



NORTHERN STAR COUNCIL
BOY SCOUTS OF AMERICA

Council Facts

Mission Statement

To prepare young people to be leaders and individuals of strong character by helping them discover the principles of Scouting.

Working Vision

Northern Star Council is a positive influence in the lives of 100% of the youth in the communities we serve.

Scouting's Goals, Objectives, and Impact

As part of the council's strategic planning process, specific focus areas have been identified to fulfill Scouting's objectives for young people and to meet the needs of families and community. The Summary of 2015-17 Imperatives is: 1) Meet a wide variety of family needs; 2) provide a more rewarding volunteer experience; 3) be a critical player in youth development (leadership and life-skills).

Partnerships

More than 1,100 community organizations, representing educational, religious, non-profit, civic, and business organizations join in partnership with Northern Star Council by chartering 1,218 Scouting units (including 475 Cub Scout packs, 424 Boy Scout troops, 8 Varsity teams, 186 Venture crews, 2 ships, 119 Explorer and Special Needs posts, and 4 Learning for Life groups).

Service Area

Northern Star Council serves 25 counties across central Minnesota (Anoka, Carver, Chippewa, Chisago, Dakota, Hennepin, Isanti, Kandiyohi, Lac Qui Parle, Le Sueur, McLeod, Meeker, Ramsey, Renville, Rice, Scott, Washington, Wright, and Yellow Medicine, and portions of Stearns and Swift), and Wisconsin (Pierce, St. Croix, Polk, and Burnett).

Camps/Properties

Northern Star Council operates two council service centers located in Golden Valley and in Saint Paul, MN. It operates eight different camp properties located in Minnesota and Wisconsin. Young people can choose from eight camp programs including day, introductory, high adventure, summer and winter weekend and resident camps for Cub Scouts, Boy Scouts, Venturers, and families.

Leadership and Staff

The Northern Star Council is led by a volunteer board of directors that has 60 members who come from education, business, other non-profits, and community organizations. Youth and volunteers are supported by 81 full-time paid staff and 49 part-time paid staff. Additionally, nearly 600 seasonal employees deliver camping programs and outdoor adventure in the summer and winter months.

Budget

Northern Star Council operates its programs and properties on a 2015 budget of \$13,022,900.

Population Served

Northern Star Council supports more than 15,000 volunteers who develop and enrich the lives of 40,465 boys and girls, ages 6 through 20, over the course of a year. The council provides volunteers a wide range of youth and adult training opportunities, including online courses, training videos, and district and council events. This represents a market share of 11.1% across all programs, and 14.8% in Cub Scouts/Boy Scouts.

The council's membership is comprised of youth and adults representing all racial, ethnic, religious, and socioeconomic backgrounds, physical and mental abilities, and educational experiences.

All Programs

In 2014, 37,069 youth participated in our traditional programs of Cub Scouting (boys, grades 1-5), Boy Scouting (boys, grades 6-12), and Venturing (girls and boys, ages 14-20). Another 3,396 boys and girls participated in Exploring and classroom programs. (40,465 total youth served.)

Special Programs

Juvenile Diversion: The Juvenile Diversion program targets first-time non-violent youth offenders. In 2014, 822 youth were referred by its program partners (16 police departments). More than 556 youth participated in groups with 72% completing the program. 80% of those who complete the program do not commit another offense up to two years after the program. Juvenile Diversion also worked with over 90 youth from Brooklyn Center High School, working with these youth to keep them in school and not get suspended.

Exploring: A work site-based program that provides young men and women ages 14-20 with semi-monthly, hands-on educational opportunities to learn about careers and trades from adult mentors who are professionals in the student's career area of interest. In 2014, 2,094 young men and women were served through 98 posts sponsored by workplace partners.

Polaris: The Polaris program brings both traditional Scouting and Learning for Life programs to physically and developmentally challenged boys, girls, and adults (with cognitive challenges). In 2014, 2,511 individuals were served through 85 traditional and Learning for Life units sponsored by educational and community partners. Polaris saw an increase of 17.6% youth served in 2014.

For More Information

The council website address is www.northernstarbsa.org or call 763-231-7201.



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2014 Selected Achievements

- 6 districts or divisions earned Gold (same as 2013), 17 earned Silver (double 2013), and 2 earned Bronze in the Journey to Excellence quality assessment, and overall we are a Gold Council for the 4th of five years.
- Increased Fall Cub Scout Recruitment by 43%; biggest campaign in many years.
- One of very few councils Nationwide to have growth in Cub Scouts.
- 14.8% of available youth in our service area were registered in Cub Scouting or Boy Scouting during 2014.
- Nearly 3% of all children in our market were also served with non-Scouting programs at Base Camp (85% of all users).
- We served, within 1.6 percentage points max, equal populations of youth across four major ethnic groups.
- We generated a 2% operating budget surplus.
- Positive media impressions increased by 36% over 2013, 19 million print and 29 million online.
- Awarded \$91,600 in academic scholarships, and \$120,000 in camperships to youth.
- 781 Boy Scouts achieved the rank of Eagle Scout, 12 Venturers earned the Silver Award, the first Sea Scout Quartermaster Award in over 40 years was earned, and 1,950 Webelos earned Arrow of Light.
- Our national BSA pilot – Lion Cubs – Scouting for kindergarten boys has been expanded to two other councils Nationwide.
- Universities of Scouting (Spring and Fall) delivered training to 1,765 attendees – a new record in 2014.
- Our Scouting Adventure Summit climbing/ropes course at the Minnesota State Fair reached nearly 6,000 participants, a 21% increase, with 665 of the boys who climbed expressing interest in joining Scouting on their iPad waiver form.
- In 2014, 886 of our units (packs, troops, teams, crews, and posts) logged over 191,761 Community Service hours! These community service hours were carried out by 26,558 youth and adults. This is an average of 6.15 hours of service performed by each of these members.
- The council achieved a 76.2% retention rate, a new record
- Over 260 youth participated in Grey Wolf (weeklong youth leadership training camps) one of the largest programs of its kind in the country.
- Scoutreach showed a 18% increase in youth attending long-term camp and achieved 5% membership growth.
- 8,765 Boy Scouts camped for a week at Many Point Scout Camp or Tomahawk Scout Reservation during the summer.
- The \$15 million Leaders. For Life. Capital campaign reached nearly 80% of goal, and work is underway on a new dining hall for Camp Stearns.
- Northern Star Council reached a 90% favorability rating by Twin Cities residents on a fall 2014 study conducted by the University of Minnesota.
- For the fourth year in a row, we reached our goal of raising \$1,000,000 through our Million Dollar Day for Scouting efforts. Over 950 people gathered for inspirational Scouting stories and uplifting recognitions.
- 3,546 Cubs and Webelos attended Akela, Kiwanis, Stearns and Navajo camps, spending at least two nights with parents.
- 542 Scouts participated in week long high adventure programs that included whitewater kayaking, rock climbing, ATV's, jet skis, COPE and SCUBA activities at Many Point Scout Camp and Tomahawk Scout Reservation.
- The Margaret A. Cargill Camping Initiative Program reached out to a total of 666 youth with one or multiple barriers to camping. These include: Cub Scouts, Boy Scouts, and Venturers, as well as other local youth groups.
- Scoutreach Akela had a very good turnout with 161 youth and 51 adults. These youth were mainly from El Sol, Zulu, and Silver Maple Districts, but youth from Great Rivers, Trailblazer, North Star, and Huron also attended.
- \$500,000 was spent on camp maintenance including facility improvements, utility repairs and equipment replacement at our eight properties.
- 18,000 young people participated in a day or overnight experience at a council summer camp.
- \$89,000 was spent on new roofs and painting of seven facilities at Camp Stearns.
- The dedication of the Art Marty Trading Post at Fred C. Andersen Scout Camp celebrated the \$100,000 complete renovation to a historic facility.
- We had 251,000 visits to our main council website (northernstarbsa.org).
- Phillippo Scout Reservation celebrated its 50th Anniversary.
- 1,549 Scouts successfully spent a night outside in negative or near zero degree conditions (and enjoyed it!) due to the expert training and equipment at our Snow Base and North Winds camps.
- 1,851 Cubs attended Fall Blast Off Day Camp, an increase of 244%.
- Spearheaded the state-wide recruitment effort of School Night for Scouting in five neighboring Boy Scout councils, and they all saw gains like us.
- Created the first online registration system for youth in the Nation, registering almost 400 youth.
- Four of five Service Teams saw growth in Cub Scouts.
- Started piloting a new Webelos Transition process that encourages 5th grade Webelos to meet with troops starting in September.
- Increased Scouting visibility as part of the School Night for Scouting Campaign through electronic billboards and Radio Disney ads generating 12.1 million impressions of adults 18 and older.
- Wrapped up the 2011-15 Council Strategic Plan, achieving 65 of 75 initiatives, with five still underway.
- The Popcorn Sale benefited our units by infusing over \$1,000,000 into unit treasuries. We are currently the third largest popcorn sale in the country.
- Paul Thao, of Troop 100, served as a member of the Report to the Nation delegation.



Council Funding

Northern Star Council operates its programs and properties on an annual calendar year budget of over \$12 million.

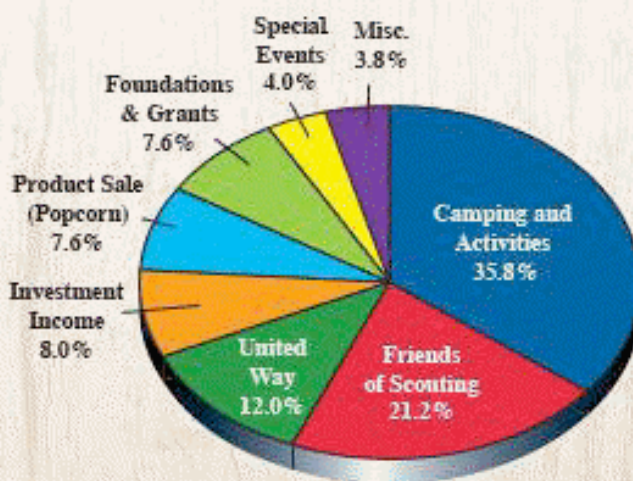
The council is funded through a combination of sources:

- User fees for camping and activities/events make up the single largest percentage at 36%.
- Friends of Scouting (individual and corporate donors) contribute 21%.
- Area United Ways provide 12%.
- The annual popcorn sale raises 7.6%
- Investment income from endowments provides 8%.
- Income comes from foundations and grants provides 7.6%
- Special events (such as golf tournaments and dinners) provides 4%
- 3.8% is in the form of other miscellaneous income.

87.3% of the operating budget is reinvested into programs and camping opportunities for kids.

The board of directors contracts for an independent audit each year. The audited financial statement is shared with all voting members through the annual report.

Where Our Funding Comes From



Where Our Funding Goes

