



BOY SCOUTS OF AMERICA®

BSA ANNUAL REPORT

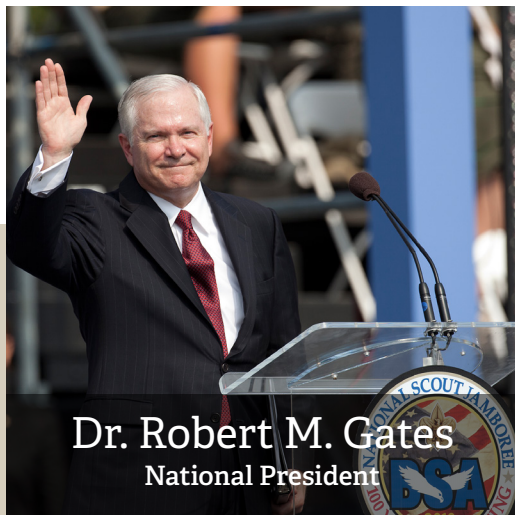
A look at 2014 and the strides we took in
shaping the lives of America's youth.





MEET OUR LEADERSHIP

The Boy Scouts of America is led by National President Dr. Robert M. Gates, Chief Scout Executive Wayne Brock, and National Commissioner Tico Perez





DR. ROBERT M. GATES

National President

“Scouting’s gift to America, its legacy for over a century, has been one generation after another of worthy leaders for our communities and for our country. The challenge before us here today and going forward is the same that faced our predecessors: To sustain and strengthen Scouting so that it continues to provide for America servant leaders of character, faith, skill, and courage.”

35th National President • Distinguished Eagle Scout • Silver Buffalo • Former President of the National Eagle Scout Association • Former U.S. Secretary of Defense





WAYNE BROCK

Chief Scout Executive

“Although I was too young to realize it at the time, when I joined Cub Scouts at the age of 8, I had found my piece of the puzzle. Scouting has been an important of my life since that day. In fact, outside of my family and my church, the next strongest influence in my life has been Scouting.”

12th Chief Scout Executive • Distinguished Eagle Scout • Order of the Arrow Distinguished Service Award





TICO PEREZ

National Commissioner

“I’ve been involved in Scouting for almost 40 years—it’s been a phenomenal journey. But for me, it all started with one Scout leader who inspired me, and our incredible program. It just goes to prove that Scouting isn’t something we do, it is something we are. It is who we are, and how we define ourselves.”

**Distinguished Eagle Scout • Silver Buffalo
• Order of the Arrow Distinguished Service**



WHO WE ARE

For more than a century, Scouting has been an ongoing adventure that teaches a powerful set of real-life skills and develops fundamental qualities that help young people become “Prepared. For Life.®”



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.



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.



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 Scout Law.



WHO WE SERVE

The BSA helps build the future leaders of this country by combining educational activities and lifelong values with fun. Scouting provides unique, life-changing experiences you can't get anywhere else.



2.4M
total youth participants

The BSA provides the nation's foremost youth program of character development and values-based leadership training in approximately 280 local councils.



1.3M
boys 6-10 in Cub Scouts

Cub Scouting is a family-oriented program designed specifically to address the needs of younger boys.



885K
boys 11-17 in Boy Scouts and Varsity Scouts

Boy Scouts can go places, test themselves, and have one-of-a-kind adventures they can't get anywhere else.



111K
young men and women 14-20 in Exploring career-based programs

Exploring provides real-world, hands on career experiences.



158K
young men and women 14-20 in Venturing and Sea Scouts

Venturing's purpose is to provide positive, adventurous experiences to help prepare young people to become responsible and caring adults.



422K
boys and girls in elementary through high school in Learning for Life character education programs

Learning for Life makes academic learning fun and relevant to real-life situations with age-appropriate and grade-specific material.

The 2014 Report of the Treasurer and Consolidated Financial Statements discusses the sources, uses, and stewardship of the National Council's financial resources.





New National President

Dr. Robert M. Gates, former U.S. secretary of defense and former director of central intelligence, began serving as the BSA's 35th national president in May. In this volunteer role, Dr. Gates leads the National Executive Board, which guides the BSA, for two one-year terms.

"The Boy Scouts of America had a profound influence on my childhood and helped form the foundation of my career in public service. I've had tremendous opportunities in my life, but I can say without hesitation that my memories of Scouting are every bit as vivid and meaningful as what came later." said Dr. Gates. "Scouting teaches youth how to set and achieve goals, develops a deep commitment to serve others, and creates leaders for tomorrow who are not only prepared to serve their communities, but also prepared for life and leadership. Just as it did for me."

Dr. Gates has a long history of participation and service in the BSA. He is a past member of the National Executive Board; a past president of the National Eagle Scout Association; a distinguished Eagle Scout; a recipient of the Silver Buffalo Award, the highest commendation given by the BSA for extraordinary service to youth; and a Vigil Honor member of the Order of the Arrow, the highest mark of distinction and recognition for those with exceptional service and unselfish interests.



Scouting Works

Established in 2014, Scouting Works offers brands the opportunity to partner with one of the nation's most recognized and trusted organizations (that's the BSA, of course). It's more than a new department within the BSA's National Service Center in Irving, Texas—it is an innovative new approach that seeks to foster collaboration with like-minded brands and impact the lives of our youth and their families. Through marketing, media, and sales opportunities, Scouting Works seeks to grow the BSA while helping brands reach millions of youth and families.

Last year, this integrated approach paid dividends by inking new partnerships with Jack Links—whose popular beef, pork, and turkey products became “The Official Protein Snack of the Boy Scouts of America”—and Polaris, the leading manufacturer of off-road vehicles.

Looking ahead, Scouting Works will continue to give brands the chance to support the learning and growth opportunities the BSA offers youth. This synergistic approach will continue to benefit the life-changing experiences offered to Scouts, as well as the brands that get to be part of them.





Sustainability

Sustainability is a big word with many aspects. But when you break it down, it goes hand in hand with being a good Scout. Sustainability means the ability to endure. Conserving the land, forests, air, water, wildlife, and limited resources we all share is everyone's responsibility. Reducing what we consume and recycling, repurposing, restoring, and repairing what we own all are parts of being thrifty, a key point of the Scout Law.

While we have always taken those words to heart, in 2014 the BSA began developing a comprehensive, multiyear strategy to adopt principles of sustainability at every level of our movement.

Rather than create another program, initiative, or emphasis, we are adopting a sustainability mindset that will guide everything we do as an organization. From the local unit to the council camp to the national office, we want to set an example for our Scouts, our communities, and ultimately our nation.

This effort included a Sustainability Summit, which gathered some of the foremost thinkers and doers in the field for several days of presentations and wide-ranging discussions aimed at creating a more sustainable world. It also included our first-ever Sustainability Report, which outlined the BSA's efforts toward helping our members move from leaving no trace to leaving a legacy.

The BSA is committed to developing the next generation of environmental leaders and to working hard to integrate sustainability at every level of our organization. After all, Scouting was green when green was just a color. But today, as our inaugural sustainability report describes, we are moving from "green" to "deep green."



REPORT TO THE NATION

Each year, as part of the BSA's congressional charter, we are required to present a report to the speaker of the U.S. House of Representatives. This report is a presentation of who we are and what we do as a community—from the organization as a whole down to each individual unit.





BUILDING INTERESTS

The Boy Scouts of America launched two new merit badges in 2014 focused on the careers, hobbies, and activities Scouts enjoy: Mining in Society and Digital Technology, the latest in a series of merit badges covering science, technology, engineering, and math (STEM) topics.

Digital Technology covers the Internet, smartphones, content creation on digital devices, and much more. So much more, in fact, that it replaced the Computers merit badge, which was discontinued at year end.

Cooking Merit Badge also was added to the list of badges required for Eagle Scout, and completely revamped to sharpen its focus on the importance of nutrition and healthy lifestyles.

The BSA also released the fifth edition of its iconic Fieldbook—Scouting's Manual of Basic and Advanced Skills for Outdoor Adventure. Marking the first new edition of the book in more than 10 years, and the first new edition available in a digital format, the Fieldbook is the go-to manual for everyone who seeks to explore, experience adventure, and appreciate nature.





BUILDING COMMUNITIES

The BSA prepares young people for lives of service by providing opportunities for them to help their communities through service to others. During 2014, Scouts across America recorded 14,356,107 hours of service to their communities at a value of more than \$323 million (based on a national volunteer-hour value of \$22.55).

Since joining the Messengers of Peace program in 2013—a global initiative designed to inspire millions of young men and women in more than 220 countries and territories to work toward peace—the BSA has joined Scouts worldwide to contribute more than 600 million hours (and counting) of community service.



BUILDING LEADERS

The BSA prepares young people for leadership by giving them the skills to take responsibility and teach by example. For example, Eagle Scout is the highest attainable rank in Boy Scouting, and Scouts must demonstrate proficiency in leadership, service, and outdoor skills at multiple levels before achieving the Eagle rank.

In 2014, 51,820 Scouts earned the rank of Eagle Scout. In addition to the 21 life skills merit badges required to earn the Eagle Scout rank, each Scout must complete an extensive service project that he plans, organizes, leads, and manages before his 18th birthday. In 2014, Eagle Scout projects provided more than \$183 million in service to communities across the nation. (Three Eagles, in particular, were honored for their inspiring projects and service to their communities. Learn more about them at nesa.org.)





BUILDING ADVENTURE

Scouts do things. They build, they play with purpose, they make friends and work together. They set goals and clear them. They go places—physically, mentally, and spiritually. These life-changing experiences—and the confidence they provide—become bricks in the wall of childhood. Bricks that eventually form a foundation that a Scout can stand on to embrace opportunity and overcome obstacles. For the parents watching in awe, it's not a question of where their Scout will go, but where won't he or she go.

As they have for more than 100 years, Scouts headed outside in 2014. In all, nearly 1.1 million Scouts spent at least one night outside during the year at the BSA's thousands of day and summer camps, including 57,354 at our high-adventure bases in New Mexico, Florida, Minnesota, and West Virginia. In all, Scouts camped a total of 6,027,435 nights during the year.

At the Summit Bechtel Family National Scout Reserve (SBR) in the mountains of West Virginia, thousands of campers from across the United States became the first to experience the new facility's inaugural high-adventure program. Throughout the summer, Boy Scouts and Venturers arrived at SBR's Paul R. Christen National High Adventure Base for days filled with rafting and kayaking; climbing, zip line, and ropes courses; shooting sports; and mountain biking, skateboarding, and BMX options. In addition, each group staying for the weeklong program performed a service project, designed to give back to the state of West Virginia.





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