



Sam Houston Area Council
Boy Scouts of America
ANNUAL REPORT



2010

A SCOUT IS

Trustworthy
Loyal Helpful
Friendly
Courteous
Kind
Cheerful Obedient
Brave Thrifty
Clean Reverent



BOY SCOUTS OF AMERICA®
SAM HOUSTON AREA COUNCIL



Dear Friends of Scouting

This has been a very special year for Scouting. With tremendous planning and the dedication of our volunteers, we brought forth a 100th Year Anniversary Celebration that truly exceeded all expectations. It was a busy and fruitful year that included membership growth, program improvements, and financial health.

We began the year with a community-wide service effort to help feed the hungry in an economically challenging time. Partnering with the Souper Bowl of Caring, a national program that focuses on hunger in January through Super Bowl Sunday, we headed up the first door-to-door effort. With our neighborhood structure, our units collected an incremental 250,000 pounds of food to help those in need.

In February, we held an "Adventure of a Lifetime" event that included corporate supporters and our Scouting community at Minute Maid Park. Over 16,000 attended this celebration honoring Harry E. Bovay, Jr., which included a star-studded guest list and a fireworks finale.

In the spring, we introduced Scouting to many new families with BSA's national tour, Adventure Base 100, which stopped at the Houston Livestock Show and Rodeo. In April,

we repositioned the annual Scout Fair for the Centennial and broke records in product sales, attendance and community involvement.

This year, much attention was given to our camps to keep them safe, fun and challenging. We began updates to the facilities, programs and services at El Rancho Cima, our summer camp for Boy Scouts. The new Pappas Family Kitchen / Dining Hall, pool renovations, and an Indian Village will be enjoyed by generations to come. An equestrian center is in the works for 2011.

In the fourth quarter, with the collective effort of 890 volunteers, the Council produced the largest event of its kind. SHAC Jam, a camping adventure hosted at the Texas World Speedway served over 27,000 Scouts, leaders and families.

As part of our vision, we aim to continue to reflect the community we serve in both our board and our Scout units. Two new efforts, the Hispanic Initiative and the African-American Committee on Scouting were launched this year to strengthen this effort.

The Sam Houston Area Council is pleased to be a national leader in financial health, membership increases and trained leaders for program quality. Thanks to a new matching gift program from The Cockrell Foundation for permanently

restricted endowment, we received over \$1.5 million for our Investment Fund this year.

We are deeply grateful for the more than 20,000 volunteer leaders and over 3500 financial supporters that have contributed this year. We are excited to take on the next century of Scouting with the same primary goal from the past 100 years – building character and leadership traits in our country's youth.



*John B. Walker
Chairman of the Board*



*Thomas O. Varnell
President / Scout Executive*





48,580 youth in traditional Scouting



Mission

Boy Scouts of America Mission:
For a century, Boy Scouts of America (BSA) has prepared young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

The Sam Houston Area Council Mission: To Lead Youth to Lifelong Values, Service and Achievement.

Vision

The Sam Houston Area Council will reach across the community to serve all ethnicities and youth age groups with a leadership and character-building program that has long lasting impact.

Long Range Goals

As part of our strategic plan, we are committed to improving the program through effective leader recruiting and training, diversifying our membership to meet the needs of our community, and strengthening the impact of Scouting by expanding our reach and scope. To provide program quality and relevance to a greater number of youth, we will place more emphasis on growing our endowment and exercise efficient use of our people, properties and resources.

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Trustworthy

2010 Sam Houston Area Council Highlights

Youth Served and Volunteers

- 48,580** Youth members in the Traditional Scouting programs of Cub Scouts, Boy Scouts and Venturing
- 1,440** Youth participants in the Exploring program
- 7,647** Youth participants in the curriculum/school based Learning for Life programs
- 20,475** Registered volunteer adult leaders
- 1,760** Total number units including Cub Scout Packs, Boy Scout Troops and Venturing Crews
- 72.3%** Percent of units (Packs, Troops and Crews) that earned the Centennial Quality Unit Award
- 36%** Estimated percentage of youth served considered "At-Risk"

Impact

- 879,737** Estimated hours of Scout community service projects
- 250,235** Pounds of food donated during Scouting for Food
- 25,650** Total advancements earned by Cub Scouts
- 10,262** Total advancements earned by Boy Scouts
- 46,508** Merit badges earned by Boy Scouts
- 1,102** Eagle Scouts

Camping

- 40,224** Total number of campers at the Council's five camps
- 89,123** Total number of days camped at the Council's five camps
- 7,577** Acres available for youth camping maintained and operated by the Council

Finance¹

- 2.3%** Percent excess revenue over operating expenses that totaled \$12,698,219
- 4.9%** Percent increase in total assets to total \$71,726,906
- 1,013,637** Dollars in new gifts received for permanently restricted endowment
- 220** Estimated dollar amount spent to support each youth involved in a program

(1) unaudited

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Loyal





46,508 Merit badges earned



Alton Holmes photo

Programs

Traditional Scouting

While there are many youth organizations, including sports, service clubs, fitness and educational programs that help young people, Scouting goes above and beyond by providing activities that:

- allows boys to try new things
- features a learn-by-doing approach
- provides service to others
- builds self-confidence, leadership
- reinforces ethical standards

Scouting is filled with fun, adventure and values that last a lifetime. In the Sam Houston Area Council, membership in traditional programs grew 4.1% reaching 48,580 youth in the community in 2010.

Cub Scouts

(for boys in grade one through five) *Cub Scouting* is a year-round program uniquely designed to meet the needs of boys and their families through fun and challenging activities promoting education, character development and physical fitness. Members meet weekly



Chris Cornwell photo

in small groups called dens. Once a month, all the dens meet together as a pack. Cub Scouts work on award requirements at meetings and with their families. Many Cub packs schedule camping trips or attend summer resident camp at the Bovay Scout Ranch or at Camp Strake. During summer, individual Cubs or Cub dens can also attend one of the Sam Houston Area Council's many district day camps.

In 2010 Cub Scouts grew 5.8%, reaching 1666 more boys for a total of 30,293 Cub Scouts in 781 units.



Alton Holmes photo

Boy Scouts (boys ages 11-17)
Boy Scouting is an exciting leadership and character development program for young men. With the support of adult leaders, youth learn self-confidence and develop personal values guided by the ideals found in the Scout Oath and Law. The merit badge program allows exposure to new things and extended learning outside of school. Members usually meet once a week as an entire troop, and then have a group activity once a month – typically a weekend campout. Scout troops are encouraged to attend a week of summer camp each year



at El Rancho Cima, operated by the Sam Houston Area Council or another Scout camp. Boy Scouts can also attend a week of winter camp at Camp Strake where they will work on merit badges and enjoy other activities. Boy Scouts also organize and take part in community service projects, benefiting neighborhoods, schools, churches and more.

Membership was up 2% in 2010 with 15,653 Scouts in 723 units.



Venturers and Sea Scouts

(men and women 14 to 20)

The *Venturing* program for young men and women provides exciting and meaningful youth-run activities. Members enjoy a dynamic, special-

ized program that focuses on specific topics like wilderness survival camping, emergency preparedness, high adventure camping, search and rescue training and more. They work in groups to learn teamwork, leadership, respect and responsibility. Typically a Venturing crew or Sea Scout ship will meet at least once a month, then have some kind of monthly event or trip.

Sea Scouting, a division of Venturing, is organized to promote better citizenship and to improve members' boating skills and to gain knowledge of our maritime heritage. Members learn to sail, to row, and to keep a boat in shape; they cruise local waters or go sailing on long cruises far from home. It is an opportunity to develop maritime skills that can lead to future careers in the industry.

Venturing membership declined 3% with 2,634 Scouts in 256 units.

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Helpful

Programs

Specialty

Our changing world has seen the disintegration of many families, rampant drug abuse, violence, and moral decay. Young people are faced with choices that test their decision-making skills. The Sam Houston Area Council offers assistance to schools and other organizations to help prepare youth for the complexities of today's society and enhance their self-confidence, motivation and self-worth.



Learning for Life is designed to meet the growing demand for character education programs in schools. The program helps our youth develop social and life skills and helps them formulate positive personal values. It prepares them to make ethical decisions that will

help them achieve their full potential. Learning for Life also enhances teacher capacity and increases youth learning with a fun and relevant curriculum. Youth build a greater understanding of real world situations and how to negotiate them.

These school-based programs involve 7,647 participants composed of 52 programs.

Exploring is a worksite-based program for young men and women who are 14 through 20 years old. Exploring units, called "posts", usually have a focus on a single career field, such as law enforcement and may be sponsored by a government or business entity. This program, which gives youth a practical learning outlet, aligns Scouting closely with the business community. For 2010 year-end, the Council had 56 posts in the following areas: law enforcement, medical, fire, engineering, aviation, science and law and government.

New additions in 2010 include posts with the Harris County Sheriff's office, Houston Airport System and the aviation program with the School of Science and Technology at Texas Southern University. We reached

1,440 youth, a 75% increase vs a year ago.

ScoutReach gives special leadership and emphasis to economically challenged youth via non-traditional methods. ScoutReach is BSA's commitment to making sure that all young people have an opportunity to participate in traditional Scouting programs, regardless of their circumstances, neighborhood, or ethnic background.

The ScoutReach initiative has four main goals: Target neighborhoods that are at-risk for adult leadership; Provide caring, well-trained leadership to support quality programs; Find neighborhood partners who will provide a safe, regular meeting place; and encourage parental participation in programs.

The Sam Houston Area Council ScoutReach initiative was developed in 1987 under the name of Urban Scouting with 2,000 youth and 50 units.



Eric Penny photo

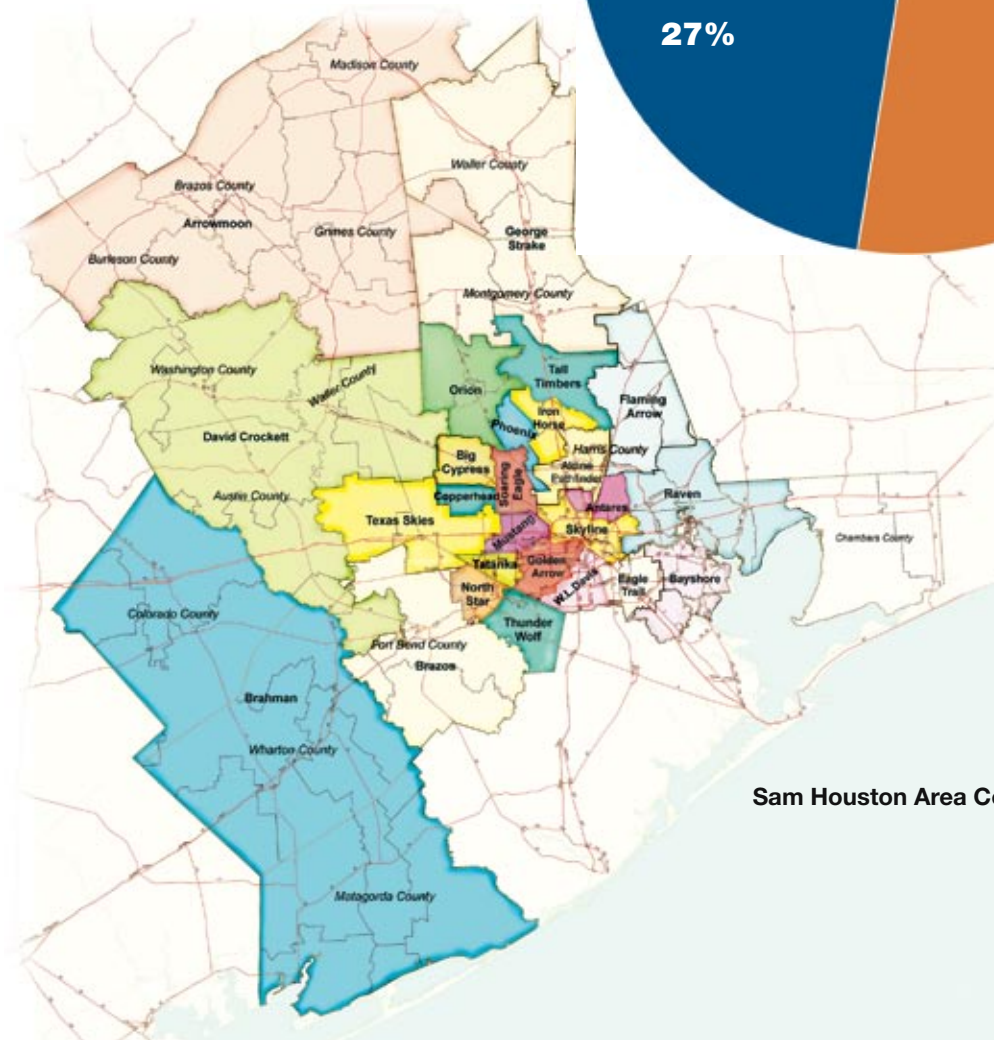
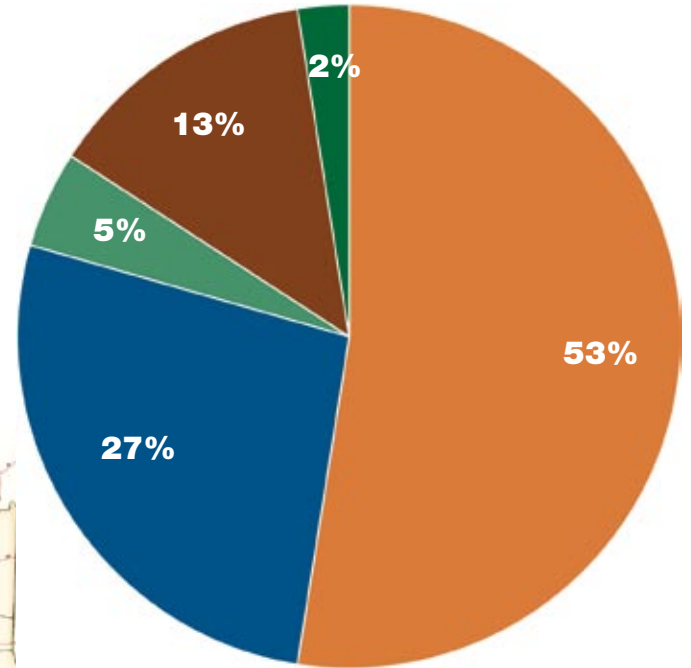
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Of the 48,500 youth in the traditional Scouting programs in 2010, the ScoutReach initiative served 7,687 youth, a 5.1% increase versus 2009 with 398 units. The ScoutReach initiative is delivered by 29 full and part-time paraprofessional staff members.

Learning for Life's *Champions* program helps students with mental disabilities achieve greater self-sufficiency by developing social/personal, life and self-concept skills. Of the 7,647 Learning for Life school-based programs, the Sam Houston Area Council currently has 30 Champions programs reaching a total of 972 youth with the following partners: HISD, Spring ISD, Spring Branch ISD, Klein ISD and North Forest ISD.

SHAC Youth Served

Cub Scouts	30,293
Boy Scouts	15,653
Venturing	2,634
School-based Learning for Life	7,647
Explorers	1,440
Total	57,667



Sam Houston Area Council Map

Centennial Celebration Events

Founded in 1910, the Boy Scouts of America has been helping the youth of America find — in themselves and in the world around them — more than they thought possible. As Scouting continues to evolve, it remains true to the core values of the Scout Oath and Law established 100 years ago. Scouts pledge to build the foundation they will need in adult life: physical strength, mental alertness and sound morals. They actively engage in serving God, their country and in helping others in need. And along the way, they experience the Scouting adventure filled with fun, friends and great memories.

In honor of our centennial year, we created five special events that helped capture the Scouting experience for a year-long celebration.

Scouting for Food

In late January, through a partnership with the Souper Bowl of Caring, Scouts served the door-to-door role for this community-wide effort to fight hunger. Along with schools, churches and retail partners who served as collection points, the Sam Houston Area Council contributed the largest share of all partner groups...a whopping 250,235 pounds of food. With over 11,000 Scouts and leaders participating, Scouting truly made a difference during a tough economy when the need was at an all-time high.

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Courteous





250,235 Pounds of food donated during Scouting For Food

Centennial Celebration Events

Celebration at Minute Maid Park

On February 18th, over 16,000 Scouts and supporters gathered at Minute Maid Park for the largest anniversary celebration in the nation. Honoring Harry E. Bovay, Jr., whose generosity has fueled the Council's growth for decades, the program included an invocation by His Eminence Daniel Cardinal DiNardo, a video tribute and a dazzling fireworks finale. Seated on the field and in the stands, the crowd enjoyed special guests such as Apollo 13 Commander Jim Lovell; Discovery Channel's *Dirty Jobs* host, Mike Rowe; Governor Rick Perry; U.S. Senators Kay Bailey Hutchison and John Cornyn; Distinguished Eagle and Chairman/CEO of ExxonMobil, Rex Tillerson; BSA Illustrator, Joseph Csatari and Leo K. Thorsness, Eagle Scout and Medal of Honor recipient. Scouts took part in an interactive midway on the concourse with guests including Houston Aeros, the Astros, the Rockets, the Texans, NASA, local museums and more.



Scout Fair

On April 24th, Scout Fair 2010 included a new merit badge midway with over 50 community partners. Showcasing the variety and rigor of the advancement process, the midway encouraged Scouts and their leaders to speak with the experts. The public and the Scouting community was invited to this free event to sample outdoor cooking, learn



about the merit badge process and visit booths from 623 units from all over the Council. With a new prize structure in place, a stronger presence at Kroger stores, and a new pocket-sized product, the Scout Fair Coupon Pack retrieved a record \$902,193 in gross sales, vs \$594,925 in 2009.



Alton Holmes photo

SHAC Jam

On October 8-10th, Sam Houston Area Council transformed the 400-acre Texas World Speedway near College Station, TX, into a SHAC Jam with over 20 neighborhoods of activities for Cub Scouts, Boy Scouts and Venturing. To mark 100 years of service, a total of 3200 launch pads were set in hopes of

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Kind

simultaneously launching 2010 model rockets. When 3130 took flight, the Sam Houston Area Council became the Guinness World Record holder for "Most Simultaneous Model Rockets Launched." The previous record was 965 set in 2007.

NASA astronaut Michael Fossum, a Distinguished Eagle Scout and a veteran of two shuttle flights who is scheduled to fly to the International Space Station in May 2011, and Canadian Bob Thursk were on hand to sign autographs and speak to the Scouts. Gill Clay, granddaughter of Boy Scout founder Robert Baden-Powell, camped with the Scouts and assisted in activities.

Planned almost two years ago involving dozens of volunteer committees, SHAC Jam included themes inspired by the Scout Oath such as *Duty to Community*, *Duty to God* and *Duty to Country*. There were *Physically Strong* competitions and a tribute to Scouting history. Activities included such Scouting skills as shooting sports, outdoor cooking, crafts and high adventure. Cub Scouts enjoyed four activity zones designed just for them.

Saturday and Sunday worship services were conducted for various faiths including Baptist, Buddhist,

Jewish, Lutheran, Methodist, Muslim, Presbyterian and more. Special guests included His Eminence Daniel Cardinal DiNardo leading the Catholic service and a Mormon service with Elder Claudio R.M. Costa of Salt Lake City.

Second in size to the National Jamboree, SHAC Jam was attended by over 27,000 Scouts, leaders and families including a staff of 890 volunteers.



Joe Southern photo



Alton Holmes photo



David Laney photo

Camp Highlights

The Sam Houston Area Council owns and operates five camps in Texas. Throughout the year on weekends, Boy Scouts and Venturers can camp at El Rancho Cima, Hamman Scout Camp, Camp Brosig and Camp Strake to practice their skills and have a great time in the outdoors. Cub Scouts attend weekend camp at Bovay Scout Ranch or Janis and George Fleming Cub World at Camp Strake. Council summer camp programs are held each year at El Rancho Cima and Bovay Scout Ranch.



New Digs at El Rancho Cima

El Rancho Cima is located on the Devil's Backbone in the Texas Hill Country near Wimberley, TX. It is the home for two very unique camps: Cockrell River Camp, Walter Scout Camp at Horseshoe Bend and an additional section called Ironwheel

Mesa. Each summer, Boy Scouts camp at El Rancho Cima's Cockrell River Camp or Walter Horseshoe Bend. This year, the Council invested over \$900,000 for new camp facilities. Scouts enjoyed food cooked on-site at the new Pappas Family Kitchen / Dining Hall and swam in a newly refurbished pool, complete with a new shower and restroom building. Programs now include the Native American Village, a kayaking course, archery, rifles and a 6-stage shotgun shooting range in the new Walter Shooting Sports Complex. El Rancho Cima served 6,875 campers in 2010, a 13% increase vs 2009.

The construction is continuing in order to complete a new air-conditioned meeting lounge with wireless internet, a new Equestrian Center with indoor and outdoor riding areas and a Rough Riders high adventure program for summer camp in 2011.



Bovay Scout Ranch

Cub Scouts head to the Bovay Scout Ranch each summer, located three miles south of Navasota. The camp includes the McNair Cub Adventure Camp and the Duke Energy Camporee Area. Cub Scouts attend day camp and resident camp at Bovay Scout Ranch. The 1498 acres are a natural paradise for plants and wildlife with several lakes teeming with a variety of fish. Nature study, bugs, animal tracks, and conservation are vital elements of the camp program. George Lake offers paddle boating, sailing, canoeing, and rafting. The Water Park is the center of swimming and other fun activities. Scouts also enjoy field sports, BMX, archery, and rifles. A total of 11,145 Cub Scouts and their family members camped at the Bovay Scout Ranch, a 25% increase from the prior year.





District Day Camp

Day Camps are held in various districts in May. The camps depend heavily on parents and leader volunteers to spearhead the programming. This year 4831 Scouts attended.

Winter Camp

Winter Camp for Boy Scouts is held each year at Camp Strake and this year marked the 25th anniversary. The camp offers more than 60 different merit badges, many of them Eagle required, a Trail to First Class program and many evening activities for all attendees to enjoy. Attendance grew 10% to 874 Scouts in 2010.

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Obedient



Fundraising / Special Events

Popcorn

Congratulations Sam Houston Area Council for a record year in popcorn sales! While many councils were down or flat versus year ago, our Scouts discovered the "Magic of Popcorn" with \$3,150,878 in gross sales, a 9% increase. Units receive 33% of these funds for Scouting programming. Driving increased sales was a new online sales method and new convenient, earth-friendly portable product packaging. Online sales grew to \$221,631 from \$39,489 the prior year. Congratulations to Golden Arrow District for the top unit sales in the Council.

Friends of Scouting

Friends of Scouting is the annual campaign where the Sam Houston Area Council asks Scouting families, the business community and civic-minded citizens to support our mission of providing the Scouting program to thousands of young people in Southeast Texas. Friends of Scouting donations in 2010 totaled \$2,917,322 which is approximately one-quarter of the funds

needed to operate the Sam Houston Area Council's programs, Scout camps and facilities for a calendar year. These camping and training facilities are the "outdoor classrooms" in which Scouts have fun, learn leadership skills and develop into better young men and women. The Sam Houston Area Council spends approximately \$220 per Scout each year to deliver these benefits.

The Cockrell Foundation Matching Gift Program

Generously underwritten by The Cockrell Foundation, a Matching Gift Program was introduced for gifts of \$500 - \$25,000 for permanently held endowment. A total of 144 families participated and raised over \$1 million including the match. Due to the support of The Cockrell Foundation and other gifts, the Council qualified for the BSA National Achievement Award – Silver Level for reaching a milestone of over \$1.5 million in new gifts to the Investment Fund.

Sporting Clays

The 14th Annual Sporting Clays event was held April 22nd at the Rio Brazos Hunting Preserve in Simon-ton, TX. Over 250 shooters joined in for a 100 rounds of sporting clays,



a silent and live auction, shooting games, and door prizes along with great food. Ron Honefenger who scored 99 out of 100 rounds, received The Baker Cup Award, in honor of former Secretary of State, James A. Baker. This record-setting event, chaired by John Crafton of Mobilease and Wendel Skolaski with Amegy, netted over \$165,000.



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Cheerful

John B. Turner Memorial Golf Tournament

The 35th Annual John B. Turner Memorial Golf Tournament was held September 27th at the Clubs of Kingwood in Kingwood, TX. Over 175 golfers joined in for 18 holes of golf on the Island, Lake and Marsh courses. Side games, mulligans and door prizes were available along with a buffet lunch and dinner. The 2010 event played host to 45 teams filled with Houston's top executives, Council Board Members and Scouting supporters. Major corporate sponsors included Kroger Foods, MillerCoors, & Empire Meats. This 2010 tournament, chaired by David Jones and Dave Sigman, netted over \$105,000.





\$1,460,638 Raised through popcorn sales & Scout Fair Coupon Packs

2010 Financial Statements

Sam Houston Area Council Boy Scouts of America

Consolidated Statement of Financial Statement as of December 31 2010 (Unaudited)

	<u>Operating Fund</u>	<u>Capital Fund</u>	<u>Investment Fund</u>	<u>Total</u>
Assets				
Cash	\$ 4,549,002	\$ -	\$ -	\$ 4,549,002
Accounts Receivable	260,832			260,832
Promises to Give (Net Allowance for Uncollectible Promises to Give)	955,945	432,870	2,221,907	3,610,716
Inventory	35,368			35,368
Prepaid Expenses and Other	164,331			164,331
Investments		1,299,653	26,014,973	27,314,626
Cash Surrender Value of Life Insurance			129,261	129,261
Land, Buildings, and Equipment, Net		35,662,770		35,662,770
	\$ 5,965,478	\$ 37,395,293	\$ 28,366,135	\$ 71,726,906
Liabilities and Net Assets				
Liabilities:				
Accounts Payable and Accrued Expenses	\$ 1,780,845	\$ 107,315	\$ 38,442	\$ 1,926,602
Custodian Accounts	702,748	140,585		843,333
Deferred Revenue	170,268			170,268
Total Liabilities	2,653,861	247,900	38,442	2,940,203
Net Assets:				
Unrestricted Net Assets	1,865,947	34,423,839	1,263,767	37,553,553
Temporarily Restricted Net Assets	1,445,670	2,723,554	6,879,744	11,048,968
Permanently Restricted Net Assets	-	-	20,184,182	20,184,182
Total Net Assets	3,311,617	37,147,393	28,327,693	68,786,703
	\$ 5,965,478	\$ 37,395,293	\$ 28,366,135	\$ 71,726,906

The consolidated statement of financial position for 2010 to be audited by Melton & Melton L.L.P.

Council Leadership

2010 Officers & Executive Committee

Chairman of the Board	John B. Walker	Vice Chair	A. T. Blackshear, Jr.
Immediate Past Chairman	Charles D. Davidson	Vice-Chair	J. Webb Jennings III
Council Commissioner	Stan C. Stanley		
Treasurer	Charles E. Schneider	President/Scout Executive	Thomas O. Varnell
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Vice Chair - Field Operations	W. David Harris		
Vice Chair - Development	Craig W. Nunez	Diane Cannon	Michael Holthouse
Vice Chair - Marketing	Richard A. Eichler	George DeMontrond, III	Judge Edith H. Jones
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Vice Chair - Program	Roger C. Mosby	M. Robert Dussler	David Lattin
Vice Chair - Properties	Lawrence W. Kellner	Rodney W. Eads	Franklin Myers
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Vice Chair - Endowment	Howard T. Tellepsen, Jr.	Stephen M. Greenlee	Frank D. Tsuru
Vice Chair - Finance	Robert W. Scharar	Dr. Carlos R. Hamilton, Jr.	David M. Weekley



A SCOUT IS
Brave



20,475 Registered volunteer adult leaders

Council Leadership

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Council Leadership

2010 District Chairmen (also members of Board of Directors)

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John Cornett
Gary Crocker
Donald Cullum
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Paul Dunphey
Terri Evans
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John H. Happ, Jr.
John Patrick Horan
Dan Hunter
Kevin Meier
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Frank Nance
Raborn Reader, Jr.
Michael C. Riddle
Mike Roussos
Dr. Guy Sconzo
Richard Shirley
Kevin Smith
Burke Sunday

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Kenneth Wells
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Christopher S. Young

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Marvin L. Smith
Frank Thompson
Jon L. Thompson
C. W. Yeargain



A SCOUT IS
Clean

Thank you to our Supporters

The Sam Houston Area Council would like to thank all of our donors, volunteers and community partners that make our program possible. Through your support, we can serve our youth, enrich their lives now and prepare them for the future.

We would also like to recognize those who helped make this annual report possible: Special thanks to our skilled photographer, Steven Campbell who is known for his work with the Houston Chronicle. Creative concept and design by Pam Olson of Peas Design.

A SCOUT IS
Reverent







BOY SCOUTS OF AMERICA

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