



Vision

All youth have the character, confidence, and experience to improve the world.

Mission

Northern Star Scouting prepares youth in a safe and inclusive environment to be leaders and individuals of strong character.

Goals, Objectives, and Impact

Northern Star Scouting's strategic planning process has historically been leading-edge, and proactive with regard to market-driven change. The plan is centered on (1) strengthening core programs, (2) broadening our impact beyond core programs, and (3) ensuring strong foundational elements that provide a base for serving as many young people as possible.

Partnerships

Joining in partnership with Northern Star Scouting, 730 Scouting units are chartered by 454 community organizations representing educational, religious, non-profit, civic, and business organizations (267 Cub Scout packs, 366 Scouts BSA troops, 41 Venturing crews, and 63 Explorer posts).

Service Area

Northern Star Scouting serves 26 counties across central and northeast Minnesota (Anoka, Carlton, Carver, Chippewa, Chisago, Cook, Dakota, Hennepin, Isanti, Kandiyohi, Lac Qui Parle, Lake, Le Sueur, McLeod, Meeker, Pine, Ramsey, Renville, Rice, Scott, St. Louis, Washington, Wright, and Yellow Medicine, and portions of Stearns and Swift) and four in Wisconsin (Pierce, St. Croix, Polk, and Burnett).

Camps/Properties

Northern Star Scouting operates ten camps in Minnesota and Wisconsin. Young people can choose from multiple programs at various camps, including day, introductory, high adventure, summer and winter weekend, and resident camps for Cub Scouts, Scouts BSA, Venturers, Community Partners, and families.

Leadership and Staff

Northern Star Scouting is led by a volunteer board of directors with 67 members who come from education, business, other non-profits, and community organizations. Youth and volunteers are supported by 80 full-time paid staff and 34 part-time paid staff. Additionally, more than 500 seasonal employees deliver camping programs and outdoor adventure in the summer and winter months.

Budget

Northern Star Scouting operated its programs and properties on a 2024 budget of \$13.8 million.

Registration Assistance: There is a gap of approximately \$586,000 between what families can afford to pay (no youth is ever turned away), and the total registration fee revenue if everyone had paid the full fee. This is after restricted endowment and event income are applied. The remaining gap includes all programs of BSA Scouting, and annual gifts to help fill the gap are also restricted.

Total Youth Served in 2024: 42,169 Across All Programs

BSA Scouting

Northern Star Scouting supported more than 6,607 volunteers in BSA Scouting who developed and enriched the lives of 18,576 boys and girls, ages 5 through 20. We served 9,955 Cub Scouts, 6,706 Scouts BSA, 675 Venturers/Sea Scouts, and 1,240 Explorers.

Juvenile Diversion: The Juvenile Diversion program targets first-time non-violent youth offenders, as referred to us by law enforcement. In 2024, 274 youth participated at one of four program sites.

Exploring: A work site-based program that provides young people ages 14-20 regular hands-on opportunities to learn about careers and trades from adult mentors who are professionals in the student's area of career interest. In 2024, 1,075 youth were served through 60 posts across the council, all sponsored by community/workplace partners.

Polaris: The Polaris program brings both traditional Scouting and Exploring programs to physically and developmentally challenged youth and adults (with cognitive challenges). In 2024, 505 individuals were served through 18 program sites.

Huron: Huron is a site-based Scouting program where Northern Star Scouting provides staff. Most often the sites are in lower income areas and in schools and immediately after the school day or at park and recreation locations. Most groups meet once every week throughout the year. In 2024 Huron served 2,650 youth (a 27% increase in youth served over 2023) through 33 program sites.

Community Scouting

Northern Star's Community Scouting programs reached new markets youth at Base Camp and other camps, for total youth served of 23,593. Scouting invites all people to get involved, mindful of the importance of race, ethnicity, gender, sexual orientation, age, socio-economic status, religion, physical ability and political belief. We create a positive and welcoming environment for all, valuing backgrounds and experiences that will grow and strengthen our movement and continue to make us a valued contributor to the communities we serve.

Adventure Classroom

This year, Northern Star piloted a new program aimed at elementary-aged youth. Adventure classroom brought a Community Scouting experience to over 1,000 youth at eight different elementary schools. Students practiced mobile archery, learned about leave no trace and played team building games. They were then invited to extend their adventure through their local Cub Scout Pack. Participating Packs saw an increase in youth recruitment.

For More Information

www.northernstar.org or call 612-261-2300.



YOUTH MEMBERSHIP

- Across all programs, we served more youth of color than Caucasian youth as percentages of population.
- In 2024 we had a total of 453 Scouts earn the Eagle Scout Rank including 40 girls.
- 776 Webelos earned the Arrow of Light.
- Two youth earned the Venturing Summit Award.
- After our 2019 expansion to include girls in all programs, we ended 2024 with 22.6% of our Cubs in girl dens. Girls made up 16% of our Scouts BSA youth, 37% of Venturing and 44% of Exploring membership.

VOLUNTEERS

- 418 Scouts and adult leaders participated in our two University of Scouting events taking classes ranging from leadership training, unit program planning, to outdoor cooking.
- 41 Scouting volunteers attended Wood Badge, multiple weekend advanced leadership training course for volunteers.
- 1,873 unit visits were logged into the commissioner tools.

RESOURCES

- \$749,851 was spent on camp maintenance including facility improvements, utility repairs and equipment replacement at our eight properties.
- Awarded \$209,500 in academic aid, mostly to camp staff.
- Awarded \$139,500 in camperships to youth.
- Scouts in Northern Star sold over \$2.33 million dollars of popcorn, returning \$1.67 million to local Scouting. JJ Werner sold over \$80,000 and was the top seller in the Nation.
- The Annual Fundraising Campaign exceeded the goal of \$2,470,000.

PROGRAMS

- The Totanhan Nakaha Lodge of the Order of the Arrow had 330 new inductions and 1,919 members in 2024, and growth for the first time since 2015. The Lodge contributed \$4,500 in Capital and Endowment and 9,600 hours of service.
- 313 youth participated in one of four sessions of Grey Wolf: a week-long council-facilitated National Youth Leadership Training course.
- 855 Scouts and Scouters attended the Spring Camporee, making it the highest attended Council Activity since 2020.
- The Fort Snelling Wreath Clean Up had 1,075 people signed up to help, and even more showed up the day of.

PROGRAMS

- Tomahawk again filled its popular STEM summer programming, offering growing trades-based curriculum focused on welding, carpentry, plumbing and technology to 516 youth.
- Council Activities were up in participation by 30% over 2023. This includes Merit Badge Opportunities, Klondike Derby, and Spring and Fall Camporee.
- 591 youth earned Merit Badges through Council-sponsored opportunities with community partners, which is more than double the number from 2023.
- Attendance at our summer community day camps (serving all kids) grew 4% to 1,182 kids. These programs have grown to five locations in Minnesota and Wisconsin.
- The Totanhan Nakaha Lodge of the Order of the Arrow had 400 people attend our 100th Anniversary Celebration event, representing over 20% of our Lodge.
- Over 1,160 Cub youth and their families attended a Fall

Campout to mark the beginning of the Scouting year.

- **Including Community Scouting, we had growth in total youth served for the fourth year in a row.**
- **Cub Scouting and Exploring membership had growth in both Scoutreach and volunteer-led units.**
- **Adventure Classroom served 1,075 youth at eight schools, and Packs at those schools grew.**
- **Local Scouting matters! Our favorability locally continues to follow a rising trend with 86% positive favorability—a 10% increase compared to 2020.**
- **Fundraising goals were met and the budget was balanced.**
- **Almost 5,400 Scouts BSA youth attended an overnight summer camp, which means 9 of every 10 Scouts registered on June 30 attended camp.**
- **\$11M was raised for key projects and capital needs.**
- **In December, northeastern Minnesota merged with Northern Star allowing us to serve almost 1,000 more youth in five additional counties.**

- 1,538 Cub Scouts and their families ventured into the cold while tubing, kick sledding, and learning about winter camping at Polar Cubs Day Camp!

- 923 Scouts successfully spent a day or night outside in winter weather conditions (and enjoyed it!) due to the expert training and equipment at our Scouts BSA winter camps.

- 775 female Scouts BSA youth attended Many Point and Tomahawk, a 7% increase.

- 2024 saw a continued Northern Star's trend of strong AOL Cub to Scout crossover with a 77% crossover rate.

- Over 70 special-needs youth

and adult members participated in three day camps, with archery, climbing the tower and outdoor cooking as highlights.

- Over 400 Law Enforcement Explorers and 160 adults participated in the Law Enforcement Exploring Conference.
- 85 Fire Fighting Explorers from 16 posts participated in the annual Governors Fire Prevention Day Competition.
- Our membership recruitment campaign resulted in 13.3M impressions and 47.2K clicks, driving traffic toward our Go Scouting website and creating brand visibility. From there, we had nearly 3.3K clicks to learn more about a unit.
- Media visibility at the State Fair included dedicated interviews from three out of the four major news channels, creating great visibility for Scouting.