

**girl scouts**nation's capital

# Impact Report 2024

As we close out 2024 and reflect on the incredible work we've done together this year, we're filled with gratitude for our Girl Scouts community and the powerful voices that continue to guide our Movement.



We continue our road to Convention 2026, hosted by our Council. We are centering our Girl Scouts in all that we do; engaging more deeply with our focused communities; bringing the Council, all of the Council, closer together; and reminding our one million sisters in our footprint: Once a Girl Scout, Always a Girl Scout!

In our Council-wide efforts, we held a series of Town Halls connecting with both youth and adult members. During these sessions, we asked members two essential questions:

What can we collectively do more to help support our youth members? What can we collectively do to support adult members, volunteers, and caregivers?

The thoughtful feedback we received offers fresh ideas to enhance our programming, including expanding opportunities for career exploration; building out experiences for older Girl Scouts; increasing access to life skills like financial literacy, advocacy, self-care; and so much more. These insights will guide our efforts as we bring these ideas to life. A nearly universal theme from these conversations is the need to offer more programming across the entire geographical footprint of the Council, so more Girl Scouts have options to engage in activities closer to home. Let me assure you—we're on it!

This year, we proudly launched Salute to Service: a new effort to support service members and their families, including but not limited to military, uniformed service, and foreign service. This initiative will ensure their time with Girl Scouts Nation's Capital is filled with unique opportunities to connect with other Girl Scout families, build a strong sense of community, and create lasting memories wherever their journeys take them. The response has been incredible, with hundreds of patch requests and strong interest in joining the Salute to Service Advisory Board to guide the next steps. We're excited to continue building this program and finding new ways to honor and support those who serve and their families.

As we look to the future, we're thrilled to continue growing with you, while centering everything we do around Girl Scouts and creating meaningful experiences that empower young leaders to thrive. Thank you for your passion, your dedication, and your belief in the power of Girl Scouting.

With sincere gratitude,

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Kim R. Ford CEO of Girl Scouts Nation's Capital

#### 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.

#### 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.

#### **Our Mission**

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

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<sup>\*</sup>When making the Girl Scout Promise, individual members may substitute wording appropriate to their own spiritual beliefs for the word "God"

# Council Fact Sheet

#### **Membership**

Total membership:

76,889

Total Girl Scouts grades K-12:

45,194

Total Adult Volunteers & Lifetime Members:

31,695

Total Girl Scout troops:

3,348

#### **Highest Awards**



Awards:

115



533

Total Silver

Awards:

**Total Bronze** Awards:

1,470

Total Gold

Total Silver Trefoil Awards:

156

#### **Outdoors**

Campers attended Sleep Away Camp:

2,344

Campers Attended Day Camp:

2,219

#### Cookie Season 2023-2024

Boxes of Girl Scout cookies sold:

4,606,954

Girl Scouts who participated in the last cookie season 23-24:

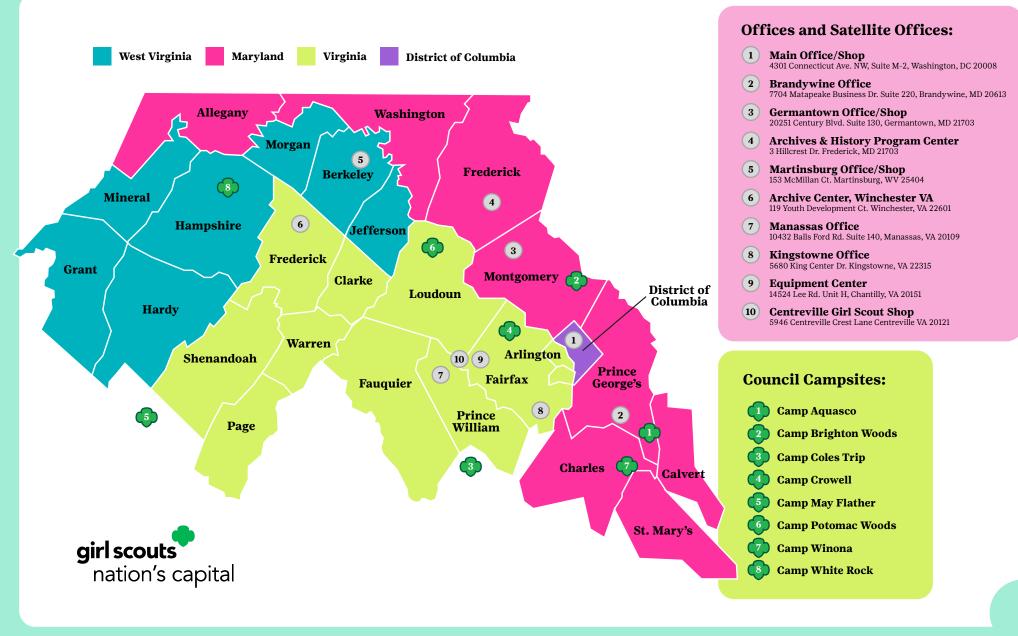
28,973

Amount of cookie proceeds doing good work in troops' communities:

\$4,445,487

Virtual Troop2Troop cookie box donations to USO and Soldiers' Angels:

> 274,531 packages



# Breaking Barriers, Building Leaders

Around the world, women and girls continue to face urgent challenges—from limited leadership representation to unequal access to education and economic opportunities to growing mental health struggles. These barriers are real, and Girl Scouts are rising to meet them.

## Challenges Faced by Women and Girls Nationally:

Women still earn just **82 cents** for every dollar earned by men in the U.S.

Women hold only **31.7%** of top executive positions in the U.S.

Girls are **twice as likely** to face mental health challenges like anxiety and depression compared to boys. Girl Scouts Nation's Capital is creating opportunities for young leaders to thrive through a research-based leadership development program—the Girl Scout Leadership Experience.

Through hands-on programming in STEM, entrepreneurship, outdoor activities, and community action, Girl Scouts develop confidence, resilience, and skills to tackle big challenges. Girl Scouts are more satisfied with life and with their relationships, education, financial circumstances, and careers than non-Girl Scouts.

## The results speak for themselves<sup>1</sup>:



of adults who participated in Girl Scouting as youth members credit their success to Girl Scouts

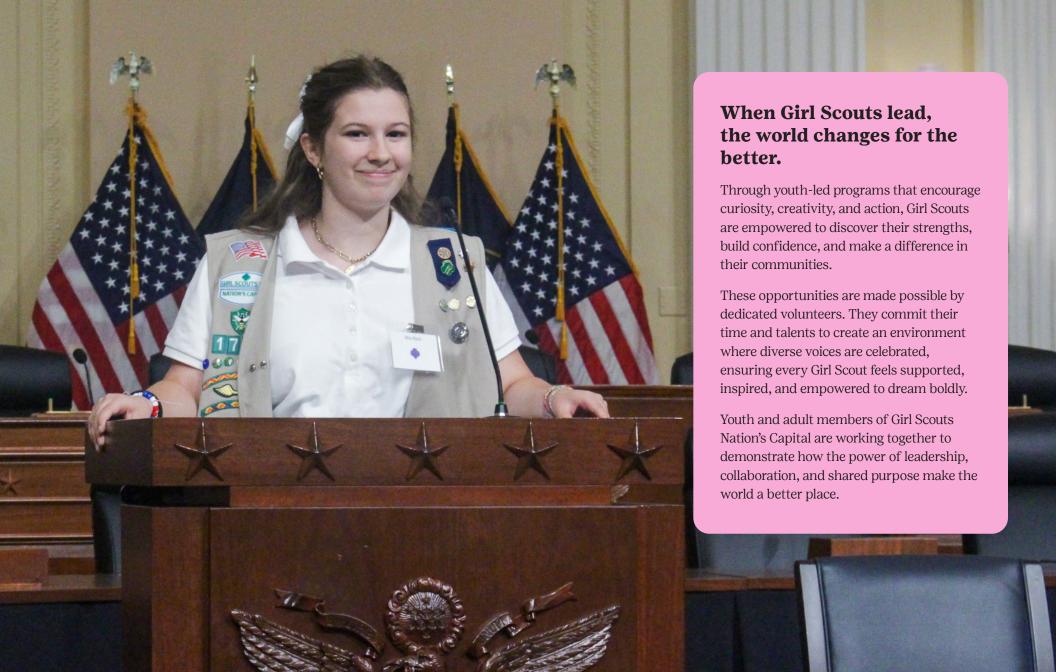


step into leadership roles throughout their lives



are satisfied with their lives overall

1. The Girl Scout Alum Difference: A Lifetime of Courage, Confidence, and Character (2021)  $\,$ 



# Girl Scouts Lead the Way:

## Hurricane Helene Relief Effort

In response to Hurricane Helene, which caused widespread damage across several states, Girl Scouts from Association 11 in Calvert County, MD, demonstrated extraordinary leadership and community spirit. The storm left many without basic necessities. When Girl Scouts recognized the urgent need for assistance, they immediately got to work.

Association 11 organized a relief drive, setting up donation stations outside major shopping centers in Calvert County. The community responded with overwhelming generosity. Within a few hours, they had filled a 15-foot U-Haul truck with donations, including food,

water, clothing, emergency supplies, and two large generators—critical items for those without power.

Girl Scouts and volunteers worked to load the truck, making sure that as many items as possible would reach those in need. Once the truck was packed to capacity, members of Association 11 drove to Asheville, NC, one of the closest towns they could reach by truck. There, they delivered the much-needed supplies, providing comfort and aid to families affected by the storm.

Girl Scouts of Association 11 exemplify the values of leadership, service, and compassion.



Their relief effort provided critical support to those in need and showcased the impact that can be made by young leaders committed to making a difference.





# Entrepreneurship

#### "The girls learned that what they do and what they plan for impacts other people,"

said Angelina Gray, Girl Scout Troop 15099 Leader. "They realized that some people don't have enough food, and they can make a difference, even through one meal, in the lives of others."

This lesson was at the heart of the then Brownie Troop's decision to sponsor a holiday dinner for a family of eight. Using proceeds from their cookie sales, the Girl Scouts applied their budgeting and teamwork skills to plan the meal, organize a shopping trip, and purchase everything from a turkey to festive side dishes. By dividing into teams, they collaborated to ensure every detail was thoughtfully planned, turning their entrepreneurial success into meaningful action.

Their story is just one of thousands, reflecting the impact made directly by Girl Scouts and the volunteers who guide them. **During the 2023-2024 cookie season, 28,973 Girl Scouts sold 4,606,954 boxes of cookies, earning \$4,445,487 in proceeds**—funds that allowed troops to support causes close to their hearts, from planting community gardens to helping families in need.

This success stems from the dedication of volunteers, who completed 3,937 Troop Money Management and 2,336 Cookie Manager courses to support local Girl Scouts. These training courses equip volunteers to guide young leaders in skills like budgeting and teamwork, turning every cookie box into a catalyst for growth and community impact. Through these programs, Girl Scouts learn that entrepreneurship goes beyond earning —it's about making a difference and shaping a better future for their communities and the world.



# Leadership Through the Highest Awards

When Girl Scout Troop 50126 in Vienna, VA, joked about calling themselves "The Pickles," they never imagined their playful nickname would become a symbol of their commitment to the environment. What started as a fun troop identity evolved into "Pickles Pick Up the Parks," a Bronze Award project aimed at tackling litter in local parks.

With support from their Troop's dedicated volunteers, the Pickles turned their idea into a community-wide project. They started by cleaning two local parks, collecting 10 bags of trash and clearing a tree filled with glass bottles. Inspired to do more, the Troop wrote speeches, drafted petitions for additional park trash cans, and presented their case to the Fairfax County Parks Authority. "It felt amazing to know our voices could lead to real change," shared Julia, Girl Scout Junior.

Similarly, when a Girl Scout Senior, Mariam, saw a problem, she took action. Growing up, Mariam realized that many of her peers struggled to access mental health resources because their concerns were dismissed or misunderstood, often being brushed off with phrases like "it's just a phase." Recognizing the stigma surrounding mental health in Desi and Asian communities, she launched Mental Means, a Gold Award project to provide teens with resources and tools to care for their mental well-being. Mariam's work has sparked important conversations and empowered others to prioritize mental health.

Every year, through the Highest Awards, Girl Scouts take on challenges that drive real change in their communities. In 2024, Girl Scouts earned 115 Gold Awards, 156 Silver Trefoil Awards, 533 Silver Awards,



#### **Gold Award**

The highest honor in Girl Scouting, earned by Seniors and Ambassadors for completing an impactful, sustainable, and community-focused leadership project.



#### Silver Award

Recognizes Cadettes who lead a community service project that addresses a local issue.



#### **Bronze Award**

Recognizes Juniors who work with teammates to identify and address a community need.



#### Silver Trefoil Award

Recognizes Girl Scout Seniors and Ambassadors who complete at least 50 hours of community service, 25 hours of national service, and 25 hours of global service.

and **1,470 Bronze Awards**. These awards represent more than just personal achievements. They are a powerful movement of young leaders committed to making the world a better place—one project at a time.





# **Outdoors**

Outdoors is one of the many places Girl Scouts thrive, and 2024 was no exception. One caregiver shared how sleep-away camp changed her daughter's life: "Despite her anxiety about being away from home for a whole week, she pushed through and came home with a newfound independence and countless stories about her adventures." This is just one example of the confidence and resilience Girl Scouts build in nature.

This year brought an exciting evolution to our camp patch programs, which now feature environmental stewardship activities like building pollinator gardens and compost bins. These hands-on projects teach Campers to enjoy nature while actively protecting it, nurturing a generation of environmental leaders committed to sustainability.

At summer sleep away camps, Girl Scouts discover confidence, independence, and friendships through activities like night hikes, campfire storytelling, and opportunities for archery, tomahawks, and slingshots.

Volunteer-led day and evening camps create even more opportunities for Girl Scouts to connect with nature. These programs thrived this year thanks to the yearlong planning and dedication of volunteers who embraced enhanced training in mental health, conflict resolution, and leadership. Together, they created safe and inclusive spaces for campers to explore and grow.

In total, **2,344 sleep away campers**, **2,219 day campers**, and hundreds of Girl Scouts who attended weekend adventures experienced the life-changing magic of the outdoors this year—proof that the outdoors remains a cornerstone of the Girl Scout experience.



# **STEM**

Science, Technology, Engineering, and Mathematics (STEM) education opens doors to endless possibilities, and—with support of volunteers and innovative partnerships—Girl Scouts are stepping through with confidence and curiosity.

This year, our continued partnership with National Oceanic and Atmospheric Administration (NOAA) engaged over 300 Girl Scouts from all levels through monthly in-person and virtual events. From exploring climate science to studying marine ecosystems, these hands-on experiences connected STEM concepts to real-world challenges, inspiring Girl Scouts to see themselves as future scientists and innovators.

Another event sponsored by GM introduced 150 Daisies and Brownies to the basics of engineering and design through building cars. The event was led by 15 older Girl Scouts—Cadettes and Seniors—who took on leadership roles to mentor and guide the younger Girl Scouts.

#### These experiences matter<sup>1</sup>:



of Girl Scout alums say Girl Scouts sparked their interest in STEM

#### which rises to



for those who stayed in the program for seven or more years

1. The Girl Scout Alum Difference: A Lifetime of Courage, Confidence, and Character (2021)

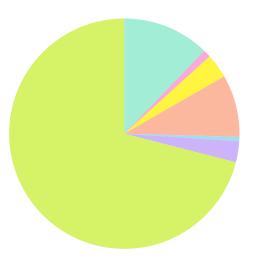


# Funding Our Mission

In 2024, Girl Scouts Nation's Capital balanced revenue and expenses to support essential programs, services, and the long-term sustainability of our mission to develop Girl Scouts of courage, confidence, and character who make the world a better place.

A full copy of the financial statement of Girl Scouts Nation's Capital as audited by independent accountants, Aprio LLP, will be available on our website, **www.gscnc.org** in February 2025.







0.97% Government Support

3.51% Retail Operations

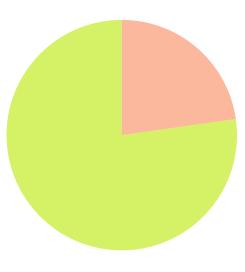
8.72% Camp & Program Fees

0.6% Donated services

2.89% Other Income

71.09% Product Program

#### **Expenses**



22.8% Supporting Services

77.2% Program Services

# Thank You!

We would like to express our sincere gratitude to the individuals, corporations, foundations, and government entities whose generous support makes our work possible.

Your contributions provide Girl Scouts with life-changing opportunities, and we are deeply thankful for your invaluable partnership and commitment to fostering their leadership and growth.



#### **Congressional Aide**

To celebrate the 50th anniversary of the Congressional Aide program, which offers Girl Scouts a week-long shadowing experience in congressional offices, we hosted a speed mentoring event. This event brought together female executives, industry leaders, and congressional staff to mentor up to 100 teen Girl Scouts, helping them build civic knowledge, professional skills, and a commitment to public service.



#### **Golf Classic 2024**

The fifth annual Girl Scout Golf Classic brought our community together to support local Girl Scouts, funding opportunities that help young leaders grow and succeed. Girl Scout Ambassador Whitley Shields closed the event with inspiring remarks about her love for golf and the impact of Girl Scouting.



#### **Women of Distinction 2024**

For 20 years, Girl Scouts Nation's Capital has celebrated outstanding women in the Eastern Panhandle of West Virginia with the Women of Distinction recognition. Congratulations to the 2024 honorees: Cindy Largent-Hill, Dr. Chiquita Howard-Bostic, Kristie Hadley, and Valerie Smith, for their enduring commitment to community service and philanthropy.

#### Corporations, **Foundations &** Government **Grants**

#### \$50,000+

The Department of Labor Robert I. Schattner Foundation, Inc. **UPS** 

#### \$25,000-\$49,999

Anonymous

Deloitte

General Motors

The Glenn W. Bailey Foundation

Lockheed Martin Corporation

The Morris and Gwendolyn Cafritz Foundation

The Nancy Peery Marriott Foundation

Pepco, An Exelon Company

The Rona & Jeffrey Abramson

Foundation

**Washington Gas** 

#### \$10,000-\$24,999

Ashgrove Adventure Girl Scout Day Program

The Ausherman Family Foundation

The Crimsonbridge Foundation

**Emergent BioSolutions** 

**Equitrans Midstream Foundation** 

**Exelon Corporation** 

EY

Financial Industry Regulatory Authority (FINRA)

Fraser Forbes Real Estate Services

The George Preston Marshall Foundation

The John M. & Gina G. Wasson Charitable Trust

**PNC Bank** 

The PNC Foundation

The Richard E. and Nancy P. Marriott Foundation, Inc.

The James M Johnston Trust for Charitable and Educational Purposes

The Mars Foundation

Match Group Advisory Council

The Washington Forrest Foundation

The Washington Nationals Baseball Club

Verizon

#### \$5,000-\$9,999

AON

Berkeley Research Group

Bloomberg BNA

The Bank of Charles Town

The Dimick Foundation

The John Thomas Pangborn Trust

The Karlgaard Family Foundation

The Maryland - National Capital Park and Planning Commission

O Museum in the Mansion

The Philip and Janis Miller

Wertheimer Fund

Project Admission Inc

The Mary and Daniel Loughran Foundation, Inc.

Minghini's General Contractors, Inc.

#### \$1,000-\$4,999

AltaGas

Aprio

Bernard W. Abrams Family Foundation, Inc.

Camp Gilbert Run

CASA of the Eastern Panhandle

Charles River Associates

Choice Hotels

Cirque du Soleil

City National Bank

The Clorox Company

**CNB** Bank

Corning

**DRB Homes** 

The Eastern West Virginia Community Foundation

Elasticsearch

**Enterprise Mobility** 

Farmers & Mechanics Insuruance Companies

Friends of Cheri Bustos

Flippo Construction

The Gendell Family Foundation Inc.

Girl Scouts Council of the Nation's Capital/Grants for Girls Fund of the Community Foundation of Frederick County

International Warehouse Logistics Association

The I Street Group at Morgan Stanley

Investure LLC

Jefferson Security Bank

The Judy H. Smith Trust

The JV Schiro Zavela Foundation

Paycom Payroll, LLC Operating

Pest Pro Solutions LLC

Polinger Company

The Riddell Charitable Fund

The Schwab Charitable Fund

Valley Health

W. Randy Smith Family Fund

The Washington Commanders Charitable Foundation

The Washington Mystics

Wells Fargo

#### **Individuals**

#### **\$25,000**+

Anonymous

Diane Tipton & David Bradt

Nicole Clifton\*\*

Kathleen Kilpatrick

Barbara Krumsiek\*\*

Barbara K. Ostrom

Sarah Phillips

Mary Lou & Craig Spottswood

Lynne Seibert Steptoe &

Philip Steptoe

#### \$10,000-\$24,999

Mary Abbajay

Sandra Alexander

Vickie Andreae

Ellen Balis

Cathy & Dick Bertin

Pamela Fraga

Natalie Ludaway\*\*

Patricia Mathews

Jeannine & Rory Maynard

Jodi & Darren Morton

Susan Moser

Matt & Marcia Sabo

Mary Gay Sprague

#### \$5,000-\$9,999

Anonymous

Nedra Agnew

Vicky A. Bailey

Morlon Bell-Izzard

Jessica Blaemire

Kathleen Carl

Tracy DeCock

Paul & Christine Donato

Kathy & Chris Duda

Michelle Floh

Kim R. Ford

Charlotte Hart

Nishita Henry

Susan Ducey & Col. Michael

Jamilkowski

Natalie M. Lorenz-Anderson

C. Herbert Marshall

Kathleen Matthews

Alan & Amy Meltzer

Ctaplar Mulas

Stanley Myles

The Mr. and Mrs. Charles A.

Nicodemus Family Fund

Janet Osborn

Lisa & Paul Page

Victoria Perkins

Barbara Phillips

Suzanne Amsbaugh & Dana Proulx

Wendy Wysong & Tracy Rickett

María Rodriguez

Anne & David Scott

Mary Szpanka

Harriet Thompson

Wendelin White

Susan White

Rhea S. Schwartz & Paul Martin Wolff

Bob & Jackie Wooldridge

# **Silver Member** \$2,500-\$4,999

Anonymous

Karl K. & Carrol Benner Kindel

Genie Carroll

Colleen K. Cibula

Eileen Cole

Shirley A. Edwards

Alicia Enciso

Caroline Faught

Kent & Jennifer Francois

Sue Hansen

Tom Hodson

John Morgan

Lawrence Newell

Kate Perrin

<sup>\*\*</sup> Includes Donor Directed Funds

#### Silver Member cont.

Gavin & Joanna Pratt Linda & David Purcell Judith Reinhardt Deb Shapiro Jan Verhage

## Founder's Circle \$1,000-\$2,499

Anonymous Antoinette Barksdale

John Crouch

Sarah White

Elizabeth S. Gere

Raymond James

Lauren Lawson-Zilai

Michael McDonald

Margaret Siegel

Debra Silimeo

Rachel Armentrout

Mary Azcuenaga

Angela Baker

Michele Ballard

Antoinette Barksdale

Jane & John Barvir

Laura Bassett

Kathleen Beernink

Kay Behall

Cindy Bennett

Jennifer Bowers

Kate Bowers

Mary Brady

Deborah Brandt

Stacey Brayboy

Kimberly Brockey

Donella P. Brockington

Diane K. Brown

Broadine Brown

Melissa Brown

LaVerne Brown

Marilyn Burroughs

Kimberly Calder

Mary Rose Chappelle

Rebecca Lentz Collier

Berniece & Craig Collis

Lesley Conner

Kevin Conroy

Kathleen Coxe

Carol Cross

Claire Cuccio

Nathalie Cunningham

Marcelle DeCuir

Nora Diamond-Jones

Ruth Drickey

Kelli Garcia & Matt Ferguson

Alison Fields Leslie Furst

Angelina Gray

Robert B. Guthridge

Christopher Hall

Penny Halpern

Kathryn Hamilton

Artis Hampshire-Cowan

Christine Hansen

Eric & Monica Hanson

Denise Hart Shari Harvev

Meghan Hottel-Cox

Debbi Jarvis Mary Jenkins

Madelyn Pulver Jennings

Marie C. Johns

Nancy Johnson

Margaret Johnston

Mary Jones Anne Juran

Phyllis Kaye Paula Kelly

Mary Kenshalo

Eileen Kurucz

Laura Lane

Catherine Leach

Elaine Leavenworth Katherine Lehner

Mary Lehner

Marjorie Liden

Laura Loomis

Marguerete Luter

Heather Lyons

Ana Martinez Chamorro

Lisa Mayr

Phyllis McBride

Jennifer McGarey

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Laura McKie

Kathy McKinless

Melodi McNeil

Linda More

Robert Morris

Angela Lancaster &

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Laura Murphy

John Mutarelli

Anna Nevius

Barbara O'Reilly

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Richard Platts

Chelsea Rao

Sharon Richardson

Michael & Kathleen Richman

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Gretchen Roy

Jean and Craig Sansonetti

Heather Schiller

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Gretchen Schreiber

Hajira Shariff

Rebecca Stahl

Jesse Strauss

Florence Sumaray

Sarah Terlesky

Lynn Thompson

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Kahni Ward-Uzzell

Isaac & Mandi Wedin

Laura Wickman

Karen Nicole Willems

Valerie Woo

Jane Woolard

#### Juliette Low Legacy Society

Jeannine Danielson

Pamela Fraga

Kathleen Matthews

Susan Moser

Gretchen White

#### **In Memory Of**

Margaret Bacon

Evelyn & James A. Barnes

Kristin Brown

Tina Capps

Betty Chapman

Cynthia Smith Clausen

Linda Comer

Rachel Deitch

Hattie Dorman

Colleen Yaeger Duffy

Patricia Durrwang

Bob Hansen

B. Katz

Crystal King

Barbara Lowis Lehman

Majorie Liden

Barbara Locke

Juliette Gordon Low

Kathleen McGuire

Kathie Medlock

Ruth Rauch

Richard Rice

Melanie Sabo

Penny Solomon

Mercedes Kinney Stolark

Margaret "Peggy" Mary Woolf

Kathy Yannopoulos

#### In Honor Of

Lucy Anne Black

Meredith Sund & David Bradley

Colleen Cibula

Kevin Conroy

Darlene Dickerson

Amy Donovan

Kim R. Ford

Dietra L. Ford

Melanie Mason & Dale Glass

Amiee Gold

Ann Goulette

Bella & Gloria Gray

Kristie Hadley

Laura Hahn

Elsie Hanen

Mia Jackson

Abigail Legacki

Jenny Lipford

Dianne Mangum

Kendra Maynard

Susan Moser

Gail Moxley

Madalyn Rose Schmidt

Eric Schwartz

Rhea Schwartz

Joanne "Joey" Shapiro

Paige Sherman

Mary Ann Vaughn

Nicole Willems

Kathryn Zaglifa

Troop 81260

GSCNC has taken care to ensure the accuracy of this list. If, however, there should be an omission or error, we express our sincere regret and ask that you bring it to our attention by calling our Development Office. 202-274-3330



#### **Board of Directors FY'24**

Barbara Krumsiek, President/Board Chair Nicole (Nikki) Clifton, First Vice President Antoinette Barksdale, Second Vice President Kathleen Matthews, Third Vice President Wendelin (Wendy) A. White, Secretary María Rodríguez, Treasurer Jenny Herrera, Assistant Treasurer

#### **Members at Large**

Mary Abbajay Nishita Henry Janet Osborn Nedra Agnew Debbi Jarvis Megan Sawant (teen) Morion Bell-Izzard Natalie Ludaway Anne Scott Rory Maynard Jeri Somers Kathleen (Kathy) Carl Jodi Morton Tracey DeCock Harriett Thompson Paul Donato Susan Moser Cheryle Thorne-Harris Michelle Floh Namara Mugamba (teen) Brigitta Toruño

#### **Council Senior Team**

Kim R. Ford, Chief Executive Officer
Colleen Cibula, Chief Operating Officer
Jessica McClain, Chief Financial Officer
Rae Davidson, Chief Strategy & External Affairs Officer
Angela Baker, Director of Human Resources
Corrine Cannon, Director of Strategic Initiatives
Zoë Chapman, Director of Membership



#### What SHARE Funds

#### **Financial Assistance**

Covers membership and troop dues, Girl Scout supplies, camperships, and program fees. \$500 supports a year of Girl Scouting.

#### Volunteer Assistance

Provides free and reduced cost training for volunteers. \$100 helps a volunteer receive training and resources.

#### Camp

Maintains our eight camps, high adventure activities and ensures every Girl Scout has the chance to enjoy the outdoors. \$1000 helps get Girl Scouts to sleep away camp.

#### **Program**

Supports troop and camp programs, STEM, life skills, entrepreneurship and leadership training. \$250 helps a youth member travel to a Girl Scout destination.

## Please donate to SHARE today

## **SHARE**

impacts every Girl Scout and volunteer in our Council.





