



Scout it out.



Boy Scouts of America 2009 Annual Report

“I am not afraid of tomorrow, for I have seen yesterday and I love today.”

As we celebrate 2009 as the 89th year of the Santa Clara County Council and we look forward to 2010, as the 100th Anniversary of Scouting in America, this quote from William Allen White captures this past year and our anticipation for the future.

Our leaders and parents sometimes fail to see the subtle growth of our youth as Scouts and the many ways that Scouting helps them be prepared for life. The past year was filled with so many great activities and program, it is amazing how quickly time flies, and it is a good time for reflection on our most successful year.

2009 was unlike any other year. Our council, like many organizations and businesses throughout the county, struggled through an economically challenging year. In spite of our struggle, we managed to end the year with much success. We balanced our budget, had consecutive growth in our Scouting programs and continually sought new ways to encourage youth to join our program. The San Francisco 49ers and NFL Hall of Fame Quarterback, Steve Young, helped us create the “49ers Kickoff for Scouting” membership campaign which created new excitement for youth to join.

Our theme for the year, “Scout It Out”, encourages everyone to embrace Scouting’s core values and activities. The eager smile of a first grade boy attending his first Cub Scout meeting, Scouts and their families attending our annual Scout-O-Rama and participating in the pinewood derby contest or water rocket launch, or a young man dedicating more than 200 hours of his time to earn the rank of Eagle Scout are all a testament to Scouting’s values. These experiences are the lifelong memories that our youth will take from Scouting.

At 100 years young, Scouting certainly shows its maturity and strength of consistently being the number one program for youth in America. And, it is still as youthful as ever. Kids continue to ‘Scout It Out’; boys still learn how to build fires, tie knots, and learn outdoor survival skills, while developing leadership and social proficiencies with their peers and developing strong, positive relationships with caring adults.

Thank you for supporting this valuable program! We invite you to ‘Scout It Out’ in 2010 and join us as we shape the future of America by developing the leaders of the 21st Century, the youth of the Boy Scouts of America. Indeed, we are not just afraid of tomorrow; we look forward with anticipation of all the fun and adventure ahead!

Cub Scouts (ages 7-10)

Is a year-round program designed to meet the needs of young boys and their families through fun and challenging activities designed to promote education, character, and physical development.

Cub Scouts: 5,136 **Packs:** 170

Boy Scouts (ages 11-18)

Is an outdoor program created to develop character, citizenship, and fitness in young men.

Boy Scouts: 4,177 **Troops:** 148

Venturing (ages 14-20)

Is a program for young men and women designed to help young adults grow into responsible and caring adults through education and recreational experiences.

Venturing: 561 **Crews:** 68

Learning for Life (ages 5-20)

Is a co-educational classroom-based program that offers character and career education through role models and grade-specific action-oriented lesson plans, and work-site experiences.

Participants: 6,012 **Groups:** 37

Exploring: 367 **Posts:** 14

Santa Clara County Council

Total Membership: 16,253

Total Units: 437

2009 Highlights: "ANOTHER QUALITY YEAR"

The Santa Clara County Council achieved the prestigious Centennial Quality Award from the National Boy Scouts of America for overall excellence, the fourth year in a row.

Youth Services

- Partnership with the San Francisco 49ers helped us create the "49er Kickoff for Scouting" membership campaign, increasing traditional membership (Cub Scout, Boy Scout, and Venturing) by 2.3%, serving 9,874 youth.
- A new pack and troop was started at the Sikh Temple, the first one in the USA, contributing to a variety of diverse Scouting programs within our council.
- Learning for Life, a coeducational program for character education and career planning, had a 2.2% increase over last year, serving 6,379 participants.
- Exploring, a worksite-based program, expanded to 4 new locations, including our first Aerospace/Aeronautical Engineer site with Lockheed Martin.
- Total membership served through council programs increased by 2.2% impacting 16,253 youth throughout Santa Clara County.

Program Services

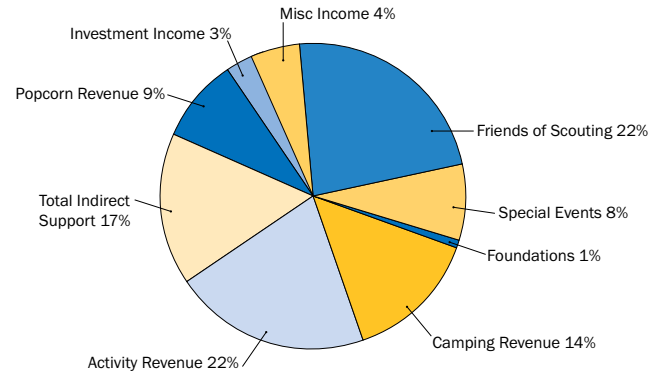
- 122 Cub Scout packs and Boy Scout troops participated at Scout-O-Rama at History Park, a 14% increase over last year.
- 646 Cub Scouts enjoyed a variety of activities at Cub Scout summer day camp and resident camp.
- Camp Hi-Sierra celebrated its 60th anniversary.
- 1,057 Boy Scouts attended one of our six week-long sessions at Camp Hi-Sierra - a record 5 year high.
- Our Chinese American Scouting Association celebrated their Dragon Jamborette at Camp Hi-Sierra with 137 youth and 50 adults, including visitors from Taiwan, Hong Kong, and Toronto.
- 221 young men earned the highest honor in the Boy Scouts, the rank of Eagle Scout.
- District committee members increased from 123 to 133 and unit commissioners increased from 126 to 134.
- Created www.scoutnow.org, our council's very own, private social network, providing a place for Scouts and volunteers to communicate with one another.

Financial Stewardship

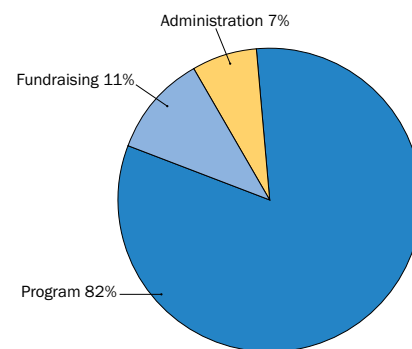
- The council successfully balanced the operating budget at the end of the year.
- \$735,976 was raised from our Friends of Scouting Campaign.
- Added 23 James E. West Awards and a deferred estate gift of over \$100,000 to our council endowment trust fund.
- The Boy Scout of America's Chief Scout Executive, Bob Mazzuca, attended our Heritage Society Event to thank our James E. West members and major donors.
- Over \$688,000 of popcorn was sold by 150 units, a 13% increase over last year.

2009 Financial Report

Statement of Support and Revenue



Statement of Expenses



2009 Revenue

Friends of Scouting	\$ 735,976
Special Events	\$ 264,373
Foundations	\$ 27,000
Camping Revenue	\$ 458,239
Activities Revenue	\$ 694,362
Total Indirect Support	\$ 530,164
Popcorn Revenue	\$ 283,435
Investment Income	\$ 80,304
Misc Income	\$ 135,294

Total Revenue \$ 3,209,147

2009 Expenses

Program	\$ 2,613,181
Administration	\$ 222,602
Fundraising	\$ 353,357

Total Expenses \$ 3,189,140

Excess Revenue Over Expenses \$ 20,007



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