



Hawkeye Area Council, Boy Scouts of America 2011 Annual Report to the Community

Prepared. For Life.™

"...more than just campfires"

2011 was a year of success in the Hawkeye Area Council! Thousands of youth from eastern Iowa were members of the best youth movement in the country. The Hawkeye Area Council experienced growth in membership, program outcomes and fiscal health! With appreciation to the many chartered organizations, parents and adult leaders who serve as role models, Scouting is stronger than ever. Please take a look at our one page success sheet and feel free to join us as we begin another great year in 2012 heightening our youth to "Be Prepared!"

Over 23,960 hours of community service were given by Scouts to the community in 2011!

With numerous community partners such the University of Iowa and Cedar Rapids Kernels, activities to promote year round programs were provided to all Scouting families.



Program Impact

805 youth took part in summer camp resident programming at Howard H. Cherry Scout Reservation over four weeks in 2011, an increase over 2010.

Boy Scout advancement was at a healthy rate in 2011 with 42% of boys earning a rank with **920 rank advancements earned!**



In the Cub Scout program, **2,532 rank advancements** were earned.

Regarding leader training, **47% of all direct**

contact leaders were trained – an increase of 16% when compared to 2011. Regarding Youth Protection training, Hawkeye Area Council were in the **"top 20"** for trained leader percentage for this area.

Camping is a year round program with **6,637 youth and adults using camp as a program tool!**

Cub Scout camping increased significantly with **1,272 boys attending Day Camp, Cub Scout Overnights and Bear/Webelos Resident camp.**

45 adult leaders took part in a **successful Wood Badge** advanced training course.

Membership Growth

Membership grew in the Hawkeye Area Council at a dramatic pace in 2011. The Council experienced increases in most age groups and programs! **As of December 31, 2011 the Hawkeye Area Council has 3,313 Cub Scouts (boys 6 to 10,) 1,650 Boy Scouts (young men ages 11 to 18,) 616 Venturers and 98 Explorers (both co-ed programs for young men and women ages 14 to 20.)** This equates to a 14.2% market share of all youth in eastern Iowa involved in Scouting! **This is the "gold" or top level** when compared to other Boy Scout councils.

Fall recruitment was a major success with **1,037 new youth joining Scouting** in eastern Iowa from August through September, compared to 859 during this time period in 2010!

Scouting impacted more youth in the Hawkeye Area Council's seven county service area in 2011. This includes the recognized outreach programs in Iowa City and Cedar Rapids. **Over 850 youth** were served in these efforts. For the first time, the council provided an urban camping experience to these youth on Mays Island in the middle of the Cedar River. We would like to thank **Mount Mercy University, the Greater Cedar Rapids Community Foundation, the Community Foundation of Johnson County, the Alliant Energy Foundation** and many other partners for bringing the Scouting dream to all youth!

Fiscal Health

Thanks to the generosity of many friends, supporters, visionaries and citizens, the Hawkeye Area Council ended 2011 in solid financial health. The Hawkeye Area Council reached its goal in the 2011 Friends of Scouting campaign and experienced an increase in the fall popcorn sale. The popcorn sale experienced sales of **\$1.22 million, a new record**. Thanks to the fiscal management of the council, any price increases of the product was not passed on to the Scouts, therefore, local Scouts and units were able to keep more cash as a percentage of the entire sale than they had before! We look to continue this support in the future.



The Hawkeye Area Council began a new Camp Endowment Fund to secure the long term viability of the Howard H. Cherry Scout Reservation. **Over \$80,000 in endowment gifts were given to the endowment funds.** Also, the Hawkeye Area Council was able to secure funds to provide new equipment to the camp. In 2012, we will be working with the Department of Homeland Security and FEMA on the construction of five new tornado safe rooms at our camp.

Lastly, 21 acres of land was added to the camp footprint. For the first time ever, the Howard H. Cherry Scout Reservation was totally contiguous and now boasts over 500 acres in camping land. Thanks to **The Hall-Perrine Foundation and the Transamerica Foundation for making this long time dream a reality!**

Unaudited Financial Statement December 31, 2011

Support:

Direct Support (Friends of Scouting, grants and special event): \$401,297

United Way allocation: \$92,500

Popcorn Sale (net to council): \$468,951

Camping and Activity Revenue: \$408,130

Other (net Scout Shop, United Way donor designations, investment income): \$208,962

Total Support and Revenue: \$1,579,840

Expenses:

Program Support: 91% - 1,421,778

Management: 5% - \$78,120

Fundraising: 4% - \$62,495

Total Expenses: \$1,562,393

Increase in unrestricted net assets: \$17,447

Note: Audit to be performed by TD&T Financial Group in the spring 2012. Expense percentages found through time study.

Council Leadership 2011

President: Kelly Hayworth (Coralville, IA)

Commissioner: David Windisch (Solon, IA)

Scout Executive: Travis Christopher

Board Members 2011:

Past Presidents: George Brunscheen, Tom Amosson, Dennis McMenimen, David Blankenship. **Vice Presidents:** Jean Bjorseth, Michael Greif, Anne King, Doug Parsons, Aaron Randolph Jr., Mike Valiga, Jim Wood. **Treasurer:** Jim Stallman, **Assistant Treasurer:** Dave Taylor. **Board Members:** Dave Airy, Dean Airy, Dr. Nancy Angenend, DJ Arnold, Philip Brooks, Rex Brandstatter, Scott Cray, Anne Cunningham, Jack Dahm, Steve Dickinson, Mike Easley, Marilee Fowler, Robert George, Greg Graham, Steve Groner, Bruce Hamous, David Hardinger, Richard Heft, Henry Herwig, Ronald Hornish, William Jurgensen, Michael Klappholz, Scott Loggins, Gary McClure, Larry McConahay, John Myers, Gene Neighbor, Dr. William Olin Sr., Lorna Ontjes, Robert Ontjes, Kelly Ortberg, Steve Ovel, Gary Peterson, James Sauter, Joel Schmidt, Mike Shive, Michael Stallman, Paul Swanson, Janet Wilhelm, David Yansky.



Hawkeye Area Council, Boy Scouts of America
660 32nd Avenue Southwest
Cedar Rapids, Iowa 52404
Telephone: (319) 862-0541
Fax: (319) 862-0544
Email: 172.Info@Scouting.Org

Facebook: Hawkeye Area Council
Twitter: @HawkeyeBSA
Guidestar: Hawkeye Area Council

Serving youth in Linn, Johnson, Washington, Iowa, Cedar, Benton and Jones Counties of eastern Iowa!