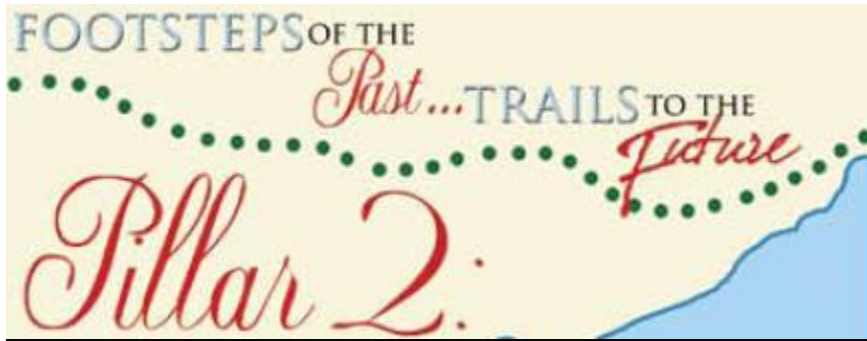


Sustaining the Movement



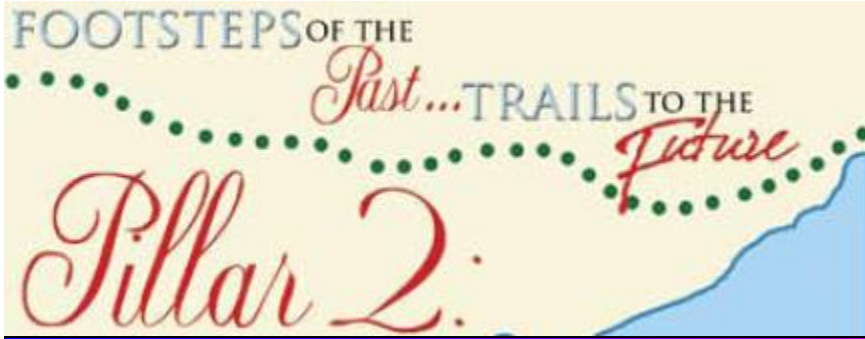


Sustaining the Movement

What are we doing right?

## Just about everything!

- Total market share
- Cub Scout market share
- Advancement
- Facilities
- Controlling spending

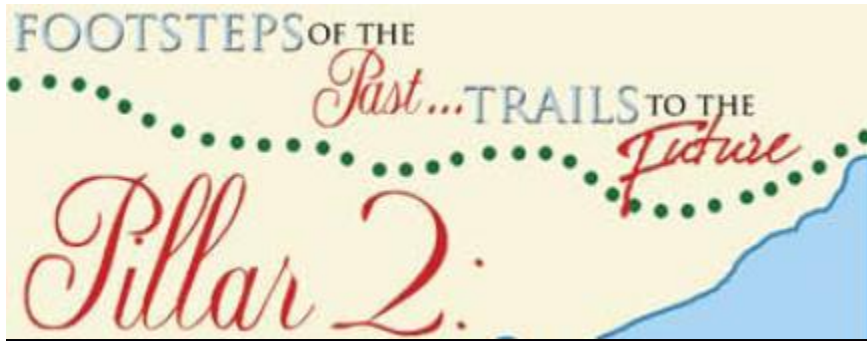


Sustaining the Movement

Market Share

One of the highest in the nation

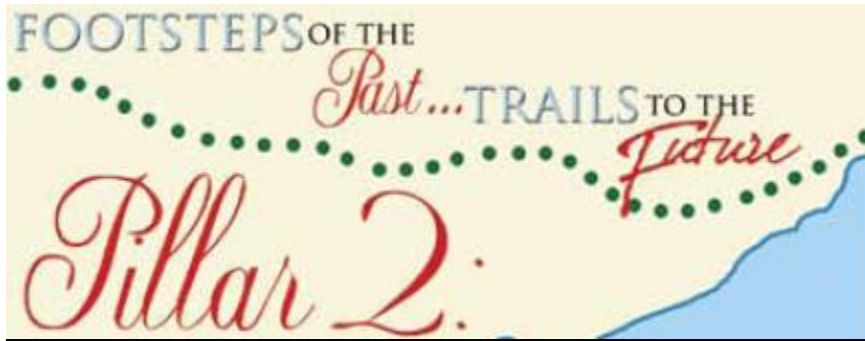
<b>COUNCIL</b>	<b>TOTAL</b> (Includes Expl. & LFL Members)			
	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2006-2007 Variance +/-</b>
<b>Waterloo</b>	20.2%	19.6%	21.3%	1.7%
<b>LaCrosse</b>	17.5%	18.6%	19.3%	0.7%
<b>Eau Claire</b>	17.0%	17.7%	18.5%	0.8%
<b>Cedar Rapids</b>	14.4%	14.7%	16.2%	1.5%
<b>Rochester</b>	13.9%	12.4%	12.6%	0.2%
<b>Weston</b>	11.8%	12.3%	12.5%	0.2%
<b>Mankato</b>	11.4%	11.8%	12.2%	0.4%
<b>Sartell</b>	10.5%	11.2%	11.7%	0.5%
<b>Hermantown</b>	18.4%	13.7%	8.6%	-5.1%



Sustaining the Movement

Cub Scout Market Share  
The highest in the nation

COUNCIL	CUB SCOUTS			
	2005	2006	2007	2006-2007 Variance +/-
Waterloo	33.6%	31.1%	31.6%	0.5%
National Standard	27.0%	27.0%	27.0%	
Cedar Rapids	25.9%	26.0%	26.3%	0.3%
LaCrosse	23.3%	24.3%	26.0%	1.7%
Eau Claire	24.4%	25.0%	25.3%	0.3%
Class Average	24.4%	24.2%	23.3%	-0.9%
Rochester	23.4%	21.8%	22.0%	0.2%
Mankato	20.6%	21.5%	21.1%	-0.4%
Weston	20.9%	21.7%	20.1%	-1.6%
Sartell	20.1%	20.3%	19.6%	-0.7%
Hermantown	27.8%	26.2%	17.5%	-8.7%



Sustaining the Movement

!!!! EAGLES !!!

Not only do we have one of the highest densities in the nation, 4.5% of them become Eagle Scouts.

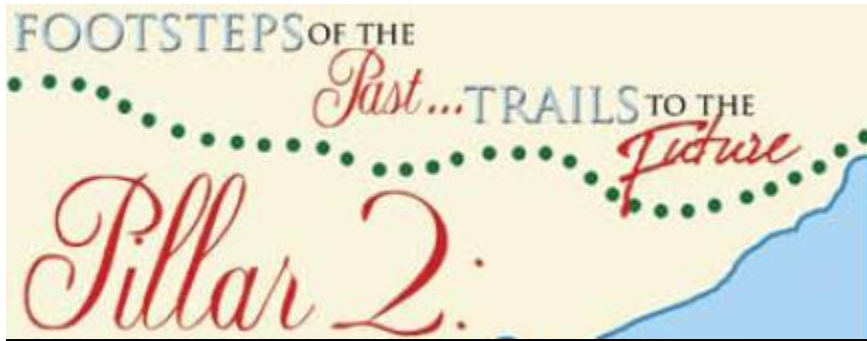
That is nearly twice the national average!

FOOTSTEPS OF THE  
*Past... TRAILS TO THE  
Future*  
*Pillar 2:*

Sustaining the Movement

Great Camps

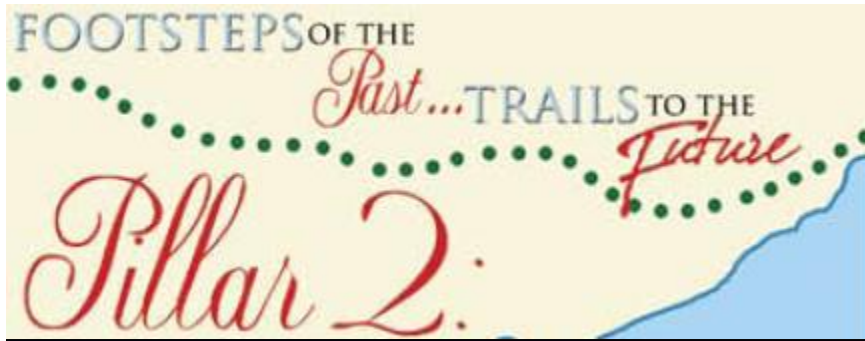




Sustaining the Movement

All those great results  
at a bargain price no less.

COUNCIL	Traditional Youth Membership	Total Youth Membership	Operating Expense	Cost per Traditional Member	Cost per Total Member
Waterloo	5,739	7,342	\$1,199,181	\$208.95	\$163.33
LaCrosse	4,001	5,568	\$989,586	\$247.33	\$177.73
*Sartell	4,648	5,604	\$1,097,481	\$236.12	\$195.84
*Rochester	3,839	4,080	\$818,907	\$213.31	\$200.71
*Hermantown	3,662	3,680	\$744,377	\$203.27	\$202.28
Eau Claire	4,002	5,369	\$1,145,810	\$286.31	\$213.41
Cedar Rapids	5,532	6,209	\$1,389,612	\$251.20	\$223.81
Mankato	3,068	3,312	\$863,255	\$281.37	\$260.64
Weston	4,604	5,136	\$1,758,708	\$382.00	\$342.43



Sustaining the Movement

WOW, what great results

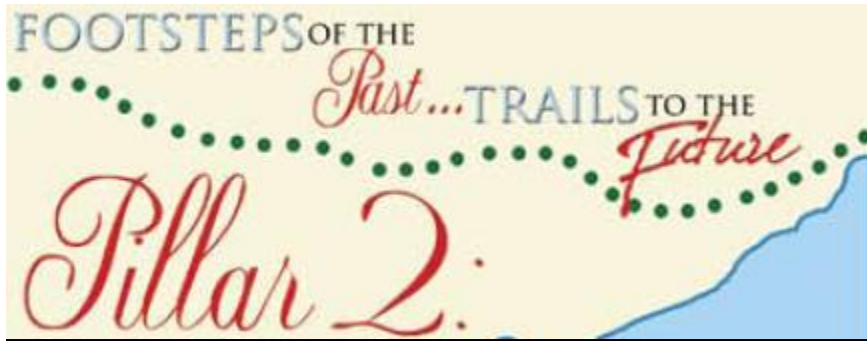
## Results

- Superior youth involvement
- Superior youth advancement
- Superior facilities
- Lean budgets

## Conclusions

We could not achieve these results if we did not have superior support and leadership at the family, unit, district, and council level

**BUT**



## Sustaining the Movement

So what is the problem?

The only two years we've had more revenue than expenses this century were 2005 and 2006.

2005 benefited from left over Jamboree funds and a one time grant.

2006 was in the black only because we counted two popcorn sales in one year.

2007 was in the hole by \$159,000



## Sustaining the Movement

With lots of kids and a Council spending less than most, how can this be?

The Council has 4 primary sources of revenue.

- Camp and activity fees
- FOS
- Product Sales
- United Way

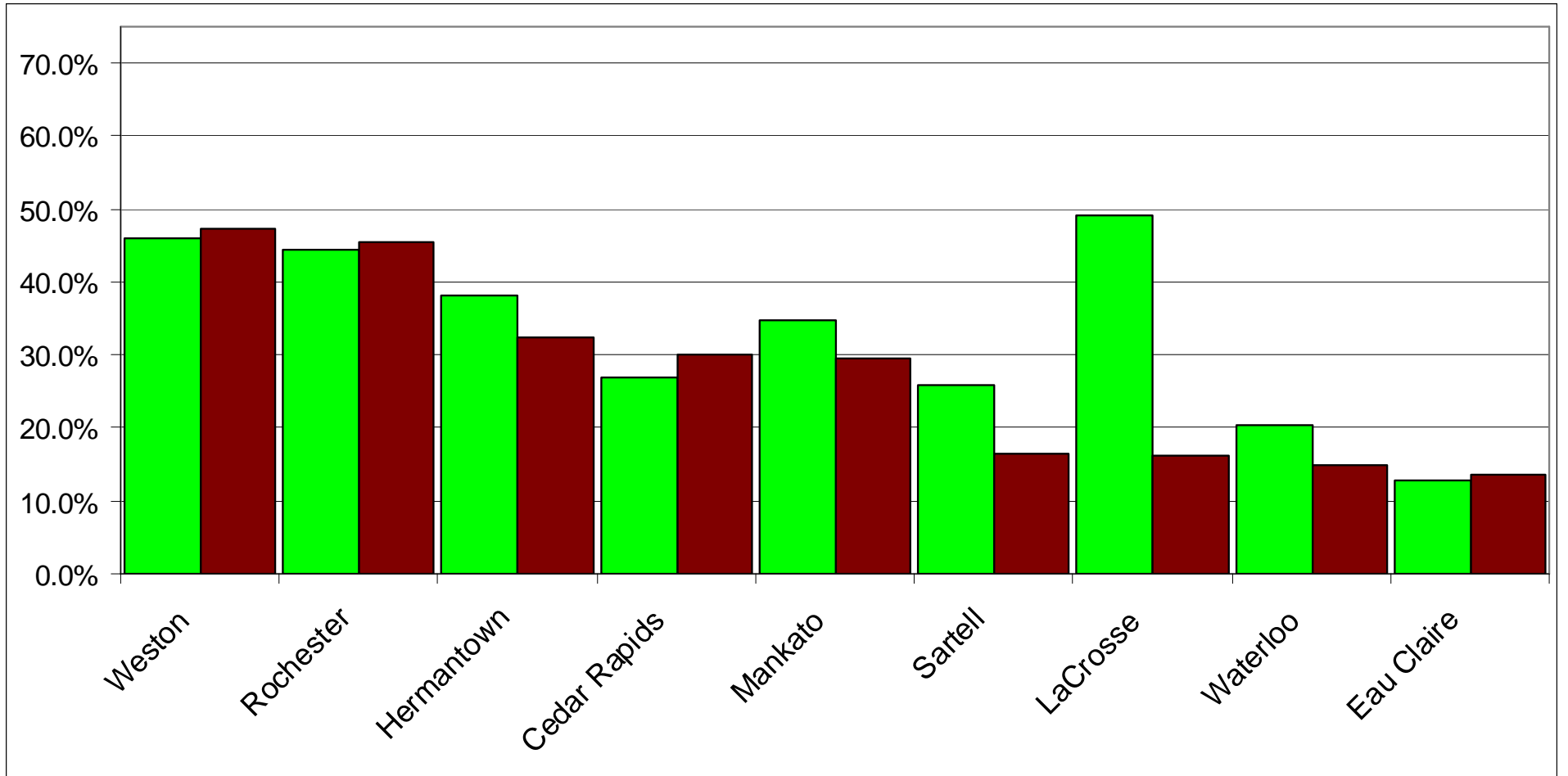


Sustaining the Movement

Cub Scout Day Camp

2006

2007



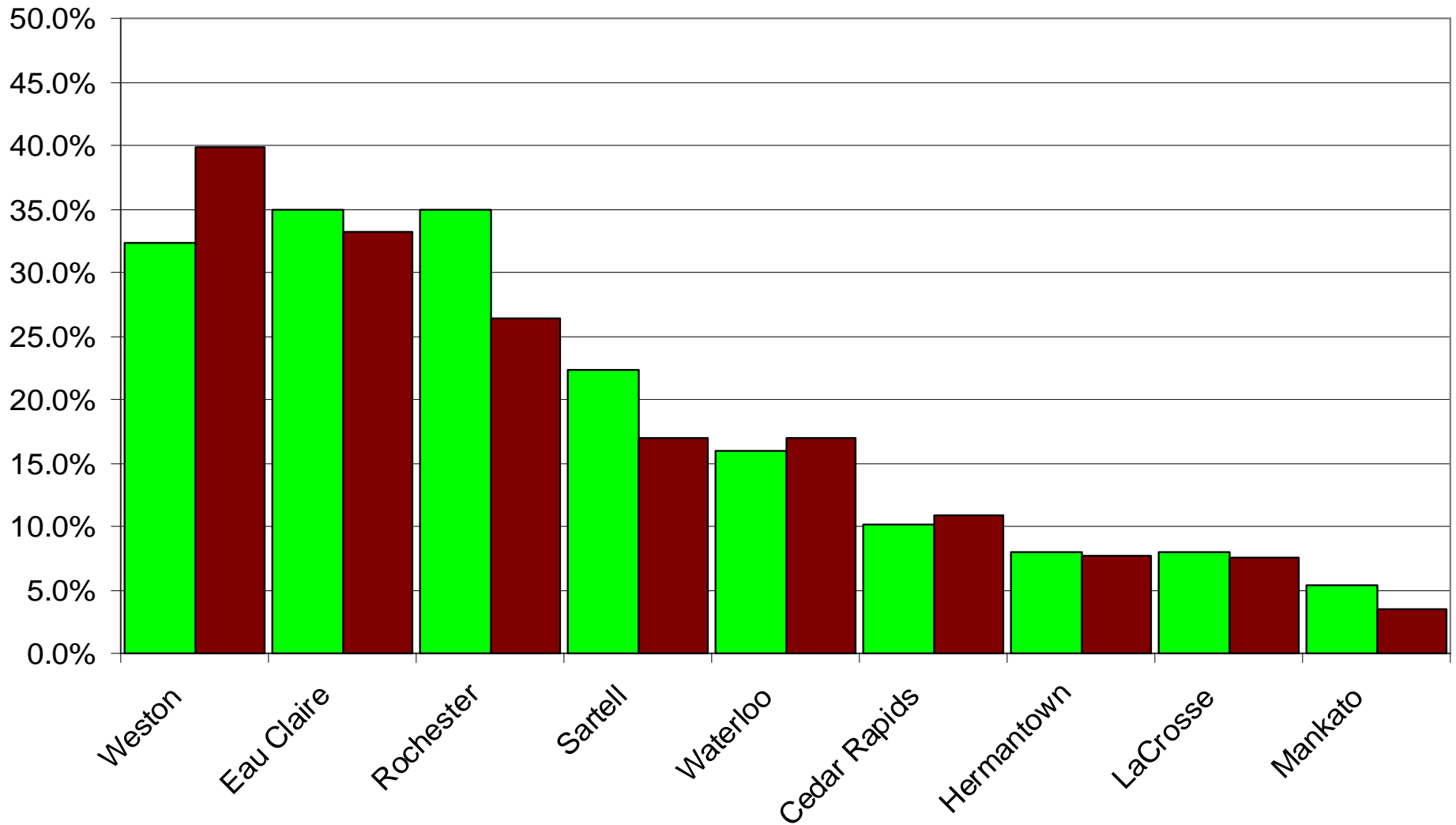


Sustaining the Movement

Cub Scout Resident Camp

2006

2007



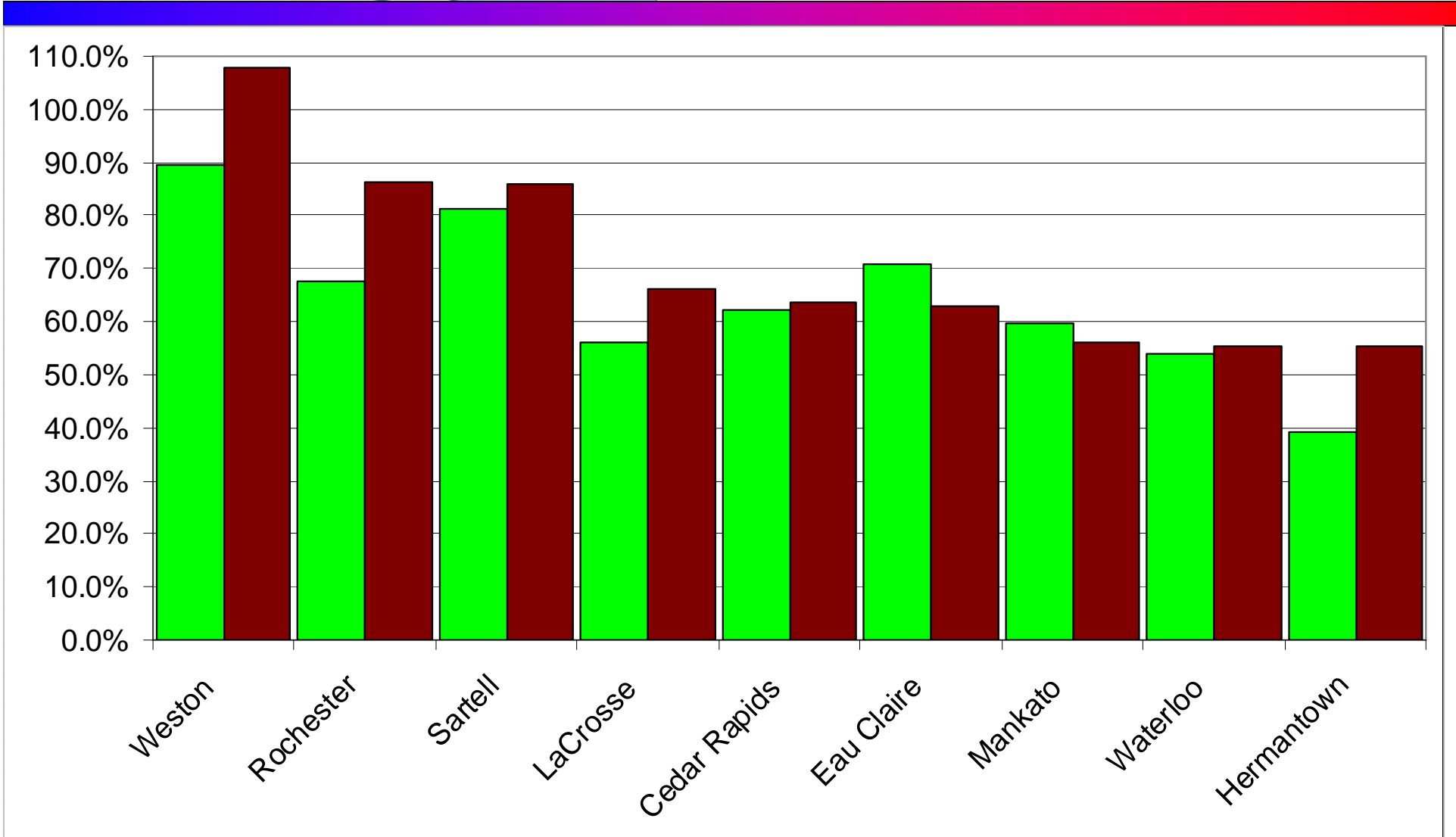


Sustaining the Movement

Boy Scout Camp

2006

2007





Sustaining the Movement

Only 443 of our 4,676 families give to FOS.  
If they each gave \$40 we'd be even.

(in thousand \$)								
COUNCIL	FOS		Special Events		Foundations & Trusts		Total Direct Support	
	2006	2007	2006	2007	2006	2007	2006	2007
LaCrosse	260	286	67	54	8	17	344	403
Hermantown	205	188	33	62	45	54	290	378
Cedar Rapids	286	331	3	6	39	25	338	356
Sartell	252	237	74	78	56	40	382	344
Weston	204	227	31	53	11	34	255	327
Mankato	225	257	0	0	22	16	247	259
Eau Claire	229	227	7	5	4	8	244	234
Waterloo	158	168	24	20	45	47	228	232
Rochester	210	225	13	10	10	8	233	225



Sustaining the Movement

Almost half of our units do not contribute to the Council by selling product.

(in thousand \$)						
COUNCIL	United Way			Product Sales		
	2006	2007	Variance +/-	2006	2007	Variance +/-
Cedar Rapids	261	265	4	414	424	10
Weston	175	170	-5	332	316	-16
Mankato	151	155	4	254	251	-3
Sartell	137	123	-14	218	238	20
Waterloo	94	81	-13	540	253	-287
LaCrosse	67	65	-2	283	275	-8
Eau Claire	63	63	0	247	250	3
Hermantown	63	61	-2	201	264	63
Rochester	61	38	-23	232	243	11

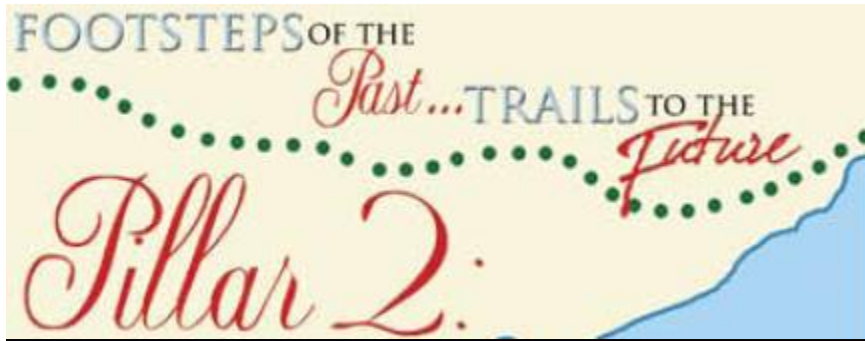


Sustaining the Movement

Our options are limited.

Increase income  
AND / OR  
Decrease expenses

**Lets increase income.  
It's a lot more fun.**

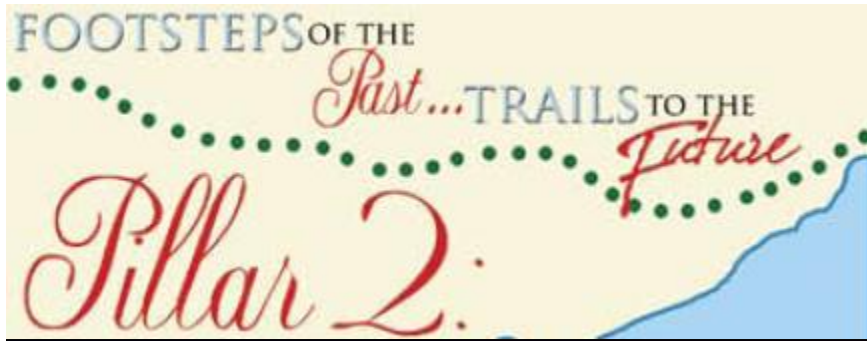


## Sustaining the Movement

We need your help if we are going to maintain two high quality camps

We need YOU, the leaders in our Packs and Troops to

- Bring your scouts to summer camps and special events in greater numbers.
- Personally endorse and support FOS to your families.
- Encourage your Packs and Troops to support both the Fall and Spring product sales
- Encourage your community United Ways to support scouting



Sustaining the Movement

Please help

Please support your Council and camps through attendance at our camps, FOS, our product sales, and United Way.

If we can turn this around we won't have to ask for your help in deciding where to make difficult cuts to our already lean program, or which camp we can no longer afford to operate