

Strategic Opportunities for Pathway to Adventure Council

Pathway to Adventure Council is positioned for meaningful growth through a combination of disciplined financial management, strengthened community partnerships, and targeted investment in mission-aligned programs. Based on my prior experience within PTAC and my work as a CEO, the following opportunities represent initial areas for exploration and discussion with staff, volunteers, and board leadership.

Revenue Growth Opportunities

- **Expand major donor pipeline** through careful cultivation of Chicago and Northwest Indiana corporate leaders, PTAC alumni, and civic partners.
- **Leverage land-based revenue opportunities** such as carbon credits, solar leases, timber harvest, and other green energy initiatives to generate sustainable, mission-aligned income.
- **Increase earned income** from camp properties through expanded program utilization, optimized pricing, and targeted marketing to new audiences.
- **Strengthen annual giving** by engaging families in program-aligned revenue strategies, including thoughtful Family FOS messaging and targeted stewardship.
- **Explore shared-service agreements** with neighboring councils to generate revenue or reduce overhead in areas such as accounting, fundraising data management, or specialized program support.

Expense Optimization Opportunities

- **Evaluate office space and facility alignment** to ensure resources match current needs and geographic realities.
- **Optimize camp operations** through seasonal staffing models, targeted capital prioritization, and improved utilization planning.
- **Strengthen procurement and financial controls** to reduce overhead and improve long-term sustainability.
- **Assess staffing and service-area structure** to reduce duplication, improve efficiency, and support mission delivery.

Strategic Positioning & Community Engagement

- **Rebuild and expand civic partnerships** across Chicago and Northwest Indiana to strengthen visibility, trust, and access to under-resourced communities.
- **Engage elected officials and municipal leaders** to support Scouting access, regulatory navigation, and community-based programming.
- **Position PTAC as a key youth-development partner** through intentional presence in diverse neighborhoods and strengthened relationships with schools, nonprofits, and civic organizations.

These opportunities reflect my commitment to Pathway to Adventure Council's mission and my belief in the council's potential. I look forward to exploring these ideas collaboratively with the board, staff, and volunteers to support PTAC's next chapter of growth and stability.