



MID-AMERICA  
COUNCIL, BSA

A photograph of a family of four (a woman, a man, and two children) sitting on a boat, fishing. The image is overlaid with a semi-transparent blue filter. The woman is in the background, smiling. The man is on the right, holding a fishing rod. The two children are in the foreground, looking towards the camera. The child on the left is holding a small fish. The child on the right is holding a fishing rod. The background shows a body of water and a cloudy sky.

# 2023 ANNUAL REPORT

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MID-AMERICA COUNCIL, BSA

CEO & SCOUT EXECUTIVE MESSAGE

# CHRIS MEHAFFEY



As I reflect upon this past year, businessman Tilman Fertitta's quote "you've got to stay strong to be strong in tough times" succinctly summarizes our efforts in 2023, along with our continued focus for 2024. Amidst the National BSA's bankruptcy emergence and restructuring challenges, the Mid-America Council remained steadfast in progressing toward the goals and objectives of our strategic plan. Our Council's wins in 2023 are a direct result of the support and dedication of our more than 3,470 volunteers, the leadership and guidance of our Board of Directors, and the mission-driven mindset of our staff.

**Key highlights in 2023 include:**

- With the help of key local and state Scouting supporters, the Mid-America Council played an integral role in the passing of legislation bill LB805 allowing certain youth organizations access to providing information, services, and activities within all Nebraska public schools.
- We welcomed our first class of NE Eagle Scout Scholars in 2023. Twenty one Eagle Scouts from across the state of Nebraska were awarded \$12,000 over four years to attend UNO and \$6,000 to attend MCC. This newly established scholarship is available to all graduating high school seniors who reside in Nebraska and five counties in western Iowa. We look forward to this scholarship growing to more schools in Nebraska in the future.
- Our Invention Scouts and Exploring programs experienced an 533.3% increase over the previous year. We know that this is just the beginning of the potential we have to reach youth in our area with hands-on STEM learning, mentoring and career discovery.
- Our camping team served more than 2,400 Scouts at both Camp Cedars and Camp Amikaro during the 2023 summer camping season.
- We reached more than \$2 million in popcorn sales and returned more than \$1 million back to units. I am proud that our Council has made the commitment to invest more than 50% of popcorn proceeds to unit programming, which sets us apart from every other Council in the country.
- And most notably in 2023, 210 Scouts within the Mid-America Council achieved the rank of Eagle Scout, which is 3.1% of our total membership.

While we know tough challenges await us in 2024, with the strength of our Scouting families and volunteers we can remain strong in our mission to prepare young people to make ethical and moral choices over their lifetime by instilling in them the values of the Scout oath and law. Thank you for your continued support as we transform today's youth into tomorrow's leaders together. I look forward to seeing you on the Scouting trail in 2024.

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Sincerely,

A handwritten signature in black ink, appearing to read "Chris Mehaffey".

**Chris Mehaffey**  
CEO & Scout Executive  
Mid-America Council, BSA



# BOARD OF DIRECTORS

## KEY LEADERS

Nate Dodge	Board Chair
Steve Seline	Immediate Past Chair
Daniel Hunt	Commissioner
Patrick Cooper	Legal Counsel
Tim Kerrigan	Treasurer
Chloe Boyer	Camping & Outdoor Program Chairman
Matt Ondrejko	Marketing Chairman
Rich Beran	Membership Chairman
Tim Wilson	Development Chairman
Chris Mehaffey	Secretary

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## BOARD MEMBERS

Michelle Bang	John Kiernan, OD
Andrew Blossom	Gerald Kuhn
Brent Blume	Paul LaFave
Daniel Boyd	Stephen McCollister
Kendall Curry	Chris Murphy
Robert Dalrymple	Duncan Murphy
Hal Daub, Jr.	Gaylord Mussman
Travis Flodine	Pete Ricketts
Andrea Fredrickson	Phil Rossbach
W. Gary Gates	Phil Ruhlman
Scott Getzschman	W. David Scott
Stephen Kathol	Brad von Gillern
Scott Keep	Tom Von Riesen
Tom Kent	Mark Wynegar

# 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.

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## BRANDING & MARKETING

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

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## FUNDS

Generate sustainable funding to support the vision of the Council.

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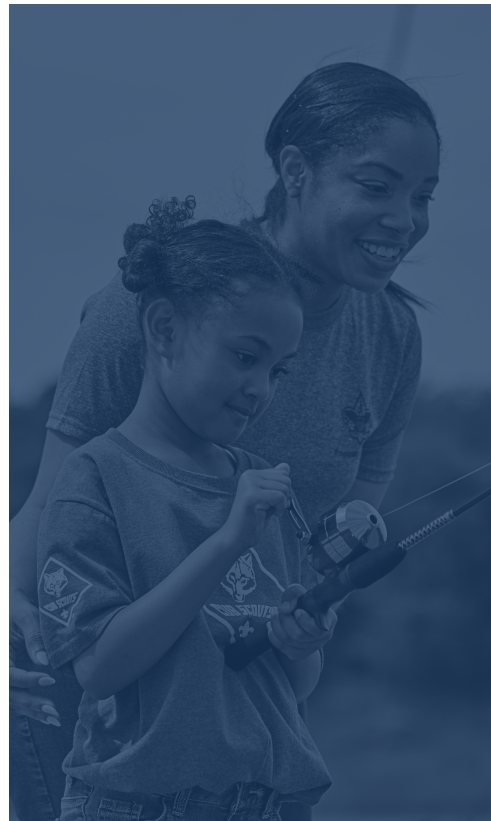
## RECRUITING MEMBERSHIP

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

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## 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 & DEVELOPEMENT

## INCOME

38%	James E West Foundation (Endowment)	\$ 2,265,745
17%	Camping & Activities	\$ 977,748
12%	Investment in Character Campaign	\$ 705,589
9%	Popcorn / Camp Cards	\$ 541,962
6%	Program Support Fee	\$ 358,108
4%	Foundations & Trusts	\$ 259,865
4%	Special Events	\$ 225,581
4%	Associated Organizations	\$ 218,000
3%	Scout Shops	\$ 160,551
2%	Other Income	\$ 99,390
1%	United Way	\$ 82,845
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100%	Totals	\$ 5,895,384

## EXPENSES

84%	Program	\$ 4,957,365
9%	Fundraising	\$ 549,945
4%	Management	\$ 239,654
3%	National Fees	\$ 147,069
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100%		\$ 5,894,033

# 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.

**TOTAL SALES: \$2,046,365**

**UNIT COMMISSION: \$1,001,089**

**HERO & HELPER: \$100,182**

**NUMBER OF SCOUTS: 2,358**

# 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.

**TOTAL SALES: \$103,430**

**NUMBER OF CARDS SOLD: 20,686**

**NUMBER OF UNITS: 111**

# INVENTION SCOUTS

Invention Scouts provides a structured environment to encourage young minds' natural curiosity and build interest in STEM-related academics and careers. They also provide a high-tech laboratory setting, wherein, the program offers an active approach to hands-on learning of specialized equipment that youth aged 5-18 might not otherwise have the opportunity to discover.

**AFTER SCHOOL SITES IN 2023 - 9**

**PUBLIC SHOWCASE EVENTS - 16**

**PUBLIC PROGRAMMING EVENTS - 7**

**SCOUT SHOWCASE EVENTS - 5**

**SCOUT PROGRAMMING EVENTS - 12**

**2022 - 846 YOUTH SERVED**

**2023 - 4,182 YOUTH SERVED**



## EXPLORING

Exploring is a career mentoring program for high school students. We partner with businesses around our community to bring students hands-on programs that align with their career interests.

**387 YOUTH SERVED**

**11 PROGRAMS**



# BSA BIG GIVE

The BSA Big Give annual fundraising luncheon, in its third year, hosted over 800 attendees across 58 counties in Nebraska, Iowa and South Dakota. A satellite location was added in Ft. Dodge, Iowa. Scouting stories were shared by youth, parents, and volunteers. Captain Richard Phillips was the keynote speaker, sharing his message "Steering Your Ship Through Rough Waters: Lessons on Leadership." Captain Phillips credits his time as a Scout helping him through his capture by Somali pirates who hijacked the Maersk Alabama off the coast of East Africa. The Mid-America Council's annual giving campaign helps support Scouting programs and instills values in youth served by the organization. Funding from the luncheon made programs and outdoor experiences possible in 2023.

Together we exceeded our goal and raised over

**\$500,000**

to support Scouting in the Mid-America Council.



# CAMPING HIGHLIGHTS

Camp Amikaro was held at Camp Cedars for all 6 sessions in 2023 and campers enjoyed utilizing the canvas tents, swimming pool, and indoor dining hall. Our Cub Scouts explored static electricity and hydropower and learned about threatened and endangered species. Over 1,000 “seed bombs” were created to help restore native prairies throughout our communities.

Camp Cedars added new lakefront inflatables, 10 new cabins for camp staff housing, and a permanent orienteering course to aid in Outdoor Skills classes and year round orienteering training.

#### ENGAGEMENT:

7,627 MBs taken at Cedars

Target and Range Sports: 717

Equestrian: 301 + 540 Trail Rides

ATV: 91

Aviation: 73

Metalwork (blacksmithing): 190

10,362 nights camped at MAC summer camps

251,264 hours spent outside at MAC summer camps



**CEDARS PARTICIPANTS:**

**1,358**

**DAY CAMP PARTICIPANTS:**

**576**

**AMIKARO PARTICIPANTS:**

**1,107**

**NYLT PARTICIPANTS:**

**59**

# ADVANCEMENT & RECOGNITION

**24,105**

EAGLE SCOUT SERVICE  
PROJECT HOURS

**7**

SILVER BEAVER  
AWARDS

**9,637**

TOTAL MERIT BADGES  
EARNED

**210**

EAGLE SCOUT  
AWARDS

**368**

ARROW OF LIGHT  
AWARDS





# SCOUTING FOR FOOD

The Boy Scouts of America Scout oath acknowledges that we have a duty “to help other people at all times” through service, community engagement, and leadership. To help instill these positive values, the Mid-America Council hosts an annual Scouting for Food drive to stock the shelves of food pantries by soliciting and collecting shelf-stable foods in their neighborhoods.

## PARTICIPANTS

1483 Scouts  
239 Siblings  
1162 Adults

## SERVICE HOURS

4,139

Rates of conversion provided by Food

Bank for the Heartland:

1.2 pounds = 1 meal

1.5 items = 1 meal

\$1 = 3 meals

## 176 UNITS

PARTICIPATED

### 87,904 POUNDS

+

### \$7,556

+

### 89,969 ITEMS

REPORTED TOTALS

SCOUTS COLLECTED THE  
EQUIVALENT OF

## 155,900

MEALS



# EAGLE SCOUT SPOTLIGHT



## LUCY Y.

Lucy has already accomplished some major milestones since starting her Scouting journey in the fall of 2019, including achieving the rank of Eagle Scout. For her Eagle Scout project, Lucy Y. decided to do a project that hit close to home as her great grandpa served in the war. Her project, "Markers for Heroes", aimed to help repair or replace markers that are either missing or have been damaged at the gravesites of veterans in Prospect Hill.

SCAN QR CODE TO LEARN MORE ABOUT  
HER EAGLE PROJECT:



# MEMBERSHIP



## **CUB SCOUTING . . . . .4,200**

*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 . . . . .2,500**

*Youth 11-17 years old*

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



VENTURING® BSA

## **VENTURING . . . . .27**

*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 . . . . .387**

*Co-ed 10-20 years old*

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



## **INVENTION SCOUTS . . . . .4,182**

*Youth 5-14 years old*

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

## **TOTAL . . . . .11,296**

# LB 805

## NEBRASKA SCHOOLS SHALL ...

*provide reasonable and appropriate access to school property to youth-oriented Title 36 organizations, which includes Boy Scouts of America, Girls and Boys Club of America, Big Brothers Big Sisters of America, Girl Scouts of the USA, and their volunteers and staff, to distribute and provide instructional materials in order to encourage participation in such organizations and their activities. Any such access provided during the school day shall not conflict with instructional time. It may include walking clubs, recess, lunch period, or a school called assembly.*

*With the help of key local and state Scouting supporters, the Mid-America Council played an integral role in the passing of legislation bill LB805, allowing certain youth organizations access to providing information, services, and activities within all Nebraska public schools.*

### HOW WE RECRUIT MATTERS!

Improving promotions will increase Scouting in your school



Classroom to  
Classroom

20+

Scouts



Gym visits

16

Scouts



Lunch visits

12

Scouts



General  
Assembly

10

Scouts



Meet the  
Teacher

5

Scouts



Paper Flyer  
Only

3

Scouts



Digital  
Flyer/Peachjar

1

Scouts

# NE EAGLE SCOUT SCHOLARSHIP



The NE Eagle Scholarship was piloted in 2023 thanks to the generosity of The Walter Scott Family Foundation. This scholarship offers up to \$12,000 towards any Nebraska Eagle Scout's college education at either University of Nebraska Omaha or Metropolitan Community College. Twenty-One Eagle Scouts from across the State received the scholarship and were formally recognized "on the ice" during the Omaha Mavericks Hockey game on November 11, 2023.

The Walter Scott Family Foundation believes in the power of leadership and education to transform lives and communities. The Foundation is committed to recognizing and supporting exceptional young men and women who achieve the rank of Eagle Scout. Walter Scott's vision and commitment to empowering the next generation of leaders has made this scholarship possible. He credited Scouting and becoming an Eagle Scout as foundational to his character development and leadership success.





# MID-AMERICA COUNCIL, BSA



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