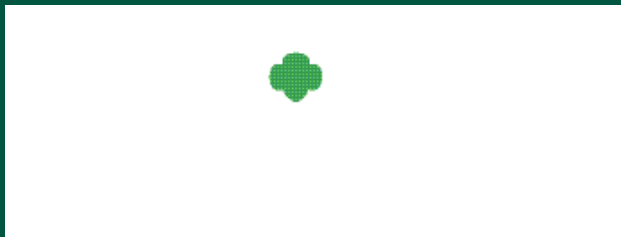


20
22



ANNUAL REPORT

October 2021 - September 2022



Making the world
a better place

**Girl Scouts of
West Central Florida
April 2021– April 2022
Board of Directors**

OFFICERS

Laura Webb, President

Abby Mackness,
1st Vice President

Monica McLaughlin,
2nd Vice President

Cami Gibertini,
3rd Vice President

Kelly Flannery, Secretary

Gwin Londrigan, Treasurer

Mary Pat King,
Chief Executive Officer

GIRL MEMBERS

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Casey I.

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Lynn S. Jackson Dorman

Michelene Everett

Nicole DeLoach Hubbard

Grace Maseda

Stephen Ponzillo

Denise Reddick

Marion Rich

Keith C. Smith

Lavinia “Vinnie” Vaughn



Dear Girl Scouts of West Central Florida,

What a game-changing year we had together!

During the 2022 membership year (October 1, 2021 – September 30, 2022), thousands of Girl Scouts, troop leaders, volunteers and staff collectively and courageously looked to the future of Girl Scouts across our eight-county footprint. We made some hard decisions, set bold goals, and forged ahead with a prioritized plan to recover and grow again from a substantial decline in membership and revenue.

In April 2022, we boldly set a goal to reach 30,000 members by 2030 by removing barriers to delivering a high quality Girl Scout Leadership Experience. We began implementing our plan to achieve this goal by restructuring our organization so that we were more community-based and able to deploy the relationship-building strategies that will rejuvenate and grow Girl Scouting into the cultural fabric of schools, neighborhoods and communities. Our rallying call remains: We are mission-driven, member-centered and people-empowered.

We were prepared to receive the news that Girl Scouts of West Central Florida was one of 29 Girl Scout Councils nationwide selected for an unrestricted donation from philanthropist MacKenzie Scott: \$2 million. This gift accelerated our plan that was already in motion. We enhanced our program delivery model and made it more affordable for families; we increased staffing for our hyperlocal focus on deepening relationships with schools, community centers and places of worship; and we expanded the availability of training for volunteers and staff to include more expert training on supporting youth mental health and emotional intelligence.

This generous donation – and all of the donations received during 2022 – accelerated our plan and fueled the substantial growth we are experiencing in membership year 2023. But that’s next year’s annual report!

Girls are at the heart of what we do and membership year 2022 was a testament to that commitment. With every troop meeting held, every service project completed, every cookie sold, and every badge earned, our girls are shaping their futures through the power of Girl Scouts. As you look through this year’s annual report, be proud of the part you played in helping Girl Scouts of West Central Florida impact the lives of the next generation of women leaders.

Yours in Girl Scouting,



A handwritten signature in black ink that reads "Mary Pat King".

Mary Pat King, CAE
Chief Executive Officer



A handwritten signature in black ink that reads "Laura Webb".

Laura Webb
President

Courage

GIRL SCOUTS ARE BOLD.

Girl Scouts all over West Central Florida returned to in-person meetings with enthusiasm. Our members experienced the love and joy of Girl Scouting through several of our signature events.



Thin Mint Sprint
on the go

\$7,250

Funds raised

January 29, 2022

Race day participants joined us at our Leadership Center to help raise funds to benefit thousands of Girl Scouts in our council.

Sponsors

Samoa

LIFESOUTH
Community Blood Centers

Do-Si-Do



Trefoil



Individual

Gwin Londrigan

17

States across
the country
represented

556

Runners and
walkers joined
the virtual
race

11

Counties in
Florida
represented



Girl Scout FEST

September 24, 2022

Girl Scout Fest highlighted the unique opportunities Girl Scouts have to make new friends, try new things and be their best selves. Participants explored our four program pillars —entrepreneurship, life skills, outdoors and STEM—through interactive activities that keep empowering the next generation of leaders.



\$18,025
Funds raised

13
Counties in Florida represented

1861
Total attendees



Sponsors

Ambassador



PUBLIX SUPER MARKETS
CHARITIES

Senior



Cadette







Brownie







Daisy









Clearwater Marine Aquarium
Florida Aquarium

STEM APALOOZA

April 9, 2022

Our 10th annual STEMpalooza at Florida Polytechnic University brought the world of innovators to life, featuring workshops, exhibits, panel presentations with women in STEM, hands-on activities, giveaways and more.

\$15,500

Funds raised

1043

Total attendees



K-12

Grade levels represented

12

Counties in Florida represented



“Our girls LOVED Code Camp!! Thank you for a great day!”

GSWCF Girl Scout mom



Sponsors

Cyborg

Diversity, Equity and Inclusion
Elevate



Inventor



Circuit



Tinker



Tinker



dessert first

\$49,500

Funds raised

November 20, 2021

Dessert First was an exciting evening where six local chefs created delicious, one-of-a-kind desserts made with Girl Scout Cookies. The evening also included a sit-down dinner, cocktails, auction items, live music, and dancing. Guests sampled the desserts, voted for their favorite, and awards were presented to the winning chefs.



Sponsors

Presenting



PUBLIX SUPER MARKETS
CHARITIES

Samoa

Marion R. Rich

Tagalong



Do-Si-Do

ZAHN

Empower



September 9-11, 2022

High school girls in 10th through 12th grade joined us for an extraordinary weekend retreat at Camp Wai Lani for leadership development.

Girl participants were placed in teams with successful female community leaders in various industries. They worked together on college and secondary career paths as well as leadership skill building and goal-setting while building meaningful relationships.



\$26,500
Funds raised

70
Total attendees

Sponsors

Promise



Honor



Friendship



Hospitality Partner



Leaders of Today



March 18, 2022

For 30 years, Girl Scouts of West Central Florida has celebrated the astounding achievements of women leaders in our community through this annual event. This extraordinary group of women serve as the next generation's role models. They are dedicated champions for lifting up women and youth to ensure the future is brighter for all. Leading by example, they inspire Girl Scouts from across our council to be go-getters, innovators, risk-takers, and leaders who serve their communities with compassion.

2022 Women of Distinction

- Felecia Gilmore-Long
- Elizabeth Gutierrez
- Judge Irene Sullivan (Ret.)
- India Witte
- The Honorable Julianne M. Holt, Hall of Fame Inductee
- Vanessa Maternowski, Woman of Promise
- Dr. Mae C. Jemison
Keynote Speaker

\$102,000

Funds raised



Sponsors

Premier

Marion Rich

Distinguished



PUBLIX SUPER MARKETS
CHARITIES

Esteemed

BANK OF AMERICA

Helios
Education Foundation

REGIONS

Simply
healthcare

THE UNIVERSITY
OF **TAMPA**

Moira Burke

Honored



Mayor's Hispanic
Advisory Council



RAYMOND JAMES



Sally Hill

Celebrated



Michelene Everett
Liana Fernandez Fox, PhD
Felecia Gilmore-Long
The Honorable
Julianne M. Holt
Kristen & William Johnson

Cindy Kane
Mary Pat & Eric King
Mackness & Poore
Consulting, LLC
Irene Sullivan
India Witte





Confidence

2022 Girl Scout Cookie Program

Gift of Caring Donors

Air Zone Air Conditioning & Heating, Inc.
Diane White and Alberta L. McEuen
Financial Advisor
Dietrich Kelso Orthodontics
Edward Jones
Odiorne Insurance Agency, Inc.
Power Design
Professional Roof Technology
TR Hunter, Inc.
Welbilt, Inc
Zinnia Wealth Management

2,527
Girls
participated

1,626,135

Packages
of cookies sold

44,447

Cookie packages donated
to military troops or local
community organizations

\$1,533,955

Proceeds earned by
troops and service units

\$8,259,614

Gross cookie sales



2021 Girl Scout Sweets & Treats

1,628

Girls participated

\$112,148

Proceeds earned by troops

\$765,227

Gross sales

GIRL SCOUTS MAKE IT HAPPEN.

Despite our baker's supply chain challenges and labor shortages, girls crushed their goals during the 2022 Girl Scout Cookie Program® and the 2021 Sweets & Treats Fall Product Program!

Product programs provide an essential ingredient for leadership by helping girls develop five key-skills:

1 Goal Setting:

Girls set sales goals and, with their team, created a plan to reach them.

2 Decision Making:

Girls decided where and when to sell their products, how to market their sale and what to do with their earnings.

3 Money Management:

Girls developed a budget, took orders and handled customers' money.

4 People Skills:

Girls learned how to talk (and listen!) to their customers, as well as how to work as a team with other girls.

5 Business Ethics:

Girls acted honestly and responsibly during every step of the product program experience.

Product programs helped girls create new, unique and unforgettable experiences for themselves and their troops—experiences that broadened their world, taught them essential skills and launched them into a lifetime of leadership.

And guess what? Proceeds stayed local!

Cookie and Sweets & Treats proceeds not only supported girls' success, but also their communities, all while building the next generation of female entrepreneurs.

Character

GIRL SCOUTS FLOURISH.

Girl Scout camp marked the return of a vital touchpoint for girls to form bonds of sisterhood and get outside of their comfort zone.

\$38,269

Camperships distributed

“You stay the same, but when you leave camp you’re more proud, more confident in who you are.”

GSWCF Girl Scout Cadette

52

Total
camp sessions

729

Total Campers



“There’s always something new and something different that you can do. You don’t really feel like you’re being judged by anyone.”

GSWCF Girl Scout Junior





45 Roofs Replaced

Among all camps

Kitchen Remodeled

Camp Indian Echo

Fences Repaired

Camp Dorothy Thomas

Horse Hot Walker Installed

Camp Wildwood

IMPROVEMENTS FOR MORE OPPORTUNITIES.

GSWCF owns, operates and maintains nearly 1,000 acres and 168 building on four camp properties, as well as our Tampa Leadership Center. We also own and care for a herd of horses who support our equestrian program at Camp Wildwood.

In Spring 2022, Leadership Pasco adopted Camp Indian Echo as their team project and raised more than \$35,000 to support a total renovation of our log cabin kitchen. In addition, we received funding from Juvenile Welfare Board to support major maintenance projects at Camp Wai Lani.

In 2022, we welcomed a team of AmeriCorps NCCC volunteer who supported repairs and maintenance at every camp.



Leaders of Tomorrow

2,140

Girls earned the Hurricane Ian Action Team patch



In late 2022, Hurricane Ian made landfall, resulting in historic flooding and devastation throughout portions of Florida. In response, approximately 2,140 Girl Scouts across the state sprang into action to volunteer their time and energy to help with clean-up and recovery efforts. To recognize their tremendous dedication, a Hurricane Ian Patch was created and distributed by the six Florida Girl Scout Councils and GSWCF was proud to lead this statewide effort.

As a result of Hurricane Ian, three out of our four camp properties had minor damage. Unfortunately, Camp Dorothy Thomas endured a devastating impact and was shut down for two months due to substantial damage including the loss of 77 trees, and some minor roof and fence repairs. In November 2022, Girl Scouts from across the footprint and their families showed up to help with a Camp Dorothy Thomas Clean-Up.





Daisy's Circle

Bring her promise to life

Daisy's Circle is the monthly giving program for Girl Scouts of West Central Florida. By becoming a monthly donor you help break down barriers for girls who need our extra support, while giving them the opportunities to develop self-esteem, enduring friendships, and life-changing leadership skills.

I would like to donate monthly to help:

INSPIRE



\$100 - create safe opportunity for Girl Scouts to take new challenges at Summer Camp

ENCOURAGE



\$50 - fuel the feelings of belonging and achievement when Girl Scouts receive a donated uniform

HONOR



\$35 - support mentoring from a background-screened and well-trained volunteer

EMPOWER



\$25 - cover the membership fees for 12 Girl Scouts in need

LEAD



\$_____ (\$10 minimum) eliminate barriers to programs spanning STEM, Life Skills, Entrepreneurship or Outdoors



To learn more please contact:

Erica Turchin
VP of Development
eturchin@gswcf.org



To join Daisy's Circle visit
gswcf.org/daisyscircle

Join our
Daisy's Circle Today!

girl scouts 
of west central florida

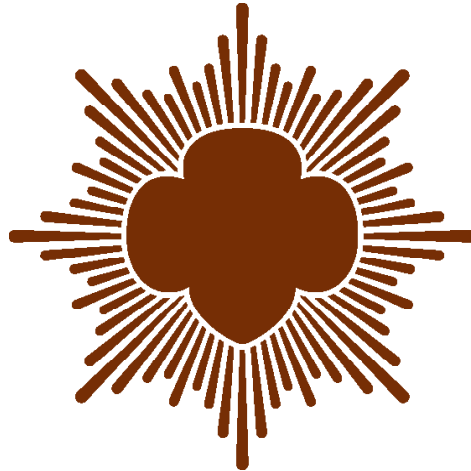
Make the World A Better Place

The Mark Of the Truly Remarkable
The Girl Scout Gold Award, Silver Award and Bronze Award prove girls have what it takes to build a better today and tomorrow. Girls shine brightest when they're making the world a better place.

Girl Scouts gave back through High Awards.

252

Girls earned the Girl Scout Bronze Award



Juniors earn the Bronze Award by teaming up with other girls to make a difference in their towns. Daisies and Brownies learn the foundation they will need to earn the Bronze Award as Juniors.

98

Girls earned the Girl Scout Silver Award



Cadettes earn the Silver Award by researching an issue, making a plan to address it and then taking action to improve their communities.

38

Girls earned the Girl Scout Gold Award



Seniors and Ambassadors earn the Gold Award—the highest award in Girl Scouting—by developing and carrying out lasting solutions to issues in their neighborhoods and beyond.



Membership



10,663
Girl members

6,957
Adult members

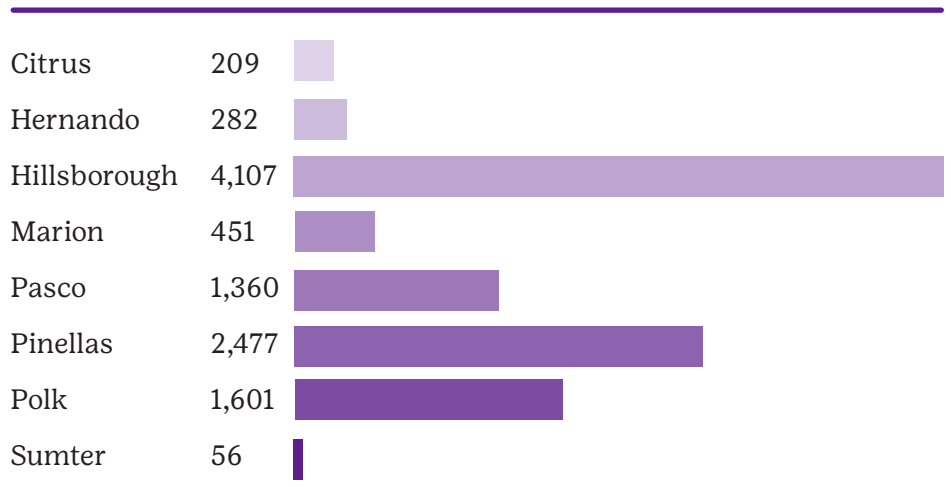
5,889
New members

1,402
Troops

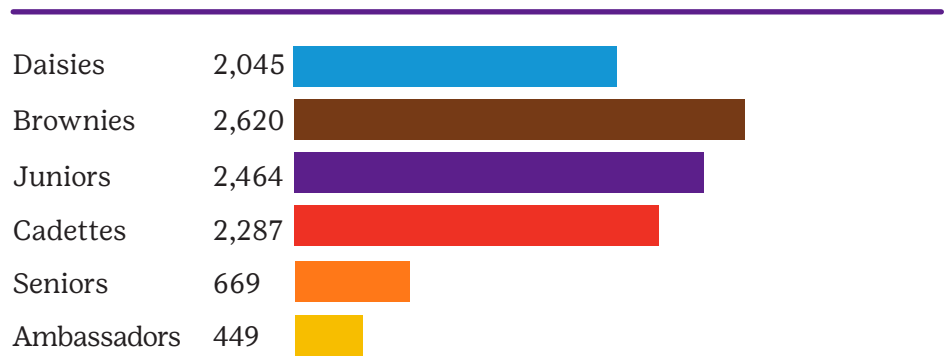
17,620
Total members in MY22

1,385
Girls served through grant-funded community troops

GIRL MEMBERSHIP BY COUNTY



GIRLS SERVED BY PROGRAM LEVEL



Financials

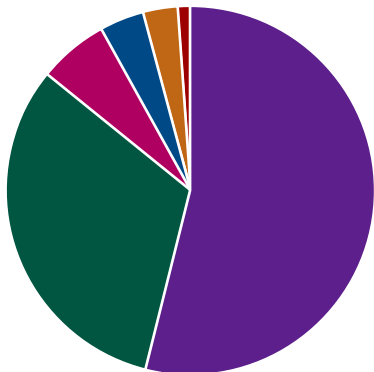


\$130,548

FINANCIAL AID AWARDED TO GIRLS WHO OTHERWISE WOULD NOT HAVE THE OPPORTUNITY TO PARTICIPATE IN GIRL SCOUTING

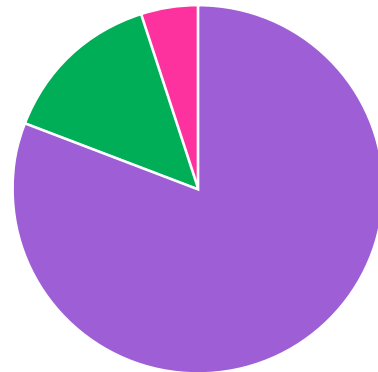
NET REVENUE
\$9,604,411

- Product Sales 54%
- Public Support* 32%
- Program Revenue** 6%
- Other Revenue 4%
- Merchandise Sales 3%
- Special Events 1%



OPERATING EXPENSES
\$7,962,844

- Program Services 81%
- Management and General 14%
- Fundraising 5%



NON OPERATING REVENUE

Total Non operating Revenue	(\$1,018,366)
Realized and Unrealized Gain on Investments	\$1,868,788
Payment Protection Program Loan Forgiveness	\$853,190
Employee Retention Tax Credit	\$ -
Gain on Sale of Assets***	(\$2,768)
Contribution for Capital Improvements	\$ -

*Includes: United Way, individual giving, government grants, corporations and foundation giving/grants, legacies and bequests. Girl Scouts of West Central Florida was one of 29 Girl Scout Councils selected to receive a \$2 million donation from philanthropist MacKenzie Scott in gratitude for our equity efforts.

** Program, event and camping fees.

***Includes established board designated investment fund for the preservation of properties, valued at \$3.3M as of 09/30/22.

COMPANIES & ORGANIZATIONS

\$2,000,000

MacKenzie Scott

\$100,000-\$999,999

The Juvenile Welfare Board of
Pinellas County
United Way Central Florida

\$20,000-\$99,999

Community Foundation Tampa Bay
Florida Department of Education
Leadership Pasco, Inc.
Publix Super Markets Charities, Inc.
Simply Healthcare Plan Inc.
The Jem Project
The Spurlino Foundation

\$10,000-\$19,999

Conn Memorial Foundation, Inc
Cooperhead
Elisa's Greatest Wishes
GiveWell Community Foundation
Hillsborough County Board of
County Commissioners
Mabel and Ellsworth Simmons
Harrison Private Foundation Trust
Panorama Global

\$5,000-\$9,999

Ash Grove Charitable Foundation
Bank of America
CVS Health Foundation
Geico Philanthropic Foundation
Helios
Regions Bank
Tampa Bay Bowl
TD SYNEX
The Lightning Foundation
The University of Tampa
United Way of Pasco County, Inc.

\$2,500-\$4,999

Bank of America Charitable
Foundation, Inc.
Crystal Harley-Davidson
Disney VolunTEARS Ears to You Fund
Duke Energy Foundation
Raymond James Financial, Inc.
Tampa Steel Erecting Company
United Way of Pasco County, Inc.
United Way Suncoast
Wells Fargo

\$1,500-\$2,499

Caspers Company
McDonald's Restaurants
Hancock Whitney
Hillsborough Education Foundation
INTERA Inc.
Mackness & Poore Consulting, LLC
St. Petersburg College
State Farm Companies Foundation
Tampa Electric Company
Waldo Photo

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Amscot Financial
Charles Schwab
Kiwanis Club of St. Petersburg
New York Yankees Foundation
Rotary Club of The Villages
Foundation, Inc.
Socius Foundation
Spring Hill FOE 4208 Inc.
Tampa Bay Rays
USAA Foundation

\$500-\$999

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Heating, Inc
Arrow Electronics
Ava Stucco Services, LLC
Bouchard Insurance
Chapter DP PEO
HART
HeartDance Foundation, Inc.
Hillsborough County Sheriff's Office
Morningstar
Nielsen
Odiorne Insurance Agency, Inc.
Professional Roof Technology
Roche Surety & Casualty Company
Scripps Networks
Shumaker Advisors Florida, LLC
T-Mobile USA, Inc
Tampa Bay Pilots Association
Tampa International Airport
Texas Instruments
TR Hunter Inc
UnitedHealth Group
Verizon Foundation
Warren Averett, LLC
Wells Fargo Foundation
Wounded Warriors

\$250-\$499

Alligator & Wildlife Discovery Center
Busch Gardens Tampa Bay
City of Tarpon Springs
Crayola Experience
Cyber Florida
GTE Financial
Johnson & Johnson
KnowBe4 Inc.
Medtronic Foundation
United Way of Greater Atla



Thank you for investing in girls.


List reflects donations received from Oct. 1, 2021–Sept. 30, 2022. All gifts have been reviewed to ensure that each contributor is properly recognized. To have your name listed differently in the future, please email info@gswcf.org.

INDIVIDUALS







\$20,000-\$35,999

Marion R. Rich   








\$10,000-\$19,999

Denise G. Samson 











\$5,000-\$9,999

Diane M. White
 Kristen and Bill Johnson 
 Mary Pat and Eric King  
 Moira J. Burke  
 Sheila and John LeFors 













\$2,500-\$4,999




Abby Mackness 
 Crystal Whitescarver
 Jean M. Kohler 
 Kathryn Gray 
 Lavinia Vaughn
 Rebecca Brown 
 Renee Dabbs 
 Robert A. Retter
 Sally S. Hill  

\$1,500-\$2,499

Anonymous
 Arlene Segovia
 Cindy Kane 
 Deirdre Dixon  
 Edward Poore
 James M. Barringer
 Jeanne Mary Smith
 Kenneth B. Rogers
 Laura Webb 
 Liana F. Fox  
 Maria P. Cantonis  
 Melanie Adams 
 Michelene Everett
 Richard Lane
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\$1000-\$1,499

April R. Grajales  
 Bailey and Jennifer Allebach
 Cami Gibertini 
 Clara Moll 
 Elinor J. Paladine 
 Elizabeth Schweitzer
 Felecia Gilmore-Long 
 Grace Maseda 
 Gwin A. Londrigan  
 Karen R. Mertes 
 Kathleen Dill 
 Laura Welborn 






























Lawrence Neil 
 Lisa Gilmore
 Liz Kennedy 
 Rebecca Myers 
 William Holleran



\$500-\$999

Amy J. Metz 
 Anne Smith
 Armando Roche
 Carol C. Carter 
 Connie Johnson 
 Constance Capco 
 Cristina Bonilla-Warford
 Danielle Henry
 Deborah Parrish
 Dianne Persall 
 Divya Schneider
 Donna Lentz
 Elbio Machado
 Elizabeth Castor 
 Elizabeth Reitz
 Frances McMichael
 Gayle Sierens-Martin  
 Heidi Roller
 India Witte 
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 Lavinia Gardner
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 Marideth Wentz
 Maruchi Azorin 
 Mary M. Mahoney
 Melissa Gauthreaux 
 Minette Hull
 Mitchell Rohde
 Morgan Gresham
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 Patricia Mears
 Peggy Shadrick
 Raelene Morrison  
 Robert Gibson
 Roddy Belfatti

Samantha Lyons
 Sarah M. Abels 
 Stephanie Owens 
 Stephen Ponzillo 
 Sue R. Goodman 
 Susan Craig 
 Susan D. Huttig
 Valerie Fuldauer 
 WC Mulling, Jr.

\$250-\$499

Adelaide A. Sink  
 Adelaide G. Few  
 Alexandra Gerbracht 
 Alicia Sanjurjo
 Amanda McCarthy
 Amy Boyle
 Ann Harris 
 Ann Ruppert
 Annette F. Lynn 
 Ashley Wood 
 Barbara Hacker 
 Bemetra Simmons 
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 Candace Hobbs
 Carolyn J. Kurtz   
 Carrie Alexander 
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 Catherine Verona 
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 Connie Korte 
 Connie Perry 
 Constance Capco
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 Debra Kraemer
 Diana Arroyo-Lopez 
 Diane Gobo 
 Douglas Gephart
 Elizabeth Reedy Foley
 Ellen Nastir
 Emily Bonderman 
 Erin Hollen 
 Erin Wamboldt
 Evan E. Krueger  
 Fawn Angel
 Gail Torchia
 H. Tyson Lykes

Irene Sullivan 
 Jackie Clements-Pliskin 
 Jacqueline Root 
 Jamiel Maze 
 Jane F. Morris 
 Jennifer McCants 
 Jessica Montgomery 
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 Jodi Avery
 Judith Liner 
 Kathleen J. Belmonte 
 Kelly Williams-Puccio 
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 Kimberly Qualls 
 Kimberly Shepard
 Kristin D. Whitaker
 Laura Reyes-Armstrong
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 Mary O'Connor
 Mary Paris 
 Matthew Urda
 Melissa Metz 
 Melissa Oldman
 Melissa Snively  
 Michael Lentz
 Michelle Bonner (Christie)
 Michelle Sanchez 
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 Nadine Hill 
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 Saddy Mosfer
 Samantha Trebesch
 Serena Perera 
 Shari Money 
 Sheril McCray 
 Susan Lee 
 Susan Straughn
 Tammy Clohessy
 Tammy Tanner
 Tammy Taylor
 Teresa Jimenez 

 Daisy's Circle Member

 Women of Distinction Alumnae

 Juliette Gordon Low Society Member

 Pearl Society Member

INDIVIDUALS

Terri Costello ★
Thomas Palmer ☀️
Tiffany Eaton ☀️
Tina P. Johnson 🍀
Tony Manion
Virginia Willms ☀️
Vivian Hevia
Vivian LeNoble

HONORARIUMS

In honor of Alice L. Benefiel
Valerie Fuldauer

In honor of Felecia Gilmore-Long
Rosalind Kilpatrick

In honor of India Witte
Charles Schwab
Debbie Sembler

In honor of Judy Schober
Susan Schober

In honor of Laurie K. Dever
Kathleen K. Koch

In honor of Lavinia Vaughn
Crystal Whitescarver

In honor of Lenore Costello
Chapter DP PEO

In honor of Lynn S. Dorman
Sue MacIsaac

In honor of Molly Rosario
Timothy Rosario

In honor of Nancy Calder
Jessica Calder

In honor of Olivia Hobbs
Candace Hobbs

In honor of Stephanie Wilson
Christina Cann

IN MEMORIAM

In memory of Amy Clark
Candy White

In memory of Camella Dennis
Jacqueline Grimes

In memory of Dore Deutsch
Rebekah S. Heppner

In memory of John Dereniski
Angel Echo Service Unit
Mary Huegel
Royel Ping

In memory of Ruth Hudson
GiveWell Community Foundation

In memory of Stephen Wuertz
Claire Cohn
Virginia M. Glass

List reflects donations received from Oct. 1, 2021–Sept. 30, 2022.





The Juliette Gordon Low Society

The Juliette Gordon Low Society was established to honor individuals who included Girl Scouts of West Central Florida in their estate plan.

It is comprised of a diverse group of donors across a wide range of ages and income levels who have one common connection—a desire to ensure that Girl Scouting makes a strong and vital impact for years to come.

You have the opportunity to include Girl Scouts of West Central Florida in your estate plans and make a big impact. You can include a gift in your will or trust, name us as a beneficiary of a life insurance policy or retirement accounts, or provide lifetime income for yourself and others through a charitable trust or charitable gift annuity.

If you would like to learn how you can become a member of the Juliette Gordon Low Society, please contact Clara Moll, Chief Development Officer at (813) 262-1768 or cmoll@gswcf.org. If you have already made a commitment, we hope you will consider letting us know about this powerful gesture so that we can thank you for your dedication to our mission and welcome you as our newest member of the prestigious Juliette Gordon Low Society.



**Scan QR code to learn more
about planned giving.**



2022 Annual Report

Girl Scouts of West Central Florida

4610 Eisenhower Blvd.

Tampa, FL 33634

gswcf.org

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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 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.