

# 2021 ANNUAL REPORT

GREATER ST. LOUIS AREA COUNCIL,  
BOY SCOUTS OF AMERICA



Office Phone: (314) 361-0600

Website: [www.stlbsa.org](http://www.stlbsa.org)





# A MESSAGE FROM THE KEY THREE

Dear Scouting Friends,

Changing the odds for young people has never been more critical. They are the drivers of future societal transformation and must be able to rise and develop their mindset and perspective. Your involvement ensures Scouting continues to change the lives of the next generation and positively impact the future of our community. Thank you for your support of Scouting.

For more than 115 years, Boy Scouts of America has proven itself as a model youth program that builds resiliency, develops values-based character and leadership skills, and fosters positive social interaction & life outcomes. That's more than a century of developing young people into the change-makers and hand raisers of our community by providing opportunities and positive relationships that help youth grow into successful adults.

Thank you for your continued support of The Greater St. Louis Area Council. Let this annual report proudly serve as a measure of how your commitment impacts the youth of our community. You are an integral part of advancing the mission of Scouting and we're grateful for you!

**Michael J. Scully**  
Council President

**Louis B. Eckelkamp III**  
Council Commissioner

**Joseph D. Sadewasser**  
Scout Executive/CEO





## ABOUT GREATER ST. LOUIS AREA COUNCIL

The Greater St. Louis Area Council provides youth with character development programs and values-based leadership training. The Council, one of the largest in the nation, has more than **24,400 youth members** and **12,000 adult volunteers**. They come from 63 counties in southeast Missouri, southern and central Illinois, Metro East and the St. Louis Metropolitan area.



### MEMBERSHIP HIGHLIGHTS OF 2021

BASED ON TOTAL  
YOUTH SERVED

#### COMPARED TO OTHER COUNCILS ACROSS AMERICA

#1

VENTURING

#3

CUB SCOUTS

#4

AFRICAN AMERICANS

#4

EXPLORING

#5

FEMALES

# A WELCOMING CULTURE

The Boy Scouts of America promotes an atmosphere where each youth, volunteer, and employee feels a sense of belonging and builds communities where every person feels respected and valued.

Leading by example and encouraging each other to live by the values expressed by the Scout Oath and Scout Law, we welcome families of all backgrounds to help prepare young people to serve as successful members and leaders of our nation's increasingly diverse communities.



## **Vision**

The Boy Scouts of America will prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.



## **Mission**

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Scout Law.



## **Scout Oath**

On my honor, I will do my best to do my duty to God and my country and to obey the Scout Law; To help other people at all times; To keep myself physically strong, mentally awake, and morally straight.



## **Scout Law**

A Scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent.



## **Diversity, Equity, and Inclusion**

In principle and practice, aligned with the Boy Scouts of America Mission and the Scout Oath and Law, the Greater St. Louis Area Council strives to build and foster an inclusive environment that enables, values and promotes diversity within our organization, local community, employees, volunteers, and Scouts. We stand committed to driving forward the BSA mission, providing equitable opportunities to all.



## THE LINK BETWEEN SCOUTING AND FUTURE SUCCESS

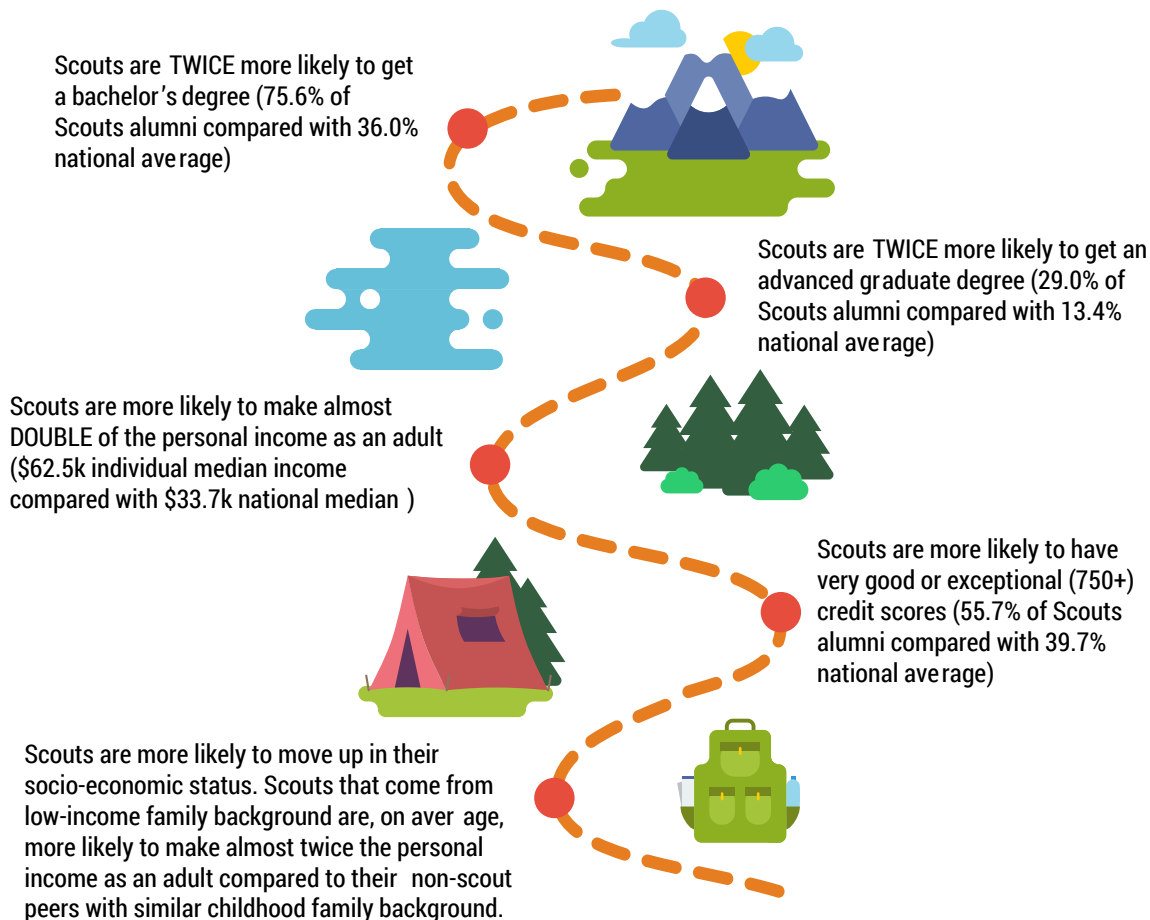
A Washington University Research Study

The link between scouting and future success; parents care about their children's success in adult life.

BSA strives to bring larger, broader, and longer social impact. The BSA values (Character, Leadership, Citizenship, and Fitness) imprinted during childhood go a long way. BSA alumni continue to change the world by taking more leadership roles in organizations, engaging in more entrepreneurial activities, and undertaking more civic duties. Use the QR code to download a copy of this Washington University Research Study - SCOUTING IS A PATH TO SUCCESS.

ACCORDING TO A STUDY BY WASHINGTON UNIVERSITY IN ST. LOUIS, SCOUTING IS A PATH TO SUCCESS:

### SCOUTING IS A PATH TO SUCCESS





## SCOUTS TODAY AND TOMORROW

Local Scouting showcased during the summer Olympics

To showcase the very best the Boy Scouts had to offer in the St. Louis region, the Greater St. Louis Area Council identified an opportunity to reach an audience fixated on the very best the world had to offer - the Summer Olympics.

This creative spark began two years prior when the Greater St. Louis Area Council partnered with Washington University on a comprehensive two-year research study on the impact and attitudes of Scouting. In critical areas like academics, athletics, and community involvement, former scouts outperformed at all levels. This one-of-a-kind study identified one of the most powerful messages that resonated with parents of potential scouts - SCOUTING IS A PATH TO SUCCESS.

The premise of the videos centered around three different children; each one was excelling in different environments and scenarios. These gripping visuals of success were made even more potent with video transitions that revealed each child reaching the pinnacle of success was also a Scout.

With all local eyes glued to the 2021 Summer Olympics, this commercial aired multiple times on local broadcast and with key digital placements via streaming audio, social media, and YouTube long after the Closing Ceremony.

The 30-second spot seeded our story of scouting success at the awareness level. Our targeted video ads engaged our primary audience on digital platforms, with 15-second videos featuring an individual scout accompanied by crucial data points from the study, illustrating the impact and importance of Scouts. This video campaign was a new approach to our recruitment efforts outside of the heavily digital course of the previous years. Still, the message remained loud and clear across every medium - SCOUTING IS A PATH TO SUCCESS.



## INAUGURAL CLASS OF FEMALE EAGLE SCOUTS

In February of this year, the Greater St. Louis Area Council introduced 15 female Scouts as part of 1,000 young women who soared into history as the inaugural class of female Eagle Scouts earning the Boy Scouts of America's highest rank. The milestone marks the continuation of a new way forward for the Boy Scouts of America which expanded its program to girls and young women in 2018.

The Eagle Scout honor recognizes the service, leadership and groundbreaking accomplishments of these young women who collectively earned more than 30,000 merit badges and provided an estimated 130,000 hours of community service amidst a global pandemic.

For more than a century, Eagle Scouts have been leading positive change in their communities across the United States, and this tradition continues with the first class of female Eagle Scouts. The impactful service projects led by the young women came at a critical time when their communities needed it the most and ranged from working with doctors to raise awareness of rare diseases, to sewing face masks, to introducing gardening to local schools as a means to improve the mental health of students.

The involvement of more girls and women in Scouting, for nearly half a century, is part of the Movement's commitment of being 'open to all' and our continuous strengthening of diversity and inclusion across the Scout Movement. There are currently more than 14 million girls and women active in Scouting worldwide, and 95% of the 171 National Scout Organizations around the world offer programs that are open to both boys and girls.



**30,000**

### MERIT BADGES

These 1,000 young women collectively earned more than 30,000 merit badges.



**130,000**

### HOURS OF COMMUNITY SERVICE

An estimated 130,000 hours of community service amidst a global pandemic.



## OUTREACH PROGRAMMING

Speaking of Scouting's commitment of being 'open to all' and a continuous strengthening of diversity and inclusion across the Scout Movement, the Greater St. Louis Area Council provides Outreach Programming to 2,438 students in communities with limited volunteers to lead packs and troops. Currently, youth in grades K-6 are provided in-school and after-school Cub Scout programs.

To ensure Scouts in the Outreach Program receive the same quality program as any other Scout, we developed a comprehensive program plan that includes structured activities for each meeting, a calendar of events, and guidance for delivering the curriculum. Youth membership fees are waived, and kids are provided with official Cub Scout uniforms.

Kids also participate in STEM activities, character education lessons, and leadership training as well as opportunities to earn badges, participate in advancement ceremonies, outdoor education, and camping events. Together we can work to overcome barriers to help youth achieve their full potential, no matter their life circumstances.

### **Operation Eagle Quest**

Operation Eagle Quest was launched with 14 young men who completed NYLT training and earned 21 merit badges.

### **Outreach Exploring Club**

More than 700 middle school students participated in the Exploring Club and received more than 20 hours of STEM, soft skill development, and college and career readiness training.



**INVESTMENT  
OUTREACH  
EFFORTS**

**\$208,800**



## THE CAMPING PROGRAM



Number of Scouts to have a youth Summer Camp Experience:

### CUB SCOUTS



**1,999**

### SCOUTS BSA & VENTURING



**3,776**

Organized camping is a creative, educational experience in cooperative groups living in the outdoors. It uses the natural surroundings to contribute significantly to physical, mental, spiritual, and social growth.

- Camping contributes to good health.
- Camping helps campers develop self-reliance and resourcefulness.
- Camping enhances spiritual growth.
- Camping contributes to social development.
- Camping is an experience in citizenship training.

Cub Scouting offers overnight camping opportunities for Cub Scouts through long-term camps, Webelos den overnight campouts, council-organized short-term or family camps, and pack overnights.

The outdoor adventure is the promise made to boys and girls when they join Scouting. Young people yearn for outdoor programs that stir their imagination and interest. The Greater St. Louis Area Council is fortunate to have six first-class properties for our Scouts and Scout families to fulfill the promise of outdoor adventure.



## EXPLORING

Exploring exists to teach important life and career skills to young people from all backgrounds through immersive career experiences and mentorship provided by community and business leaders. The program equips young people with character, leadership and life skills that can be used both today and in their future careers.

Exploring is based on a unique and dynamic relationship between youth and the organizations in our communities. Businesses and community organizations initiate a career-specific Exploring post or club by matching their people and organizational resources to the career interests of youth in the community. The result is a program of interactive activities that helps youth pursue their special interests, grow, and develop.



**1,081**

teen members  
participating in Exploring  
programs of the Greater  
St. Louis Area Council



**174**

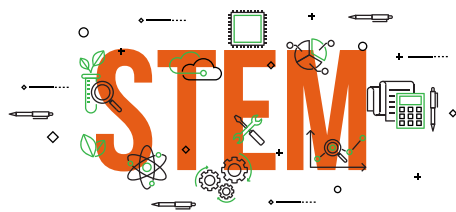
volunteers that lead the  
Exploring programs in  
their local communities



**\$13,340**

of financial assistance  
awarded to area youth to  
participate in Posts





## SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH (STEM)

**4,288** STEM Based Merit Badges Earned  
**1,167** NOVAs Earned at Council STEM Events  
**66** Supernova Awards Earned  
**2,703** Scouts attended STEM events  
**77** leaders attended STEM training courses  
**\$95,000** in donations toward STEM programs  
**106** unit visits with STEM Trailer programs  
**16** Council STEM events  
**10** STEM Partner Workshops

The natural curiosity of young people should be nurtured and supported early on. Scouting has always encouraged this sense of wonder through its programs, advancement, and other recognitions. Science, technology, engineering, and mathematics are considered by many to be the foundation for academic and professional fields of an advanced society. The aim is to expose youth to opportunities and help them develop skills critical for the competitive world market.

The BSA's Nova Awards program was developed to stimulate interest in the STEM (science, technology, engineering, and mathematics) fields while making it fun for youth to explore those subjects. The awards integrate existing advancements from the Scouting program. By achieving the series of awards for their program area, youth can build on and enhance their knowledge through STEM-related activities. The Nova Awards program was pilot tested with hundreds of units and thousands of youth members. The result is a program designed to enhance every youth's Scouting experience.

# ADVANCEMENT AND TRAINING



## ADVANCEMENTS

<b>8,467</b>	CUB SCOUT ADVANCEMENTS
<b>1,150</b>	FIFTH GRADERS EARNED THE ARROW OF LIGHT, CUB SCOUTING'S HIGHEST HONOR
<b>2,298</b>	CUB SCOUTS EARNED THEIR BOBCAT BADGES
<b>4,790</b>	SCOUTS BSA ADVANCEMENTS
<b>20,401</b>	MERIT BADGES EARNED
<b>571</b>	SCOUTS ACHIEVED THE RANK OF EAGLE SCOUT



## YOUTH AWARDS

<b>3</b>	MEDALS OF MERIT AWARDED
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*The Medal of Merit is awarded to Scouts who have performed some act of meritorious service above and beyond that normally expected of a youth member of the Boy Scouts of America. This act may involve a lifesaving effort, but is not confined to lifesaving.*



## ADULT TRAINING AND AWARDS

<b>25</b>	ADULT SILVER BEAVER AWARDS
<b>591</b>	ATTENDED UNIVERSITY OF SCOUTING COUNCIL-WIDE TRAINING EVENT
<b>62</b>	ADULT SCOUTING LEADERS TOOK PART IN WOOD BADGE, THE HIGHEST LEVEL OF ADULT SCOUT LEADER TRAINING
<b>170</b>	ADULT LEADER TRAINING AWARDS



# 2021 EAGLE SCOUT RECOGNITION CEREMONY

Each year, Scouts from the Greater St. Louis Area Council are recognized for earning the prestigious Eagle Scout award and a member of our community is awarded with the Soaring Eagle Award for their outstanding service to the community.

Take a moment to hear how the Scouting program has impacted their lives and how giving back to the community is key to the Scouting community



**MADISON SANKER**  
TROOP 8356, SHIP 9, CREW 9,  
ST. CLAIR DISTRICT

**MADISON SANKER**



**LAUREN (MAGGIE) PENNINGTON**  
TROOP 3136, VENTURING CREW 981,  
NEW HORIZONS DISTRICT

**MAGGIE PENNINGTON**





**REBECCA BAGBY**

TROOP 835  
O'FALLON, IL

**REBECCA  
BAGBY**



**TIMOTHY MARSH**

TROOP 580, VALLEY PARK, MO

**TIMOTHY  
MARSH**



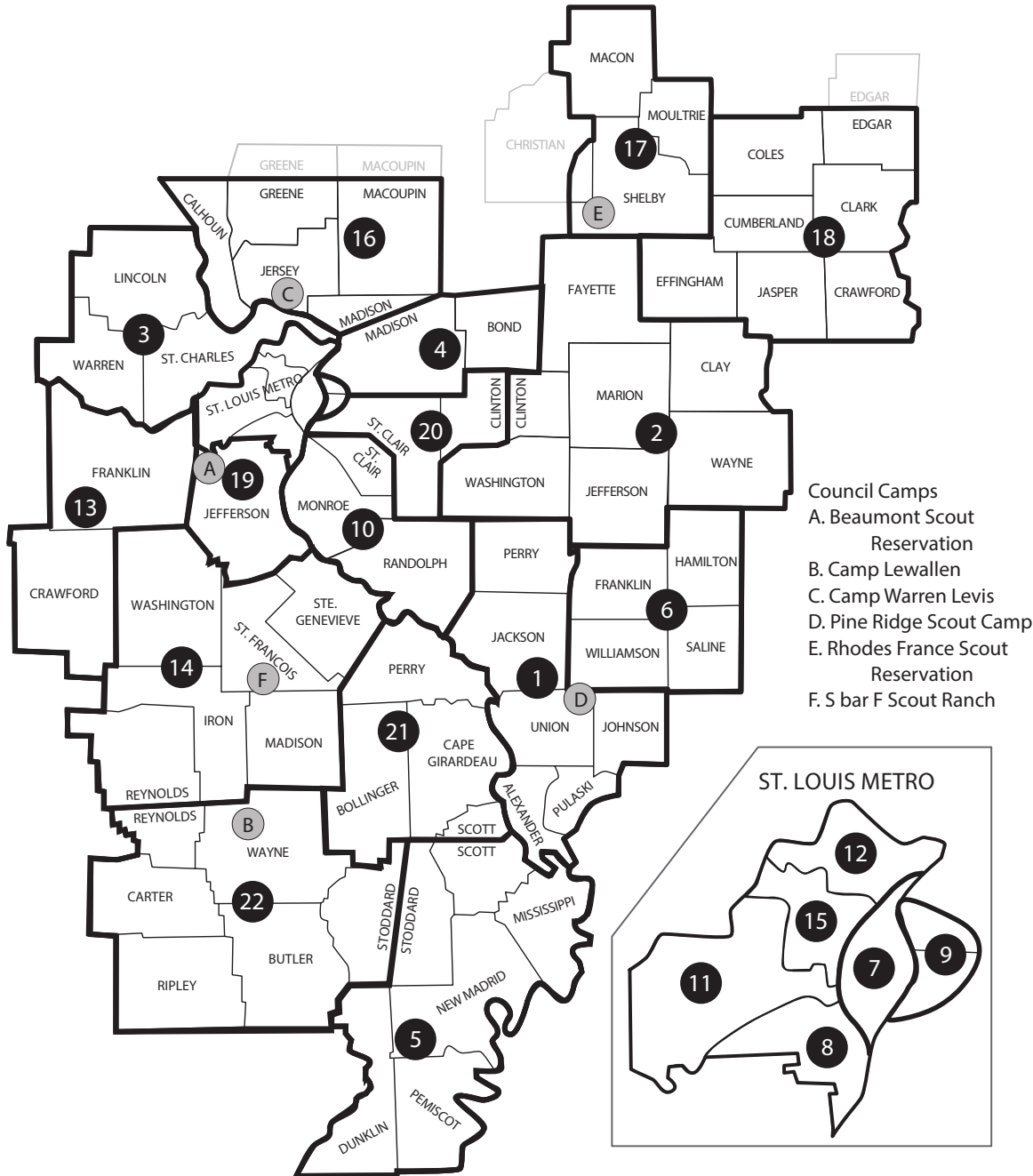
**XANDER ZIKA**

TROOP 873  
O'FALLON, MO

**XANDER  
ZIKA**



# COUNCIL DISTRICTS AND CAMPS



- |                            |                           |                                 |                            |
|----------------------------|---------------------------|---------------------------------|----------------------------|
| 1. Big Muddy District      | 7. Keystone District      | 13. Osage District              | 19. River Trails District  |
| 2. Black Gold District     | 8. Gravois Trail District | 14. Ozark Trailblazers District | 20. Soaring Eagle District |
| 3. Boone Trails District   | 9. Illini District        | 15. Pathfinder District         | 21. Shawnee District       |
| 4. Cahokia Mounds District | 10. Kaskaskia District    | 16. Piasa Bird District         | 22. Sioux District         |
| 5. Cherokee District       | 11. New Horizons District | 17. Arrowhead District          |                            |
| 6. Egyptian District       | 12. North Star District   | 18. Redhawk District            |                            |







## SPECIAL EVENT STATS:

### **Eagle Recognition Dinner**

Honoree Ron and Kathy Green &  
recognizing our past honorees  
Tue. Aug. 10, 2021  
Beaumont Scout Reservation  
**Final: \$705,575**

### **Sporting Clay Classic - Missouri**

Fri. Oct. 29, 2021  
Blackhawk Valley Hunting Club  
**Final: \$50,270**

### **Belleville Distinguished Citizen Dinner**

Honoring Patrick Mathis and Mike Wenzel  
Tue. Nov. 16, 2021  
St. Clair Country Club  
**Final: \$57,000**

### **Topgolf BSA Challenge**

Thurs. June 10, 2021  
Topgolf - St. Louis  
**Final: \$10,005**

### **The Experience**

Fri. Oct. 22, 2021  
Edwardsville, IL  
**Final: \$67,631**

### **Sporting Clay Classic - Illinois**

Sat. Aug. 21, 2021  
World Shooting Complex  
**Final: \$20,390**

### **Decatur Eagle Recognition Dinner**

Honoring Dan Martini  
Tue. Oct. 19, 2021  
Decatur Convention Center  
**Final: \$45,200**

### **Construction Industry Pinewood Derby**

Tue. Nov. 30, 2021  
Decatur Convention Center  
**Final: \$31,275**



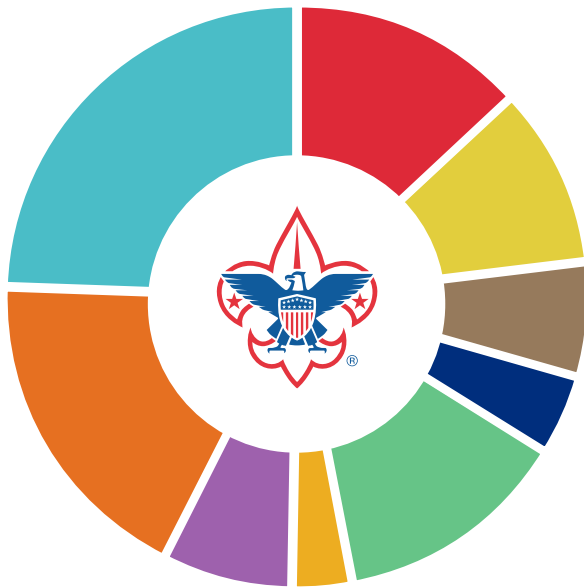
**\$1,763,781  
RAISED**

## **GSLAC FRIENDS OF SCOUTING STATS:**

Friends of Scouting had an incredible year raising **\$1,763,781** with both district and board donors being very generous. The success of these efforts made possible to continue our youth programs, invest in camp improvements, and provide the financial support to youth in need listed below:

- Provided camperships to **642** Scouts to allow them to attend summer camp.
- Provided financial assistance to **4,954** youth for membership, uniforms and activities.

# OPERATING STATEMENT UNAUDITED



## SUPPORT & REVENUE

- FRIENDS OF SCOUTING **\$1,895,538 = 13.3%**
- UNITED WAY **\$1,421,614 = 10%**
- SPECIAL EVENTS **\$884,951 = 6.2%**
- FOUNDATIONS/OTHER DIRECT/PROJECT SALES **\$622,583 = 4.4%**
- CAMPING REVENUE **\$1,868,229 = 13.1%**
- ACTIVITY REVENUE **\$482,975 = 3.4%**
- PRODUCT SALES **\$952,941 + SUPPLIES-NET \$58,099 = 7.2%**
- INVESTMENT INCOME **\$2,572,358 = 18%**
- OTHER **\$3,469,125 = 24.4%**

**TOTAL PUBLIC SUPPORT & REVENUE \$14,228,412**

## EXPENSES

**\$11,296,566**

PROGRAM SERVICES

**\$710,144**

MANAGEMENT AND GENERAL

**\$1,144,123**

FUNDRAISING

**\$13,150,833**

TOTAL EXPENSES

# 2021 BOARD LISTING

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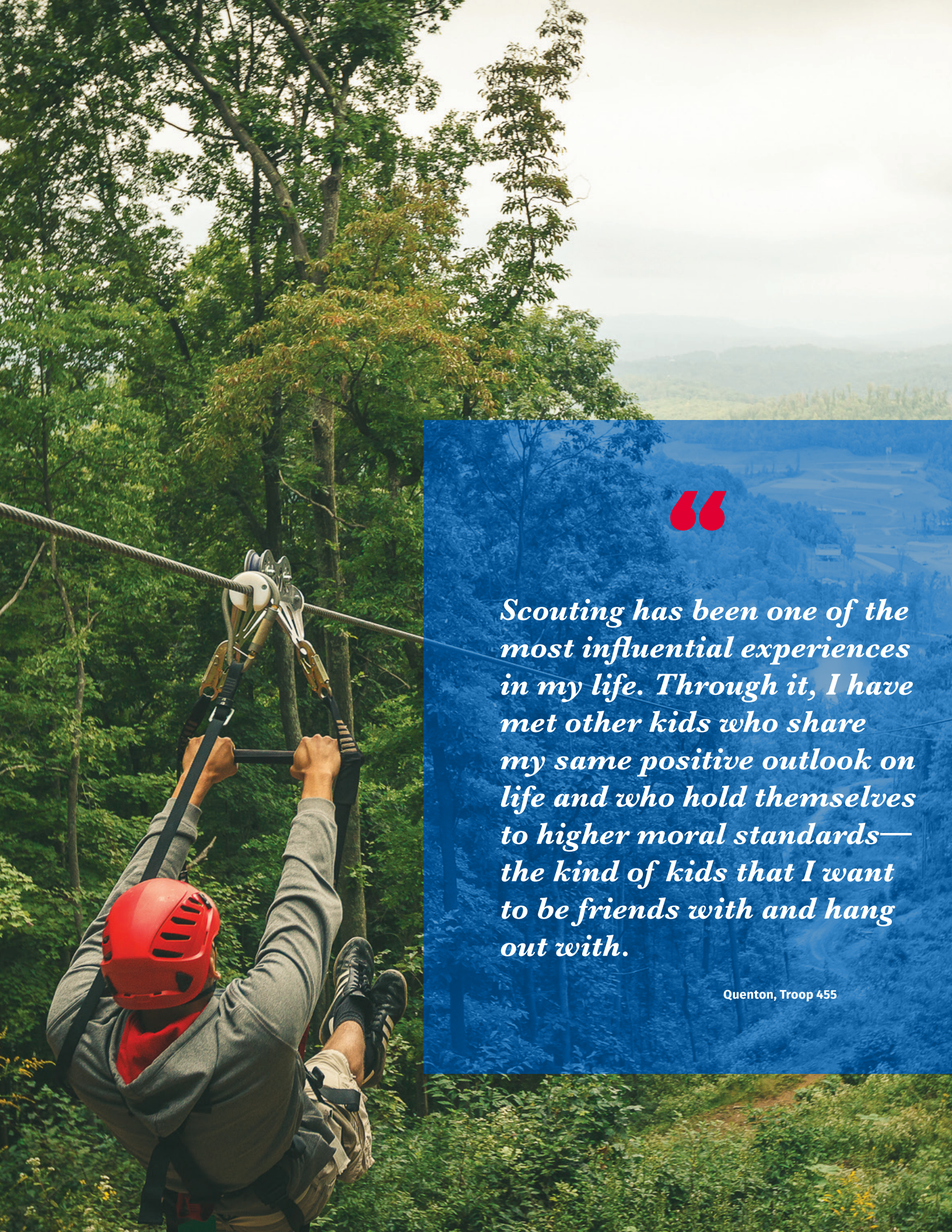
Steve Thompson

# THIS IS SCOUTING

Success in life often comes down to making the best of any situation. Scouting hands youth situations, and shows them how to make the best of them. Whether it's through navigating the world of computer programming, gathering food donations, or figuring out how to lead a group through the woods with a map and compass, Scouting helps youth realize what they're truly capable of doing.

Since its inception in 1910, more than 130 million young men and women have participated in the BSA's youth programs. More than 35 million adult volunteers have helped carry out the BSA's mission.





“

*Scouting has been one of the most influential experiences in my life. Through it, I have met other kids who share my same positive outlook on life and who hold themselves to higher moral standards—the kind of kids that I want to be friends with and hang out with.*

Quenton, Troop 455



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BOY SCOUTS OF AMERICA®

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