

Year End 2013 Review



The Boy Scouts of America, Alamo Area Council earned the *Journey to Excellence Silver Award* status based on our performance in membership, program, unit service, district leadership and governance, and finance. Most importantly, we impacted the lives of more youth that we did in 2012.

Counted among our 2013 successes:

Camping - Cub Scout & Boy Scout Camping programs had another fantastic year with 6,477 youth attending our summer and year-round programs.

Eagle Scouts - 342 Boy Scouts achieved Scouting's highest rank of Eagle Scout, contributing over 57,798 service hours with a value equaling \$1,279,647.72 (million) invested into our local economy and community.*

Advancement - 13,467 merit badges earned by Boy Scouts with total Cub Scout and Boy Scout rank advancements at 10,854.

* Estimate only based on value of volunteer time set at \$22.14 per hour by Corporation for National and Community Service. "Research Brief: Volunteering in America Research Highlights (2012).



Good Scout Award - The Alamo Area Council honored Peter M. Holt, CEO of Holt Cat and Chairman, CEO & principal owner of the NBA Champion San Antonio Spurs.

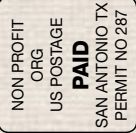
Hornaday Award- David Pruitt was presented with the Alamo Area Council's inaugural Hornaday award. With only 1,100 awarded in BSA history, the Hornaday is a conservation award to encourage and recognize truly outstanding efforts towards natural resource conservation and environmental protection.

Postive Public Relations and Community Support-

Popcorn sales that support youth programs grossed \$1.6 million with \$545,000 given directly to our units to help scouts enjoy the great outdoors. San Antonio Mayor Julian Castro, showed his support by purchasing our first bag of Trails End popcorn to kick off the Fall Popcorn Fundraiser.

Friends of Scouting from individual donors and **Special event** support from corporations and foundations exceeded over \$1 million.

"Best Positive Public Relations" during 16th Annual National President's Awards for Marketing Excellence



2226 N.W. Military Hwy
San Antonio, TX 78213
P (210) 341-8611
www.AlamoAreaBSA.org

Follow us...



And, Stay Tuned for new Scouting Adventures at...



Thank you for your support!

The Alamo Area Council is a community partner of the United Ways of San Antonio & Bexar County, Comal, Guadalupe, and Kerr Counties.

About the Alamo Area Council, BSA

The Alamo Area Council BSA, headquartered in San Antonio, serves a 13 county area imparting the Scouting program to over 28,500 youth and 7,500 volunteer adults in South Texas. The Boy Scouts of America continues to prepare young people for life by providing the nation's foremost youth program of character development and values-based leadership training utilizing outdoor activity, citizenship, and sports fitness. For more information on the Alamo Area Council, BSA, visit www.AlamoAreaBSA.org.



2013 INVESTORS' REPORT



BOY SCOUTS
OF AMERICA®
ALAMO AREA COUNCIL



Unified Focus On Youth

WWW.ALAMOAREABSA.ORG

Letter from the Council Key Three

The Alamo Area Council Key Three are pleased to present to you, our partners and shareholders in the development of youth, your 2013 Investors' Report.

The Scouting program had another fantastic year in 2013. Youth enjoyed summer and camping experiences, learned future careers through merit badge work, and many young men attained Boy Scout's highest rank - the Eagle Scout. Since the publication of this Investors' Report, the Boy Scouts of America, Alamo Area Council celebrated a birthday on May 16th and broke ground on the Mays Family Scout Ranch on June 2nd, 2014. The goal of the Boy Scouts of America continues to be to Prepare our Youth for Life. Education. Service. Adventure. And Leadership. Your support has made possible our 102 years of service of positive work and social impact to our community.

Scouting makes the most of the little time parents and community leaders have to impact their children. By working together, we can make a difference in the lives of all youth.

With a Unified Focus on Youth, we work alongside our charter partners and almost 7,500 adult volunteer leaders to make significant investments of our time and resources to provide hope. This hope to a Scout youth and their families is the "peace of mind" that their unique Scouting Adventure will make their future brighter.

The Mays Family Scout Ranch, focusing on the southern part of the Alamo Area Council's service area, is such a bright spot for our Scouting community. The Mays moves towards its completion date in early 2015 to provide great outdoor experiences to all our Scouting families and community.

There are many positive stories and successes in 2013, from innovations with our website and programming to continue membership growth and new community support as seen through the success of our CampCard Spring fundraiser. With our volunteer board's commitment, one such story is our ability to continue to provide Scouting to those youth who would not otherwise benefit from the values of Scouting without programs like our Project Aguila (Eagle) and ScoutReach initiatives.

The Scout Oath and Law are simple, but combined it assures us that our Scouts are Prepared. For Life. On behalf of the 29,000 youth we serve, we sincerely thank you for your support.

Yours in Scouting,

Curt Anastasio

Curt Anastasio
Council President

Bob Raymond

Bob Raymond
Council Commissioner

Michael de los Santos

Michael de los Santos
Scout Executive

"A fisherman does not bait his hook with food he likes. He uses food the fish likes. So with boys." ~ Baden-Powell, Founder of the Scouting Movement

Youth Programs



- Cub Scouting** is a family and home centered program for boys 1st - 5th grades with an emphasis on quality, age-appropriate programs delivered at the neighborhood level. Learn more at: www.AlamoAreaBSA.org/Join/CubScouts
- Boy Scouting** is a program for boys ages 11 to 17 designed to achieve the aims of Scouting through a vigorous outdoor program and peer-group leadership that builds character, independence, and values in young people. Learn more at: www.AlamoAreaBSA.org/Join/BoyScouts
- Venturing** is a co-ed program for young men and women ages 14 to 20. It includes challenging, high-adventure activities giving teenagers an opportunity to learn and grow in a fun, supportive environment. Learn more at: www.AlamoAreaBSA.org/Venturing.
- Exploring** is the career-oriented, young adult segment of Learning for Life, a wholly owned affiliate of the Boy Scouts of America. Exploring offers co-ed programs for teenagers ages 14 - 20 focused on learning through mentoring with local businesses, professionals, and industry leaders. Learn more at: www.AlamoAreaBSA.org/Galaxy.
- Learning for Life** is a co-ed, school-based program for youth in grades K through 12. Our Outdoor Education program brings students outdoors to experience personal growth and learn about the world around them. Learn more at: www.AlamoAreaBSA.org/LearningforLife



South Central Texas' BEST Long-Term Investment...Scouting!

2013 Record of Membership & Advancement

Membership			Advancement		
Tiger Cubs	1,882		Bobcat		2,856
Cub Scouts	5,595		Tiger Cub		1,052
Webelos	4,942		Wolf		1,295
Total Cub Scouting 12,420			Bear		1,321
			Webelos		1,132
Boy Scouts	4,647	Troops	217	Arrow of Light	626
				Total Cub Scout Ranks	8,012
Venturers	491	Crews/Ship	67		
Total Traditional Members			17,558	Tenderfoot	620
Total Traditional Units			625	Second Class	510
				First Class	514
Explorers	657	Posts	34	Star	458
				Life	398
Learning for Life (LFL)	10, 550 Groups		75	Eagle	342
				Total Boy Scout Ranks	2,842
Total LFL	11, 207				
Total LFL Units	109			Total Cub & Boy Scout Advancements	10,854
Total Units	734				
Adult Leaders	7,384				

Total Youth Membership.....28,765

Thank you for your support as we move forward towards 13 years of continuous membership growth!



2013 Council Financial Analysis

(unaudited)

Operating Support and Revenues		Operating Expenses	
Direct Support & Friends of Scouting	29.6%	Program Support	82.7%
Self Generated Revenue	40.7%	Management, Fundraising, Charter & National Fees & Services	17.3%
United Way	17.6%	Total Expenditures	\$4,340,116
Investment Income	12.1%	2013 Budget Margin	\$48,644
Total Support and Revenue			
\$4,388,761			

Council Officers

PresidentCurt Anastasio
Immediate Past PresidentJeff Rummel
Council CommissionerBob Raymond
Co-Senior Vice President – LeadershipGreg King
Co-Senior Vice President – LeadershipMark Mays
Senior Vice President (SVP)– Project Aguila	.Norma Martinez Lozano
SVP– PropertiesWayne Peacock
SVP – Financial DevelopmentGlenn Kues
SVP – ProgramMike Crownover
SVP --Advancement.....	Jim Jeffery
SVP – MembershipGene Horne
SVP – Marketing CommunicationsAngela Morris
TreasurerCraig Clayton

Board of Directors

Jimmy Allen	Jay Freidman	Steve McCreary,Jr.	Marty Wender
Michael Amini	Mike Fulton	Brett Morgan	Stephanie Woods
Ernest Bromley	Eugene Garcia	Jim Montgomery	John Wright
Chuck Brown	Colonel.Mary Garr	Jamie Musselman	Joe York
Fred Brown	Mark Harris	Richard Pena	Mike Zucker
Plack Carr	David Hatch	Steve Skinner	
Gary Cram	Steve Huffman	Scott Syamken	
Alan Compton	Marcel Johnson	Janelle Sykes	
Michael Crossey	Deborah Knapp	Chris Talley	
Luis de la Garza	Carl Leafstedt	Peggy Walker	

Advisory Board

Wayne Alexander	Roger Hemminghaus	Philip Pfeiffer
Ray Carvajal	Tim Hixon	Jack Richmond
Fully Clingman	Edward B. Kelley	Denny Ware
Bill Greehey	Edith McAllister	



Eagle Scouts – Dividends From Your Investment

Do you ever stop to consider the IMPACT our Eagle Scouts make in our communities today and in the future? 342 youth in the Alamo Area Council achieved the rank of Eagle Scout in 2013. These Scouts earned the required 21 merit badges, held leadership positions in their troop, and made a significant contribution to their communities with their Eagle Scout projects.

These exceptional young men provided leadership to other young men in their troop, school, or place of worship and performed an average of 100 hours of service per project. Eagle Scouts from the Alamo Area Council performed almost 58,000 hours of community service with an economic impact of over \$1.27 million to our local communities.



One local Eagle Scout, Nicholas Guerra, was recognized as the recipient of the 2013 Alamo Area Council Glenn A. and Melinda W. Adams National Eagle Scouts Service Project of the Year Award. The Adams Family Award is a National BSA honor for outstanding Eagle Scouts service projects throughout the country. His project was selected as the most outstanding in the Alamo Area Council of the 342 service projects completed during 2013.

The Mission of the Boy Scouts of America:

The mission of the Boy Scouts of America is to prepare young people to make moral and ethical choices over their lifetime by instilling in them the values of the Scout Oath and Law.

Scout Oath

On my honor, I will do my best
To do my duty to God and my country, and to obey the Scout Law; To help other people at all times; To keep myself physically strong, mentally awake, and morally straight.

The Scout Law

A Scout is...
Trustworthy, Loyal, Helpful,
Friendly, Courteous, Kind,
Obedient, Cheerful, Thrifty,
Brave, Clean, and Reverent.

HELP BOY SCOUTS BUILD OUTDOOR ADVENTURES

YOU CAN NOW MAKE A DIRECT FINANCIAL CONTRIBUTION TO THE ALAMO AREA COUNCIL ONLINE WITH YOUR CREDIT CARD OR ELECTRONIC CHECK BY VISITING

WWW.ALAMOAREABSA.ORG/DONATE