

Scouting  America
Michigan Crossroads Council

2024

ANNUAL REPORT

MOVING FORWARD.
TOGETHER.

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

WWW.MICHIGANSCOUTING.ORG

MISSION

To prepare over 26,000 youth and families in Michigan 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

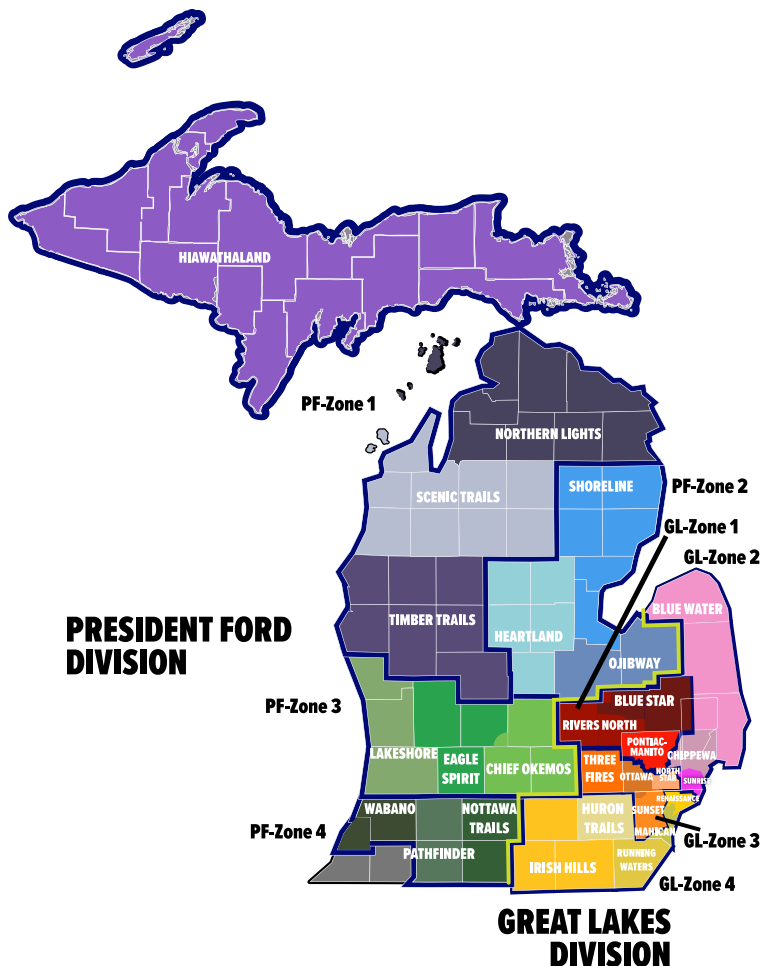
The Michigan Crossroads Council is the administrative body of Scouting America in Michigan, and is chartered annually through Scouting America. The Michigan Crossroads Council is the largest council in the country and the largest youth organization in Michigan. Hundreds of Cub Scout Packs, Scouts BSA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

SCOUT LAW

A Scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent.

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.

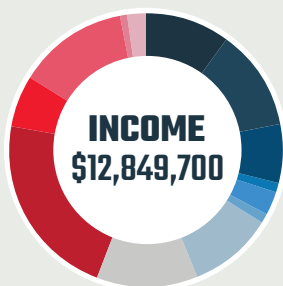


ZONE MODEL MAP

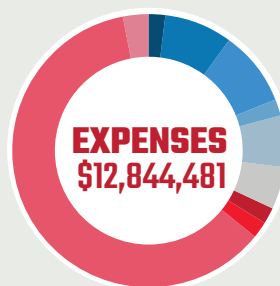
MCC adopted a zone model allowing volunteers and staff to specialize in recruitment, engagement, programs and fundraising

FUNDRAISING & FINANCIALS

Audited financial statements available on request



- Annual Giving - 10%
- Special Events - 12%
- Foundations - 7%
- United Ways - 1%
- Other Contributions - 3%
- Sale of Supplies - 1%
- Product Sales - 10%
- Investments - 12%
- Camping - 22%
- Activities - 6%
- Program Fees - 13%
- Scout Shop/E-Commerce - 1%
- Other Income - 2%



- Professional Fees - 2%
- Supplies - 8%
- Occupancy - 9%
- Rental & Maintenance of Equipment - 2%
- Travel - 6%
- Conferences & Meetings - 5%
- Specific Assistance to Individuals - 2%
- Recognition & Awards - 2%
- Program Support - 61%
- Other Expenses - 3%

A MESSAGE FROM THE COUNCIL LEADERSHIP



Tim Ekola
President & Board Chair



Stephen Foster
Commissioner



Donald D. Shepard Jr.
Scout Executive/CEO

DEAR SCOUTING FAMILY AND ESTEEMED SUPPORTERS,

The Michigan Crossroads Council, Scouting America strives to make a difference across Michigan through comprehensive Scouting programs focused on character building, leadership, citizenship, and physical fitness, we continue to make a meaningful difference in our communities. The 2024 annual report tells the story of creativity, dedication, and community spirit that drives our mission and shapes the lives of our Scouts.

In 2024, the Michigan Crossroads Council, Scouting America prioritized making Scouting more accessible to youth from all backgrounds. We supported new volunteer leaders, created innovative engagement opportunities for units, and provided scholarships that enabled youth in need to have their own camping adventures with other Scouts. These efforts have resulted in tangible successes, including increased popcorn sales that directly benefit Scouting units, the formation of new units and volunteers, and expanded ScoutReach programs that bring Scouting values to underserved urban communities. Additionally, we launched an e-commerce shop to provide convenient online shopping for essential resources for their adventures and learning experiences.

Our Scouts have exemplified the spirit of service through numerous projects, making remarkable contributions to their communities. Our recent Scout Day at the Capital showcased the voices of our Scouts, as they engaged with state leaders and shared their stories. These meaningful interactions empowered our youth to advocate for themselves and their peers, fostering confidence and resolve in our future leaders. The 9/11 Day of Remembrance honored our fallen heroes allowed our Scouts to reflect on resilience, service, and sacrifice. Their dedication exemplifies the importance of giving back, developing compassion, and understanding the needs of others—all core tenets of what it means to be a Scout.

We hope this report highlights not only the numbers behind Scouting but also the profound impact the Scouting movement has on our youth, their personal values, and our collective well-being. As we embark on another exciting year in 2025, we remain inspired by the impact of your commitment and involvement. Together, let's continue to pave the way for future generations of Scouts, helping them explore, learn, and grow.

Thank you for being an invaluable part of the Michigan Crossroads Council family. Here's to another year of adventure, discovery, and lasting memories!

YOURS IN SCOUTING,



Tim Ekola
President & Board Chair



Stephen Foster
Commissioner



Donald D. Shepard Jr.
Scout Executive/CEO

TOTAL YOUTH SERVED BY MICHIGAN CROSSROADS COUNCIL **26,015**

14,282



CUB SCOUTS

8,152



SCOUTS BSA

238



VENTURERS

3,043



EXPLORERS

11,146



ADULT LEADERS

766 SCOUTS EARNED THE RANK OF EAGLE IN 2024
with **100,448** Eagle Project Hours

COUNCIL SCOUT SHOP **E-COMMERCE** MADE
OVER \$100,000 IN SALES
WITH **1,771** INDIVIDUAL ORDERS

NEW MEMBERSHIP

7970

DONORS SUPPORT SCOUTING

2509

NEW UNITS

90

MILES HIKE

33737

SCOUTS EARNED ADVANCEMENTS

11251

SCOUTS SOLD POPCORN

4375

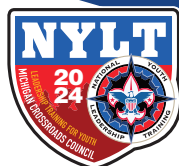
OF POPCORN SOLD

\$3784489

SCOUTS PARTICIPATED IN THE 9/11 REMEMBRANCE

1900

170 YOUTH
ATTENDED NATIONAL YOUTH
LEADERSHIP TRAINING





CAMP'S RESOUNDING IMPACT ON YOUTH

"If it weren't for you, so many people wouldn't have had the opportunity to go to camp! Thank you for setting an example of generosity for the world."

SCOUTS RECEIVING
NEED-BASED SCHOLARSHIPS: **739**

TOTAL AMOUNT OF
SCHOLARSHIPS
AWARDED: **\$93,170**

43,425 NIGHTS & **57,295** DAYS SPENT CAMPING

1,567



CUB SCOUTS

3,708



SCOUTS BSA

1,602



ADULT VOLUNTEERS

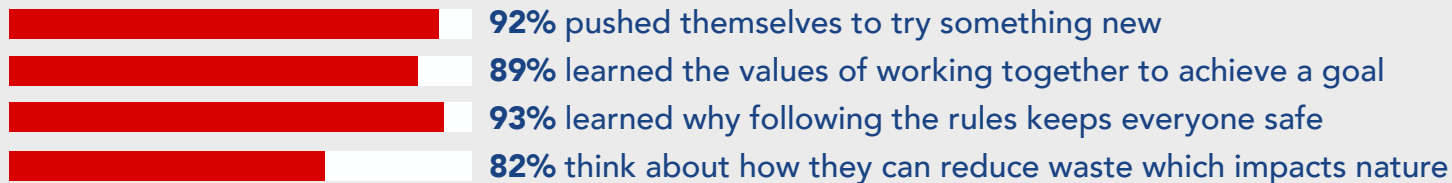
189



CAMP STAFF

Throughout the year, Scouts are taught timeless traditions which prepare them for the modern world. While at Summer Camp, Scouts engage in activities which build foundational skills that help them thrive later in life, including the value of working hard, problem solving, networking and collaborating.

Thanks to Summer Camp, youth reported:





MITTEN OUTDOOR ADVENTURES & EVENTS

UNIQUE LOCATIONS FOR ALL OCCASIONS

Mitten Outdoor Adventures & Events is a public-facing brand inviting groups to enjoy our venues across Michigan. We offer customizable outdoor and indoor experiences for schools, religious organizations, families, service groups, and businesses. Whether for events, staff retreats and training, or education, we create memorable adventures for all ages!

WHAT WE OFFER

- ✓ PROFESSIONAL STAFF
- ✓ QUALITY EDUCATIONAL PROGRAMMING
- ✓ SPECIAL SETTINGS FOR ANY CELEBRATION
- ✓ UNIQUE ACTIVITIES FOR ALL SKILL LEVELS
- ✓ CORPORATE LEADERSHIP RETREATS
- ✓ TEAM-BUILDING EVENTS
- ✓ ATV & RIVER TRIPS
- ✓ FAMILY VACATIONS / RV CAMPING

2000+

Non Scouting youth and adults served across Michigan and neighboring states

\$600,000

generated in revenue to support Scouting



OUR VENUES

ALGER LOCATION

1356 E Greenwood Road, Alger, MI 48610

CLARE LOCATION

3201 S Clare Avenue, Clare, MI 48617

GRAND RAPIDS LOCATION

3213 Walker Ave NW, Grand Rapids, MI 49544

JACKSON LOCATION

3710 Burkhart Road, Jackson, MI 49201

METAMORA LOCATION

880 E Sutton Road, Metamora, MI 48455

TWIN LAKE LOCATION

1733 Owasippe Road, Twin Lake, MI 49457

Discover the magic that unfolds when we combine the love of reading and horses! Today's extraordinary event at D-Bar-A Ranch with the Murphy Families was a fun event to enjoy. We owe a huge debt of gratitude to the team of D-Bar-A for making this extraordinary experience a reality!

- Murphy Elementary School



COMMUNITY SERVICE

9/11 DAY OF REMEMBRANCE

This annual event now in its 23rd year is an opportunity for families and communities to come together to remember and honor those who lost their lives on September 11, 2001, as well as to thank and honor our Military, Veterans, Police, Fire, and EMS personnel.

1900 BADGES EARNED
*(Scouts attending the 9/11
Remembrance)*

2024 SCOUTING FOR FOOD **RECAP**



**OVER 117,000 LBS
OF FOOD COLLECTED**
Over 30,000 lbs more than 2023



2,000 SCOUTS 750 FAMILY MEMBERS
900 LEADERS 23 DISTRICTS



**THOUSANDS OF FAMILIES
SERVED ACROSS MICHIGAN**

GLENN AND MELINDA ADAMS EAGLE PROJECT OF THE YEAR AWARD

Jason Babb, of Troop 211, in Kalamazoo, was the Glenn and Melinda Adams Eagle Project of the Year Recipient for the Michigan Crossroads Council. Jason joined as a Tiger in 2013 Pack 211 and earned his Arrow of Light in 2018. His Eagle Scout project supported the Riverside Cemetery, in partnership with the Sons of Union Veterans of the Civil War. Jason worked out a plan to dispatch a team of volunteers into Riverside Cemetery to survey the graves and record the location of veteran graves in 22 sections. Through the efforts of the volunteers, they identified the final resting places of 733 veterans and added 170 new veteran names to the records for 22 sections of Riverside Cemetery. The records were tabulated and shared with the Sons of Union Veterans of the Civil War for future Memorial Day flag placements.





COUNCIL ACTIVITIES

➤ SCOUT DAY AT THE CAPITOL

Scout Day at the Capitol is the Michigan Crossroad Council's premier legislative awareness activity, engaging youth with our civic and elected officials right at the Capitol Lawn. Over 700 Scouts and families attended in June, enjoying Scouting activities like STEM, archery, rock wall climbing, and career exploration. The day included a special tour of the state Capitol, with Scouts delivering our annual report to state officials. At the conclusion of the event, our Scouts heard from our Scouting Caucus, as well as keynote speakers Secretary Jocelyn Benson and General Jeffrey Terrill.

➤ MERIT BADGE COLLEGE

There were 10 Merit Badge events throughout the council. 1,532 youth participated in those events. There were 259 merit badges offered at these events, but we don't track how many were earned at those events. There were 26,902 Merit Badges earned by all the Troops in 2024.

**132 EVENTS WERE PUT ON BY
MICHIGAN CROSSROADS COUNCIL**

**6,047 SCOUTS | 4,006 LEADERS
AND 1,659 STAFF PARTICIPATED**



RENDEZVOUS IN THE D

The Rendezvous in the D exists to unite the Scouting community for a weekend that energizes and excites attendees through world class programs, exhibits, activities, and shows. We bring all levels of Scouting members together from our kindergarten-aged Lion Cub Scouts to our young-adult Venturers who will be collectively supported by parents, leaders, advisors and staff.

Activities included STEM, canoeing on Huron River, BMX, disc golf, range and target activities, climbing tower and more.

Support and hands-on activities provided through partnerships with Michigan Army National Guard, Michigan State Police and Detroit Pistons

**1,306 PARTICIPANTS
220 STAFF**





TRANSFORMING
LIVES, BUILDING LEADERS

SCOUTREACH

The Scoutreach program is a dedicated initiative that ensures all youth—regardless of background, financial circumstances, or neighborhood—have the opportunity to experience Scouting. Scoutreach empowers underserved youth in Flint, Saginaw, Lansing, Detroit, and Ann Arbor with the tools they need to navigate life’s challenges and build a strong foundation for the future.

Scoutreach delivers a structured, engaging, and fun program through hands-on activities, mentorship, and values-based learning, Scouts gain:

- ✔ **Leadership and Responsibility** – Preparing youth to take initiative, make ethical choices, and positively impact their communities.
- ✔ **Resilience and Confidence** – Equipping them with problem-solving skills and perseverance to overcome adversity.
- ✔ **A Strong Moral Compass** – Instilling respect, service, and integrity through the Scout Oath and Law.
- ✔ **Safe, Supportive Environments** – Creating spaces where youth feel valued, engaged, and empowered.

1,880
YOUTH SERVED

41 PROGRAM PARTNERS

973
SCOUTS EARNED ADVANCEMENTS

Through Scoutreach, youth who face the greatest obstacles today become the resilient, ethical leaders of tomorrow.



LEARNING ABOUT FIRST AID
SCOUTS PRACTICING FIRST-AID SKILLS SO THEY CAN BE PREPARED TO HELP OTHERS IN A TIME OF NEED.



MONEY ON THE MOVE
SCOUTREACH YOUTH LEARN ABOUT SPENDING AND INVESTING MONEY THROUGH ENGAGING AND FUN HANDS-ON ACTIVITIES.



EQUESTRIAN DAY CAMP
SCOUTS LEARNED ABOUT FARM MECHANICS, NUTRITION, AND ANIMAL CARE THROUGH VISITING D-BAR-A SCOUT RANCH.



COUNCIL INNOVATION

Making Scouting Accessible: POPCORN TRIAL MEMBERSHIP

At the Michigan Crossroads Council, we recognize that cost can be a barrier for families eager to join Scouting. To ensure that every child has the opportunity to experience the benefits of Scouting, we partnered with Trails End to introduce a “trial membership” option—allowing families to enroll their child for just \$30 for the fall season.

This initiative provided families with a low-risk way to explore Scouting, participate in activities, and decide if it was the right fit. Additionally, new Scouts had the chance to sell popcorn and use their proceeds to cover the remainder of their annual membership fees, making Scouting even more accessible.

The response was overwhelming—between August 1 and October 31, 579 new youth joined Scouting through this program. Thanks to this innovative approach, more families could experience the adventure, leadership development, and lifelong values that Scouting offers. By removing financial barriers, we’re ensuring that every child has a chance to learn, grow, and lead through Scouting.

ZONE MODEL

As our communities embrace regional collaboration, combining economic and talent resources across multiple counties, Michigan Crossroads Council saw an opportunity to enhance support for our Scouting families and volunteers.

This summer, we launched the Zone Model, restructuring our council into specialized service zones, supported by teams of professional staff and volunteers who specialize in key areas such as:

- **Membership recruitment**
- **New unit development**
- **Fundraising**
- **Popcorn sales**
- **Programs and activities**

By focusing on specialized services, our staff and volunteers can be more responsive, efficient, and agile in delivering direct support to units, families, and volunteers. This collaborative approach strengthens local Scouting, ensuring that every unit has access to the resources, expertise, and guidance needed to thrive and grow.

SCOUT SHOP (ECOMMERCE)

In early 2023, the Michigan Crossroads Council launched its E-Commerce platform at shop.michiganscouting.org. This service allows units and families to order uniforms, awards, gifts, and other program essentials. Due to the centralized location in Eagle, shipping costs are low, and shipping time is short. The site is able to save users money by uploading necessary documentation to take advantage of their charter partner’s tax exemption status. In 2024, the site generated over \$100,000 in sales from 1,771 orders, while saving families and volunteers time and money in traveling to Scouts shops.





UPcoming EVENTS

BUILDING CHARACTER CELEBRATION

Thursday, March 6, 2025

EAGLE SCOUT RECOGNITION DINNER

Wednesday, March 26, 2025

MICHIGAN ANGLERS

Thursday, April 17, 2025 -
Thursday, May 15, 2025

CAMP ROTARY 100TH ANNIVERSARY

Friday, May 16 - Sunday,
May 18, 2025

SCOUT DAY AT THE CAPITAL

Thursday, June 12, 2025

9/11 DAY OF REMEMBRANCE

Thursday, September 11, 2025

MACKINAW RENDEZVOUS

Friday, September 19 -
Sunday, September 21, 2025

SCOUTING FOR FOOD

Saturday, November 1 &
Saturday, November 8, 2025

LOOKING U.P.

The Executive Boards of the Bay-Lakes Council (BLC) and the Michigan Crossroads Council (MCC) are proud to announce an important transition in Scouting operations for the Michigan Upper Peninsula. Effective January 1, 2025, the Hiawathaland District, including Camp Hiawatha and the many dedicated Scouting families and volunteers in the region, will officially join the Michigan Crossroads Council.

This decision represents a collaborative effort between both Councils, driven by a shared commitment to enhance the Scouting experience for youth and families across the state. By combining the strengths of these two vibrant organizations, we are setting the stage for even greater opportunities, stronger community connections, and more impactful Scouting programs in the years to come.

This is more than just a transition; it's a new opportunity to grow and strengthen the Scouting movement in Michigan. We are excited to welcome the Hiawathaland District into the Michigan Crossroads Council family and look forward to building a brighter future for Scouting in the Upper Peninsula and beyond.

Thank you for your continued support and commitment to Scouting. Together, we will ensure that every youth has the opportunity to experience the adventure, friendship, and lifelong benefits that only Scouting can provide.



► **DISTINGUISHED CITIZENS**

Bridget Staffileno - Jolt! Credit Union

Danny Vuich Jr. - Danny's Fine Foods

Pamela McConeghy - Brighton Chamber of Commerce

Al Schultz - Valassis

Murray Wikol - Provisions

► **ROTARY GOOD SCOUT AWARD**

Robin Stayton-Diehl - Retired UAW

► **GEORGE MEANY AWARD**

Eric Welsby - LiUNA Local 1098, Metropolitan Detroit AFL-CIO

Derek Dobies - LiUNA Local 499, Huron Valley Area Labor Council

Becky Baldwin - Michigan Nurses Foundation, South Central Michigan AFL-CIO Labor Council

John Teran - Retired UAW, Monroe Lenawee County AFL-CIO

Sean Egan - IBEW Local 275, Michigan AFL-CIO

► **NATIONAL OUTSTANDING EAGLE SCOUT AWARD**

Bob Plishka - Midland, MI

Nathan Triplett - Lansing, MI

Timothy VerHey - Middleville, MI

Greg Hooker - South Lyon, MI

J. Theodore Everingham - Grosse Pointe Park, MI

BOARD

Tim Ekola	Randy Tisch
Rod Byrne	Greg Viener
Lonnie Herrington	Jason Babb
Raymond Davis	Ryan Shork
Steve Foster	Jason Allen
Dave Berger	Scott Bednas
Aaron Todd	Mark Bentley
Randy VanAntwerp	Mike Boggs
Tom McGinnis	Chris Edgar
Ryan Power	John Fox
Bob Plishka	Bernard Gerber
Michael J. Baitinger	Steve Harris
Phil Emma	Stephen B. Harsh
Nat Love	James Huttenlocher
Dean Nowicki	Paul Kelly
John Schuring	Rich Maike
Eddie Tadlock	Bruce McClintick
Don Ufford	Bruce McCrea
David Tischler	Roy More
Martin Burg	Dick Northrup
John Savage	Frank Novakowski
Jennifer Sanker	Patrick Parker
John Gower	Richie Sands
Laurie Champion	Jay Sherwood
Dennis Curtis	Marianne Simancek
Frank "Rem" Sprague	Michael J. Thorp
Chuck Coutteau	Jim Trask
Sarah Witgen	Chuck Truza
Scott Gaines	Jim VanderRoest
Beth Paling	Scott Wauldron
Michael Sulgrove	Mike Weber
Rachel Newill	Kevin Will
Jim Rademaker	Bruce Young
Mike Foster	

MICHIGAN CROSSROADS COUNCIL

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www.michiganscouting.org