

# SCOUTS CANADA

NEWFOUNDLAND

AND

LABRADOR  
COUNCIL

2013-2014

Annual Report



It starts with Scouts.



# Council Youth Commissioner

## Kara Snow

What an amazing year 2013-2014 has turned out to be! We have experienced many positive changes and new developments over the year and I am proud to say that I was able to take part in it as the Council Youth Commissioner Scouting!

Over this scouting year we have shared in many exciting and memorable moments such as the Scouts Canada National Leadership Summit, the role out of "The Canadian Path" to hosting the Venturer Jamboree "ADventure14". We also unveiled a brand new Service Center for our Scouting Council which strongly promotes Scouting in our province.

We have seen our membership increase by six percent in comparison to the 2012-2013 year, giving us 2280 members. Along with this, we are also one of the top popcorn selling Councils in the whole country, something we should be extremely proud of! Our sales were up \$16,580 from last year with ninety-seven percent of our youth selling.

This has truly been an incredible year for our Council and it could not have happened without our amazing volunteers, youth members, and professional staff. Together we have delivered an amazing program which helps develop well rounded youth, better prepared for success in the world.

Thank you for all of your hard work and dedication and I can't wait to see what the next Scouting year has in store for us!

Yours in Scouting

Kara Snow

Council Youth  
Commissioner





# Council Executive Director

## Jennifer Neary

It is hard to believe that the 2013-2014 year has come and gone but what a year it has been.

We have experienced many changes and new developments nationally and locally. We have witnessed the unveiling of a new strategic plan and a complete revitalization of the Scouting program with "The Canadian Path". Along with that came a new online training platform "The David Huestis Learning Center" which proves to be much more user friendly. Locally we have a new Newfoundland and Labrador Service Center which is more accessible for our membership across the province.

Provincially, our Scouting Council has managed to grow six percent compared to the 2012-2013 year, giving us 2280 members.

Due partly to this membership growth, we are one of the top Councils for popcorn sales in the whole country, with our sales

up \$16,580 from last year and ninety-seven percent of our youth are selling.

To top off an already exciting year our Council was fortunate enough to host the Venturer Jamboree "Journey to the Edge of the Earth: ADventure14". Over 700 Scouters and Venturers, some traveling from as far as Saudi Arabia and Great Britain, came to Camp Nor' Wes to take part in the ADventure.

This has been an amazing scouting year for our Council and thank you to everyone who has made it possible.

Yours In Scouting,  
Jennifer Neary  
Council Executive  
Director





# The Council Team

## Leader Ship Team

### Council Key Three

Council Commissioner: Darren Stratton  
Council Youth Commissioner: Kara Snow  
Council Executive Director: Jennifer Neary

### Deputy Council Commissioners

Operations & Administration: Chris Pike  
Recognition & Training: Lawson Dickson  
Child & Youth Safety/Inclusion: Andrea Cook  
Program: Tony Hillier

### Area Commissioners

Eastern Avalon Area: Jo-Anne Clarke  
Eastern Area: Cheryl Rolls  
Central Area: Blair Sparkes  
Western Area: Janet Noseworthy  
Labrador Area: Michael Mealey

### Area Youth Commissioners

Central Area: Adam Lidstone

## Council Staff

Council Executive Director: Jennifer Neary  
Area Support Manager: Matthew Kenny  
Volunteer Service Coordinator: Mackenzie Lambe  
Bookkeeper: Tracy Turner  
Membership Development: Jim Mercer  
Camp Warden: Sam Hancock





# Census

1,793

Full Time Youth Membership

489

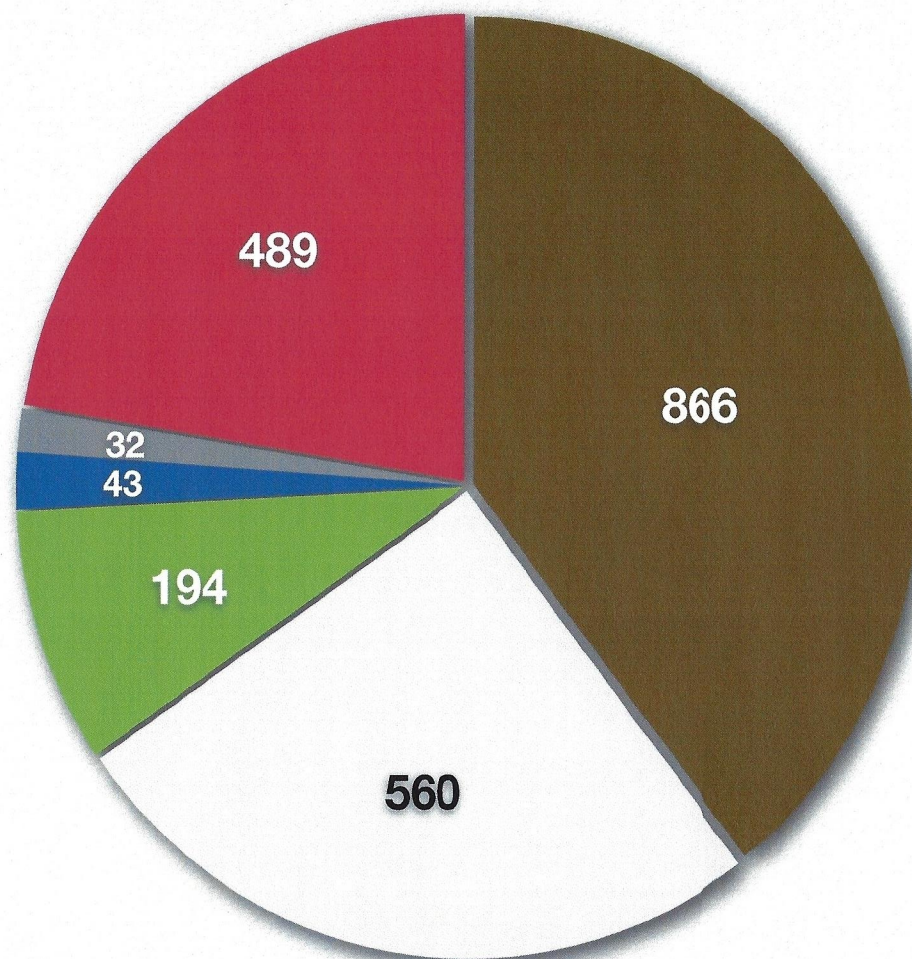
Total Volunteer Membership

7

Employees

2,289

Total 2013-2014 Membership



Beaver Scouts    Cub Scouts    Scouts  
Venturer Scouts    Rover Scouts    Volunteers



# SCOUTS CANADA STRATEGIC PLAN

## Phase 1 – February 2014

**VISION:** Canadian youth making a meaningful contribution to creating a better world.

**MISSION:** To help develop well rounded youth, better prepared for success in the world.

**VALUES:** Duty to God. Duty to Others. Duty to Self.

**PROMISE:** On my honour, I promise that I will do my best to do my duty to God and the Queen, to help other people at all times, and to carry out the spirit of the Scout Law.

### Strategic Areas

#### Youth

#### Volunteers and Staff

#### Organizational Strength

### Strategic Visions

Scouts Canada will provide a place for youth to engage in their own Scouting program of safe adventures and discovery. The program will be as diverse as Canada.

Scouts Canada volunteers and staff have the knowledge, support, passion and commitment to safety and sense of belonging they need to deliver on our mission.

Scouts Canada is a vibrant, sustainable and safe organization, recognized as a leader in the development of young people.

### Objectives and Strategies

#### PROGRAM RELEVANCE

1. Ensure key elements are built into program: outdoors, camping, fitness, environment, spirituality, STEM, international, community service.
2. Develop tools for youth and parents to understand the value of their Scouts experience.

#### YOUTH LEADERSHIP

3. Drive the transition from Leader to Scouter.

#### SUPPORT AND ENGAGEMENT

4. Effectively implement the existing Volunteer Support Strategy; expand engagement to professional staff.

#### STRONG RESOURCES

5. Grow revenue by developing alternative revenue streams.
6. Leverage assets to enhance program delivery.

#### SAFETY LEADERSHIP

7. Develop and execute a clear safety strategy, ensuring Scouts Canada is a safety leader.

#### BUILD THE BRAND

8. Bring the Brand to life in all levels.



## Newfoundland and Labrador Council

## Strategy for Growing Scouting

There is far more capacity to make an impact at the Group level than there is at the Area, Council or National Levels. So it only makes sense that our focus should be to ensure we have strong and engaged Groups.

Scouts Canada's Five Pillars of Volunteers Support provides the direction and the resources to ensure we start, maintain and retain our valued Scouters.



The cause for growth is best served by mobilizing the collective energy of the Council's 40 groups who can easily implement retention and recruitment activities at strategic times.

Quality is an ongoing process that is recognized from time-to-time with a Quality Section Award and if we did nothing else but help each section attain this recognition, growth would be the result.



# Honours & Awards

Throughout the 2013-2014 year, the Newfoundland and Labrador Council has presented approximately 2000 certificates and awards!

That means that over eighty percent of our members have been recognized for the amazing work they are doing for Scouts Canada.

We would like to thank all of our volunteers and Scouting family for hitting the "thank you" button and in particular Lawson Dickson, who without, none of this would have been possible. Keep up the great work!



990

## Certificate of Commendation

64

## Medal of Good Service

Caroline Adey	Gary Hart	Geoffery Penney
Scott Aldridge	Calvin Hatcher	Andrea Powell
Konrad Arnold	Adam Hillier	Leona Power
Sheldon Bessey	Linda Janes	Krista Quinlan
Mark Blackwood	Jason Keeping	Brian Rolls
Gail Briffett	Lucas Keeping	Robert Schriener
Judy Brinson	Matthew Kenny	Anthony Slade
Barry Brinson	Jeffrey Lamswood	Craig Smith
Jennifer Brown	Carl Lee	Trevor Smith
Kenneth Buckle	Adam Lidstone	Michelle Smith
William Canning	Jeffery Loder	Kara Snow
Kenneth Cave	Stephen Lundrigan	Harry Snow
Trina Clarke	Darcy Matthews	Mike Spurrell
David Codner	Anne McKenna	Michael Spurrell
Rhonda Drake	Shannon Mitchell	Cheryl Stoyles-Sellars
David Drake	Ashley Nash	John Templeton
Michael Fleming	Erica Nault	Kenneth Turner
Arlene Frampton	Natasha Nichols	Crystal Vallis-Hart
Trixie Greening	John Norris	Robert Williams
Krista Haines	Jennifer Noseworthy	Cory Williams
Augusta Harris	Geoff Orendorff	Andrew Woodland



21

## Bar to the Medal of Good Service

Caroline Adey	Riley Dunn	Brian Lidstone
Mark Blackwood	Anthony Friesen	Darcy Matthews
Thomas Cooper	Calvin Hatcher	Kevin Morawski
Edward Davis	Nicole House	Lori Munden
Heather Davis	Matthew Kenny	James Noel
Glenn Day		

3

## Medal of Merit

Juanita Kenny	Roger Pope	Jason Nault
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7

## Bar to the Medal of Merit

David Cheeks	Jason Nault	Joan Sweetland
Kelly Foss	Chris Parsons	Edward Thorne
Tony Hillier		



7

## Silver Acorn

Paul Butler	Peter Hatcher	Darren Stratton
Jo-Ann Clarke	Paula McGrath	Sharon Whelan
Kathy Hamilton		

2

## Bar to the Silver Acorn

Lawson Dickson	Kathy Hamilton
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1

## Medal of the Maple

Riley Dunn
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# Journey to the Edge of the Earth

## ADventure14

The flat earth society believes that Newfoundland is positioned at one of the four corners of the world. Teetering on the edge of the planet. They say that beyond our jagged cliffs and crashing waves, little exists. Over 700 scouting members, some traveling from as far as Great Britain and Saudi Arabia, came to meet their challenge at Camp Nor' Wes, Newfoundland and Labrador and conquer the edge! Venturer scouts were met with fifteen challenging adventures and got to experience the rugged natural beauty of Trinity Bay, crash down the ragging rapids of the exploits river, explore marine habitats, test their STEM skills and participate in a mountain biking challenge that may just go down in history.







*"Had such an amazing time at ADventure14. I will definitely remember it as one of the best experiences of my 17 year old life!"*

*"The Events were amazing and creative, especially the white water rafting and day at the visitors center. Food was great and on time, great spot and lots of freedom at nights and evening with a good amount of supervision"*



*"ADventure14 was AMAZING! Met tons of new people and got to do things I never have before. I wish the week could have been longer"*





# The Canadian Path

The Canadian Path is defined by its four key elements: Youth-led, Plan-Do-Review, Adventure and SPICES.

The Four Elements provide youth with the opportunity to play an active role in facilitating and creating their own Youth-Led Path and program. The Plan-Do-Review element creates a more engaged and reflective process for our members, which they can apply to all their Adventures and there will be many Adventures! SPICES will provide youth with a program that fosters well-rounded individuals, better prepared for success in the world.

This year Scouts Canada Groups embark on this new journey. It's going to be something special.



1

## Youth-Led

Youth decide what activities they want to do, what adventures they want to undertake and what challenges they wish to give themselves. Youth bring their own ideas and interests to the mix to create Adventures in all six Program Areas so that the program truly becomes their own.

This does not mean that there is no Scouter involvement in the program, of course. Youth-led is not a free-for-all where anything goes while the adults stand back and watch. Our Scouters have an active role in mentoring, encouraging, guiding and inspiring the youth.

2

## Plan-Do-Review

All Scouts and Scouters are involved in the planning process, brainstorming, making suggestions and providing input about the Program Areas they are interested in.

Everyone, Scouts and Scouters, are involved in the planned activities, and all youth are engaged and challenged in ways appropriate to their abilities.

It's important to include Review as part of the process of Scout activities, so Scouts can learn how to reflect upon their involvement and to determine how to revise or enhance future activities.





### 3

## Adventure

Our youth have been asking for some new meaningful experiences, things that they will not experience at school. Let's help them get out and have those adventures.

The image of youth exploring in the wilderness is one of the first ideas that springs to mind when thinking about Scouting. Imagine Beaver Scouts catching fireflies at a local Scout camp, or Venturer Scouts taking a helicopter to a remote wilderness in the Rocky Mountains and hiking out. It's what many members of Scouting love about the program, and it's what compels a lot of people to come see what Scouting has to offer them.

### 4

## SPICES

**Social** - Youth begin to understand how they depend on others, and how others depend on them. Scouting Adventures allow them to be part of a diverse group and develop cooperation and leadership skills.

**Physical** - Scouting Adventures provide many opportunities for youth to be responsible for the care and wellbeing of their bodies.

**Intellectual** - Youth have opportunities to develop in their ability to think, to plan, to innovate and to use information in an original way to adapt to new situations.

**Character** - Scouting Adventures guide youth to take responsibility for themselves while still respecting the needs of others, helping them to create a lifelong personal values system.

**Emotional** - Youth members are given opportunities to recognize and respect their own feelings and to learn to express them in a healthy manner while respecting the feelings of others.

**Spiritual** - Youth members have experiences in which they recognize that they are part of a larger spiritual reality and learn to respect the spiritual choices of others.



# Scout Popcorn

4.3%

Our sales during the 2013-2014 year were \$394,100.  
Which is \$16,580 more than 2012-2013.

5.7%

The amount that went back to local scouting was  
\$237,706. That is \$13,285 more than previous years.

3%

Group commission increased by \$22,895 this year  
compared to the 2012-2013 year.

8.6%

The average sale per group increase from \$11,104  
to \$12,421. That is \$1,317 more per group!

97%

97% of the our youth members are selling popcorn.  
The national average is 53%.





# NL Council Service Center Grand Opening

This year we hosted a grand opening and ribbon cutting at our brand new Scouts Canada, Newfoundland and Labrador Council Service Center.

Many people came out to partake in the celebration including Deputy Premier, Steve Kent, the Mayor of Paradise, Dan Bobbett, fellow Scouters and members of the public.

Steve Kent and five of our youth members did the the honors of cutting the ribbon, which formally opened the doors of the new Service Center to the public.

We also welcomed VOCI and NTV news who interviewed our youth members on what they love about Scouts.

With the new Service Center, the Newfoundland and Labrador Scouting Council is more accessible and is better able to offer safe, fun scouting adventures to youth across the province.





# Recognizing Our Donors

Scouts Canada, Newfoundland and Labrador Council wishes to thank its lead supporters and donors for the 2013-2014 year. With your support we are able to offer great, safe scouting adventures to the youth of Newfoundland and Labrador.



## Major Donors

Department of Advanced Education and Skills,  
Government of Newfoundland and Labrador

Department of Natural Resources,  
Government of Newfoundland and Labrador

Service Canada, Government of Canada

Newfoundland and Labrador Properties Inc.

VOCM

### \$5000+

Tails End

### \$1000+

Exxon Mobil

### \$500+

Suncor

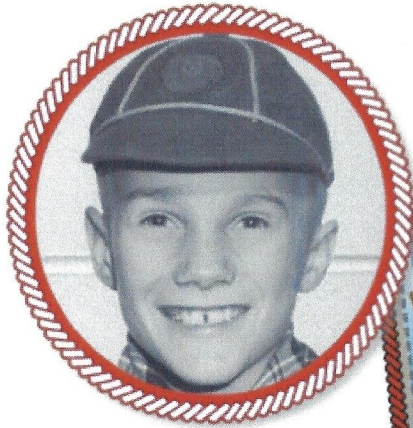
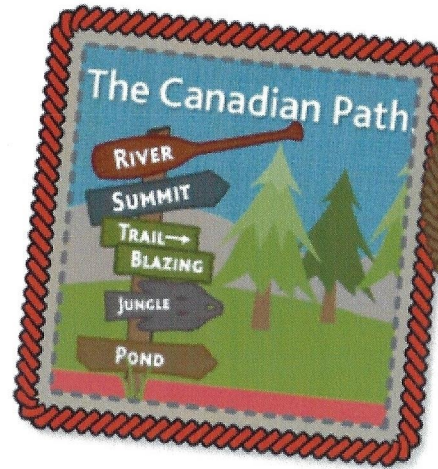
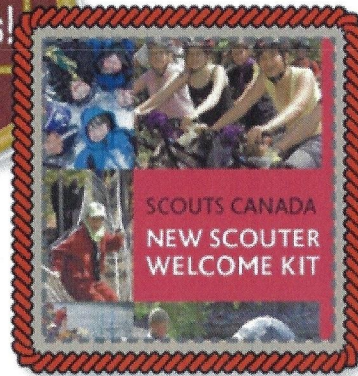
Core Engineering

McInnes Cooper

J.E. Austin SR

Susan Patten









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It starts with Scouts.