Annual Meeting 2019
Annual Meeting

Faye Fields
President of the Board,
Girl Scouts Nation’s Capital
Annual Meeting

Call Meeting to Order

Faye Fields
President of the Board of Directors
Treasurer’s Report

Judy Walter
Assistant Treasurer of the Board of Directors
# Treasurer’s Report

## Financial Position

Year ended September 30, 2018 (Thousands)

<table>
<thead>
<tr>
<th>Assets</th>
<th>FY 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td>$ 2,345</td>
</tr>
<tr>
<td>Property and Equipment</td>
<td>$ 8,252</td>
</tr>
<tr>
<td>Investments</td>
<td>$ 12,627</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$23,224</strong></td>
</tr>
</tbody>
</table>
Treasurer’s Report

Breakdown of Assets

- Current Assets: 10.1%
- Property and Equipment: 35.5%
- Investments: 54.4%
# Treasurer's Report

## Financial Position

Year ended September 30, 2018 (Thousands)

<table>
<thead>
<tr>
<th>Liabilities &amp; Net Assets</th>
<th>FY 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
<td>$ 973</td>
</tr>
<tr>
<td>Long term Liabilities</td>
<td>$ 1,322</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$ 2,295</strong></td>
</tr>
<tr>
<td>Unrestricted Net Assets</td>
<td>$ 17,274</td>
</tr>
<tr>
<td>Temporarily Restricted Net Assets</td>
<td>$ 1,810</td>
</tr>
<tr>
<td>Permanently Restricted Net Assets</td>
<td>$ 1,845</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$ 20,929</strong></td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>$ 23,224</strong></td>
</tr>
</tbody>
</table>
# Statement of Activities

Year ended September 30, 2018 (Thousands)

<table>
<thead>
<tr>
<th>Revenue</th>
<th>FY 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Program (Net)</td>
<td>$11,816</td>
</tr>
<tr>
<td>Girl Scout Shop (Net)</td>
<td>$  858</td>
</tr>
<tr>
<td>Camping &amp; Other Program Fees</td>
<td>$ 1,922</td>
</tr>
<tr>
<td>Corporate, Foundations, and Business</td>
<td>$  372</td>
</tr>
<tr>
<td>Annual Giving Campaigns</td>
<td>$  648</td>
</tr>
<tr>
<td>Donations Released from Restrictions</td>
<td>$ 1,277</td>
</tr>
<tr>
<td>Investment and Other Income</td>
<td>$ 1,036</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$17,929</strong></td>
</tr>
</tbody>
</table>
Treasurer’s Report

Revenue Breakdown
Year ended September 30, 2018

- Product Program (Net): 66%
- Girl Scout Shop (Net): 5%
- Camping & Other Program Fees: 10%
- Contributions: 13%
- Investment and Other Income: 6%

Total:

- Step 1: Calculate the total revenue.
- Step 2: Analyze the contributions from different sources.
- Step 3: Review the investment and other income contributions.
## Treasurer’s Report

### Statement of Activities

Year ended September 30, 2018 (Thousands)

<table>
<thead>
<tr>
<th>Expense</th>
<th>FY 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$12,904</td>
</tr>
<tr>
<td>Supporting Services</td>
<td>$2,563</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$15,467</strong></td>
</tr>
</tbody>
</table>
Treasurer’s Report

Functional Expense

Year ended September 30, 2018

- Program Services: 83%
- Fundraising: 9%
- Management & General: 8%
Cookie Prices

• For the 2020 Cookie Season, prices will increase to cover rising costs and to allow a greater earning per box for girls!

• Price will increase $1.00 per box

• Overall Troop proceeds will increase $1,000,000 next year and every troop will benefit!
Forum Report

Julianna Grimson
Teen Board Member

Mia Hagood
Teen Board Member
Entrepreneurship

Girls show the world their entrepreneurial spirit as key members of the world’s largest girl-led business – the Girl Scout Cookie Program.
Our Cookies are on a Mission!

To help girls learn five skills that are essential to leadership, to success, and to life.

1: Goal Setting
2: Decision Making
3: Money Management
4: People Skills
5: Business Ethics
Forum Question

How can we better educate our parents and volunteers about the value of our entrepreneurship program?

How can we grow girl participation in the cookie program?
Forum Feedback

Program Delivery

• Emphasize program aspects and not logistics

• Highlight the five skills

• Encourage goal setting before program begins

• Hold Cookie College and Rallies earlier (Oct – early Nov)
Forum Feedback

Older Girl Involvement

• Increase older girl opportunities, emphasize leadership and money management skills—*resume builders*

• Implement a teen troop mentorship program for younger troops

• Include older girls and inclusion in cookie promotion
Forum Feedback

Parent Education:

• Communicate to parents the skills girls’ acquire by using:
  ✓ Online videos, PowerPoint presentations
  ✓ Cookie Booth Camps
  ✓ Mandatory meeting for parents to educate them

• Train new parents on how to support girls sell cookies and set financial goals.

• Show “How the Cookie Crumbles” and how troops use money earned in a handout.
Volunteer Training

- In Basic Leadership teach how cookies help girls gain financial literacy and business experience

- SU Cookie Manager or older Girl Scouts train troop committees on benefits and how to sell
Troop Proceeds and Rewards:

- Increase troop proceeds

- Revamp rewards:
  - appeal to older girls
  - appeal to younger girls

- Transition from rewards to experiences
  - Travel, Camp Credit, Scholarships, Internships
Forum Feedback

**Technology**

- Increase social media presence
- Offer additional electronic payment options
- Lower shipping costs
Other Suggestions

• Change cookie season
  ✓ Later in the year - warmer weather avoid holidays
  ✓ Or before the holidays and make season longer

• Healthier cookie options - sugar free
Nominating Committee Report

Sue Hansen
Chair, Nominating Committee
Slate of Nominees

Board of Directors: Members-at-Large

Three-year Term

October 1, 2019 – September 30, 2022

Mary Brady  Layne Diehl  Kathy Duda  Roland Hawthorne
Slate of Nominees

Board of Directors: Members-at-Large
Three-year Term
October 1, 2019 – September 30, 2022

Emily Lindsay       Natalie Ludaway      Mary Gay Sprague
Slate of Nominees

Board of Directors: Members-at-Large
One-year Term, Teen Girls
October 1, 2019 – September 30, 2020

Samia Alashammas
Jessica Mense
Annual Meeting

Faye Fields
President of the Board,
Girl Scouts Nation’s Capital
Annual Meeting

Lidia Soto-Harmon
Chief Executive Officer,
Girl Scouts Nation’s Capital
Gold Award Girl Scouts

Girls the World Needs

girl scouts nation's capital
Annual Meeting 2019