2017 Annual Report

A YEAR OF G.I.R.L.S
GO-GETTERS / INNOVATORS / RISK-TAKERS / LEADERS
Thank you for your kind and meaningful support of Girl Scouts of West Central Florida! Your contribution shows that investing in the girls in our community is important to you.

At Girl Scouts, we’re all about practicing everyday leadership, preparing girls to empower themselves, and promoting G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader™) experiences. Girls who practice leadership like a Girl Scout are more likely to reach their full potential. They are groundbreakers, big thinkers, and role models. They are dreamers, explorers, and passionate leaders. These are the traits that define girls of courage, confidence, and character, who make the world a better place!

Because of your support, we’ve had a tremendous year. Your investment in our mission has enabled us to serve more girls across our communities, invest in the enhancement and protection of our properties, launch new programming for older Girl Scouts, and expand our STEM (science, technology, engineering, and math) offerings, just to name a few. We are proud of how far we’ve come, and are excited about where we are headed. Thank you for investing in girls in west central Florida. Your support is crucial to ensure that today’s girls develop self-confidence and leadership skills to become our future leaders.

THANK YOU for joining us on our journey to prepare every G.I.R.L. to take the lead like a Girl Scout!

Yours in Girl Scouting,
With more than 100 years of experience, Girl Scouts is the expert at giving girls the tools they need to empower themselves. Girl Scouts know that their voices count, that they must stand up for what they believe in, and that they have the strength to take the lead.

THERE IS POWER IN EVERY G.I.R.L. (GO-GETTER, INNOVATOR, RISK-TAKER, LEADER)™

Girls Scouts are inspired to try new things, take on challenges, build community, and inspire others. At Girl Scouts, “Can I?” quickly turns into “I will!” as girls transform their ideas into action, turn their questions into adventure, and grow their confidence through practice.

When girls participate in Girl Scouts, they thrive in five key ways:

- Strong sense of self
- Positive values
- Challenge seeking
- Healthy relationships
- Community problem solving

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Girls Scouts gain important skills in four areas that form the foundation of the Girl Scout Leadership Experience:

- Entrepreneurship
- Life Skills
- Outdoor
- STEM (science, technology, engineering, and math)
2016-17 
Financials

Total Operating Revenue

$4,982,489  
Product sales

$1,226,470*  
Public support

$657,726**  
Program revenue

$325,472  
Other revenue, gains, and losses

$268,048  
Merchandise sales

$230,495  
Special events

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

**Program event fees, camping fees.

Total Operating Expenses

$6,184,269  
Program services

$1,100,359  
Management and general

$400,742  
Fundraising

$4,982,489  
Program services

$1,226,470  
Management and general

$400,742  
Fundraising

$7,690,700

$7,685,370

Financials

One donor can change the trajectory of a girl.

-Jessica Muroff, GSWCF CEO

TOGETHER GIRL SCOUTS OF WEST CENTRAL FLORIDA MADE UP 1,461 TROOPS.

19,645 girls experienced Girl Scouts.

8,815 ADULT MEMBERS SUPPORTED GIRL SCOUTS.

40% of girls were brand new to Girl Scouting.

25% of Girl Scouts were served in outreach programs.

1,229 girls attended Girl Scout Summer Camp.

Girl Scout Summer Camp attendance increased by 25%.

1,229 girls attended Girl Scout Summer Camp.

36 girls earned the Girl Scout Gold Award.

124 girls earned the Girl Scout Silver Award.

409 girls earned the Girl Scout Bronze Award.

$42,375 Total financial aid partially or fully funded 217 girls' dreams of attending summer camp.

$115,305 Total financial aid dedicated to Girl Scout memberships and supplies.

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Meet Our Go-getters!

"I'm a go-getter because if something gets hard, I don't just give up."

— Sophia S.

"I set a goal last summer to involve myself in community service and earn my Cadette Community Service bar. Every day, I served at the Metropolitan Ministries kitchen. I had a great time with other volunteers and bringing food to children at the Head Start Program.

After many hours each day, I met my goal. I am so proud of myself in making a commitment and keeping it. I am still in contact with Metropolitan Ministries and volunteer often during the school year."

— Gabriella G.

"I set goals during the Girl Scout Cookie Program and do my best to sell cookies in the community and at booths. I ask my troop leader how I can sell more cookies and she helps me find new ways, like going to businesses."

— Jilian B.

"I have tried so many new activities through Girl Scouts such as zip-lining, painting, coding, and more! Often I want to do them again, but sometimes I don't. However, I never regret trying something new, and I think I really benefit from taking advantage of new opportunities."

— Lily P.

Anne had the opportunity to speak at the 2016 Women's Conference of Florida and took full advantage of attending the event. Anne was particularly struck by two topics that were addressed by speakers throughout the conference—the gender wage gap and lack of women in top leadership roles. That's all it took to light a fire within, and Anne was determined to take action and empower other young women with the tools and confidence to succeed as they begin careers.

Anne created The Career Cafe—a free, annual event for young women ages 16–23 that addresses the challenges they face upon embarking on a career path. The inaugural event featured job search workshops and mock interviews conducted by some of Tampa Bay's top executives. Anne fearlessly took on every aspect of bringing The Career Cafe to life—branding, marketing, and promoting it through social media, and sending press releases to local media which resulted in coverage by Bay News 9. She overcame her fear of cold calling as she developed an elevator pitch and recruited sponsors. Anne raised over $13,000 and managed the event budget on her own. The Career Cafe was undoubtably a success as attendees connected and established relationships with local female business leaders.

The Career Cafe earned Anne her Girl Scout Gold Award, the highest award one can earn in Girl Scouts. Reflecting on her journey, Anne said, "It was priceless, rewarding, and humbling. I was able to use my time, talents, and strengths to better young women in my community."

"Through all of this, I know that whatever I do in life, it will be through a servant leadership mindset, sincerely building up others around me through my own resources and doing everything within my power to assist them to become the best possible version of themselves."

— Anne B.

"I am... driven, determined to succeed, & enthusiastic."

— Anne B.

Anne B.
Girl Scout Ambassador

"I am... driven, determined to succeed, & enthusiastic."

Through all of this, I know that whatever I do in life, it will be through a servant leadership mindset, sincerely building up others around me through my own resources and doing everything within my power to assist them to become the best possible version of themselves."

— Anne B.
“At camp we get to see things that we’ve never seen before and we get to try things that we’ve never done before.”

– Christina T.

“Girl Scouts has helped me find my voice in poetry and express myself.”

– Ryla G.

“Participating in the science fair introduced me to STEM. My project was Nitrate and Nitrates in Our Water Ways and I was a State Science Engineering Fair finalist!”

– Bayley E.

“For our Girl Scout Silver Award, we took on the task of building four birdhouses from scratch that will be hung along the Weeki Wachee River in Spring Hill, Florida. We successfully used various tools to aid our construction including drills, wood burners, and screwdrivers. Following blueprints from Cornell Nestwatch, we built our birdhouses, but not without a few bumps in the road! This proves that you shouldn’t be afraid to try new things, and learn from your mistakes!”

– Lily P.

Mylene B.

Girl Scout Brownie

Mylene has been a Girl Scout for three years. Her Brownie troop is funded through support from the Juvenile Welfare Board. Mylena’s favorite part about being a Girl Scout is doing all the fun activities she gets to do with her friends. She was very excited about her first camping trip in March of 2017. Her troop spent a weekend at Camp Dorothy Thomas in Riverview where they learned archery, and did science projects and team building exercises on the challenge course. This was Mylena’s first time away from home overnight and she can’t wait to go camping again.

Mylene feels that being a Girl Scout has taught her to be more respectful and she can see that her friends have become more respectful too. She also says that being a Girl Scout has taught her that “it isn’t what’s on the outside that matters; it is what’s on the inside. Looks and clothes aren’t as important as who you are inside.”

Mylene’s inner innovator shined through when all of the girls in outreach program troops were tasked with creating a name for themselves. Mylena came up with the name Rising Diamonds and said, “We are all Girl Scouts and we are all going to rise to a new level with the things we learn—like being more respectful in Girl Scout meetings. We are all as beautiful as diamonds.”

After a girl-led vote, Rising Diamonds was the most popular name among troop submissions and all girls who are part of GSWCF’s outreach program became known as the Rising Diamonds.

WANT TO LEARN MORE ABOUT THE RISING DIAMONDS OUTREACH PROGRAM? CHECK OUT PAGES 16–17!
Meet Our Risk-takers!

“I took a risk when I joined the MediaGirlz. I stumbled several times when I was being interviewed about cookie sales, but I learned that I need to speak to be heard.”
— Lauren N.

“It was my first time riding a horse at camp. At first I was scared but afterward, I was excited about it.”
— Katelyn B.

“I usually don’t talk in class, but because of Girl Scouts, I feel comfortable saying my opinion, and speaking out loud.”
— Lacy C.

“I took a risk at a giant swing that was part of a ropes course. I’m scared of heights but I really wanted to try it. My friends helped calm me down and I went up. It ended up being a lot of fun and I learned that I really like the swing. I just wish that I had gone higher!”
— Sianna E.

“I’ve been more open to people, willing to try new things, meet new people, and be more social.”
— Ryla G.

“Go-Fer Service Unit
Girl Scout Troop 1077

We are...
 BRAVE, adventurous,
 & not afraid to try new things.

There will be many things that we’ll take away from the trip, but it is friendship and sisterhood that we’ll remember most.”
— Erin E.

In July of 2017, the girls of Go-Fer Service Unit Troop 1077 discovered the natural treasures of Utah, Arizona, and Nevada as they tried new activities, saw new things, and strengthened their connection to each other. Not only were they adventurous in their travels, but they took on the challenges of planning, budgeting, and raising money to make the trip a reality.

Having been together for over ten years, this was the last summer in high school for many of the girls in Troop 1077. They took advantage of the chance to explore the unfamiliar and get off the beaten track—hiking in Zion, Bryce Canyon, and The Grand Canyon National Parks, sledding down the desert sand at Coral Pink Sand Dunes State Park, seeing Horseshoe Bend on the Colorado River, and stargazing at Bryce Canyon National Park.

Outdoor challenges weren’t the girls’ only undertaking in Utah. They also dedicated much of their trip to volunteering at Best Friends Animal Society. Looking back, Erin describes their experience at Best Friends, “We found people whose passion for the animals was incredible. We were able to help dogs, cats, and rabbits, each individual animal having its own needs, routine, and story.”
“To have confidence means you’re not afraid to speak up for yourself. When you see someone getting bullied, you help them.”

– Danae T.

“Working as a counselor in training (CIT) for five years at summer camps has been the most impactful leadership experience I’ve had throughout my 13 years as a Girl Scout. The transition from camper to CIT taught me valuable lessons as I was trusted with more and more responsibilities. I’ve helped girls with homesickness and encouraged them to be bold, confident, and to try new activities. I’ve helped girls conquer their shyness and participate in singing camp songs. I’ve taught girls how to canoe, kayak, sail, and waterski during waterfront activity sessions. I’ve helped girls open their eyes to all of the possibilities around them, and sparked their interest in becoming counselors as well.

All of these moments have contributed to my own personal growth, and have molded me into the individual I want to be in my community—one who is compassionate, innovative, knowledgeable, devoted to serving others, and a born leader.”

– Emma P.

“Being a Girl Scout is important to me because it allows me to help other girls and inspire them to do good in this world. It allows me to make friends that I have kept for years.”

– Sianna E.

“When Elizabeth was asked if she could have a super power, she flashed a big smile and responded, “I would be a Girl Scout troop leader like my mom!”

“Because of her Girl Scout experiences, Elizabeth is a different girl. She has the courage and confidence to express her ideas. She has learned the joy of giving back and helping others. She loves to play the cello, is on the LEGO League at school, and tutors younger children in reading. She became certified in First Aid, CPR, and babysitting when she earned her First Aid badge. And, would you believe that Elizabeth is a news anchor on the TV Production team at her school? She developed her confidence when she earned her It’s Your Story, Tell It badge.”

When Elizabeth was asked if she could have a super power, she flashed a big smile and responded, “I would be a Girl Scout troop leader like my mom!”

What a beautiful smile you have!” When Elizabeth started Girl Scouts six years ago, her response to this compliment was to hide behind her mom. She was very shy and rarely held conversations with others. Her mother, Susan, had similar challenges. When asked if she would be interested in becoming a Girl Scout troop leader, she quickly declined, for the thought of troop leadership was beyond her comfort zone.

Elizabeth was in Girl Scouts for four years when her mother was asked again to take on troop leadership. Although nervous, she cheerfully accepted. Today, Susan is her daughter’s troop leader. Together, they have become courageous and strong. In addition to troop leadership, Susan is also a Troop Pathway Coordinator, the chairperson for the Polk County events committee, and has participated on a panel of administrative volunteers to share Girl Scout experiences in event planning with over 200 peers.

When asked to describe the change she’s witnessed in her daughter, Susan said, “Because of her Girl Scout experiences, Elizabeth is a different girl. She has the courage and confidence to express her ideas. She has learned the joy of giving back and helping others. She loves to play the cello, is on the LEGO League at school, and tutors younger children in reading. She became certified in First Aid, CPR, and babysitting when she earned her First Aid badge. And, would you believe that Elizabeth is a news anchor on the TV Production team at her school? She developed her confidence when she earned her It’s Your Story, Tell It badge.”

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Meet Our Leaders!

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– Sianna E.

We are... confident, passionate, empowered, & supportive.

Elizabeth T.

Girl Scout Cadette

Susan T.

Troop Leader

Elizabeth T.

& Susan T.

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Research shows that girls who participated in the Rising Diamonds middle school program achieved the following positive outcomes in school:

* 96% of girls with four or more absences at baseline improved their attendance rate. On average, they decreased their absences by 1.3 days.
* 92% of students expressed that they developed a positive relationship with their mentor.
* 90% of girls with a baseline grade of D or lower in language arts increased their grade to a C or higher. On average, these girls increased their grade by more than one point.
* 86% of girls stated that they “agree” or “strongly agree” that their reading skills improved throughout the year.
* 58% of girls strongly agreed that the Get REAL! Program helped them recognize what they do well.


“Every girl deserves the chance to develop a strong sense of self, positive values, healthy relationships, seek challenges, and problem solve for her community.”

—Amy Metz, 2017 Donor
Donors

$50,000+
Publix Super Markets Charities, Inc.

$20,000–$49,999
Invision Advisors, LLC
Marion R. Rich
The Saunders Foundation

$10,000–$19,999
Conn Memorial Foundation
George W. Jenkins Foundation, Inc.
Harrison Private Foundation Trust

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United Way of Central Florida, Inc.
Premier Eye Care of Florida

$1,000–$1,499
Zymphony Technology Solutions
USF Women in Leadership & Philanthropy

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The Personal Producer Network
University of South Florida Foundation

$5,000–$9,999
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$500–$999
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Metz Orthodontics
Maruchi Azorin
Laura Webb
Kathryn Gray
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Alexis Carmenaty

$1,500–$2,499
Melissa Gautfeaux
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Sandra L. Murman
Sandy J. Fuller
Spring Hill FDE 4208 Inc.
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Stephanie Wilson
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Tampa Bay Lightning
Tampa Bay Pilots Association
The Bank of Tampa
The Personal Producer Network
Travelers Employee Giving Campaign
Troup 1419
University of South Florida Foundation
USF Health
Walmart Corporate Giving

$250–$499
Gail A. Berghorn
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S.L. and Mary Frohike, IV
Tina P. Johnson
Adelaide G. Few
Alison Fraps
Allison K. Martin
AmazonSmile Foundation
Ambler Ashton
Amy G. Shimborg
Amyp
ATT Employee Giving Campaign
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Barbara Sparks-McGliney
Betsy Graham
Betty K. Scrn
Butt & Mulkey, PA
Caloosa Service Unit
Carmen Cornwell
Carrie Alexander

Pasco County Sheriff's Office
Paul and Jane Ramos
Pizzeria Gregorio
Reene Dabbis
Reene Vaughn
Robert Pariseau
Robini DeLavergne
Rotary Club of New Port Richey
RF Funding Center
Shirre Broadway-Rendon
Stephanie Owens
Stephanie Wilson
Susan Hutti
Tampa Bay Lightning
Tampa Bay Pilots Association
The Bank of Tampa
The Personal Producer Network
Travelers Employee Giving Campaign
Troup 1419
University of South Florida Foundation
USF Health
Walmart Corporate Giving

Thank you for investing in G.I.R.L.S.

Carrie Wininsky
Centre Club Tampa
CG Nation, LLC
Chris and Carol Purcell
Clara Moll
Cynthia Fox
David and Janet Szostak
Deanne Hennessey
Debra Derenski
Diana Arroyo-Lopez
Diane Gobe
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Fillife Foods, LLC
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India Witte
Isabel Dewey
Jacqueline J Ormerod
Jennifer Bryhn-Lash
Jennifer Murphy
Jim and Jewel Aardema
Joan Lynch Lafranchise
Joan McCaill
JoAnn Klay
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JP Morgan Chase Foundation
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Karin G. Nelson
Kathleen J. Belmonte
Kathryn M. Owen
Kelsi Romdeo
Kendra Scott Tampa
Kevin B. White
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Land of the Silver Moon Service Unit
Lauren Davenport
Lazeny & Heath, M.D.s, PA
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Isabel Dewey
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Jennifer Murphy
Jim and Jewel Aardema
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Kathleen J. Belmonte
Kathryn M. Owen
Kelsi Romdeo
Kendra Scott Tampa
Kevin B. White
Kristin Whitaker
Lake Wales Kiwanis Foundation, Inc.
Land of the Silver Moon Service Unit
Lauren Davenport
Lazeny & Heath, M.D.s, PA
Lea R. LeVines

List reflects donations received from Oct. 1, 2016–Sept. 30, 2017

2017 Annual Report
Girl Scouts of West Central Florida
Honorariums

In honor of American Legion of Zephyrhills
Caeti Hyer

In honor of Amy Hudock
Janet Rosaenquist

In honor of Brianna Bentley
Christina Bentley

In honor of Candace Markell Smith
Elizabeth A. Darnell

In honor of Elizabeth Szostak
Deborah D. Sett

In honor of Jan Platt
Sally S. Hill

In honor of Jean Bryant
Bess Minor

In honor of Jessica Muroff
Dana Shepard

In honor of Julie and Pamela Polonczyk “Gold Awardeees”
Lisa Polonczyk

In honor of Juliette Gordon Low
Nicole Nickerson
Melissa Saur

In honor of Laura Webb
James Crocker

In honor of Lenore “Gundy” Costello
Patricia Muller
Kathryn M. Owen

In honor of Marion Rich
Therese Banning

In honor of Melanie Griffin
Mary B. Coburn
FSU Division of Student Affairs

In honor of Rita Lowman
Melanie S. Griffin

In honor of Sarah Hanerfeld
Tammy Hanerfeld

In honor of Suzanne Smith
Tricia Smith

In honor of Toni Collero
Alysia Reppetto-Evans

In honor of Troop 14113
Cathy Woodall

In honor of Vicki Siron
Sarah L. Siron Mundy

List reflects donations received from Oct. 1, 2016–Sept. 30, 2017

Memorials

In memory of Adele Kaminis
Sally S. Hill

In memory of Bette Pollard
Mary Jane Williams

In memory of Bobbie Lou Kaminis
Sally S. Hill

In memory of Charles Tamaski
Kimberley York

In memory of Claire and Al Tramer
Karl and Veronica Tramer

In memory of Danica Enyart
Candace Krewer
Courtney Wilson
Heather Hanks
Heather L. McKean
Summer Shin
Tracey S. Corn
Troop 33011

In memory of Debbie McKean
Heather L. McKean

In memory of Dora Brown
Kathleen Gregory

In memory of Gladys “Gobby” Kuhn
Carol F. Peterson
Elvina Schmugge

In memory of Joe Hill
Wiley Holcombe

In memory of Juliette Gordon Low
Nicole Nickerson

In memory of Lilliana Johnson
Michelle Beaubian

In memory of Mackenzie Williams
Karen King

In memory of Margaret McConnon
Ashley Heath Dietz
Susan Patenaude

In memory of Margaret Uelmen Alberte
Mary Mahoney

In memory of Maryanne Kleinbeck
Karl and Veronica Tramer

In memory of Maxine King
Mary Mahoney

In memory of Ray Dian Duckhardt
Belinda B. Castellana

In memory of Ruth Ann Clark
Virginia M. Glass

In memory of Sarah Armerod
Jacqueline J. Armerod

In memory of Skipper Richardson
Mary Mahoney

In memory of Steven Metzger
Nicol Gonzalez

In memory of US Army Fallen Soldiers
Jesus Torres

List reflects donations received from Oct. 1, 2016–Sept. 30, 2017

Whatever amount I’m able to give can assist a girl with going to camp, or participating in a troop. It’s a no-brainer for me to give what I can and support this mission.

— Felicia Harvey, 2017 Donor
It took one visionary woman to create the Girl Scouts; it takes thousands of believers to carry it forward.

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.
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.

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