



## TAC 2021 HIGHLIGHTS

*Creativity, passion and persistence in delivering Unparalleled Scouting in a pandemic environment restricting international travel and face-to-face activity*

*In 2020: “TAC Game Plan” strategic plan adopted, with 5 key Aims: Geography, Inclusivity, Sustainability, Normandy, and Generosity*  
<https://tac-bsa.org/about/game-plan/>

*In 2021: “TAC 75x75” roadmap adopted, targeting specific achievements in each of those Aims in each of the next 5 years to our 75<sup>th</sup> anniversary in 2025*

### Game Plan Highlights

#### Geography

New dedicated professional **District Executive based in Qatar**, hired and active for the Horizon District – the largest district in the BSA, serving the Middle East, Central Asia and Africa. Tremendous positive impact already seen.

Council Consolidated “802” units – **servicing youth wherever they live in TAC** – now include a Cub family pack, a Scouts BSA girl troop, a Scouts BSA boy troop, a Venturing crew, and a Sea Scout ship. Blossoming in size and program – and a model for other councils.

“SpecTACular Extravaganza” **virtual summer program** held, combining online and local activity

Units added in **Africa and Middle East**

#### Inclusivity

Inaugural class of **female Eagle Scouts** earn their rank – 11 awarded to date

**Girls** increase to approx 15% of youth membership

#### Sustainability

TAC sets **the gold standard in Scouting** for efforts to improve human impacts upon the planet <https://tac-bsa.org/sustainability/>

At the individual level: annual **Sustainability Challenge** launched. Scouts, their parents, and their units learn about their impacts on the planet, take action, measure progress, and advocate to others.





At the council level: comprehensive **Sustainability Action Plan** adopted – the first of its kind in the BSA, possibly in all of Scouting. We are incorporating sustainability practices and training throughout our program. The Plan has six Action Areas, covering 73 Action Items. Among other goals, TAC will reduce council-level greenhouse gas emissions Below Net Zero by 2023 and plant a tree for every TAC Scout by 2025.

### **Normandy**

Normandy Camporee 2022 planning moves from a Scout Executive-driven model to a volunteer-driven model of a dozen committees and an overall chair, engaging approx **100 volunteers**, fully active **15 months** before the camporee.

<https://tac-bsa.org/normandycamporee/>

### **Generosity**

**Balanced budget achieved** – in the face of Covid-driven cancellations of all council camps, while adding a critical new professional position

Annual **Friends of Scouting** fundraising campaign dramatically pivots to an **increased total in a reduced time** – targeting \$240,000 in only 3 months of activity, and reaching \$280,000 <https://tac-bsa.org/donate/fos/>

Normandy VIP donor reception **raises funds in advance** of the Camporee, eventually reaching \$80,000 <https://tac-bsa.org/normandycamporee/sponsorship/>

### **Awards and Achievements**

TAC's Religious Relationships Committee earns **BSA's regional award for Religious Relationships**, in its first year of eligibility

**More than 1,000 new youth** recruited in Fall 2021

Launched new **website**; optimized **digital processes** facing members, leaders and donors; produced two weekly newsletters (TAC Connection and Normandy News); brought together leaders from across TAC effectively on video, driving **high committee engagement to serve youth across TAC**

### **TAC Scouts in National Service**

Sam G, TAC Youth Advisory Committee member, selected by BSA National as a member of the inaugural Scouts BSA Youth Council

Nathan P, TAC Eagle Scout, recognized with a BSA Heroism Award and featured in the August 2021 *Scout Life* edition of "Scouts in Action"

Freedom ST, TAC Youth Advisory Committee member, named BSA National Venturing Vice President of Program

