

Girl Scouts of West Central Florida 2018–19 Board of Directors

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Letter from our President

More than 19,000 girls in west central Florida will be the bold and visionary leaders our world needs. Why? Because they have the Girl Scout advantage. With it, they stand out as self-starters, brain-stormers, challenge-seekers, and change-makers in our communities.

As you flip through this annual report, you will see what is possible when girls are granted access to hundreds of girl-led experiences, skill-building opportunities, and a connection to supportive adults and an inclusive community.

Girl Scouts unleashes the **G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)**[™] in every girl. It prepares her for a lifetime of leadership through a one-of-a-kind program specifically for girls. It is based on confirmed results, time-tested methods, and research-backed programming to help girls take the lead in their own lives and beyond.

Before age 18, Girl Scouts are helping others in difficult times, taking action to improve their communities, traveling to other countries, designing robots, learning how to budget, and rappelling down mountains.

Imagine how their world—our world—will be impacted when they reach adulthood.

All of this is happening because of you, our wonderful supporters who understand the importance of investing in girls today. Thank you for believing in the power of every **G.I.R.L.**

Yours In Girl Scouting,



Jame Well

Laura Webb Council President



Kris Johnson Interim Chief Executive Officer

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

The Girl Scout Leadership Experience is a collection of engaging, challenging, and fun activities like earning badges, going on awesome trips, selling cookies, exploring science, getting outdoors, and doing community service projects.

Through the Girl Scout Leadership Experience, she'll get to lead her own adventure (it's her world!) and team up with other girls to choose the exciting, hands-on activities that interest her most. Along the way, she'll gain important skills in four areas that form the foundation of the Girl Scout Leadership Experience:









ENTREPRENEURSHIP

In 2018-19 Girl Scouts of West Central Florida offered over TBD programs including:

TBD

PROGRAMS



STEM PROGRAMS



OUTDOOR PROGRAMS



ENTREPRENEURSHIP PROGRAMS

The Girl Scout Leadership Experience is proven to help girls thrive in five key ways:



SENSE OF SELF:

Girls have confidence in themselves and their abilities, and form positive identities.



POSITIVE VALUES:

Girls act ethically, honestly, and responsibly, and show concern for others.



CHALLENGE SEEKING:

Girls learn to take appropriate risks, try things even if they might fail, and learn from mistakes.



HEALTHY RELATIONSHIPS:

Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.



COMMUNITY PROBLEM SOLVING:

Girls desire to contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community, and create "action plans" to solve them.

Financials



Operating Revenue

STBD Product sales

Public support

STBD*

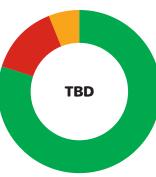
STBD**

STBD Merchandise sales

STBD Other revenue, gains, and losses

Program revenue

STBD Special events



Operating Expenses

STBD

STBD

Program services

Management and general

STBD Fundraising

* Includes: United Way, individual giving, government grants, corporations and foundation giving/grants, legacies, and bequests.

** Program, event, and camping fees.

\$TBD in financial aid was awarded to TBD girls.*









13,883

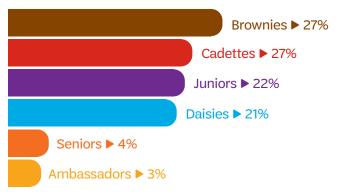
girls participated in traditional troops. 5,284 girls were served through the

Rising Diamonds Outreach troops.

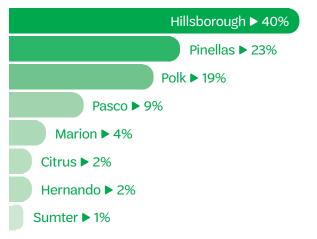
44%

of girls were brand new to Girl Scouting.

Girls Served by Grade Level



Girls Served by County



8,593

adult members supported Girl Scouts.



Research shows that girls are actively interested in becoming entrepreneurs, developing financially stable futures, and using their skills to make an impact on the world. But there are stumbling blocks on a girl's path to entrepreneurship, including fear of failure, concerns about bringing her big idea to life, and the perception that men are more likely to be entrepreneurs than women.

How the Cookie Crumbles

A breakdown of how the funds are distributed

Entrepreneurship is a foundational element of the Girl Scout Leadership Experience through which girls develop the attitudes, skills, and behaviors they need to succeed in life.

91%

of Girl Scouts are interested in being an entrepreneur compared to 71% of other girls.²

During the 2019 Girl Scout Cookie Program...

9,729

girls participated in the Girl Scout Cookie Program.

2,094,254

packages of cookies were sold.

\$1,443,351

in proceeds was earned by troops.

61,296

packages of cookies were donated to troops or local Hometown Heroes.



27%

17%

Membership Services (outreach, retention, recruitment, administrative) for every package sold. Troop/Service Unit Proceeds & Girl Rewards

16%

Properties & Program

Member Support

19%



\$105,068 in troop proceeds were earned during the 2019 Sweets and Treats Fall Product Program by 3,704 participating girls.

2. Today's Girls, Tomorrow's Entrepreneurs, Girl Scout Research Institute, 2019

Life Skills

Whether it's by exercising and staying healthy, developing strong relationships with family and peers, advocating on behalf of others, protecting our environment, or exploring careers that can truly change the world for the better, Girl Scouts gain the skills and the inspiration to accept challenges, overcome obstacles, and take the lead.



girls attended Camp CEO Civic Leadership weekend

and learned about the civic ecosystem and how to move an idea into action, while connecting with local female civic leaders through a one-on-one mentoring program.

32 girls attended Camp CEO Professional Leadership weekend

and focussed on personal growth and building a foundation for future career paths, while connecting with accomplished professional women through one-on-one mentoring.



From rock climbing, to climbing the corporate ladder, Girl Scouts do it all.

90%

87%

EDELRIT

of girls say it is important for them to learn how to manage money.³

Girls attended Career Cafe and took part in workshops featuring resume writing, networking, personal branding, and mock interviews with Tampa Bay's business leaders.

of girls say that is important to set financial goals.³

As a young girl I struggled with social anxiety, and it was very hard for me to talk to people and put myself out there. Girl Scouts helped me to connect with others, and leave my comfort zone. I was accepted and felt ok with other girls and the community.

– Annika S, Girl Scout Ambassador

3. *Having It All, Girls and Financial Literacy* Girl Scout Research Institute, 2013 Imagine her taking on some of the biggest challenges and problems our planet faces—and helping solve them, having a career that's engaging and well paid, or teaming up with others to invent the future.

That future can be a reality, thanks to science, technology, engineering, and math (STEM).

Research shows that girls are keenly interested in STEM and excel at it. Yet, for a variety of reasons, girls often don't pursue STEM, starting as early as elementary school.

Through Girl Scouts, girls experience how STEM can help them make the world a better place! They become better problem-solvers, critical thinkers, and inspirational leaders, get better grades, earn scholarships, pursue more lucrative career paths, and see STEM as part of a meaningful and successful future.

Girls who grow up in a tech-supported environment are more likely to be digital leaders.¹ 548

girls attended STEMapalooza 2019, our annual interactive

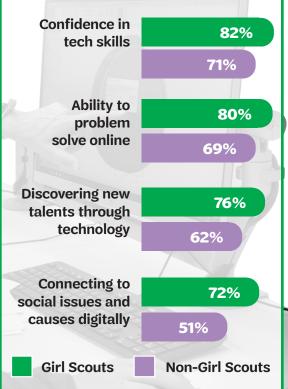
showcase of innovation and creativity for Girl Scouts, friends, and families.

29 girls attended Camp CEO STEM Leadership weekend and expanded their STEM confidence

and expanded their STEM confidence and competence while connecting with STEM executives through a one-on-one mentoring program in an innovative and inspirational environment.



Girl Scouts excel in the following areas when compared to non-Girl Scouts:¹



1. Decoding the Digital Girl, Girl Scout Research Institute, 2019

Outdoor

From the backyard to the backcountry, Girl Scouts has a long and storied history of getting every girl outdoors. In fact, many Girl Scouts tell us "camping trips" are one of the best things about their Girl Scout experience. It's true: connecting with the great outdoors in a girl-led setting is a big benefit of belonging to Girl Scouts.

Studies show that girls today are not spending nearly enough time outdoors. Technology and structured activities leave less time for girls to get outside and enjoy nature. Girl Scouts have plenty of opportunities to create their own outdoor adventures and develop a lifelong appreciation for nature and the outdoors—whether with her troop, at camp, or with friends and family.

When Girl Scouts get outside, they:

- Discover that they can better solve problems and overcome challenges
- Develop leadership skills, build social bonds, and are happier overall
- ▶ Become team players and care more about protecting our environment

\$000,000

was invested toward Her Vision of Tomorrow, GSWCF's long-range property plan for our four camps.

1,400

girls attended Girl Scout Summer Camp in 2019.

\$TBD

in financial aid fully or partially funded

TBD girls' dreams of attending summer camp.

45 troops or individuals symbolically adopted a horse at Camp Wildwood,

together \$5,134

to support expert animal care for the horses and equestrian programming.

arrot Club

Highest Awards represent the highest honors a Girl Scout can earn and recognize the ways girls go above and beyond to make a difference in their communities and the greater world. In 2018-19, 507 Girl Scouts in west central Florida earned their Bronze, Silver or Gold Award.



girls earned the Girl Scout Bronze Award.



girls earned the

Girl Scout

Silver Award.



girls earned the Girl Scout Gold Award.

Girl Scout Gold Award Spotlight Allora D., Girl Scout Ambassador

Girl Scout Gold Award

Inspired to enhance the lives of Alzheimer's and Dementia patients after seeing how these diseases affected her great grandmother, Gold Award Girl Scout Allora D. embarked on the Alzheimer's Purple Project—an effort to make the lives of memory care patients and their caregivers easier, while promoting awareness of Alzheimer's and Dementia.

Allora researched memory loss diseases and partnered with a local memory care facility to learn more about their real-life effects. She learned that patients typically lose dexterity in multiple fingers on their hands, and that music and art ply a role in memory retention.

> To help patients feel more comfortable in their home, Allora created her own fidget mats—an activity mat that sooths the agitated fidgeting patients experience. To increase the project's reach and sustainability, she distributed pamphlets on how to create your own fidget mat.

Allora also worked with the memory care facility to serve patients. She learned that patients had a positive response to hearing music they recognized and so she learned classic songs and performed for patients with her music group.

Allora also create a Memory Tree Mural, a piece of permanent artwork at the facility featuring photos of each patient, giving them peace of mind that they are in a safe space.

Allora expanded her project outside of the local facility by creating pamphlets and participating in the Dementia Convention in Beverly Hills. The Alzheimer's Family Organization plans to continue to distribute Allora's pamphlets to spread awareness and keep her project alive.

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Our Donors

\$100,000+

Children's Board of Hillsborough County Florida Department of Education Juvenile Welfare Board United Way of Central Florida Inc. United Way Suncoast

\$20,000-\$49,999

Bank of America Girl Scouts of the USA InVision Advisors, LLC Publix Super Markets Charities, Inc. The Saunders Foundation The Spurlino Foundation

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\$1,500-\$2,499

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\$1,000-\$1,499

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\$500-\$999

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\$250-\$499

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List reflects donations received from Oct. 1, 2018– Sept. 30, 2019

Honorariums

In honor of Carol L. Dang Troop 60851

In honor of Denise G. Samson Jessica Muroff

In honor of Diejonia Abbott Julia Brewer

In honor of George and Gundy Costello Susan Fetter

In honor of Gundy Costello Berdena M. Mumford In honor of Jessica Muroff Luis R. Visot

In honor of Joann Dygert Mary A. Kuklovic

In honor of Layne Gregory Laura Song

In honor of Marion R. Rich Polly Stannard

In honor of Molly Rosario Timothy J. Rosario In honor of Nancy Nunn Mulberry Highlands Service Unit

In honor of Olivia Hobbs Candace G. Hobbs

In honor of Rachel May Zysk Sara Lawson

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Memoriams

In memory of Amy Ruth Clark Virginia M. Glass

In memory of Bobbie Henry John Horne

In memory of Bobbie Henry Mary Beth Cornell

In memory of Bobbie Henry Mary J. Brown

In memory of Bobbie Henry Molly Moorhead

In memory of Bobbie Henry Stephen Grimes

In memory of Bobbie Henry Sue Britt

In memory of Bobbie Jean Henry Mc Kell Moorhead

In memory of Bobbie Jean Moorehead Henry Laura Kittleson

In memory of Bobbie Moorhead Henry Mary Jo Morelly

In memory of Bobbie Moorhead Henry Sarah Roegiers

In memory of Bobbie Moorhead Henry Tracey Henderson

In memory of Bobbie Moorhead Henry William Stuart In memory of Claire M. Brown Margaret M. McMahon

In memory of Claire M. Brown Wahconah Regional High School Sunshine Fund

In memory of George Costello Don Bush

In memory of Jan Platt Robert E. Atkins

In memory of Helen Eady Christine Hill

In memory of Lynn Gardner Bush Don Bush

In memory of Margaret McConnon The Family Dentist -St. Petersburg

In memory of Mary Margaret Winning Anonymous Donor

In memory of Mary Margaret Winning bestbet Jacksonville

In memory of Mary Margaret Winning Frank I. Mendelblatt

In memory of Mary Margaret Winning Gail Razook

In memory of Mary Margaret Winning Kelly Ware In memory of Mary Margaret Winning Rutledge, Ecenia P.A.

In memory of Mary Margaret Winning The Focardi Great Bay Charitable Foundation

In memory of Robert Dennis Brenda S. Napier

In memory of Robert Dennis Camella Dennis

In memory of Robert Dennis Susan D. Huttig

In memory of Skipper Richardson, Maxine King and Margaret Uelme Mary M. Mahoney

In memory of Susan Schneider Riggins Rudolph and Jean Kohler

In memory of Susie Stover Carolyn E. Stover

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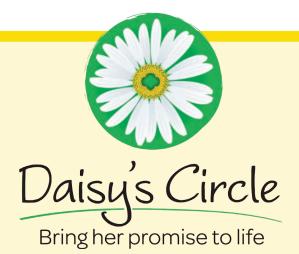


The Juliette Gordon Low Society was established to honor individuals who have included Girl Scouts of West Central Florida in their estate plan. It is comprised of a diverse group of donors across a wide range of ages and income levels who have one common connection—a desire to ensure that Girl Scouting makes a strong and vital impact for years to come.

Everyone has the opportunity to include Girl Scouts of West Central Florida in their 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 Jimmy Barringer, Chief Marketing Office at 813-262-1799 or jbarringer@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.





Named after Girl Scout founder Juliette "Daisy" Gordon Low, Daisy's Circle is Girl Scouts of West Central Florida's monthly giving program designed to cultivate philanthropy among friends, members, and volunteers of Girl Scouts. Funds raised through Daisy's Circle provide financial assistance for girls and volunteers, support Rising Diamonds outreach programs, and so much more.

\$25/ MONTH

gives 12 girls a Girl Scout membership for one year.

\$35/ MONTH

affords one Girl Scout in need an entire week of adventure at summer camp.



provides a college scholarship for a Gold Award Girl Scout.

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



Daisy's Circle members receive an exclusive Daisy's Circle email newsletter, a unique Daisy's Circle pin, as well as other special incentives.

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2018 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.

