

girl scouts
nation's capital



2020
ANNUAL
REPORT



STRONGER
TOGETHER





STRONGER TOGETHER

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.

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 Mission

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

*When making the Girl Scout Promise, individual members may substitute wording appropriate to their own spiritual beliefs for the word "God."

Dear Girl Scout Family,

There is no better program than Girl Scouts to provide girls with the skills needed to become the exceptional women they were born to be and to make a difference in the world. Due to our unfailing dedication, this year has proven that Girl Scouts are up to the challenges of the day, and are resilient. In 2020, Girl Scouts Nation's Capital was able to pivot from an in-person Girl Scout Expo in the Fall for 7,500 Girl Scouts to virtual troop meetings for over 35,000 girls in the Spring. We were, and remain, steadfast to providing stability and consistency to our Girl Scout families during this unprecedented time. We especially acknowledge the contribution of our dedicated volunteers, 18,641 adults whose hard work in this critical time ensures that thousands of girls have access to the Girl Scout movement.



Our joint commitment led to one of the strongest Spring Renewal Campaigns in our council's history. Over 32,650 girls were renewed for the coming year. Additionally, we formed 425 new troops and of that, 50 troops were recruited virtually. As a result, we expanded our comprehensive technology to include webinar platforms and implemented a streamlined training tool, gsLearn. These enhancements gave our families resources to understand how to volunteer and support our hybrid Girl Scout year.

Being hybrid did not affect us from advancing the Girl Scout movement. Girl Scouts always find a way! We expanded our girls' understanding of the world and the importance of peace as 1,153 Girl Scouts gathered for World Think Day at Trinity Washington University. We convened a panel of four Gold Award Girl Scouts for "Conversations of Consequence," sparking dialogue to encourage girls to find their voices, take risks and seek social justice. And we continued our efforts to inspire the next generation of women STEM professionals through partnerships with corporations and universities to deliver our STEM-focused badges and journeys.

Looking to the future, we will continue our Girl Scouts mission to build girls of courage, confidence, and character and suggest innovative ways to engage and support our Girl Scout family. Again, we thank our incredible volunteers, Girl Scout families, supporters, and staff. Together we will provide the tools to our Girl Scouts to be go-getters, innovators, risk-takers, and leaders of the future.

Faye Fields
President of the Board

Lidia Soto-Harmon
Chief Executive Officer

In Memoriam: A note of gratitude

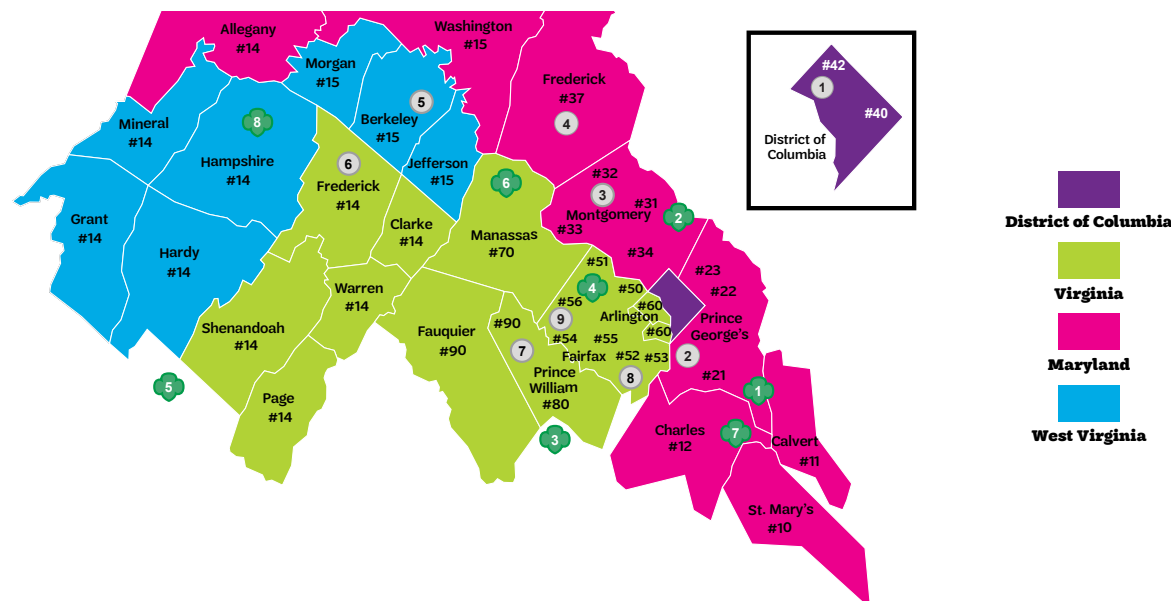
For the past six years we were fortunate to have the leadership of Board President Faye Fields. She guided this council through exciting as well as challenging times. Faye lived by our Founder Juliette Low's quote: "My purpose... to go on with my heart and soul, devoting all my energies to Girl Scouts, and heart and hand with them, we will make our lives and the lives of future girls happy." Faye lost her battle with breast cancer on November 30th, 2020. We are saddened by her loss but know that her legacy will have a ripple effect for thousands of girls in years to come. Thank you, Faye!



MEMBERSHIP

Nowhere else can girls engage in challenging activities, go on adventures in the outdoors, and volunteer to help their community in a girl-led environment. By earning badges and exploring careers that encourage an interest in science, technology, engineering, math (STEM), life skills, and entrepreneurship our Girl Scouts acquire critical leadership skills and develop the foundation to be successful in life.

With **78,683** members our council remains a key pillar in the community impacting change and advancing the Girl Scout movement. Our **4,211** troops serve girls in Kindergarten through 12th grade in the Greater Washington Region, which includes the District of Columbia and 25 counties in Maryland, Virginia, and West Virginia.



Offices/Satellite Offices

Main Office: 4301 Connecticut Ave., NW, Washington, DC 20008
Archives & History Program Center: 3 Hillcrest Dr., Frederick, MD 21703
Kingstowne Office: 5680 King Center Dr., Kingstowne, VA 22315
Martinsburg Office: 153 McMillan Ct, Martinsburg, WV 25404
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

- 1 Camp Aquasco
- 2 Camp Brighton Woods
- 3 Camp Coles Trip
- 4 Camp Crowell
- 5 Camp May Flather
- 6 Camp Potomac Woods
- 7 Camp Winona
- 8 Camp White Rock

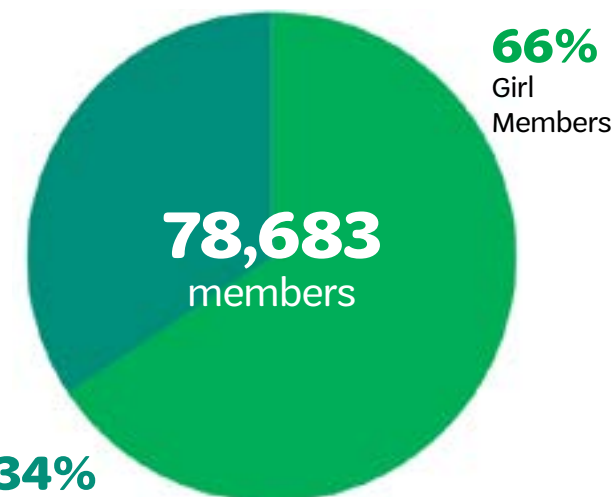


Daisy Troop 60182 support positive mental & physical health

4,211
Troops

95%
Girls are affiliated with a troop

76%
Adults retained



Brownie Troop 52048 collect 202 coats for their coat drive



PROGRAM

20,910

program kit member experiences

15,745

patch program participants

1,662

My Promise, My Faith pins earned



207

Brownies and Juniors participated in a host of robotics workshops at The Maryland Center for Women in Computing, University of Maryland.

Girl Scouts Nation's Capital and Hewlett Packard Enterprise partnered to create an interactive, plugged-in cybersecurity program to help leaders bring all three of the GSUSA Junior level Cybersecurity series badges to life.



Troop 1750 host a hybrid troop meeting and review program opportunities

Program

We began 2020 with the celebration of the 100th anniversary of the ratification of the 19th Amendment, establishing women's right to vote. To honor this historic occasion Girl Scouts Nation's Capital promoted exploring the HERstory through exhibits, books, and events in the Washington, D.C. metro area.

Over **1,740** members have completed our Council's Own Women's Suffrage patch program to date. We collaborated with Belmont-Paul Women's Equality National Monument and held our first Women's Suffrage Scavenger Hunt, **162** girls, and **52** adults participated, and **187** additional members participated in a scavenger hunt around the National Mall.

As the year progressed, we expanded our program offerings to include in-person and virtual programs. Our **38,645** program experiences included **1,153** Girl Scouts in the Spring for World Thinking Day. Also, we launched several new programs including the Pen Pal program engaging over **462** Girl Scouts.



Girl Scouts explored STEM, the outdoors, life skills and entrepreneurship at G.I.R.L Expo

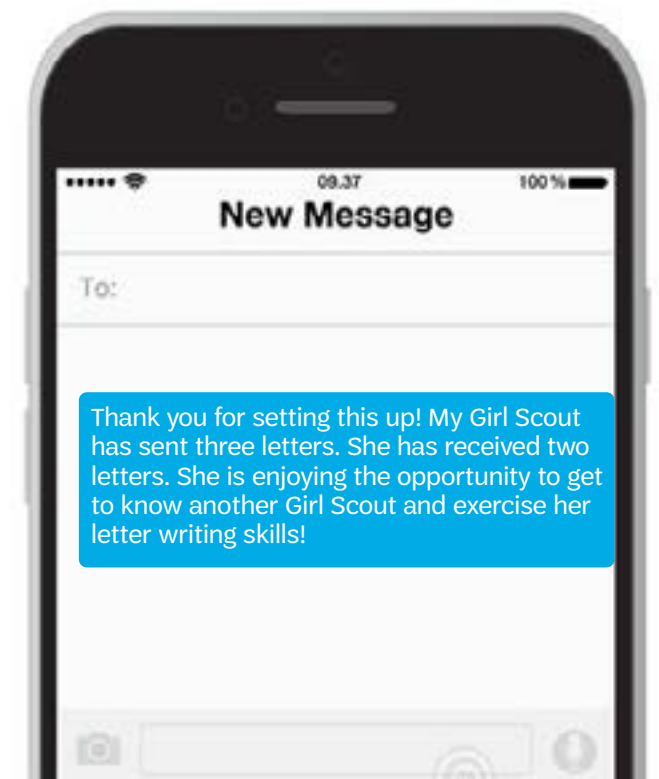


Local troops celebrate Girl Scouts from 150 countries focusing on peace



1,531 Juniors

earned the HPE Cybersecurity Patch Program



Girl Scout Cookies

This year, cookie entrepreneurs from around the Council had the unique opportunity to participate in one of several Cookie University initiatives.

We reached a total of **2,798** girls through Cookie Convention, Cookie University To-Go, and our Council's Five Skills patch program. In these programs' girls developed critical skills of goal settings, decision making, money management, people skills, and business acumen.

Through strong preparation, our girls sold **4.3 million** boxes of cookies earning Troops **\$4.3 million** in proceeds to support their activities, like travel, camping, and community service projects.

1,422

average boxes of Girl Scout Cookies sold by Top 100 cookie entrepreneurs



Cookie donation received by first responders



Brownies find innovative ways to promote cookie booths



Girl Scouts prepare to donate Girl Scout cookies to Inova Alexandria Hospital



ENTREPRENEUR

52

Service Units earned the Service Unit growth incentive

36%

increase in troop proceeds

4.3 M

boxes of Girl Scout Cookies sold by girls

121 boxes

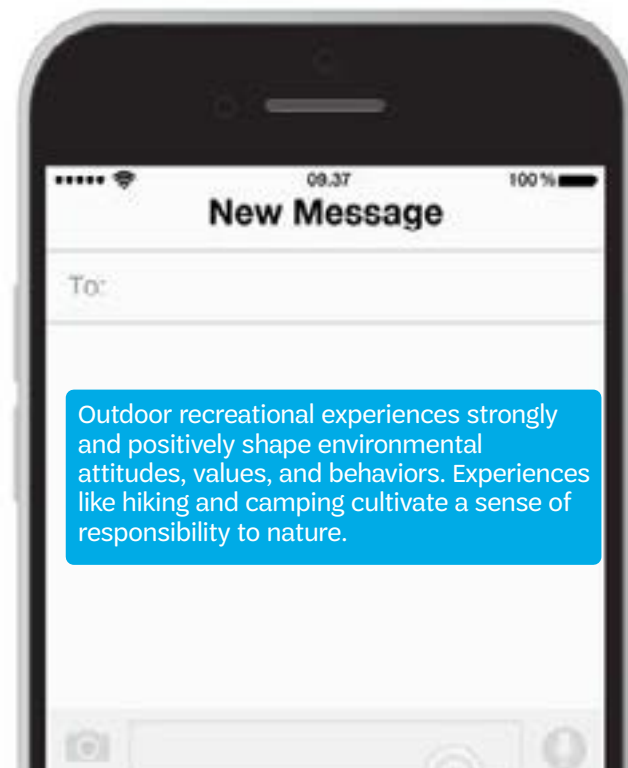
sold on average per girl council wide



Girl Scout Troop at the release of the Lemon-Up cookie at Union Station



OUTDOORS



23,640

girls and adults were hosted on camp properties

3,000

girls attended virtual summer camps in July with themes ranging from astronomy to zoology

Girl Scouts participating in bridging ceremony



Camp

No obstacle is too big for Camp! Program delivery continued under the new safeguards and included virtual event delivery. We offered **100** virtual sessions to sleep-away campers as well as all members, **48** Girl Scouts at Home outdoor activities, and **21** videos. The videos included kayak stroke demonstrations, how to tie a figure-eight knot, hiking safety, outdoor cooking, and more!

In addition, Camp hosted a series of virtual programs including caving, yoga, trail running archery, sing-a-longs, and much more servicing **159** members.

55,314

Girls & adults participated in outdoor programming



Girl Scouts take on high adventure at camp



Girl Scouts participate in Virtual Campout event



Girl Scouts build a campfire at Camp Crowell



Girl Scout kayaking on the Potomac river



35,000

Girls participated in virtual troop experiences

900+

Virtual conversations with Girl Scout mentors

331

girls were served through local programming partnerships



Camp CEO essentials for virtual meeting



Troop 1673 received a certificate of recognition for their "Paint it Yellow" campaign (painting benches, walkways, and signs yellow instead of white to help those affected by Usher syndrome).

50 new troops

were recruited virtually with virtual troop formation meetings and virtual troop meeting



Girl Scouts Nation's Capital partnered with prominent businesswomen in the community to share their leadership journeys to inspire girls across the Council and transform them into future leaders.

Troop 18023 end their troop meeting with a socially distanced ice cream celebration



Troop 55002 Bridging Ceremony & Journey in a Day

187

Girls were served through our Be Amazing program supporting financial literacy and anti-bullying



49,071

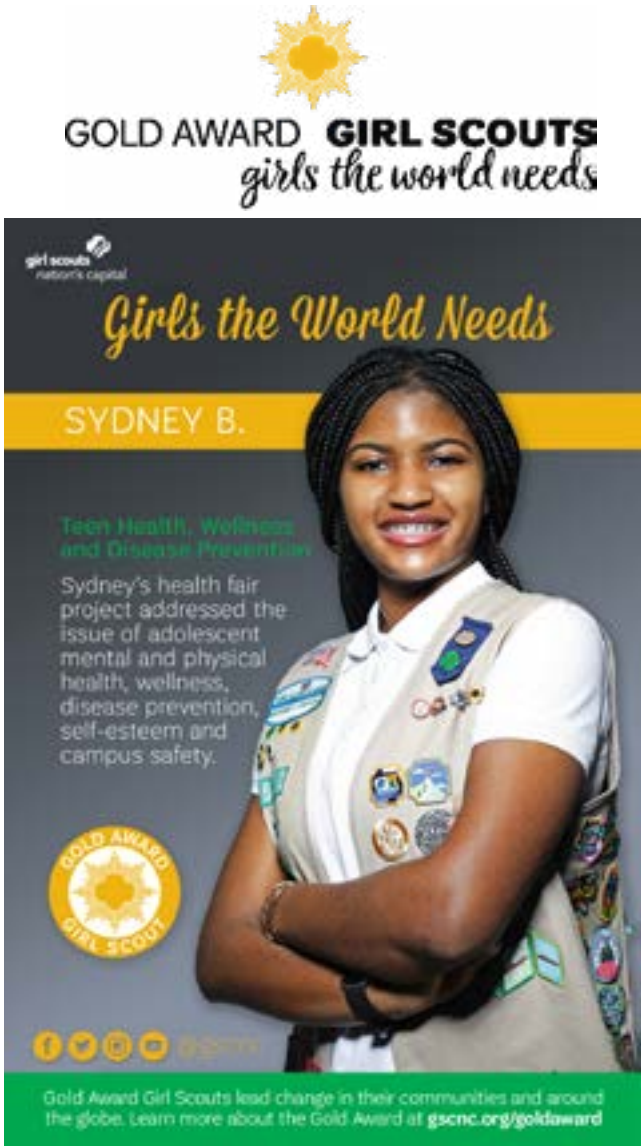
Program experiences including badge, robotics, and Gold Award workshops

Girl Scouts find creative ways to social distance during a troop meeting

Leadership

The Gold Award is the highest in Girl Scouting. Our Council has **203** Gold Award Girl Scouts. These Girl Scout Seniors and Ambassadors demonstrated exceptional leadership and tenacity in completing their projects despite current challenges. In May 2020, we hosted a virtual “In Your Honor” ceremony, with over **288** households in attendance.

After the event, honorees received a mailing with the event yearbook, certificate, patch, and commemorative graduation cord to wear proudly at their school ceremonies. Also, Girl Scouts Nations Capital awarded **14** scholarships to graduating high school Gold Award Girl Scouts.



HIGHEST AWARDS



203
Girls earned the Gold Award



234
Girls earned the Council's Silver Trefoil



917
Girls earned the Silver Award

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



On June 22, over sixty Girl Scout community members came together for an inspiring and moving panel on justice and how four Girl Scouts affected big change while completing their (equally big) Gold Award projects.



CNN congressional correspondent, Sunlen Safarty, mentors Girl Scouts during virtual session



Girl Scouts attend “Powerful Women in Media” during their visit to CNN headquarters

Volunteer

Our Girl Scout Family consists of over **18,621** caring adult volunteers. Without our volunteers, Girl Scouting would not be possible. This year we completed **29,635** training opportunities; **3,134** in-person or zoom-based instructor-led training and **26,501** courses on gsLearn for our volunteers.

We introduced new technology to help meet our volunteers' needs. The adoption of the new learning management platform - gsLearn provided a streamlined process to assist with a successful volunteering experience.



20,910
program kit member experiences

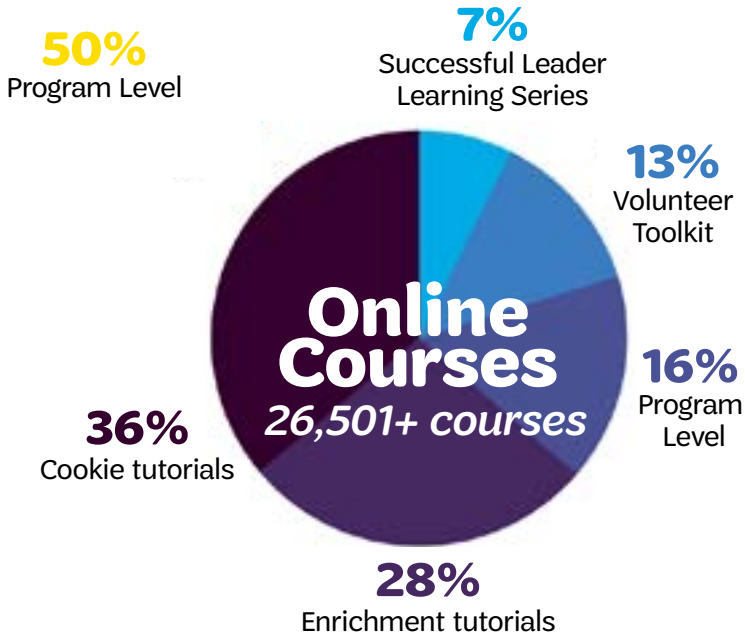
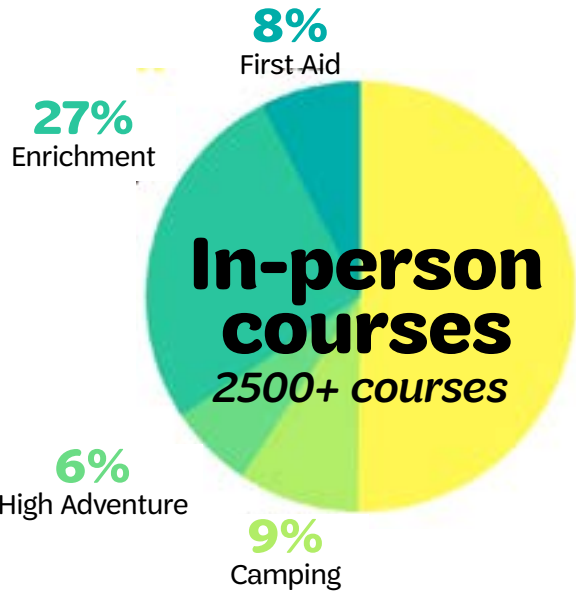
1,662
My Promise, My Faith pins earned

25%
Council and
Association Service



75%
Troop and Service
Unit Service

VOLUNTEERING



Girl Scouts board member, Kathy Duda, hosts virtual training session



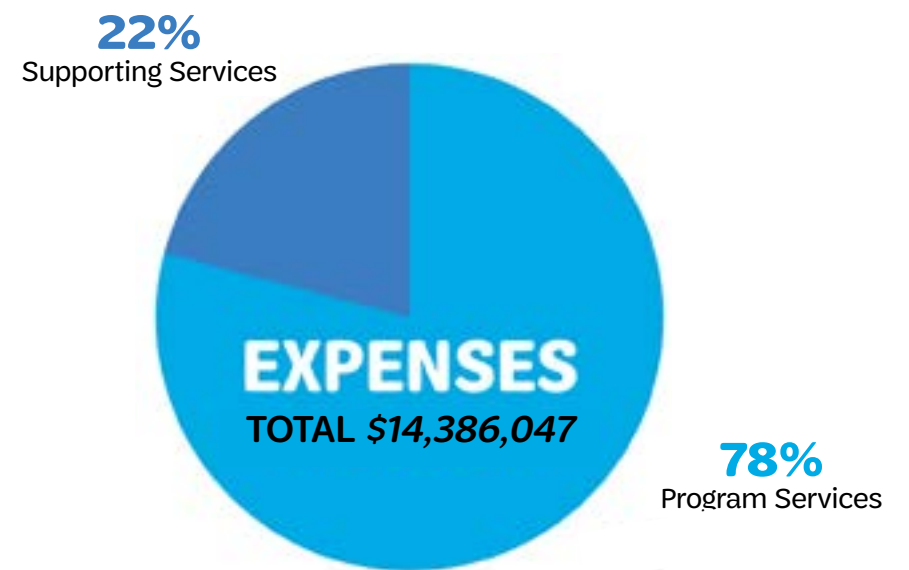
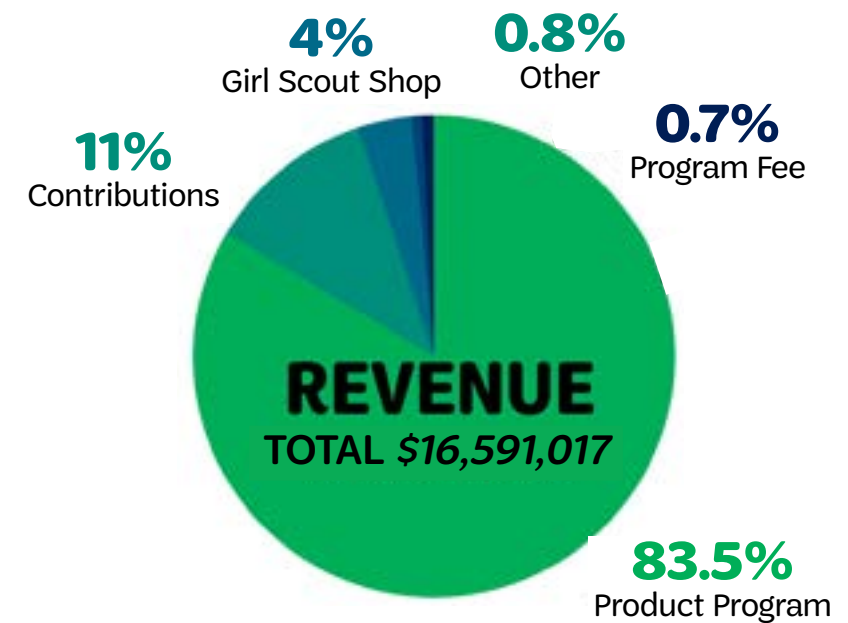
Girl Scouts attend "The Glow Up" event in partnership with Pantene and The Wing DC.

FINANCIALS



2020 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 2021.



The figures on this page represent unaudited numbers.

Corporation, Foundation, and Government Grants
\$50,000 and Above

Hewlett Packard Enterprise • The Morris and Gwendolyn Cafritz Foundation
• Booz Allen Hamilton Inc. • A. James and Alice B. Clark Foundation • Deloitte
• Claude Moore Charitable Foundation • Truth Initiative

\$25,000-\$49,999

• The Nancy Peery Marriott Foundation • MyEyeDr. • Nauticon Office Solutions • Pepco, an Exelon Company • Robert I. Schattner Foundation, Inc. • The Starr Foundation • UPS • The Wing

\$10,000-\$24,999

Anonymous
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GEICO
KPMG
The Richard E. & Nancy P. Marriott Foundation, Inc.
George Preston Marshall Foundation
Eugene & Agnes E. Meyer Foundation
Palo Alto Networks
PNC Bank
Toyota
Washington Forrest Foundation
John M. and Gina G. Wasson Charitable Trust
Wells Fargo

\$5,000-\$9,999

Ausherman Family Foundation
Capital Area Chapter of the Society for Information Management
Capitol Office Solutions, A Xerox Company
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The Economic Club of Washington
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Little Brownie Bakers
Jacobs
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Nestlé USA
Thomas Pangborn Trust
Parker Poe
State Farm
Strategic Resolution Experts, Inc.
Verizon
Washington Gas / A WGL Company
Philip & Janis Miller Wertheimer Fund, managed by The Community Foundation of Frederick County, MD

\$1,000-\$4,999

Adegboyega and Mozella Ademiluyi Charitable Fund
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BB&T, now Truist
Bloomberg BNA
Burness Communications, Inc.
City National Bank
CNB Bank, Inc.
Comcast Newsmakers and the Public Service Announcements
Dimick Foundation
Eastern West Virginia Community Foundation
The Grants for Girls Fund, managed by The Community Foundation of Frederick County, MD
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HMS Technologies, Inc.
Infina, Ltd.
International Monetary Fund
Legge Group
Lockheed Martin Corporation
The Maryland-National Capital Park and Planning Commission
The Merito Group
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The Whiting-Turner Contracting Company

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\$25,000+

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\$10,000-\$24,999

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Alan and Amy Meltzer
Jodi and Darren Morton
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Judith Walter
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Wendelin White

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Clements Wojtulewicz
**Juliette Gordon Low
Legacy Society**
Meg Armstrong
Vicky Bailey

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FY 2020

October 1, 2019 – September 30, 2020

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Jeri Fellerman, Treasurer
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Mia Hagood (teen)	Wendy Stark
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Colleen Cibula, Chief Operating Officer
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Betsy Thurston, Director of Development
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Dianne Belk and Lawrence
Calder, Girl Scout
Movement-wide Challenge
Planned Gift (Juliette Low
Legacy Society)
Claire Cuccio
Jennifer & Kent Francois
Kate Perrin

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Girl Scouts Nation’s Capital
4301 Connecticut Avenue, NW
Washington, DC 20008
800-523-7898 | www.gscnc.org



Invest in Girls | Ways to Give

SHARE

is the way for individuals like our Girl Scout families and friends to help make Girl Scouting possible for all girls.

100%

of your donation to SHARE stays with our Council to support Girl Scouts and volunteers.

Camps | Programs | Financial Assistance | Volunteer Support

Find out more about each of these opportunities at gscnc.org/donate

Friendship Circle – Monthly Giving

By giving monthly, you are a part of a group of dedicated donors who provide steady funding for Girl Scout programs year round. With the Friendship Circle, you can make a convenient automatic monthly contribution for as little as \$5-\$10 a month.

President’s Circle

When you donate \$1,000 or more for the year, you and a guest are invited to the President’s Circle Dinner, hosted by the President of our Board, to thank you and reconnect you with Girl Scouts.

Major Gifts Society

Join this prestigious society by making a multi-year commitment at the major gifts level.

Matching Gifts & Volunteer Grants

When you contribute to Girl Scouts through your valuable time as a volunteer and/or through your generous donations, you may qualify for a Matching Gift or Volunteer Grant from your employer.

Car Donations

Do you have an old or unwanted vehicle? You can donate it to Girl Scouts in support of SHARE.

Planned Gifts

Join the Juliette Low Legacy Society with a gift of \$10,000 or more in a way that has a lasting impact with a bequest, gift of stock, life insurance, or charitable trust.

Troop Funds

If your troop has remaining funds at the end of the year and wants to give back to Girl Scouts, you can talk to them about donating the money to SHARE to provide Girl Scouting to more girls.



Please mail checks to: Girl Scouts Nation’s Capital, 4301 Connecticut Ave., NW, Suite M-2, Washington, DC 20008



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