

14TH ANNUAL

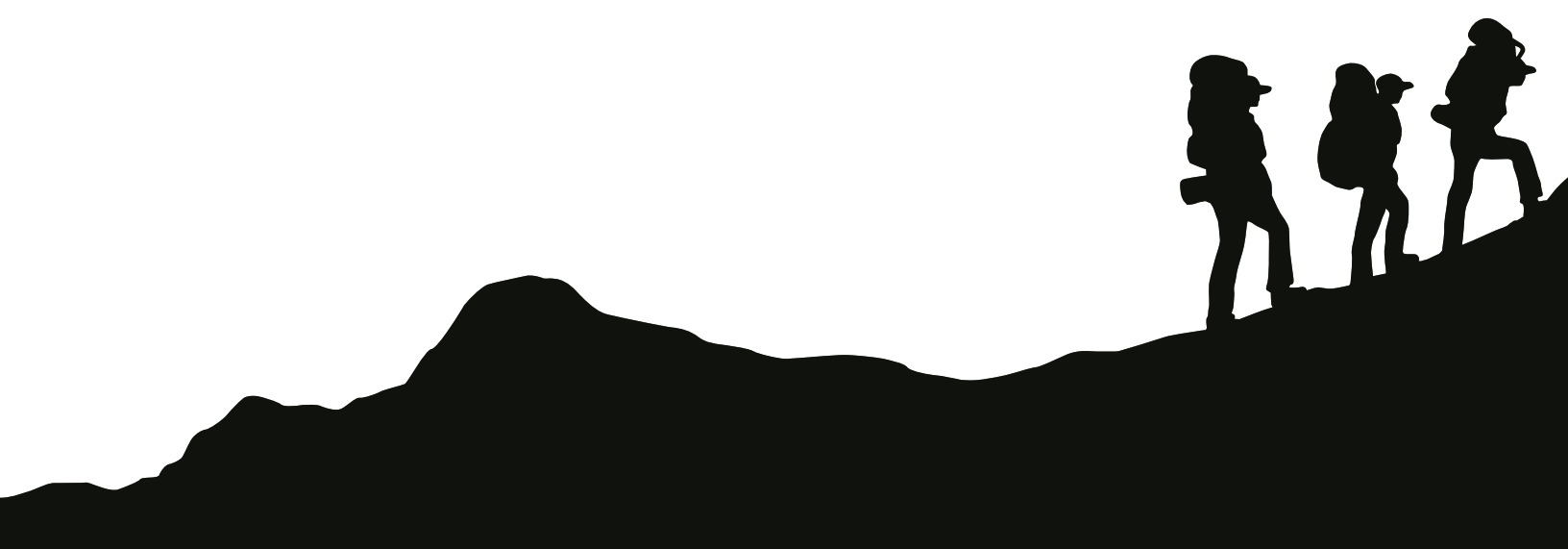
# NATIONAL PRESIDENT'S AWARDS FOR MARKETING EXCELLENCE



BOY SCOUTS OF AMERICA®

**Prepared. For Life.™**





*It was there when man first walked on the moon. It was there when a president struck a blow to an iron curtain with a single speech. And it was there when Scouts across the country rallied to provide relief in the wake of Hurricane Katrina.*

*For the past 100 years, it has been in the heart of every Scout who ever overcame one of life's challenges. It is the value of being prepared—the*

*core of Scouting and a statement that inspires a lifetime of character and service.*

*As we look to a new century of Scouting achievements, we light a new fire in the next generation of Scouts. We shall instill in them the honor and integrity that comes with being a Scout. We will build their character and ensure they are prepared for something more.*

***We will prepare them for life.***





## Fellow Scouters,

Councils from each region submitted outstanding entries for the 14th Annual National President's Awards for Marketing Excellence. The quality and strategic thought represented in the materials submitted are impressive, and show the BSA brand presented with creativity and relevancy.

I encourage the leadership of all councils to see within marketing a powerful opportunity to grow and strengthen Scouting in the communities you serve. A strong marketing committee, with a well-developed plan and proper use of the BSA brand, positions us to tell our story to the audiences we want to reach and support our mission to serve more youth.

Thanks to all who submitted entries. Congratulations on your exceptional work! The National Council is pleased and proud to be in partnership with you.

Sincerely,

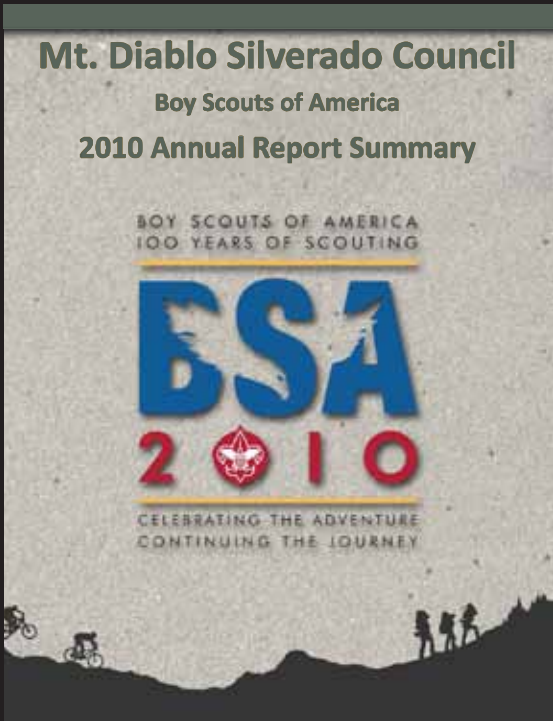
Rex W. Tillerson  
President, Boy Scouts of America




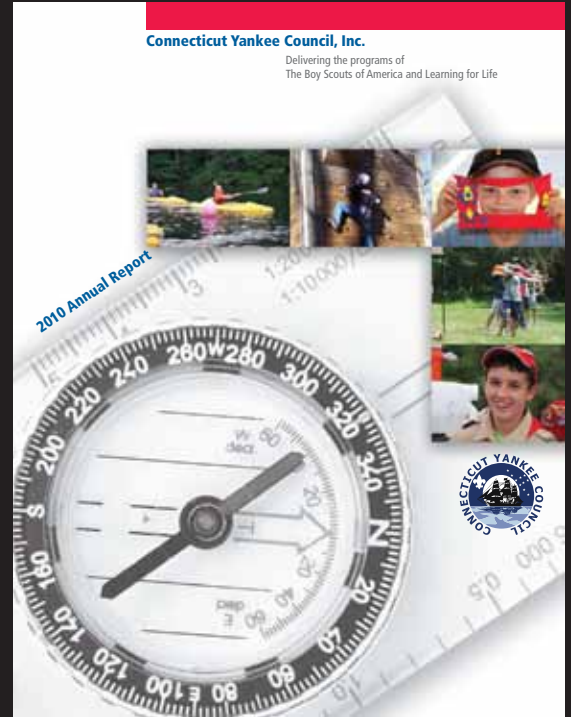
**Prepared. For Life.™**



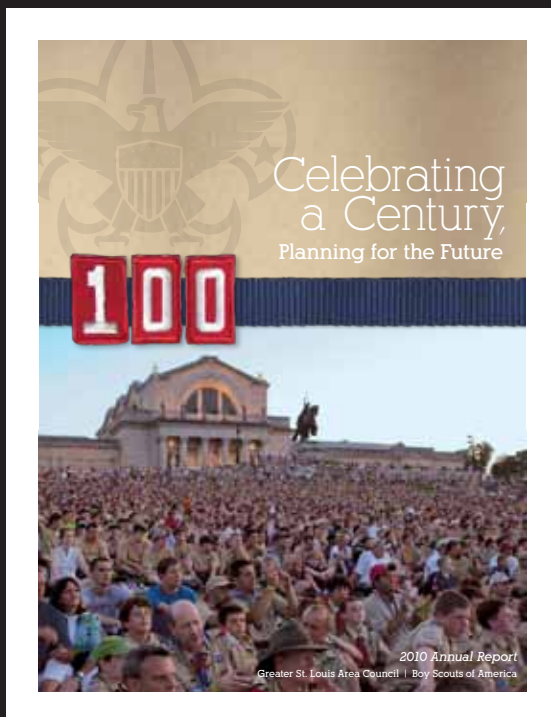
# BEST ANNUAL REPORT



 **MOUNT DIABLO SILVERADO COUNCIL**  
Pleasant Hill, California  
Winner



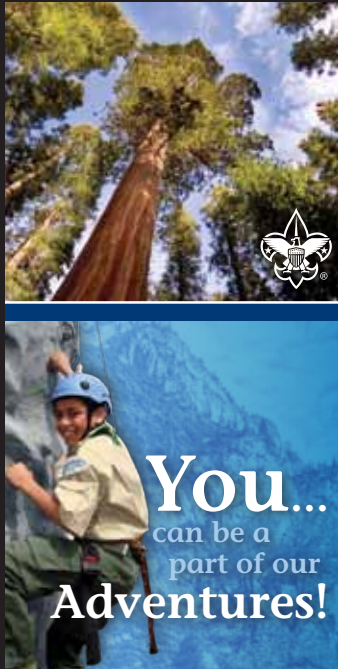
 **CONNECTICUT YANKEE COUNCIL**  
Milford, Connecticut  
Winner



 **GREATER ST. LOUIS COUNCIL**  
St. Louis, Missouri  
Winner



# BEST COLLATERAL MATERIAL



### Community Impact


Each year, through the combined efforts of our 7,200 youth and 3,000 adult volunteers, the Greater Yosemite Council...

- Collects more than 15 tons of food for area food banks
- Provides free labor and materials to refurbish parks, playgrounds, women's shelters, bike trails, community centers, and other facilities. The average is 30,000 hours per year.
- Offers Vocational Training for young people interested in law enforcement, fire fighting, and other emergency services as well as other careers such as law, medicine, military, skilled trades, and business.
- Endows young people with the leadership skills, character, ideals, and sense of personal responsibility necessary for good citizenship and future success as adults.
- Builds tomorrow's community leaders!

Prepared. For Life.™

BOY SCOUTS OF AMERICA  
GREATER YOSEMITE COUNCIL

4031 Technology Drive • Modesto, CA 95356  
www.yosemitescouting.org • 1(877) 486-5519

 **GREATER YOSEMITE COUNCIL**  
Modesto, California  
Winner






 **LOS ANGELES AREA COUNCIL**  
Los Angeles, California  
Winner

## Cub Scout Parents Orientation Guide

INDIAN NATIONS COUNCIL  
BOY SCOUTS OF AMERICA

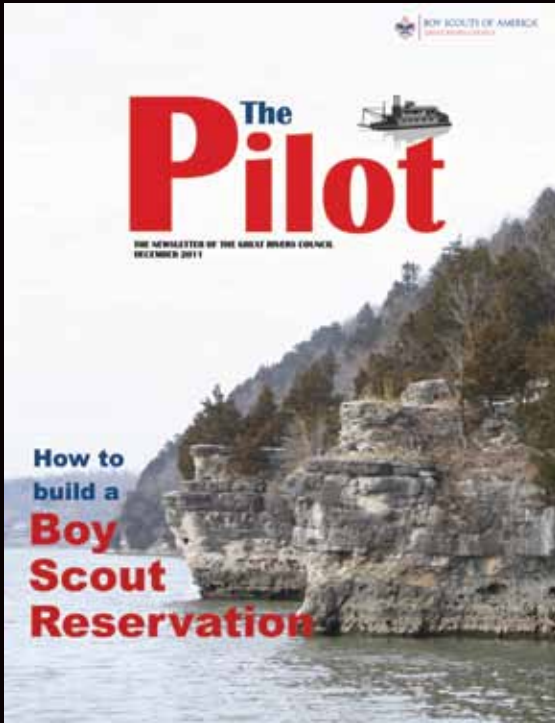
Approved by the governing council of the Boy Scouts of America, the District of Oklahoma, and the Tulsa Area Council of Boy Scouts of America.


 

 **INDIAN NATIONS COUNCIL**  
Tulsa, Oklahoma  
Winner



# BEST ENEWSLETTER



 **GREAT RIVERS COUNCIL**  
Columbia, Missouri  
Winner

**THE SCOUTS DUFFLE BAG**  
GREAT ST. LOUIS AREA COUNCIL - BOY SCOUTS OF AMERICA

News for Scouting leaders, parents, and the newcomers on staff. To supplement, not replace, the Duffle Bag newspaper

January 13, 2011

**Quick Links**  
[Twitter on Facebook](#)  
[Follow us on YouTube](#)

**Council Website:** [slca.org](#)  
**Council Blog:** [blog.slca.org](#)  
**National Council Website:** [scouting.org](#)

**DISTRICT NEWS**  
 What's Hot! Am I a Scout?  
 Boone Trails  
 Cherokee  
 Equinox  
 Grand Canyon  
 Graves Trail  
 Kanawha  
 New Horizons  
 North Star  
 Otago  
 Otter Trailblazers  
 Pacific  
 River Trails  
 Shenandoah  
 South  
 Thunderbird

**Learning for Life**  
 Special Needs  
 Volunteering

**COUNCIL SERVICE CENTERS**  
 Membership Service Center  
 4401 West Pine Blvd.  
 St. Louis, MO 63128-2178  
 Phone: (314) 361-0000 or 800-352-0000  
 FAX: (314) 361-0100  
 Hours: Monday through Friday 9-30

**Unit Rank**

**Greetings!**  
 Of all the council's accomplishments in 2010, the most notable may be the 403 young men who earned the rank of Eagle Scout. The number is the highest in the council's history.

Eagle Scouts from the Class of 2010, their parents and Scoutmasters gathered at the Emerson Center at Beaumont School Reservation on Sunday for the annual Eagle Reception, sponsored by the Eagle Scout Association. You can watch Andrew Schneider's address to the Class of 2010 by [clicking here](#) or on the graphic.

What does this accomplishment represent to our Scouts, parents, leaders and community? We'd like your thoughts on this question. Please visit the Duffle Bag and contribute to the conversation by leaving your comment.

—Greater St. Louis Area Council, Boy Scouts of America


**Green Named Scout Executive**  
 David L. Stewart, council president and chairman of the selection committee, announced that Ronald S. Green will be the council's 10th Scout Executive in its 100-year history. He previously served as Scout Executive in Columbus, Ohio. [Read more...](#)

**The Importance Of Scouting, Friends of Scouting**  
 The annual Friends of Scouting campaign provides the council with more than 25 percent of its operating budget. What does this mean to our Scouts? We asked them as part of our campaign video. [Click here to watch the video...](#)

**Unit Rank**

**Andrew Schneider**  
 addresses the Eagle Scout Class of 2010.

**Ronald S. Green**

 **PUERTO RICO COUNCIL**  
San Juan, Puerto Rico  
Winner

Boy Scouts of America - Concilio de Puerto Rico

## COMUNICÁNDOME CONTIGO

GACETA DEL PRESIDENTE DE LA JUNTA, ERIC SANTIAGO JUSTINIANO JUNIO 2011

**La lluvia no nos detuvo- Caminamos por Puerto Rico**

En otros lugares, como Yauco, la temperatura era alta, y normal- como la que disfrutamos en nuestro querido Puerto Rico. Así, como nuestros niños siempre disfrutamos la oportunidad de participar, de una u otra forma en el evento [Puerto Rico Caminamos Walgreens por los Bosques de Arecibo y Caguas Pedernales](#).

Es de profunda satisfacción que Walgreens nos haya adoptado como una de las entidades sin fines de lucro que le brinda servicio a la comunidad, para este evento. Fueron muchos los jóvenes, padres y líderes adultos que se acercaron a las distintas tiendas Walgreens a promocionar el evento. Y también promocionaron el escultismo. Eso, para mí, fue un gran triunfo. El poder hacer presencia en nuestras comunidades, que los padres vean en nuestra organización un modelo a seguir, y también quieran que sus niños participen de nuestro programa, es una meta alcanzable.

Al final del día 5 de junio de 2011, somos una mejor organización, porque cientos de voluntarios, padres, niños y ciudadanos caminaron por la juventud de Puerto Rico.

**Lo que ocurrió en Junio**

- Camina por Puerto Rico- evento auspiciado por Walgreens
- Comenzó Guajataka!
- Valora tu Vida
- MEGA Scout Show en Ponce
- Comité de Membresía Council se reúne en Den de la Tropa 55 en Mayagüez

**Comenzamos a mejorar el Campamento-**

Con la ayuda de sus padres y líderes, los jóvenes y niños de la Tropa 86 de Moca comenzaron a evaluar diferentes proyectos de servicio a nuestro Santuario del Escultismo Puertorriqueño, Campamento Guajataka. No preguntaron, "¿qué podemos hacer?" sino que pata en mano, amor en su corazón, y visión de futuro, comenzaron a trabajar en cómo mejorar al campamento. Si hoy visitas el área de "Campfire" de nuestro campamento, podrás ver como los jóvenes mejoraron las condiciones, ornato y belleza del área.

**Piedrita a piedrita.**  
 Así es como construímos un futuro mejor en Puerto Rico. También quiero incluir a los padres y líderes de la Manada 106 de Aguadilla. Hickson un trabajo extraordinario mejorando las condiciones de seguridad eléctrica del "campsite" donde pernoctaron. Nuevamente, vieron la oportunidad, y decidieron sin demora que era lo mejor para los niños.

**EN ESTA EDICIÓN**

- Crucé de Puente Taino** 2
- Nuestra cama...** 2
- Tan solo el comienzo** 2
- Comité Membresía** 3
- La foto de Barca** 3
- Valora tu Vida** 3

 **GREAT ST. LOUIS COUNCIL**  
St. Louis, Missouri  
Winner





# BEST FINANCE SUPPORT MATERIAL

## FRIENDS OF SCOUTING

**BOY SCOUTS OF AMERICA**  
Blackhawk Area Council

**FUNDING FUN, FRIENDSHIPS, AND FUTURES.**

**BLACKHAWK AREA COUNCIL**  
Rockford, Illinois  
Winner

**BOY SCOUTS OF AMERICA**  
LONG BEACH AREA COUNCIL

**Prepared. For Life.**

Dear Friend of Scouting (hopefully, not a former Friend of Scouting):

We're two Cub Scouts unit volunteers from your local Scout Council, guys you've probably never met. We're definitely not getting paid to write this letter - in fact, we really wish we didn't have to. Times are tough and gas is high. We're parents ourselves, we're paying the same rates you are, and yet we're still optimistic enough to ask you to please read this letter.

You gave to Scouting in the past, but not this year. Maybe because you think you don't need to do that much. Maybe you think supporting Scouting is important but not urgent, or maybe you don't even think it's important. Well, we have to tell you, donating to our Council this year is **really important AND urgent**, because this year marks a turning point for our camps - Camp Tabasco, the Sea Base, and Will J. Reid Scout Park.

**How much can you do for your kids?**

Unless you're the football coach, you can't make your son the team captain. You can't award him a high-over opinion in front of all his friends, just since he's past the play date stage, you can't make his social life. You can't be as obnoxious as you'd like in giving him personal advice. You can't carry him on your back, and you can't give him a lifetime movie concert system implanted in a convenient chip (yet).

**How much can Scouting do for your kids?**

What a parent can do for their kids is not unlimited - but what Scouting can do for them is immeasurable and it can last a lifetime. Unlike other youth development organizations, Scouting delivers a non-linear program of development, character, leadership and teambuilding. (Plus the leadership training, character development and teambuilding, outside of school and all volunteer activities or service-learning opportunities.) More of today's leaders than we can count have taken a Scouting path to the top - in every professional field. People like Ron Utzinger (President of Southern California Edison), Rex Tillerson (CEO of Exxon-Mobil), Herbert M. Carter (U.S. Secretary of Defense) and Jim Lovell (Apollo 13). All Eagle Scouts.

[www.longbeachbsa.org](http://www.longbeachbsa.org)



**Prepared. For Life.**

**Matthew**

I am very smart, but I got behind because I was making bad decisions. Now, I have changed by doing my work, making good decisions, and hanging out with good friends. This has been hard, especially trying to get away from old friends who do bad stuff. I have been in Boy Scouts, Pack 97, for three years. My goals are to spend time with my cousins, brother and dad. They encourage me to do the right things and keep going. I want to go to college so I can help my family by getting a good job.

**Christian**

My family moved to Allentown from Puerto Rico when I was six years old. Since I joined Boy Scouts at Cleveland this year, I have had tons of experiences. I learned many things, how to fix a hike's wheel, how to make a derby car, how to be a good citizen, and how God is important. Because I am a scout, I can work as a leader and role model for other students. I am applying to be at the Summer Patch next year and have had reading goals this year due to the skills I have learned at Cleveland and through Boy Scouts.

**BOY SCOUTS OF AMERICA**  
Minsi Trails Council

**Prepared. For Life.**  
2011 Fundraising Luncheon

**I would like to be a Founding Member of the Prepared For Life Society:**

- Charter Level** - at \$1,000 per year for five years
- Achievement Level** - at \$5,000 per year for five years
- Leadership Level** - at \$10,000 per year for five years

**I would like to contribute in other ways:**

- Contribute \$\_\_\_\_\_ for \_\_\_\_\_ years
- Please contact me. I have other thoughts to share.

**Payment:**

- My check is enclosed made payable to Minsi Trails Council, BSA
- Credit card:**  Visa  MC  Discover  American Express
- Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_
- Please bill me:  Quarterly  Twice annually  Annually
- Please contact me about paying my pledge with stock
- My company has a matching gift program.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_ Phone (day) \_\_\_\_\_  
Address \_\_\_\_\_ Phone (evening) \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
E-mail \_\_\_\_\_

**Thank You**  
Minsi Trails Council, P.O. Box 20424, Lehigh Valley, PA 18002-0624  
901 Pocono Rd., Allentown, PA 18109  
Phone: 610-264-8551 Fax: 610-485-4500 www.minsitrails.com

**BOY SCOUTS OF AMERICA**  
Minsi Trails Council

**Prepared. For Life.**  
2011 Fundraising Luncheon

**I would like to be a Founding Member of the Prepared For Life Society:**

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Signature \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_ Phone (day) \_\_\_\_\_  
Address \_\_\_\_\_ Phone (evening) \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
E-mail \_\_\_\_\_

**Thank You**  
Minsi Trails Council, P.O. Box 20424, Lehigh Valley, PA 18002-0624  
901 Pocono Rd., Allentown, PA 18109  
Phone: 610-264-8551 Fax: 610-485-4500 www.minsitrails.com

**LONG BEACH AREA COUNCIL**  
Long Beach, California  
Winner

**MINSI TRAILS COUNCIL**  
Allentown, Pennsylvania  
Winner



# BEST POSITIVE PUBLIC RELATIONS

## Aberdeen Proving Grounds & The Baltimore Area Council are proud to partner in increasing youth education in Science, Technology, Engineering and Math



Please join us for a reception launching the Boy Scouts of America STEM Program with special guest

*Major General Nick Justice  
Commanding General  
Aberdeen Proving Grounds*

Friday, October 14, 2011  
6:00pm

Ruggles Golf Course,  
The Sutherland Grille  
5600 Maryland Blvd.  
Aberdeen Proving Ground, MD 21005

Sponsored by Chad Gillenwater

Promotional efforts supported by the APG Army Alliance

Please R.S.V.P. to Ashlea Pinkham:  
443-573-2519 or apinkham@baltimorebsa.org



**BALTIMORE AREA COUNCIL**  
Baltimore, Maryland  
Winner

**BOY SCOUTS OF AMERICA CAPITOL AREA COUNCIL**

**Assistance to Scouting families affected by fires**

**RELIEF AGENCIES FUNDS**

- Arkansas Red Cross**
- Capital Area Food Bank**
- United Way**
- Central Texas Fire Relief Efforts**
- North Shore District**



**CAPITOL AREA COUNCIL**  
Austin, Texas  
Winner

**NonProfit**

**Boy Scouts of America Circle 10 Council**

**Trevor Rees Jones Scoutreach Program**

**Other Scouting Programs**


**Circle 10 Council**




**CIRCLETEN COUNCIL**  
Dallas, Texas  
Winner



# BEST WEBSITE

**PIEDMONT COUNCIL**  
Piedmont, California  
Winner

**CHATTAHOOCHEE COUNCIL**  
Columbus, Georgia  
Winner



**MINSI TRAILS COUNCIL**  
Allentown, Pennsylvania  
Winner





# BEST MULTICULTURAL MARKETING



**SEQUOIA COUNCIL**  
Fresno, California  
*Winner*

**BALTIMORE AREA COUNCIL**  
Baltimore, Maryland  
*Winner*

**CRADLE OF LIBERTY COUNCIL**  
Philadelphia, Pennsylvania  
*Winner*



## baltimoresun.com

### Boy Scouts, sponsors turn out to support Team Baltimore in Grand Prix event

By [Sandra McKee](#), The Baltimore Sun

6:33 PM EDT, July 12, 2011

Baltimore driver Marc Bunting, who will drive his Porsche 911 GT3 in the American Le Mans Series race here in September, turned the engine on and stepped on the gas. Behind the car, Akil Wise, 11, his brother, Da'Sean, 13, and their friend in Boy Scout Troop 8548, Jabari Gilliam, 13, all jumped and then smiled sheepishly.

"I'm scared out of my mind," Akil said when asked what he thought about the race car. "I didn't think it would be so loud."

"It was like thunder," Da'Sean said.

"I thought it was awesome," Gilliam said.

It was the latest roar of a race car in the city in anticipation of the [Baltimore Grand Prix](#) weekend, Sept. 2-4. The weekend will be packed with cars, practices and races, as The American Le Mans Series' sportscars and the IZOD Indycar Series, which features the open-wheel cars that compete in the Indianapolis 500, streak around the streets of downtown Baltimore.

On Tuesday, the Boy Scouts, Bunting and a small gathering of his sponsors were at the [Maryland Science Center](#) in the Inner Harbor. They came to see the car and talk about "Team Baltimore," the one team that will represent the city, and is sponsored by local businesses and will help raise money for the Boy Scouts and other area charities and organizations.

In auto racing, when you mention sponsors, you are usually talking about tire companies, auto parts stores or some other major business that has plastered its name on the sides of a race cars. But how about a dentist, a storied candy company, a screen printing and embroidery company and another company that creates fun, costume rings?

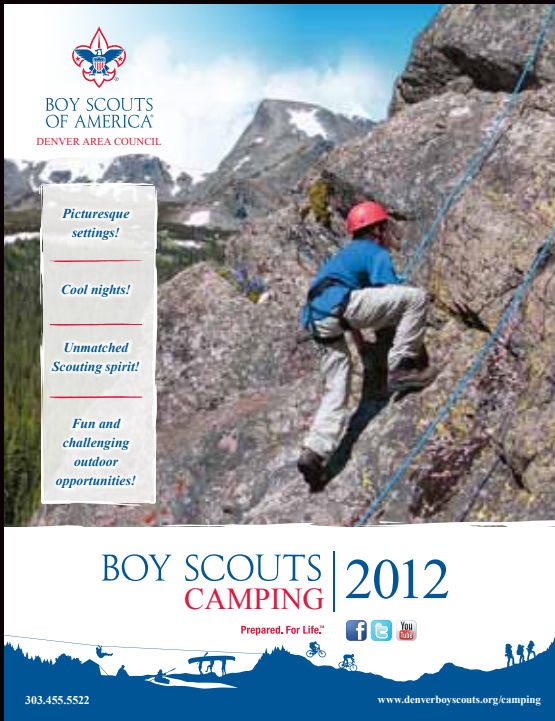
That's what you get with Team Baltimore, along with Morton's steak house, which will be putting together a carryout package called "Prime Fuel" featuring grilled tenderloin and sautéed onions on a ciabatta roll with chips. That will be part of a broader, year-long program to raise money for charities.

Porsche of Towson is the only sponsor with an obvious racing connection, but everyone involved will be raising money for local organizations like the Boy Scouts.





# BEST MARKETING CAMPAIGN



**DENVER AREA COUNCIL**  
Denver, Colorado  
Winner



**THREE FIRES COUNCIL**  
St. Charles, Illinois  
Winner



**BUCKEYE COUNCIL**  
Canton, Ohio  
Winner

# BEST NEWSLETTER



## THE SCOUTS OFF IN BAG

Serving the Greater St. Louis Area Council Scouting Community VOL. 64 No. 4 • July/August 2011

### Successful School Night Begins With Planning

Fall membership recruitment is vital to our success in serving the youth of our council. The most effective method of fall recruitment is School Night to Join Scouting (SNJS), held by Cub Scout packs and Boy Scout troops to welcome new Scouts.

Classroom visits to invite boys to join take place one to three days before School Night. Scouting is promoted to prospective parents by having key unit leaders at elementary school open houses.

The SNJS plan calls for each Scout district to set up joining nights by school districts during August and September. Ideally, private and parochial schools will run their SNJS on the same evening as the public schools in their geographic area.

The most successful recruitment drives by units utilize personal phone calls to parents by leaders and attaching a unit calendar or program to the SNJS fliers.

Open-house visitations allow units to promote Scouting to parents informing them about the benefits of the Scouting program, introducing unit leaders, promoting SNJS, and providing an opportunity for boys to join and adult leaders to be recruited. Involving the chartering organization in the process helps strengthen relationships.

SNJS requires an adequate number of unit leaders. Select and train them early.

- **emcee** — comfortable in front of a group, should be in uniform and know the agenda for the evening.
- **Tiger Cub den leader or pack trainer** — prepared to conduct a short orientation and answer questions about the Tiger Cub program.
- **registrars** — organizes a system to collect the School Night money in an efficient manner, may need to recruit additional manpower.
- **Display chairman** — sets up displays, photos, demonstrations, etc.
- **additional leaders** — answer questions and help fill out forms.

The Cubmaster/Scoutmaster encourages all adult leaders in the pack or troop to attend the August Roundtable.

In addition, the Cubmaster/Scoutmaster:

- Attends the council School Night training in June.
- Meets with the school coordinator to check on arrangements made with the school principal for SNJS and open-house programs.
- Recruits manpower for school open houses, classroom visits, parent-son lunches, and SNJS.

Cub Scouts contemplate the first move with their "shooters" as they prepare for a game of marbles at adventure camp this summer. Adventure camp is only one of many activities Scouts can enjoy throughout the year.

Photo by Christine Hummel

continued on page 3



### Scout, 12, Honored For Heroism In Saving Father

Boy Scout Colt Wahl, 12, was honored for assisting his father after he fell from a tree during a hunting trip and shattered both ankles. The Heroism Award was presented to Colt during a National Court of Honor at the Greater St. Louis Area Council's Annual meeting and Recognition Dinner in May.



Colt Wahl

After his father, Danny, 48, fell 20 feet from a deer-hunting stand, Colt came to his aid and witnessed bones protruding through the skin on one leg. He used his father's cell phone to call emergency assistance. The property was not marked by a mailbox or address marker, so Colt drove an all-terrain vehicle through a heavily wooded area to meet the paramedics and led them back to his father. Paramedics decided to evacuate his father by medical helicopter, and Colt led them to a nearby bean field, where he stomped down bean plants to create a safe landing pad. He then assisted paramedics in loading the gurney with

his father onto the ATV and slowly drove it to the bean field while the paramedics walked along side.

Colt is in Troop 250, chartered to the Knights of Columbus of Perryville, Mo.



**GREATER ST. LOUIS COUNCIL**  
St. Louis, Missouri  
Winner

### Sell Popcorn, Go To Camp For Free!

Youth members can attend a Greater St. Louis Area Council summer camp free of charge for selling specified amounts of Trail's End Popcorn during the 2011 sale.

Cub Scouts who sell \$750 or more can attend a Dad & Lad or Mom & Me (parent included) or a Webelos mini-camp at no charge. Webelos, Boy Scouts and Venturers who sell \$1,500 or more can attend a week of Webelos Camp, National Youth Leadership Training, Boy Scout summer camp, Venturing summer camp, the Ranger program, or Hawk Camp free of charge.

There are many other incentives and bonuses for youth members.

Units wishing to participate in the Trail's End Popcorn Sale must return commitment forms by Aug. 5 and attend one of seven training sessions held from Aug. 22 to 31. The 2011 popcorn sale kicks off Oct. 1 and orders are due online on Oct. 28. Popcorn delivery is Saturday, Nov. 11.

### SCOUTING NEWS YOU CAN USE

<b>General News</b>	Silver Beaver..... 4	<b>Boy Scouting</b>	Reservations & Lotteries..... 9	NAVLE..... 12
2013 National Jamboree..... 7	Special Needs Scouting..... 11	Mentor Badge Make-up Day..... 13	Tour Permits..... 10	NVLT..... 12
Bronze Award..... 5, 23	Tributes & Honors..... 4	NVLT..... 12	NVLPack & Pledge..... 12	Outdoor Programs Training..... 10
Centennial Coin Set..... 22	<b>Advancement</b>	NVLT-Pack & Pledge..... 12	<b>Cub Scouting</b>	Powder Horn..... 13
Council Calendar..... 22	Eagle Essay..... 14	<b>Camping</b>	Adventure Camp..... 6	Special Needs Training Team..... 11
Duffie Bag Subscription..... 23	Dog Care Mentor Badge Center..... 13	Camping Notebook..... 8	Fall Flight Feet..... 7	Wood Badge..... 14
Hotstige Corner..... 3	Indian Love Mentor Badge Center..... 13	Camp Staff Scholarship Fund..... 8	Important Dates..... 7	<b>Venturing</b>
Popcorn..... 3	Law Mentor Badge Center..... 13	Catholic Adventure Week..... 22	Summertime Pack Award..... 7	Events & News..... 14
Service Center Locations..... 2	Law Mentor Badge Center..... 13	Important Dates..... 9	<b>Training</b>	Recognition Dinner..... 14
	Mentor Badge Make-up Day..... 13	O.A. Notebook..... 9	Commissioner Training..... 12	
	Outdoor Programs Training..... 10	Outdoor Programs Training..... 10	Important Dates..... 13	

GREATER ST. LOUIS AREA COUNCIL - BOY SCOUTS OF AMERICA

**HEART OF AMERICA COUNCIL**  
Kansas City, Missouri  
Winner



## Heart of America Council, Boy Scouts of America ADVENTURES IN SCOUTING

www.hoac-bsa.org

December 2011/January 2012



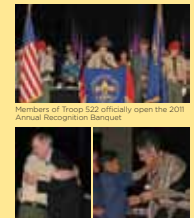
### Popcorn Sale Tops \$2.7 Million

Thank you to all the Scouts, units, and volunteers who made the 2011 popcorn sale a success. Popcorn not only provides much needed funds for unit and Council programs, it also teaches our Scouts the value of earning their own way. In total, \$2,713,835 in popcorn was sold in support of local Scouting programs.



### Council Presents Top Honors

The Heart of America Council's top volunteers were honored at the Annual Recognition Banquet on November 16. In total, 19 volunteers were recognized with the prestigious Silver Beaver Award. Dr. Cynthia Lane and Ret. Police Chief Jim Corvito were also presented the Whitney M. Young, Jr. Service Award.



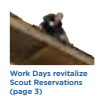
Silver Beaver recipient Dick Kaufman and son share a special moment.

Kansas City, KS Superintendent Dr. Cynthia Lane is presented the Whitney M. Young, Jr. Service Award.

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# BEST FOS BROCHURE

## COUNCIL PRESIDENT'S MESSAGE

The Denver Area Council of the Boy Scouts of America is dedicated to helping children in our community learn the skills and values needed to be Prepared. For Life.™ A Harris Interactive Poll showed that children with more than 5 years of Scouting experience exhibit some extremely valuable traits:



- TRUSTWORTHY:** 75% of Scouts agree that Scouting has taught them to always be honest and to be a leader.
- LOYAL:** 89% of Scouts are proud to live in the USA and 83% say spending time with family is important to them.
- HUMBLE:** 8 out of 10 Scouts surveyed believe that helping others should come before their own self-interest.
- FRIENDLY:** 80% of Scouts say Scouting has taught them to treat others with respect and 78% to get along with others.
- COURTEOUS:** Almost 9 of 10 Scouts (91%) believe older people should be treated with respect.
- RESPONSIBLE:** 78% of Scouts say that Scouting has taught them to care for other people.
- OBEDIENT:** Boy in Scouting 5 years or more are more likely to respect peer pressure to hang out with young delinquents.
- DISCIPLINED:** 78% of Scouts are happy with their schools and their neighborhoods.
- THRIFTY:** 82% of Scouts say that saving money for the future is a priority.
- BRAVE:** 82% of Scouts say that Scouting has increased their confidence and 51% rate their self-confidence as excellent.
- CLEAN:** 79% of Scouts say that Scouting has taught them to have more respect for the environment and their physical fitness.
- REVERENT:** 83% of men who were Scouts for five or more years say attending religious services as a family is very important.

Please consider supporting our **INVESTMENT IN CHARACTER** campaign this year to help ensure every child that wants to take part in the Scouting experience has the opportunity to do so. Thank you.

John A. Ward  
John A. Ward



### Prepared. For Life.™

It was there when man first walked on the moon. And when a president struck a blow to an iron curtain with a single speech. It was there when Scouts across the country rallied to provide relief in the wake of Hurricane Katrina. For the past 100 years, it has been in the heart of every Scout who ever overcame one of life's challenges. **It is the value of being prepared.**

The core of Scouting and a statement that inspires a lifetime of character and service. As we look to a new century of Scouting achievements, we light a new fire in the next generation of Scouts. We stand in their honor and integrity that comes with being a Scout. We will build their character and ensure they are prepared for something more.

We will prepare them for life.



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Follow us on:



GIVE TO SCOUTING TODAY!

## IT TAKES A COMMUNITY TO BUILD CHARACTER



## INVESTMENT IN CHARACTER CAMPAIGN



BOY SCOUTS OF AMERICA  
DENVER AREA COUNCIL

Prepared. For Life.™

**DENVER AREA COUNCIL**  
Denver, Colorado  
Winner

**Prepared. For Life.™**

**For Adventure. For Education. For Leadership. For Healthy Living. For Service.**

**For Fun.**

Scouts are prepared to find others who share their love of adventure and their respect for the natural world and our planet's resources. Scouts learn the essential skills, and it's a reward that will be carried home to be shared with family.

**Robert Brewer**  
Chief, Adventure Leader  
District of the West

**James Schwabmann**  
Assistant Scoutmaster

I want about 10 more amazing people like I have. I want to be a Scout. When the badge is around my neck, I know that I have to be better and I need to take on a Scout. I got the scouter's first, but I know that I will be a Scout.

**Alton Harvey**  
Scoutmaster

Scouting has prepared me for finding my strength and other abilities in my family and school. Campers teach you how to plan and be prepared. There will always be a time in life when you need to be prepared. It's the best preparation that a Scout can have.

**Shamel Lee**  
Cub Scout

**GREATER ST. LOUIS COUNCIL**  
St. Louis, Missouri  
Winner

## HOW SCOUTING DOLLARS SERVE

### 101 Years Strong

The world of Scouting reaches into the lives of America's youth through fun-filled, educational activities. Scouting's program affects boys ages six through seventeen and young adults to college age 21. A positive influence on character, citizenship, and fitness is the result. It takes people to provide the support necessary to keep Scouting strong and helping youth. With your help, Scouting will continue to teach values and ideals worth supporting.

### WHAT IS FRIENDS OF SCOUTING?

Friends of Scouting (FOS) is an annual fundraising campaign that gives Scouters and interested people in the community an opportunity to contribute to the financial support of Scouting in Crossroads of America Council. For the convenience of all donors, a pledge may be made and paid at specified intervals throughout the year.

Some companies and organizations will match your FOS gift. Ask your employer if they will contribute to the campaign with a matching gift.

FOS is an opportunity for you to give back to the Scouting program. Crossroads of America Council, Boy Scouts of America, is a non-profit organization that relies on contributions to pay for character development programs, camps, training, service centers, professional support, and so much more! It costs an approximate \$150 a year (\$12.50 a month) per Scout to offer this year-round program. We are counting on our "Friends" to help fund these programs and services.

### CROSSROADS OF AMERICA PROGRAM BUDGET

Revenue

Our Friends of Scouting Campaign provides a significant share of Scouting funds.

- Camping & Activities • 28.6%
- Revenue from Cub Scouts Toy Camp, Boy Scout Summer Camp, Council of Events, and other Council and District activities.
- Friends of Scouting • 27.8%
- Direct contributions from parents, individuals, businesses, and service organizations.
- Special Events • 14%
- Annual dinners, galas, tournaments, and distinguished Citizen-Leaders.
- Foundations & Grants • 14%
- Grants from foundations and private foundations.
- Investment Income & Other • 6%
- Revenue from Council endowment gifts.
- United Way Income • 9.7%
- 13 United Ways across the Council.
- Product Sales • 17%
- Program sales.
- Scout Shop Sales • 6.1%
- Sales of badges, supplies, and equipment.

Expenses

It costs \$150 per year to support each Scout in our program.

- Management & General • 6.1%
- Overall management, budget and fiscal responsibility, national character and miscellaneous.
- Fundraising • 18.9%
- Recognition awards, fundraising brochures, annual report, the monthly offering, postage and supplies.
- Program Services • 89%
- Organizing and serving units, registration assistance, program support, equipment, Council and District activities, Summer Camp, Cub Scout Day Camp, liability insurance, advancement records, maintenance of camp and equipment, Scout Shop and fundraising, professional and clerical staff, scholarships, postage and printing.

www.crossroadsba.org

**CROSSROADS OF AMERICA COUNCIL**  
Indianapolis, Indiana  
Winner

# HONORABLE MENTION

## **ANNUAL REPORT**

Dan Beard Council  
Great Lakes Council  
Northern Lights Council

## **COLLATERAL MATERIAL**

Atlanta Area Council  
Evangeline Area Council  
Suffolk County Council

## **FINANCE SUPPORT MATERIAL**

Montana Council  
Lincoln Heritage Council

## **MARKETING CAMPAIGN**

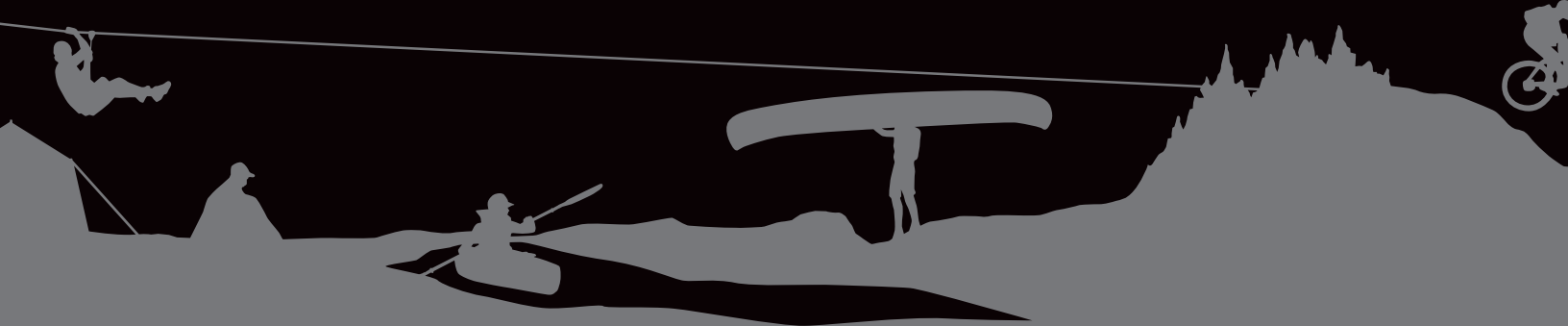
Connecticut Rivers Council  
Mecklenburg County Council  
Miami Valley Council

## **POSITIVE PUBLIC RELATIONS**

Greater Alabama Council  
Northern Star Council

## **WEBSITE**

Central Florida Council  
Lewis & Clark Council



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MARKETING GROUP

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