



# Empowering Girls. Inspiring Leaders. Changing the World.

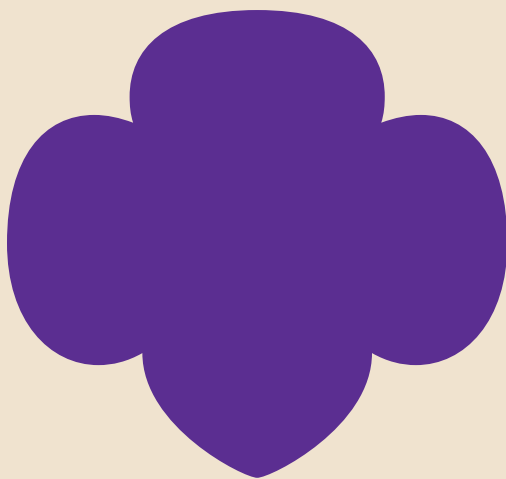
## Impact Report

Oct. 1, 2024-Sept. 30, 2025



# Courage. Confidence. Character.

At Girl Scouts of West Central Florida, we empower girls to discover their voices, embrace challenges, and lead with purpose. Rooted in a proud legacy—with the second-oldest Girl Scout troop in the country—we proudly serve more than 19,000 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 Resilience



Despite facing significant hurricane damage and pending insurance claims for both property loss and business interruption, Girl Scouts of West Central Florida continued to deliver the Girl Scout Leadership Experience to thousands of girls.

## Fast Facts in FY25

Oct. 1, 2024-Sept. 30, 2025

Total Members:	<b>19,028</b>
Girls (K-12):	<b>11,511</b>
Adults:	<b>5,578</b>
Lifetime:	<b>1,939</b>



## In 2024-2025, your support:

- Strengthened outcomes across our four program pillars: **STEM, LIFE SKILLS, OUTDOORS** and **ENTREPRENEURSHIP**
- Empowered Girl Scouts to **DISCOVER** who they are, what drives them, and where their passions and talents shine
- Opened doors for Girl Scouts to **CONNECT** and **COLLABORATE** with peers, community partners, and industry leaders
- Inspired Girl Scouts to **TAKE ACTION** creating positive change in their communities and beyond

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 FY25 Proud Champions!

- BayCare
- Children's Board of Hillsborough County
- Florida Department of Education
- Juvenile Welfare Board of Pinellas County
- Publix Super Markets Charities, Inc.
- TampaWell Activated by Tampa General Hospital
- The Spurlino Foundation
- United Way of Central Florida

# Our Impact

## Our Places:



Leadership Center



Camps



Acres



Buildings



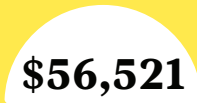
Girl Scout Experiences Year Round



## Our Camps 2025

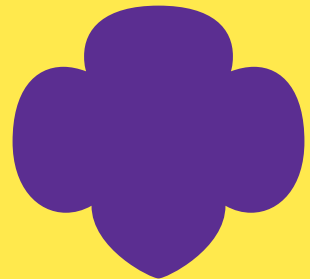


Total Summer Camp Participants



Awarded in Summer Camp Financial Aid

At four year-round camps, 48,000 unforgettable Girl Scout experiences come to life—moments that spark courage, confidence, and pure adventure. At Camp Dorothy Thomas, Camp Indian Echo, Camp Wai Lani, and Camp Wildwood, girls ride, climb, paddle, and aim high—pushing past limits and discovering the power within themselves.



“I was super nervous when I saw the challenge course, but once I started, it was really fun! I felt so proud when I finished.”

## Hurricanes Helene and Milton

Hurricanes Helene and Milton brought unprecedented challenges—damaging properties, pausing membership activities, and impacting cookie and retail sales—resulting in nearly **\$4 million in combined losses and pending claims**. Coupled with national cost increases in membership dues, retail pricing, and essential operations, our council faced a demanding year. Yet, through prudent stewardship and the unwavering commitment of our volunteers and supporters, Girl Scouts of West Central Florida continues to empower girls across eight counties.



# Girl Scout Fest 2024

October 26, 2024, Florida State Fairgrounds  
Rescheduled due to Hurricanes Helene & Milton

1,799 Attendees

28 Program Partners

Girls of all ages and their families reconnected after the hurricanes at the Florida State Fairgrounds with hands-on activities that combined scientific discovery, entrepreneurial creativity, and outdoor adventure.



## Thank You to Our Sponsors

### Program Pillars:



### Program Advocates:



### Program Partners:



### Program Supporters:



# Girl Scout Fest 2025

September 27, 2025, Wiregrass Ranch Sports Campus

1,942 Attendees

42 Program Partners

At the Wiregrass Ranch Sports Campus, Girl Scouts and their families launched the new year with interactive experiences that blended scientific exploration, entrepreneurial thinking, and outdoor fun—celebrating the adventurous spirit of Girl Scouting.

## Thank You to Our Sponsor

### Leadership Sponsors:



### Innovation Sponsors:



### Adventure Sponsors:



### Sisterhood Sponsors:



### Life Skills Sponsors:



# 338 Girl Scouts Earned High Awards

**31** Gold Awards

**105** Silver Awards

**202** Bronze Awards



**11,770** Community Service Hours

**\$6,600** Awarded in Scholarships

Girl Scouts who earn the Gold, Silver, and Bronze Awards are changemakers—leaders who identify community needs, take action, and leave a lasting global impact.



## Camp CEO

November 9, 2024, Camp Wai Lani

**19** Girl Scouts

**18** CEO Coaches

High school Girl Scouts connected with women in business to explore how perseverance, curiosity, and strategic risk-taking pave the way to success.



“Loved my mentor! Taylor was amazing and she helped me so much and is someone I will continue to be in touch with. I really found value in all the activities and was excited about the career planning and discussions with my mentor. I loved the ax throwing and the regatta.”



# STEMapalooza

April 12, 2025, Florida Polytechnic University

1,800 Attendees

23 Program Partners

At STEMapalooza, Girl Scouts explored the world of innovation—from coding and robotics to the mysteries of science both big and small. Through dynamic workshops, interactive exhibits, and inspiring talks from trailblazers in STEM, girls discovered the limitless possibilities of their curiosity and creativity.

## Thank You to Our Sponsors

### Presenting Sponsor:



### Innovator Sponsors:



### Inventor Sponsors:



### Gadget Sponsors:



### Tinker Sponsors:



### Media Sponsors:



# Girl Scout Patch Programs

**139** Experiences Offered

**5,140** Participants

**38** Experience Partners

**2,359** AJAX Patches Distributed

The AJAX “Paving the Way to Success” Patch Program gave Girl Scouts a behind-the-scenes look at the paving and transportation world, highlighting women in the trades and the importance of safe, sustainable road infrastructure. Girls explored road-building equipment, met female professionals in STEM and construction, and earned a custom patch celebrating women in paving industries.

Our program is grounded in four core pillars—STEM, Life Skills, Outdoors, and Entrepreneurship. Through these experiences, Girl Scouts are empowered to explore their interests, engage with their communities, and champion the causes that inspire them.



**2,347** TECO Patches Distributed

Through hands-on experiments and interactive learning, the TECO “Solar Powered” Patch Program taught Girl Scouts about renewable energy, solar technology, and environmental sustainability. Girls engaged in STEM activities while learning how solar energy solutions can help power a greener future.

**6,523** TampaWell Patches Distributed

The “TampaWell Wellness Warrior” Patch Program, activated by Tampa General Hospital, empowered Girl Scouts to explore wellness, nutrition, and mental health through a holistic health lens. The patch experience encouraged girls and their families to adopt healthy habits while engaging in community-based health initiatives such as the TampaWell garden, writing letters to TGH medical staff, or participating in TGH’s Walk with a Doc program.



**2,491** Florida Dairy Patches Distributed



In partnership with the Dairy Council of Florida, Girl Scouts learned where their food comes from by exploring local dairy farming, healthy eating, and agricultural science. Girls earned their “Florida Dairy Farmer” patch by completing fun, educational activities that highlighted the importance of local agriculture, sustainability, and balanced nutrition.

# Entrepreneur

## Sweets & Treats Program

**2,617** Girl Scout Participants

**444** Participating Troops

**63,397** Items Sold

**\$698,651** Total Sweets & Treats Sales Revenue

As the foundation of the Girl Scout Entrepreneurial Program, Sweets & Treats gives girls the opportunity to develop financial literacy, communication, and goal-setting skills while engaging their families and communities in supporting Girl Scouting. The Sweets & Treats Fall Product Program teaches core entrepreneurial skills. Through this program, Girl Scouts sell candies, nuts, magazines, and other products—both in person and online—to fund their troop adventures and community projects.



## Top Five Cookie Flavors



Thin Mints: 27.4%



Samoas: 18.7%



Tagalongs: 13.2%



Do-Si-Dos: 8%



Adventurefuls: 7.9%

## Cookie Program

**5,700** Girl Scout Participants

**716** Participating Troops

**1.6m+** Boxes Sold

**\$9,685,842** Total Cookie Sales Revenue

Through our annual Cookie Program, Girl Scouts develop the skills of real-world entrepreneurs—setting goals, planning strategically, managing money, making decisions, and building confidence while working together as a team.

As part of the reward program, Girl Scouts earned \$74,165 in credit to use for GSWCF programs, events, camping or at one of our shops.

# Grant-Funded Community Troops

**2,545**

Girls Served

**907**

Girls in Hillsborough County across 42 troops

**851**

Girls in Polk County across 24 troops

**547**

Girls in Pinellas County across 30 troops

**130**

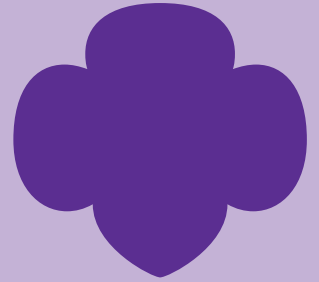
Girls in Pasco County across 10 troops

**67**

Girls in Marion County across 7 troops

**43**

Girls in Sumter County across 5 troops



Our Community Troops bring the power of Girl Scouting to where it's needed most—opening doors for girls in high-need communities to discover confidence, leadership, and a sense of belonging.

## Thank You to the Following Community Troop Funders:

- Children's Board of Hillsborough County
- City of Winter Haven
- Conn Memorial Foundation
- Florida Department of Education
- Florida Philanthropic Network
- GiveWell Community Foundation/George W. Jenkins Fund
- Hillsborough County Board of County Commissioners
- Juvenile Welfare Board of Pinellas County
- The Mabel & Ellsworth Simmons Charitable Foundation
- Simply Healthcare Plans Inc.
- The Spurlino Foundation
- United Way of Central Florida
- United Way of Lake & Sumter Counties
- United Way of Marion County
- United Way of Pasco County
- United Way Suncoast

## In FY25, Your Support:

- Generated \$843,311 for free Girl Scout experiences for thousands of girls.
- Provided \$244,415 in financial aid for uniforms, programs, and memberships to Girl Scouts in Citrus, Hernando, Hillsborough, Marion, Pasco, Pinellas Polk, and Sumter 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 exploration opportunities
  - Character development and confidence-building
  - Experiential learning in STEM, life skills, entrepreneurship, and outdoor activities
  - Community service



Marion County multi-level Troop 43600 celebrating veterans and returning heroes at Mission BBQ in Ocala.

# Celebrating Women of Distinction



In March 2025, Women of Distinction convened over 600 business, community, and philanthropic leaders to celebrate women who live out the Girl Scout Promise and Law every day. As Tampa Bay's longest-running Women's History Month celebration, the sold-out event highlighted the power of women inspiring the next generation of Girl Scout leaders.

## Meet 2025 Women of Distinction Honorees:



**Joyce Cotton**  
Director of Marketing &  
Community Partnerships of  
WEDU PBS



**Ann Shaler**  
Market Executive of  
Bank of America



**The Honorable  
Kathryn Starkey**  
Chair of Pasco County Board of  
Commissioners



**Dr. Kanika Tomalin**  
President & CEO of Foundation  
for a Healthy St. Petersburg



**Mattie Velasco** was named the 2025 Woman of Promise, an award celebrating exceptional women under age 40. Mattie was the Business Development & Community Relations at Acadia Health.



**Maruchi Azorin** was inducted into the Women of Distinction Hall of Fame. Maruchi is an entrepreneur & owner of Villa Rosa Distinctive Linens. Maruchi was first honored as a Woman of Distinction in 2010.

Visit [gswcf.org/wod](https://gswcf.org/wod) to learn more about upcoming and past honorees.

# Our Passionate Volunteers

Our dedicated Girl Scout volunteers are the heart of every success story. Whether leading a troop through hands-on projects, coordinating cookie season logistics, or cheering from the sidelines as girls take on outdoor challenges, volunteers make growth possible. Some guide girls directly as they develop courage, confidence, and character; others provide vital behind-the-scenes support that ensures every Girl Scout has the opportunity to shine. Together, they create spaces where girls take the lead, explore their passions, and discover the power of teamwork and leadership.

350

Volunteer Leadership Rally Participants

718

Volunteers trained through 55 other in-person training opportunities

194

Volunteers trained through CPR/First Aid

152

Volunteers trained in outdoor skills

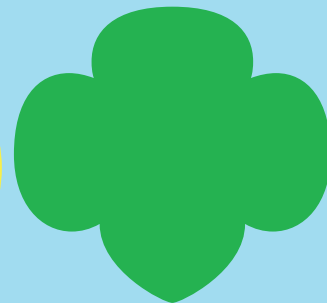
125

Volunteers attended in-person enrichment events

5,969

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

“It’s all about the amazing girls — curating an experience that helps them grow into the best version of themselves and have tons of fun along the way — that’s what it’s about and I’m incredibly proud to be a leader.”



# GSWCF In The News



39,098,134

MY25 potential media viewership

## Views & Impressions:

- Facebook: 3.3M
- Instagram: 168.1K
- LinkedIn: 68.6K
- Total: 3.5M

## Engagement (shares/likes/comments/saves):

- Facebook: 44.9K
- Instagram: 5.2K
- LinkedIn: 3.3K
- Total: 53.4K



“Palm Harbor Girl Scouts Camp Reopens After Storm Damage”

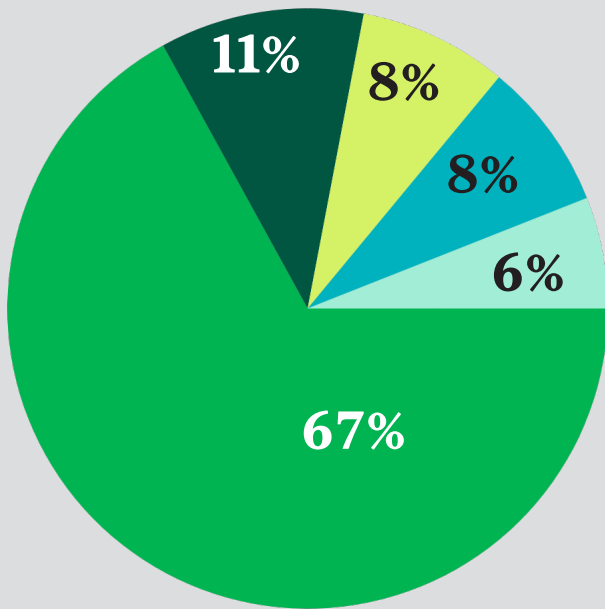
“Land O’ Lakes Girl Scout Honored For Helping Save Her Father’s Life”

“Riverview Girl Scouts Earn Bronze Award For Homelessness Awareness Project”

“Women Rock 2025 Girls Scouts Women Of Distinction”

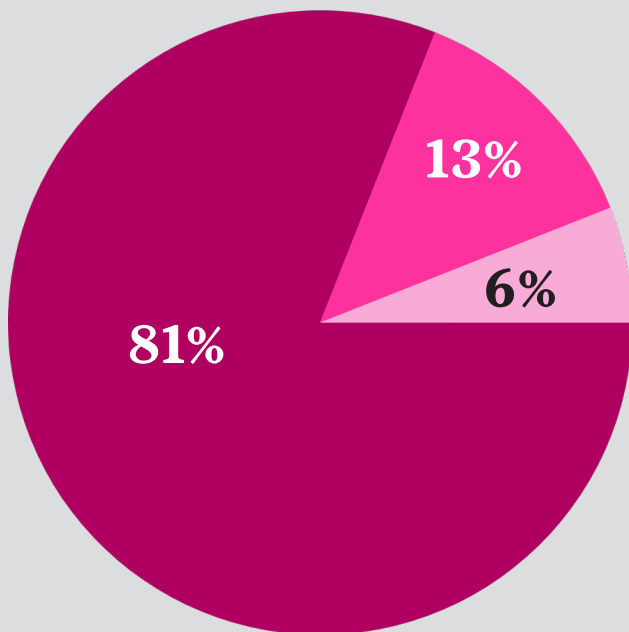


# Our Finances



## Total Revenue \$9,303,415

- Product & Retail Sales - \$6,244,646
- Contributions & Special Events - \$1,035,253
- Other Income - \$747,782
- Grant Revenue - \$711,284
- Program Revenue - \$564,450



## Total Expenses \$10,065,264

- Program Services - \$8,177,779
- Management & General - \$1,331,302
- Fundraising - \$556,183

# Our Donors

October 1, 2024- September 30, 2025

## Organizations

### \$100,000+

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

### \$25,000 - \$99,999

AJAX Paving Industries of Florida, LLC  
BayCare Health System  
Conn Memorial Foundation  
Florida Blue Foundation  
Florida Department of Education  
Hillsborough County Board of County Commissioners  
Publix Super Markets Charities, Inc.  
Tampa Electric Company  
Tampa General Hospital  
The Spurlino Foundation  
United Way Suncoast

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

Fish & Wildlife Foundation of Florida  
Harrison Private Foundation Trust  
Lake Michigan Credit Union  
HCA Healthcaare-West Florida Division  
Mabel and Ellsworth Simmons Charitable Foundation  
Raymond James Financial, Inc.  
Simply Healthcare Plans, Inc.  
Suncoast Credit Union Foundation  
Tampa Bay Business & Wealth Magazine  
Turner Construction Company Foundation  
United Way of Lake & Sumter Counties

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

Bank of America Charitable Foundation, Inc.  
Bank of America LEAD for Women  
Busch Gardens Tampa Bay  
Florida Philanthropic Network  
GiveWell Community Foundation/George W. Jenkins Foundation  
Regions Bank  
Tampa Bay Water  
Teachers Federal Credit Union  
The Orenda Collective

United Way of Marion County  
United Way of Pasco County  
Webb Insurance Group

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

AGS Title Agency  
Bank of America  
Carey Family Foundation  
City of Winter Haven  
Community Foundation Tampa Bay  
Crown Automotive Charities / Hawkins Family Foundation  
Cyber Florida  
Fisher & Phillips LLP  
Florida State Fair Authority  
Foundation for a Healthy St. Petersburg  
Full Stop Productions, Inc.  
Hancock Whitney  
HART  
Hillsborough Community College  
Hillsborough County Sheriff's Office  
Imagine Orthodontic Studio  
Ivy Enrichment Foundation of Tampa Bay Inc.  
Kiwanis Club of St. Petersburg  
MarshMcLennan Agency  
Metropolitan Ministries  
New York Yankees Foundation  
Resolution-One  
Rotary Club of The Villages Foundation, Inc.  
Ruth Eckerd Hall  
Salem Solutions  
Society of Plastics Engineers, Inc.  
SouthState Bank  
Tampa Bay Rowdies  
Tampa Museum of Art  
Tampa Steel Erecting Company  
The Lightning Foundation  
The University of Tampa  
University of South Florida Foundation, Inc.  
University of South Florida St. Petersburg  
Vistra Communications LLC  
Wallace, Welch & Willingham Inc.

Wawa Foundation  
William F. O'Neill Charitable Trust  
Women in Defense Greater Tampa Bay Chapter

### \$500 - \$999

AAA - The Auto Club Group  
Bill's Prescription Center, Inc.  
Florida Education Fund, Inc.  
Hillsborough Education Foundation  
Humane Society of Tampa Bay  
iCode  
Pinellas Education Foundation  
S10 Consulting, LLC  
Sequentur  
Susan T. King Revocable Trust  
The Reyes Firm Corp  
United Way of Central Alabama, Inc  
USAA Foundation

### \$250 - \$499

Arrow Electronics  
Disney VoluntEARS Ears to You Grants  
Keep Tampa Bay Beautiful  
Tampa Theatre  
The Centre for Women  
The Progressive Insurance Foundation  
The Ronald and Kimberly Price Donor Advised Fund  
United Health Group

## In Memory Of Gifts

Jean Kohler in memory of Margarita Gonzalez

Ellie Paladine in memory of Rita Seymore

Andrea Seymore in memory of Rita Seymore

## In Honor Of Gifts

Julianne McKeel in honor of Maruchi Azorin

Jean Kohler in honor of Ginny Simmons Ellis

## Individual donors

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

### \$10,000+

John and Sheila LeFors

Marion R. Rich ◆

Denise G. Samson ■

Diane M. White

Cami Gibertini ●

Felecia Gilmore-Long ◆

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Lynn Wagner

Laura Walsh

Laura Welborn ●

Carol I. White

Ginny Willms ●

Ashley Wood ●

Miracle Zuloaga ●

### \$5,000 - \$8,999

Maruchi Azorin ◆

Renee Dabbs ◆ ●

Mary Pat & Eric King ● ■

Jean M. Kohler ◆

### \$2,500 - \$4,999

Michelene Everett

Sue Goodman ●

Sally S. Hill ◆

Kathryn E. Starkey ◆

John Ullrich

### \$1,500 - \$2,499

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Florence Jean-Francois

Deborah Kish-Stephan ●

Albert Leach

### \$250 - \$499

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Kim Amtmann-Buettner ●

Diana Arroyo-Lopez ●

Suzy Ball ●

Nikki Bennett

Adrienne Berlin

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Connie Capco ●

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Julie Davis

Kathleen Dill ●

Holly H. Duncan ◆

Tiffany Eaton ●

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Bernadette Frankiewicz

Annette Frechette-Lynn ●

Kelly Freeland

Valerie Fuldauer ●

Chanelle Gardner

Marcia A. Greensfelder ●

Jessica Griffin

Holly Haggerty

### \$1,000 - \$1,499

Lara Dickerson

Sunny Endicott ●

Wendy Fowler

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# 2025-2026 Board of Directors

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President

### **Dr. Deirdre Dixon**

President-Elect

### **Lynn Dorman**

Vice President of Governance

### **Michelene Everett**

Treasurer

### **Stephen Ponzillo**

Secretary

### **Mary Pat King**

Chief Executive Officer

## Members at Large

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Kelly Dunne

Sue Goodman

Tracy Holt

Nancy Hutson

Vanessa Jones

Joanne LeBlanc

Ashley Nessler

Marion Rich

Jule Salem

Yvette Segura

Lavinia Vaughn

Kelly Williams-Puccio

## Girl Members

Jaidyn F.

Hafsa B.

## Officers

### **Dr. Deirdre Dixon**

President

### **Michelene Everett**

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Vice President of Governance

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Secretary

### **Mary Pat King**

Chief Executive Officer

## Members at Large

Starr Brookins

Sharon Docherty Danco

Tracy Holt

Nancy Hutson

Lynn Jackson Dorman

Joanne LeBlanc

Abby Mackness

Nancy Millan

Ashley Nessler

Courtney Paat

LaKendria Robinson

Jule Salem

Yvette Segura

Dr. Deborah Stephan

Kelly Williams-Puccio

India Witte

## Girl Members

Juliette S.

Chloe W.





Join Her Journey. Inspire Her Future.

Donate today



girlscouts   
of west central florida

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Tampa, FL 33634  
1-813-281-GIRL (4475)  
info@gswcf.org

Visit [gswcf.org](http://gswcf.org) to learn more and support local Girl Scouts.