

ANOTHER YEAR OF
**GREAT,
SAFE
SCOUTING
ADVENTURES**

2012-2013 ANNUAL REPORT



It starts with Scouts.



Andrew Price
Chief Commissioner and
Chair of the Board of Governors



Kaylee Galipeau
National Youth Commissioner
and Chair of the National Youth Network



Ian Mitchell
Executive Director – Field Services

CONTENTS

A message from Scouts Canada National Key 3	1
Revitalizing our programs from the grassroots up	2
Spring campaign raises the bar on retention and recruitment	3
Helping our Volunteers deliver great, safe Scouting adventures	5
Making it easier to celebrate Scouter excellence	6
Reflecting on CJ'13	8
Growing Canada's next generation of scientists	10
Fun, adventure, challenge — camp is where Scouting truly comes alive	12
Scouts Canada puts a youthful foot forward	15
impACT 2012: Scouting youth make their mark	16
A commitment to leadership in youth safety	17
Microsoft helps Scouts Canada work smarter, better, faster	18
Recognizing our Donors	19
Member census 2012-2013	20
Summary financial statements of Scouts Canada National operation	21

A MESSAGE FROM SCOUTS CANADA

NATIONAL KEY 3

As we look back on the 2012-13 Scouting year, we have much to be proud of. We made a positive impact on the lives of approximately 70,000 young people from coast to coast. The great adventures they had were supported by 28,000 of Canada's most dedicated volunteers and a small, but capable, corps of professional Scouters.

Scouting youth in Canada were able to benefit from several national and international events; events that delivered the type of adventure and excitement that only comes from Scouting – impACT 2012, CJ'13, and Moot 2013 to name a few. Good Turn Week was celebrated more widely, recognizing the promise we first make in Cub Scouts to do a good turn for someone every day.

Our program revitalization team continued its work designing new materials that will help us meet the needs of our young people. The support of Imperial Oil Foundation helped us launch our STEM programs, opening the doors to exploration of science, technology, engineering and math. We've affirmed our commitment to safety, and we're assembling tools to equip Scouters to deliver great, safe Scouting adventures each and every week.

We invite you to explore these and other notable achievements in this annual report.

From Scouters to participants, Support Scouters to parent helpers, community partners to sponsors, every one of you has played a key part in helping us achieve our Mission of developing well-rounded young people, better prepared for success in the world. As we look ahead at the Scouting years to come, we still have work to do and we need your help to be successful. We need to stay focused on sharing the Scouting experience with more young Canadians; with such a powerful Mission, how can we settle for anything less than being bigger and better than we have ever been before?!

Thank you again for all you have done and will continue to do to support Scouting in Canada.

Yours in Scouting,



Scouts Canada National Key 3



REVITALIZING OUR PROGRAMS FROM THE GRASSROOTS UP

Over the past year, great work continues to be accomplished as we revitalize our programs to make them relevant to the needs and aspirations of today's youth, while staying true to the Scouting tradition. The goal is to put adventure front and centre in our programs and to focus on what Scouting can provide for the growth and development of our Scouting youth in all five Sections. At the same time, we are also focused on the needs of our Scouters, providing resources that help them deliver a program that appeals to Scouting youth.

The Program Revitalization Team has conducted Council engagement sessions and "town halls" with members across Canada to present program revitalization concepts and gather feedback. CJ'13 included five nights of INDABA Sessions for Scouters, as well as a drop-in tent for all members located at the X-Centre. This outreach to membership has been invaluable as we gather ideas from both youth and Scouters on what they would like to see in new or revitalized programming.

2014 will see the launch of pilots in Groups across Canada to test revitalized program components and to prepare for full roll out of our revitalized programs.



SPRING CAMPAIGN RAISES THE BAR ON RETENTION AND RECRUITMENT

This is the second year that Scouts Canada put a strong push behind registering current and prospective members for the new Scouting year in the spring, and the results were impressive. We saw a 60% increase in retention of current members over 2012 spring campaign results and a 155% increase in recruitment of new youth participants.

The increases reflected success on multiple levels: Scouters in Groups, Areas and Councils across Canada were effective in building a sense of urgency around registering for the new Scouting year. Our Help Centre was able to address the increased call volume from members seeking to renew and from parents eager to locate a group for their child. Online registration expedited renewals and first-time registrations and made it easier for leadership to monitor the success of the initiative.

**INCREASE IN
RETENTION**

60%

**OVER SPRING
2012**



155%

**INCREASE IN
NEW YOUTH**



Marketing support helped set the stage for success by building interest and demand. Our Recruitment Toolkits – a recruitment campaign in a box – were mailed out to all Group Commissioners for a second year, an online advertising campaign drove prospects to the Scouts Canada website and registration page and a public relations effort saw positive stories about Scouting published in print, online and on television across Canada.





HELPING OUR VOLUNTEERS DELIVER GREAT, SAFE SCOUTING ADVENTURES

The Scouts Canada training team launched a number of exciting new training opportunities in the 2012-2013 Scouting year to ensure that we have the right volunteers in the right roles, equipped to deliver on our Scouting promise.

The training team produced a new Wood Badge Part 1 (WB1) course for Group Committee members. This course fills a training gap and provides the fundamentals of our volunteer support strategy, equipping Group Committee members to deliver on the volunteer support outcomes for the other Scouters in their Group. The Group Committee WB1 also begins to build parts of the Support Scouter Training Matrix, which will continue to be developed in 2013-2014. We also completed a training video for volunteer screening interviewers –

Volunteer Screening; It's Our Duty – that addresses all recent updates to Scouts Canada Child and Youth Safety policies and procedures. A number of our partners from Canada's leading youth safety and youth-serving organizations participated in the new training tool, collaborating with Scouts Canada to play a leadership role in keeping Canadian youth safe.

The results have been strong, with 22,613 volunteers completing 54,691 milestone courses over the past year via the eLearning platform and more than 120 in-person courses were delivered across the country.



MAKING IT EASIER TO CELEBRATE SCOUTER EXCELLENCE

The past year saw the National Recognition Network make further progress towards building a lasting foundation for the Outstanding Service Award (OSA) program. We also hit a few significant milestones. The OSA program was integrated with myscouts.ca, enabling a fully-automated recognition process that is more user-friendly. Also, the National Recognition Network launched a revised Recognition Guide to help our members and stakeholders better understand the enhancements which were recently implemented to Scouts Canada recognition programs.

These changes and resources have led to significant growth in our recognition programs. The Outstanding Service Awards program received over 10,000 Commendations since the process was enhanced in May 2012, and the Milestone Recognition Program for volunteers with less than five years of service, has now recognized more than 25,000 Scouters with a small gift for their years of dedicated service.





REFLECTING ON CJ'13

There's nothing quite like 7,000 Scouts and Scouters gathered at a great camp for a week to reveal the magic of Scouting.

The **Canadian Scout Jamboree 2013 – CJ'13** – saw youth and volunteers from all over Canada gather for amazing fun-filled week at Sylvan Lake this past July. The Jamboree gave participants the opportunity to experience new challenges and bring back great memories, such as random

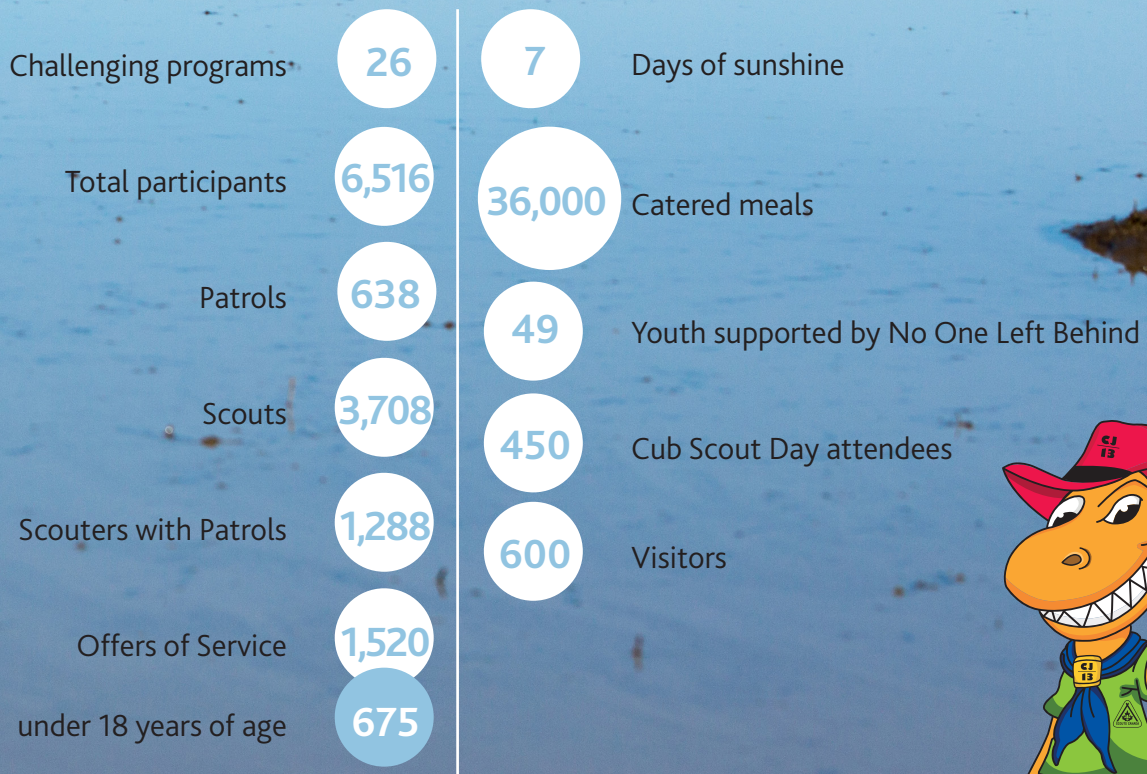
appearances from Albert, The Albertasaurus, the CJ'13 mascot, all over the event, the amazing buzzing energy at the X-Centre, performances by cool bands and badge trading galore! This Jamboree was a once-in-a-lifetime experience for our youth.



“ GREATEST SCOUTING EVENT EVER, ACCORDING TO MY SON. HE STILL CAN'T STOP TALKING ABOUT IT.” – ERIN

"SHE HAD A WONDERFUL TIME AND SAID THE FACILITIES WERE AMAZING AND LOVED THE FOOD. WANTS TO MAKE THE SAUSAGES FROM THE RECIPE AT HOME!" - MELINDA

THE NUMBERS TELL THE STORY OF THE SCALE OF EFFORT DELIVERED BY OUR DEDICATED VOLUNTEER ORGANIZERS AND OFFERS OF SERVICE:



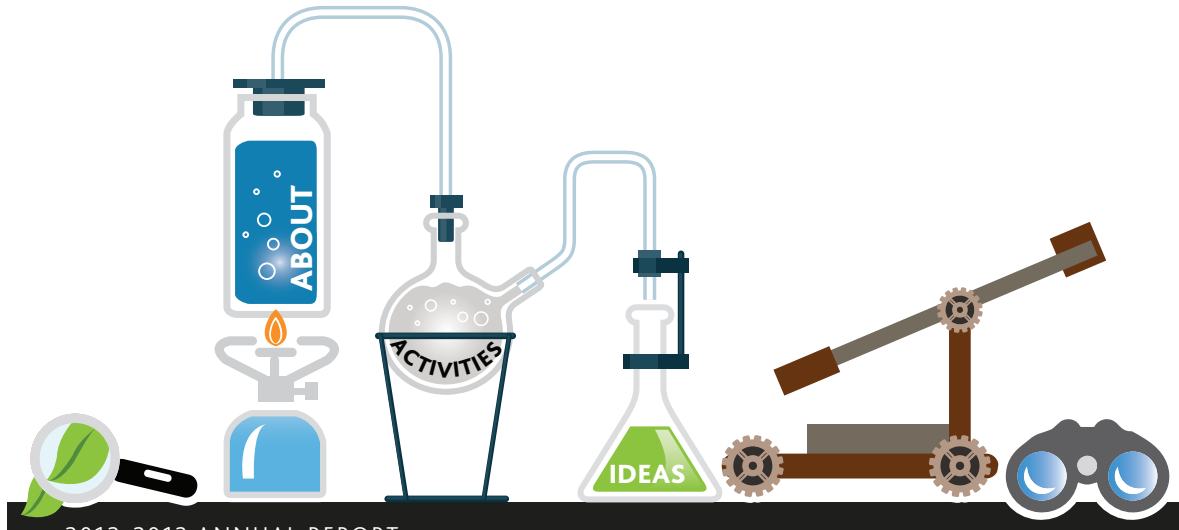
GROWING CANADA'S NEXT GENERATION OF SCIENTISTS

We've covered a lot of ground since Scouts Canada and Imperial Oil Foundation announced a joint commitment to promote interest in the fields of science, technology, engineering and mathematics (STEM). STEM programming has been developed by a national network of volunteers, the first trials were completed successfully and we are well into start-up mode.

The STEM program launched officially at CJ'13 with a robotics activity that proved to be a big hit among Scouts and Scouters alike. Next came our STEM pilots that have deployed in 170 Sections with more than 2,500 youth participating: 19 Councils are conducting three STEM projects for Beaver

Scouts, three projects for Cub Scouts, and two projects for Scouts. Feedback is being collected through an online evaluation survey to support ongoing enhancement of STEM programming, and we recently launched a [website](#) where STEM participants will be able to share learnings and best practices in the coming year.

STEM is made possible through the generous support of the Imperial Oil Foundation and ExxonMobil Canada who are working with Scouts Canada to help nurture future Canadian scientists, engineers and mathematicians, to help meet the growing demand from companies and academic institutions.





FUN, ADVENTURE, CHALLENGE — CAMP IS WHERE SCOUTING TRULY COMES ALIVE

Scouts Canada has more than 125 camps across the country, and we've launched a number of projects to encourage greater use of these precious resources to ensure that they are managed to support tomorrow's outdoor adventures.

To make our camps more accessible to Scouts Canada members and others looking for an outdoor experience, we've introduced the

Camps and Outdoor Programs Locator that provides detailed information on each of Scouts Canada's camps, their facilities and programs. The Locator is available [online](#), and there's a [PDF version](#) that you can download for use when your excursion takes you out of cell range. Both versions have been widely used, with the PDF downloaded over 3,400 times since being posted. Also, in the new Scouting year, keep an eye out for updates on our national camp online reservation system.

THE CALL OF A LOON. THE DYING EMBERS OF A FIRE.
THE LAUGH OF A FRIEND. MY FIRST TIME SLEEPING IN A TENT.
THE SOURCE OF LIFE-LONG MEMORIES.



125 CAMPS

across the country

To keep great camp adventures coming in the future, we have launched the Adventure Centre Pilot program at Camps Barnard (BC), Byng (BC), Impeesa (AB), Blue Springs (ON), Tamaracouta (QC) and Nedooae (NS). Each have received their accreditation packages and

volunteer teams are producing outstanding examples of high-quality outdoor programs which will be shared across the country, ensuring that Scout camp fun, adventure and challenge continue for generations to come.



SCOUTS CANADA PUTS A YOUTHFUL FOOT FORWARD

Scouting is all about providing new opportunities to young people that help them develop into well-rounded youth, better prepared for success in the world. This past year we've continued to involve youth at every level of the Movement, providing them with early opportunities to lead and represent Scouting at home and all around the world.

Through **Good Turn Week**, youth bring the Scouts Canada brand to life through positive action in communities across Canada. Good Turn Week saw tremendous growth this past year, with media hits increasing 183% over 2012 and Scouting youth featured in every story.

Our second annual **Scouts Day on the Hill** took place in February with a delegation of 85 youth members and volunteers descending on Parliament Hill to meet with Honorable Members, Ministers and Senators. Through the collaboration of Scouts Canada, l'Association des Scouts du Canada and the Scouts Canada Parliamentary Friendship Group, youth took part in almost 40 meetings with Parliamentarians and gained leadership training first-hand by engaging with Canada's key decision makers and influencers.

Many of the youth participating in both Good Turn Week and Day on the Hill are members of our **Youth Spokespersons Program (YSP)**, a team of youth aged 14 – 22 who are recruited to share their passion for Scouting through dozens of media interviews and campaigns that build awareness of initiatives such as summer

camping, registration, Scouting diversity and inclusiveness and, of course, Good Turn Week.

This past year saw the largest number of youth to date engaged as Youth Spokespeople, each provided with professional media training to help them hone their presentation and interview skills.



impACT 2012: SCOUTING YOUTH MAKE THEIR MARK

After a 12-year hiatus, a Scout Canada youth conference was held in October of 2012. impACT 2012's success was truly driven by its organizers - all under 25 years of age – who created a program packed with inspirational keynote speakers, collaborative breakout sessions, engaging outreach projects, significant skill development and, of course, unforgettable special events. The goal was worthy in itself – to equip participants with the skills to succeed in any Scouting role and to have a positive impact in our world – but it was the energy and passion of the participants that truly made the conference a success.

John C May, Secretary General of the Duke of Edinburgh's International Award and Vice Chair at WOSM, spoke at the event, and in a blog post following his visit he reflected on how, for him, the weekend showcased Scouts Canada's commitment to sustaining Scouting as a modern, values driven, youth movement. It's worth a read, and you'll find it [here](#). Overall, the impACT event was one successful weekend filled with laughter, fun and personal development!





A COMMITMENT TO LEADERSHIP IN YOUTH SAFETY

The past year has seen Scouts Canada strengthen its commitment to safety as a core value, implementing a number of new and enhanced policies and procedures. The health and safety of our members must remain Scouts Canada's top priority – to that end, we formed the Scouts Canada National Safety Committee, a team of Scouts, Scouters and external volunteers who bring a wealth of experience in areas such as safety management, child health and public safety.

Within Scouting, the Committee will support overall Scouting safety by researching and proposing safety management systems, identifying processes and tools to enable safe program delivery, facilitating the sharing of best practices and serving as safety champions by building awareness of our safety culture among Scouts Canada members, Scouting families and the Canadian public.

Committee members will also advance our role as a safety leader through advocacy on issues that impact all children and youth across Canada. Scouts Canada is working with partners in the national youth serving agencies to make sure that gaps in Canada's youth safety net remain high on federal legislator's radar. The federal government recently announced that one of the issues that we have been lobbying for – a national registry of child abusers – is on the legislative agenda for the coming year.



MICROSOFT HELPS SCOUTS CANADA WORK SMARTER, BETTER, FASTER

In April 2013, Scouts Canada and Microsoft engaged in a partnership that saw us migrate to Office 365, and the impact was instantaneous.

Bringing together hundreds of staff and volunteers from all across Canada, Office 365 offers greater collaboration opportunities with Sharepoint, improved efficiency and increased communication across multiple platforms and devices. "The conversations we had changed the day Office 365 went live," said Adam Benson, Deputy National Commissioner for Organizational Development, Scouts Canada. "We used to spend our time working to keep the servers running day-to-day. With Office 365 we can now focus on what really matters, how to use our new tools to enhance our communications and collaboration across the country. Office 365 has really changed the way that we work."

In addition to Office 365, Microsoft generously provided an in-kind donation including software and tablets valued at almost \$600,000. We will use over the next three years to support delivery of great, safe Scouting adventures.



Microsoft

RECOGNIZING OUR DONORS

Scouts Canada wishes to thank its lead supporters and donors for 2012-2013

GOLDEN MAPLE \$75,000 +

Microsoft
Trail's End Popcorn
Government of Canada
Imperial Oil Foundation and Exxon Mobil Canada Ltd
TELUS
Ingram, Estate of George

GOLDEN CEDAR \$50,000 - \$74,999

Sears Canada Inc
Hot Wheels
Burger, Estate of Gerald

GOLDEN BIRCH \$25,000 - \$49,999

National Bank of Canada
Smart Centres Management Inc
David Huestis
Harold Crabtree Foundation
RBC Foundation
Sustainable Forestry Initiative

GOLDEN WILLOW \$10,000- \$24,999

The Dominion of Canada General Insurance Company
John Neysmith

SILVER MAPLE \$5,000-\$9,999

Barbara Brooks
Henry Kielar
Benefaction Foundation
General Motors of Canada Ltd.

SILVER CEDAR- \$2,500- \$4,999

Robert Meldrum
Canada Towers Inc.
Go RV & Marine, Leduc Ltd.
Marsh Canada Ltd.
Wet Water Industries
Ann and Roger Phillips Foundation
Macaulay, Estate of Douglas
Agilitek Corporation
Ann Marie Sweeney
Lucas Smith
James Sweeney
Joan and Clifford Hatch Foundation
Dataworld Canada Inc.
Bernard Loken

MEMBER CENSUS 2012-2013

Total Volunteer Membership

27,898

Total Youth Membership

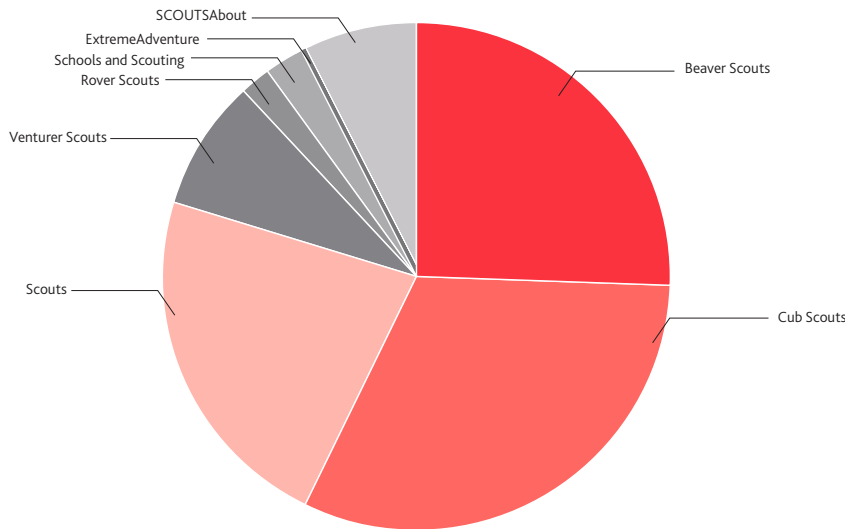
69,946

Total 2012-2013 Membership

98,140

Employees

296



Beaver Scouts	17,925
Cub Scouts	22,158
Scouts	15,736
Venturer Scouts	5,971
Rover Scouts	1,149
Schools and Scouting	1,654
Extreme Adventure	221
SCOUTSabout	5,132
Total Youth Membership	69,946

SCOUTS CANADA NATIONAL OPERATION

YEARS ENDED AUGUST 31, 2013 AND 2012



REPORT OF THE INDEPENDENT AUDITORS ON THE SUMMARY FINANCIAL STATEMENTS

To the Board of Governors of Scouts Canada National Operation

The accompanying summary financial statements of Scouts Canada National Operation, which comprise the summary statements of financial position as at August 31, 2013, August 31, 2012 and September 1, 2011 and the summary statements of operations for the years ended August 31, 2013 and August 31, 2012, and related notes, are derived from the audited financial statements prepared in accordance with Canadian accounting standards for not-for-profit organizations, of Scouts Canada National Operation as at August 31, 2013, August 31, 2012 and September 1, 2011, and for the years ended August 31, 2013 and August 31, 2012.

We expressed an unmodified audit opinion on those financial statements in our report dated November 16, 2013.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations applied in the preparation of the audited financial statements of Scouts Canada National Operation. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Scouts Canada National Operation.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements on the basis described in note 1.

Auditors' Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements".

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of Scouts Canada National Operation as at August 31, 2013, August 31, 2012 and September 1, 2011, and for the years ended August 31, 2013 and August 31, 2012 are a fair summary of those financial statements, in accordance with the basis described in note 1.

A handwritten signature in black ink that reads 'KPMG LLP' with a horizontal line underneath.

Chartered Accountants, Licensed Public Accountants

November 16, 2013

Ottawa, Canada

SCOUTS CANADA NATIONAL OPERATION

Summary Statements of Financial Position

August 31, 2013, August 31, 2012 and September 1, 2011 (In thousands of dollars)

	August 31, 2013	August 31, 2012	September 1, 2011
ASSETS			
Current assets	\$ 6,885	\$ 6,421	\$ 8,358
Investments	11,134	10,684	10,717
Tangible capital and intangible assets	2,458	2,257	2,357
Prepaid pension costs	4,169	4,014	3,344
Employee future benefits recovery receivable	984	1,130	1,643
Loans receivable from related parties	–	–	10
	\$ 25,630	\$ 24,506	\$ 26,429
LIABILITIES AND FUND BALANCES			
Current liabilities	\$ 3,697	\$ 3,010	\$ 2,978
Deferred capital contributions	593	–	–
Loans payable to related parties	305	405	505
Accrued employee future benefits	5,756	5,923	5,955
Fund balances	15,279	15,168	16,991
	\$ 25,630	\$ 24,506	\$ 26,429

See accompanying notes to summary financial statements.

Summary Statements of Operations

Years ended August 31, 2013 and 2012 (In thousands of dollars)

	Operating Fund	Restricted Funds	Total 2013	Total 2012
REVENUE:				
Membership fees	\$ 4,578	\$ –	\$ 4,578	\$ 4,994
Retail	4,518	–	4,518	4,700
Fundraising	1,832	85	1,917	1,889
Other	874	209	1,083	717
Canadian Jamboree	3,667	–	3,667	–
	15,469	294	15,763	12,300
EXPENSES:				
Salaries and benefits	4,169	–	4,169	4,702
Retail expenses	3,274	–	3,274	3,546
Program services	379	–	379	453
Membership services	406	–	406	340
Technology services	306	–	306	296
Financial services	457	–	457	330
Marketing and communications	1,001	–	1,001	777
Fundraising expenses	265	–	265	203
Administration	651	–	651	680
Compliance and governance	507	900	1,407	2,055
Human resources management	430	–	430	308
Canadian Jamboree – direct expenses	3,217	–	3,217	–
Restricted funds	–	185	185	602
	15,062	1,085	16,147	14,292
Excess (deficiency) of revenue over expenses before the undernoted	407	(791)	(384)	(1,992)
Change in unrealized gain on investments	(62)	278	216	135
World Scout Foundation donations	–	279	279	34
Excess (deficiency) of revenue over expenses	\$ 345	\$ (234)	\$ 111	\$ (1,823)

See accompanying notes to summary financial statements.

SCOUTS CANADA NATIONAL OPERATION

Notes to Summary Financial Statements

Years ended August 31, 2013 and 2012

Scouts Canada is a national organization operating programs aimed at contributing to the development of young people in achieving their full physical, intellectual, social and spiritual potential as individuals, as responsible citizens and as members of their local, national and international communities through the application of Scouts Principles and Practices.

Scouts Canada was incorporated on June 12, 1914, by an Act of the Canadian Parliament and is a registered charity under the Income Tax Act, and as such is not subject to income taxes. Scouts Canada National Operation is responsible for the national activities of Scouts Canada and provides services to the Provincial and Regional Councils of Scouts Canada.

On September 1, 2012, the National Operation adopted Canadian accounting standards for not-for-profit organizations in Part III of the CICA Handbook. These are the first financial statements prepared in accordance with Canadian accounting standards for not-for-profit organizations.

In accordance with the transitional provisions in the not-for-profit accounting standards, the National Operation has adopted the changes retrospectively, subject to certain exemptions allowed under these standards. The transition date is September 1, 2011 and all comparative information provided has been presented by applying not-for-profit standards.

1. Summary financial statements:

The summary financial statements are derived from the complete audited financial statements, prepared in accordance with

Canadian accounting standards for not-for-profit organizations, as at August 31, 2013, August 31, 2012 and September 1, 2011, and for the years ended August 31, 2013 and August 31, 2012.

The preparation of these summary financial statements requires management to determine the information that needs to be reflected in the summary financial statements so that they are consistent, in all material respects, with or represent a fair summary of the audited financial statements.

These summarized financial statements have been prepared by management using the following criteria:

- (a) whether information in the summary financial statements is in agreement with the related information in the complete audited financial statements; and
- (b) whether, in all material respects, the summary financial statements contain the information necessary to avoid distorting or obscuring matters disclosed in the related complete audited financial statements, including the notes thereto.

Management determined that the statement of changes in net assets and cash flows do not provide additional useful information and as such have not included them as part of the summary financial statements.

The complete audited financial statements of Scouts Canada National Operation are available upon request by contacting the management of Scouts Canada National Operation.





It starts with Scouts.

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Ottawa, (Ontario) K2C 0A7

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Scouts.ca