



BOY SCOUTS OF AMERICA®  
MICHIGAN CROSSROADS COUNCIL

# 2020 ANNUAL REPORT



**MISCOUTING  
FORWARD**

*Working together to build the future of Scouting  
for youth in Michigan Crossroads Council*

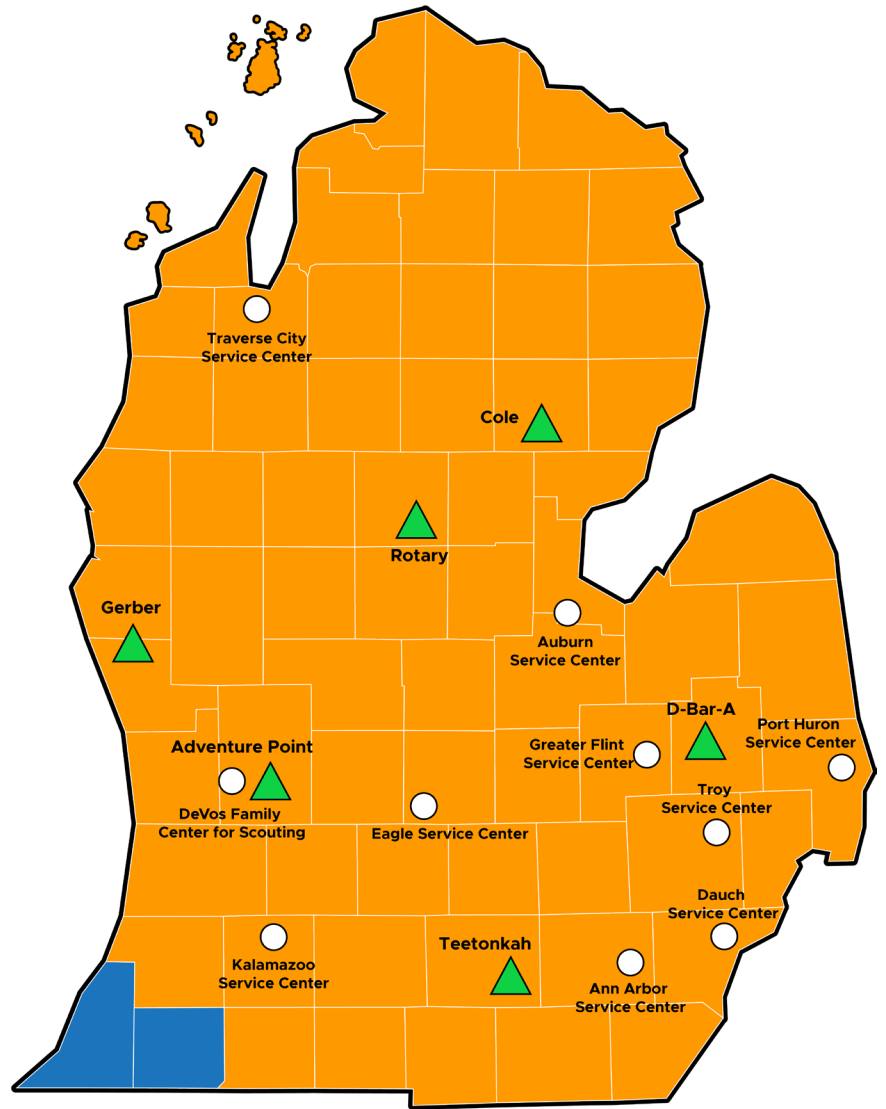
14258 Michigan Street, Eagle, MI 48822 | [www.michiganscouting.org](http://www.michiganscouting.org)

## MISSION

To prepare over 37,000 youth and families in Michigan's Lower Peninsula to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Scout Law.

## ABOUT THE MICHIGAN CROSSROADS COUNCIL

The Michigan Crossroads Council is the administrative body of the Boy Scouts of America in Michigan's Lower Peninsula, and is chartered annually through the Boy Scouts of America. The Michigan Crossroads Council is the largest council in the country and the largest youth organization in Michigan. Hundreds of Cub Scout Packs, Scouts BSA Troops, Venturing Crews, Explorer Posts, and Sea Scout Ships make up the membership of the Council.



## LEGEND

 MCC CAMP

 SCOUT SERVICE CENTER

## SCOUTING IMPACT IN 2020

**In 2020, Scouting persevered.** Scouts not only met virtually, but also earned virtual merit badges, went to camp this summer, and completed various community service projects while following health and safety protocols.



**1451**

Virtual Merit Badges Earned (includes partials)



**533**

Virtual Scout BSA Summer Camp Participants – Camp Sort-A-Like



**432**

Virtual Day Camp Participants – Out of the Box Day Camp

# A MESSAGE FROM THE COUNCIL LEADERSHIP



**Brad B. Arbuckle**  
*President*



**Kevin Will**  
*Commissioner*



**Donald D. Shepard Jr.**  
*Scout Executive/CEO*

The Scout Oath and Law are not only the foundation of the Boy Scouts of America (BSA) programs but also descriptively the bedrock for people of great character, citizenship and leadership. Maybe that's what makes Scouting such an attractive opportunity for parents who want their children to grow into young men and women who reflect these values. Moreover, the programs offered by the BSA are fun and build memories of adventures that will last a lifetime!

There is no doubt that attaining the rank of Eagle Scout can provide many competitive advantages in life. However, just being a Scout is also quite beneficial, no matter the length of time registered or the level of rank attained. Learning all the amazing things through the adventures of each week's Scout meetings, going on weekend outings, attending a week-long Summer camping program and learning all the soft skills and life skills needed to be a well-rounded young adult are just a few of the reasons to join this great Scouting movement. Scouting has an impact that resonates for a lifetime across many generations.

This program doesn't just happen however. It is provided through thousands of passionate and dedicated volunteers committed to impacting the lives of youth through the many Boy Scouts of America programs delivered here in Michigan. To them we owe our deepest gratitude and to them we can never say THANK YOU enough. These volunteers dedicate countless hours participating at the Cub Scout, Scouts BSA, Venturing, Exploring, STEM, district and council levels to ensure the best possible experience for all our members both youth participants and adult leaders.

Our Michigan Crossroads Council Key 3 leadership is proud to serve with you to support all aspects of Scouting in the "Mitten." We are excited to be providing to the full family Scouting's rich traditions and exciting adventures here in Michigan. See you all on the Scouting trail!

Yours in Scouting,

**Brad B. Arbuckle**  
*Council President*

**Kevin E. Will**  
*Council Commissioner*

**Donald D. Shepard Jr.**  
*Scout Executive/CEO*

# ► 2020 SCOUTING CONTINUES TO EVOLVE

In 2020, Scouting experienced a unique set of challenges as our nation dealt with a pandemic like we have never seen before. With new safety protocols in place – and donned with masks – leaders got creative and Scouting, Exploring and Venturing persevered. **Scouts found new ways to leverage technology through the development of over 70 Scouting at Home videos.** Scouting enabled Scouts to still explore nature and obtain leadership skills, and units came together to support each other and those in need. Scouting continues to focus on preparing youth for the world today. Our families have been excited to find new ways to participate in today's Scouting programs and activities, which are designed with families in mind.

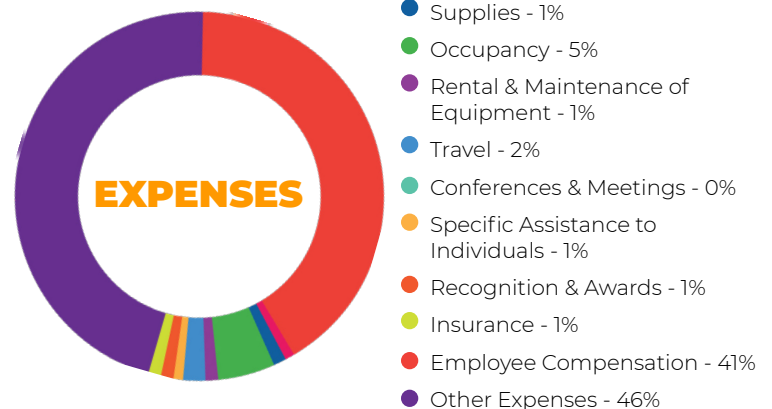
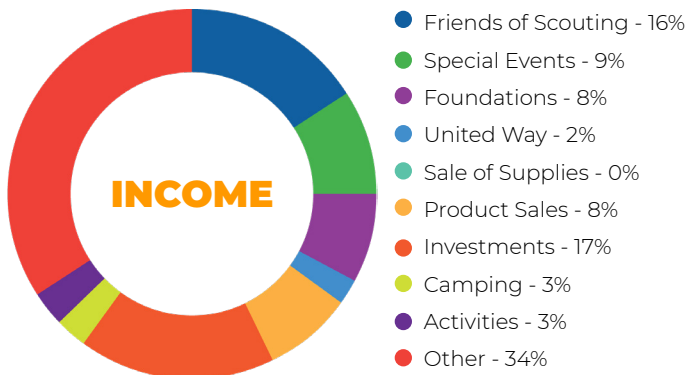
## TOTAL YOUTH SERVED BY MICHIGAN CROSSROADS COUNCIL **37,639**



## **711** SCOUTS EARNED THE RANK OF EAGLE IN 2020 *36 of which are female Eagle Scouts!*

### FUNDRAISING & FINANCIALS

*Audited financial statements available on request*



**TOTAL INCOME - \$8,210,586**

**TOTAL EXPENSES - \$18,027,293**



# 2020 COMMUNITY SERVICE

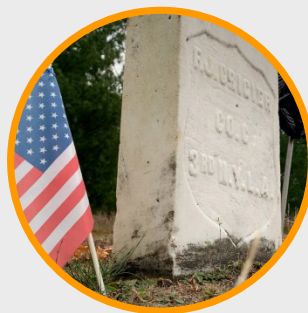
In a year that included stay-at-home orders and gathering limits, Scouts still completed **283,016 service hours in 2020, with 711 Scouts achieving the Eagle Scout rank!** The focus of service projects this year centered around supporting basic needs in our communities:

# 283,016 SERVICE HOURS



Eagle Scout's heroic actions in saving woman trapped in burning car earn national award

Read the full story at <https://bit.ly/3fPMxsV>



Boyne City Teen Revitalizes Centuries Old Cemetery, Honors Fallen Veterans

Read the full story at <https://bit.ly/2RiOPsC>



Local Boy Scout receives awards for saving mother's life

Read the full story at <https://bit.ly/3wS4wo4>



# 2020 VIRTUAL SCOUTING

The health and safety of our Scouts, families, parents, and volunteers is the top priority for the Michigan Crossroads Council, BSA. Based on mandated safety protocols from local and state officials related to coronavirus (COVID-19) in 2020, Scout meetings and activities quickly pivoted to a virtual format to allow our Scouts, families and volunteers the ability to continue their Scouting adventures by meeting from the comfort of their own homes.

To view some of the exciting virtual programs, visit the Scouting at Home web page at [www.michiganscouting.org/ScoutOn](http://www.michiganscouting.org/ScoutOn).

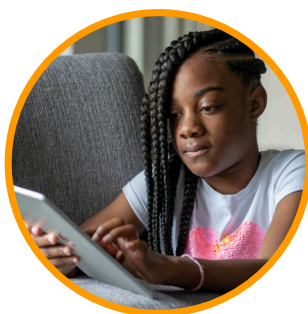
## 1,038+ SCOUTS

have participated in virtual Merit Badge classes, including 173 Scouts outside of Michigan from states including: Ohio, Pennsylvania, Illinois, California, Nevada, Oklahoma, Louisiana, Wisconsin, Texas, Georgia, Missouri, North Carolina, Iowa, Alabama, New Jersey, Washington, Florida, Indiana, Nebraska, Minnesota, New York, Oregon, Colorado, Virginia and Tennessee



## 20,000+ VIEWS

on our new #ScoutOn page where Scouts, leaders and parents will find useful program and activities to keep Scouts busy.



With popcorn, Scouts gain self-confidence, people skills, money management, salesmanship, and business ethics—things that help prepare them for life! These are great values and skills for youth to learn. Our Scout units also have the ability to fund their entire year's program through the popcorn sale alone. That means less fundraising, reduced costs for parents, and more time for Scouting fun! All proceeds stay right here to help support local Scouts.

**\$842,176**  
IN ONLINE POPCORN  
SALES

**2831**  
SCOUTS SOLD ONLINE

**601**  
UNITS PARTICIPATED  
IN ONLINE SALES



# TOP 5 MERIT BADGES

➤ **SCOUTS CONTINUED TO ACHIEVE RANK ADVANCEMENT IN 2020 WITH VIRTUAL MERIT BADGES & VIRTUAL STEM NOVA COURSES**

Here are the top 5 merit badges earned virtually in 2020. Most of the merit badges are not typically held virtually.



**Family Life**  
875 earned



**Personal Fitness**  
727 earned



**Citizenship in the Community**  
718 earned



**Personal Management**  
638 earned



**Citizenship in the World**  
637 earned

**100% of your gift stays local & supports local youth!**  
Your support of Scouting helps:



## ➤ 2020 OFFICERS

**Raymond Davis** | Chairman of the Board  
**Brad Arbuckle** | Council President  
**Kevin Will** | Council Commissioner  
**Bernard Gerber** | Treasurer  
**Bob Plishka** | Vice President of Marketing and Communications  
**Bradley Simmons** | Vice President of Development  
**Jason Allen** | Vice President of Membership / Relationships  
**Steve Harris** | Vice President of District Operations  
**Al Schultz** | Vice President of Investment  
**Chuck Truza** | Vice President of Development and Learning  
**Lonnie Herrington** | Vice President of Outdoor Adventures / Program  
**Roy More** | VP Product Sales  
**Laurie Champion** | Vice President of Enterprise Risk Management  
**David Gregory** | Vice President of Nominating Committee  
**Donald D. Shepard Jr.** | Scout Executive / CEO

## ➤ 2020 EXECUTIVE BOARD

Jason Allen	Peter Hensler	Al Schultz
Dale Apley	Lonnie Herrington	Tom (TR) Shaw
Brad Arbuckle	Fritz Heuser	Jay Sherwood
Greg Baker	James Huttenlocher	Marianne Simancek
Jacques Behar	Anthony Jackson	Bradley Simmons
Mark Bentley	Tim Johnson, MD	James Smithwick
Jen Betz	Paul Kelly	Derek Stark
Michael Boggs	David Laabs	Eddie Tadlock
Rocky Buehler	Ricky Loudin	Michael J. Thorp
Rod Byrne	Nat Love	Tom Trainor
Julio Cardona	Rich Maike	Jim Trask
Laurie Champion	Jason McCaherty	Chuck Truza
Rich Coleman	Bruce McClintick	Jim VanderRoest
Todd Coles	Bruce McCrea	Kevin Will
Dennis Curtis	Tricia Meade	Randy VanAntwerp
Raymond Davis	Roy A. More	Greg Viener
Jeff Day	Donald Neal	Scott Wauldron
Chris Edgar	Jeff Neal	Mike Weber
Tim Ekola	Dick Northrup	Bruce Young
David Ellis	Frank Novakowski	Craig Younkman
Steve Foster	Paul Orlando	Zach Zlomek
John Fox	Patrick Parker	
Ron Garrison	Mike Peterson	
Bernard Gerber	Bob Plishka	
David Gregory	Al Robertson	
Steve Harris	Bob Sauer	
Stephen B. Harsh	John Savage	



*Scout Slogan:  
Do a Good Turn Daily!*

**Scouting helps youth move from their best “right now” self to their best future self by building things, making friends, working together, setting goals and achieving them. These life-changing experiences - and the confidence they provide - form a foundation that lets them embrace the opportunity and overcome obstacles.**

### **SUPPORT LOCAL SCOUTING THROUGH EVERY DAY PURCHASES**

Support local Scouting by helping support the Michigan Crossroads Council through your every day purchases with partners like Amazon Smile.



*Amazon donates 0.5% of your eligible Amazon Smile purchases to Michigan Crossroads Council, BSA*