



2024 ANNUAL REPORT



Scouting  **America**[™]
Minsi Trails Council

MESSAGE FROM THE KEY 3

Dear Friends,

2024 has been a year of growth, momentum, and meaningful impact for Minsi Trails Council. For the first time in many years, we've seen an increase in Cub Scout membership—a promising sign that more families are recognizing the value of Scouting in today's world.

This summer, over 1,200 Scouts participated in an unforgettable season at beautiful Camp Minsi. From outdoor adventures to leadership development, our campers embraced the full Scouting experience—and even the food got great reviews! But as our programs continue to grow, so do our needs. Camp Minsi, beloved as it is, is beginning to show its age. The expectations and needs of today's Scouts have evolved since the camp was built. To prepare for the future, we've formed a Master Site Plan Committee that has been actively gathering feedback and creating a bold vision for what Camp Minsi can become. The final plan is nearly complete, and we couldn't be more excited for what lies ahead.

At the same time, we're acutely aware of the growing mental health challenges facing today's youth. National experts have called it a crisis—and their solutions? Getting kids outdoors. Building community. Creating real, face-to-face connections. That's exactly what Scouting provides, every week, in communities across our council.

We are also taking proactive steps to support our volunteers as they serve youth during these challenging times. Through partnerships with outside organizations, we've begun offering optional training to help leaders recognize signs that a Scout may be struggling, and how to guide families toward resources and support.

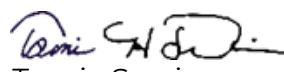
It may sound like a cliché, but it's the truth: Scouting has never been more important. The safe, enriching, and values-driven experiences we offer are making a difference—and thanks to our volunteers, families, and supporters, we are ready to meet the moment.

Thank you for being part of this journey. Together, we are preparing young people for life.

Sincerely,



Lew Dryfoos
Council President



Tamie Swain
Council Commissioner



Kevin McClelland
Scout Executive/CEO



A YEAR OF IMPACTS



2,102
CUB SCOUTS



1,937
SCOUTS BSA



51
VENTURE



124
EXPLORING

TOTAL YOUTH MEMBERS: 4,214



90,000
ITEMS COLLECTED
FOR LOCAL FOOD BANKS



6,309
MERIT BADGES EARNED



142
EAGLE SCOUTS

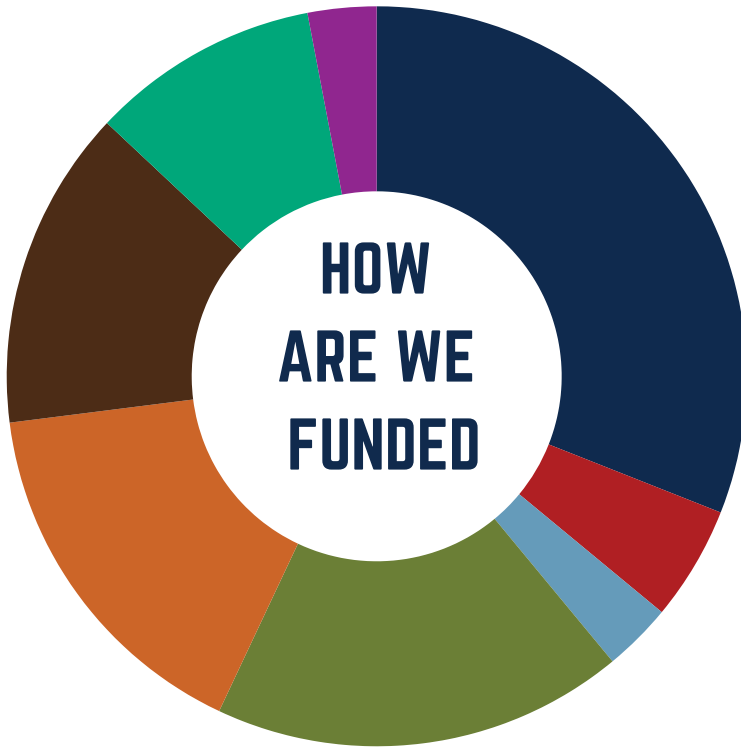


1,402
SCOUTS ATTENDED
SUMMER CAMP
AT CAMP MINSI



Trustworthy | Loyal | Helpful | Friendly | Courteous | Kind | Obedient | Cheerful | Thrifty | Brave | Clean | Reverent

FINANCES AT A GLANCE



CAMPING
31%

FOUNDATIONS
5%

PRODUCT SALES
3%

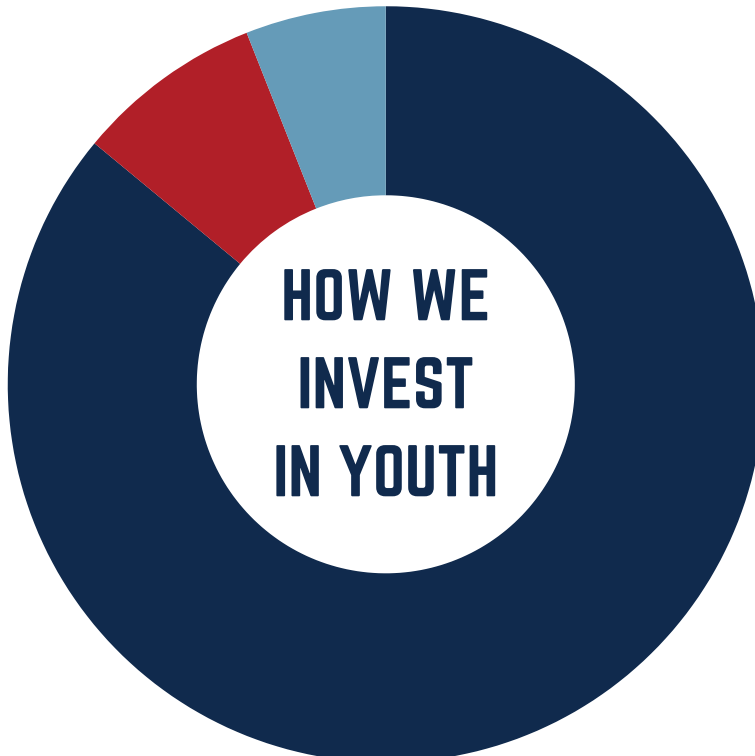
SPECIAL EVENTS
18%

INVESTMENTS
16%

ANNUAL GIVING
14%

OTHER INCOME
10%

ACTIVITIES
3%



PROGRAM SERVICES
86%

ADMINISTRATION
8%

FUNDRAISING
6%



OUR LEADERSHIP

OUR LEADERSHIP



Lew Dryfoos
Board Chair



Tamie Swain
Commissioner



Kevin McClelland
Scout Executive/ CEO

EXECUTIVE BOARD

Aurel Arndt
Retired

Kline Ashton
Ashton Funeral Home

Roger Bast
Retired

Scott Best
Bethlehem Area School District

David Binder
Retired

Patrick Bower
St. Luke's University Health Network

Andrea Brady
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Michael Caffrey
Intel Corporation

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Dennis Morton, Jr.
Morton Brown Family Wealth

Robert Oster
Retired

Sarah Payne
Alpha Public School

Matthew Pye
PIM Brands

Douglas Reichley
Lehigh County

James Roberts
Retired

Timothy Roof
Valley National Financial Advisors

Dr. David Ruth
Northampton Community College

Salim Salet
PPL Electric Utilities

Eric Schoener
PPL Electric Utilities

Frank Smith
NAI Summit

Tom Stalsitz
Retired

Tamie Swain
PowerSchool

Matthew Swatsky
Lutron

Todd Theodore
Crayola

Steven Thompson
Delane Consulting & Talent Management

Arnold Traupman
Retired

C. Richard Wilson
Retired

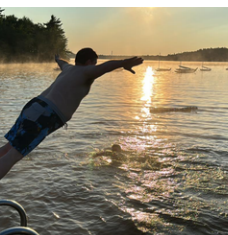
DJ Wolbert
Zurn Elkay Water Solutions

Scott Wolfe
St. Luke's University Health Network

Matthew Woodruff
St. Luke's University Health Network

Joseph Zator
Zator Law

David Zinkler
Retired



Trustworthy | Loyal | Helpful | Friendly | Courteous | Kind | Obedient | Cheerful | Thrifty | Brave | Clean | Reverent