Royal Gathering of Eagles
More than 2,800 Scouts and Scouters including 300 Eagle Scouts attended the 2nd Annual Royal Gathering of Eagles and Scout Day at the “K.” 3 adult Eagles were recognized with the Ewing M. Kauffman Distinguished Eagle Scout Award.

Council Annual Recognition Banquet
19 volunteers were presented the prestigious Silver Beaver award, the highest honor a council can bestow upon a volunteer at the Annual Recognition Banquet. Kansas City, KS Superintendent, Dr. Cynthia Lane, and Ret. Kansas City, MO Police Chief, James Corwin, were also honored with the Whitney M. Young Jr. Service Award.

Distinguished Citizen
The 2011 Distinguished Citizen Award Dinner honored Kansas City Southern Railway Executive Chairman, Michael Haverty. The evening also featured the presentation of two Eagle Scout college scholarships and a $10,000 donation on behalf of Kansas City Southern Railway and the Heart of America Council to support Scouting programs in Mexico. The event raised a record $468,000 for local Scouting programs.

Joplin Recovery Efforts
Hundred of Scouts, Scout leaders, and staff from the Heart of America Council made their way to Joplin, Missouri to clear debris left by the May 22 tornado. In total, more than 1,000 Scouts from 7 different states helped in the clean up efforts with volunteers compiling an estimated 6,000 hours of service to the Joplin community.

Patron Luncheon
The 2011 Patron Luncheon featured former U.S. Air Force Captain Scott F. O’Grady. O’Grady shared his incredible story of survival in hostile enemy territory before being rescued in Bosnia. The luncheon raised more than $410,000 to support Scouting in the Heart of America Council.
Dear Scouting Friends,

As most of you are well aware, 2011 marked the beginning of a new century of Scouting. While our organization has experienced many changes over the past 100 years, the founding principles remain true. We must continue to instill ideals like service, character, and citizenship into the lives of our young people. Most importantly, we must take the time to share the Scouting story with our neighbors, colleagues, and friends. Noted humorist, Will Rogers once said, “The only problem with the Boy Scouts is that there aren’t enough of them!”

Scouting continues to be a relevant program across the country and even more so in the Heart of America Council. This past year, Scouts in our council displayed a duty to their communities by providing more than 139,202 hours of service. From projects like tree planting to blood drives to park clean-ups, Scouts made their neighborhoods a better place to live. Our Scouts also jumped into action in the aftermath of a deadly tornado that decimated the Joplin community in May 2011. More than 100 Scouts, leaders, and staff from the Heart of America Council aided in clearing debris from the tornado ravaged town. Imagine how many lives were bettered just because our Scouts practiced the Scout Slogan, “Do a Good Turn Daily.”

Having fun outdoors is another staple of the Scouting program. More than 15,000 of our Cub Scouts, Boy Scouts, and Venturers participated in a summer camping adventure. With over 4,000 acres comprising our two renowned camping facilities, the H. Roe Bartle and Theodore Naish Scout Reservations, thousands of adults and youth experienced an unforgettable summer with positive memories to last a lifetime.

Scouts also learned the value and importance of setting a goal and then achieving it. More than 750 young men achieved the rank of Eagle, Scouting’s highest honor, while 19,538 Cub Scouts and Boy Scouts advanced in rank.

There is no doubt the real reason the Scouting program is the largest youth serving agency in the greater Kansas City area is because of the more than 15,000 registered adult leaders who give of their time and talent every week to teach the values, leadership skills, and good citizenship that the Boy Scouts do so well.

Thank you for your continued support.

Yours in Scouting,

[Signatures]

2011 MEMBERSHIP

CUB SCOUTS (ages 7-10)
A year-round program designed to meet the needs of young boys and their families through fun and challenging activities which promote education, character, and physical development.

Cub Scouts: 20,368
Number of Packs: 502

BOY SCOUTS (ages 11-17)
An outdoor program created to develop character, citizenship, and fitness in young men.

Boy Scouts: 11,523
Number of Troops: 465

VENTURING (ages 14-20)
A program for young men and women designed to help them grow into responsible and caring adults through fun and challenging activities which promote education, character, and physical development.

Venturers: 2,399
Number of Crews: 141

EXPLORING (ages 14-20)
A career education program for young men and women to partner with local government or business entities to gain practical knowledge and experience in a career.

Explorers: 2,389
Number of Posts: 30

Total Scouting Membership: 36,875
Total Scouting Units: 1,146
Total Adult Volunteers: 15,511

EXCELLENCE in Membership

- 36,875 youth members are currently involved in Scouting programs in the Heart of America Council.
- The Heart of America Council’s membership retention rate of 72.5% is one of the strongest in the nation.
- 61 new Scouting units were formed to strengthen programs throughout our communities.
- 662 community organizations partnered with the Heart of America Council to make Scouting programs available to youth through Scouting units.

EXCELLENCE in Program

- 8,019 Cub Scouts explored a new world of outdoor adventure at Cub Scout Day Camp and Bear and Webelos Resident Camp.
- 7,365 Boy Scouts enjoyed a first-rate summer camping experience at the H. Roe Bartle and Theodore Naish Scout Reservations.
- 751 young men achieved the rank of Eagle, Scouting’s highest honor.
- Scouts provided 139,202 hours of service to local communities.
- Boy Scouts earned a total of 37,278 merit badges.
- Cub Scouts completed 13,259 rank advancements and Boy Scouts completed 6,279 rank advancements.

EXCELLENCE in Service

- 9.17% of Direct Contact Leaders were trained with the tools to deliver a quality program.
- 4,969 Unit Commissioner visits were conducted offering invaluable direct support.

EXCELLENCE in Outreach

- Through the council’s Scoutreach program, valuable character education was delivered to more than 8,600 youth in underserved communities throughout the Kansas City Metro area.
- $108,150 was provided in campership assistance to make sure all youth could experience a summer camping experience.

EXCELLENCE in Finance

- Successful Investment in Character and special event fundraising campaigns contributed $2,283,834 to operate council programs.
- New cash and deferred gifts of more than $408,000 were added to the council endowment.
- 39 Scout training support was enrolled as James E. West Endowment Fellows.
- Camp staff members earned $84,307 in college scholarships to help further their education.
- Popcorn sale topped $2.7 million with local units receiving $681,260 to enrich local Scouting programs.

HOW WE ARE FUNDED

- How We Invest In Youth

HOW WE INVEST IN YOUTH

- Program Income: 11%
- Program Service: 17%
- Administration: 88%
- Fundraising: 4%
- Support: 0%

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