



Annual Meeting 2019



Abridged Version

57th Annual Meeting- Saturday, April, 13, 2019
Lansdowne Conference Center





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

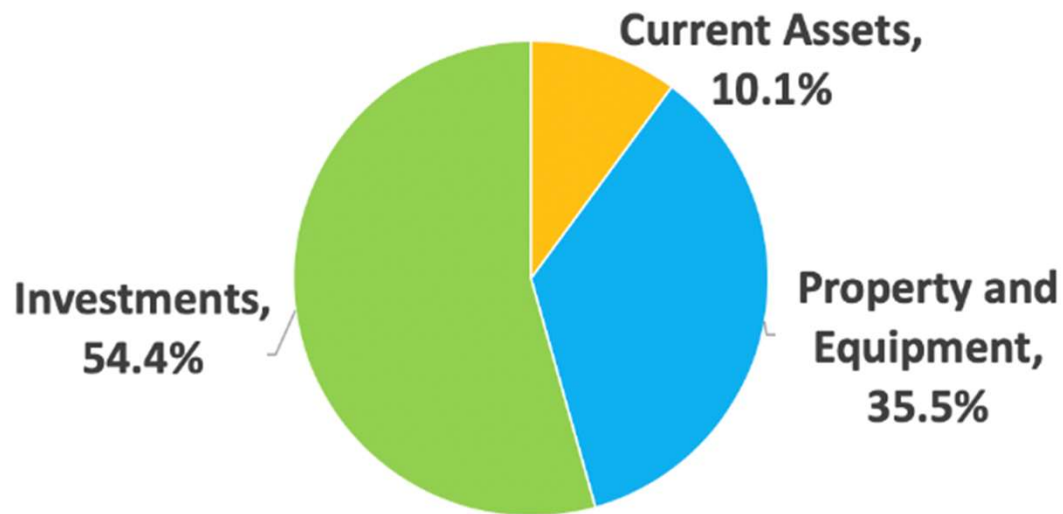
Year ended September 30, 2018 (Thousands)

Assets	FY 2018
Current Assets	\$ 2,345
Property and Equipment	\$ 8,252
Investments	\$ 12,627
TOTAL ASSETS	\$23,224



Treasurer's Report

Breakdown of Assets





Treasurer's Report

Financial Position

Year ended September 30, 2018 (Thousands)

Liabilities & Net Assets	FY 2018
Current Liabilities	\$ 973
Long term Liabilities	\$ 1,322
Total Liabilities	\$ 2,295
Unrestricted Net Assets	\$ 17,274
Temporarily Restricted Net Assets	\$ 1,810
Permanently Restricted Net Assets	\$ 1,845
	\$20,929
TOTAL LIABILITIES AND NET ASSETS	\$ 23,224



Treasurer's Report

Statement of Activities

Year ended September 30, 2018 (Thousands)

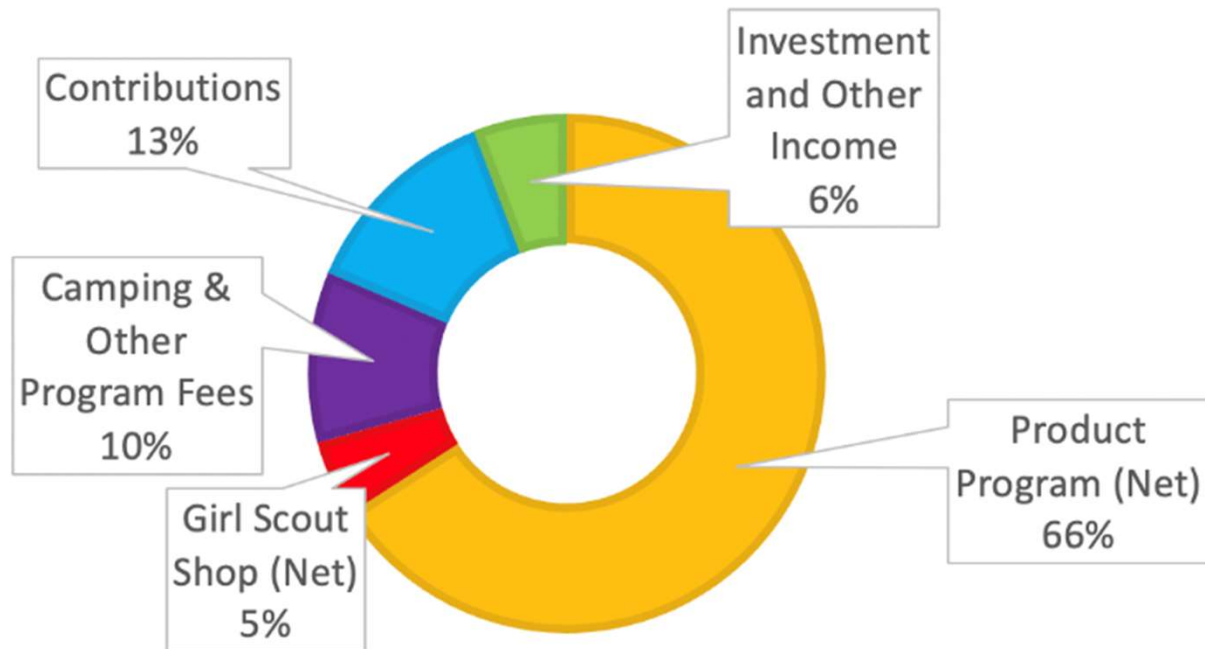
Revenue	FY 2018
Product Program (Net)	\$ 11,816
Girl Scout Shop (Net)	\$ 858
Camping & Other Program Fees	\$ 1,922
Corporate, Foundations, and Business	\$ 372
Annual Giving Campaigns	\$ 648
Donations Released from Restrictions	\$ 1,277
Investment and Other Income	\$ 1,036
TOTAL REVENUE	\$ 17,929



Treasurer's Report

Revenue Breakdown

Year ended September 30, 2018





Treasurer's Report

Statement of Activities

Year ended September 30, 2018 (Thousands)

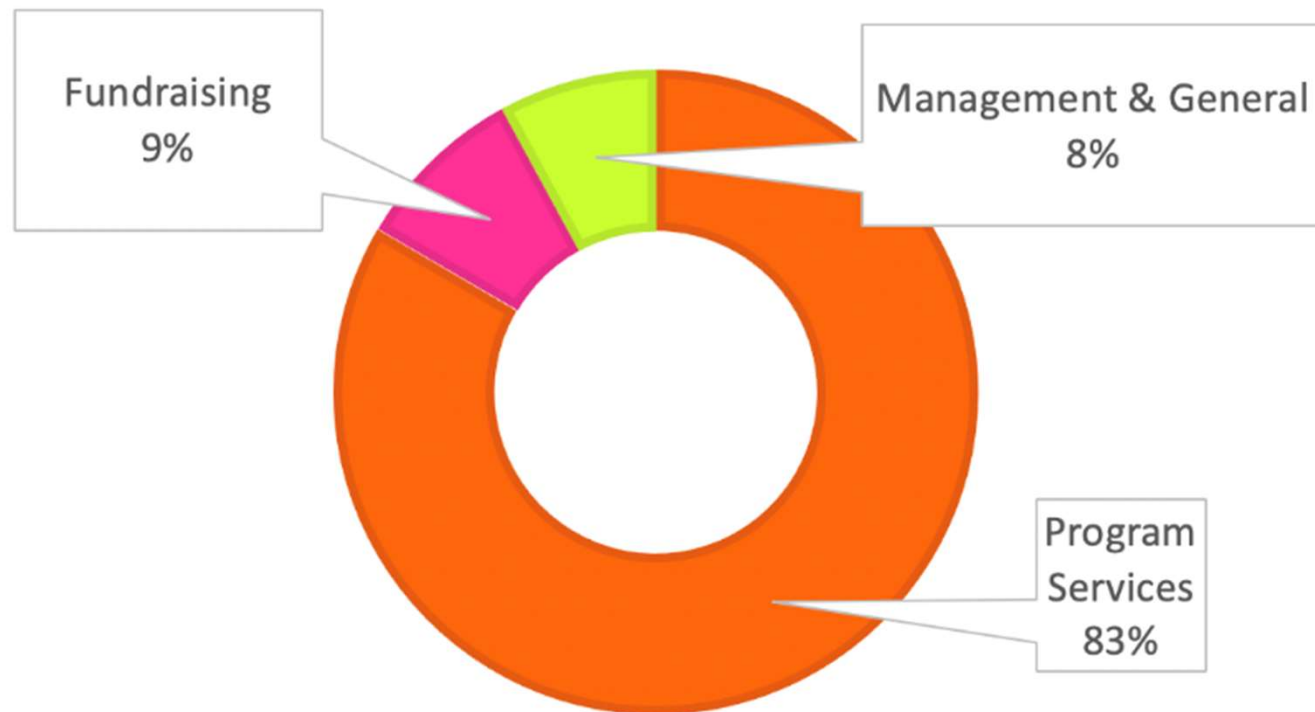
	FY 2018
Expense	
Program Services	\$12,904
Supporting Services	\$2,563
TOTAL EXPENSES	\$15,467



Treasurer's Report

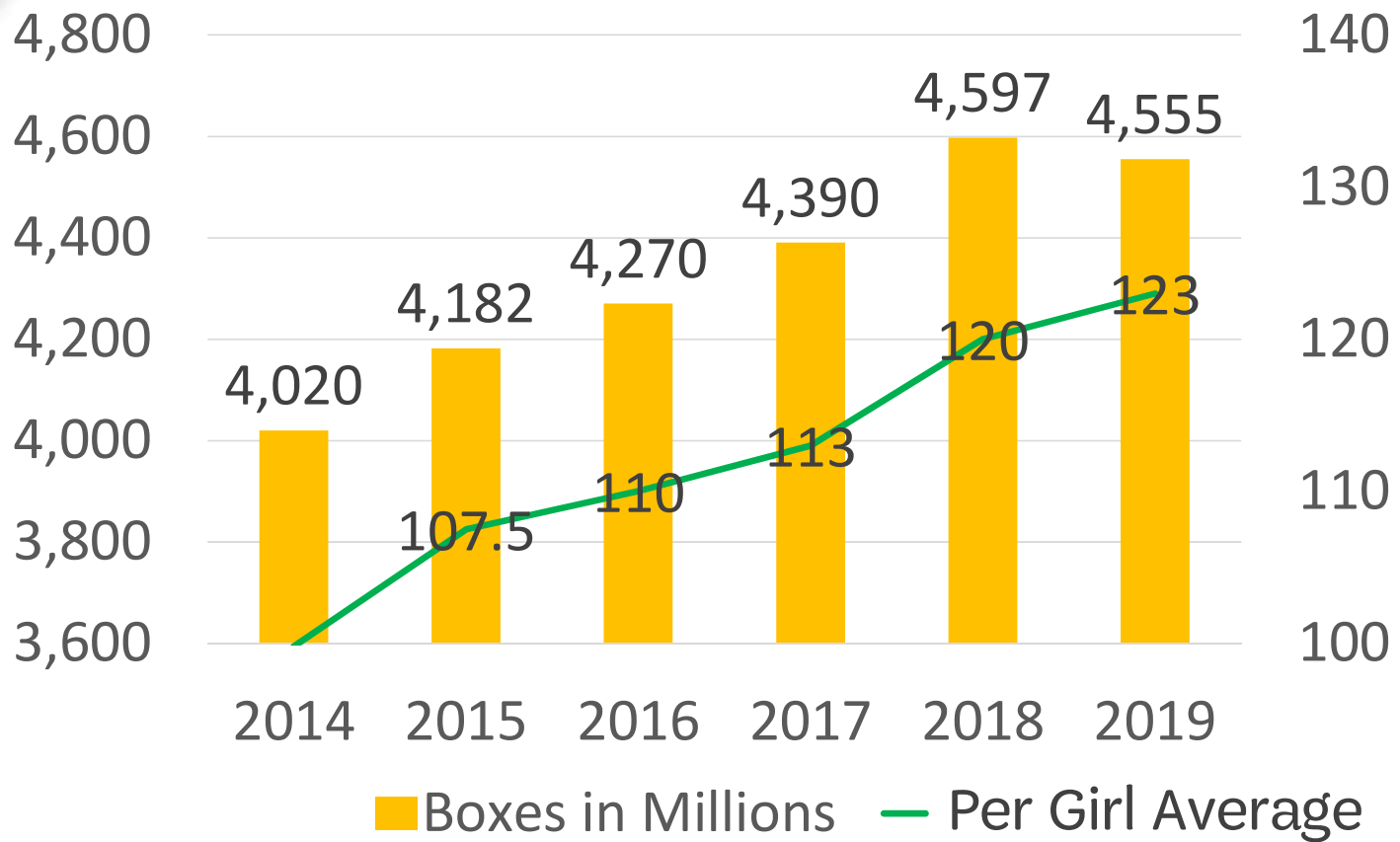
Functional Expense

Year ended September 30, 2018





Cookie Program





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



Harriett Thompson

2nd Vice President of the Board of Directors



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.



Forum Feedback

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



Forum Feedback

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



Forum Feedback

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

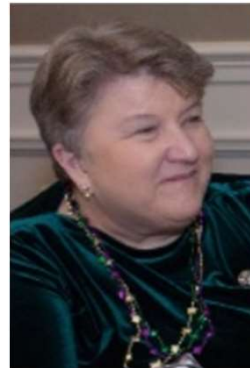
October 1, 2019 – September 30, 2022



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 Alashammaa



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

