

Girls Who Lead the Way

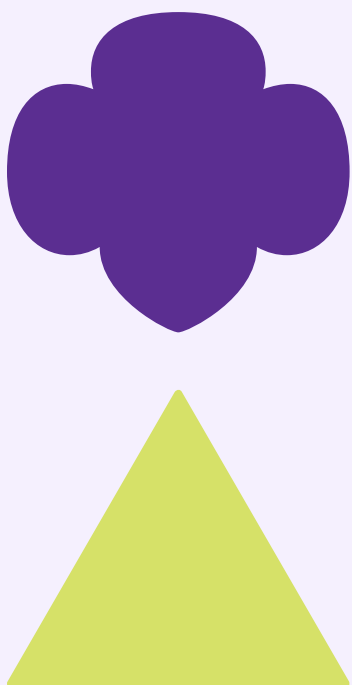
Impact Report
2023



girl scouts 
of west central florida

Courage. Confidence. Character.

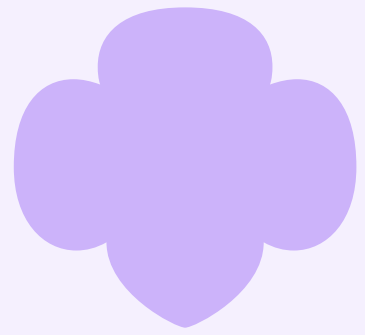
Girl Scouts of West Central Florida shapes girls into strong, self-confident leaders in their communities through outdoor adventures, community building, and public service. The second oldest Girl Scout troop in the nation (founded just one year after the start of the national organization), we serve more than 20,400 members across Citrus, Hernando, Hillsborough, Marion, Pasco, Pinellas, Polk, and Sumter counties.



Girl Scouts develop:

- A Strong Sense of Self
- Positive Values
- Academic Performance and Career Aspirations
- Healthy Relationships
- Challenge Seeking and Community Problem Solving

30K by 2030



With your help, we aim to grow Girl Scouts of West Central Florida to 30,000 members by the end of the decade.

Fast Facts in 2023

Total Members:	18,346
Girls (K-12):	10,911
Adults:	5,709
Lifetime:	1,726



In 2023, your support

- Maximized program outcomes
- Eliminated inequities and barriers to participation by raising \$608,981 for grant-funded Girl Scouting programs
- Provided \$88,829 in financial aid for uniforms, programs, and memberships to 1,688 Girl Scouts in Hillsborough, Polk, and Pinellas Counties
- Helped us deliver the best **Girl Scout Leadership Experience (GSLE)**
 - Troop Bi-Weekly Meetings with 24-30 hours of program and mentor time per year
 - Uniforms, Badges, Patches, & Pins to signal belonging and achievement
 - 4+ Outdoor, Entrepreneur, STEM, & Life Skills Experiences per year
 - Community Service Projects
 - Recognition Events
 - 2+ Field & Camping Trips per year
 - Access to Community Leaders & Industry Experts

Our Programs

Camps & Leadership Center Facts

4

Total Camps

Camp Dorothy Thomas, Hillsborough County
Camp Indian Echo, Pasco County
Camp Wai Lani, Pinellas County
Camp Wildwood, Sumter County

1 Leadership Center in Tampa

Total Acres: 1,000+

Total Buildings: 168

Total Horses: 23



Summer Camps 2023

462

Total Participants

\$25,128

Awarded in Financial Aid

Thousands of unique experiences are offered at our camps year-round! Girls learn to ride that horse, climb that wall, paddle that canoe, and hit that target at Camp Dorothy Thomas, Camp Indian Echo, Camp Wai Lani, and Camp Wildwood.

High Awards

32

Gold Awards

111

Silver Awards

140

Bronze Awards

Gold, Silver, and Bronze awards honor Girl Scouts who solve problems in their communities and make lasting change in the world.



Camp CEO

November 17-19, 2023, Camp Wai Lani

31

Girl Scouts

31

CEO Coaches

Girls in grades 9 through 12 connect directly with women in business to learn how persistence, curiosity, and reasonable risk-taking help them achieve their goals.

Cookies

5,896

Participants
Girl Scouts

748

Participating
Troops

1.8m

Boxes
Sold

\$1.5m+

Provided in
Troop Proceeds
and Girl Rewards

Our annual cookie-selling program teaches girls how to set goals and create a plan for reaching them, make decisions on their own and as a team, manage money, work with budgets, cultivate confidence, and develop their interpersonal skills.



STEMapalooza

April 15, 2023, Florida Polytechnic University

1,044

Attendees



20 STEM Education
Partners

From coding to robotics to exploring the micro- and the macroscopic worlds around us, STEMapalooza brings scientific innovation to life through workshops, exhibits, and presentations by panels of women in STEM.

Girl Scout Fest

September 23, 2023, Florida State Fairgrounds

1,834

Attendees



38 Education
Partners

Girls of all ages and their families kick off the new year at the Florida State Fairgrounds with activities that promote a mixture of scientific investigation, entrepreneurial innovation, and good old outdoor fun!



Girl Scout Pillar Experiences

341

Experiences
Offered

3,893

Participants

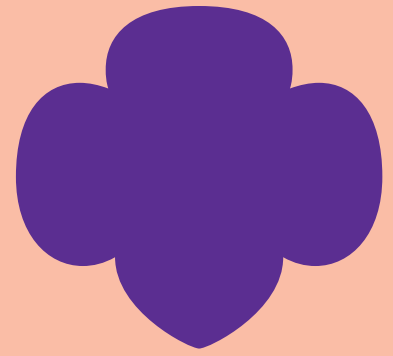
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Experience
Partners

Our four program pillars are entrepreneurship, life skills, outdoor activities, and STEM. Pillar experiences enable girls to explore their interests, connect with their community, and take action on causes they care about.



Grant-Funded Community Troops



1,688

Girls Served

764

Girls in Hillsborough
County across 27 troops

617

Girls in Polk County
across 17 troops

308

Girls in Pinellas
across 17 troops

Our Community Troops initiative reaches into high need communities and ensures all girls have access to a high quality Girl Scout Leadership Experience. Thank you to the following sponsors of our community troops: Children's Board of Hillsborough County; Crystal Lake Elementary; Family Center on Deafness; Sulphur Springs K-8 Community Partnership School; and United Way Pasco.

Through these generous contributions, 1,688 girls participated in the Girl Scout Leadership Experience for free in the 2022-2023 school year. This included:

- 🌸 Free membership, uniforms, badges and patches
- 🌸 Weekly mentoring from caring troop leaders
- 🌸 A weekend at Girl Scout camp
- 🌸 Field trips and career exploration opportunities
- 🌸 Character development and confidence-building
- 🌸 Experiential learning in STEM, life skills, entrepreneurship, and outdoor activities
- 🌸 Community service



Girl Scouts from a grant-funded troop display the Girl Scout sign, in which three fingers represent the three parts of the Girl Scout Promise.



Girl Scouts enjoy some time outside in the sun playing duck duck goose during their weekend at Camp Dorothy Thomas thanks to our generous sponsors.



Your donations help girls in our Community Troops form core memories and lasting friendships.

Honoring Women of Distinction

2023 Women of Distinction Luncheon celebrated extraordinary women who exemplify the Girl Scout Promise and Law as business, community, and philanthropic leaders. With over 600 business and community leaders in attendance, this prestigious event is Tampa Bay's longest running Women's History Month celebration—31 years and counting.

Meet 2023 Women of Distinction honorees:



Pictured (left to right): Woman of Promise Honoree Veronica Cintron, Mallyory Dimmitt, Hall of Fame Inductee Dr. Sylvia Campbell, Rhea Law, Trimeka Benjamin, and Kathalin Carvalho.

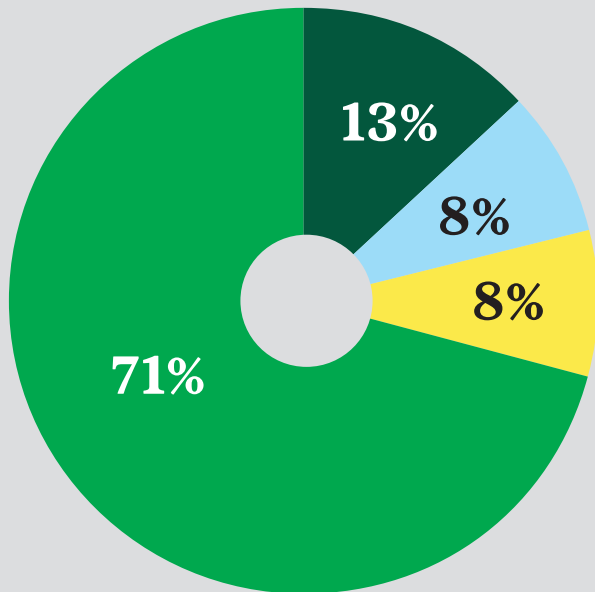
In 2023, we welcomed keynote speaker Telva McGruder, a lifetime member of Girl Scouts. Telva was the Chief Diversity, Equity and Inclusion Officer at General Motors where she led the development and execution of strategies that ensured positive change toward a high performing, inclusive culture.

She served as the chair of the board for Girl Scouts of Southeastern Michigan (GSSEM) and is now a member of the Girl Scouts USA Board of Directors. Girl Scouting exposed her to challenges and adventures that first encouraged her thirst to reach past her limits.



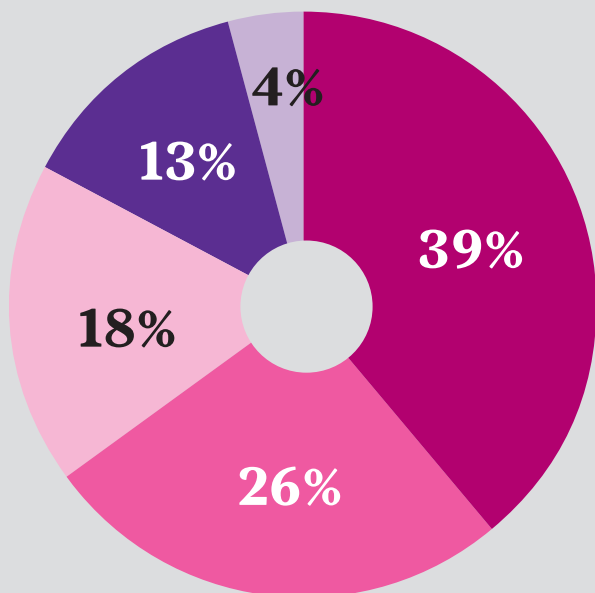
Visit gswcf.org/wod to learn more about upcoming and past honorees.

Our Finances



Total Revenue

- Product Revenue - net \$6,115,394
- Public Support - \$1,167,642
- Program Service Fees - \$706,542
- Other - \$682,283



Total Expenses

- Membership \$4,073,842
- Programs - \$2,543,144
- Properties - \$1,781,575
- Management & General - \$1,307,937
- Fundraising - \$430,197

Our Donors

Organizations

October 2022- September 30, 2023

\$100,000+

Juvenile Welfare Board of Pinellas County
United Way of Central Florida
Children's Board of Hillsborough County

\$25,000 - \$99,999

The Spurlino Foundation
Simply Healthcare Plans Inc.
Hillsborough County Board of County Commissioners
Publix Super Markets Charities, Inc.
Florida Dairy Farmers

\$10,000 - \$24,999

Community Foundation Tampa Bay
Harrison Private Foundation Trust
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Raymond James Financial, Inc.
Lake Michigan Credit Union
Suncoast Credit Union Foundation
United Way Suncoast

\$5,000 - \$9,999

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\$1,000 - \$4,999

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USF Health
Greater Tampa Bay Chapter of Women in Defense
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GTE Financial
ReliaQuest Bowl
HCA Florida South Tampa Hospital
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Marni & Morris Propp Family Foundation
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IBEW Local 915
AJAX Paving Industries of Florida, LLC
Elevance Health

\$500 - \$999

New York Life

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Rays Baseball Club, LLC
HART
Morgan Stanley
Hispanic Professional Women's Association
Duke Energy Foundation
Charitable Adults Rides & Services
Morningstar
PricewaterhouseCoopers LLP
Cigna Healthcare of Florida
DTCC
Franklin Templeton
Power Design
Enterprising Latinas
The Cooley Family Foundation

\$250 - \$499

AmazonSmile
The Betty Castor & Samuel Bell Charitable Fund at CFTB
Crayola Experience
Voya Financial
Northern Trust
Arrow Electronics
Liz Dimmitt, LLC

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In Honor Of Gifts

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 Mr. and Mrs. Robert Greiner Hobbs in honor of Olivia Hobbs
 Ms. Carrie Alexander in honor of Troop 33512

● *Daisy's Circle Member* ● *Women of Distinction Alumnae* ■ *Juliette Gordon Low Society Member* ● *Pearl Society Member*

\$10,000+

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 Mary Pat and Eric King ●■

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girl scouts 
of west central florida

4610 Eisenhower Blvd.
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1-813-281-GIRL (4475)
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Visit gswcf.org to learn more and support local Girl Scouts.