



2022

REPORTS & HIGHLIGHTS

**CATALINA COUNCIL,
BOY SCOUTS OF AMERICA**

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BOY SCOUTS OF AMERICA®
CATALINA COUNCIL



MEMBERSHIP

- Almost doubled our fall recruiting from the previous year with over 420 new families joining
- Grew overall membership for the first time since 2017, grew Cub Scouting by 13%
- Served 2,428 youth in 92 Packs, Troops, Crews, & Posts
- Our membership is now 14% female and 30% of a diverse population



PEOPLE & PROCESS

- Adopted a new Strategic plan
- Expanded and reinvigorated Council Nominating committee as we look to expand and diversify our board



DEVELOPMENT & FINANCE

- Increased our annual giving (Friends of Scouting) by 32% to \$140,981
- Increase our Popcorn sale by 35% to \$70,595
- Restarted our Eagle Scout Recognition dinner at the La Mariposa resort
- Added two new initiatives: El Tour de Tucson and a council wide rummage sale for capital improvements
- Continued with a successful Good Scout Luncheon and Campfire & Candlelight Gala



COMMUNICATIONS

Hired a local marketing firm to better publicize our success to the community

NüPOINT
MARKETING & MARKET RESEARCH



PROGRAM

- 94 Scouts earned the Eagle rank
- A Catalina Eagle was the BSA Territory 2 Eagle service project of the year recipient
- 780 Cubs & 752 Scouts advanced a rank
- 3,124 merit badges were earned by Scouts
- Offered a first ever Summer Adventure weekend program for Cubs & Scouts at Camp Lawton
- Recorded 5,704 days of camping with 4,175 nights and logged 5,784 miles of hiking
- 1,895 service projects were carried out with 23,991 hours of service contributed to our communities in Pima, Cochise, Santa Cruz & Pinal counties



UNIT SERVICE & HEALTH

- Had 20 Unit Commissioners
- Retained 72% of our youth
- Continued with our virtual Council Leader Roundtable

PROPERTIES



At Camp Lawton

- Finished the rebuilding of the dining hall amphitheater
- Reestablished the tunnel springs water flow
- Regraded and improved both the parking lot and dining hall road
- Relocated the Commissioner shack to the parking lot area to use as a welcome center
- Two successful United Way Days of Caring project days were held

At Double V Scout Ranch

- Re-roofed both the Sports Ramada and Pool Shower House
- Secured grant for new Frisbee golf course, new volleyball court, rebuild of the obstacle course and pool improvements

At the Scout Service Center on Broadway Blvd

- Patched and repainted the outside in Scout colors
- Through a generous donation installed a large television and zoom equipment for broadcasting
- Replaced and fix all the light ballasts, fixed the outdoor sign and installed a video monitor to promote events in the entry way lobby

CATALINA COUNCIL STRATEGIC PILLARS

MEMBERSHIP: Grow Scouting with a focus on healthy Cub Packs and Scouts BSA Troops that attract and retain members particularly at significant inflection points.

PEOPLE: Expand depth and breadth of the Council Board, support and supplement our professional staff, grow and sustain a corps of volunteers that reflect our needs, membership, and community.

DEVELOPMENT: Grow revenue and direct giving in all our funding areas: Operations, Capital & Endowment.

COMMUNICATIONS: Tell our story in a compelling and attractive fashion across multiple channels in and out of Scouting.

PROGRAM: Design, fund and implement programs that attract and retain members and support youth development and aims of Scouting.

PROPERTIES: Operate, maintain and invest in high quality camps that support year-round outdoor experiences for youth and adults in Scouting as well as the community.

UNIT SERVICE and HEALTH: Support the health of units with robust commissioner service and program specialists.



STAY INFORMED!

SUBSCRIBE TO

The Frontiersman



CATALINA COUNCIL'S WEEKLY NEWSLETTER