

Girls Scouts: Making the World a Better Place

Impact Report

Oct. 1, 2023-Sept. 30, 2024



girlscouts 
of west central florida

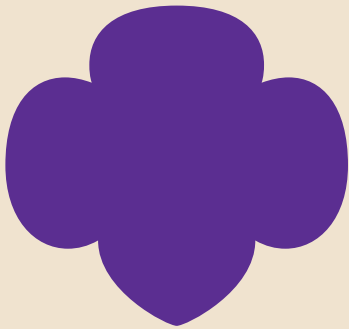
Courage. Confidence. Character.

Girl Scouts of West Central Florida empowers girls to become strong, confident leaders through outdoor experiences, community engagement, and service initiatives. With the second oldest Girl Scout troop in the nation—established just a year after the first troop started—we proudly serve nearly 20,500 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
- 🌸 Problem Solving Skills



Our Reach



With your help, our reach and revenue increased in fiscal year 2024 (FY24) between October 1, 2023 and September 30, 2024.

Fast Facts in FY24

Total Members:	20,439
Girls (K-12):	12,449
Adults:	6,155
Lifetime:	1,835



In 2023-2024, your support:

- Maximized program outcomes within our four program pillars: **STEM, LIFE SKILLS, OUTDOORS** and **ENTREPRENEURSHIP**
- Helped Girl Scouts **DISCOVER** who they are, what they care about and where their talents lie
- Provided access to **CONNECT** and **COLLABORATE** with Girl Scouts, community partners and industry experts
- Propelled Girl Scouts to **TAKE ACTION** to improve their local communities and the greater global community to make the world a better place

GSWCF's Proud Champions pledge \$50,000 or more annually in support of our mission, and benefit from greater visibility and promotion at our events. Thank you to our FY24 Proud Champions!

- | | |
|---|--|
| ■ Children's Board of Hillsborough County | ■ Publix Super Markets Charities, Inc. |
| ■ Florida Polytechnic University (In-Kind) | ■ Simply Healthcare Inc. |
| ■ Florida Department of Education | ■ The Spurlino Foundation |
| ■ Juvenile Welfare Board of Pinellas County | ■ United Way of Central Florida |

Our Impact

Our Places:



Summer Camps 2024



Open year-round, our Camps offer 30,000+ unforgettable experiences that spark courage, confidence, and adventure! Whether it's saddling up for a horseback ride, scaling a wall, paddling through scenic waters, or hitting the bullseye, girls push boundaries and build lifelong skills at Camp Dorothy Thomas, Camp Indian Echo, Camp Wai Lani, and Camp Wildwood.

“As a Girl Scout member of over 10 years, my favorite memories have been at camp. Meeting people and doing new activities has been an extremely memorable and fun way to grow and experience the world around me.”

325 Girl Scouts Earned High Awards



Gold, Silver, and Bronze Awards are earned by the extraordinary Girl Scouts who tackle community challenges and drive lasting global change.





STEMapalooza

April 6, 2024, Florida Polytechnic University

1,435

Attendees

14

Program Partners

From coding to robotics, Girl Scouts dive into the wonders of the micro-and macroscopic worlds with STEMapalooza. At the event, girls experienced the thrill of scientific innovation through dynamic workshops, captivating exhibits, and inspiring presentations by trailblazing women in STEM.

Thank You to Our Program Partners

- Astrafemina
- Black Unicorn
- Bonnet Springs
- City of Lakeland-Environmental
- CodeFu
- Florida Children's Museum Lakeland
- HCA Florida
- National Aviation Academy
- NOAA
- PGA
- Scientista
- St. Leo University
- STEM & Sparkle
- USF Society of Women Engineers



“I want to research jobs that involve animal biology. I also want to see if I can get my degree at Poly Tech.”

Thank You to Our Sponsors

Presenting Sponsors:



Inventor Sponsors:



Gadget Sponsors:



TD SYNEX



Tinker Sponsor:



National Aviation ACADEMY



Camp CEO

November 17-19, 2023, Camp Wai Lani

31

Girl
Scouts

31

CEO
Coaches

High school girls engaged directly with women in business to discover how persistence, curiosity, and strategic risk-taking can lead them to success.



“Ms. Mary Pat’s talk at the end really helped me shape how I viewed what I want to pursue and how to do it in a way I love.”

Hurricane Helene

In late September 2024, Hurricane Helene made landfall in the Tampa Bay area that caused significant damage to our four camps. The flooding and wind caused fallen trees, debris and even building damage. Council programs and adult trainings had to be cancelled due to the storm.



Girl Scout Pillar Experiences

280 Experiences Offered

3,436 Participants

61 Experience Partners

Our program is built on four key pillars: **STEM, Life Skills, Outdoors, Entrepreneurship**. The pillar experiences empower girls to pursue their interests, engage with their community, and champion the causes they are passionate about.



7,903

TampaWell Patches Distributed

Summer of 2023, TampaWell activated by Tampa General Hospital partnered with GSWCF to pilot a summer wellness program focused on movement, positive eating and mental health. This summer pilot inspired the creation of the TampaWell Wellness Warrior patch program.

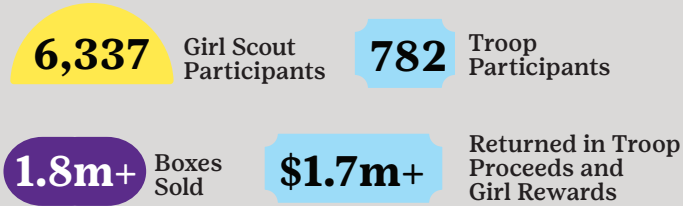
2,235

Florida Dairy Patches Distributed

In 2023, the Dairy Council of Florida partnered with GSWCF to release the Florida Dairy Farmers patch program. This patch focused on the dairy industry in Florida, from dairy nutrition, to dairy careers and sustainability.



Cookies

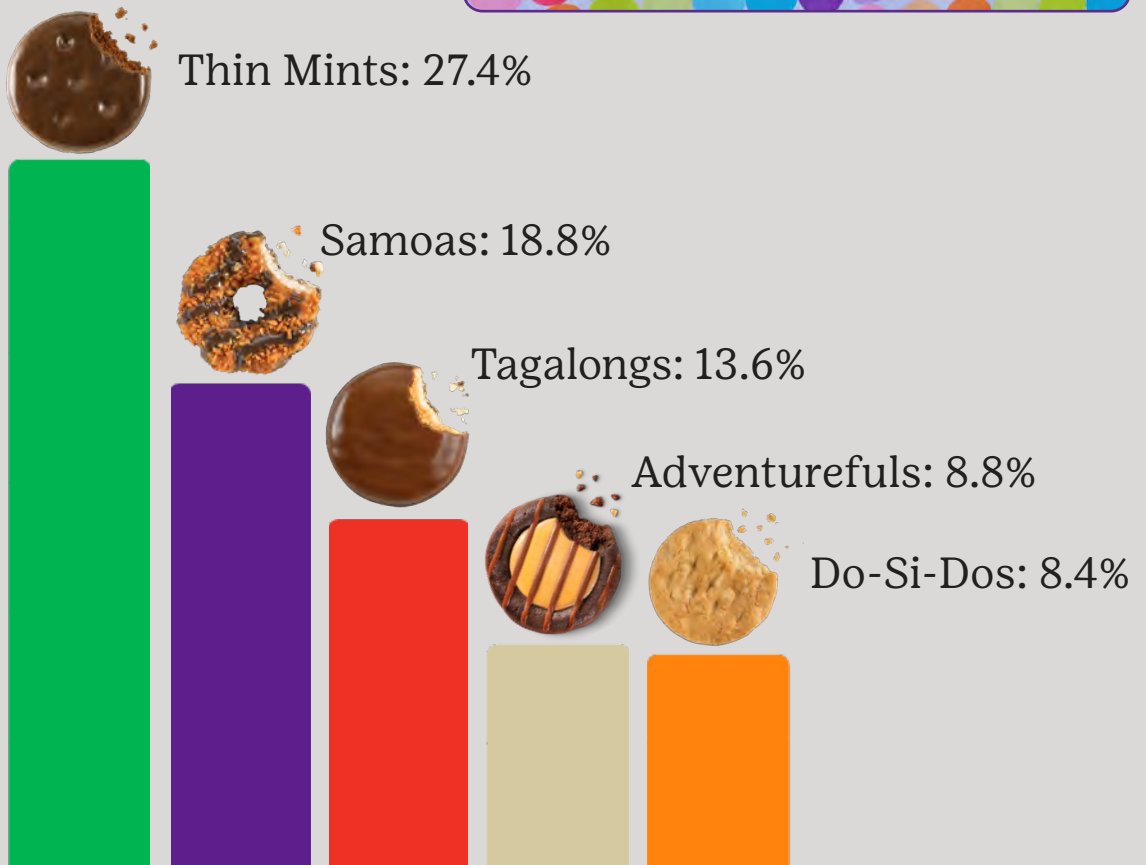


Our annual cookie-selling program equips girls with essential entrepreneurial skills like goal-setting, strategic planning, independent and team decision-making, money management, budgeting, confidence building, and interpersonal skills.

As part of the reward program, Girl Scouts selected and earned \$127,313 in credit to use for GSWCF programs, events, camping or at one of our shops.

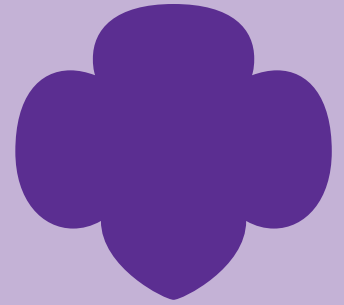


Top Five Cookie Flavors



“Because of Girl Scout Cookies, our trips created firsts for our Girl Scouts: first time outside of Florida; first time on a plane; and our next first will be first time out of the country. I’m excited that Girl Scouts is opening the world for them.”

Grant-Funded Community Troops



3,052

Girls Served

931

Girls in Hillsborough County across 34 troops

1,432

Girls in Polk County across 26 troops

523

Girls in Pinellas County across 36 troops

154

Girls in Pasco County across 20 troops

12

Girls in Marion County in 1 troop

Our Community Troops extend into high-need communities, ensuring all girls have access to a high-quality Girl Scout Leadership Experience.

Thank You to the Following Community Troop Partners:

- Children's Board of Hillsborough County
- Community Foundation of Tampa Bay
- Conn Memorial Foundation
- Florida Department of Education
- GiveWell Community Foundation/George W. Jenkins Fund
- Hillsborough County Board of County Commissioners
- Juvenile Welfare Board of Pinellas County
- Kiwanis Club of St. Petersburg
- Lakeland Electric
- The Mabel & Ellsworth Simmons Charitable Foundation
- Simply Healthcare Plans Inc.
- The Spurlino Foundation
- United Way of Central Florida
- United Way of Marion County
- United Way of Pasco County
- United Way Suncoast

In FY24, Your Support:

- Generated \$784,672 for free Girl Scout experiences for thousands of girls.
- Provided \$341,239 in financial aid for uniforms, programs, and memberships to 3,052 Girl Scouts in Hillsborough, Polk, and Pinellas Counties
- Helped us deliver the best Girl Scout Leadership Experience (GSLE)
 - Weekly mentoring from caring troop leaders
 - A weekend at Girl Scout camp
 - Field Trips and career explorations opportunities
 - Character development and confidence-building
 - Experiential learning in STEM, life skills, entrepreneurship, and outdoor activities
 - Community service

Pasco Volunteer-Led, Grant-Funded Troop



Troop 50501-Participated in a field trip to Homosassa Wildlife Park where girls learned about animals and nature. They also learned about different rescue programs around the state.

Honoring Women of Distinction



In March 2024, Women of Distinction celebrated extraordinary women who exemplify the Girl Scout Promise and Live as business, community, and philanthropic leaders. A sold-out event with over 600 leaders attending, this prestigious event is Tampa Bay's longest-running Women's History Month celebration.

Meet the 2024 Women of Distinction Honorees:



Marilyn Alvarez
Master Deputy of
the Hillsborough County
Sheriff's Office



Alison Barlow
Executive Director of St.
Petersburg Innovation District



**Gen. (Ret.)
Ann E. Dunwoody**
First Female 4-Star General in
United States Army



Bemetra Simmons
President and CEO of Tampa
Bay Partnership, and Co-
Founder of Corporate Homie



Diana Walker was named the **2024 Woman of Promise**, an award celebrating exceptional women under age 40. Diana is the Special Projects Coordinator at Hillsborough County Economic Development Minority & Small Business.



Renée Vaughn was inducted into the **Women of Distinction Hall of Fame**. Renée is President of the Williams Consulting Group, a public relations and marketing firm in Tampa. Renée was first honored as a Woman of Distinction in 2015.

Our Passionate Girls and Volunteers

Volunteer Leadership Rally is GSWCF's annual education conference designed for volunteers to engage in peer-to-peer learning. Participants attend workshops facilitated by experienced Girl Scout volunteers who are experts in various subjects. All workshops are intended to support troop leaders and administrative volunteers in teaching diverse programming to their girls.

340

Volunteer Leadership Rally Participants

538

Volunteers trained through 57 other in-person training opportunities

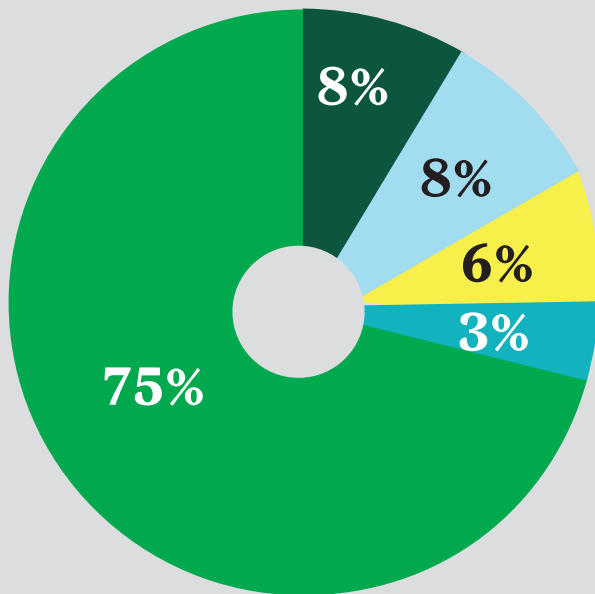
5,353

Digital learning opportunities completed, both as on-demand webinars and live virtual trainings.

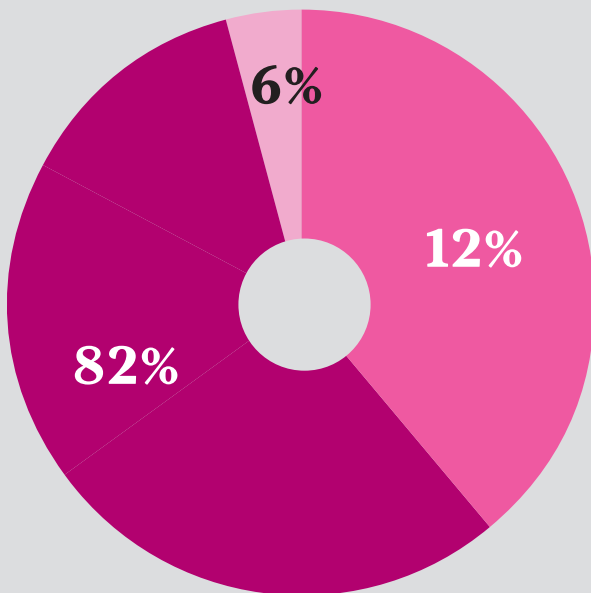
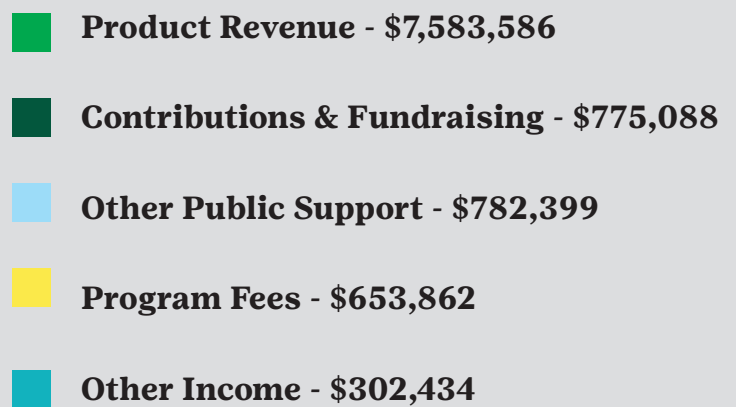
“My favorite things about being a troop leader are my girls and our troop family. I have had the honor of watching our girls go from shy, little ones to strong, confident, and courageous young women. There isn't a day that they don't amaze me. There isn't a moment that I am not filled with such pride to be a part of their story. While I miss the days of them being Daisies, I can't wait to see how they change the world.”



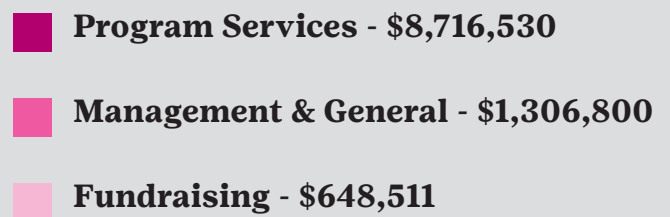
Our Finances



Total Revenue



Total Expenses



Our Donors

October 1, 2023- September 30, 2024

\$100,000+

Children's Board of Hillsborough County
Juvenile Welfare Board of Pinellas County
Publix Super Markets Charities, Inc.
United Way of Central Florida

\$25,000 - \$99,999

Conn Memorial Foundation, Inc.
Florida Department of Education
Hillsborough County Board of County Commissioners
Simply Healthcare Plans Inc.
The Spurlino Foundation

\$10,000 - \$24,999

Community Foundation of Tampa Bay
Fisher & Phillips LLP
Florida Dairy Farmers
Harrison Private Foundation Trust
HCA Healthcare - West Florida Division
Mabel and Ellsworth Simmons Charitable Foundation
Raymond James Financial, Inc.
Suncoast Credit Union Foundation
Tampa General Hospital
The University of Tampa
United Way Suncoast

\$5,000 - \$9,999

AJAX Paving Industries of Florida, LLC
Bank of America Charitable Foundation, Inc.
Copperhead Charities
Disney VolunteARS Grants
Elisa's Greatest Wishes
GiveWell Community Foundation/George W. Jenkins Foundation
HCA Florida Brandon Hospital
Helios Education Foundation
Hillsborough County Sheriff's Office
Regions Bank
Tampa Bay Lightning
Tampa Bay Water
Tampa Electric Company
Tampa Hillsborough Expressway Authority

The Orenda Collective
T-Mobile USA Foundation
United Way of Marion County
United Way of Pasco County
University of South Florida Foundation, Inc.
William F. O'Neill Charitable Trust

\$1,000 - \$4,999

Busch Gardens Tampa Bay
Crown Automotive Charities / Hawkins Family Foundation
Duke Energy Foundation
Eaton Corporation
Envision
Full Stop Productions, Inc.
GTE Financial
Hancock Whitney
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HCA Florida South Tampa Hospital
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Kiwanis Club of St. Petersburg
Lakeland Electric
New York Life
New York Yankees Foundation
Rays Baseball Club, LLC
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ReliaQuest
Rotary Club of The Villages Foundation, Inc.
Salem Solutions
Society of Plastics Engineers, Inc.
Tampa Steel Erecting Company
TD SYNnex
Teachers Federal Credit Union
The Lightning Foundation
USF Florida Inventors Hall of Fame
Vistra Communications, LLC
Women in Defense Greater Tampa Bay Chapter

Organizations

\$500 - \$999

AAA - The Auto Club Group
Adak Enterprises, LLC
American Legion - John G. Doran Memorial Post #158
Arrow Electronics
Bank of America
Florida Education Fund, Inc.
Guidehouse
Hispanic Professional Women's Association
MarshMcLennan Agency | Bouchard Region
Microsoft
Morningstar
National Aviation Academy
Publix Super Markets, Inc.
Robotics Education & Competition Foundation
Ruth Eckerd Hall
Snapology
Tampa Bay Latin Chamber of Commerce
U.S. Bank Foundation
Upper Limit Crane & Hoist Services, Inc.
USAA Foundation
Verizon Foundation
The Wawa Foundation

\$250 - \$499

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Feld Entertainment
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Great Flavors LLC
HCA Healthcare Foundation
Humana Foundation, Inc.
Lake Michigan Credit Union
Mosaic Global Sales, LLC, on behalf of Mosaic Fertilizer, LLC
Northern Trust
Rivero, Gordimer & Company PA
The Progressive Insurance Foundation
United Health Group

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Heidi Colom in memory of Madeleine
Deirdre Dixon in memory of Christine Ponzillo
Nancy Eby in memory of Christine Ponzillo
Patricia Gordon in memory of Rosemary Neumann
Laura Kay in memory of Marshelle Alexander
Carole Mason in memory of Kay Krull
Michael McClain in memory of Jena Woodyard
Denise Samson in memory of Cheryl Ganster
Kathryn Starkey in memory of Marsha Starkey
Nancy Surak in memory of Gloria Blanchard
Amy Wallis in memory of William White

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

Individual donors

In Honor Of Gifts

Manar Sarsour in honor of Amal Sarsour
Melissa Snively in honor of Carol Werner

\$10,000+

Marion R. Rich ● ▀

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Denise G. Samson ▀

\$2,500 - \$4,999

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Sally S. Hill ●
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Marion Rich
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Lavinia "Vinnie" Vaughn

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Bonnie K.
Grace S.

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Donate today



girlscouts 
of west central florida

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Visit gswcf.org to learn more and support local Girl Scouts.