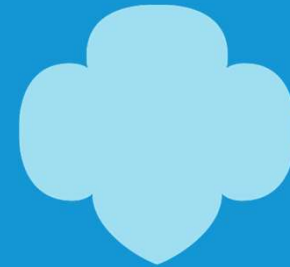


girl scouts  
nation's capital

# Together in Every Adventure





**Kim R. Ford**  
Chief Executive Officer







Council-wide  
Unity



Once a Girl Scout  
Always a  
Girl Scout



GIRL SCOUTS  
AT THE CENTER



Community  
Experience Survey



Targeted  
Community  
Building

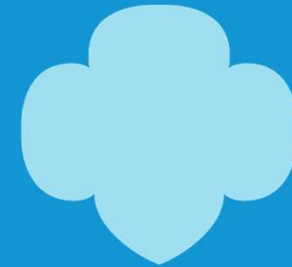






# On the road to Convention!





**Colleen Cibula**  
Chief Operating Officer





## Council Governance Positions

Service Unit Delegates: selected by service unit; process defined by service unit

Elected by service unit delegates at April Annual Meeting:

- Board of Directors
- Nominating Committee
- National Delegates and Alternate Delegates



## To Apply for a Governance Position

All Girl Scout youth over 14 years of age and adult members registered with Girl Scouts Nation's Capital are eligible to apply for

- Board of Directors
- Nominating Committee
- National Delegates and Alternate Delegates

Application located on our website.

**October 15:** Deadline for adult applications for Board and Nominating Committee

**December 15:** Deadline for youth applications for Board and adult and youth applications to be National Delegates and Alternates





SAVE THE DATE!

2025 Annual Meeting

Saturday, April 5, 2025



# Town Halls

We will hold Town Hall meetings all year on a variety of topics.



## **How can we best serve our youth and adult members?**

Saturday, Sept 14: In-person @ 10:30-12:00 noon (District of Columbia)

Thursday, September 26: Virtual for Troop Leaders and Committees @ 7:00 -8:30 PM

Saturday, October 5: In-person @ 10:00 – 11:30 AM (Prince George's Co.)

Wednesday, October 9: Virtual for Youth members @ 7:00 -8:30 PM

Tuesday, October 15: Virtual for Parents and Caregivers @ 7:00 -8:30 PM

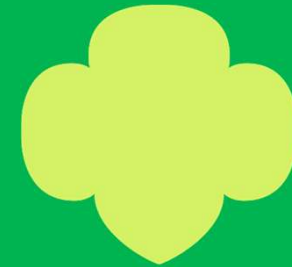
Tuesday, October 29: Virtual for Service Unit and Association Teams @ 7:00-8:30 PM

Registration opens August 15, 2024, on gsEvents.



The background of the slide is a solid blue color with a repeating pattern of white line-art icons. These icons represent various educational fields: science (DNA helix, microscope, beaker, globe, atom), mathematics (ruler, compass, calculator, clock, pie chart), and general education (book, pencil, lightbulb, star, paper plane).

# Support Volunteers



**Monica Brile**

Manager of Diversity, Equity,  
Inclusion and Accessibility





## 2024 Community Experience Survey

# **Girl Scouts Nation's Capital 2024 Community Experience Survey**

**Kickoff Introduction: August 10, 2024**



# 2024 Community Experience Survey


- On September 17th, our Council will be sending an email invitation to adult members, volunteers, caregivers and staff to take part in the **2024 Girl Scouts Nation's Capital Community Experience Survey**.
- Participation in this survey is very important to us and will help us improve the inclusiveness of our activities and events. To thank participants for sharing their thoughts with us:
- **The first 1000 participants will receive a \$5 Dunkin Donuts gift card. After the survey closes, all participants will be entered into a raffle in which 10 individuals will receive a \$100 Walmart gift card!**




## What is the Community Experience Survey about?

A white circle with a thin blue outline, connected by a thin blue line to the top of the first text box.

Your adult experience with Girl Scouts Nation's Capital, especially as it relates to the **inclusiveness** of our activities and the feeling of **belonging** they foster.

A white circle with a thin blue outline, connected by a thin blue line to the top of the second text box.

What you think about the inclusiveness of our **camp, activities, and events**.

A white circle with a thin blue outline, connected by a thin blue line to the top of the third text box.

Your **suggestions for improving** what we do and how we can make Girl Scouts Nation's Capital welcoming for everyone.





## How do we take the survey?

- The survey **opens** September 17<sup>th</sup> and **closes** October 25<sup>th</sup>.
- The survey should take **10-15 minutes** to complete.
- To take the survey, you will receive an **email invite** from our CEO, Kim R. Ford.
- The email invite and survey will be available in: Arabic, Amharic, English, French, Korean, Spanish, and Vietnamese.



## What else should I know about the survey?

- The survey is **voluntary**. You do not have to take it.
- Your answers will be **confidential**. Only our external evaluators will have your survey information.
- When our evaluators report the results to Girls Scouts, they will be in combined format so that **no one individual's responses** or names can be seen.
- Please contact the following individuals with **questions** about the:
  - **Girl Scouts Nation's Capital:** Sarah Cornner at [scorner@gscnc.org](mailto:scorner@gscnc.org)
  - **Survey:** Lydia Oberholtzer, external evaluator, at [lydia@sharp-insight.com](mailto:lydia@sharp-insight.com)



## How do I communicate about the survey?

- In your Kickoff “goodie bag” you will find a 2-page flyer with talking points to share at meetings and other Girl Scout events.
- You will also find a 1-page flyer in 7 different languages to circulate around your communities.
- Please make sure that the **“Call to Action”** regarding the **“Community Experience Survey”** is included on your meeting agendas and other communications during **August, September and October.**





## DEIA Resources - Diversity

- Updated “Multicultural and Religious Holidays Calendar” for 2024/2025
- Promote On-Demand Phone Interpretation and Translation services
- Develop a network of ASL interpreters and services in different regions throughout the Council
- Translate targeted training materials and other Council and Girl Scout resources
- Explore the formation of social groups/affinity groups for teens and adults with **common traits** such as race/ethnicity, LGBTQIA+, people with disabilities, religion, etc.



## DEIA Resources – Equity

- Provide clear guidance on **financial assistance** opportunities and how to access those resources.
- Promote financial assistance across the organization with cultural sensitivity.



## DEIA Resources – Inclusion

### ***“Belonging” – Winter Community Learning***

- Active inclusion techniques: respecting cultural differences, communication, recruitment and retention of youth and adults and the impact of unconscious bias

### **Publication Revision Jotform:**

- Crowdsourcing revision submissions to ensure consistent use of inclusive language and updated information in all webpages, publications, forms, trainings, and other documents





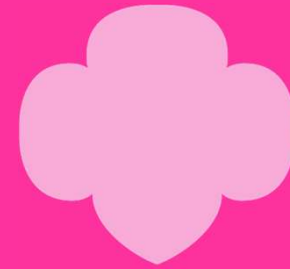
## DEIA Resources – Accessibility

- Develop a comprehensive “Inclusion Handbook” that offers guidance for awareness and strategies to meet the needs of all Girl Scouts in all aspects of our programs.
  - Disabilities
  - Neurodivergence
  - Behavior challenges



## Conflict Resolution

- Form a “Volunteer Mediation Team” for volunteers to serve as neutral parties in volunteer and family conflicts.
  - Develop a training program to ensure consistency in process and procedure for volunteers who choose to serve in this capacity.
- *Volunteer Response to Noncompliance Concerns*
- *Conflict Resolution: Council Expectations for Digital Communication*



**Mary Strauss**

Manager of Adult Volunteer  
Development





# Volunteer Essentials

## What's New?

- Guidance on when a background check is needed
- Information on allowed electronic payments
- Defines travel and required training and forms



# Background Checks

- Required for any adults who will drive or supervise youth members, handle Girl Scout money, or participate in an overnight activity.
- In addition, anyone who attends more than two activities within the Girl Scout year of August 1 – July 31 must have a role with a background check.
- Make sure your volunteers understand this and you plan in advance.





# Field Trip and Travel Packets

*Focus on being prepared!*

- 1. Girl Scout Health History Forms (current information!)*
- 2. Procedures for Accidents and Emergencies*
- 3. NEW! Emergency Action Plan – might be verbal – but for some activities, there should be a written plan.*





# New Travel Process/Training

- All online in gsLearn – start at any time!
- Is part of the required process for obtaining approval for travel of:
  - 4 or more nights; OR
  - A destination further than 200 miles or a 3.5 hour drive from your regular meeting place.
- This includes all international destinations and cruises.
- Required for all travel starting October!

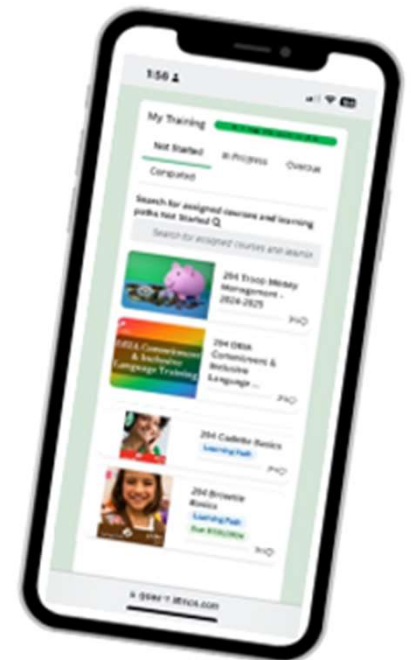






# Making Training Better for You!

- *Now Troop Leader training is on dashboard so you don't have to search the Content Library!*
- *Updated Daisy, Brownie, Junior online training.*
- *SUM training is now hybrid – check out online modules now!*





# New Mental Health Training for Teens!

- Youth Mental Health First Aid training for adults launched in 2023.

Now introducing:

- Teen Mental Health First Aid course for Senior and Ambassador Girl Scouts!

Coming this fall!



# New Incident Report Form

- New Incident Report Form
- This form is intended to be used for all incidents –
  - Conflicts, Accidents, Injuries, Behavior Management, and Damage/Theft
- Reporting and Follow-up will be standardized and centralized

The screenshot shows the 'General Incident Report' form. At the top right is the 'girlscouts nation's capital' logo. The title 'General Incident Report' is centered, followed by the instruction 'To report an incident, please provide the following information'. The form contains three main sections: 1. 'Date and time when incident occurred:' with a date field (DD-MM-YYYY), a time field (HH:MM), and a PM/AM dropdown. 2. 'Person Reporting:' with three checkboxes: Staff, Volunteer/Leader, and Caregiver. 3. 'Name of Person reporting this incident:' with two text input fields for First Name and Last Name.

girlscouts  
nation's capital

### General Incident Report

To report an incident, please provide the following information

Date and time when incident occurred: \*

DD-MM-YYYY HH:MM PM

Hour Minutes

Person Reporting \*

☐ Staff ☐ Volunteer/Leader ☐ Caregiver

Name of Person reporting this incident? \*

First Name Last Name



## New Incident Report Form

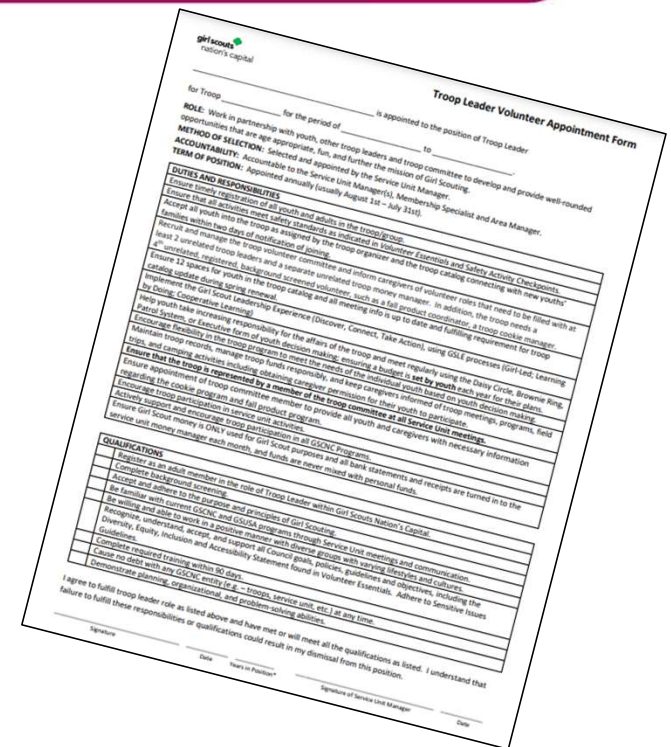
- The new reporting mechanism will be on Jotform
- The Jotform link will be available on the GSCNC Web page and widely distributed through all other communication channels
- Any questions or concerns about the Incident Form and its subsequent reporting and handling should be directed to:
  - Sarah Cornner, Council Operations Specialist, [scorner@gscnc.org](mailto:scorner@gscnc.org)

# Updating Qualifications on Appointment Forms

Change “Qualifications” to “Requirements”

Updated language including:

- Treat all youth, volunteers, employees and community members in accordance with the Girl Scout Promise and Law.
  - Do not harass or mistreat others.
  - Communicate respectfully and do not use insensitive or offensive language.
  - Engage in direct conversations to resolve issues and concerns and use the Conflict Resolution Process as needed.



The image shows a "Troop Leader Volunteer Appointment Form" from Girl Scouts of the USA. The form is titled "Troop Leader Volunteer Appointment Form" and includes sections for "ROLE", "METHOD OF SELECTION", "ACCOUNTABILITY", "TERMS OF POSITION", "DUTIES AND RESPONSIBILITIES", and "QUALIFICATIONS". The "DUTIES AND RESPONSIBILITIES" section lists various tasks such as ensuring safety, managing the troop, and providing a positive experience. The "QUALIFICATIONS" section lists requirements for the volunteer, including being an adult member, having a background check, and being familiar with the Girl Scout Promise and Law. The form also includes a section for the volunteer's signature and date, and a section for the Service Unit Manager's signature and date.



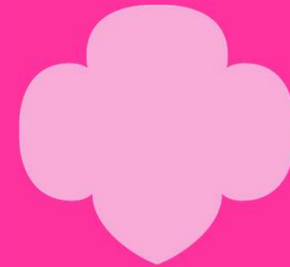


## New in Adult Recognition

Introducing the all-new Troop Service Award!

The Troop Service Award celebrates dedicated volunteers who have contributed to one or more Girl Scout troops in a role other than Troop Leader, embodying the spirit of teamwork and commitment. This award acknowledges the efforts of Troop Committee Volunteers who work together to empower Girl Scouts.





Jessica McClain  
Chief Financial Officer



## Troop Banking - Current Challenges

Monthly service and  
minimum balance charges

Coordinating trips to banks  
to change signers

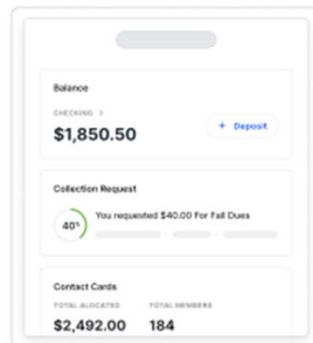
The logo for 'crowiided' is displayed in a white, lowercase, sans-serif font. The letters 'i' and 'd' are stylized with three dots above them, resembling a crowd of people. The background is a solid blue rectangle with white, wavy, zigzag patterns on the left and right sides.

crowiided

GSCNC's Partner  
for Troop Banking

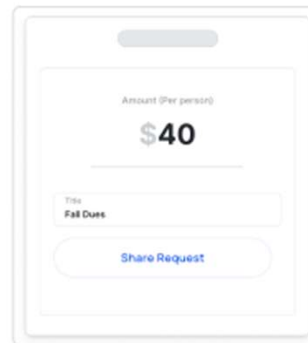
# Crowded is a financial platform that empowers organizations to

## Bank



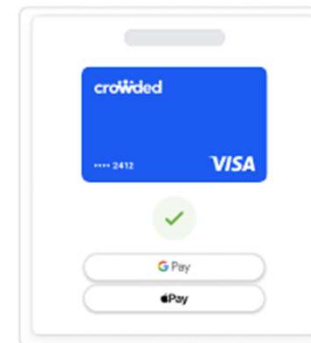
FDIC-insured bank accounts with subsidiary accounts for Troops & Service Units

## Collect



Collect funds into dedicated bank accounts through secure online payment links

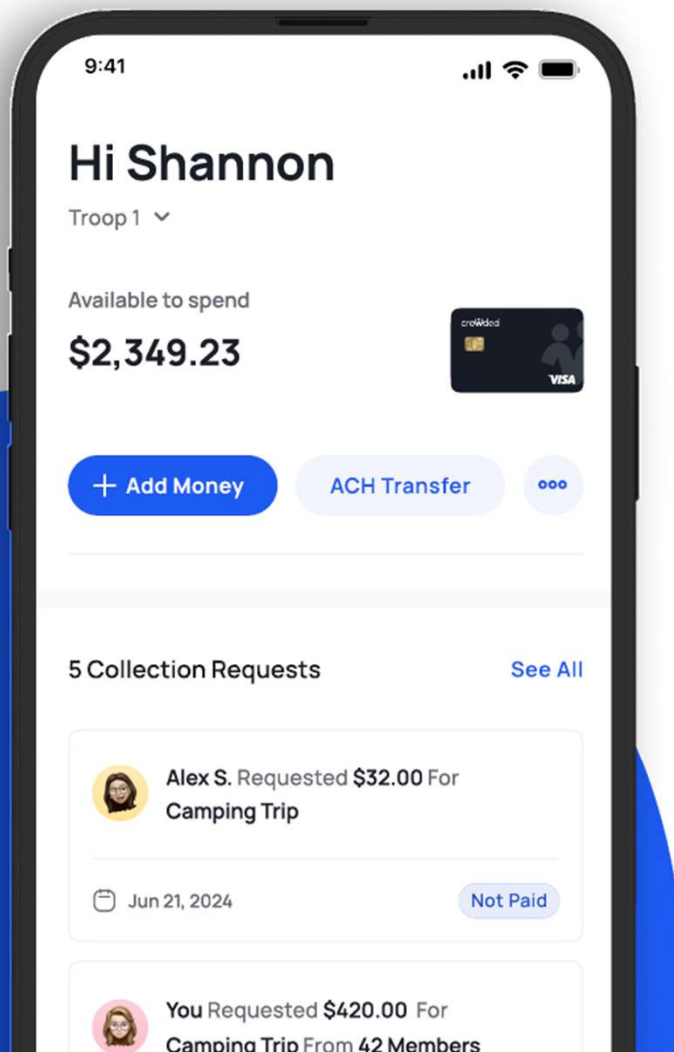
## Spend



Control and oversee purchases with Visa® debit cards made by Troop Leaders & volunteers

# All in one place.





# Keep Troop Funds in Secure Bank Accounts

- ✓ Pass-through FDIC insurance is available on deposits up to \$250,000 through TransPecos Banks, SSB.
- ✓ GSCNC will apply for pass-through FDIC insurance coverage for **tens of millions** through the Intrafi Sweep network at the conclusion of the pilot.
- ✓ Enjoy 100% online banking – from setup to officer handovers
- ✓ **Free** account opening, no minimum balances or monthly fees & unlimited transactions
- ✓ Alignment & transparency with the Service Unit and Council

Crowded Technologies Inc is a financial technology company and is not a bank. Banking services provided by TransPecos Banks, SSB; Member FDIC. The Crowded Technologies Inc. Visa® Debit Card is issued by TransPecos Banks, SSB pursuant to a license from Visa U.S.A. Inc. and may be used everywhere Visa debit cards are accepted.

Accounts are eligible for pass-through deposit insurance only to the extent pass-through insurance is permitted by the rules and regulations of the FDIC, and if the requirements for pass-through insurance are satisfied. There may be a risk that pass-through deposit insurance is not available because conditions have not been satisfied. In such cases, funds may not be fully insured in the event the insured depository institution where the funds have been deposited were to fail.

# This sounds great - Sign me up!

We are looking for interested Service Units to join the Crowded pilot

## What does joining the pilot mean?

The troops within your Service Unit would open Crowded accounts, and start collecting payments, spending & banking. **The Crowded team will help Service Units & Troops get started :)**

## How do I open a Crowded account?

Opening a Crowded account is very similar to opening any bank account. You will need the council's EIN and Incorporation documents.

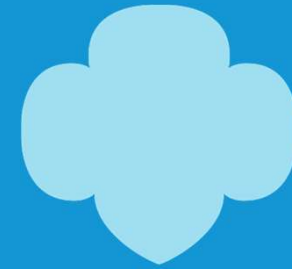
## Why should my Service Unit join the pilot?

Enjoy an all-in-one tool for your Troops banking, payments and spending needs - and never make another trip to the bank!





# Serve More Girl Scouts



**Zoë Chapman**  
Director of Membership



## Membership Trends

- We remain the largest council in the country with **45,193 Youth Members**
- Our adult membership continues to increase with 31,678 adult members (up 4.3%!) – mostly in troop committee roles
- Retention rates continue to increase:
  - Youth retention: 72.7%
  - Adult retention: 79.3%
- 400 new troops were formed this year!



# Spring Renewal Trends

- Renewed for next year:
  - Youth: 30,474
  - Adults: 21,815
- Current retention rate:
  - Youth retention: 67.5%
  - Adult retention: 68.4%







## New Resources

- Online SU passport & online submission process
- Grab & Go emails & registration instructions for Registrars, Troop Organizers, and Welcome Specialists
- Refreshed Registrar Passport & refreshed Juliette passport coming Fall 2024



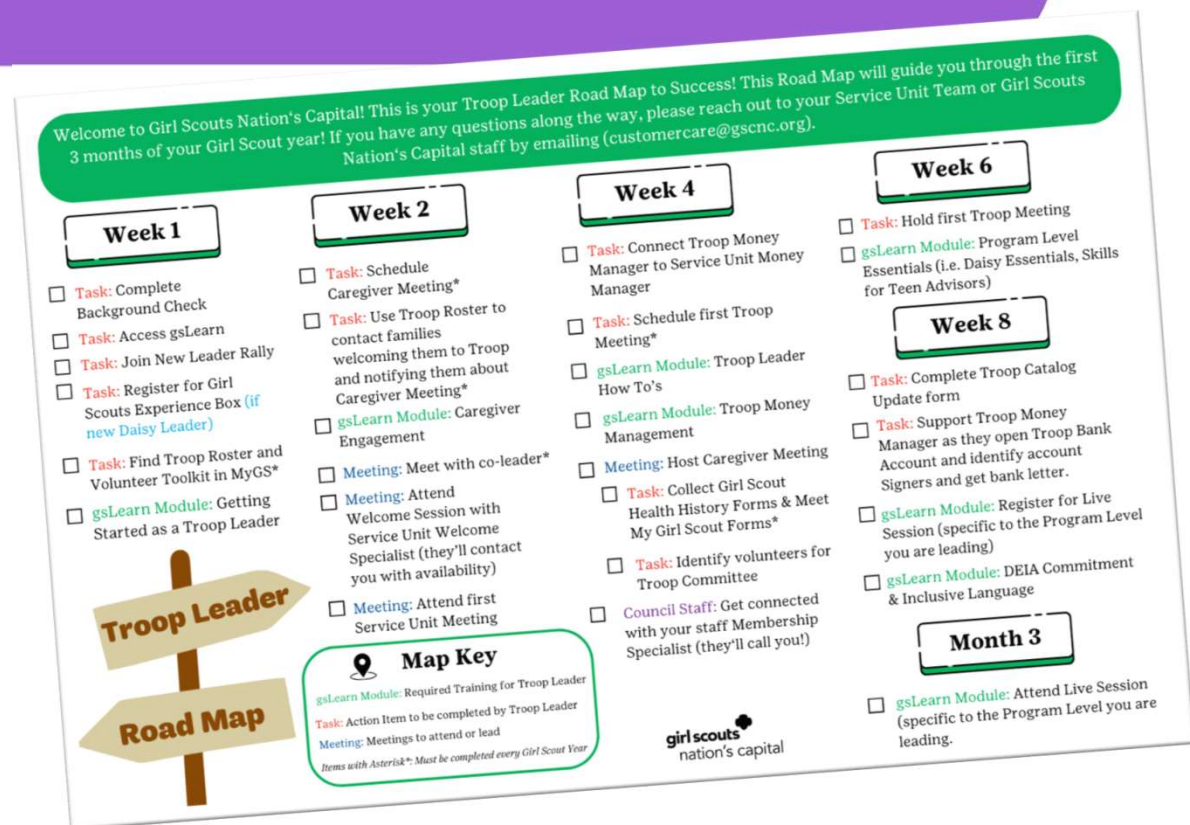
## Girl Scout Experience Box for Daisies

- Monthly supply boxes sent to leaders of new Daisy troops
- Aligned with new leader roadmap & training to support holistic new leader onboarding process
- **35** new Daisy troops in our council received their first box week of August 5!



# New Leader Onboarding

- Updated New Leader onboarding roadmap to clarify & provide framework for new leader start-up steps
- Fully integrated with other resources:
  - Refreshed New Leader Passport
  - gsLearn modules
  - Updated Welcome Specialist training & welcome session





## Communications Chairs

- You've been asking: new appointment letters for Association & SU Communications Chairs!
- Communications are a critical part of a successful Service Unit
- Create a year-long plan to engage your SU volunteers, Troop Leaders, and families!



## Honor Troop, SU Strength Challenge, and End of Year Goal Celebrations

- Revising Honor Troop & SU Strength Challenge to better support troops and Service Units
- Establishing volunteer committee to provide direction and input on criteria for these awards
- In addition, looking for input regarding End of Year goal achievement
- Scan QR code for committee interest form!





## Area Membership Managers

**Sharon Cantrall**, Fairfax County

**Tonia Lafond**, Montgomery County

**Sarah Mayotte**, District of Columbia,  
Arlington, Alexandria, Fairfax

**Shellise Piazza**, Loudoun, Prince William,  
Fauquier Counties, Manassas City

**Lynn Thompson**, Prince George's, Charles,  
Calvert and St Mary's Counties

**Heather Weschler**, Shenandoah Region







## End of Year Goal Achievers!

SU 11-7	SU 33-9	SU 37-8	SU 50-12	SU 60-3	SU 70-5
SU 14-11	SU 34-4	SU 40-1	SU 50-14	SU 60-6	SU 80-4
SU 14-14	SU 34-9	SU 40-2	SU 50-6	SU 60-7	SU 80-5
SU 22-1	SU 37-1	SU 40-3	SU 51-2	SU 70-1	SU 80-6
SU 22-7	SU 37-3	SU 42-1	SU 53-7	SU 70-15	SU 80-8
SU 33-3	SU 37-4	SU 42-4	SU 55-3	SU 70-17	SU 90-4
SU 33-7					



## Top in New Youth & New Troops

- SU 40-1 (193)
- SU 42-1 (194)
- SU 42-4 (206)
- SU 42-4 (12 new troops)
- SU 50-12 (11 new troops)
- SU 50-14 (9 new troops)
- SU 53-3 (9 new troops)
- SU 60-3 (9 new troops)
- SU 60-7 (9 new troops)



# Spring Renewal

SUs who achieved Spring renewal goal and 100% of troop catalogs!

SU 14-5	SU 32-11	SU 32-7	SU 37-8	SU 51-9
SU 55-5	SU 55-7	SU 60-8	SU 70-12	

SUs who achieved 80% retention, Spring renewal goal, and 100% of troop catalogs!

SU 10-15	SU 11-7	SU 12-6	SU 14-4
SU 14-7	SU 15-1	SU 15-3	SU 15-10
SU 22-5	SU 22-7	SU 32-2	SU 33-7
SU 33-9	SU 34-9	SU 37-1	SU 37-7
SU 50-14	SU 50-6	SU 51-2	SU 52-7
SU 53-3	SU 53-6	SU 53-7	SU 54-15
SU 54-5	SU 56-3	SU 60-2	SU 70-1
SU 70-15	SU 70-17	SU 70-2	SU 70-9



## Membership Bells

Association 40!

13% increase!

168 more Girl Scouts!



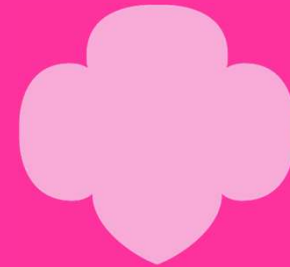
## Outstanding Association Award

- Association 60!
- Association 80!



# Increase Investment in Girl Scouts





Harriet Thompson

Board SHARE Chair





## SHARE Your Love of Girl Scouting

- **Funds:** Financial Aid, Girl Scout Programming, Volunteer Training, Camp Maintenance & Improvements
- Impacts every Girl Scout and Volunteer in our Council
- 100% of the money raised stays with our Council to benefit our Girl Scouts & Volunteers





# SHARE Your Love of Girl Scouting



We need to increase family participation

- Only 19% of families support SHARE
- We can do much better with your help





Thank you to Everyone

**Secret Sauce to our Success:**

**SHARE Volunteers—Association, SU and Troop  
Generous Donors**

**YOU ARE AMAZING!!!!!!!**

**Thank you so very much!**





# Assoc & SU Woohoo List!

**Association 10**  
**Association 37**

**Association 11**  
**Association 40**

**Association 15**  
**Association 52**

10-13	10-15	11-07	12-06	14-11	15-01	15-03	15-08
15-10	21-06	21-14	22-01	22-05	32-01	32-07	34-07
34-08	34-09	37-01	37-07	37-08	40-01	40-03	42-01
50-10	51-02	52-07	52-10	52-11	53-06	53-07	54-15
56-04	60-01	60-03	60-08	70-05	70-07	70-10	80-06
80-09	80-11	90-12					



# FY24 SHARE Updates

**SHARE Goals** – \$25,000 increase, Associations have been notified and worked with SU to update goals for our August 1 SHARE new year

**Innovative fundraising efforts:** Exploring texting as an option and giving levels for donor recognition

## **SHARE Volunteer Outreach & Engagement**

- SHARE Handbook Updated
- Volunteer meetings are now quarterly!
- Now offering monthly office hours with the Annual Giving Specialist, Shannon McCreesh. Reach out to [smccreesh@gscnc.org](mailto:smccreesh@gscnc.org) for more details

## **SHARE Eco System**

- Recruit SHARE Co-Chair to help with Troop Outreach
- Recruit Teen Girl Scouts who need hours to help with Qgiv crowdfunding postings
- Connect with Association SHARE Chair and Girl Scout Registrar







# FY25 SHARE Volunteer Vacancies

**JOIN THE FUN--become a SHARE Volunteer!**

**Association 50    Association 51    Association 56    Association 70**

12-03	12-04	12-05	21-11	22-09	33-02	33-05	33-07
33-09	50-12	50-14	51-07	51-09	54-16	55-02	60-05
70-04	70-09	90-08					

Scan to Learn More!





# Juliette Low Legacy Society

Leaving a planned gift can be a simple and convenient process that allows you to make a significant impact on the Girl Scouts of the Nation's Capital in a way that also benefits you and your family.

- Bequest
- Gift of Retirement Assets
- Gift of Thrift Savings Plan



- Gift of Securities
- Gift of Cash
- Gift of Life Insurance

## *Planned Giving Levels*

**Rose (commitment of  
up to \$10,000)**

**Pin and Rose (minimum  
commitment of \$10,000)**

**Named Endowment (minimum  
commitment of \$100,000)**

# SHARE Event: Let's Compete!



## Girl Scouts Nations Capital 5<sup>th</sup> Annual Golf Classic

**When:** Monday, September 30, 2024

**Where:** Army Navy Country Club in Fairfax, VA

Sponsorships Available for \$2,500 - \$25,000

Individual tickets are \$500 each


Contact for more information:

Olivia Russell

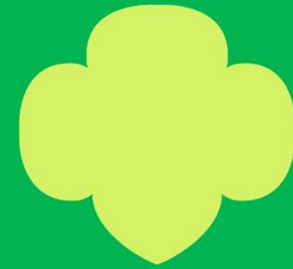
Development Specialist

[orussell@gscnc.org](mailto:orussell@gscnc.org) or (202)274-3317





**Deliver High Quality Programs**



**Stacey Johnson**

Manager of  
Program Services

# First Aid Badges

This **modernized** badge line has been updated with relevant topics while **retaining the essentials**, such as how to get help, provide basic first aid, and respond during emergencies.

## Online resources to be updated

- New meeting aids in the VTK Explorer
- Updated Badge and Award Explorer
- Updated Program Charts by Grade Level
- Brownie Year 2 and Cadette Year 1 Troop Year Plans

## New Badge Designs



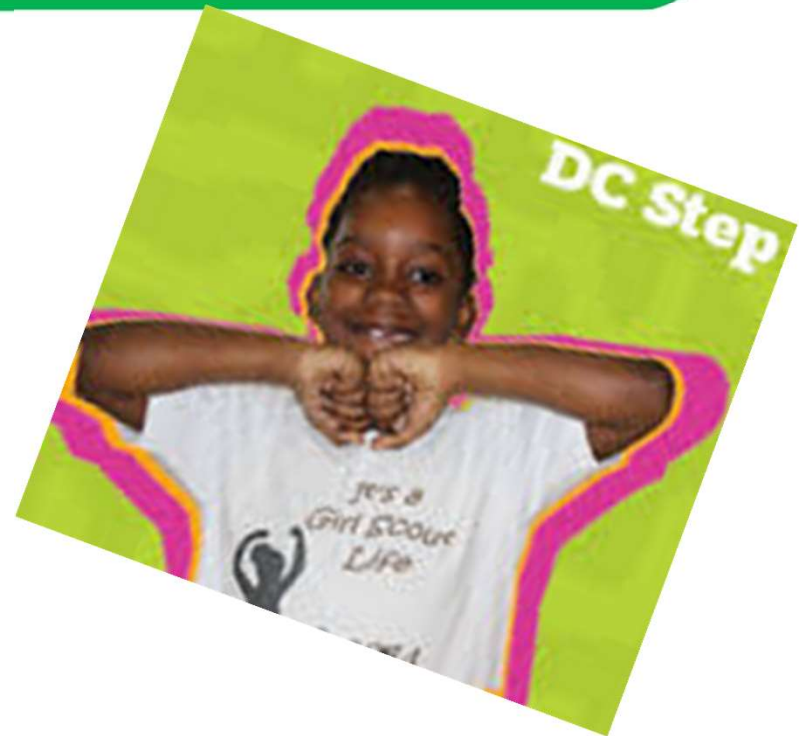


# Step Showcase

**Saturday, February 22, 2025**

- UDC
- Youth Members only teams
- Maximum of 20 Girl Scouts per team

More information coming soon!



# Savannah Bus Trip

## Who?

- This event will be for CSA Girl Scouts
- 250 youth Girl Scouts and 50 adult Girl Scouts

## When?

- Sunday 6/22/25 – Saturday 6/28/25
- Charter buses will depart from the DC, Brandywine, and Manassas Girl Scout offices

## Cost and Registration

- Cost will be \$1010 per person.
- Registration will be opening soon!
- More information with pricing will also be available soon
- Keep a lookout on Rallyhood!



# Junior Trips

## Who?

- These events will be for Junior Scouts
- 100 youth Girl Scouts and 25 adult Girl Scouts for each trip

## When?

- Luray Caverns will be in the Fall – date TBD
- Philadelphia PA will be in the Spring – date TBD
- Charter bus locations TBD

## More

- More information and registration will be coming soon!
- Keep a lookout on Rallyhood!





# Mental Wellness

Join us as we celebrate mental and physical wellness

- Save the date, April 12, 2025
- Staff-led event for C/S/A Girl Scouts
- Special Program Partner events for all levels







## Even More!

- Flyers
- Cadette Bridging events
- Virtual Journeys
- Cookie University's
- STEM events
- Higher Award Training
- And so much more!



# Archives & History

- Two Locations:
  - Frederick Maryland
  - Winchester West Virginia
- Amazing Programs:
  - All Levels
  - GS Traditions
  - Thinking Day
  - Ceremonies & Celebrations
  - Adult learning
  - Camp-ready skills







## Higher Awards

- Bronze Award Reporting is now required starting October 1, 2024
- Confirmation email is required to purchase Bronze Awards
- Bronze Award workbook available
- Gold Award gsLearn training for **adults**
- Community Service Bar and Torch Awards can be tracked



Junior Workbook  
for Earning Your  
Bronze Award



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nation's capital



Junior Workbook  
for Earning Your  
Bronze Award

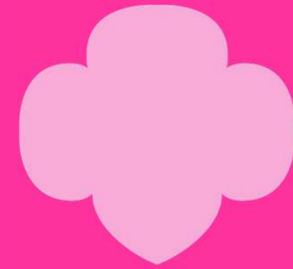


girl scouts  
nation's capital



## Higher Awards – “Go for the Gold”





**Anna Bradford**

Manager of Product  
Program

# Fall Product Program Schedule

- **9/13/2024:** Program Begins- Online ordering opens and Girl Scouts may sell in person
- **10/19/2024:** Last day of order taking with the order card AND family deadline to enter the items sold into the online system
- **10/23/2024:** Last day for online Girl Scout delivered orders
- **11/10/2024:** Last day for online orders for Magazines and shipped nut and chocolate orders
- **11/7-11/15/2024:** Nut and Chocolate items will be delivered to the Service Units



**New Personalized Products!**

High quality stationery, note pads, and photo frames!



These products ship quickly and make great gifts!

Customers can be creative and customize colors, fonts, names, favorite slogans and more.





# Fall Product Program



**16 Associations earned 1% of their troop sales Growth Reward Proceeds for a total of \$21,828.63**

Partnership with Smithsonian National Zoo for a Philanthropic opportunity. **806 Troops that had 6+ youth members selling and a PGA of \$200 resulted in a donation to the zoo of \$21,000.**

**701 Super Troop with \$250 per selling girl average and 6+ youth members selling.** Troops received an additional 3% bonus proceeds in Fall and \$.05 in Cookies.





# 2024 Cookie Season



	2023	2024
Girl Scouts Participating	29,058	29,874
% in DOC	78%	76%
Troops Participating	3,073	2,985
% in DOC	94%	95%
DOC Ship	315,696	849,644
Total DOC	1,979,288	2,213,799
% of Total	44%	48%

- **4.6 million packages sold** + 4% over 2023
- **28,973 Girl Scouts selling**
- **32,905 booth slots available-** Troop participation +11%
- **\$4,445,487** in Troop Proceeds
- **\$56,023** in SU Proceeds





# 2024 Cookie Season



## Final Season Girl Scout S'mores!



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**Little Brownie**  
BAKERS

## Girl Scout S'mores® — Sandwich Board



### Strut Your Fluff

This creative booth costume will be sure to let customers know it is the last season to get Girl Scout S'mores!

#### Supplies:

- Brown poster board
- Cardboard
- Brown marker
- Final season template
- Polyester stuffing
- Ribbon
- Scissors
- Tape or glue

#### Instructions:

1. Cut your cardboard smaller than your brown poster. Tape or glue the cardboard to the poster.
2. Use a marker to draw the graham cracker accents.
3. Cut out the template and tape or glue to corner.
4. Tape or glue your stuffing to the back of the poster, so that it peeks out on the sides.
5. Repeat steps 1-3 to make the back of the costume.
6. Take two pieces of ribbon and tape each end to the back of the boards to make shoulder straps.



**Little Brownie**  
BAKERS

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# 2025 Cookie Price Increase

- Cookie Price Increase for 2025 Season
  - **Current \$5 core and \$6 specialty cookies**
  - **\$6 flat price in 2025**
- 2025 Little Brownie Bakers Contract cost is going up by 14% from 2024
- 2024 Little Brownie Bakers Contract cost increase of 10% from 2023

MY GOAL

MY GOAL

MY GOAL



# 2025 Cookie Proceed Increase

## **Base 2024:**

\$.85 per package sold + youth reward items OR  
\$.90 per package sold + NO youth reward items

## **NEW 2025 Base:**

\$1.00 per package sold + youth reward items OR  
\$1.05 per package sold + NO youth reward items

**2024 MAX \$1.18**

**2025 MAX \$1.33**



# 2025 Rewards

## Initial Troop Rewards: Panda T-Shirt

Earned by Troops that earn a **160 PGA** on IO

## Initial Youth Rewards: Panda Socks

Earned by Girl Scouts that reach a **160 PGA** on IO

## Final Order Rewards:

Earned by Troops that reach a final **265 PGA** (awarded 1 per SELLING Girl Scout)- 2025-2026 Membership Dues  
1 per Troop \$25 GS Shop Coupon



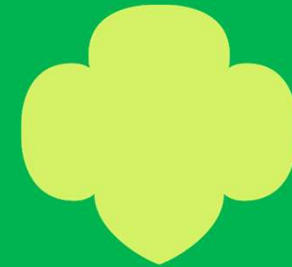


# 2025 Super Troop Reward

Earned by Troops that reach a final **375 PGA** (awarded 1 per SELLING Girl Scout and 2 per Troop) - Dreamland Amusements and GSCNC Carnival at The Great Frederick Fair- **May 17, 2025**







**Denise Viau**

Manager of Camping Services



# Start Local







## Campsites?





# Campsites?

Average Monthly Usage of Available Sites -  
October 1, 2023 through June 30, 2024

	October 2023	November 2023	December 2023	January 2024	February 2024	March 2024	April 2024	May 2024	June 2024
Aquasco	45%	50%	50%	50%	50%	40%	43%	40%	26%
Brighton Woods	92%	56%	26%	23%	23%	34%	92%	94%	82%
Coles Trip	69%	75%	25%	31%	31%	35%	86%	73%	41%
Crowell	94%	89%	28%	25%	21%	62%	90%	88%	85%
May Flather	17%	0%	0%	0%	0%	20%	75%	86%	100%
Potomac Woods	91%	63%	25%	17%	22%	39%	97%	100%	100%
White Rock	81%	61%	22%	8%	13%	30%	92%	69%	75%
Winona	96%	56%	78%	67%	42%	40%	100%	98%	100%
Overall Usage	73%	56%	32%	28%	25%	39%	84%	81%	76%
Total Reservations	337	187	105	128	111	157	435	332	135

Unless the entire camp is reserved, there are almost always sites available



# Let's Spread our Wings and Explore

Camp Winter Season	Closed for Winter No Water	UNITS OPEN for Winter: Washstands Turned OFF but Water Hydrant Stays On Latrines or Bathrooms Available	LODGES: Open for Winter Use
Aquasco (Nov 1 – April 1)	FARM SIDE CLOSED Cherry, Golden Valley, Hiker's Hill, Pine, Star View, Sumac, Valley View	Sunnyside Glen Shelter Unit Open	Aquascape Lodge
Brighton Woods (Nov 1 – April 1)		All Glen Shelter Units Open but no water in washstands:	Brighton Lodge Friendship Lodge Meadowside Lodge
Coles Trip (Nov 1 – April 1)	All Glen Shelter Units Closed		Arrowhead Lodge Freedom Lodge Ross Lodge White House Lodge
Crowell (Nov 1 – April 1)		All Glen Shelter Units Open but no water in washstand.	Ashgrove Lodge Firefly Lodge Juliette's Place Lodge
May Flather (Oct 15 – April 15)	All Glen Shelter/Tent Units Closed		Staff House, Stone Lodge
Potomac Woods (Nov 1 – April 1)		All Glen Shelter Units Open but no water in washstand.	Abie's Lodge, Bluff Lodge, Sparky's Lodge, Knoll Lodge, Kresge, Mountford Lodge, Ridge Lodge
White Rock (Oct 15 – April 15)	Dudley Dining Hall and Commercial Kitchen*	All Glen Shelter, Wagon, Treehouse Units Open with indoor bathrooms.	Buckskin Lodge, Chinkapin Lodge, Cooper Lodge, Scout House
Winona (Oct 31 – April 15)	All Glen Shelter Units Closed		Cafritz Lodge, Cedar Lodge, Laurel Lodge, Promise Lodge, Sassafras Lodge, Sycamore Lodge

\*Commercial kitchens at all properties are not available for troop use and are only for use by service unit encampments, and approved other Council approved activities with Greater Post permission.





## Service Units that Camp together, stay together

- Does your SU want to host a skill day
- Does your Teen Group want to host a Camporee
- Does your SU want to host a Sunday leaders retreat
- Thinking Day Events. Association Wide Bridging Ceremony

### Large Group Request Form

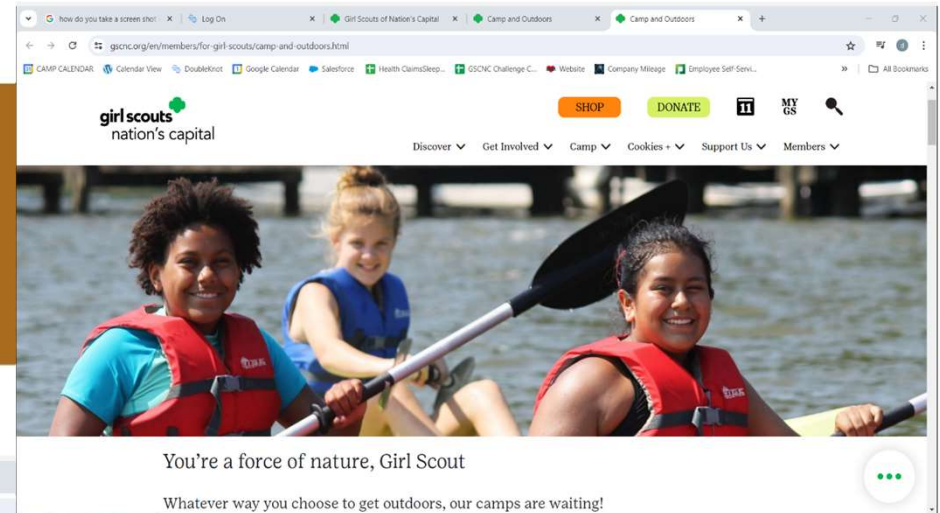
The purpose of this form is to assist in the planning for larger scale events such as Service Unit/Association skills days, Association Teen Events, Adult Educator training site requests, and SHARE Events.





# Large Group Campsite Request Form

The screenshot shows the Girl Scouts of Nation's Capital website. The header includes the logo, navigation links (Discover, Get Involved, Camp, Cookies, Support Us, Members), and buttons for SHOP and DONATE. Below the header is a banner with the text "You're a force of nature, Girl Scout" and "Whatever way you choose to get outdoors, our camps are waiting!". Underneath the banner are four categories: Troop Camping, Core Camps & Activity Days, Service Unit Encampment, and Service Projects at our Camps. At the bottom, there is a large orange button labeled "Group Registration" with the subtext "Large Event, Out of Council, and Adult Educator Reservation Requests" and a "REGISTER TODAY" link.



The purpose of this form is to assist in the planning for

- Larger scale events-such as Service Unit/Association skills days, Association
- Teen Events
- Adult Educator training site requests
- SHARE Events.



# How it Works

We will not consider SUE request through this form during the months of October, April and May.

Tips for reservations:

- Only reserve as many lodges /sites to accommodate the number of people you will have.
- A limited number of Saturday –day only reservations will be considered. Please reference the weekends that are blocked for Troop Camping before choosing your dates.
- If possible, choose a Sunday after 1pm for your weekend event. These reservations will not affect troop camping reservations.



Find more information in your packet

## Expanding High Adventure Opportunities within your Service Unit

- Step 1:** Camping Services is updating the HA Facilitator list
- Step 2:** List will be sorted by Association and Service Unit
- Step 3:** List of active facilitators will be sent to the Service Unit Managers and Association Chairs
- Step 4:** List will be updated every 6 months





## Expanding High Adventure Opportunities within your Service Unit

**Step 5:** If possible, assign a Service Unit Team member to help connect troops to facilitators

**Step 6:** Develop a system within your SU to match troops with Facilitators

### Other Tips:

- Build a relationship with the high adventure facilitators in your SU or Association
- Include them on your SU Communications
- Work to recruit more facilitators within your SU
- GOAL: To fully switch everyone to this a year from now

### Ongoing Support from Camping Services:

Because this is a pilot program a member of the Camping Services team will work closely with the SU who are willing to take on the Match Program.

- Provide a template to match facilitators with troops.
- Host two webinars to gather information, share successes and challenges.
- Work with individual SU to provide training to help build your facilitator list





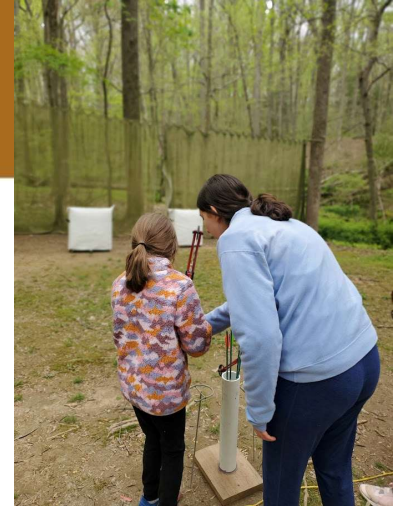




# Camping Skill Program Weekends

Campers of all skills can upgrade their camping or outdoor trip by signing up for our weekend programs!

- Facilitator-led programming
- Available at Camp Winona and Camp Brighton Woods
- Programs this Fall:
  - Monarchs and Milkweeds
  - Team Building
  - Archery
  - Much, much more!
- Registration Available Now!





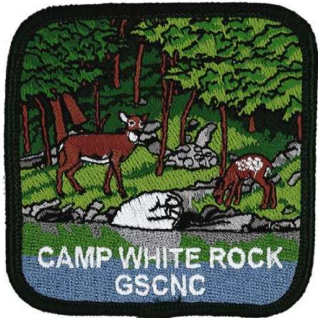


## Camp + Outdoors + Kids + Paycheck + Meaningful Work = Part time weekend Job

- Job Details:
  - 16 hours a week (Saturday and Sunday)
  - Work on average 2-4 weekends a month
  - \$16 per hour with mileage compensation for travel to camp
  - No experience needed
- Position available for anyone 16 years or older.
  - A fantastic opportunity for Teen scouts looking to engage in Girl Scouts in a different way.
- Currently accepting applications for the following camps:
  - Brighton Woods
  - Coles Trip
  - Crowell
  - Potomac Woods
  - Winona
  - White Rock

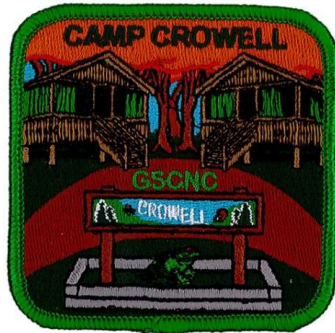


# Core Camp Extravaganza



April 2026

- Eight Camps
- Eight Core Camps
- All taking place on the same weekend
- All age groups
- Youth and Adult Planning Committees





# Camp CEO Registration is OPEN

**Check In:** Friday, September 27 - 6:00-7:00 pm

**Pick Up:** Sunday, September 29 - 11:00 am

**Please note:** We are only able to accommodate youth who can attend the entire weekend: arriving on Friday and departing on Sunday.

**Location:** Camp Potomac Woods, Leesburg, VA

A confirmation packet with additional information will be emailed before the event.

**All Girl Scouts must be registered with a 2024-2025 Girl Scout membership by the start of this event.**

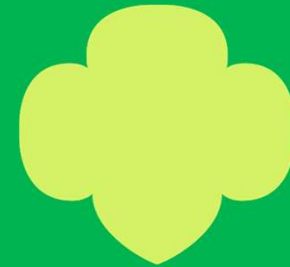






# Let's Go Outside – It's good for our health





**Tammy Worcester**

Manager of Property









## Camp Brighton Woods – Meadowside Lodge





## Camp Coles Trip – Health Center



Bathroom  
Renovation





## Camp Potomac Woods

### Kresge Dining Hall Bathroom Renovation







## Camp May Flather







## Camp Winona - Sycamore Lodge







# Camp White Rock – Shower House





# Camp White Rock – Shower House







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# Together in Every Adventure

