



Scouting Facts

Our Mission

Northern Star Scouting is a positive influence in the lives of all young people in our communities.

Working Vision

We prepare young people to be leaders and individuals of strong character by helping them discover and live by the principles of Scouting.

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 2019-22 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. Several major projects underway are expected to become models for other Scout councils around the country in coming years and contribute to our longstanding record of stronger than average youth market share and retention.

Partnerships

Joining in partnership with Northern Star Scouting, 957 Scouting units are chartered by 619 community organizations representing educational, religious, non-profit, civic, and business organizations (369 Cub Scout packs, 430 Boy Scout troops, 68 Venture crews, 2 ship, and 90 Explorer posts).

Service Area

Northern Star Scouting serves 25 counties across central Minnesota (Anoka, Carver, Chippewa, Chisago, Dakota, Hennepin, Isanti, Kandiyohi, Lac Qui Parle, Le Sueur, McLeod, Meeker, Ramsey, Renville, Rice, Scott, Washington, Wright, and Yellow Medicine, and portions of Stearns and Swift) and Wisconsin (Pierce, St. Croix, Polk, and Burnett).

Camps/Properties

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

Leadership and Staff

Northern Star Scouting is led by a volunteer board of directors with 75 members who come from education, business, other non-profits, and community organizations. Youth and volunteers are supported by 79 full-time paid staff and 32 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 operates its programs and properties on a 2020 budget of \$13,890,281.

Populations Served

Northern Star Scouting supports more than 10,272 volunteers who develop and enrich the lives of 30,902 boys and girls, ages 5 through 20, over the course of a year. This represents a market share of 5.23% across all programs, 6.4% in Cub Scouts/Scouts BSA only, and a total of 9.2% including guest participants. Northern Star Scouting provides volunteers a wide range of youth and adult training opportunities, including online courses, training videos, and district and council events.

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.

Programs

In 2019, we served 16,194 Cub Scouts, 9,877 Scouts BSA, 1,934 Venturers/Sea Scouts, and 2,896 Explorers for a total of 30,901 youth members served. 22,621 youth guest participants were served at our various camps, for a grand total of 53,523 youth served.

Juvenile Diversion: The Juvenile Diversion program targets first-time non-violent youth offenders. In 2019, 434 youth were referred by its program partners (8 police departments) and participated in groups with 80% completing the program. Of those who complete the program, 80% do not commit another offense up to two years after the program.

Exploring: A work site-based program that provides young men and women ages 14-20 with semi-monthly, hands-on educational opportunities to learn about careers and trades from adult mentors who are professionals in the student's career area of interest. In 2019, 2,896 young men and women were served through 87 posts sponsored by workplace partners.

Polaris: The Polaris program brings both traditional Scouting and Exploring programs to physically and developmentally challenged boys, girls, and adults (with cognitive challenges). In 2019, 2,043 individuals were served through 33 traditional and Exploring units partnered with educational and community partners.

For More Information

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

In our second year of serving girls in Cub Scouting, 2,228 girls joined (13.8% of total Cubs).

In our first year (starting April of 2019) of serving young women in Scouts BSA, 625 young women joined (6.3% of total Scouts).





2019 Selected Achievements

YOUTH MEMBERSHIP

- Our Cub Scout membership was 6.42% of the market, Scouts BSA membership 6.71%, Venturing/Sea Scouting 1.33%, and Exploring was 1.99%, and including guest participant programs, we served 9.2% of available youth.
- We served, within 2.2 percentage points (max), equal percentages of youth across four major ethnic groups.
- 709 Scouts BSA achieved the rank of Eagle Scout, and 1,178 Webelos earned the Arrow of Light.
- 22,621 youth guest participants attended a program at Base Camp and other properties, for a small decrease in total youth served (53,523, or -2%).
- **2019 was the first year for girls to be registered in Scouts BSA, and we ended 2019 with 2,843 girls; 15% of our total Cub Scouts, and 6% of our total Scouts BSA, in addition to thousands of girls in Venturing and Exploring.**
- Scouts BSA membership and Exploring membership both saw growth over 2018.

VOLUNTEERS

- Universities of Scouting (Spring and Fall) delivered training to 1,093 attendees, up by 7%.
- 105 Scouting volunteers attended Wood Badge, a six-day advanced leadership training course for volunteers.
- Our State Fair Adventure Summit climbing/ropes course had 5,684 participants, with 1,154 expressing interest in joining Scouting, supported by 263 volunteers.
- **A full re-design of how councils and districts support units was completed for implementation in 2020, known as "Units First."**

RESOURCES

- \$846,000 was spent on camp maintenance including facility improvements, utility repairs and equipment replacement at our eight properties.
- **We secured more than \$3,500,000 in capital gifts to improve camp facilities for girls, families and non-Scout users.**
- Half a million dollars was allocated by the Board of Directors to shelter our families from the last minute national registration fee increase.
- Awarded \$108,700 in academic scholarships, and \$168,949 in camperships to youth.
- For the third year in a row, we reached the goal of raising \$1,000,000 during the second Million Dollar Day for Scouting breakfast. Over 875 people gathered for inspirational Scouting stories and uplifting recognitions.
- The Popcorn Sale was the third largest in the nation and benefited Scouting units by infusing over \$1,000,000 into unit treasuries.
- **A full re-design of the membership fee model, known as "Sustainable Scouting," was completed for implementation Fall, 2020.**

PROGRAMS

- In 2019, 725 of our units (packs, troops, teams, crews, and posts) logged over 143,342 community service hours. These service hours were carried out by 38,303 youth and adults.
- 316 youth participated in one of four sessions of Grey Wolf: a week-long council-facilitated National Youth Leadership Training course, and one of the largest programs of its kind.
- 8,532 Scouts BSA participants and Venturers camped for a week at Many Point Scout Camp or Tomahawk Scout Reservation this summer.
- **5,731 Scouts attended a program at Base Camp.**
- 1,079 Scouts participated in week-long high adventure programs that included whitewater kayaking, rock climbing, ATV's, jet skis, COPE and SCUBA activities at Many Point Scout Camp and Tomahawk Scout Reservation.
- **18,374 young people participated in a day or overnight experience at a council summer camp, not including several hundred younger siblings.**
- 2,871 Cubs and Webelos attended Akela, Kiwanis, Stearns and Navajo camps, spending at least two nights with parents.
- Scoutreach summer camp weekend delivered the outdoor promise of Scouting to 112 youth and adults from El Sol, Huron, Silver Maple, and Zulu Districts.
- Huron District, serving youth in Scouting through after-school programming, serves over 2,857 youth!
- 998 participants experienced summer overnight family camps.
- Attendance at our summer community day camps (serving all kids) grew 20%.
- 600 siblings attended Cub Scout camp.
- Our February Anniversary Celebration campaign used #ScoutLook on Life, encouraging everyone to do a good turn to reinforce the service element of Scouting. Impressions totaled 1.5 million on billboards, 73K on digital display ads, more than 30K on social media and 460K listeners on KDWB & K102.
- Northern Star Scouting Facebook Followers grew by 6% (to 5,316) and are now reaching an average of 1,433 people per post (up 28%).
- 82 Scouts earned a Super Nova award in 2019, and 17,000 youth were part of our STEM Day at the State Fair.
- 95 youth and 14 adults participated in the 24th World Scout Jamboree at the Summit Bechtel Reserve in West Virginia.
- The Totanhan Nakaha Lodge inducted 431 new members in 2019, serving a total of 2,971 Scouts and adults.
- Surpassed 350,000 participants at Base Camp since Fall, 2010.
- Nearly 300 girls from 49 brand new Scouts BSA troops attended Many Point and Tomahawk.
- Digital outreach efforts in targeted email, Facebook ads/boosted events and geofencing for fall new member recruitment reached more than 1.1 million impressions and 9,800 clicks to our joining website.