

2025

ANNUAL REPORT



Reflecting on the Positive
Impact of Scouting in the
Community During 2024

Scouting  America
Old North State Council



Mission Focused for Today's Youth and Their Future

The Promise of Scouting

Every Week, millions of Scouts make a promise, not just to a movement, but to a life of service to others and their community. The Old North State Council's mission guides young people to fulfill these promises through goal-setting and ethical decision-making, rooted in the Scout Oath, Law, and Duty to God. Scouts and families engage in activities focused on three core aims: Character Development, Citizenship Training, and Personal Fitness.



Every Day, our community supports youth who are committed to excellence. Old North State Council gratefully acknowledges our Adult Volunteers and Friends of Scouting Contributors who help young people BE PREPARED for higher education, careers, leadership, and service.

Real Programs for Real Life



Service Districts



Akela

High Point, Thomasville, Jamestown, Wallburg, Archdale, Trinity

Alamance

Burlington, Haw River, Saxapahaw, Snow Camp, Mebane, Graham, Elon, Union Ridge

Cherokee

Reidsville, Eden, Ruffin, Madison, Mayodan, Stoneville, Wentworth, Roxboro, & Yanceyville

Cherokee Scout Reservation

Yanceyville, NC

Hagan Sea Base

High Rock Lake, NC

Hemric Scout Reservation

Clarksville, VA

Guilford

Brown Summit, Colfax, Guilford College, Oak Ridge, Stokesdale, Summerfield, Monticello, Gibsonville, Julian, Pleasant Garden, Eastern Guilford County, & NW Greensboro

Uwharrie

Lexington, Mocksville, Midway, Advance, Davie Co., Linwood, Churchland, Southmont, Denton and Welcome, Asheboro, Seagrove, Ramseur, Liberty, Randleman, Farmer, Franklinville, and Gray's Chapel

Executive Board Governing Leadership

Bob Lewis
Council President

Jason Hicks
Council Commissioner

Clif Morris
Scout Executive/CEO

Bob Paxton
National Representative

Micky Kluttz
Council Treasurer

Aaron Bennett
Council Attorney



Ethics & Character in America

Scouting creates a lasting positive impact that gives participants an edge in life. An overwhelming 98% of alumni and 93% of current Scouts report that Scouting has enhanced their lives, with benefits extending well into adulthood.

Research shows that Scouts and Scouting alumni, compared to their peers:

- Demonstrate stronger ethical decision-making and moral behavior
- Teach and learn values at an earlier age
- Show higher levels of civic engagement through voting and volunteering
- Express greater commitment to faith and religious values
- Display stronger leadership abilities and willingness to help others succeed

These traits create the "Scouting edge" – that extra advantage that helps Scouts become better parents, employees, and citizens. Both Scouts and non-Scouts agree: Scouting strengthens our country by developing character and competency in tomorrow's leaders.

- The Harris Poll

The 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.

The Scout Law

A Scout is Trustworthy, Loyal,
Helpful, Friendly, Courteous, Kind,
Obedient, Cheerful, Thrifty, Brave,
Clean, and Reverent.

Delivering the Adventure of Scouting to Youth

★ Scouting is for All Youth

ONSC ended 2024 with a 28 percent increase in Cub Scouts that fueled an overall growth of 9 percent for a total of 3,388 registered youth members in the Triad. Old North State Council saw a 40 percent increase in girl participation and a 35 percent increase in diverse market populations.

School relationships, unit engagement and leadership from a resolute council membership committee, generated excitement proving that Scouting is alive and well in North Carolina. Considering all constituents served, both youth and adults, ONSC exceeds 5,000 total members.

★ Strengthening Our Future

Generosity and the impact of Planned Giving in action: Thanks to the Carroll Shoffner, Hal Sigman Estates and an anonymous donor, Old North State Council was able to make over \$850,000 of improvements to our Camping Facilities including many needed deferred projects like roofs, water and electricity infrastructure, refurbishment of campsites and dining hall improvements. In addition, ONSC re-established its deferred maintenance account and policy, and dutifully added over \$250,000.00 to our Endowment Fund.

Fiscal Responsibility: Old North State Council ended 2024 with a balanced budget, fiscally healthy and committed to strong fiscal accountability. Our Direct Support efforts that remain local and only to the endeavors of ONSC grew by ten percent and achieved its budget amount due to the kind generosity of our Friends of Scouting and other special event donors to our Sporting Clays and Whitney M Young, Jr. events.

↑ 28%
Cub Scouts

↑ 40%
Girl Participation

↑ 35%
Diverse Market Participation



★ Unforgettable Events

Outdoor Learning Experiences: Summer and Winter Camp, Cub Overnighter, ONSC's new Trail Head Event for Arrow of Light Transfer Scouts highlight yet another strong and productive year of activities designed to deliver adventure, teach life skills and promote advancement for our Scouts. Nearly 3,000 youth attended our major camping events along with 1,600 adults in addition to the Unit's monthly camping and program activities.

The Road Ahead: in 2025 Old North State will host the Order of the Arrow Section Conclave, National Camping School and will announce major improvements to Merit Badge Universities, Day Camps and Fishing Days. In addition, the council will actively be recruiting Scouts to attend the highly anticipated 2026 National Jamboree that will run concurrently with our Nation's 250 celebration. Excitement is already being built for what promises to be a landmark event.

★ Scholarships

In 2024, ONSC provided extensive financial support for registration, camping and activities to ensure all youth and some adults experience the scouting adventure and are duly recognized. Over \$36,000 was awarded in the form of direct subsistence and \$100,000 in recognition and awards. Local scouts also enjoyed National Scholarships from the Eagle Scout Association and Sporty's Aviation Exploring Club of \$20,000 or more for their secondary education or workforce endeavors.

★ Community Service

Scouts contributed 10,000 service hours valued at \$300,000, including 25,000 pounds of food collected for local agencies. Eagle projects support schools through outdoor classrooms, nature trails, and educational initiatives.

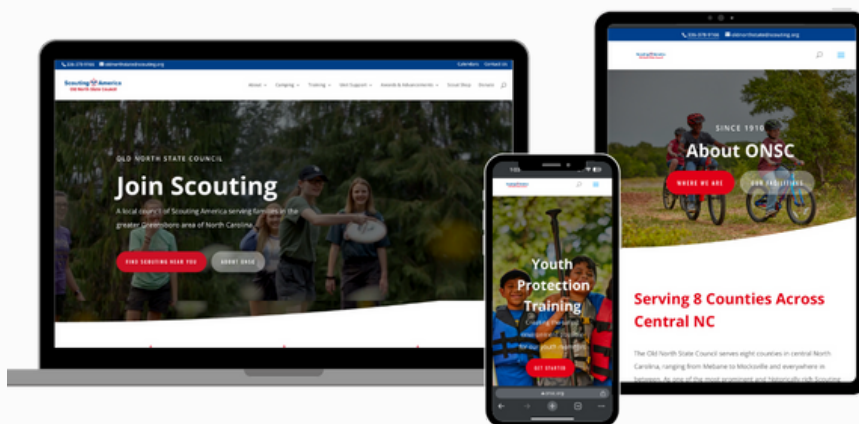
★ Elevating Our Brand

Scouting's Positive Message:

The Old North State Council made transformative investments in its 2024 Communications and Marketing strategies. Combined with Scouting America's aggressive marketing efforts, BeAScout.org reached all-time high traffic levels. For the first time in years, media sentiment shifted positive, reinforcing the impact of Scouting.

New Web Site WWW.ONSC.ORG

ONSC contracted a full time Marketing Specialist, developed a new council web site, created a specialized landing page for membership growth, built a wireless internet umbrella over the entire Cherokee Scout Reservation for volunteer conveniences and camper safety and consolidation all of its phone, computer and internet systems into a unified system. These changes improve customer satisfaction and allow for far better volunteer – council communications.



★ Advocacy and Safeguarding Youth

Youth Protection: Old North State has always been a perennial leader in youth safety and 2024 was no different as multiple safety and training courses were conducted and our Youth Protection Training maintained near 100 participation level each month.

Appropriate Facilities: The commitment to the internet project at Cherokee Scout Reservation now provides full access to our First Alert system to youth, leaders and parents in the case of any threats to our camper's safety. In addition, over 50 appropriate security cameras were installed throughout camp to assist camp directors in maintaining a positive camping experience.

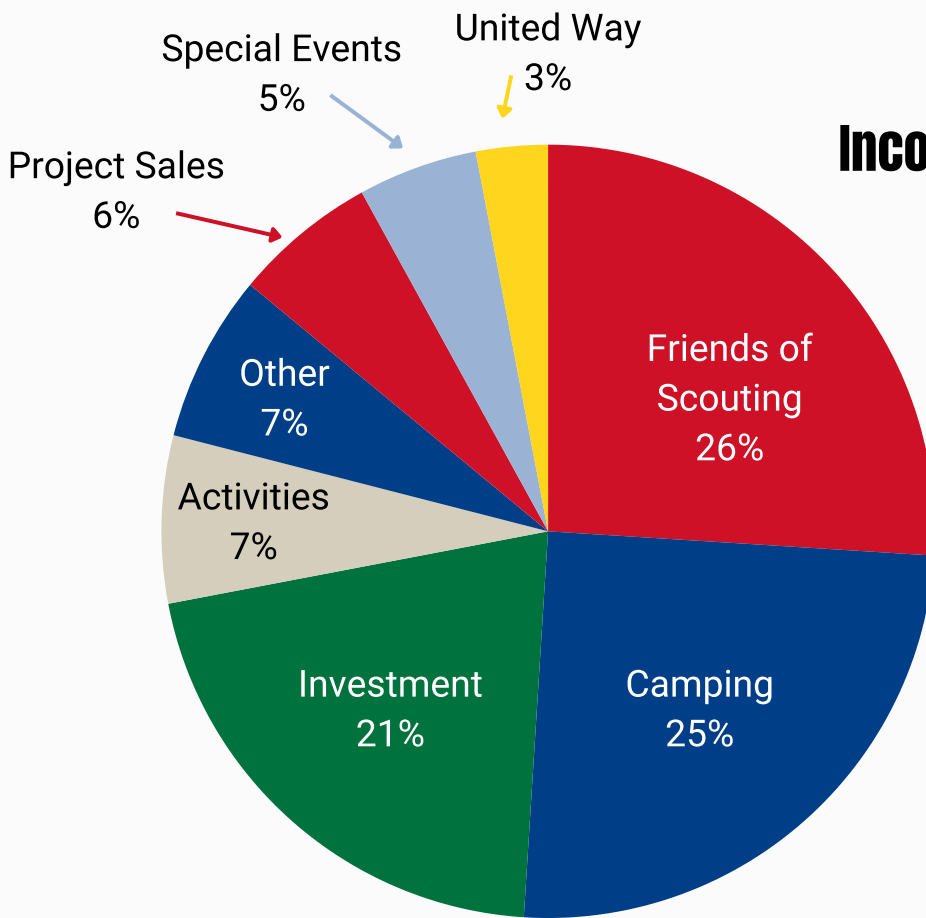
Financial Sustainability | Who Pays For Scouting?

| Program | Revenues | Disbursements |
|--------------------------------|--|---|
| Youth Member Family | <ul style="list-style-type: none"> • Personal Savings • Camp Card Sale • Popcorn Sale • Relatives | <ul style="list-style-type: none"> • Uniform and Handbooks • Personal Equipment • Camping Fees • Unit Dues |
| The Unit | <ul style="list-style-type: none"> • Unit Dues • Project Sales • Approved Money Earning Projects | <ul style="list-style-type: none"> • Camping Equipment • Registration Fees • Supplemental Training • Unit Events |
| Charter Partners | <ul style="list-style-type: none"> • Organization's Budget | <ul style="list-style-type: none"> • Meeting Facilities • Occupancy Expenses |
| Old North State Council | <ul style="list-style-type: none"> • Friends of Scouting • Camping / Activities • Special Events • Product Sales • Endowments, Major Gifts and Trust Fund | <ul style="list-style-type: none"> • Professional Executives • Scout Service Center • Program Facilities • Risk Management • Insurance • Member/Unit Growth |
| Scouting America | <ul style="list-style-type: none"> • Member Registrations • Council Charter Fees • Scout Shops • National Trust Fund | <ul style="list-style-type: none"> • High Adventure Bases • Program Design • Communications • Local Council Service |

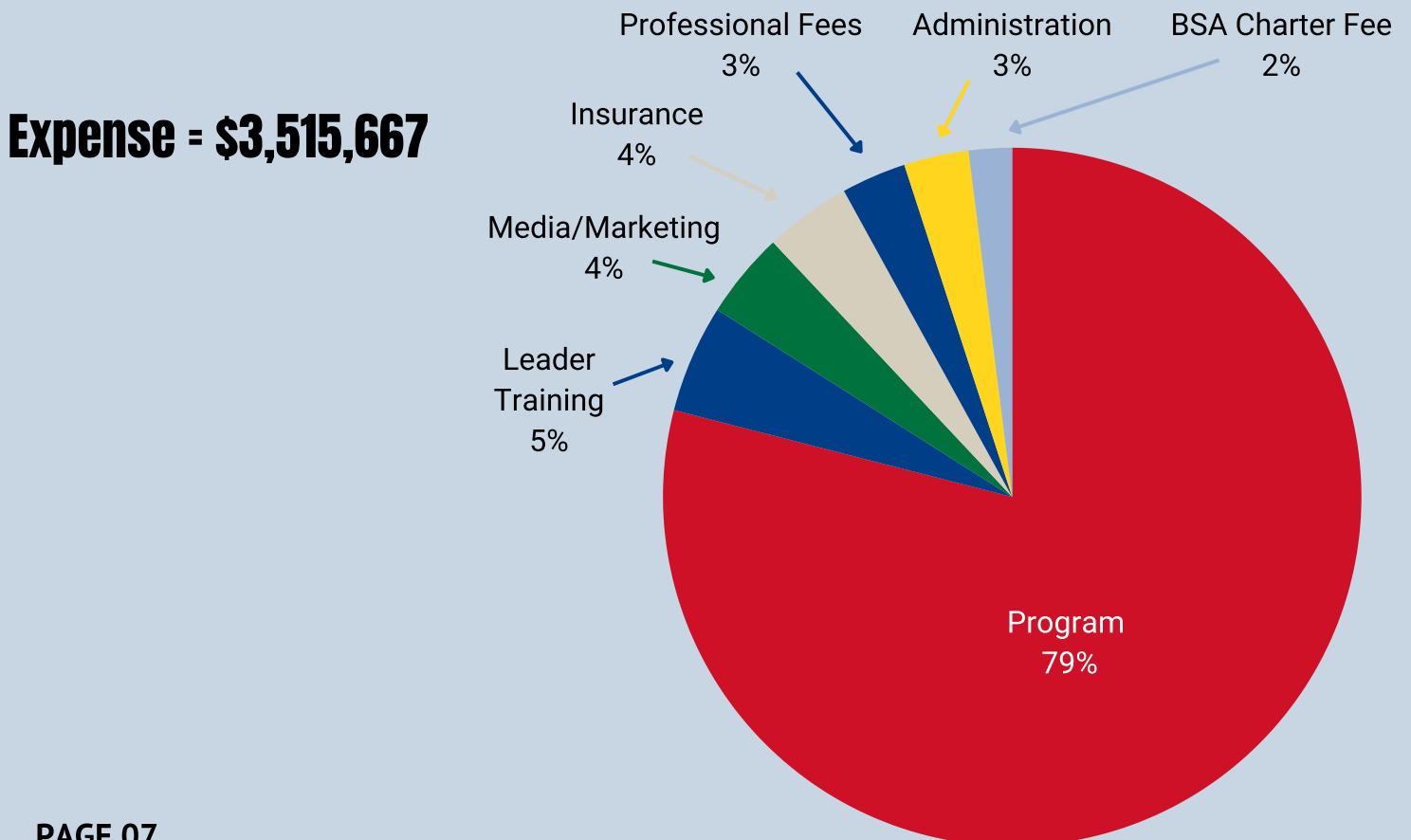
Stewardship and Governance



Old North State Council's annual operating budget and financial needs including staff management, is determined and overseen by a volunteer finance committee and executive board composed of a diverse group of Triad business, community and longtime scout volunteers. Strong fiscal accountability is utmost to ensure donations are strictly utilized in the development and sustainability of local pro-grams. ONCS is independently audited annually by Apple, Kocaja & Associates, PA.



Income = \$2,329,312



Expense = \$3,515,667



Royce Reynolds Family Scout Center

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“All good men and women
must take responsibility to create
legacies that will take the
next generation to a level we
could only imagine.”

-Jim Rohn