



BOY SCOUTS OF AMERICA®
ALAMO AREA COUNCIL

2019 ANNUAL REPORT

**A Scout is...Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind,
Obedient, Cheerful, Thrifty, Brave, Clean, and Reverent.**



"The most worth-while thing is to try to put happiness into the lives of others."

~ Baden-Powell, Founder of the Scouting Movement

WWW.ALAMOAREABSA.ORG

Letter from the Council Key Three

The Scouting program had a historic year in 2019. We now welcome both boys and girls 5 to 20 years of age into all our programs - Cub Scouts, Scouts BSA, Venturing, Sea Scouts, and Exploring. Youth enjoyed outdoor adventures, learned future careers through rank advancement, and lived true to our slogan “Do a Good Turn Daily”.

In 2019, there were 399 youth who achieved Scouting’s highest rank - Eagle Scout. Their combined 58,450 hours of community service hours has an economic impact of more than \$1.48 million. The number of youth who achieve the Eagle Scout rank will see a dramatic increase in the coming years. The Alamo Area Council expects to see its first female Eagle Scout class before the end of 2021.

We have a team of 4,456 adult volunteers who exemplify what it means to LIVE SCOUTING. These dedicated individuals incorporate the Scout Oath and Law into their everyday lives; and serve as mentors to Scouts who are learning to do the same. Many of our volunteers go above and beyond by working directly with youth and serving on one or more of the Council’s 50 plus volunteer boards.

We continue to reach more youth in our Southside initiatives; Scoutreach and Project Aguila. Both of these programs had an increase in the number of youth served over prior years. With our volunteer boards’ commitment, we are proud of our ability to continue to provide Scouting to at-risk children in these programs that serve over 5,000 Cub Scouts. We are also proud to report we served over 1,300 girls within all our programs in 2019!

In closing, the Alamo Area Council manages 1,500 acres of outdoor adventure for boys and girls at three premier camps – Bear Creek Scout Reservation, Mays Family Scout Ranch, and McGimsey Scout Park. So, please join us! We’d love to include you in our 2020 Scouting adventures!

Yours in Scouting,



Jim Jeffery
Council President



Lance Hirsch
Council Commissioner



Michael de los Santos
Scout Executive

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.*

Year End 2019 Review



The Boy Scouts of America, Alamo Area Council earned the Journey to Excellence Silver Award status based on our performance in membership, program, unit service, district leadership and governance, and finance.

2019 Annual Report Highlights:

Membership - Total Traditional Youth membership reached **17,244 youth** with **498** units and **4,456** adult volunteers.

BSA expanded program for girls in 2019 to include Scouts BSA. Besides the coed programs of Venturing, Sea Scouts, and Exploring, we served over **1,300** girls in a historic year!

Camping reached **5,699** with Cub Scout, Scouts BSA and Venturing Scouts attending summer and year-round adventure programs.

Eagle Scouts - **399** Scouts BSA youth achieved Scouting's highest rank, contributing over **58,450** service hours with a value equaling **\$1.48 million** invested into our local economy and community. * Estimate value of volunteer time in Texas set at \$25.43 per hour reported (2019) www.independentsector.org/volunteer_time.

Advancements, supporting career development, reached **11,697** for Cub Scout and Scouts BSA youth!

*We want to thank the **USAA Foundation** for being the official sponsor of the Personal Management Merit Badge, which grew to the third most earned badge in 2019 at **376**, behind First Aid and Swimming.*

Adventure Financial Support - Trail's End popcorn sales grossed **\$1.59 million**.

Camp Card sales reached over \$203,975. Both of these product sales provided over **\$692,411 of necessary funds for Scouts and units to pay for outdoor adventures** and other expenses throughout the year.

Give The Adventure donor fundraising reached \$600,000. Along with corporate event support and foundations and grants, direct services funding was over **\$1.4 million**.

Scouting for Food efforts of youth and adults collected **5,000 pounds** of food for the hungry, representing 6,500 meals for food insecure youth and families.

Community Service through flag ceremonies, especially during Flags at Fort Sam, to honor our fallen American Heroes, drew thousands of participants.

Marketing / Scouting Relations

- Launch of new mobile optimized Council website.
- Council newsletter subscriptions grew 26.7 % to **13,587**.
- Average monthly unique site visits reached **6,942** with 16,912 monthly average sessions and 643,835 page views.
- **23** Positive Media Placements including *"Boy and Girl BSA Scouts are Together at Bear Creek Camp for First Time"* by *TPR / Texas Standard*.
- Social Media total followers on Facebook, Twitter, Instagram grew to **5,559**.
- Youtube reached 42,961 views with 254 videos.
- Flickr grew to over **29,994** photos with 1.325 million lifetime views.

Youth Programs



- **Cub Scouting** is a family and home centered program for boys and girls between kindergarten and the 5th grade, with an emphasis on quality, age-appropriate programs delivered at the neighborhood level.
- **Scouts BSA** is a program for youth ages 11 to 17 designed to achieve the aims of Scouting through a vigorous outdoor program and peer-group leadership that builds character, independence, and values in young people.
- **Venturing** is a co-ed program for young men and women ages 14 to 20. It includes challenging, high-adventure activities, giving teenagers an opportunity to learn and grow in a fun, supportive environment.
- **Sea Scouting** is a co-ed program for girls and boys ages 14 to 20, organized to improve boating skills and promote knowledge of our maritime heritage.
- **Exploring** is the career-oriented, young adult segment of Learning for Life, a wholly owned affiliate of the Boy Scouts of America. Exploring offers co-ed programs for teenagers ages 14 - 20, focused on learning through mentoring with local businesses, professionals, and industry leaders.



South Central Texas' BEST Long-Term Investment...Scouting!

2019 Record of Membership and Advancement

Membership

Lions (kinder)	661		
Tiger Cubs	1,388		
Cub Scouts	4,747		
Webelos	5,183		
Total Cub Scouting	11,979	Packs	261
<i>(Scoutreach supports 5,186 Cub Scouts)</i>			
Scouts BSA	4,720	Troops	186
Venturing BSA	218	Crews	28
Sea Scouts	14	Ships	3
Total Traditional Members			16,939
Total Traditional Units			478
Exploring (Career)	305	Posts	34
Adult Leaders	4,456		
Total Traditional / Career Members			17,244
Total Traditional / Career Units			498

Advancement

Lion Badge	662
Tiger Cub	1,008
Bobcat	2,154
Wolf	1,329
Bear	1,516
Webelos	1,450
Arrow of Light	584
Total Cub Scout Ranks	8,703
Scout	626
Tenderfoot	568
Second Class	429
First Class	325
Star	300
Life	348
Eagle	399
Total Scouts BSA Ranks	2,994

**Total Cub & Scouts BSA
Advancements 11,697**





Council Financials

(unaudited 2019)

Operating Support and Revenues

Direct Support &	
Give the Adventure.....	36%
Self Generated Revenue.....	43%
United Way.....	10%
Investment Income.....	11%
Total Support and Revenue.....	\$4,111,169

Operating Expenses

Program Support.....	80%
Management, Fundraising, Charter & National Fees & Services.....	20%
Total Expenditures.....	\$4,041,201
2019 Budget Margin.....	\$69,967

Council Officers

President	Jim Jeffery
Council Commissioner	Lance Hirsch
Treasurer	James Seals
Sr. VP – Leadership Resources	Paul Garro
Sr. VP – Total Financial Development	Raul Rios
Secretary/ Scout Executive	Michael de los Santos

Board of Directors

John Bonnin	Dr. Thomas Evans	Ryan Malitz	Steve Skinner
Ernest Bromley	Paul Garro	Mark Mays	Christopher Smith
Amy Burdick	Lance Hirsch	Mike McGinnis	Nils Smith
Mark Carvajal	Timo Hixon	Jim Montgomery	Scott Syamken
Alan Compton	Jim Jeffery	Brett Morgan	Chris Talley
Amaury Conti	Sylvester Johnson	Bob Raymond	Dr. John Thomas
Gary Cram	Deborah Knapp	Raul Rios	Christian Webster
Mike Crownover	Gary Koegeboehn	Andy Russ	
Mike Crownover, Jr	Carl Leafstedt	James Seals	
Luis de la Garza	Jim Lynch	Mark Sessions	

Advisory Board

Wayne Alexander	Bill Greehey	Philip Pfeiffer
Ray Carvajal	Roger Hemminghaus	Jack Richmond
Fully Clingman	Edward B. Kelley	Denny Ware

The Mission

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

DONATE AT

GiveTheAdventure.org

Or text **GiveAdventure** to **41444**



Making an Impact In our Communities

399 Scouts BSA youth achieved Scouting's highest rank of Eagle Scout, contributing over 58,450 service hours with a value over \$1.48 million invested into our local economy and community. *

Highlights of our Eagle Scouts include:

Jonathan Largoza, of Troop 346 – Recognized for the *2019 Glenn A. and Melinda W. Adam's National Eagle Scout Service Project of the Year Award* for his work supporting a senior citizens community.

Ethan Schneider of Troop 911 earned the prestigious *William T. Hornaday Award* for his conservation project work on invasive species control.

Alex Kubon earned *ALL 138 Merit Badges* available to complete within the Scouts BSA program. Alex joins a list of less than 450 Scouts that have reached such an accomplishment within the 110-year history of the BSA.

L-R Joseph Kubon, Eagle Scout Alex Kubon, and Scout Executive, Michael de los Santos



Photo courtesy Angel Zuniga Martinez

*(based on value of 2019 volunteer time \$25.43/hr. by independentsector.org)



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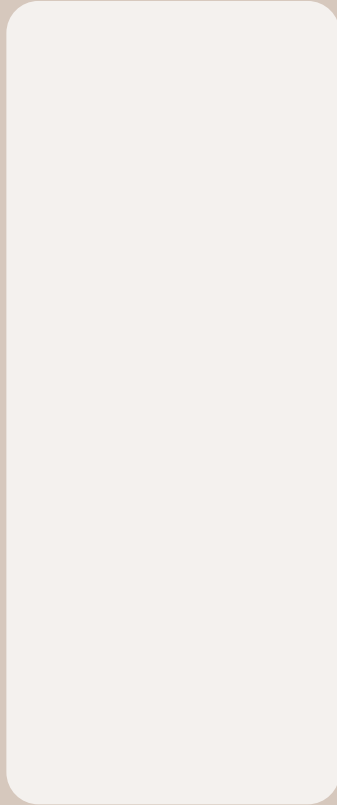
ALAMO AREA COUNCIL

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About the Alamo Area Council, BSA

The Alamo Area Council, BSA, headquartered in San Antonio, Texas, serves a 13 county area imparting the Scouting program to over 17,000 youth and 4,000 volunteer adults in South Texas. The Boy Scouts of America continue to prepare young people for life by providing the nation's foremost youth program of character development and values-based leadership training utilizing outdoor activity, citizenship, and fitness. Learn more at www.AlamoAreaBSA.org.

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