2019 Annual Report girl scouts nation's capital UNIQUEGO-GETTER CONFIDENT

GIRL SCOUT MISSION

Girl Scouting builds girls of courage, confidence and character, who make the world a better place.

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.

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.





Dear Girl Scout Family,

Leadership experiences are what makes Girl Scouts unique. From her first day as a Girl Scout Daisy, she begins the journey in an all-girl environment making decisions and working as a team. As she progresses, our



program taps into her natural curiosity and helps her fine tune her leadership skills and grow in confidence. One day she will change the world!

This year we launched, **Girls the World Needs**, a social media campaign to bring attention to our highest achievement, the Girl Scout Gold Award. It's about time society recognizes the significance of the Gold Award and the girls who've dedicated years to accomplish projects that make their community and our world a better place. **Girls the World Needs** validates the contributions Gold Award Girl Scouts make to society. Last year, **225** Girl Scouts earned the Gold Award, the highest number in a decade. There were a variety of projects, from building a vegetable garden in a food desert, to creating a website to encourage voter registration and workshops to encourage younger girls to explore STEM (Science, Technology, Engineering, Math). You know the importance of building the next generation of leaders, and for many girls that leadership foundation begins at Girl Scouts.

There is a lot to brag about when it comes to Girl Scouts. We think all our girls are girls the world needs, and that Girl Scouts is the place to prepare them for a lifetime of leadership. Because in a safe space, Girl Scouts have access to powerful mentors, are able to try new things, take risks and explore career paths. We remain steadfast in delivering quality programs to expose girls to STEM, entrepreneurship, outdoors and life skills. Our annual report reflects some of our many accomplishments in 2019.

Thank you for your continued support.

Sincerely,

Faye Fields

President of the Board

Lidia Soto-Harmon Chief Executive Officer

Lidia Soto-Harmon





86,171 members.

59,272Girls in K-12

Daisies (Grades K-1) Brownies (Grades 2-3) Juniors (Grades 4-5)

Cadettes (Grades 6-8)

Seniors (Grades 9-10)

Ambassadors (Grades 11-12)

26,895
Adult volunteers & lifetime members

Our members reside in the Greater Washington Region, which includes the District of Columbia and **25** counties in Maryland, Virginia and West Virginia. With **86,171** members, we are the largest Girl Scout council in the nation and the premier leadership development organization just for girls.

41,000 girl members renewed their membership, and **93** percent rated their Girl Scout experience as satisfactory to highly satisfactory.

To support outreach in low-income communities, we held **19** community-based camps serving **3,247** girls; awarded **\$706K** in financial assistance to girls and adults and distributed **\$70K** for program grants, including **\$33K** for Girl Scouts to travel on destinations - to ensure that every girl has a robust Girl Scout experience.

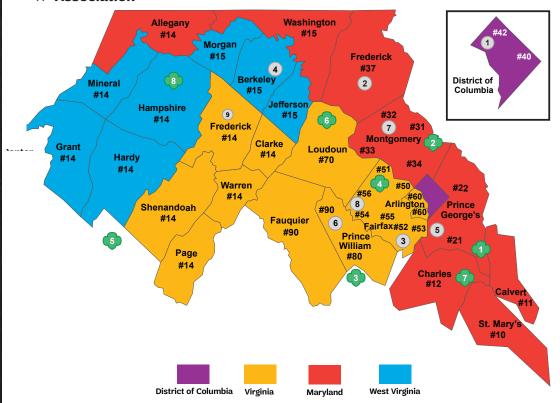
121Full-time staff

\$16.6 M
Operating budget

4,031 Troops

Offices/Satellite Offices

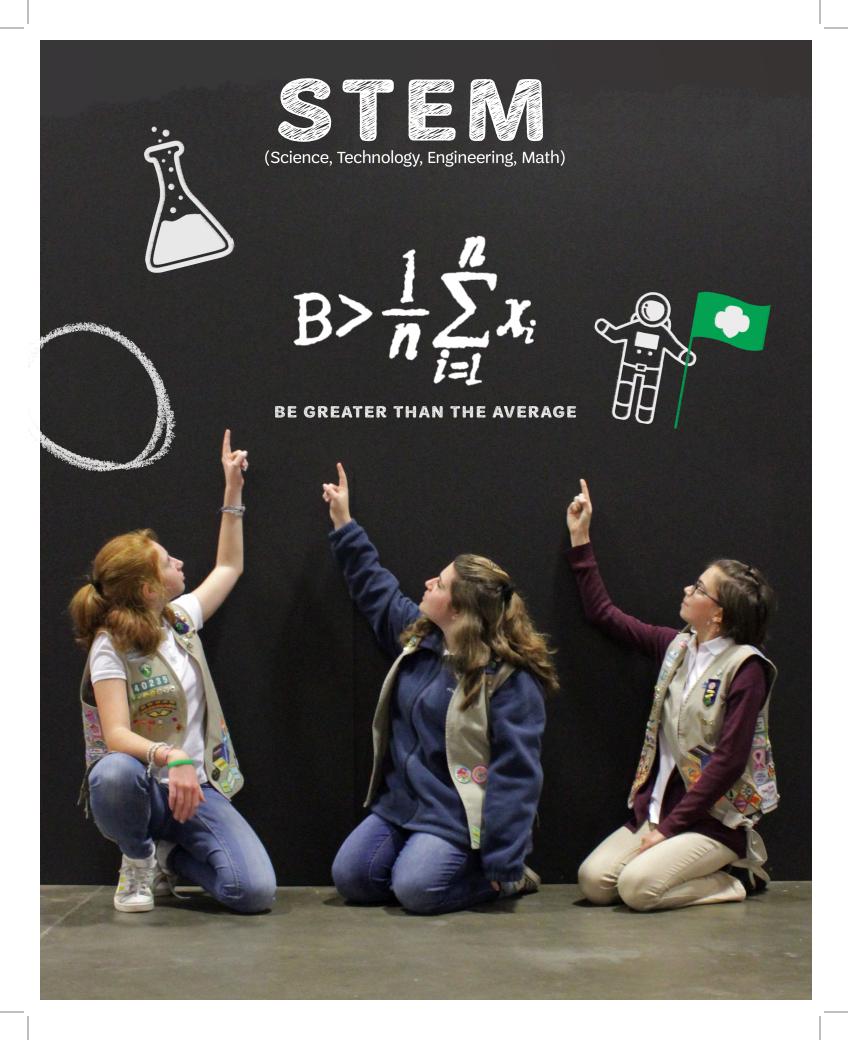
- 1 Main Office: 4301 Connecticut Ave., NW, Washington, DC 20008
- 2 Archives & History Program Center: 3 Hillcrest Dr., Frederick, MD 21703
- 3 Kingstowne Office: 5680 King Center Dr., Kingstowne, VA 22315
- 4 Martinsburg Office: 153 McMillan Ct, Martinsburg, WV 25404
- 5 Waldorf Office: 2670 Crain Highway, Waldorf, MD 20601
- Manassas Office: 10432 Balls Ford Road, Suite 140, Manassas, VA 20109
- Germantown Office: 20201 Century Blvd., Germantown, MD 20874
- Equipment Center: 14524 Lee Rd., Unit H, Chantilly, VA 20151
- # Association





Council Campsites

- Camp Aquasco
- Camp Brighton Woods
- Camp Coles Trip
- **Camp Crowell**
- **6** Camp May Flather
- Camp Potomac Woods
- Camp Winona
- 🚯 Camp White Rock



Building the STEM pipeline

Girl Scouts is inspiring the next generation of STEM leaders, pledging to add **2.5 million** girls to the STEM pipeline by 2025.

We introduce girls of every age to science, technology, engineering, and math (STEM) in order to close the gender gap in STEM. Technology is changing our world, and it is essential that girls and women have a role in determining the outcome. With over **100** STEM badges and Journey awards, Girl Scout Daisies through Ambassadors are coding, investigating cybersecurity, programing robots, designing website, and doing more.

Girl Scouts who participate in girl-focused STEM programs become better problemsolvers, get better grades, and follow more lucrative career paths.



110 JUNIORS

attended Make the Connection STEM workshops sponsored by Booz Allen Hamilton

3,000 Girl Scouts went to Air and Space Day



305 JUNIORS

earned the HPE Cybersecurity Patch Program





Today's Girls, Tomorrow's Entrepreneurs

Encouraging entrepreneurship prepares girls for any future career. We know that when girls have an entrepreneurial outlook they want to change the world. They are more willing to embrace challenges and take risks. They are curious self-starters and are collaborative team players.

Our Cookie Program is the largest and best entrepreneurial program run by girls, powering amazing Girl Scout experiences. Last year, Girl Scouts sold 4.5M boxes, and troops and service units earned \$3.2M. In addition to rewards, Girl Scout troops earned \$3,152,540 to finance their activities and good works, while learning how to budget, manage cash flow and even pay bills.

40,598
boxes of Girl Scout Cookies
donated to Hometown Heroes



boxes of Girl Scout Cookies sold by girls.

174,873

Girl Scout boxes donated to the USO to support military families.



\$300,848
earned in Fall Product by Troops
and Associations

For **Fall Product**, Girl Scout troops got an early start to earning money to support their activities. Through our fall product program, for friends and family, which included Ashton Farms nuts and candy and M2Media magazine subscriptions, **10,461** Girl Scouts participated.



In the outdoors she gains grit and perseverance

Girl Scouts thrive in the outdoors.
Utilization of our camps increased by
16% to 55,314 girls and adults. Last year,
girls took aim at our new sling shot and
tomahawk ranges and perfected their knot
tying skills at permanent stations on our
eight camp properties.

1,356 members took the challenge on our high adventure ropes courses at Camp Crowell and White Rock, navigating cargo bridges, ropes and zip lines.

Summer was camp time for over **7,500** Girl Scouts.

3,563

Girls attended our volunteer run Day & Evening Camp programs

4,004

Girl Scouts attended sleep-away camp





55,314 embers participated in progr

Members participated in programs and activities on our eight camp properties







225

Seniors & Ambassadors earned the Gold Award



888

Cadettes earned the Silver Award



1,893

Juniors earned the Bronze Award



Girl Scouts are socially conscious, problem-solvers

The **Gold Award** is the highest earned achievement in Girl Scouting and we believe these are the **Girls the World Needs.** Gold Award Girl Scouts lead change in their communities and around the globe. When they see a problem, they look for a solution. Last year, the Gold Award was earned by **225** Girl Scout Seniors and Ambassadors, the highest number of girls in a decade.

The Gold Award not only affirms a girls' ability to lead positive social change, but it also opens doors to scholarships, preferred admission tracks for college, and amazing career opportunities.

Girl Scout progression enables girls to take on leadership at every level.

Girl Scout Juniors worked as a team, identifying issues and taking action to improve their community to earn the **Bronze Award**. With more independence, Girl Scout Cadettes worked as a team or go solo to earn the **Silver Award**. Unique to Girl Scouts Nation's Capital is the **Silver Trefoil Award** which recognizes a Girl Scout's service to her community, the Girl Scout community and world.



201

Girls earned the Council's Silver Trefoil Award by dedicating more than 100 hours of service to the community





GOLD AWARD GIRL SCOUTS
girls the world needs





Every female secretary of state in U.S history is a former Girl Scout



73% of current female U.S. Senators are Girl Scout alums



99%, nearly every female who has flown in outer space was a Girl Scout



More than half of female entrepreneurs and business owners are Girl Scout alums



She can lead the way

Congressional Aide celebrated 45 years

Girl Scout Seniors and Ambassadors had the opportunity to experience first-hand how government works, attending our unique Congressional Aide program.

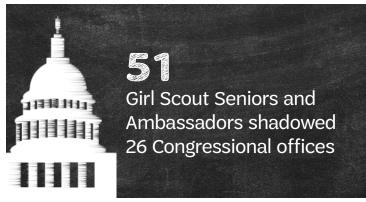
Fifty-one Girl Scouts were placed in 26 congressional offices where they handled constituent calls, gave tours, attended hearings and did research on legislation.

Girls enjoyed using the "staff only" subway to the Senate side and visiting the Democratic cloakroom.



(Go-getter, Innovator, Risk Taker, Leader)
Teen Girl Scouts took over the Council's
Instagram and served as journalists,
covering Girl Scout events. The G.I.R.L.
Squad consisted of 12 teen Girl Scouts
who learned how to tell the Girl Scout
story, wrote blogs and lent an authentic
girl voice to our social media.









ascno



gscnc Troops 448, 4584, 5053, 6260, and 3148 had so much fun at Belize! Jessica, GS Senior

- #girlsquad #GirlScouts #Gscnc
- #GirlScoutsNationsCapital #Belize
- #mayantemples #zoo #belizezoo
- #teamworkmakesthedreamwork

69w







Liked by sallycl and 39 others

AUGUST 9, 2018

Add a comment...



Volunteer Development

New technology enhanced the volunteer experience for **54 percent** of our troops who utilized the Volunteer Toolkit to plan and organize troop meetings.

With 218 active volunteer educators, we provided our volunteers with vital training to enhance their work with girls. Last year, 17,491 volunteers attended in person and online classes, which included Basic Leadership and Program level classes. To support our rigorous outdoor program, 505 volunteers completed our Cookout and Campout classes; and we held 37 High Adventure courses, many to train adults on how to utilize our new slingshot and tomahawk ranges.

Volunteer Appreciation

Volunteers are an essential part of Girl Scouting. Last year we recognized **1,009** adult volunteers, community leaders and organizations for their service to Girl Scouts. The Outstanding Leader Award went to **352** Girl Scout Leaders. The highest recognition for a lifetime of service, the Knox Award, was presented to two deserving volunteers, Judith Lokerson and Tina Capps.

The Knox Award honors individuals whose continuous service to Girl Scouts Nation's Capital exemplifies the spirit, dedication and enjoyment of Girl Scouting.



Judith Lokerson (above) was recognized for her work on the Council's Inclusion Taskforce, Men in Green, Sing Along Service and 30 years as an adult educator.

Tina Capps (below) was acknowledged for bridging the gap when Shawnee Girl Scout Council merged with Girl Scouts Nation's Capital. She was a vital force at Camp White Rock, a champion for SHARE (the annual giving campaign) and served on the Gold Award Panel inspiring girls to reach their highest potential.



FINANCIALS

of our expenses go directly to support our girls and volunteers, exceeding industry standards

(\$)

\$16.6M

Budget

\$706K

in financial assistance to girls and adults

2019 Financial Highlights

A full copy of the financial statements of Girl Scouts Nation's Capital as audited by independent public accountants, Aronson LLC, will be available on our website, gscnc.org, in February 2020.

Product Sales \$11,628,369 | 66.8% REVENUES Shop \$844,666 | 4.9% Contributions* \$2,599,369 | 14.9% Other \$338,676 | 1.9%



Program Fees \$1.984.130 | 11.4%



The figures on this page represent unaudited numbers. *The Council received a land donation valued at \$17.9M. There are no plans for development.

84.5% **EXPENSES Supporting Services** 15.5%

Program Services

INVESTING CIRLS

Corporation, Foundation, and Government Grants

\$50,000 AND ABOVE

Booz Allen Hamilton Inc. • The Morris and Gwendolyn Cafritz Foundation • Capital One A. James and Alice B. Clark Foundation • Hewlett Packard Enterprise • Toyota • Truth Initiative

\$25,000-\$49,999

Claude Moore Charitable Foundation • Crimsonbridge Foundation • Deloitte • Hearst Foundation, Inc.

- James M. Johnston Trust for Charitable and Educational Purposes The J. Willard and Alice S.
- Marriott Foundation MyEyeDr. Nancy Peery Marriott Foundation Nauticon Office Solutions
- Pepco, An Exelon Company Robert I. Schattner Foundation, Inc.
- ShutterFly, Inc., on behalf of The Ellen Show The Starr Foundation UPS

\$10.000-\$24.999

Anonymous

The Boeing Company Crimsonbridge Group

ΕY

GEICO

Kellar Family Foundation

Lake Marlton Limited Partnership Lockheed Martin Corporation

Richard E. and Nancy P. Marriott

Foundation, Inc.

George Preston Marshall Foundation

Eugene and Agnes E. Meyer

Foundation

Palo Alto Networks

Salesforce

Verizon

Washington Nationals Baseball Club Washington Forrest Foundation

John M. and Gina G. Wasson

Official distriction of the control of the control

Charitable Trust

Wells Fargo

\$5,000-\$9,999

Bloomberg BNA

Capital Area Chapter of the Society for Information Management

Capitol Office Solutions, A Xerox

Company

EagleBank

Ecolab

Economic Club of Washington

Equitrans Midstream Foundation

Freddie Mac Foundation

Graham Holdings Company

Hersheypark

International Association of

Machinists and Aerospace

Workers

Mary and Daniel Loughran

Foundation

The Maryland-National Capital Park

and Planning Commission

Mars Foundation

Minghini's General Contractors, Inc.

Nestle USA

Oxon Hill Lutheran Church, Inc.

Pasternak & Fidis, P.C.
Patthoff General Dentistry
State Farm
Strategic Resolution Experts Inc.
The Washington Business Journal
Washington Gas | A WGL Company
Philip & Janis Miller With

Fund, managed by The Community Foundation of Frederick County, MD

\$1,000-\$4,999

American Trucking Associations

Burness Communications, Inc.

Chevron

City National Bank

CNB Bank, Inc.

Comcast Newsmakers and the

Public Service Announcements Dimick Foundation

Eastern West Virginia Community

Foundation

Fierce Government Relations
The Grants for Girls Fund, managed

by The Community

Foundation of Frederick

County, MD

Legge Group

Marilyn T. & David R. Heebner

Foundation, Inc. HMS Technologies, Inc.

International Monetary Fund

National Association of

Manufacturers

Polinger Company

Procter & Gamble

Quicken Loans

ROCKWOOL

Dan Ryan Builders

Shepherd University Foundation

Newton B. Shingleton Trust

U.S. Chamber of Commerce WVU Medicine Berkeley Medical

Center/Jefferson Medical Center

INDIVIDUAL MAJOR GIFTS

\$25,000+

Anonymous

Barbara K. Ostrom

Diane Tipton and David Bradt

\$10.000-\$24.999

Anonymous

Cathy and Dick Bertin

Kent and Jennifer Francois

Barbara Krumsiek and Bart Leonard

Laura Lane

Emily and Griffith Lindsay

Natalie Lorenz-Anderson

Alan and Amy Meltzer

Jodi and Darren Morton

Lynne Seibert Steptoe, Philip

Steptoe and Eva Woolridge

Mary Gay Sprague Jake and Jennifer Tapper, and

Alice Tapper

\$5,000-\$9,999

Anonymous

Kathy Albarado

Sandra Alexander

Suzanne Amsbaugh and

Dana Proulx

Vicky A. Bailey

Sherry Bellamy

Sheryl and Henry Bonilla

Susan and Mike Ducey

Kathy and Chris Duda

Jeri Á. Fellerman

Faye Fields

Nishita Henry

Joseph and Virginia Holinka

Christopher Larson

Maureen Leddy

Kathleen Matthews

Jeannine and Rory Maynard

Susan Moser

María Rodríguez

E. Geoffrey Sella

Wendy Stark

Mary Szpanka

Carolyn Thompson Judith Walter Wendelin White Mary Karen Wills

Wendy Wysong and Tracy Rickett

Silver Members

\$2,500-\$4,999

Mary Brady Camp Tag-A-Long Patricia Corridon Stephenie Foster Carin Gendell Sue Hansen

Karl K. and Carrol Benner Kindel

Sue Meeks Lawrence Newell Amy O'Donnell Kate Perrin

David and Linda Purcell Judith Reinhardt Lidia Soto-Harmon and Robert Harmon

Founder's Circle

\$1,000-\$2,499

Anonymous Mary Abbajay Mary Abe

Janet Beth Abrams Nancy Adams Nedra Agnew Rosie Allen-Herring Susan Anderson

Dorine Andrews and John Manzolillo

Kelly Ayotte-Phelan Mary Azcuenaga Angela Baker Jane and John Barvir Laura Bassett

Marguerite Bateman Kathleen Beernink Suzanne Belt

Kathryn and Brian Benison

Cindy Bennett Janet Bond Christine Brennan **Broadine Brown** LaVerne Brown Karen Brown Christina Brugno Kathy Burke

Angela Carpenter Gildner

Genie Carroll **David Chalker** Mary Rose Chappelle Colleen K. Cibula Jennifer Clausen Amy and Daniel Cohen Marylou B. Cook Carol Cross

Becky and Ron Crouch

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Paul Donato

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Debbi Jarvis Patricia Jayne Beth Johnson Elizabeth Joyce Anne Juran Donna Kissane Danielle Kouzoukas Eileen Kurucz

Angela Lancaster and Cantwell F.

Muckenfuss, III Elaine Leavenworth

Joon Lee

Elizabeth L. Lewis Judith Lokerson Laura Loomis Linda Loranger Lauren Lynch Flick Cheryle Mack Harriet Martin Phyllis Martin Patricia Mathews Phyllis McBride Sonia McCormick Patricia McGuire

Kathy and Richard McKinless

Dee Dee Mendez John Mutarelli Stanley Myles Anna Nevius Katherine Offutt Kelly and Ben Opipari

Janet Osborn Carolyn Quill Jacquelyn Rizzo Julie Rosenthal

Christine and Richard Rudisill Jean and Craig Sansonetti Marie and Joseph Schech Jean Schiro-Zavela and

Vance Zavela Lucinda Schofer Gretchen Schreiber

Rhea S. Schwartz and Paul Wolff

Rita Shapiro Hajira Shariff Margaret Siegel Debra Silimeo Penelope Sinclair Krista Smith

Margaret and Robert Stillman

Jane Storero

Beverley K. Swaim-Staley and

Scott D. Stalev **Merritt Thomas** Harriett Thompson Troop 40033 Betsy Thurston Stephanie Tsacoumis Lauren K. Vessey Michael Waddell Allison Wagner Jameya Way Laura Wickman William Woessner Jane Woolard

In Honor Of

Peggy Axelrod Vicky Bailey Jacqueline Beaulieu Gale Bernatz

Diane K. Brown Julie Buchanan Stephen A. Burnett

Campmaster Supreme Bullmoose Ferguson (Matthew Ferguson)

Tina Capps Kate Carpenter

Lauren Jones and Alan Cleaver

Kora Coker Lyla Coogen Meghan Coughlin

DC Council and Mayor Bowser

Margot Delapp Markeeta Dixon Karleshia Dorsev Christine Eddy

Mike and Maya Elmore Jennifer Oelke Farley Sharon Gamble Cindy Gilman Victoria Gines Cecelia Goetz

Deby Roth Hawrylko

Diana Brown and Cory Howell

Claudia and Jeannie Makenna Kinloch Tara Koslov

Lidia Soto-Harmon's Phenomenal

Leadership! Patrick Leslie

Jeannine and Kendra Maynard

Jessica Mense Rebecca Messman Rita Monner Sarah Murray Tammy Nelson Jennifer Newcomer Sandy Oliver

Barbara and Carolyn Ostrom

Trinity Pomar Jenna Robinson Meg Ross

Cora Runholt Julianna Sims

SU 34-5

Harriett Thompson Jenise Thompson

Troop 99 - Our 5 Ambassadors

Troop 2302 Troop 2821

Troop 2862

Troop 2483 Graduating Seniors: Brooke Balducci and Isabel Viner The Graduation of the Girls In Troop 4874

Girls In 50-8 Legacy Troop 527

Daisy Troop 70166 Faye Vibbert Judith Walter Ana White Marlena Wilson Cecilia Woolard Lori Wright Monique Yates Sonia Zamora Katie and Zoe

In Memory Of

Jan Alexander Cecil Ballou Patty Blocker Kay's Mom - Mrs. Brinkmeyer Marilynn Carr Suzanne Cheesman Albert George Cook, III GS Camp Menzies In

Tierra Del Oro Council Rachel Deitch Hattie Dorman **Dorothy Tappe Grotos** Robert "Bob" Hansen Marilynn Heebner Mary Beth Lyons Lauren P. Marchetti Kathleen McGuire Charlene Meidlinger Cheryl Moyer Penelope Peck Newell Beth Offutt Home Reitwiesner Melissa J. Rizzo Linda Schwartz Eleanor Blake Lois Bell-Toliver Margaret Ellen True

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FY 2019

October 1, 2018 - September 30, 2019

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Julianna Grimson (teen)

Mia Hagood (teen)

Sue Hansen Roland Hawthorne

Nishita Henry

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& Darren Morton Marcelle DeCuir

©Girl Scouts Nation's Capital 2019 **Girl Scouts Nation's Capital** 4301 Connecticut Avenue, NW

Washington, DC 20008 800-523-7898 | www.gscnc.org The Council engages the community through its many social media and online channels. Last year, our channels reached:



FACEBOOK 16K followers



WEBSITE 2.2 M pageviews



TWITTER 3.8K followers



INSTAGRAM 1,670 new followers



YOUTUBE 20.7K views



FOLLOW US @GSCNC