



Pivot to Virtual Scouting

- The Council held a Virtual Camporee in May, attracting nearly 1,600 Scouts from 25 different states and 9 countries. The Camporee had over 23,000 digital engagements during the two-day event.
- Created BackyardScouting.org in May to deliver programming virtually to members everywhere. More than \$22,000 in revenue was generated and garnering nearly 10,000 visitors to our digital platforms.
- Created the Cub Scout Adventure Box program within BackyardScouting.org, shipping Scouting materials helpful for completing advancements. 120 Total orders, and 13 monthly subscriptions in the first 6 months.
- Held a winter digital merit badge series, holding 28 merit badge courses with a total of 360 Scouts between Thanksgiving and the end of the year.

Marketing

- 336 unique e-newsletters were delivered to over 1.6 million contacts throughout the year with an average open rate of 25%, and a clickthrough rate of 6%, both exceeding industry average.
- 505 new page likes on Facebook in calendar year 2020.
- Average monthly reach of approximately 9,000 people, up from 7,800 in 2019.

Capital Endowment- Planned Giving

- Secured \$50,000 in new capital campaign commitments.
- \$25,000 in new endowment gifts received.

Administration & Governance

- Through the Council's nominating committee, council recruited six new members to the Executive Board.



2020 ANNUAL REPORT



Three Fires Council, BSA
St. Charles, IL



Message from the Key Three

2020 was hardly the year that any of us expected, to say the least. With constant change, little predictability and even less sleep, this year was a challenge for many in our Scouting family.

However, we saw a number of great moments from our Scouts this year and heard stories about their resiliency and ability to adapt. Many of our Scouts were able to continue connecting with friends and learning new skills thanks to the programs our units have been able to produce. We truly believe our Scouts have been better prepared to handle the ongoing changes than their peers thanks to the volunteers and experiences of Scouting.

Thankfully, 2020 is now over and 2021 is in full swing. We are excited about what the new year will bring: in-person camping in our community, our first female Eagle Scouts, and much more.

2021 promises to be a big year for Scouting and as we prepare for the year ahead, it is your continued support that allows these programs to have the impact they do on our young people. Thank you for all that you do.

Yours in Scouting,

Clint Scharff
Scout Executive/CEO

Dan Zedan
Council President

Anna Tuohy
Council Commissioner

TRUSTWORTHY

LOYAL

HELPFUL

FRIENDLY

COURTEOUS

KIND

Advancement & Recognition:

- 338 Eagle Scouts awarded.
- 4,086 Cub Scout advancements earned.
- 2,093 Scouts BSA advancements earned.
- Merit Badge University had nearly 1600 Scouts enrolled from 10 states and 24 councils nationwide as well as over 200 volunteers and counselors teaching Merit Badge courses.
- 7,986 merit badges earned in 2020.



Physical Resources:

- New electrical service was installed in the Tyler's Creek campsite area of Camp Big Timber.
- New exit road established at Camp Big Timber.
- Began cabana project at Camp Freeland Leslie to provide new living quarters for summer camp staff.
- Maintenance building at Camp Big Timber was finished and put into service.

BE THE CHANGE!

Female Scouts in
Three Fires Council

588 female Scouts

398 female Cub Scouts
&
190 female
Scouts BSA members

102 units

86 Cub Scout Packs
&
16 Troops for Girls

5 female Eagle Scouts

from Three Fires
Council were members
of the inaugural Female
Eagle Scout Class

Membership

- The Three Fires Council served 13,737 Scouting families in 2020.
- 4,856 volunteers played a significant role in designing and delivering the Scouting program across the Council, up almost 300 volunteers from 2019.
- The Council increased female membership by 1.1% over 2019.
- The quality of the Scouting program in the Three Fires Council made a positive impact in the communities across the Council during 2020. Thanks to innovative engagement and programming, the Council had a member retention rate of 73.5%.
- Our co-educational Exploring program served 270 high school youth in career-based programs in the fields of law enforcement, fire and safety, and healthcare.



Camping:

- 462 youth attended Scouts BSA Camp at Freeland Leslie with 0 cases of COVID-19.
- Awarded \$3,355 in campership assistance funding to 25 Scouts.
- Scouts BSA Summer Camp at CFL was Nationally Accredited.

Activities & Civic Service:

- 49,699 hours of community service were completed by Scouts on Eagle Scout projects alone in 2020.

Training:

- 232 youth and adults attended virtual Training Academy.
- 64 youth and adults received OKPIK – Cold Weather Training.
- 106 youth and adults received Wilderness First Aid Training.
- 35 Adults received IOLS/Baloo Training in one session allowed.

Finance & Development

- Total Support for 2020 including Friends of Scouting, Special Events, Direct Mail, Foundations and Project Sales, etc. was \$1,038,045.
- Held a Pacesetters event in December which recognized current donors and secured early gifts to the 2021 Friends of Scouting Campaign.
- Held holiday auction for 12 days in December raising \$5700.
- The Council popcorn sale raised \$838,282 in gross sales.
- More than \$225,000 earned in commissions by local units for program.
- Big Timber Pumpkin Fest celebrated October with 6 unique events:
 - Barrels & Bones
 - Sip & Carve
 - Family Fall Fest
 - Brew Fest
 - Trick-or-Treating
 - Terror in the Timbers
- Thousands of people visited camp and enjoyed the many programs we had to offer and contributed more than \$120,00 to support Scouting programs.

OBEDIENT

CHEERFUL THRIFTY

BRAVE CLEAN

REVERENT