



# Report to the Nation 2024

2024 was a historic year for Scouting America, defined by progress, resilience, and an unwavering commitment to preparing young people for lives of character and leadership. Through strategic initiatives, strong volunteer and professional leadership, and dedication to our core ideals and values, Scouting America expanded its impact on youth and communities across the nation.

## A DEFINING MOMENT: BECOMING SCOUTING AMERICA

In a historic decision, we rebranded to Scouting America. It represents more than just a name change; it is a bold affirmation of our commitment to welcoming both young men and young women into the Scouting movement. This change is the culmination of a journey that began in 1969 when young women first joined Exploring. Today, 20% of membership is female, and Scouting America reflects our commitment to uniting all youth under the ideals of character and patriotism as well as the ideals enshrined in the Scout Oath and Scout Law.

## EXPANDING OUR REACH: MEMBERSHIP GROWTH AND ENGAGEMENT

As of the end of 2024, membership is at 1,030,862 youth participants, with growth over 2023 in key programs:

- Cub Scouting: 589,253 youth (+2.59%)
- Scouts BSA: 388,941 youth (-0.84%)
- Venturing/Sea Scouts: 14,986 youth (+0.17%)
- Exploring: 37,678 youth (+12.66%)

Youth in our programs are supported by 45,654 chartering organizations around the nation and the world.

## LEARNING BY DOING. GROWING BY SERVING OTHERS.

- Scouts earned more than 1.3 million merit badges in 2024, helping them learn valuable life skills and explore hobbies and career interests from first aid to aviation and technology. Scouts have earned almost 136 million merit badges since Scouting was founded in 1910.
- Collectively, Scouts contributed more than 7 million service hours to their communities and nation in 2024. According to Independent Sector and the Do Good Institute at the University of Maryland, the value of that service is more than \$234 million. In reality, the value of service, including its impact on Scouts and their families, is beyond measure.

## EAGLE SCOUTS: CHARACTER, LEADERSHIP, SERVICE

Achieving the rank of Eagle Scout is a testament to unwavering dedication, perseverance, and commitment to the core values of Scouting. This honor is earned by a select few, distinguishing the Scout as a leader ready to make a meaningful impact in the world.

In 2024, a total of 28,816 young people earned this prestigious award. Notably, 2,578 young women earned the award. The Eagle Scout Award has been presented to 8,647 young women since 2020. Since 1912, when the first Eagle Scout medal was presented to Arthur Eldred, 2,780,857 people have earned the right to wear this singular recognition.

## SCOUTING IS OUTDOOR ADVENTURE

Adventure is the essence of Scouting. Scouts eagerly venture outdoors to apply their skills at more than 700 camp properties across the nation. In 2024, more than 277,000 Scouts participated in programs at these Scout camps.

Beyond local camps, Scouting America's four national high-adventure bases — Philmont Scout Ranch in New Mexico, Summit Bechtel Reserve in West Virginia, Sea Base in Florida, and Northern Tier in Minnesota — hosted 28,041 Scouts in 2024. These exceptional and demanding experiences challenge Scouts and foster the resilience and determination that epitomize the Scouting spirit.

The 2024 Land Management Symposium hosted by Philmont Scout Ranch successfully brought together subject matter experts in the fields of water conservation, soil regeneration, stream restoration, land use, fire mitigation and recovery, and other related topics. It focused on lands and properties utilizing a Sustainable Multi-Use Paradigm, achieving remarkable success in fostering collaboration and innovation in these critical areas.

## STRENGTHENING OUR FUTURE: THE LILLY ENDOWMENT

One of the most transformative events of 2024 was receiving a \$30 million grant from the Lilly Endowment. This landmark investment in Scouting America will allow us to expand our capacity, enhance program delivery, and provide even greater opportunities for youth nationwide. The generosity of the Lilly Endowment underscores their confidence in our mission and ensures that Scouting remains strong and sustainable for future generations.

## ADVANCING OUR MISSION: ADVOCACY AND SAFEGUARDING YOUTH

- Safeguarding Youth Symposium: Our inaugural symposium in Henderson, Nevada, brought together experts to share best practices in youth protection, reinforcing our commitment to child safety.
- Collaborations with DHS and CHILD USA: These partnerships, along with the introduction of an Anonymous Reporting system, solidify Scouting America's unwavering dedication to ensuring the safety of all youth.
- Scouting plays a crucial role in fostering the mental well-being of young people. Through engaging activities, supportive mentorship, and a strong sense of community, Scouting provides a safe and nurturing environment where youth can thrive. By participating in outdoor adventures, team-building exercises, and service, Scouts learn to navigate challenges, build meaningful relationships, and develop a positive outlook on life. These experiences not only enhance their resilience but also equip them with the tools to lead fulfilling and balanced lives.

## ELEVATING OUR BRAND AND PRESENCE

2024 witnessed a surge in positive visibility for Scouting America:

- Media sentiment turned overwhelmingly positive, reinforcing the public's renewed confidence in Scouting. The announcement of the rebrand to Scouting America at our National Annual Meeting on May 7, 2024, generated unprecedented media coverage for Scouting, with more than 19 billion impressions across 4,000 outlets worldwide.
- David Montgomery, running back for the Detroit Lions, was introduced as our first Scouting Ambassador, inspiring a new generation to engage with Scouting.

## LOOKING AHEAD

As we move into 2025, our vision remains clear: build on this momentum, continue expanding our reach, and uphold the core values that have defined Scouting for more than a century. Together, we are Scouting America.

We extend our deepest gratitude to the hundreds of thousands of volunteers, parents, supporters, and staff whose dedication makes these achievements possible. The future is bright for Scouting America, and we look forward to continuing our mission of shaping the next generation of leaders.



Roger Krone  
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