores
Patrick Cooper
Thomas Von Riesen
Daniel Owens
Daniel Hunt
Matt Ondrejko
Brent Blume
Chris Mehaffey

Chairman
Chairman Elect
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
Phil Rossbach
Rich Beran



STRATEGIC PLAN

OUR MISSION

Prepare young people to make ethical and moral choices over their lifetime by instilling in them, the values of the Scout oath and law.

OUR VISION

We are the premier youth leadership and character development organization.

BRANDING & MARKETING



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

FUNDS



Generate sustainable funding to support the vision of the Council.

RECRUITING MEMBERSHIP



We will impact our community through traditional and innovative models for youth services.

CULTURE / PEOPLE



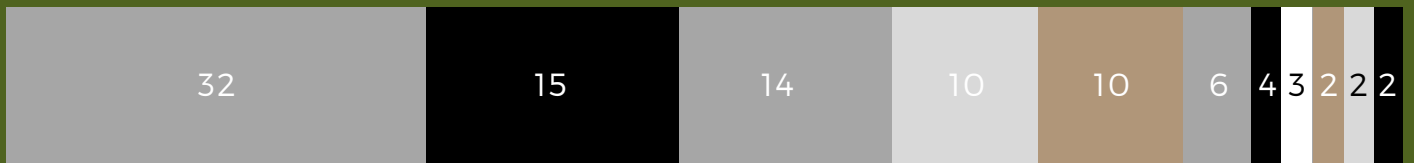
Develop a culture to attract volunteers and staff who carry out the mission and values of Scouting in the Mid-America Council.



FINANCIALS & DEVELOPMENT

INCOME

32%	James E West Foundation (Endowment)	\$ 1,744,709
15%	Investment in Character Campaign	\$ 840,423
14%	Camping & Activities	\$ 773,064
10%	Popcorn / Camp Cards	\$ 578,049
10%	Special Events	\$ 524,792
6%	Program Support Fee	\$ 332,501
4%	Associated Organizations	\$ 218,000
3%	Foundations & Trusts	\$ 190,482
2%	Other Income	\$ 124,416
2%	Scout Shops	\$ 118,111
2%	United Way	\$ 92,565
100%	Totals	\$ 5,537,112



EXPENSES

84%	Program	\$ 4,641,416
9%	Fundraising	\$ 522,227
4%	Management	\$ 229,996
3%	National Fees	\$ 140,274
100%		\$ 5,533,913



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.



**\$2.08
MILLION**
TOTAL SALES

**\$1.01
MILLION**
UNIT
COMMISSIONS

\$103,500
HEROES & HELPERS
DONATIONS

2,549
SCOUTS
PARTICIPATED

CAMP CARDS

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

\$57,712
TOTAL SALES

OVER
23,000
CARDS SOLD

125
UNITS
PARTICIPATED

CITIZEN OF THE YEAR LUNCHEON

The Mid-America Council's Walter Scott, Jr. Citizen of the Year Luncheon has taken place for over fifty years. Traditionally, the luncheon has honored community leaders in Omaha, recognizing their great leadership and support of young people and youth organizations.

In 2022, the Citizen of the Year luncheon honored the legacy of Walter Scott, Jr. Walter always sought to recognize the achievements of young people. In his memory, an award to an outstanding Eagle Scout was presented with a scholarship, leadership training opportunity, and public recognition.

The 2022 luncheon featured Dr. Robert M. Gates, former National President of the Boy Scouts of America, 22nd United States Secretary of Defense, and distinguished Eagle Scout as the keynote speaker.



2021 Outstanding Eagle Scout Recipient

Rebecca Wright - Class of 2021 Eagle Scouts



(From Left to Right) - Chris Mehaffey, Mike Yanney, Bob Gates, Nate Dodge, and Terry Kroeger.

Citizen of the Year Committee Members:

Terry Kroeger (Chair), Nate Dodge, Gary Gates, Fred Hunzeker, David Scott, and Steve Seline

BSA BIG GIVE

The BSA Big Give luncheon returned to an in-person event in 2021, hosting nearly 700 attendees at the CHI Health Center. The annual luncheon kicked off the 2022 Investment in Character Campaign by sharing Scouting stories, highlighting programs, and hearing a keynote address from Eagle Scout and reality TV star, Terry Fossum. The Mid-America Council's annual giving campaign helps support Scouting programs and instill values in youth served by the organization. Funding from the luncheon made programs and outdoor experience possible in 2022.

BSA Big Give Chairs:
Tim & Beth Wilson



MEMBERSHIP



CUB SCOUTING 4,480

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 2,596

Youth 11-17 years old

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



VENTURING BSA

VENTURING 20

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.



EXPLORERS 191

Co-ed 10-20 years old

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



INVENTION SCOUTS 848

Invention Scouts programs encourage Scouting values, life skills, character, and an enterprising spirit.

TOTAL 8,135



1,870
YOUTH PARTICIPANTS

1,349
ADULT PARTICIPANTS

174
STAFF & VOLUNTEER
PARTICIPANTS

OVER
100
PROGRAM VENDORS

JUBILEE

Jubilee is Scouting at its best! The Mid-America Council, Cornhusker Council, and Overland Trails Council showcased this event October 7-9, 2022, at Mahoney State Park. Scouts and their families camped out, enjoyed activities like the rope course, and danced to a variety of musical artists!

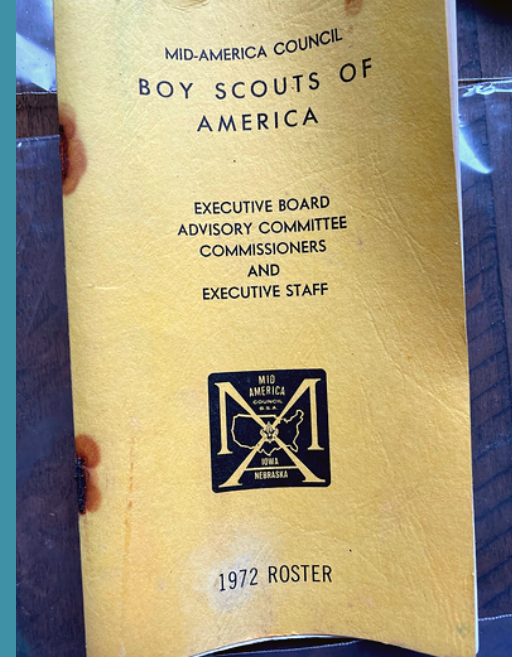


LITTLE SIOUX TRIBUTE

Nestled within the Loess Hills of western Iowa, Little Sioux Scout Ranch has been the backdrop for thousands of Scouting adventures. The property was deeded to the Mid-America Council in 1968 by Grace and Ernest Hundahl, a Mutual of Omaha area director. The hills quickly became a home to the young men and women served by Scouting.

On August 17, 1972, LSSR hosted the Amikaro-Jamboree, a Scouting celebration, with more than 1,000 Scouts, Explorers, and friends. The property was dedicated to the Hundahl's for their significant contribution and commemorated with a time capsule to be opened 50 years later. Marking the date, the time capsule was dug up during a small celebration in August 2022. Found inside was a leadership roster, badges and pins, an annual report, and photos.

As we remember the last 50 years of Scouting history at the camp, we prepare for a new era of partnership in program. The Gillwell Foundation, a subordinate organization who own Mid-America Council Scouting properties and assets, has sold Little Sioux Scout Ranch to the Iowa Natural Heritage Foundation. Because of the relationship forged with the INHF, Scouts and families will have access to Little Sioux Scout Ranch for generations to come. The history of the camp will be preserved, as well as the memorial to the four boys that lost their lives at camp in 2008.



2022 SCOUTING FOR FOOD

PARTICIPANTS

1,578 Scouts
304 Siblings
1,312 Adults

179 UNITS
COMMITTED TO CAMPAIGN

SERVICE HOURS

4,479.75

135 UNITS
REPORTED TOTALS

Summary comparative to 2021:

While number of items collected is down by 88,403 items and pounds are down by 7,534.8, cash donations that were collected and given to the participating food banks is up by \$7,636.25.

SCOUTS COLLECTED THE
EQUIVALENT OF

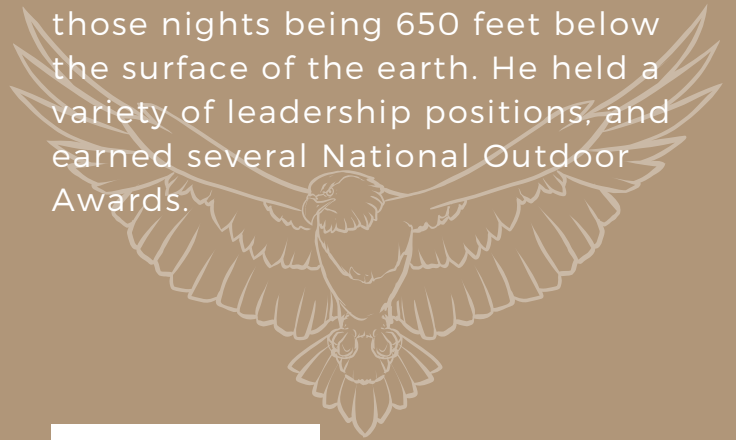
238,539
MEALS



EAGLE SCOUT HIGHLIGHT - JACKSON S.



Jackson S. began his Scouting journey in the fall of 2016 with Troop 448. In his years of Scouting, Jackson accomplished some pretty amazing things, including achieving the rank of Eagle Scout in May 2022. From 2016 to 2022, Jackson hiked 102 miles, camped overnight for 81 nights - one of those nights being 650 feet below the surface of the earth. He held a variety of leadership positions, and earned several National Outdoor Awards.



SCAN TO WATCH
JACKSON'S
STORY



ADVANCEMENT & RECOGNITION



27,139

EAGLE SCOUT SERVICE
PROJECT HOURS



4

SILVER BEAVER
AWARDS



10,521

TOTAL MERIT BADGES
EARNED



222

EAGLE SCOUT AWARDS



437

ARROW OF LIGHT
AWARDS

CAMPING HIGHLIGHTS

Webelos and Arrow of Light Scouts enjoyed a revamped Webelos Outback program as well as the Invention Trailer in the STEM area. Many Cub Scouts made their own fishing poles, and some even caught their first fish with them!

New inflatables were added to the lakefront obstacle course and new games like life size chess, ladder ball, corn hole, and more were available during free time.

ENGAGEMENT:

Cedars total MBs: 4,969

Shooting sports: 560

Equestrian: 331 (+529 Trail Rides)

ATV: 111

Aviation: 71

Metalwork (blacksmithing): 223



1,479

CEDARS
PARTICIPANTS

1,077

AMIKARO
PARTICIPANTS

417

DAY CAMP
PARTICIPANTS

\$12,471

CAMPERSHIP
FUNDS

65

NYLT
PARTICIPANTS





MID-AMERICA
COUNCIL, BSA



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Sioux City Office
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