

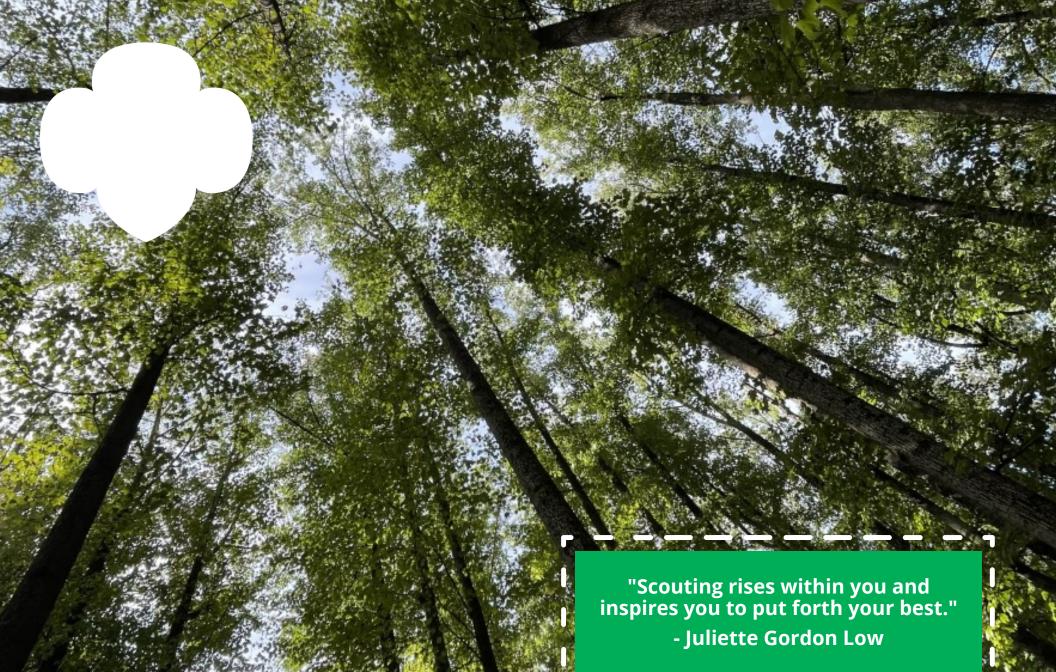
GIRL SCOUTS NATION'S CAPITAL 2021 ANNUAL REPORT











Dear Girl Scout Family,

Together, we "hit it out of the park" in 2021! Our Council remains the largest Girl Scout council in the country at **70,542** members strong. With your support, we retained more girls, increased our volunteer footprint, and delivered high-quality hybrid programming to ensure that girls continue to thrive in Girl Scouts.

Despite ongoing challenges presented during the pandemic, we retained **74%** of girls in troops. Efforts such as **15,000** wellness calls to our troops to offer support and ensure girls were being served made a big impact! Measures such as this demonstrate how we remain committed to our Girl Scout families. We especially acknowledge the contribution of our dedicated volunteers, **16,875** adults, whose hard work ensures that thousands of girls have access to our unique leadership program.

We enhanced our volunteer experience this year as we increased our technology by implementing a webinar format to help transition from virtual to in-person meetings. Survey results reveal that more than **94%** of our volunteers felt more confident in their abilities as Girl Scout leaders after completing gsLearn courses. These advances directly correspond with the **945** adults recieving recognition awards this year, exceeding our goal of **900**. Great job, volunteers: you truly are leading the way for our Girl Scouts!



We hit a home run this summer as we welcomed campers back to Camp Potomac Woods and Camp May Flather. Our staff worked diligently to provide a safe and exciting experience to **1,865** campers. Girl Scouts were overjoyed to get back to tie-dying, hiking, high adventure, friendship bracelets, and making new friends.

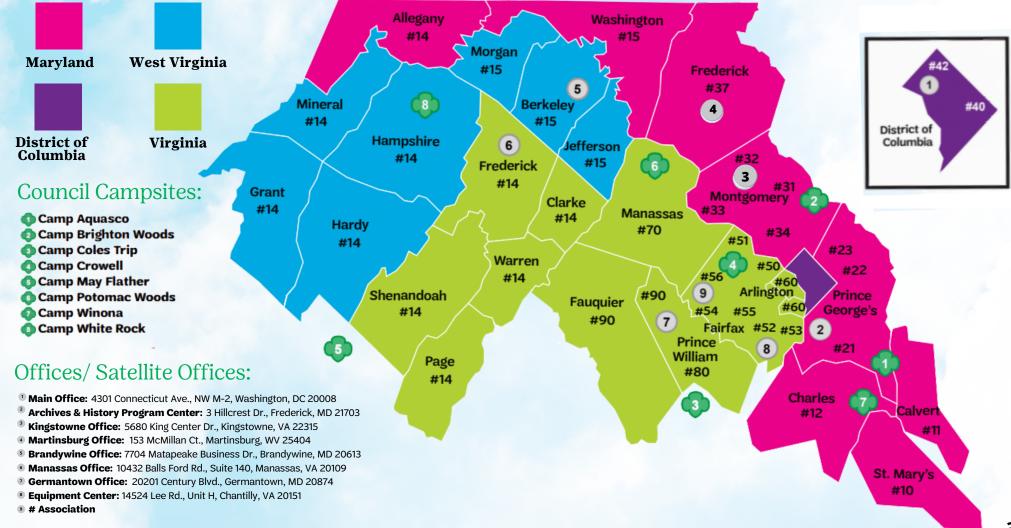
Our **201** Gold Award Girl Scouts, indeed demonstrated why they are "Girls the World Needs." The 2021 class of Gold Award Girl Scouts offered diverse and innovative Gold Award projects, from mental health publications to podcasts focusing on breaking down immigrants' barriers. We are so proud of the **705** Silver Awards and **187** Silver Trefoil Awards our Girl Scouts completed.

In 2022, we will continue our Girl Scout mission to build girls of courage, confidence, and character by creating more ways to engage and support our Girl Scout family. We thank you, our incredible volunteers, Girl Scout families, supporters, and staff for an awesome year. We know that in 2022 we will hit it out of the park again!

Truly Yours in Girl Scouting,

Barbara Krumsiek President of the Board Lidia Soto-Harmon





girl scouts nation's capital

FY '21

Membership:

70,542 Total Membership

3,908

Girl Scout Troops

45,974 Girls in Grades K-12

\$15.2M

FY '21 Budget

24,568

Adult Volunteers & Lifetime Members

\$344K

Financial Assistance in FY '21

High Awards: Girl Scouts dedicate their time to make their communities a better place.



201

Gold Award Girl Scouts



1473

Bronze Award Girl Scouts



705 Silver Award

Silver Trefoil Girl Scouts



187

Award

Entrepreneurs:



3М Boxes of Girl Scout

cookies sold

\$3M In Troop cookie proceeds earned by girls to do good works in their communities



230K frontline workers and

Boxes donated for local Hometown Heroes

Camp:





Campers attended Day Camps





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."

"THE WORK OF TODAY IS THE HISTORY OF TOMORROW, AND WE ARE ITS MAKERS."

- JULIETTE GORDON LOW





Troop 44051 completed their Bronze Award project building awareness on the harm that single use plastics have on the Anacostia River.

Gold Award Girl Scout Aisha Khan was accepted into six ly League universities with full scholarships. Aisha has been a Girl Scout since Kindergarten. Her Gold Award project was entitled "Your Vote, Your Voice" which focused on youth voter education.





MEMBERSHIP



Troop 1673 took action to improve accessibility for people with low vision.



Troop 63 earned the "Youth Group Fundraiser of the Year Award" by The American Association of Fundraising Professionals.

Girl Scouts Nation's Capital remains the largest Girl Scout council in the country with membership at **70,542** strong. Our girl membership is 45,974 with 74% of the girls recommitted to Girl Scouts even though the challenges of COVID remained. There are 24,568 adult members with 78% renewing their membership. Girl Scouts were thrilled to be able to meet in person this year as well as gather virtually on Zoom. In partnership with our community volunteer troop organizers, our council formed **299** new Girl Scout troops providing more girls and their families with unique opportunities to experience Girl Scout traditions such as making new friends, testing their strengths, and exploring new possibilities. Girl Scouts in Kindergarten to grade 12 embark on their own adventure by earning badges and exploring

careers that spark an interest in science, technology,

engineering, math (S.T.E.M), life skills, outdoors,

and entrepreneurship.

Troop 32062 used their cookie proceeds to address "food insecurity" in their community.



713



My Promise, My Faith pins earned

200
Participants



"The Rights of Children Around the World" panel discussion



PROGRAM

Our troops gathered in-person throughout the year and the council complemented troop meetings and field trips with over **125** virtual program events on over **30** different topics for **1,500** girls. In addition, episodic volunteers have led **159** virtual events serving over **4,268** girls.

The Council celebrated Girl Scout's long history of civic engagement with **568** girls at four virtual events. The events focused on the new Girl Scout Civic badges, the Inauguration patch program, and a special panel discussion on democracy. In addition, **51** girls gathered to explore the history of the women's suffrage movement.

This summer marked the 47th year of our Congressional Aide program. We were able to place **23** girls in Congressional offices for one-week internships. We also held a two-day virtual event for teen girls in July 2021 that highlighted extraordinary women leaders in government affairs. This event provided an opportunity to learn about project management through the lens of a Girl Scout Take-Action project.

HOME POLICY

We also held four "Conversations of Consequence" throughout the year, engaging over **300** participants to bring awareness to social justice issues such as inclusion, diversity, mental health, and food insecurity. Girls expressed a range of emotions including compassion as they brainstored ideas to solve these problems.

Gold Award Girl Scout Humaira Hatif created a virtual program to assist girls with identifying traffickers, taught girls self-defense tactics, and online safety. The Top 15 Cookie Sellers celebrated their hard work at the Turning Point Suffragist Memorial in Lorton, VA.

3 Million Boxes of Girl Scout Cookies Sold

\$2.9M

Earned in Troop proceeds

73,836

Boxes of Girl Scout cookies donated to local schools

1,167

Girl Scouts participated in Cookie University



ENTREPRENEURSHIP

Girl Scouts around the council had a fantastic opportunity to dream, earn, and do this cookie season! Troops funded their girl-led experiences by earning proceeds from their cookie sale. Throughout the season, innovative selling techniques were used to ensure each Girl Scout cookie lover had an opportunity to support a girl in their community through online and inperson sales. Creativity soared as sales methods expanded from neighborhood drop boxes to food truck stands.

This year, **100** troops sold **4,459** packages of cookies with a new contactless delivery method by using Grubhub. We launched two campaigns designed to show appreciation -- "Mint to be Together" for our business community and "Samoa Love for Our Teachers" for schools as they reopened for in-person teaching. Girl Scout Cookies are a wonderful way to say thank you to employees, teachers, school staff, and it helped our girls meet their cookie goals.

When girls dream and earn sometimes, they do for others.
Cookies for COVID created an opportunity for troops to use their cookie earnings to purchase food and replenish the shelves of local food banks.

Together our preparation, persistency, and creativity led to **3 million** boxes of Girl Scout cookies sold, taking the largest girl-led entrepreneurial program in the world to new heights in our new reality.





Digital Cookie Video Contest Winner, Christina Jackson.

DREAM.EARN.DO.



Troop 60087 used their cookie proceeds to donate to Inova Children's Hospital.





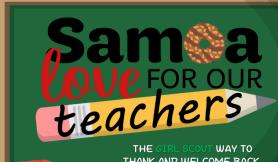


100+

Troops participated in "Samoa Love for our Teachers".







THE GIRL SCOUT WAY TO THANK AND WELCOME BACK TEACHERS & STAFF!





OUTDOORS

Girl Scouts love the outdoors! Our eight camp locations offered **41,385** girls and adults, opportunities to challenge themselves and take healthy risks, surrounded by supportive friends and volunteers. And that's not all! With **620** high adventure-trained adults this year, our girls have a significant increase in access to high adventure programming. Indeed, troops had the chance to unplug from their smartphones, laptops, and TVs and connect in-person with nature, friends, and high-adventure programming.

Girl Scouts Nation's Capital welcomed **1,865** sleep-away campers and **3,240** day and evening campers at **18** camps this summer. Staff at three sleep-away camps and volunteers at day and evening camps joyously awaited campers, ready to safely deliver high-quality and fun programming. Each Girl Scout had a transformative experience as outdoor exploration promotes healthy social and emotional development. Together we ensured every girl had the opportunity to explore the outdoors!







Girl Scout Ambassador Troop 283



Hitting It Out Of The Park!

HIGHER AWARDS



The path to the Gold Award is taken by leaders of tomorrow. These trailblazers advocate for the arts, inspire the next generation to love STEM and financial literacy, take action on social justice issues in their community, and for that reason, they are true "Girls the World Needs."

Our council was delighted to welcome **201**Gold Award Girl Scouts, into the class of 2021.

Visibility for the Gold Award was raised by creating a series of videos, shareable social media assets,



Visit our YouTube channel @GSCNC to view each Gold Award Girl Scout in our "2021 In Your Honor Ceremony."

At the In Your Honor ceremony, held Saturday, May 13, 2021, Girl Scouts Nation's Capital awarded **14** outstanding Gold Award Girl Scouts with \$1,000 scholarships and a \$2,000 was awarded to **Mia Jackson** as Nation's Capital Young Woman of Distinction.

and producing the "2021 Gold Award Yearbook".

Troop Leader Andi Weston of Troop 52014 has been with her troop from Daisies to their current level of Juniors.

16,875Adult Volunteers

18,332

Online Training experiences

3,805

In-person training experiences

945 Q Adult volunteers recognized



VOLUNTEER





Girl Scouts Nation's Capital is committed to training and supporting our dedicated volunteers to deliver high-quality leadership development programs. This year, our retention of volunteers is at a record high with **92%** of our first-year troop leaders returning to serve another year. Troop leaders along with an entire volunteer troop committee make Girl Scouting possible and with the mentorship of experienced volunteers our girls are unstoppable.

The gsLearn learning management system streamlines both training and resources for Girl Scout volunteers. Over volunteers participated in **18,300** online learning opportunities offered on gsLearn. More than **94%** of our volunteers felt more confident in their abilities as Girl Scout leaders after taking online training. In addition, **3,805** volunteers attended in-person training focused on outdoor and high adventure skill building.

Rallyhood, our Girl Scout virtual community, continues to be an effective tool with over logged **3.2 million** encounters on the platform.

And volunteers earn awards, too. Each year girls, families and fellow volunteers nominate volunteers for a GSUSA or Nation's Capital adult recognition. This past year **945** volunteers were formally recognized for their contributions.

Together we are building a better world for all girls.

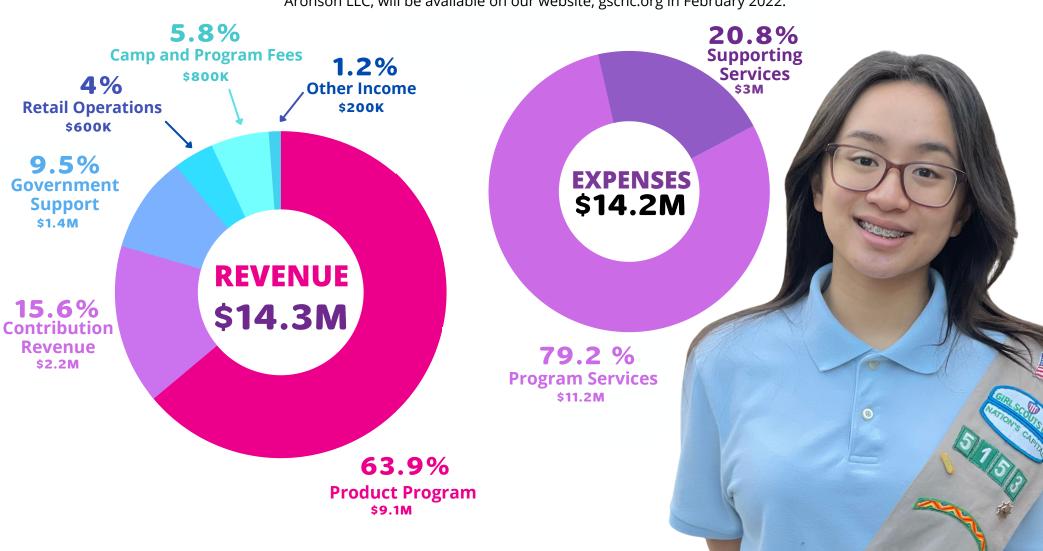






FINANCIALS

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 2022.



Corporation, Foundation, and Government Grants

\$50,000 and Above

The Morris and Gwendolyn Cafritz Foundation I A. James and Alice B. Clark Foundation Claude Moore Charitable Foundation I Robert I. Schattner Foundation, Inc.

\$25,000 - \$49,999

Booz Allen Hamilton Inc. I The Nancy Peery Marriott Foundation Pepco, an Exelon Company I STEM for Her I UPS

\$10,000 - \$24,999

Anonymous George Preston Marshall Foundation Equitrans Midstream Foundation Eugene & Agnes E. Meyer Foundation

EY GEICO Intel Lockheed Martin Corporation

National Cherry Blossom Festival National Philanthropic Trust

Nauticon Office Solutions Palo Alto Networks

PNC Bank

The Richard E. and Nancy P. Marriott Foundation, Inc. United Way of the National

Capital Area

Veverka Family Foundation Walmart

Washington Forest Foundation

John M. and Gina G. Wasson Charitable Trust The Philip and Janis Miller Wertheimer Fund, managed by The Community Foundation of Frederick County, MD

\$5,000 - \$9,999

Ausherman Family Foundation
The Crimsonbridge Foundation
Graham Holdings
Jacobs
Mars Foundation
Minghini's General
Contractors, Inc.
Thomas Pangborn Trust
Patriot Marketing, LLC
Strategic Resolution Experts Inc.
Verizon

\$1,000-\$4,999

Adegboyega and Mozella Ademiluyi Charitable Fund Amazon Smile Foundation The George I. Barthel Scouting Fund, managed by The Community Foundation of Frederick County, MD Burke & Herbert Bank City National Bank Comcast Newsmakers and the **Public Service** Announcements Dimick Foundation Eastern West Virginia Community Foundation Economic Club of Washington The Grants for Girls Fund. managed by The Community Foundation of Frederick County, MD Microsoft Matching Gifts Program Network for Good The Benevity Community Impact Fund The Maryland-National Capital Park and Planning Commission The Mirza Family Foundation

The Morningstar Foundation
Polinger Company
Kincey and Bruce Potter
Environmental Fund at the
Community Foundation of
Anne Arundel County
Newton B. Shingleton Trust
Truist
Truth Initiative
The IV Schiro Zavela Foundation

Individuals

Major Donors \$25,000+

Anonymous
Robert B. Guthridge
Barbara Krumsiek & Bart
Leonard*
Barbara K. Ostrom
Mary Gay Sprague
Diane Tipton & David Bradt
*Includes Donor Directed Funds

\$10,000 -24,999

Sandra Alexander
Sherry Bellamy
Catherine & Richard Bertin
William Fields
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Michael Jamilkowski
Natalie M. Lorenz-Anderson
Emily & Griffith Lindsay
Patricia Mathews
Jodi & Darren Morton
Susan Moser

\$5,000 - \$9,999

Negra Agnew Dorine Andrews & John Manzolillo Vicky A. Bailey Kathleen Carl Paul & Christine Donato Kathy & Chris Duda Ieri A. Fellerman Kent & Jennifer Francois Carin Gendell Elizabeth S. Gere Nishita Henry Joseph & Virginia Holinka Laura Lane Emily & Griffith Lindsay Natalie Ludaway Kathleen Matthews leannine & Rory Maynard Sreeparna Mitra Stanley Myles Alan & Amy Meltzer David & Linda Purcell Maria Rodriguez Anne & David Scott Lynne Seibert Steptoe & Philip Steptoe E. Geoffrey Sella Mary Stickles Mary Szpanka Wendelin White Mary Karen Wills Wendy Wysong & Tracy Rickett

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Terri Wallace Judith Walter Kahni Ward-Uzzell

President's Circle \$1,000-\$2,4999

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Troop 1739
Troop 34050
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Elizabeth Wainger
Gina & John Wasson
Carrie Watson
Isaac & Mandi Wedin
Laura Wickman
Sensimone Williams
Michele Wood
Kevin & Jennifer Woody
Jane Woolard
Ruth Zepp
Pamela Zurer

In Honor Of

Kitty Awtrey Maria B. Rabbi Bailey Romano Elaine Bartoldson **Jane Barvir** Diane K. Brown Shelby Burdette Rachel Bush Tina Capps Meghan Coughlin Pat Creswick Margot Delapp Mike & Maya Elmore Mary Gay Sprague Grace Hassler Susan Hansen Nishita Henry **Emily Hodges** Sherri Lee Zoe Levine Sarah & Lauren Maloney Kyla Marrkand Kathleen Matthews

Camp May Flather Victoria Meyer Carol Obler Fila Olsen Alara Ozturk Deborah Palacheck Ann Prochoroff Marian Rawlins **Emily Schmitt** Rhea Schwartz Lucie Soloway Nina Soto Mercy Stolark Melody Stotler Caitlin Stuart Maria Vargas Lori Verma Denise Viau Cecilia Woolard Collins Sciences, Retired WPFS Girl Scouts The Gold Dubishar Girls Troop 00272 Former Girl Scout Troop Leader and Beloved Mom!! Girls who work to provide palm oil used in cookies.

In Memory Of

Mary Alan Beckley Chuck Auer Denise Beach Barbara Burch Penny Burns Tina Capps Marilynn Carr Donald Daggy Rachel Deitch Esther Duray

Ioanna Elpers Ianice Fay Bowen Fave Fields Elizabeth G. Fisher Catherine Frost Olivia Graham Sue Guthridge Robert Hansen Patricia Henriques Doris Konzal Michele Kuester William Latham Sherri Lee Louise Liu Dakin Barbara Locke Mike Lynch Kathleen McGuire **Bobbie Messersmith** leanne Mozier Penny Newell Carmen Palumbo Ioan Paull Elizabeth Pigg Frannie Randall Adrienne Sedgewick Nina Seibert Gabriella Shuskey Sheril Simas Sherri Slebodnick Lee Beulah T. Sutherland Mary Thacker Sabrina Titus Mary Ellen Viau Margaret Waldeman Bonnie Wyland

Juliette Low Legacy Society

Cindy & Andrew Bennett Marriah Monique Jones

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Kathleen Matthews, First Vice President
Antoinette Barksdale, Second Vice President
Natalie Lorenz-Anderson, Third Vice President
Wendelin (Wendy) A. White, Secretary
María Rodríguez, Treasurer
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Kathleen Carl
Layne Diehl
Paul Donato
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Nishita Henry
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James MacGregor

Cheryle Mack
Rory Maynard
Susan Moser
Barbara Ostrom
Edward Geoffrey (Jeff)
Sella
Mary Gay Sprague
Wendy Stark
Jessica Theis (teen)
Carolyn Thompson
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Laura Bassett, Chief Financial Officer
Colleen Cibula, Chief Operating Officer
Angela Baker, Director of Human Resources
Kathryn Benison, Director of Membership
Betsy Thurston, Director of Development
Tygerian Burke, Marketing and Communications Manager

©Girl Scouts Nation's Capital 2021



SAVE THE DATE

What: Girl Scout EXPO and

Girl Scouts Rock the Hall

(the 110th Anniversary Sing-Along)

When: Saturday, October 29, 2022

Where: Dulles EXPO Center

4320 Chantilly Shopping Center Drive

Chantilly, VA 20151

Have fun celebrating 110 years of Girl Scouting. Enjoy singing, exploring, and discovering all things Girl Scouts has to offer!

Visit <u>www.gscnc.org</u> to learn more.

Join the CELEBRATION!

Please donate to SHARE today!

SHARE reaches every girl and volunteer in our Council.



Camp

Maintains our eight camps, high adventure activities and ensures every girl has the chance to enjoy the outdoors. \$575 helps a girl afford sleep away camp.

Financial Assistance

Covers membership and troop dues, girl supplies, camperships, and program fees. \$350 supports a year of Girl Scouting.

Programs

Supports troop and camp programs, STEM, life skills, entrepreneurship and leadership training. \$100 helps a girl travel on a Girl Scout destination.

Volunteer Assistance

Provides free and reduced cost training for volunteers. \$75 helps a volunteer receive training and resources.