A Scout is

Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Cheerful, Brave, 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.
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.
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

Finance

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

A Scout is Loyal
46,508 Merit badges earned
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 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.
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, specialized 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.

A Scout is
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.
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.
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.
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; 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.

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
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 astronauts 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.
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.
**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 Simonton, 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.
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)

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| **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  |

**Total**                   | $ 5,965,478    | $ 37,395,293 | $ 28,366,135    | $ 71,726,906 |

A Scout is Thrifty

The consolidated statement of financial position for 2010 to be audited by Melton & Melton L.L.P.
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John Cornett
Gary Crocker
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John Patrick Horan
Dan Hunter
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Frank Nance
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Bobby S. Shackouls
L. E. Simmons
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.