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2016-2017
**ANNUAL
REPORT**

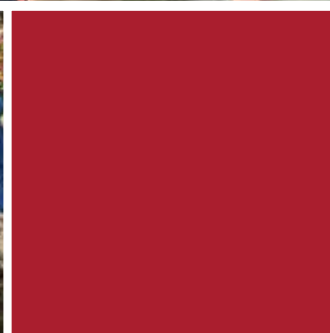
A Great Year for
**SCOUTING
IN CANADA**



It starts with Scouts.

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Message from the Key 3

Looking back on 2016–17, the first thing that comes to mind is, “What a great year for Scouting in Canada!”

We contributed to creating a better world through dozens of community service and environmental projects in every province. Scouts and Scouters experienced countless Scouting “firsts” on The Canadian Path, and through adventures and events at home and abroad. The 13th Canadian Jamboree saw thousands of Scouts and Scouters converge on Camp Nedooae in Nova Scotia to participate in over 60 unique adventures. And through our collective hard work, greater numbers of Canadian youth finished the year “better prepared for success in the world” as our membership grew by 2,022 full-time participants over last year.

Youth-led efforts played a major role in bringing the Scouting Mission to life in communities across Canada. Hundreds of Scouts participated in Good Turn Week projects that filled food banks, made public spaces more accessible and brought neglected parklands back to life. The RBC Foundation provided generous financial support and, in partnership with the Canadian Red Cross, we delivered free first aid

training to over 800 youth in Halifax, Ottawa, Toronto and Vancouver. With support from TD Friends of the Environment Foundation, Scouts have been planting trees and maintaining greenspace through environmental projects that form a living legacy of Scouting’s impact—most notably 750 trees in a Fort McMurray park devastated by wildfire.

We also want to celebrate the commitment of Scouters to delivering a quality program that meets the needs and aspirations of today’s youth. Over the past year, nearly 4,000 Scouters completed Wood Badge I training for The Canadian Path. 1,310 Sections achieved their Program Quality Awards, and 815 youth were granted their Top Section Awards. With this many adventures happening throughout the year, we can be sure that youth will come back for more..

Our focus on Scouting safety has remained strong throughout this past year with the introduction of Respect in Sport training and a new Youth Code of Conduct. When Sheldon Kennedy, Co-Founder of Respect Group, visited our National Service Team meeting in April, he clearly articulated the opportunity ahead of us: “Many youth may look up to Scouters as the most trusted adult in their lives, and the safest place for kids may be at a Scouting event, under your care. Our goal is to give good people the tools to be even better.” Our Scouters take this responsibility very seriously, and we will ensure that they continue to have access to the most up-to-date safety training and resources available.

We encourage you to read this year’s annual report to find out more about what we have accomplished together. We also want to thank each of our Scouters and every one of our staff for your hard work throughout the year. Through your combined efforts, you have given youth across Canada the opportunity to grow, to challenge themselves, and to experience incredible adventures that they will only find in Scouting.



Andrew Price

Executive Commissioner & CEO

John A. Estrella

National Commissioner

Caitlyn Piton

National Youth Commissioner



“The Scouting program has given me the opportunity to develop my leadership skills, make lifelong friendships, and experience amazing outdoor adventures. From emceeing Scouting events to becoming a role model for younger sections, there are many ways to get involved and gain leadership skills. My role as a Youth Spokesperson for Scouts Canada (YSP) has provided me with a platform to share my Scouting stories, and inspire young Canadians to join the movement.”

Inara Mawji, Youth Spokesperson

Youth Leadership & the voice of Scouts Canada

As the voice of Scouting, Youth Spokespersons (YSP's) play a large part in raising awareness of how Scouts Canada prepares youth for success. Through media interviews, *ScoutingLife* articles and community events, the Youth Spokesperson program is encouraging even more youth to reap the benefits of Scouting.

The past year saw our YSP's expand their skillsets by taking the conversation online through social media takeovers, video production and MyAdventures blog posts. Over the 2016–2017 Scouting Year, 50% of our online content was generated by youth, showcasing their adventures, community service and personal development through stories in *Scouting Life* and on social media, and through partnerships with CAA and the Nature Conservancy of Canada. From safe Scouting blogs to media interviews on fire and outdoor safety, YSP's also played a part in sustaining Scouts Canada's role as a safety leader.

“The experiences that I have gained over the years as a Youth Spokesperson has been filled with fun, media opportunities and the ability to help shape Scouts Canada's public image. Having the resources, staff support and interactions within the Scouting community has proved to be invaluable for me to be able to discuss and present Scouting initiatives and activities through various forms of media. The program is a great way for youth who wish to promote all that the organization does and has to offer!”

Edward Tse, Youth Spokesperson, Regional Lead, Eastern Ontario & Quebec Region.





Giant steps on The Canadian Path

“The Canadian Path allows youth to make their own decisions, gain responsibility, learn from their past actions and from each other. This allows youth to become engaged with the program, become independent, become more confident and participate in the program they want to be in.”

Gina Kim, Youth Spokesperson

CJ'17 on The Canadian Path

The Canadian Path is the way Scouting is done in Canada, so it should be no surprise that CJ'17 was no different. The Four Elements—Youth-led, Plan-Do-Review, Adventure and SPICES—were the foundation for CJ'17's planning and were incorporated every way possible. Patrols used Plan-Do-Review as they prepared for their most exciting Scouting adventure yet. Trail Cards were developed for each activity to help facilitate the Four Elements at every step. At St. Andrew's Plaza, The Canadian Path team was on hand to answer questions, provide tips and guide youth on their journey along the path. The virtual reality Outdoor Adventure Skills in The Canadian Path tent were the talk of youth and Scouters alike. And with the STEM team's four escape rooms, Scouts' science and math skills were put to the test.



Resources for your next great Scouting adventure are only a swipe away

This past year saw handbooks and manuals evolve into mobile apps, giving members access to The Canadian Path with the swipe of a finger. All together, the Scouter Manual, Venturer handbooks and Rover handbook have been downloaded over 500 times. Available for iOS and Android, these apps are a great way to get on the path.

With the right tools at hand, it's no surprise that 1,310 Sections were able to demonstrate their commitment to providing a top-notch program by achieving their Program Quality Award.



Cub Scouts Centennial Celebrating 100 years of Adventure, Friendship & Fun

December 16, 2016, marked 100 years of Cub Scouting in Canada. Activity booklets and Trail Cards helped packs from across the country have a howling good time celebrating with friends and family at community events.

Sparking curiosity and imagination with the STEM program

To equip Scouters with tools to facilitate the STEM program in their Section, the 2016–2017 year saw us roll out of in-person training. With two versions of training available, Scouters can learn about the STEM approach, how to use the resources available and how to build an activity. Over the past 8 months, workshops have been held across the country and have received great feedback from participating Scouters. Additionally, three training videos were produced to guide Scouters on how to use the Around the Pond Kit for Beaver Scouts, Space Exploration Kit for Cub Scouts and Robotics Kit for Scouts.

“The Lethbridge 15th Cub Pack set out to celebrate 100 years with a Tobogganing Challenge. The Cubs planned an outdoor party with hot chocolate and cookies for their families. Then we set out to do a run in 100 minutes with 100 glow sticks.”

Alaina McColl (Raksha),
15th Lethbridge Cub Pack



Youth lead the way in sharing our Scouting experiences

Over this past year we introduced a number of new online channels for our members to share their tips, celebrate their accomplishments and broadcast their adventures to the world. Scouting youth of all ages have taken to these new opportunities in a big way, writing stories, sharing videos and shouting their Scouting spirit in more creative ways than ever before.

Scouting Life goes digital

After many decades as a printed magazine, *Scouting Life* launched as an online “zine” in September 2016 where members could submit, share and comment on articles. As a result, we have experienced a much broader reach of our Scouting stories, and more of them are being told by youth. Our monthly page views increased from 24,000 in September 2016 to over 60,000 in August 2017; Scouts, Venturers and Rovers have written over 40% of *Scouting Life* content.

“*Scouting has provided me with the opportunity to explore the natural beauty of my city, try new outdoor activities, and become a well-rounded individual through the various aspects of the Scouting program. Scouts has been an extremely rewarding experience with lots of memories to share, and I look forward to continuing my Scouting journey as a Rover Scout this year.*”

Scouting Life Blog by Inara Mawji, Youth Spokesperson



MAGAZINE FEATURED STORIES MYADVENTURES BLOG SECTION ADVENTURES ADVENTURES ON THE PATH



The Big Splash 2017

TREVOR LUNDY – AUGUST 31, 2017

SECTION & GROUP
Scouts – 1st Kimberley

REGION
Kimberley



Scouts experience new *Adventures on the Path*

Through *Adventures on the Path*, our members are sharing their experiences on The Canadian Path, providing inspiration for new challenges along with tips on how to overcome them. Scouters are using this forum as a source of ideas to help them coach youth through a dynamic, high-quality program.

The Scouting brand gets *Out There* and goes viral

We launched the *Out There* video contest in January 2017 and invited Scouts to submit their most epic Scouting moment on a video for a chance to win cash prizes. The results were out there as well: 78 videos entered, 34,899 votes cast, 39,987 unique visitors and 212,026 video views. It was a great opportunity for Scouts and their families to show the world that kids in Scouts have fun adventures, discovering new things and experiences they wouldn't discover elsewhere.

“Scouting has truly taken me through some amazing things in life that have helped shape me into who I am today. Scouts helped me find my passion in life for working with young people and trying to improve their quality of life. It has even led me in my education as I am just completing my CEGEP (Quebec college) degree in Community, Recreation and Leadership Training at Dawson College, and will pursue Community Development at Acadia University.”

Kaitlyn Patterson,
Assistant National Youth Commissioner



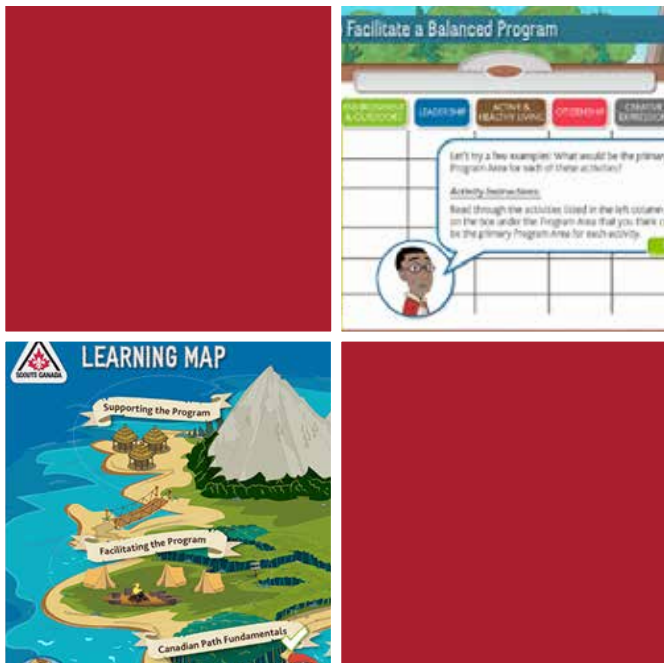


The David Huestis Learning Centre

Equipping our Scouters to deliver safe and adventurous programming

With the development of My Learning Path, Scouters have a visual and interactive way to access online training and track their progress. Now with one Wood Badge to rule them all, Wood Badge I fulfills the Section-specific training requirements for Colony, Pack, Troop, Company and Crew Scouters. Sessions provide Section-specific scenarios and review questions, which reinforce each Section's symbolic framework and age-appropriate application of the Scouting Method.

Previously only available in-person, the 2016–2017 year saw Wood Badge II revitalized to incorporate Canadian Path methodology, in addition to offering Scouters the opportunity to develop competencies in program facilitation, outdoor skills, Scouter support, risk management and safety.



“As a Group living in an urban area we have to get creative with our adventures, like kayaking in our local community swimming pool. The event was a hit! We had 95% turnout.”

Christopher Tindall, Group Commissioner, 186th Ranchlands Scouting Group

Good Turn Week 2017 sets a new standard for caring



**SCOUTS
CANADA
COMMUNITY**

Canadian youth are making a meaningful contribution to creating a better world.

Scouts Canada's Vision is the power behind Good Turn Week, and for the eighth year in a row, Scouts have shown just how inspiring our Vision can be. More youth than ever before participated in dozens of communities across Canada. The partnerships they built with national and local organizations led to the highest levels of community involvement and contributions to date. Media coverage—always strong in past years—posted the strongest results ever with 145% greater reach over Good Turn Week 2016.

- Through a partnership with the Canadian Red Cross, Scouts delivered free first aid courses to over 800 non-Scouting youth across Canada, providing them with life-saving skills and exposing many of them to their first Scouting adventure.
- 33 community projects were delivered—our greatest number yet. 4,912 volunteer hours were logged and 59 community partners donated over \$13,000 to help fund local projects.
- Media coverage was youth-led as well. Youth Spokespersons brought the mission of Scouting into most Canadian households through 68 television interviews in every major market.

For the second year, the RBC Foundation provided generous financial support, and our Scouts and Scouters responded with innovative ideas and a passion for community service.

“Through each act of kindness, Good Turn Week instills in youth the drive to follow in the footsteps of Baden-Powell, who believed that we should all try to make the world a better place, one step at a time.”

**Emily Gartner,
Youth Spokesperson**

Bracebridge Scouting Kindness Kits

The 3rd Bracebridge Scouting Group made 200 Kindness Kits that were given to people in need in Bracebridge, Ontario. The kits included tissues, a box of pasta, cans of food, hats, toothbrushes, socks, and activity books. The Beavers designed cards that went into each kit, along with a bookmark inviting kids to two free Scout meetings.

Youth Helping At-Risk Youth

The 1st West Heights Group in Mission, Alberta brainstormed ways to make their town, a better place. They wanted to help the homeless in their community and consulted with a local social service agency to identify where the need was greatest. The result was 100 backpacks filled with essential items for homeless youth, plus handcrafted notes of encouragement from Beavers and Cubs.

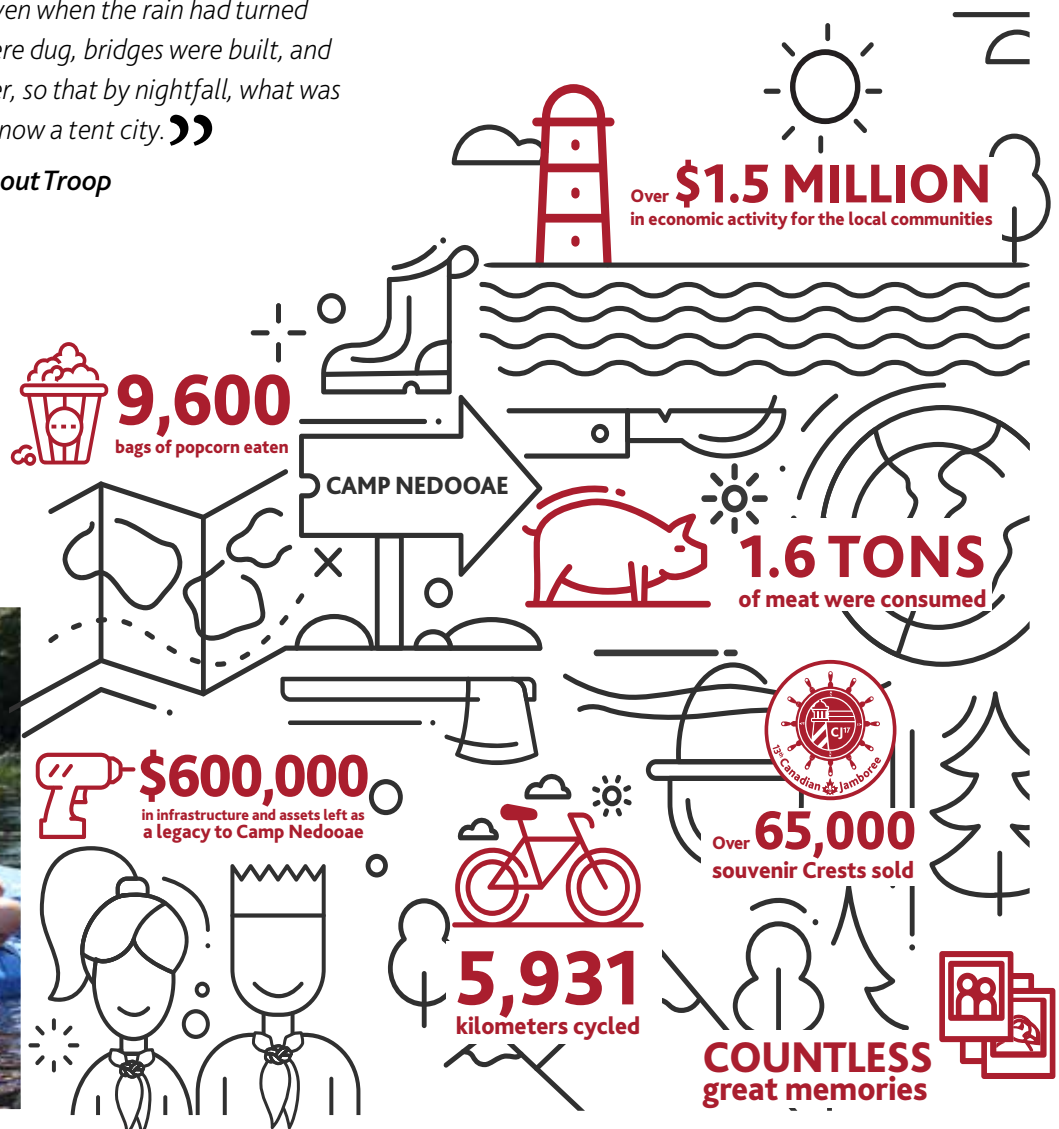


Canadian Jamboree: The ultimate adventure

Scouting adventures have been celebrated with Jamborees in Canada since 1949 in Connaught Ranges, Ontario. With thousands of Scouts at each one, there is no shortage of new friendships, outdoor fun and opportunities to explore new parts of Canada. With 5,500 Scouts and Scouters from across the country embarking on their greatest adventure yet, the Canadian Scout Jamboree 2017 at Camp Nedooae, Nova Scotia was no different. From mud runs to badge trading, new Outdoor Adventure Skills and STEM escape rooms, Patrols forged friendships and memories that will last a lifetime.

“CJ was definitely my greatest Scouting adventure, and I know that I share that feeling with my Patrol and Troop. Though the weather on that first day was somewhat challenging, the Scouting spirit really showed, even when the rain had turned the ground to mud. Trenches were dug, bridges were built, and everyone was helping each other, so that by nightfall, what was once a barren muddy field, was now a tent city.”

Oliver Fleury, 23rd Nepean Scout Troop





World Scout Moot 2017

11

Rover Scouts had the opportunity to explore Iceland at the World Moot 2017. With 165 members, one of Canada's largest Contingents to attend a Moot, Canadian Rovers met other Scouts from across the world, allowing them to learn how Scouting is done in other countries while making new friends along the way.

“The Yorkton Group had a blast at the 13th Canadian Jamboree in Halifax this past summer. It was something none of us had ever experienced before. I'd like to thank Scouts Canada for giving us this amazing opportunity to meet thousands of other people from all over the world.”

Ashton Webster,
8th Yorkton Scout Troop

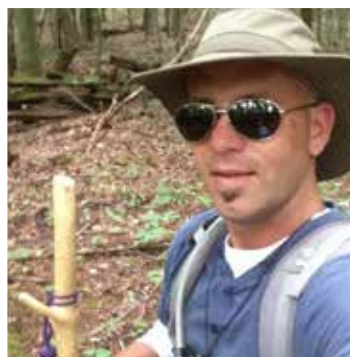
“Rovers and the program allow us to focus on working towards our goals, improving our skills personally and professionally. This played a large role in my journey to the 15th World Scout Moot in Iceland. My purpose and goal for going to the World Moot was to travel somewhere new and to meet people who also have a passion for Scouting. The memories I made at the Moot are ones that I will always cherish. And now I have a couch to sleep on in countries around the world.”

Samantha Seney, 9th Port Coquitlam Rover Crew



“Scouting is for everyone. Regardless of gender, abilities, race, background, belief structures, or any other differences, there is a place for all in Scouting. Wherever a child’s interests may lead them, there are program elements to fit everyone. Financial circumstances should never be what impedes a family’s ability to get the most out of the Scouting program. That is why I am a supporter of the No One Left Behind and its mission to ensure that every child has the opportunity to experience the adventures offered through Scouts Canada.”

Scouter Dave Wright, Donor



Over five weeks, Dave Wright, a Scouter from Ingersoll, Ontario, hiked all 890 kilometres of the Bruce Trail. Throughout his hike he fundraised for No One Left Behind.

Ensuring no youth is left behind

Every child should have an opportunity to participate in great, safe Scouting adventures

With the goal of ensuring no youth is left behind, the No One Left Behind program provides financial support to families who face economic barriers so their children can benefit from Scouting. Over the past decade, this program has provided nearly 16,000 youth with the opportunity to experience a world of friendship, adventure and self-development through Scouting.

Scouts Canada’s No One Left Behind program subsidizes membership and related costs such as uniforms, outdoor equipment and camps so all youth can develop life skills with Scouting programs. The 2016–2017 Scouting Year saw Scouts Canada provide \$495,800 in funding to No One Left Behind. Supported by generous public donations and revenue from Scout Popcorn sales, No One Left Behind helps even more youth prepare for success in the world.

“Our family supports the NOLB program because we believe that every child should have the opportunity to participate in Scouting. The NOLB program is especially important because many of the kids who need the Scouting experience the most can’t afford it. Our family comes from three generations of Scouting & Guiding; life lessons, experiences of learning, sharing, caring and teaching help to shape and prepare future generations of children. We all have some great memories!”

Laurie Cunningham-LeBlanc, Donor

SCOUTS CANADA NO ONE LEFT BEHIND PROGRAM



Since 2010, Scouts Canada’s No One Left Behind program has helped over **15,900** youth to take part in great, safe Scouting adventures.

This year, Scouts Canada has increased No One Left Behind funding to **\$495,800** to ensure that more youth share in the Scouting experience.

LAST YEAR ALONE



Over **3,000** youth received help with their registration fees.



Over **400** youth were able to purchase handbooks and outdoor gear.



\$44,687 support for weekend and summer camp fees – that’s equal to 488 sleeping bags.

NO ONE LEFT BEHIND FINANCIAL ASSISTANCE IS AVAILABLE TO SCOUTING YOUTH IN EVERY PROVINCE AND TERRITORY.



SCOUTS.CA/NOLB
#NOLB

EVERY CHILD SHOULD HAVE AN OPPORTUNITY TO PARTICIPATE IN GREAT, SAFE SCOUTING ADVENTURES.

YOU CAN HELP MAKE IT HAPPEN BY SUPPORTING NO ONE LEFT BEHIND.





OVER 250,000 BAGS
SOLD ANNUALLY

**SINCE 1989 OVER \$100 MILLION RAISED
TO SUPPORT SCOUTING YOUTH**



**OVER HALF
STAYS WITH
SCOUTING**



COMMUNITY
SERVICE



OUTDOOR
ADVENTURE

#ScoutPopcorn

**OVER
\$2.7**

**MILLION RETURNED TO GROUPS
TO SUPPORT GREAT SCOUTING ADVENTURES**



It starts with Scouts.



“Selling Scout Popcorn gave me the opportunity to break free of my shyness unlike anything else could. I always felt braver with my Cub Scout uniform on and with the support of my Mom, I had a safe avenue to stretch myself.”

**Jason Gingrich,
4th Barrie Venturer Company**

Great adventures start with Scout Popcorn

The Scout Popcorn campaign supports incredible adventures for over 60,000 Scouting youth while helping over 3,000 young Canadians participate in Scouting every year through No One Left Behind. By selling Scout Popcorn, Scouts learn many valuable life and business skills such as marketing, strategy development and financial responsibility, and develop positive self-esteem and confidence.



TOP SALES SUCCESS IS A GROUP EFFORT

*Hats off to the Top 5 Groups in total
Scout Popcorn sales!*

1st Okotoks Group	\$67,670
169th Glen Allan Group	\$62,350
239th Northern Hills Group	\$54,460
210th McKenzie Group	\$53,380
1st Sylvan Lake Group	\$52,990



HELMET SAFETY

The leading cause of head injuries stems from not wearing an appropriate, properly fitted helmet. As such, Scouts and participants are expected to wear helmets at all times when participating in the following activities.

- Cycling
- Skating
- Skiing and Snowboarding
- Tobogganing
- Skateboarding
- Rock Climbing

Helmet Dos and Don'ts

Dos

Make sure your helmet **is**:

- Meeting the standards set by the Canadian Standards Association (CSA).
- Activity Appropriate (See: [List of Activities for Which Activity](#)).
- Free from stickers (as solvents can compromise the integrity of the helmet).
- In serviceable condition.
- Inspected after the activity.

Don'ts

Make sure your helmet **is not**:

- Altered or used in a manner for which they are not intended.
- Worn over a hat. Wearing a hat makes it difficult for the helmet to fit properly, so the helmet won't protect the head as well as it should.
- Thrown or dropped.

Wear your helmet right: Use the 2V1 Rule

2 fingers above eyebrows

"V" Straps form under ears

1 finger between strap and chin

NOTE: Helmets should be replaced after **5 years** or after a crash/impact.

Ongoing Education:

Scouters can play a big role in educating youth members and their parents on best safety practices and helmets. While the above information indicates that the helmet should be appropriate for the activity being conducted, any helmet is better than no helmet. For more information please refer to www.parachutecanada.org/injury-topics/topic/CB#sthash.JQIENf.dpuF

Scouts.ca



A commitment to great, safe Scouting adventures

Scouts Canada places great importance on creating a fun and safe environment for our members, especially children and youth. As Canada's largest youth organization, we are deeply committed to showing leadership in youth safety.

From preparing our members for safe outdoor adventures, providing youth Scouters with safety guidelines, and equipping our Scouters with tools to identify abuse and bullying, the 2016–2017 year built upon Scouts Canada's culture of safety.

Introducing a Youth Code of Conduct has provided our Scouters under 18 with clear, age-appropriate

guidance and support to work safely with youth, while also protecting these young leaders from abuse and harassment.

This year also saw the roll-out of Respect in Sport for Activity Leaders training to help Scouters promote safety in all aspects of life by providing them with the tools needed to recognize, and act, when Scouting youth are faced with abuse, bullying, discrimination, and harassment.



“Being out in the community and giving back to local residents is a great way to teach youth how to be good citizens. It also makes others aware of our Group and the benefits of Scouts Canada programs.”

**Lorna Craig, Group Commissioner,
6th Chilliwack United Scout Group**





Scouting not only allows youth to gain essential outdoor skills, it teaches them to prioritize safety in all activities—whether it's a day hike or a week-long canoe trip into the Canadian wilderness. Through monthly safety tips and online campaigns covering topics from Lyme disease to fishing safety, members are provided with guidelines to enjoy safe Scouting adventures. Youth also have the opportunity to contribute to our safety culture by writing safe Scouting articles for *ScoutingLife.ca* and sharing their safe adventures on the Adventures on the Path blog.

“ I just completed a course called *Respect in Sport* for Activity Leaders. This course is offered by Respect Group, co-founded by Sheldon Kennedy and Wayne McNeil. As a Scouter, I “had” to take this course as part of my Scouts Canada certification requirements. I thought this would be another sit-through, due-diligence, common-sense rehash, but I am happy to report this course was excellent. Even though I have quite a few years’ experience coaching sport and volunteering with Scouts, and a profession in the practice of law, I found this course to be very useful.

Parents, if your children participate in any activity that has adult volunteers or coaches, you should demand that the organizing body to mandate this training. Demand it. Further, Respect Group offers Respect in Sport for Parents. My hat would go off to any organization with the courage to make this a requirement for parents. Any parent who voluntarily takes the course and encourages others to take it, you have my respect.

Great work Respect Group and wise decision Scouts Canada to make this part of the program. ”

David Goyette, 1st Nashwaaksis Pack, Scouter



“ Our growth is a direct result of our Scouters, who are constantly encouraging new and dynamic youth-led activities. Facilitating an inspiring and adventurous atmosphere for our Volunteers has helped attract even more Volunteers and youth to our programs. ”

**Susan Rad, Group Commissioner,
4th Cranbrook Group**

Recognizing Scouters' achievements

It is due to our Volunteers that we are able to see our vision of Canadian youth making a meaningful contribution to creating a better world come to fruition. Every year, our Scouters go above and beyond to ensure Scouting youth have great, safe adventures, while also developing into confident, capable individuals prepared for success in the world. With our recognition programs, we can celebrate Scouter excellence across Canada. Thank you to every single Volunteer for your commitment and dedication to the Scouting movement. You are truly making a difference in the lives of Canadian youth.

“*I thank Scouters for my experience. I owe them so much for helping me to grow as a person. Scouting makes you aware of others. Teaching about the environment and community, Scouting stops you from focusing on yourself as much, and you become more thankful and willing to give back and help. It's good for kids to learn that—I know it was good for me.*”

Rebecca Cairns,
1st Porcupine Plain A Venturer Company

To paraphrase John Kennedy, we must stop and thank the people who make a difference in our lives. Every Volunteer in Scouts Canada does make a difference in the lives of our youth and needs to be thanked for what they do, no matter how small the contribution. Our current Recognition system does just that. Our youth, Volunteers and employees continue to be recognized for donating their most precious commodity: their time.

“*I wouldn't be who I am today without the mentors throughout my Scouting life. In Scouting I have been accepted, made great friends and I've learned a lot—all while having fun. The value of Scouting to my life has been immeasurable.*”

Graham Enns,
264th Somerset-Bridlewood Rover Crew



COMMENDATION

25,963

OUTSTANDING
SERVICE
MEDAL

2,230

GALLANTRY &
FORTITUDE

54

MERITORIOUS
CONDUCT

43

JACK CORNWELL
DECORATION

45

50+ YEARS

44

LONG SERVICE
MEDAL

410

MEDAL OF THE
MAPLE

119

TOP SECTION

761



“This past Scouting Year saw continued growth to the Scouts Canada Indigenous programing. The 1st Aamjiwnaang Group saw its Pack grow to over twenty youth and they opened a Colony with nine steady Beaver Scouts. We were able to make a presentation on our programing to the Secretariat of the London council of 8 Chiefs and have invitations to come to their communities and explore expanding the program. The Canadian Path lends itself to the needs of these communities as they seek to find ways to teach and support their own culture and as a way to expand connections between communities.”

**David Stokes, Area Support Manager
(Frontier, Elgin and Sydenham Area)**



Strong support for growth and diversity

The 2016-2017 year saw the Field Services team work to bring the opportunity of great, safe Scouting adventures to all Canadian youth. Area Support Managers and Area Volunteers worked alongside Groups, providing coaching, training and consistent levels of service across Canada, regardless of Council size. With strong resources, Groups were able to thrive and grow to involve even more youth in Scouting.

“‘Growing’ a Group is a misnomer, if we think purely about numbers. People are not numbers. We measure our happiness in life qualitatively, by the metric ‘quality of life’, and not quantitatively, by the number of children we have, the number of friends we have on Facebook, or the number of cars parked in our driveways. Growing in quality is what makes a Group grow in quantity, though; the first naturally results in the second, and I feel that this process happens within, and then through, five key groups: 1) the individual youth experience, 2) the Section experience (Section dynamic and ‘spirit’), 3) group dynamic and functionality (healthy relationships between the Sections and with other Groups); 4) Scouters, and 5) parents.”

**Heather White Luckow, Group Commissioner,
1st Beaconsfield Heights Scouting**



“1st Aamjiwnaang Scouting is slowly coming into its own. With guidance from Dave Stokes, we are able to blend our traditional beliefs, culture and teaching in to Scouts Canada, Canadian Path.”

Verlynn Plain – 1st Aamjiwnaang Scouts



Business Services: Work smart, work together

Business services is our largest staff team at Scouts Canada, providing a broad range of services that keep Scouting moving forward in every province. Camps, Field Operations, Finance, Information Technology (IT), Member Services and Properties all fit within the Business Services portfolio, and this past year was one of some significant accomplishments.

Our finance and IT professionals implemented Great Plains accounting software throughout the organization, enabling service teams in multiple offices to work together and share resources to provide a standard, consistent level of service to every region of the country. A key outcome was a more efficient No One Left Behind program: Member Services

Administrators processed requests in 2016–17 that enabled over 3,900 youth to participate in Scouting.

Council Registrars in our four Operations Centres helped deploy online registration to all Groups across Canada, reducing the workload on volunteers while making it easier for families to register their child in Scouting. Enhancements to the online registration system enabled Scouts Canada to accommodate more forms of payment and make the registration process seamless and intuitive for parents.

Our Property team has moved quickly over the past year to strengthen our Camp and Property standards. Continued careful management of our exceptional camp resources will ensure that they are equipped to deliver safe Scouting adventures, are financially viable and will continue to evolve to meet our member's changing needs.



“Our priority of building a strong program on The Canadian Path that focuses on youth-led activities and community service has been vitally important. It is great to see our youth take on leadership roles while giving back to the community.”

**Matthew Monid, Group
Commissioner, 13th Bramalea Group**



The Scouting program offers tremendous value to youth and their parents

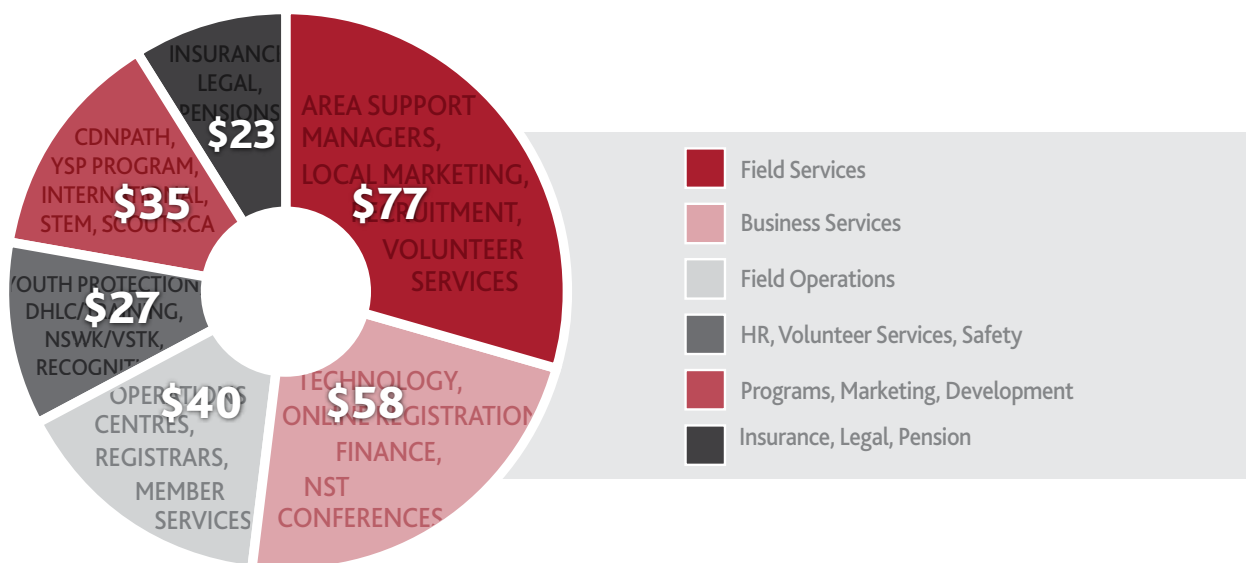
Scouting parents consistently give our programs high scores for value, and Scouting costs significantly less than many other youth activities. Add the fact that many Scouting Groups and camps are active year-round and the result is even greater value for dollar.

The true cost to support a robust Scouting program is significantly higher than the registration fee that

we charge. This is where Scout Popcorn fundraising, retail sales through our Scout Shops, donations and sponsorships contribute towards keeping Scouting affordable. These same revenue sources also support Scouts Canada's No One Left Behind program to ensure that financial barriers do not prevent kids from participating in great Scouting adventures.

Registration fees only cover a portion of the cost to deliver a quality Scouting program

With registration fees set at \$215 per year, our net membership revenue per youth is \$192. But the cost to support a quality Scouting program is actually \$260 per youth. Here's how fee revenue is allocated as well as the true cost to support programs and services.

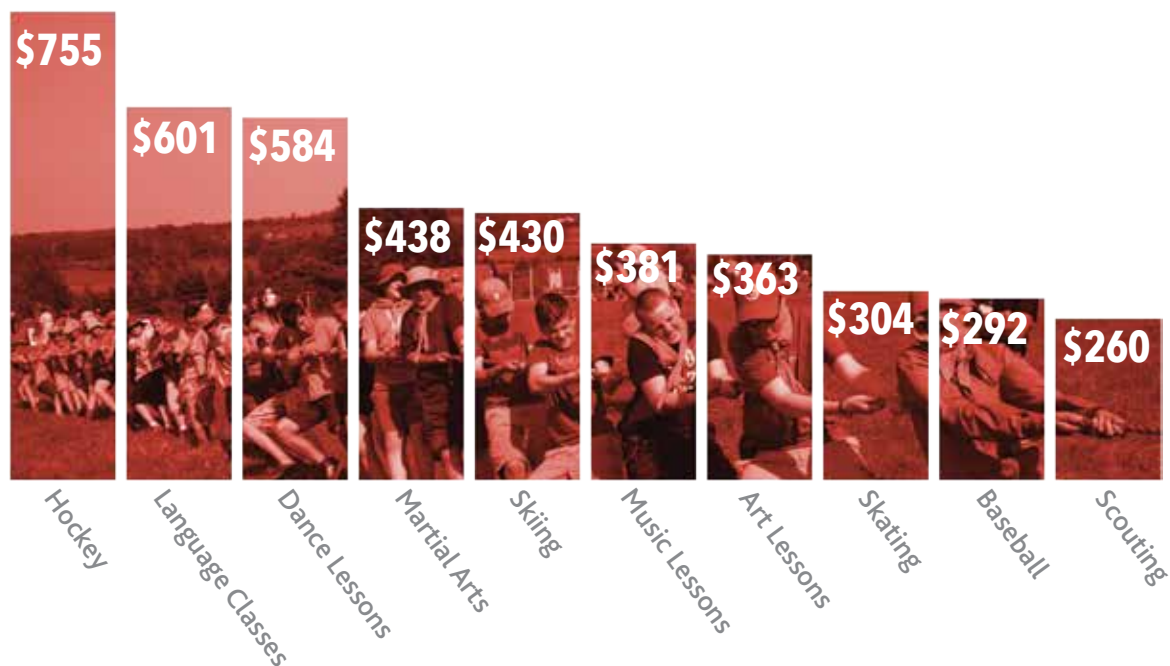


Revenue from a number of sources contributes towards closing the gap between the membership fees charged and the true cost to support a quality program. This additional revenue plays a big role in keeping our Scouting program affordable and cost-competitive.

- Scout Popcorn sales - \$13 per member
- Scout Shop revenue - \$8 per member
- Donations and sponsorships - \$19 per member
- Grants and investment income - \$28 per member

Compared with many other youth activities, Scouting offers great value.

A national survey on the cost of youth activities was conducted by IPSOS in September of 2017. With responses from 1,000 Canadian parents, it provides a clear picture of where Scouting stands relative to other youth activities. Consider as well that most of these activities do not offer a year-round schedule. Scouting offer great value.



Note: In some cases, costs vary from province to province. Example: Hockey in Alberta cost an average of \$1,200, while in Saskatchewan it was \$450.





“ I received a Eureka! Lair tent from the Scout Shop and I was very eager to try it out, so I brought it to my Troop meeting for the Scouts to set up and learn tent skills. The Lair tent was super easy and fast to set up. With only two Scouts setting it up it took less than five minutes! ”

Kylie Davidson, Youth Spokesperson



The Scout Shop: Gear up for great, safe Scouting adventures

For years, the Scout Shop has equipped members and local communities for their safe outdoor adventures. Leveraging partnerships with leading outdoor brands, the Scout Shop delivered a great selection of quality products at a great price throughout the 2016-2017 year. Selling over 1,369 tents, 1,200 sleeping bags, and over 1,400 packs, gear sales increased by 10%. And with over 500,000 Outdoor Adventure Skills badges sold, many Scouting youth spent time in nature developing their adventure abilities.

This year, Gear Reviews gave members a firsthand look at the quality products selected for the Scouting community. Thank you to the Groups and Youth Spokespeople who tested gear in the field and wrote about how it measured up on an outdoor adventure for ScoutingLife.ca.



“ If you're looking for a good winter camping sleeping bag, the Marmot™ Trestles O® available from the Scout Shop is for you! I took this sleeping bag out on my Troop's winter camp, and the overnight temperature was around -3°C / -6°C . The sleeping bag is made for -18°C , so I stayed cozy all night! ”

Xander McFee, Youth Spokesperson

Most importantly, every dollar spent in the Scout Shop and at Scoutshop.ca stays with the Scouting movement to support youth as they develop into confident, capable individuals, better prepared for success in the world. In the last Scouting Year, Scout Shop sales revenue contributed \$8 per member to help keep our Scouting program affordable and cost-competitive.

Eureka!



Foundations and Corporate Contributors

\$50,000 – \$74,999

Natural Science & Engineering Research Council of Canada
RBC Foundation
TD Friends of the Environment Foundation

\$10,000 – \$49,999

Canadian Heritage - Government of Canada
Crabtree Foundation
Sears Canada, Inc.
TD Securities *
Weaver Fundraising, LLC

Up to \$9,999

Sustainable Forestry Initiative (SFI), Inc.
Bell Canada Employee Giving Fund
Canadian Fellowship of Baden-Powell Guilds
Canadian Society for Senior Engineers
Hay Foundation
Wawanesa Insurance

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Caitlyn Piton
National Youth Commissioner

Andrew Price
Executive Commissioner & CEO

Mark Josselyn
Honorary Legal Counsel

Individual Contributors

One asterisk (*) denotes 10 years or more of giving and two asterisks (**) denotes 20 years or more of giving

(\$500 – \$999.99)

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Myles Vanni * *
John & Josie Watson * *
Tim Welch
Dave Wright

Legacy Gifts

This is a group of very special individuals who believed in the future of Scouting and chose to include Scouts as part of their legacy.

Estate of Lillian E. Ballem
Estate of Ernest Chiasson
Estate of Robert W. Clark
Estate of Edna Victoria Empey
Estate of Teresa Lloyd
Estate of William R. Martin
Estate of Anthony
Gerald Peetz
Estate of Cynthia Robertson
Estate of Robert Whitelaw

Circle of Friends

Scouts Canada Circle of Friends allows supporters to make monthly gifts. Thank you for your support!

Selman Abdulla *
Beth Alexander
Jane Andrew *
Randy Arnold
Colin Ashton
John Barker
Mark Barrett * *
Jennifer Benedict
Muriel Benedict *
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 Dorothea Weiland * *
 Karl West
 Greg Wiebe * *
 Scott Wilkinson *
 Graham Willis * *
 Richard Yoshida *



“Scouts Canada is something that we believe in. After investing so much time into Scouts, it just felt right to invest financially into the future generations of our country – the way other donors did for our kids.”

Kathleen Provost
Monthly Donor

Census

**TOTAL
VOLUNTEER
MEMBERSHIP**

22,198

**TOTAL YOUTH
MEMBERSHIP**

63,460

EMPLOYEES

215

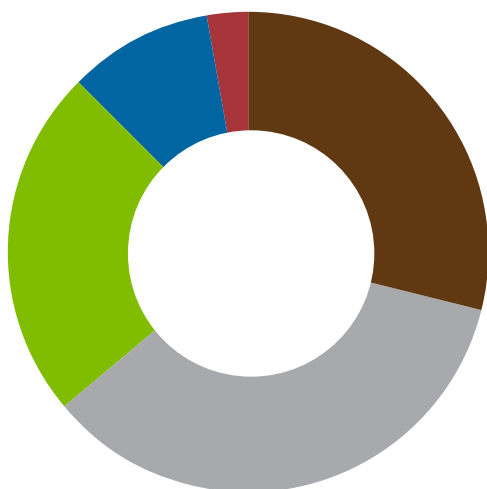
**TOTAL
2016-2017
MEMBERSHIP**

85,873



“We try to free the barriers as much as we can to help the youth participate in as many activities as they would like. For us, it’s all about the kids and their experience in Scouting. It’s important for them to try new things, to get outside, to build long-term friendships and connections they might not have otherwise made. ”

**Stacy Desjardines, Group Commissioner,
1st Nanaimo Scout Group**



BEAVER SCOUTS	19,396
CUB SCOUTS	21,989
SCOUTS	14,939
VENTURER SCOUTS	5,522
ROVER SCOUTS	1,614

TOTAL YOUTH MEMBERSHIP 63,460

Report of the Independent Auditors on the Summary Financial Statements



KPMG LLP
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Ottawa ON K2P 2P8
Canada

Telephone (613) 212-KPMG (5764)
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Internet www.kpmg.ca

To the Board of Governors of Scouts Canada National Operation

The accompanying summary financial statements of Scouts Canada National Operation, which comprise the summary statement of financial position as at August 31, 2017 and the summary statement of operations for the year then ended, 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, 2017, and for the year then ended.

We expressed an unmodified audit opinion on those financial statements in our report dated November 17, 2017.

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, 2017 and for the year then ended are a fair summary of those financial statements, in accordance with the basis described in note 1.

The auditor's report on the audited financial statements contains an Emphasis of Matter paragraph, drawing attention to the impact of the restructuring of Scouts Canada National Operations, as summarized in note 2. Our audit opinion is not modified in respect of the matter emphasized.

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

Chartered Professional Accountants, Licensed Public Accountants
November 17, 2017
Ottawa, Canada

Scouts Canada National Operation

Summary Statement of Financial Position

August 31, 2017, with comparative information for 2016 (In thousands of dollars)

	2017	2016
ASSETS		
Current assets	\$11,470	\$ 9,504
Investments	14,506	14,384
Tangible capital and intangible assets	1,527	1,077
Prepaid pension costs	4,003	4,653
Employee future benefits recovery receivable	–	274
	\$ 31,506	\$ 29,892
LIABILITIES AND FUND BALANCES		
Current liabilities	\$9,351	\$9,207
Deferred capital contributions	554	–
Accrued employee future benefits	3,652	3,619
Fund balances	17,949	17,066
	\$ 31,506	\$ 29,892

See accompanying notes to summary financial statements.

Summary Statement of Operations

Year ended August 31, 2017, with comparative information for 2016 (In thousands of dollars)

	Operating Fund	Restricted Funds	Total 2017	Total 2016
REVENUE:				
Membership fees	\$ 11,042	\$ –	\$ 11,042	\$ 10,434
Retail	4,975	–	4,975	4,725
Fundraising	4,835	1,008	5,843	5,732
Other	2,229	290	2,519	2,330
Canadian Jamboree	3,611	–	3,611	–
	26,692	1,298	27,990	23,221
EXPENSES:				
Salaries and benefits	11,408	–	11,408	10,945
Recovery of salaries and benefits	(1,592)	–	(1,592)	(1,645)
Retail	3,390	–	3,390	3,389
Program services	310	–	310	402
Grants	87	23	110	203
Technology services	386	–	386	382
Financial services	873	18	891	781
Marketing and communications	444	–	444	436
Fundraising	2,937	–	2,937	3,470
Administration	692	30	722	761
Compliance and governance	562	949	1,511	1,096
Human resources & volunteer services	355	–	355	392
Field operations	749	–	749	662
Field services	835	–	835	702
Canadian Jamboree - direct expenses	3,460	–	3,460	–
Restricted funds - other	–	202	202	520
	24,896	1,222	26,118	22,496
Excess (deficiency) of revenue over expenses before the undernoted	1,796	76	1,872	725
Unrealized gains (losses) on investments	267	(32)	235	177
World Scout Foundation donations	–	30	30	7
Excess (deficiency) of revenue over expenses	\$2,063	\$74	\$ 2,137	\$ 909

See accompanying notes to summary financial statements.

Scouts Canada National Operation

Notes to Summary Financial Statements

Year ended August 31, 2017

Scouts Canada National Operation (the "National Operation") 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.

The National Operation is a registered charity and is responsible for the national activities of Scouts Canada and provides services to the Councils of the National Operation.

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, 2017 and for the year then ended.

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 statements of changes in fund balances 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.

Scouts.ca



It starts with Scouts.

