


girl scouts
nation's capital

ANNUAL REPORT 2016



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nation's capital

Gold Award
100 Years of Girl Scouts
Making a Difference

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On cover: Gold Award family on the steps of the Capitol



“Earning the Gold Award was the capstone of my Girl Scout career. I learned so many skills that I will use for the rest of my life.”

–Gold Award Girl Scout Ambassador Lalah W.

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,

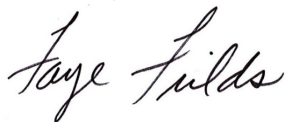
When we think about the past Girl Scout year, the word that comes to mind is golden. In 2016, we celebrated the centennial of the highest achievement in Girl Scouting, the Gold Award. Throughout the year, we paid tribute to the many accomplishments of our Gold Award family, who for a century ignited positive change in communities. Take a look at our *Gold Award by the Numbers* retrospective on pages 6-7 for highlights from our golden year.

In this report, you'll find inspiring pearls of wisdom from the First Lady in addition to every female Secretary of State and Gold Award Girl Scouts, many of whom began their Girl Scout journey at a young age. When Gold Award Girl Scout Ambassador Lalah joined Girl Scouts in kindergarten, she thought things couldn't get any better than being able to tie-dye a shirt. Little did she know her Girl Scout journey would take her to sleep-away camp; allow her to become a Cookie entrepreneur; travel to London, Paris and Rome; serve as emcee at *Girl Scouts Rock the Mall*; and meet First Lady Michelle Obama. Ultimately, Lalah would earn her Gold Award by organizing a leadership luncheon to inspire middle school girls to consider pursuing elected office.

The impact of the Girl Scout Leadership Experience is lifelong. When a girl stays in Girl Scouting for just four years, she learns to find her voice, take risks and advocate for herself and others. She earns badges and explores careers that encourage an interest in science, technology, engineering, arts, and math. As a Cookie entrepreneur, she acquires critical leadership skills and develops the grit and tenacity needed to be successful in life.

Looking to the future, we hope we can count on your continued support to strengthen the Girl Scout Movement in our region. Thanks to our incredible volunteers, Girl Scout families, supporters and staff, we remain the largest council in the country with **86,810** members. Together we will build tomorrow's leaders, one girl at a time.

Sincerely,



Faye Fields
President of the Board



Lidia Soto-Harmon
Chief Executive Officer



Lidia Soto-Harmon, Lalah W., Faye Fields

Membership

Girl Scouts takes girls to new heights! Nowhere else can girls explore their passions, make new friends and serve their community, all in a supportive, girl-led environment. Our Council held its position as the largest council in the country, with **59,425** Girl Scouts in Kindergarten through 12th grade.

86,810
Total membership



27,385
Adults

4,901
Troops

89%
Percentage of girls
affiliated with troops

59,425
Girls

67%
Girls retained
from FY2016

9,371
Number of Volunteers

\$600,000
Financial assistance



Over 100 Girl Scouts from Ashburn, Virginia learned about the science of flying.

Girl Scout Cookies

Thanks to a little help from a new cookie companion, Girl Scouts had their best cookie sale ever. This year, many girls took Girl Scout Flat Daisy with them as they sold door to door and at cookie booths across the Greater Washington Region. One Flat Daisy even made it as far as Mount Rushmore!

With Flat Daisy in tow, girls sold **4,269,922** boxes of cookies, and troops earned **\$2,960,098** to finance their good works. Most importantly, our cookie entrepreneurs learned critical financial literacy skills to set them up for success in life.



Girl Scouts practice philanthropy by participating in our Gift of Caring:

37,526 boxes donated to Capital Area Food Bank

43,026 boxes donated to USO Metropolitan Washington

54,110 boxes donated to Hometown Heroes

“Thank you for your service, your good citizenship, and your leadership. Your contributions today will ensure a better future for those who will follow you tomorrow.”

–Secretary of State Madeleine K. Albright, Girl Scout Alumna

Service and Leadership

Girl Scouts give back, volunteering thousands of hours to good causes. This year, **161** Girl Scouts earned the Silver Trefoil Award by devoting **16,100** volunteer hours in their community, globally and at our Girl Scout Council. This award is unique to Girl Scouts Nation's Capital and is just one of the many ways Girl Scouts demonstrate servant leadership. Their inspiring commitment to service is also reflected in the work of our troops.



MD

Girl Scout Troop 6558 from Prince George's County, MD taught students the signs of bullying and how to prevent bullying. Their message? **Be a buddy, not a bully.**



VA

To show they care, Girl Scout Troop 5117 from Prince William County spent their final troop meeting putting together snack bags for a local homeless shelter.

Girl Scout Junior Troop 6555 earned their Bronze Award, the highest honor a Junior can achieve, by sewing over 80 pillows for those in need.

DC





WV

When Troop 40892 from Charles Town, WV learned that their local police dogs didn't have police badges, the girls sold homemade dog treats to purchase badges for these brave K9s.

“Keep working hard, aiming high and caring deeply about what you believe in.”

– Secretary of State Hillary Clinton,
Girl Scout Alumna

Volunteers

Our dedicated volunteers make Girl Scouting happen. This year, over **9,371** caring adults lent their time and talents to girls, introducing them to new experiences and guiding them on their leadership journey. We delivered **42,219** instances of in person and online training to volunteers.

We also introduced technology to help our troop leaders better plan their Girl Scout year. The new Volunteer Toolkit is a convenient online tool that delivers troop rosters and a year of plans right to a leader's tablet or smartphone. Almost **1,000** leaders are already on board!



Gold Award Centennial

Since 1916, Girl Scouts have initiated service projects in response to pressing community needs earning the prestigious Gold Award. The name of the highest award evolved over the years and included: The Golden Eagle of Merit, Golden Eaglet, First Class, Curved Bar and today, the Gold Award. A young woman who has earned her Gold Award is a true community leader, exemplifying outstanding leadership and civic engagement.

Gold Award Numbers

163 girls earned their Gold Award

13,000+ hours of community service

\$25,000 awarded in Gold Award scholarships

324 girls attended Gold Award Boot Camps



Washington Business Journal

15,891 readers received our Gold Award special edition

Gold Award Expo

12 Gold Award Girl Scouts showed off their projects at the Annual Meeting



“Whether serving in local neighborhoods or countries across the globe, Gold Award recipients play a powerful role in shaping our shared future and making our world a better place.”

—First Lady Michelle Obama, Honorary President, Girl Scouts USA

Gold Award Alumnae Reception

Over 175 Gold Award alumnae attended a reception at the Pepco Edison Place Gallery



Georgetown Cupcake's cause marketing campaign sold

1,805

Gold Award cupcakes

Conversations of Consequence

3 Gold Award Girl Scouts delivered remarks at the Newseum

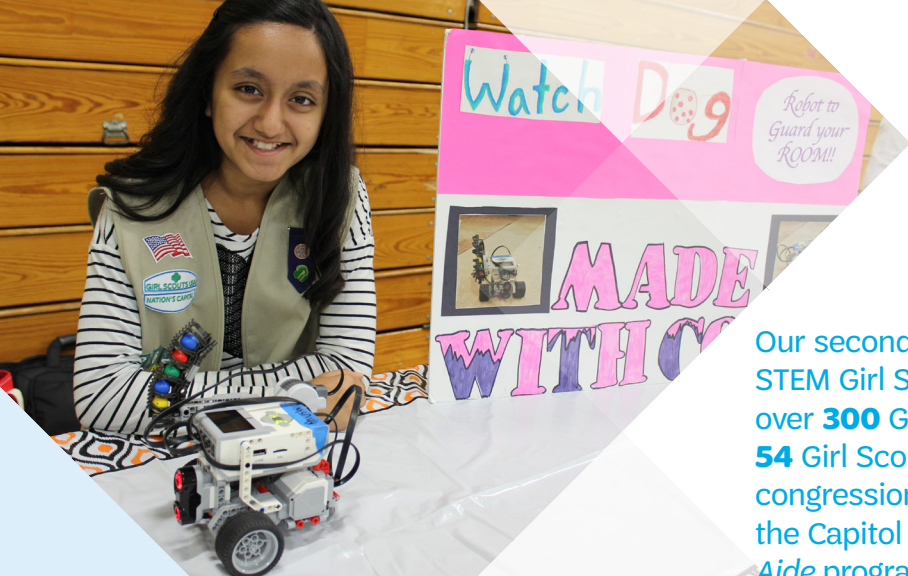
5 inspiring panelists talked success, leadership and the impact of Girl Scouting

100 members of our Girl Scout family attended and participated in a Q & A



Gold Award Family Photo

100 members of our Gold Award Family gathered on Capitol Hill for a commemorative photo. Three members of Congress including Senator Shelley Moore Capito, Senator Steny Hoyer and Delegate Eleanor Holmes Norton joined in celebrating the Gold Award Centennial.



Programs

There's a lot to do when you're a Girl Scout! From Astronomy Night at the White House to Girl Scout Day at the Nutcracker, girls enjoyed a variety of local program opportunities throughout our region.

Our second *Girl Scout Maker Day* showcased the talents of **12** aspiring STEM Girl Scout troops, showcasing robotics and other inventions with over **300** Girl Scout friends and family in attendance. Over the summer, **54** Girl Scout Ambassadors spent a week on Capitol Hill, in a congressional office, answering constituent phone calls, giving tours of the Capitol and attending daily briefings as part of our *Congressional Aide* program.

Our Council provided troops with educational and fun program kits. The most popular program kit, *Healthy Living and Teamwork*, reached over **3,890** girls. To prepare girls to be confident with their finances, **35,855** girls participated in the *Capital One Financial Fitness Challenge*.



“Don't ever stop learning, growing and serving. Your community needs you and so does our nation.”

– *Secretary of State Condoleezza Rice, Girl Scout Alumna*

Outdoors

Every day is a new adventure at camp, filled with opportunities for girls to explore, solve problems and face challenges head on. The best part? It's also a ton of fun! Girl Scouts gets girls outside. This year, over **49,905** girls and adults participated in camping on Girl Scout properties. A major benefit of membership is access to our Girl Scout camps. This summer, **8,260** girls enjoyed kayaking, swimming, hiking, arts and crafts and high adventure at our sleep-away and day and evening Girl Scout camps.

Property

We continued to invest in our eight camp properties, replacing roofs at Camp May Flather, updating floors at Camp Potomac Woods and even installing an amazing new treehouse unit at Camp White Rock.

Because of
Girl Scouts,

71%

of girls tried an
outdoor activity
for the first time*

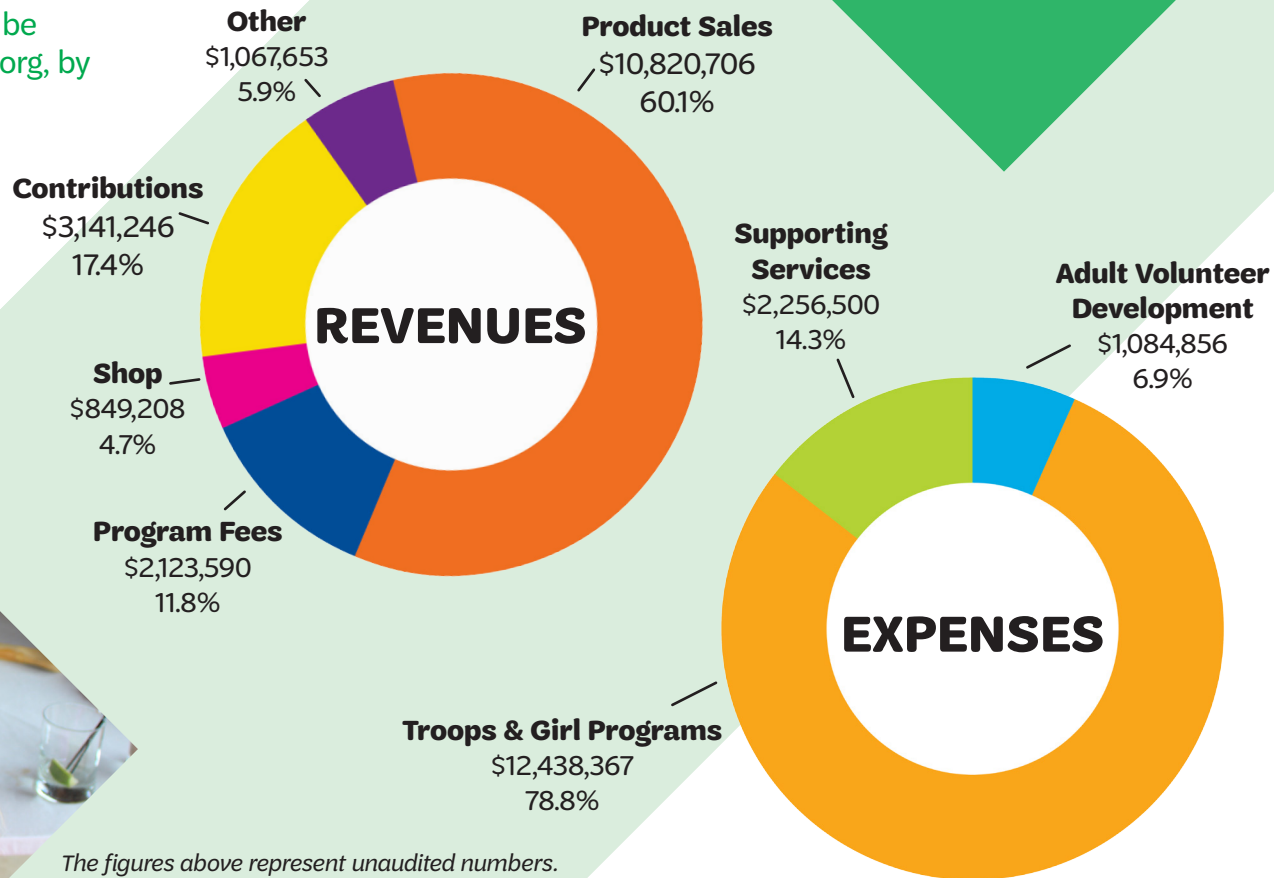
*Girl Scouts Research Institute

2016 Financial Highlights

A full copy of the financial statements of Girl Scouts Nation's Capital as audited by independent public accountants, BDO USA, LLP, will be available on our website, gscnc.org, by February 2017.

85.7%

of our expenses go directly to support our girls and volunteers



The figures above represent unaudited numbers.



Invest in Girls

The Girl Scout Leadership Experience is built on three core strategies to support girls' leadership development: girl-led, cooperative learning and learning by doing. Thanks to the financial generosity of corporations, foundations and individuals, we provide amazing experiences for Girl Scout troops. This year, **34,000** Girl Scouts participated in grant-funded programs.

Corporation, Foundation, and Government Grants

\$50,000 and Above

Claude Moore Charitable Foundation • The Morris and Gwendolyn Cafritz Foundation • Capital One • CareFirst BlueCross BlueShield
Toyota Financial Services • UPS • Veverka Family Foundation

\$25,000-\$49,999

Anonymous • Booz Allen Hamilton Inc. • Dell • GEICO • General Dynamics Mission Systems • James M. Johnston Trust for Charitable and Educational Purposes • Eugene & Agnes E. Meyer Foundation • The J. Willard and Alice S. Marriott Foundation • Pepco

\$10,000-\$24,999

Ernst & Young LLP
EQT Foundation
Hersheypark
Robert Wood Johnson Foundation
Kellar Family Foundation
Annette M. and Theodore N. Lerner
Family Foundation
Nauticon Imaging Systems
George Preston Marshall Foundation
Richard E. And Nancy P. Marriott
Foundation
The Maryland National-Capital Park and
Planning Commission
Prince Charitable Trusts
The Purple Promise Foundation to End
Melanoma
State Farm
TD Bank
U.S.D.A. Forest Service, Conservation
Education

Verizon
Washington Forest Foundation
Washington Gas
Wells Fargo

\$5,000-\$9,999

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Ausherman Family Foundation
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Dove
Ecolab
Marilyn T. and David R. Heebner
Foundation Inc.
Inter-American Development Bank
International Association of Machinists
and Aerospace Workers
Lockheed Martin
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Mars Foundation
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Quicken Loans
Strategic Resolution Experts Inc.
The Philip and Janice Miller Wertheimer
Fund managed by the Community
Foundation of Frederick County, MD

“Being a Gold Award Girl Scout means setting an example to motivate a younger generation of girls.”

– Gold Award Girl Scout Ambassador Carson W.,
Washington, DC.



\$1,000-\$4,999

Abacus Benefits Consultants of Maryland, LLC d/b/a Gorrellick, Tievy and Associates
 American Trucking Associations
 Anonymous
 BB&T Hagerstown Branch Burness Communications, Inc.
 CenturyLink
 Citigroup
 City National Bank of West Virginia
 CNB Bank, Inc.
 The Community Foundation of Frederick County, MD
 The Grants for Girls Fund managed by The Community Foundation of Frederick County, MD
 Cellular Telephone Industries Association
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 The Diao Family Foundation Inc.
 Diehl Law PLLC
 Dimick Foundation
 Eastern West Virginia Community Foundation
 ExxonMobil
 Fierce Government Relations
 Freddie Mac Foundation
 Georgetown Cupcake
 Hager Sharp Inc.

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 HSC Foundation
 HMS Technologies, Inc.
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 KPMG
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 Microsoft
 Miller's Office Products, Inc.
 National Association of Manufacturers
 Navy Federal Credit Union
 The NEA Foundation
 The Abigail C. Nichols Fund managed by Vanguard Charitable
 Pfizer Foundation
 Rotary Club of Martinsburg
 The George J Barthel Scouting Fund managed by The Community Foundation of Frederick County, MD
 Shentel Foundation
 Newton B. Shingleton Trust
 Spectrum General Contracting, Inc.
 Thomson Reuters My Community Program

U.S. Chamber of Commerce
 Wiley Rein LLP

Individual Major Gifts**\$25,000+**

The Brandt Family
 Faye Fields
 Mary Gay Sprague

\$10,000-\$24,999

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 Vicky Bailey
 Hattie Dorman
 Roland Hawthorne
 Natalie M. Lorenz-Anderson (Givans)
 Barbara K. Ostrom
 Lynne Seibert-Steptoe and Philip Steptoe
 Diane Tipton and David Bradt
 John M. Wasson and Gina G. Wasson Charitable Trust
 Eva Woolridge

\$5,000-\$9,999

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 Sheryl and Henry Bonilla
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 Shirley Edwards
 Jeri Fellerman
 Susan K. Guthridge

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 Stephen Lane
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 Mary A. Sheehan and Anthony Marra
 Stacey Stewart
 Patricia Titus
 Judith Walter
 Wendelin White
 Wendy Wysong and Tracy Rickett

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 Kent and Jennifer Francois
 Carin Gendell
 Anne Juran
 Bryan Kornele
 Barbara Krumsiek
 Christopher Larson
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 William Roberts
 Maryam Saedi Eftekhari

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 Rhea S. Schwartz and Paul Wolff
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 Margaret Siegel
 Lidia Soto-Harmon and Robert Harmon
 Merritt Thomas
 Rosetta Thurman
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 Jan Verhage

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 Julienne Bramescio
 Christine Brennan
 Donella Brockington
 Broadine Brown
 Karen Brown
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 Rose Cohen
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Lori Gerhard
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Phyllis Martin
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Maynard
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Barbara Sutton
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Betsy Thurston
Troop 6999
Troop 7

Troop 5270
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Joanne Wadsworth
Debbie Walls
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Kathleen Yannopoulos

In Honor Of

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Rosemary Brandus
Lila Dubishar
Sharon K.G. Dunbar
Jessica Dovi
Mary L. Gay
Michelle Gilligan
Carys Gilligan
Jen Glahn
Jean Heeren
Nala and Leah Herring
Lockheed Martin NOVA
Kendra Maynard
Linda McGraw
Mary Ann Rashid
Lynne Seibert-Steptoe
Troop 3972 Leaders
Troop 06704
Judith Walter
Jacqueline Yue

In Memory Of

Gladys E. Bellamy
Marilyn Carr
Martha Cox
Peg Dekker
Martha Gold
Lesla Greiman
Vanda Harris
Susan Hager
Elizabeth Hildt
Kerrie Sue Orozco
Joy Peters
Frances Phoenix
Marcia Plater
Bert and Melissa Rizzo
Joan Audrie Rogers

Juliette Low Legacy Society Members 2016

Rosie Allen-Herring
Jane Barvir
Laura Bassett
Beth Brownson
Margot DeLapp
Lane Diehl
Chris Duda
Kathy Duda
Jen Glahn
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October 1, 2015 – September 30, 2016

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