



2020 ANNUAL REPORT



GREATER ST. LOUIS
AREA COUNCIL
BOY SCOUTS OF AMERICA®



Dear Scouting Friends

What started as a typical year soon turned into one like no other. The pandemic altered how Americans lived, worked and shopped. Along with the rest of the world, the Greater St. Louis Area Council had to overcome the challenges posed by COVID-19.

As the pandemic continued, Council staff began transitioning programs to an online format and launched the first virtual advancement program within a week. With the help of volunteers, hundreds of contactless life-changing programs were made available to our Scouts and adult leaders.

Throughout 2020, the Greater St. Louis Area Council continued to serve our members and communities by:

- **PIVOTING** to a fully online Scouting experience in Spring 2020
- **REVISING** programs to meet the needs and requests of our Scout families.
- **CONDUCTING** hundreds of virtual training and advancement programs.
- **PROTECTING** our Staff, Scouts, Volunteers, and their families by establishing a physician's advisory panel comprised of Council volunteer medical professionals to provide guidance and keep everyone safe.
- **INVITING** families to use our camp properties to enjoy nature and outdoor recreation. And, for the first time, the properties were open to non-Scouting families to experience our properties and enjoy the outdoors safely.
- **REAFFIRMING** our commitment to the Scouting families in the Greater St. Louis Area Council and the Scouting mission.

Reflecting upon the past year, we are incredibly proud of these accomplishments. In the face of an unforeseen crisis, the entire GSLAC family - our Staff, Scouts, Volunteers, Board of Directors, and generous supporters rose to answer the call. We are especially thankful to the more than 12,000 adult volunteers who deliver our program each year and create Scouts that Stand Out!



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 27,800 youth members and nearly 12,600 adult volunteers. They come from 63 counties in southeast Missouri, southern and central Illinois, and the St. Louis Metropolitan area.

Scouting offers youth the opportunity to learn more about themselves and the world around them, giving them the skills they need to succeed at every stage of their lives.

Scout Law

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

MESSAGE FROM THE KEY THREE



Michael J. Scully
Council President



Louis B. Eckelkamp III
Council Commissioner



Joseph Sadewasser
Scout Executive/CEO

ABOUT GSLAC

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.





A Culture of Diversity and Inclusion

The Boy Scouts of America promotes a culture 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.

Mission

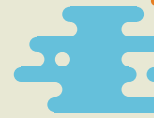
The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Scout Law.

SCOUTING IS A PATH TO SUCCESS

Scouts are **TWICE** more likely to get a bachelor's degree (75.6% of Scouts alumni compared with 36.0% national average)



Scouts are **TWICE** more likely to get an advanced graduate degree (29.0% of Scouts alumni compared with 13.4% national average)



Scouts are more likely to make almost **DOUBLE** of the personal income as an adult (\$62.5k individual median income compared with \$33.7k national median)



Scouts are more likely to have very good or exceptional (750+) credit scores (55.7% of Scouts alumni compared with 39.7% national average)



Scouts are more likely to move up in their socio-economic status. Scouts that come from low-income family background are, on average, more likely to make almost twice the personal income as an adult compared to their non-scout peers with similar childhood family background.

Scouts Are Change Agents

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.

SCOUT MISSION

Vision

The Greater St. Louis Area Council will be a positive influence on the lives of 100% of the young people in the communities we serve.



Mahendra Gupta, Virgil Professor of Accounting and Management and Former Dean Olin School of Business Washington University; Jack Zhang, 4th year Ph.D. student in Organizational Behavior at Washington University 2020

PATH TO SUCCESS





Advancements

9,425 Cub Scout Advancements

- 1,304 Fifth graders earned the Arrow of Light, Cub Scouting's highest honor
- 1,063 Cub Scouts earned their Bobcat Badges

3,819 Scouts BSA advancements

- 11,622 merit badges earned
- 554 Scouts achieved the rank of Eagle Scout
 - Council sold out 81 virtual merit badge sessions, and 2 virtual Eagle Trail camps

Awards

- 1 Heroism award
- 2 Medals of Merit awarded
- 25 Silver Beaver recipients
- 55 Scouts earned the Super NOVA award for excellence in STEM

Top 5 Moments of 2020

- 3rd-largest council in the BSA with 34,830 registered Scouts.
- Recruited 3,177 new Scouts in fall 2020 to serve.
- Through the new text-to-give program during Scouting For Food, we raised over \$51,000 equating to 200,000 meals.
- Distributed more than 1,200 Cub Scout summer camp kits.
- More than 1,200 kids attended our STEM events.

Membership

16,369 Cub Scouts
 9,435 Scouts BSA
 876 Venturers
 1,150 Explorers



YEAR IN REVIEW

YEAR IN REVIEW

Training

- 699 attended virtually to our University of Scouting training event.
- 63 adult Scouting leaders took part in Wood Badge, the highest level of adult Scout leader training.
- 170 Adult Leader Training Awards issued.



Outreach District

2,536 Youth Members

Serving kids in communities with limited resources.



Paid Media

- Shifted the narrative around Scouting through strategic digital & non-digital media placements.
- Created a Facebook Lead Generation form (EN & SP) to help capture new leads for membership.

Earned Media

- Scouting for Food, November Membership Blitz, Substance Abuse Education, Female Eagle Scouts
- Television/Radio Interviews, Tim Ezell morning segments
- St. Louis and ME 30 minute television program

Website

- Launched a new website and streamlined the visitor journey to find information easier.
- Updated general look and feel to flow with current marketing efforts.
- Created interactive pages to find events by type and zip code.

Social Media

- The development of dedicated branding platforms. (Facebook, Instagram, Twitter). Re-energized the District Facebook pages.
- Began posting bilingual (English and Spanish).
- Deployed ways to engage our audience using Stories, Polls, Favorites, etc.

Additional Support

- Reputation management: Utilized Google Grant beginning 10/24 generating 1,092 impressions and 155 clicks.
- Executed 3 surveys with Washington University Taylor Consulting program to better understand what current and prospective members desire and how best to communicate with them.



MARKETING REVIEW

MARKETING REVIEW

\$1.2 Million

Total value estimate for Scouting For Food earned media efforts.

GEOTARGETED



MEMBERSHIP BLITZ & CUB LAUNCH

ST. LOUIS & ME (METV)



ON AIR WITH MICHELLE ANSELMO

PAID IMPRESSIONS

4 Million

Number of times digital ads were served

Sponsors

Great Rivers Confluence Foundation, Mr. John Mathes, Bank of America, Spire, Microsoft Store, Express Scripts, Daughtery Business Solutions, Centene, World Wide Technology



1,274 Scouts

Over 1,274 Scouts attended Council STEM events

107 Leaders

Leaders trained to be NOVA & SuperNOVA mentors, counselors, and trainers.

\$77.5k Donations

To STEM to provide area youth more cost-effective programs.

474 Explorers

Mentorships for youth looking to discover their future career.

Advancement

4k+ STEM-based merit badges earned
297 NOVAs earned at Council STEM events
93 Super NOVAs earned



1,150 teen members participated in the Exploring programs of the Greater St. Louis Area Council.

317 volunteers lead the Exploring programs in their local communities.

68 Post Sponsors

BUSINESS

Edward Jones
Lebanon Rotary Club

ENGINEERING

Boeing
Essex Industries
Watlow Electrical
Manufacturing

FIRE AND EMS

Black Jack Fire Department
Northeast Ambulance / Fire District
Edwardsville Fire Department
O'Fallon Fire Department, IL
Rosewood Heights Fire Dept.
Swansea Fire Department

HEALTH

Christian Hospital
Mercy South

St. Luke's Hospital
Barnes Jewish Hospital
Anderson Hospital
Memorial Hospital – Belleville
St Clair-Madison County
Medical Societies
St. Elizabeth Hospital
Touchette Regional Hospital
Chamberlain College of
Nursing

LAW ENFORCEMENT

Ballwin Police Department
Bridgeton Police Department
Chesterfield Police
Department

City of Florissant Police Dept.
City of Overland Police Dept.
Hazelwood Police Department
Kirkwood Police Department
Normandy Police Department
St. Louis County Police 4th

Precinct (South)
St. Louis County Police 7th
Precinct (West)
St. Louis Metro Police
Bethalto Police Department
Collinsville Police Department
Edwardsville Police
Department
O'Fallon Police Department, IL
Swansea Police Department
Troy Police Department,
Illinois

SKILLED TRADES

South Technical School

GENERAL CAREERS

SIUE Upward Bound
Jackie Joyner Kersee Center
Normandy School District

STEM

Mission

The BSA's STEM initiative gives Scouts an opportunity to explore science, technology, engineering, and mathematics related concepts and learn how STEM knowledge is used in everyday life and in the professional world. The aim is to expose youth to new opportunities and help build interest in the STEM-related careers that are so crucial to our future economy.



Exploring is a unique career exploration program for young men and women ages 14- 20. The program provides students with an opportunity to learn about a wide variety of career fields and network with professionals already working in those fields.

Youth get hands-on experience to determine whether or not a particular career field is right for them.

EXPLORING

\$4,144 in financial assistance was awarded to area youth to participate in Posts





Annual Giving Campaign

Friends of Scouting (FOS) is the annual giving campaign of the Greater St. Louis Area Council. The FOS campaign provides 22% of the Council budget every year. That means nearly a quarter of every dollar in the council budget comes from the generosity of Scouting families, alumni and community supporters. Without this funding, our council could not provide the resources necessary to provide a quality, adventure-filled scouting program.

More than 45,000 youth benefit from the positive impact of Scouting in the Greater St. Louis Area Council.



Camp Lewallen

Located in Southeast Missouri, in the shadow of Mt. Logan, is Camp Lewallen, 580 acres of first-rate Scouting experience. Lake Potashnick and the St. Francis River provide Scouts with endless water-based activities while the hundreds of acres of forest provide Scouts and their units with the ultimate camping environment.

FRIENDS OF SCOUTING

2020 Campaign
\$2,093,842 raised



**1588 Wayne Route K
Silva, MO 63964**





S bar F Scout Ranch

For over 50 years, S bar F Ranch has been providing the ultimate in Scouting experiences. One of the foremost Scout facilities in America, the ranch features 5,200 wooded acres that includes Nim's Lake, a 270 acre swimming, boating and fishing facility at the heart of the property. Scenic Little St. Francis River runs throughout the entire property.



Beaumont Scout Reservation

In Southwestern St. Louis County sits 2,400 acres of wooded, rolling hills and adventure called the Beaumont Scout Reservation. This multi-use property is located just off Highway 44 at the Beaumont-Antire Road exit.

Beaumont Scout Reservation offers countless activities and facilities for Scouts, featuring Cub World, Nagel Base (home of the council's horses), cabins, a climbing tower, mud cave exploration and a swimming pool.

S BAR F SCOUT RANCH

Highway 67
Knob Lick, MO 63651



6480 Beaumont
Reservation Drive
High Ridge, MO 63049





Camp Vandeventer

Camp Vandeventer is located near Waterloo, Ill., surrounded by beautiful scenery including bluffs and a creek. Amenities include a large dining hall, chapel, shooting range, the creek, a fort, and a trail that goes through camp.



Camp Warren Levis

Camp Warren Levis, located just north of Alton IL offers 285 acres of outdoor fun, including boating and fishing on a well-stocked private lake, a swimming pool in the summer months, and plenty of camping and hiking opportunities.

CAMP VANDEVENTER

CAMP WARREN LEVIS

3463 Trout Camp Road
Waterloo, IL 62298



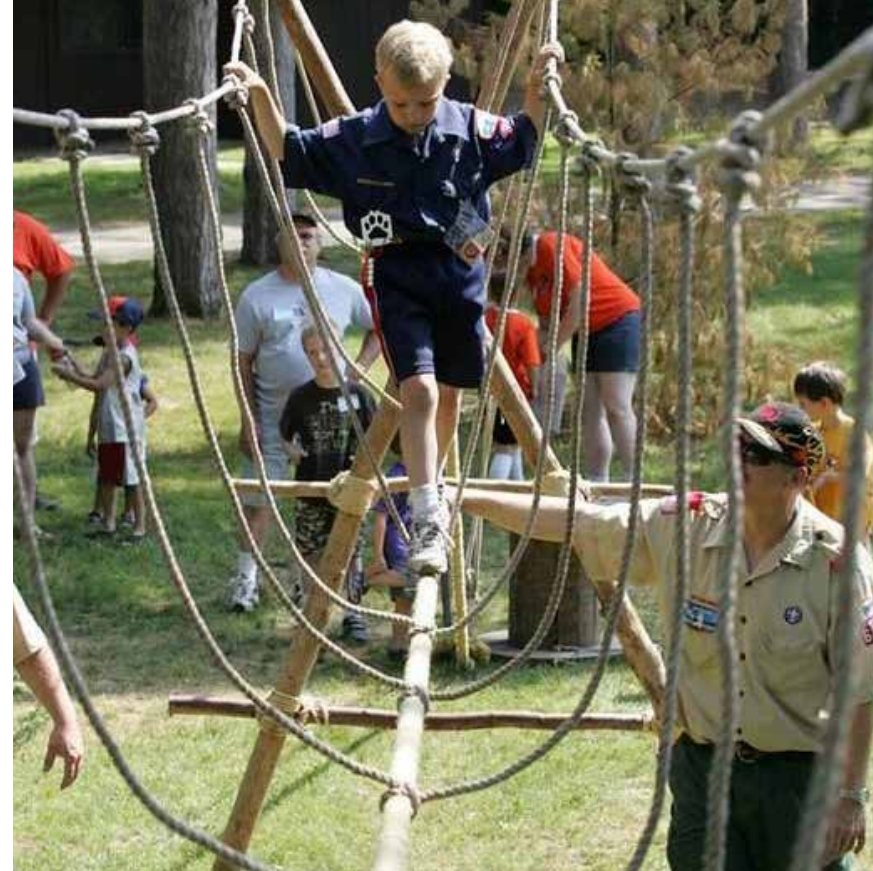
5500 Boy Scout Lane
Godfrey, IL 62035





Pine Ridge Scout Camp

Tall pines, abundant wildlife, Little Grassy Lake, wild flowers, and beautiful sunsets make Pine Ridge Scout Camp an excellent location for Scouts. This 150-acre camp is nestled in the heart of the Crab Orchard National Wildlife Refuge and located in the heart of the Shawnee National Forest along the shore of Little Grassy Lake, southeast of Carbondale, Ill. The Shawnee River Trail, the Crab Orchard and Panthers Den Wilderness all surround the lakes of this refuge giving Scouts unbelievable outdoor resources at their disposal.



Rhodes-France Scout Reservation

Rhodes-France Scout Reservation (RFSR) is located south east of Pana, IL and is 640 acres of Scouting paradise. With two lakes, an in-ground swimming pool, excellent shooting sports facilities, and a well-stocked trading post, Scouts will never be short of things to do.

PINE RIDGE SCOUT CAMP RHODES-FRANCE SCOUT RESERVATION

1139 Pine Ridge Lane
Makanda, IL 62958



815 North 500 East Road
Pana, IL 62557





Service Areas

- | | |
|---------------------------------|---------------------------|
| 1. Big Muddy District | 19. River Trails District |
| 2. Black Gold District | 20. St. Clair District |
| 3. Boone Trails District | 21. Shawnee District |
| 4. Cahokia Mounds District | 22. Sioux District |
| 5. Cherokee District | 23. Thunderbird District* |
| 6. Egyptian District | |
| 7. Grand Towers District* | |
| 8. Gravois Trail District | |
| 9. Illini District | |
| 10. Kaskaskia District | |
| 11. New Horizons District | |
| 12. North Star District | |
| 13. Osage District | |
| 14. Ozark Trailblazers District | |
| 15. Pathfinder District | |
| 16. Piasa Bird District | |
| 17. Arrowhead District | |
| 18. Redhawk District | |

Council Camps

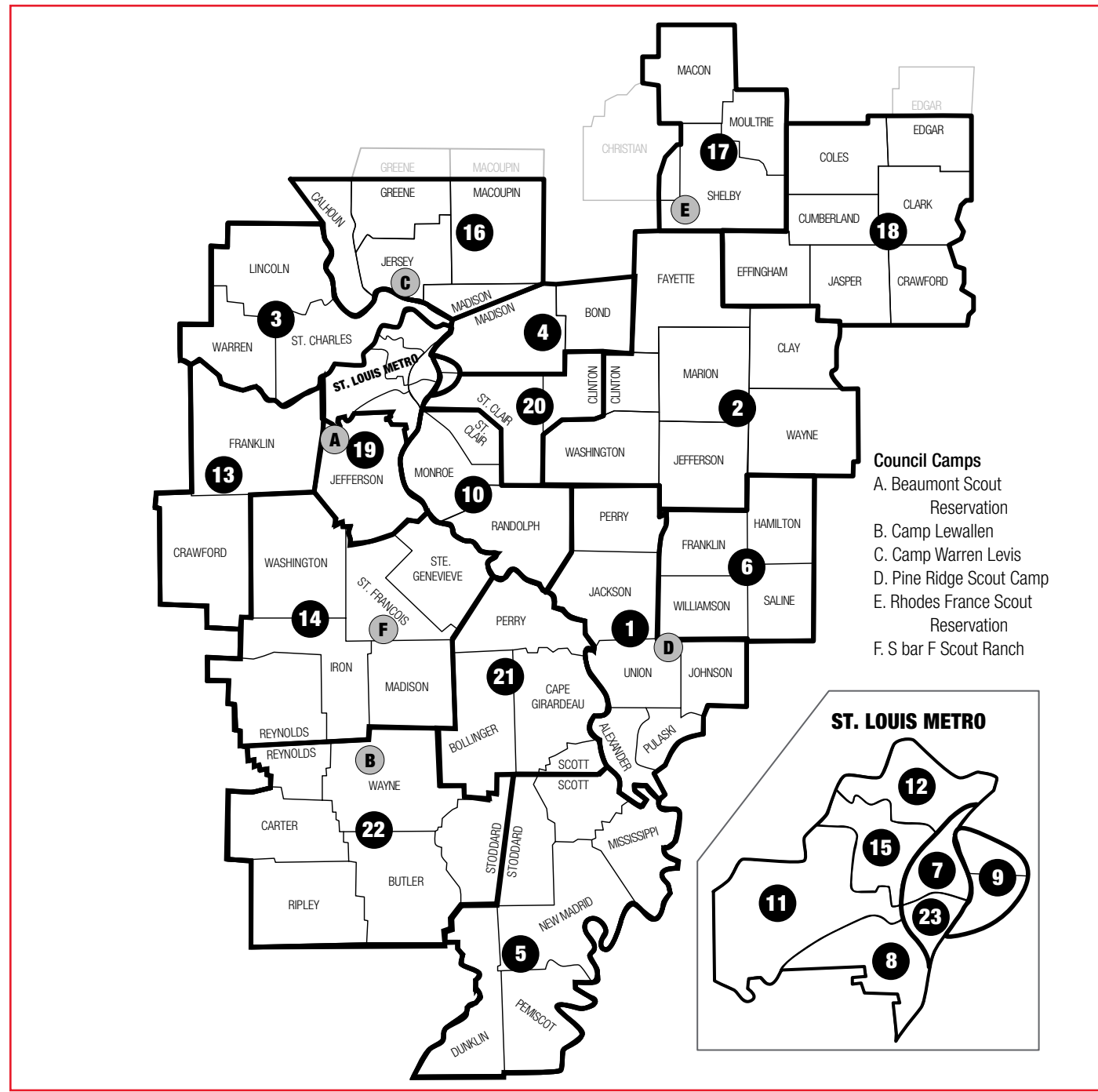
- A. Beaumont Scout Reservation
- B. Camp Lewallen
- C. Camp Warren Levis
- D. Pine Ridge Scout Camp
- E. Rhodes France Scout Reservation
- F. S bar F Scout Ranch

**In 2021, the Grand Towers and Thunderbird Districts merged to form the Keystone District.*

SERVICE AREA

Council Territory

The Greater St. Louis Area Council covers 63 counties throughout eastern Missouri and southwest Illinois.



- Council Camps**
- A. Beaumont Scout Reservation
 - B. Camp Lewallen
 - C. Camp Warren Levis
 - D. Pine Ridge Scout Camp
 - E. Rhodes France Scout Reservation
 - F. S bar F Scout Ranch



Support and Revenue:

Friends of Scouting	2,002,704
United Way	1,759,331
Special Events	813,573
Foundations/Other Direct/	
Project Sales	739,504
Camping Revenue	263,382
Activity Revenue	241,624
Product Sales	670,321
Supplies-Net	20,252
Investment Income	2,439,704
Other Revenue	1,607,578
Total Public Support & Revenue	10,557,973

Expenses:

Program Services	8,662,368
Management and General	582,620
Fundraising	1,012,405
Total Expenses	10,257,393



Richard McClure & Sharon Buchanan-McClure

Throughout the year, Scouting raises funds through:

Eagle Recognition Dinner

- Virtual program honoring Richard McClure & Sharon Buchanan-McClure
- \$618,050 raised (Goal: \$600,000)

Sporting Clays Classic-IL

- August 29 at World Shooting Complex in Sparta, IL
- \$18,860 raised (Goal: \$19,000)

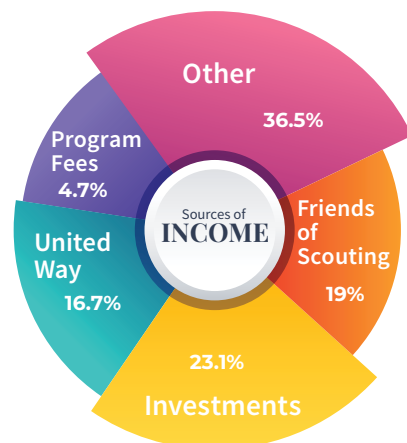
Sporting Clays Classic-MO

- October 7 at Black Hawk Valley Hunting Club in Old Monroe, MO
- \$69,990 raised (Goal: \$120,000)

Virtual Auction

- Online during the month of October
- \$55,025 raised (Goal: \$120,000)

OPERATING STATEMENT



Postponed Events

- Belleville Distinguished Citizen Dinner
- Construction Industry Pinewood Derby
- Topgolf BSA Challenge
- Decatur Distinguished Citizen Dinner

SPECIAL EVENTS



Officers & Executive Committee

Mark E. Burkhart
Michael J. Scully
Kenneth W. Dobbins
L.B. Eckelkamp JR.
Sam Fox
Jeffrey R. Hoelscher
Joseph F. Imbs III
Nevada A. Kent IV
Art J. McCoy II
Kevin McDaniel
Thomas J. Minogue
Dean Mueller
Michael F. Neidorff
David L. Steward
Jack E. Thomas
Louis B. Eckelkamp III
Harold R. Burroughs

Ronald S. Green
Corey S. Bradford Sr
James D. Eckhoff
Douglas E. Hill
Mark A. Hinrichs
Michael C. Marchal
Kendall Norris
Cassandra R. Sanford
Karen M. Vangyia
Amadou Yattassaye

Executive Board Members

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William D. Barlow
G. Kenneth Capps
Paul T. Combs
Harry L. Crisp II
Robert A. Daiber
Keith Davidson
Joseph S. Davis
Reginald D. Dickson
Robert J. Dierberg
Dwight D. Erdbruegger
Ronald G. Evens
Doug Fabick
Flint W. Fowler
Ronald A. Fromm
Mark T. Fulford

Judge John Goodwin Jr., Ret.
Lindsey Graves
William A. Gray
Keith B. Guller
Marcela M. Hawm
Francella D. Jackson
Stephen R. Kappel
Deborah S. Kaufman
James D. Marchbank
Charles Maris
Richard H. McClure
James B. Morgan
John R. Musgrave
Lawrence K. Otto
Robert Palmer
Steven P. Rasche
Thomas L. Ray
Kurt Schroeder
James H. Simpson

Robert C. Smith
Rick L. Stevens
John L. Strube, Col, USAF, Ret.
R. Philip Stupp Jr.
Captain Timothy T. Tyler
Craig A. Unruh
Dr. Carlos Vargas-Aburto
Carm Walgamott, Col, USAF, Ret.
David G. Wasinger
Douglas J. Wilks
James E. Williams Jr
Dennis Wilmsmeyer
Scott J. Wilson
William Christopher Ziebold

Honorary Board

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The Hon. Stephen F. Brauer
Robert G. Brinkmann
Adolphus A. Busch, IV
Robert M. Cox, Jr.
Chuck Drury
Dennis G. Gipson
Robert W. Graebe
Stephen C. Jones, Esq.
Dr. Alan M. Londe
Michael P. McMillan
Don C. Musick, III
Gary L. Rainwater
Hugh Scott, III
David M. Stokes
Dr. Donald M. Suggs
Edward G. Throop

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Charles A. Bremer
John E. Cunningham
Bob N. Keathley
John A. Mathes
The Hon. William C. Norton
Rick Parks

Steven O. Swyers
John M. Thompson
The Hon. Milton S.
Wharton, Ret.
Denny R. Wright



BOARD MEMBERS

District Chairman

Tony Arnold
CHARLES G. BOYER
Randy Brown
Robert C. Clay
Scott P. Dill
Richard Dorsey
Clarence Dula
Neil Glass
Michael S. Hermetz

Jamie C. Jabouri
Brett Johnson
Percy McKinney
Richard Nolte
Jason Powell
Neal Rohlfing
Ronald Stephens
Steve Thompson

