

Key Strategy Objectives

3. Enhance Scouting Access

- a. New Scout Education and Program Center
- b. Technology upgrades
- c. Recruit 100 skill instructors to provide personalized training
- d. Muncie office

Results

Grand Opening held May 5, 2010

- *training kiosks for volunteers
- *meeting rooms and conference areas for volunteer trainings

at all service centers - computer upgrades, webinar capability

310 Skill Instructors recruited in 2011; over 2,677 hours of personal coaching provided to 1,155 volunteers

new Muncie office opened to better serve low income Scouts and volunteers



New Scout Education and Program Center



A couple of the over 300 new volunteer skills instructors



New Muncie Office



Major Gifts Campaign Summary

Crossroads of America Council, Boy Scouts of America



More Scouts. More Ways. More Impact.

Major Gifts Campaign

Campaign Factoids...October 2011

Campaign Goal	\$ 16,000,000	
Total raised	\$ 15,870,853	99.2%
Total donors	384	
Average gift	\$ 42,137	

<u>Donor Type</u>	<u># Donors</u>	<u>Amount Raised</u>	<u>% of total</u>
Executive Board	94	\$ 4,143,759	26.1%
Business/Corporate	56	\$ 757,810	4.8%
Foundations	42	\$ 8,268,312	52.1%
Individuals	181	\$ 2,363,366	14.9%
<u>In-Kind Gifts</u>	<u>7</u>	<u>\$ 337,616</u>	<u>2.1%</u>
Totals	380	\$ 15,870,853	100%

Campaign Divisions 9

Volunteers 138

April 17, 2008-Campaign Kickoff
(Quiet Phase) Conesco Fieldhouse

August 9, 2009-Public Kickoff at
Camp Belzer

May 5, 2010-Grand Opening of new
Scout Education and Program Center



Key Strategy Objectives

1. Customized Scouting

- Expand ScoutReach from 11,047 to 14,060 youth
- Grow Scouting subsidies to help low income families
- Enhance Program curriculum
- Grow Scouting in targeted low income areas
- Program supply assistance
- Increase # of volunteers by 26% to 14,000

Results

this objective is achieved; over 14,000
 \$150,000 for camp workshops, uniform, handbook and registration assistance
 Program Aide curriculum completely revamped
 53 new Scouting units have been organized in low income areas
 full compliment of camping gear, supplies available for outings
 have stabilized at 10,000 volunteers.
 Growth anticipated in 2011 and 2012



Key Strategy Objectives

2. Strategic Camp Network

- Complete targeted renovations at Crossroads camps
 - * Bear Creek
 - * Belzer
 - * Red Wing
 - * Ransburg
 - * Krietenstein

Results

new access bridge, electrical work and cabin improvements
 two new staff cabins
 camp truck, day camp equipment/supplies
 new equipment storage building
 two new Program Shelters, roadwork, water-front shelter, tent platforms, Trading Post expanded, electric & water systems upgraded.
 Shower house to be built fall 2011
 currently serve 15,824 members
 upon completion of campaign, \$2.5 million to be added to maintenance fund