



Annual Report

2023



You **BELONG** in Girl Scouts



The Girl Scout Promise

On my honor, I will try:
To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law.

The Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.

*when making the Girl Scout Promise, individual members may substitute wording appropriate to their own spiritual beliefs for the word "God."



As we come together to reflect on the extraordinary year, we are grateful for the opportunity to continue serving you in our respective roles: as your Board President and your Acting CEO.

In 2023, we retained our position as the largest Girl Scout council in the nation, with a vibrant community of **76,648 members**, including **46,187 youth members**. This achievement underscores our joint commitment to empowering the leaders of tomorrow.

In the past year, Girl Scouts in our region reached sold over **4.4 million boxes** through our Cookie Program. An accomplishment that fueled memorable trips, activities, and community service projects for our troops. The program's proceeds to our Girl Scout troops, exceeding **\$4 million**, became a catalyst for positive change, supporting our Girl Scouts and their impactful initiatives.

With great enthusiasm, we welcomed **2,478 campers** to sleep-away-camps and **3,164** to volunteer-led day camps where Girl Scouts had the opportunity to connect with the great outdoors while fostering a sense of adventure, leadership, and community.

Our **165 Gold Award Girl Scouts** exemplify the transformative impact Girl Scouts have. Their projects covered a wide range of areas, from environmental protection to mental health advocacy, leaving a lasting impression on both their lives and their communities.

Their dedication and impact were reflected in the significant number of higher awards earned: **1,534** Bronze Awards, **628** Silver Awards, and **163** Silver Trefoil Awards.

Nationally, we witnessed a vital decision at the 56th National Council Session, incorporating “anti-racism” into the Girl Scouts Constitution, reinforcing our Movement's commitment to a just world

Locally, our progress was marked by the establishment of our new **Diversity, Equity, Inclusion, and Accessibility (DEIA) department**. This department will play a crucial role in strengthening a diverse Girl Scout community within our region that champions equity and makes inclusion a norm. Together, we are on a collective journey to create a stronger and more inclusive community where all Girl Scouts feel like they belong.

As we dive into a new Girl Scout year, our mission remains to build Girl Scouts of courage, confidence, and character by creating more ways to engage and support our Girl Scout community. To our exceptional volunteers, Girl Scout families, supporters, donors, and staff, we thank you for serving as the driving force behind the empowerment of our Girl Scouts.

Yours in Girl Scouting,

Colleen Cibula
Acting Chief Executive Officer

Barbara Krumsiek
President of the Board of Directors
Gold Award Girl Scout




Offices and Centers:

- 1** Main Office: 4301 Connecticut Ave. NW, Suite M-2, Washington, DC 20008
- 2** Brandywine Office: 7704 Matapeake Business Dr. Suite 220, Brandywine, MD 20613
- 3** Germantown Office: 20201 Century Blvd. Germantown, MD 20874
- 4** Archives & History Program Center: 3 Hillcrest Dr. Frederick, MD 21703
- 5** Martinsburg Office: 153 McMillan Ct. Martinsburg, WV 25404
- 6** Archive Center, Winchester VA: 119 Youth Development Ct. Winchester, VA 22601
- 7** Manassas Office: 10432 Balls Ford Rd. Suite 140, Manassas, VA 20109
- 8** Kingstowne Office: 5680 King Center Dr. Kingstowne, VA 22315
- 9** Equipment Center: 14524 Lee Rd. Unit H, Chantilly, VA 20151
- 10** Centreville Girl Scout Shop: 5952 Centreville Crest Ln. Centreville, VA 20121

Council Campsites

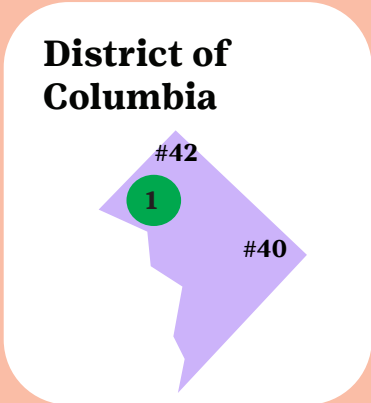
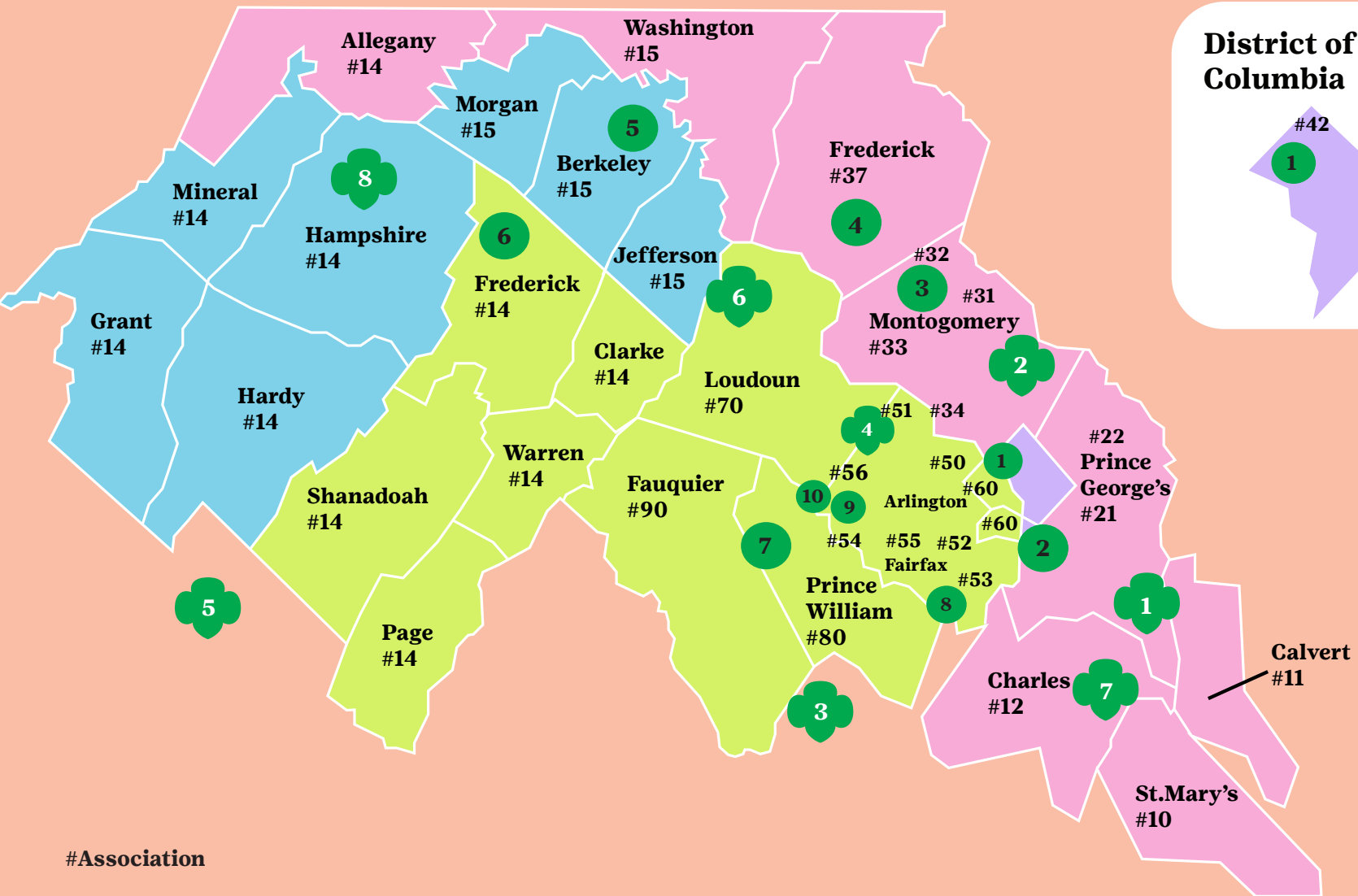
- | | |
|------------------------------|-----------------------------|
| 1 Camp Aquasco | 5 Camp May Flather |
| 2 Camp Brighton Woods | 6 Camp Potomac Woods |
| 3 Camp Coles Trip | 7 Camp Winona |
| 4 Camp Crowell | 8 Camp White Rock |

Council Campsite Colors

- | | |
|---|---|
|  West Virginia |  Virginia |
|  Maryland |  District of Columbia |

Campsite Maps





#Association

76,648

Total Membership



2023 Fact Sheet

girl scouts
nation's capital

46,187

Girl Scouts Grades K-12

4.4M

Boxes of Girl Scout Cookies sold

29,058

Girl Scouts participated in the 2022-2023 Cookie Season

51,436

Girl Scouts

Experienced
Camp



30,461

Adult Volunteers & Lifetime Members

3,213

Girl Scout Troops



\$4M

In Troop cookie proceeds to do good work in their communities

230K

Boxes donated for local frontline workers and Hometown Heroes

2,478

Campers Attended
Sleep Away Camp

3,164

Campers Attended
Day Camps



\$423K

Financial Assistance in FY '23

\$18M

FY '23 Budget



165

Gold Awards

163

Silver Trefoil Awards

628

Silver Awards

1,534

Bronze Awards

Meet Our Members



Membership

Girl Scouts Nation's Capital remains the largest council in the nation, with an impressive total of **76,648 members**, an uptick of **2.3%** compared to the previous year. Among our vibrant community, our youth membership stands at **46,187**. In 2023, we witnessed a remarkable surge in our adult membership, which now stands at **30,461 members**—a **10%** increase from the prior year.

Our collaboration with community volunteer troop organizers remains a cornerstone of our council's success. Their support helped us establish **401 new Girl Scout troops**—offering our youth members a chance to engage in traditions of Girl Scouting—building friendships, testing their strengths, and exploring new horizons.

76,648
Total
Membership

46,187
Girl Scouts
Grades K-12

30,461
Adult and
Lifetime
Members

3,213
Girl Scout
Troops



Diversity, Equity, Accessibility, & Inclusion (DEIA)



"To put yourself in another's place
requires real imagination, but by doing so
each Girl Scout will be able to love among
others happily."

- Juliette Gordon Low



DEIA Initiatives

Girl Scouts Nation's Capital recognizes the power in our communities' differences and firmly believes that everyone, regardless of their background, abilities, or circumstances, deserves equal opportunities to thrive. This year, we took a significant step by establishing our new DEIA department, which is actively engaged in making our programs and resources accessible to all. The department is focused on broadening community outreach, reducing economic barriers, launching conflict resolution initiatives, and maintaining a rigorous evaluation of our efforts to ensure they are both impactful and meaningful.



Cookie Season



In the 2022-2023 Girl Scout Cookie Season, over 1,000 Girl Scouts participated in Bling Your Booth! An activity where Girl Scouts are encouraged to decorate their cookie booths to earn a limited edition Bling Your Booth patch.



Cookie Season

Throughout the 2022-2023 cookie season, Girl Scouts took on the roles of young entrepreneurs, learning valuable life skills that will serve them well into the future. From setting ambitious goals to practicing their sales pitches, Girl Scouts honed their communication and financial literacy skills. They discovered the importance of teamwork, built confidence, and created lasting memories.

Beyond the practical aspects, selling cookies instills a sense of pride and accomplishment. It's a chance for Girl Scouts to see the tangible results of their efforts and realize that they are capable of making a difference.

This year, the Girl Scout cookie program reached new heights, thanks to the active involvement of over **29,058 Girl Scouts** during the season. The result was a phenomenal sale of **4.4 million boxes!**

29,058

Girl Scouts
Sold Cookies

4.4M

Cookie Boxes
Sold

\$4M

Earned by Troops
to support good
works in their
area

230K

Boxes Donated
to Hometown
Heroes



Science, Technology, Engineering, & Math



63% of Girl Scouts in middle and high school who did multiple STEM activities aspire to a career in STEM, compared to 43% among those who did not do STEM activities—a 20% difference!

Reported by Girl Scout Research Institute



STEM Programs

This year, Girl Scouts celebrated the 50th anniversary of the Endangered Species Act in collaboration with the **National Oceanic and Atmospheric Administration (NOAA)**. The Council hosted monthly webinars featuring NOAA scientists discussing conservation efforts for species like sea turtles, killer whales, and more. More than **200 Girl Scouts** registered per-session and earned a commemorative patch as a symbol of their dedication.

Highlighting our dedication to STEM education, the "Think Like an Engineer" event at **Sweet Briar College** drew **111 Girl Scouts**. Through hands-on experiments, they explored STEM careers, showcasing creativity and problem-solving. This event provided Girl Scouts with a unique opportunity to explore engineering in a supportive and engaging environment.

In collaboration with **General Motors**, we hosted a mechanical engineering event. Teen Girl Scouts attended a training session in the morning and then hosted Brownie Girl Scouts in the afternoon. Girl Scouts learned the basics of the design thinking process, discussed the three types of transportation, learned about design criteria and then designed their own cars!



The Outdoors



Girl Scouts explore Camp Potomac Woods, including the famous Pooh Tree. A completely hollowed out sycamore tree that's over 180 years old.



The Outdoors

Girl Scouts Nation's Capital's camping program fosters adventure, leadership, and community.

This year, our Council opened its camp doors to **51,436 eager campers** and marked the successful reopening of Camp Winona since its COVID-19 closure. Across our sleep-away camps **2,478 Girl Scouts** honed essential life skills such as teamwork and resilience. Our day and evening camps hosted **3,164 campers** and offered them opportunities to explore their interests, discover hidden talents, and form lasting friendships.

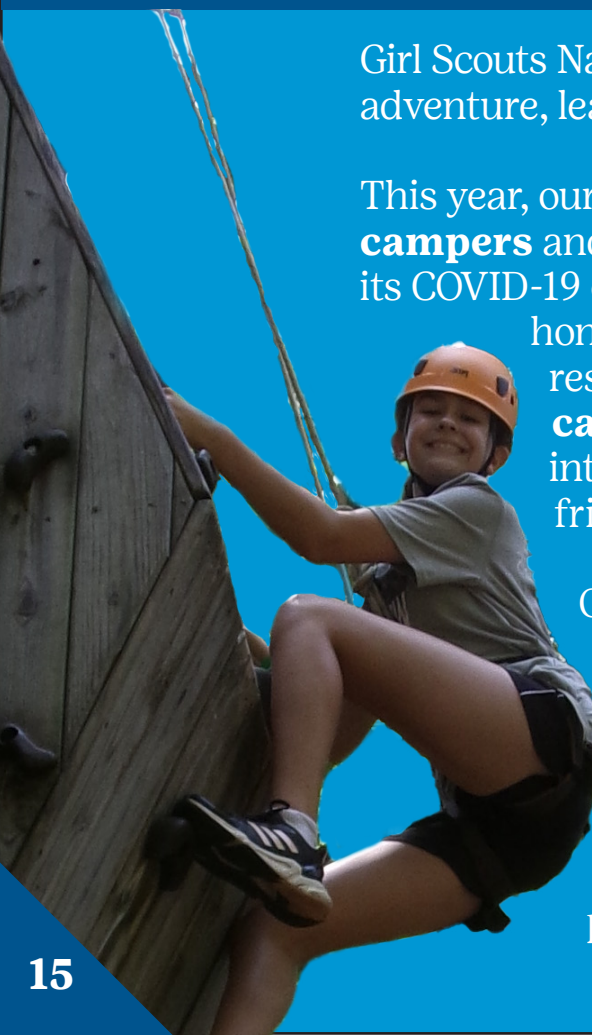
Our camps thrived thanks to the dedication of our volunteers who warmly welcomed campers and delivered high-quality programs.

Beyond the outdoors, campers gained confidence, independence, and a profound appreciation for the environment, setting them up for a future of limitless possibilities.

51,436
Girl Scouts
Experienced
Camp

3,164
Campers
Attended Day
Camp

2,478
Campers
Attended
Sleep-Away
Camp



Valiant Volunteers



Girl Scout Nation's Capital volunteers are bundled up and keeping warm at one of our Council's biggest cookie events—the cookie drop! Every cookie season, volunteers help distribute thousands of cookie boxes to Service Units and Troops. Our incredible volunteers make it all possible!



Volunteers

Girl Scouts Nation's Capital takes immense pride in our volunteer program and the Council recognizes the invaluable role volunteers play in shaping Girl Scouting experiences in our region. Our commitment to deliver high-quality leadership development programs remains steadfast. With support, mentorship, and training our volunteers are well-equipped to guide and inspire the next generation of Girl Scouts.

This year, **2,075 volunteers** completed our new asynchronous training for troop leaders about the Council's Diversity, Equity, Inclusion and Accessibility Commitment and how our Girl Scout community can take steps toward our DEIA goals.

Teams of dedicated adult educators led camping training with more than **500 volunteers**, most completing the hybrid version of the course that uses online modules and a virtual planning session followed by an overnight camping trip.

We heard feedback from volunteers that they want more resources on youth mental health. Our new initiative in Youth Mental Health First Aid training launched in the fall and our Council now has two trained instructors to teach this 8-hour certification program. So far, more than **80 staff and volunteers** have been certified.

Volunteers on our Council Recognitions Panel and our Association Recognitions Committees approved **1,280 awards** recognizing amazing volunteers serving in troops, service units, associations and council-wide roles.

We also rolled out a new series of Commend Coins in Fall 2022 for Association Chairs and Service Unit Managers to show volunteer appreciation within their local Girl Scout community and sold nearly **600 coins** in the first year.

600

Commend
Coins
Presented

1,280

Adult
Recognitions

80+

Certified in
Youth Mental
Health First

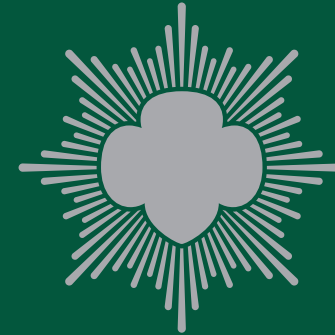
2,075

Completed
Asynchronous
DEIA Training

509

Newly Certified
Camping
Volunteers

Highest Awards



75% of Gold Award Girl Scouts say earning their Gold Award helped them get into college or graduate program.

Reported by Girl Scout Research Institute

Highest Awards

The Girl Scouts Gold Award recognizes outstanding leadership and community service. This year, our council proudly welcomed **165 remarkable Girl Scouts** into the class of 2023. These young leaders are champions of positive change, their projects covered a wide range of areas, from environmental protection to mental health advocacy, making a lasting impact in their communities.

During the In Your Honor ceremony, held on Saturday, May 13, Girl Scouts Nation's Capital recognized and awarded **20 Gold Award Girl Scouts** with \$1,000 scholarships. One \$2,000 scholarship was awarded to **Daryn Dickens** as this year's **Nation's Capital Young Woman of Distinction**.

165
Gold Award
Girl Scouts

163
Silver Trefoil
Awards

628
Silver Award
Girl Scouts

1,534
Bronze Award
Girl Scouts

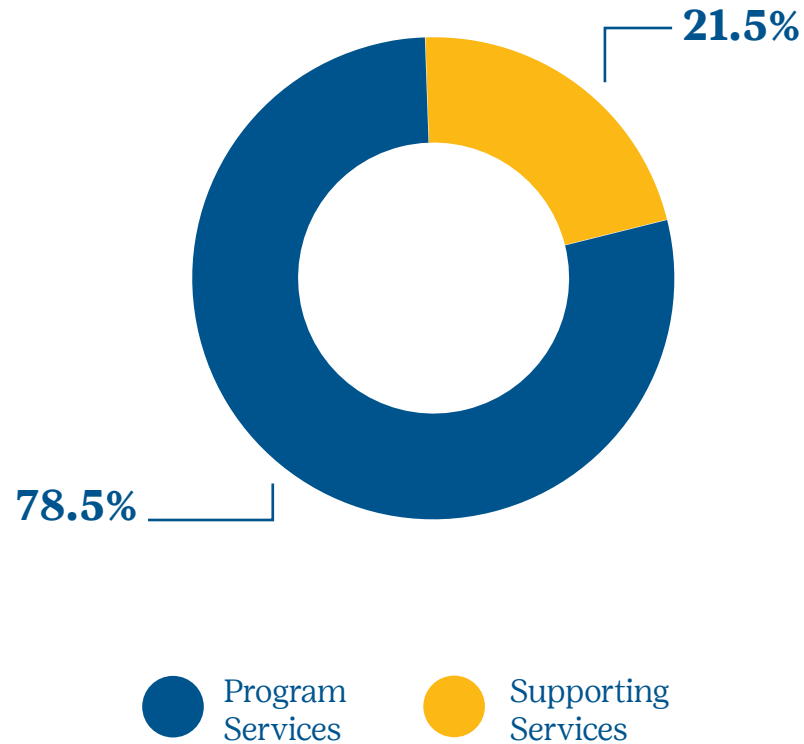


Financials

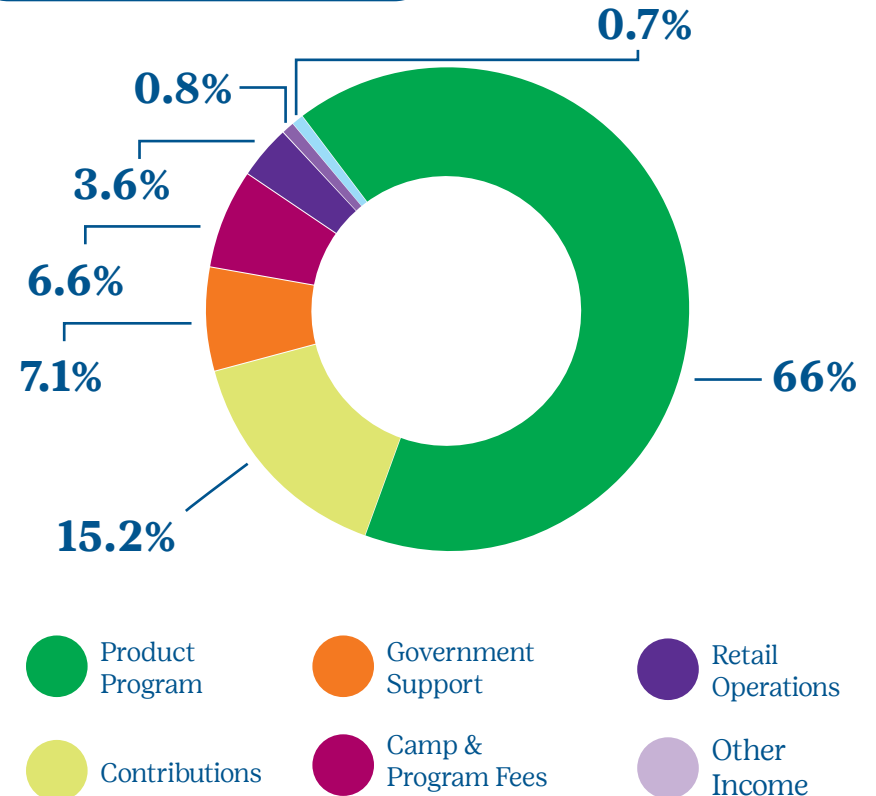


A full copy of the 2023 financial statements of Girl Scouts Nation's Capital as audited by independent accountants, Aprio LLP, will be available on our website, www.gscnc.org in February 2024.

Expenses



Revenue



Special News and Events



Girl Scout Juniors Emma Cowger and Haeleigh Shoop join our CFO Jessica McClain in talking to DC News Now Anchor, Taniya Wright about Cookie Season! Discussing everything from the impact of cookie sales, to their personal favorite cookies—these Girl Scouts made their mark on the DC News!



News & Events

Girl Scouts exhibit a wide range of talents that help address mental health challenges by showcasing their entrepreneurial skills, and beyond. Their exceptional abilities garnered attention across the DMV region, with numerous Girl Scouts being featured in local news and engaging with community partners.

Explore our website to discover in-depth coverage of their outstanding achievements.
www.gscnc.org/newsroom



Gold Award Girl Scouts Diya and Camille shared their mental health projects on FOX.



Secret Cookie Menu in collaboration with RIS DC sold out every night.



Brownie Troop 60211 led the Color Guard for Girl Scout Day at Nationals Park.

Contributions



A special thanks to the following donors for their generous support!

Corporation, Foundation, & Government Grants

\$50,000+

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Brownie Troop 60257
 Alexandra Smith —
Nicole Clifton
The Coote Girls
Mr. Fiorienti
Carolyn Harlow
Camille Jefferson
Joyce Littlefield
Laura Loomisra
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Troop 00840
Troop 05717's
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In Memory Of

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Cindy Crawford Beatie
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Betty Van Gieson
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GSCNC has taken care to ensure the accuracy of this list. If, however, there should be an omission or error, we express our sincer regret and ask that you bring it to our attention by calling our Development Office. 202-274-3330



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Maria Rodriguez, Treasurer
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Rory Maynard	Jeri Somers	

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Colleen Cibula, Acting Chief Executive Officer and Chief Operating Officer
Jessica McClain, Chief Financial Officer
Angela Baker, Director of Human Resources
Zoë Chapman, Director of Membership
Betsy Thurston, Director of Development

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SHARE Impacts every Girl Scout and volunteer in our Council.



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Please mail checks to:

Development Department
Girl Scouts Nation's Capital
4301 CONNECTICUT AVENUE, NW, SUITE M-2
WASHINGTON, DC 20008

Camp

Maintains our eight camps, high adventure activities and ensures every Girl Scout has the chance to enjoy the outdoors.
\$1000 helps Girl Scouts afford sleep-away camp.

Financial Assistance

Covers membership and troop dues, supplies, camperships and program fees.
\$500 supports a year of Girl Scouting.

Programs

Supports troop and camp programs, STEM, life skills, entrepreneurship and leadership training.
\$250 helps a Girl Scout travel to a Destination.

Volunteer Assistance

Provides free and reduced cost training for Volunteers
\$100 helps a volunteer receive trainings and more.



@GSCNC