

Where Girl Scouts grow



girl scouts 
of the commonwealth
of virginia

2025 Annual Report

MEMBERSHIP YEAR OCTOBER 2024-SEPTEMBER 2025

Annual Report

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October 2024-September 2025

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Girl Scout Mission

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

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.

**Members may substitute for the word
God in accordance with their own
spiritual beliefs.*

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 scouts 
of the commonwealth
of virginia

3214 Skipwith Road
Richmond, VA 23294
www.comgirlscouts.org
gshelper@comgirlscouts.org
(804) 746-0590

Dear Friends of Girl Scouts of the Commonwealth of Virginia



Within the pages of this report, you'll find the tangible impact that Girl Scouting has on our community. From October 2024 to September 2025, our council experienced incredible and exciting change. With these changes, Girl Scouts of the Commonwealth of Virginia continued to show up for girls, providing the safe place they need to explore and find their voices. You'll find numbers and statistics in this report. Our numbers reflect the lives of girls who are positively shaped by Girl Scouting.

Additionally, this year's theme of growth is demonstrated in our statistics. We hope that you continue with us, watching the seeds we plant today, grow into the leaders of tomorrow.

A handwritten signature in black ink, appearing to read 'MTO'.

Megan T. O'Neill
*Chief Executive Officer,
Girl Scouts of the Commonwealth of Virginia*

One of the best things about Girl Scouts is the trusted adults who are there for every cookie booth, every badge workshop, and every Gold Award brainstorm. Their dedicated time to our girls makes our organization run. Thank you, volunteers!

2,976 GSCV
Volunteers

915 New
Volunteers



4% Year-Over-Year
Volunteer Growth

72.1% Adult
retention
into their second year

Membership Year 2025

Girls

6,112

- ✓ 1,888 new girls
- ✓ 58% retention rate

Adults

4,080

- ✓ 76% retention rate

Total

10,192

**Courage.
Confidence.
Character.**

These aren't just values—
they're lifelong tools.
Girl Scouts helps girls grow
into changemakers who
lead with purpose
and resilience.

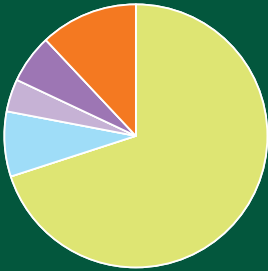
2025 Financials

Total Revenues
\$4.3 million

Total Expenses
\$4.8 million

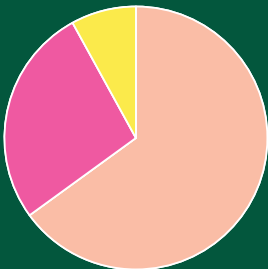
Total Assets
\$11.6 million

▲ 2% increase



Revenues

- 70% Product Program
- 8% Program Fees
- 4% Merchandise Sales
- 6% Contributions
- 12% Other Income



Expenses

- 65% Program Services
- 27% Management & General
- 8% Fundraising

Growth at Girl Scouts

New Service Centers in Fredericksburg and Richmond to give girls room to grow and explore!

Membership Year 2025 was a year of meaningful transition. We welcomed new leadership, evolved our staffing and strategy, and made a deliberate effort to listen more closely to the girls, families, and volunteers at the heart of this organization. Change at this scale requires patience, and we are grateful for yours.

The defining achievement of this year was the opening of two new Girl Centers. In Fredericksburg, we launched a retail shop and



Fredericksburg Service Center



Richmond Service Center

Growth at Girl Scouts (cont.)

community gathering space in June, welcoming more than one hundred girls, volunteers, and community members in just the first few months. In Richmond, staff relocated to our new Skipwith facility in April, and we spent the months that followed imagining the space alongside our community before opening its doors to the public. The building drew attention from the Richmond Times-Dispatch, Richmond BizSense, and community partners who quickly recognized what it could become: a hub for girls, a gathering place, and a permanent home for the Movement in central Virginia.

What made this project especially meaningful was who built it. Every team involved, from Riverstone Construction and its CEO Amanda Wheeler,



Richmond Service Center

to the project managers, realty group, interior design firm, and construction crew, was woman-led. Only one percent of construction companies in the United States are led by women. We were proud to work with that one percent.

MY25 planted the seeds of a new era. A new CEO. A new building. New possibilities for every girl we serve. In the years ahead, we are focused on bringing these spaces fully to life and ensuring they deliver real impact for our members, volunteers, and community.

Thank you for your partnership, your patience, and your belief in what we are building together. –*Megan T. O'Neill CEO, Girl Scouts of the Commonwealth of Virginia*



Richmond Service Center

Alum Circle

Once a Girl Scout, always a Girl Scout. If you were a girl member, a current member, a volunteer, joined Girl Scouts here or in another state, you're an Alum. Welcome to our Alum Circle!

To get involved as an alum, scan our QR Code to sign up for our monthly email newsletter. You'll find out when our next gathering is and news from our council.



2024-2025 Board of Directors

Officers

Ellen Marie Hess

Board Chair then Interim CEO

Dr. Paula Young

Interim Board Chair

Rebecca Snavelly

Treasurer

Patricia Titus

Secretary

Members at Large

Sylvia Buffington-Lester

Tricia Dunlap

Elissa Ecker

Pascal Fernandez

Erin Israel

Angela Jones

Vicki Lynch

Lauren Zaller Moore

Dr. Jan Nelson

Xavier Richardson

Genevieve Roberts

Sarah Sladek

James Taylor

Linda Tissiere

Jennie Whitaker

Girl Board Members

Madisyn D.

Ananya N.

Girl Scouts of the Commonwealth of Virginia expresses our sincere gratitude to all who donated in support of our mission. The list reflects donations made between October 1, 2024 and September 30, 2025. Please contact Alice Lynch at alynch@comgirlscouts.org or (804) 746-0590 x164 if you see any inadvertent mistakes or if you have any questions.

Thank you!

This may be our official annual report, but we also call it our “Gratitude Report.” Thousands of volunteers, families, and donors from all GSCV jurisdictions share in our mission of building girls of courage, confidence, and character who make the world a better place. It is because of you that the successes of 2024 and 2025 were possible through individual giving, corporate and foundation support, and the many friends of Girl Scouting who participated in the annual Power Her Promise fundraising event. We are able to serve more girls and change the trajectory of their lives, and for this, we share our deepest gratitude. Thank you for sharing your gifts of time, talent, treasure, and testimony.



- Jocelyne Adoukonou
- Shakila Ali
- John & Mary Alleva
- Reagan Alley
- Thelma Ambrose
- Judy Anderson
- Brigitte Andrews
- Mindy Arnold
- Bob Austin
- Bettie Backus
- Barbara A. Bailey
- Barbara P. Bailey
- Talley Baratka
- Bernhard & Monika Barta
- Laura Bateman
- Tanya Battle
- Jennifer Berdell
- Christie Bieber
- Patricia Bishop
- Patricia Blair
- Bon Secours Mercy Health
- Doreen Bonner
- Jenni Booker Baker
- Janice Bowie
- Bonnie Bowling
- Ashley Bradley
- Jennifer Bradley
- Andrew Brandt
- Sylvia Buffington-Lester
- Michele Burke
- C.H. Robinson
- Denise Cagan
- Zenobia Cardwell
- Evelyn Carter
- Janet Diane Carter
- Tom Casey
- Cassius Blue Solar
- Joseph Cecil
- The CFB Group
- Becky Clay Christensen
- Christian Family Foundation
- Ivaco Clarke
- Carmeta Clarke
- Sarah Clary
- Janet D. Clement
- Hailey Coake
- Lori Cochran
- Melanie Coggan
- Community Foundation for a greater Richmond
- Tracy Coogle
- Costco Wholesale Corporation
- Pamela Cox
- Kaylie Cravey
- Sharon Crenshaw
- Pauline & Roger Cronin
- Nora Crouch
- Doris Crouse-Mays
- Shannon Daily
- Andriana Daly
- Susan Darling
- Sabine Daudier
- Lori Davis
- Deloitte Services LP
- Angela Dempsey
- Eric and Kimberly DiLandro
- Valena Dixon
- Margaret and Kelsey Dodson-Cordrey
- Stacy Dodson
- Elizabeth Drennen
- Jane Dufrane
- Janet Dugger
- Tricia Dunlap
- Anne Dupuis
- Heather Eades
- Elissa Ecker
- David Erb
- Christine Erickson
- Ernst & Young
- FamilyLife Services, LLC
- Pascal Fernandez
- Cecily Fischmann
- Dee Fisher
- Renée Fleming Mills
- Brittney Foster
- Sarah Fouts
- Charlene Fox
- Valerie Fulcher
- Lynda & Morris Gant
- Claire Gastanaga
- Dominique Gayle
- Kelly Gee
- Tammy George
- Zahra Ghorbani
- Channing Gibb
- Melinda Gibson



Thank you!

- Suzie Gilley
- Teshana Gipson-Stinson
- Godsey & Gibb Wealth Management
- Carrie Gonzalez
- Susan Gooden
- Landis Graham
- Pashion Gray-Curry
- Hamilton Beach Brands, Inc.
- Sara Harney
- Liz Hart
- Christy Hartsfield
- Kellie Hawthorne
- Chelsea Haynes
- HCA Capital Division
- Shannon Heady
- Joy Helms
- Angela Henderson
- Theresa Henderson
- Henrico Economic Development Authority
- Tracy Hess
- Ellen Marie Hess
- Sada Hill
- Charlene Hinton Watts
- Emily Holloway-Costa
- Myra Howard
- Daisy Howard-Douglas
- Susan Hulcher
- Lindsay Hurt
- Scottessa Hurte
- Erin Israel
- Cheryl Ivey Green
- Linda Jackson
- Janice Johnson
- Sheila Johnston
- Angela Jones
- Ebony Jones
- Otelia Jones
- The Jones Photography & Media Company
- Janna Joyner
- JLL, LLC
- Brittany Keegan
- Kendra Scott, LLC
- Anna King
- Kimberly Kirks
- Janelle Kite
- Debbie Krasich
- Linn Kreckman
- Lisa Kroll
- Beatrice Kruger
- Sarah Landes
- Landis Productions
- Sarah Landrum
- Samantha Lawhorn
- Joseph Lea
- Moira Lethbridge
- Madison Lewis
- Nickkol Lewis
- Link Foundation
- Linkhouse Consultants LLC
- Jeannine Long
- Victoria Longshore
- Melanie Lunney
- James Luoma
- Alice Lynch
- Vicki Lynch
- Michelle Madagan
- Heidi Maestri
- Tyee Mallory
- Gina Malm
- Markel Corporation
- Diana & John Markowitz
- Brenda Marriott
- The Mary Morton Parsons Foundation
- Mary Washington Healthcare
- Yvonne Mastromano
- Alyssa McBride
- Cierra McCollum
- Evelyn McGill
- Kenyatta McLeod Poole
- Eileen McMahon
- Christina McWhorter
- Heather Megargee
- Yves Menou
- Scott Merithew
- Brooke Miller
- Shekinah Mitchell
- Lauren Moore
- Megan Morales
- Elizabeth Moran
- Sabena Moretz
- Kimberley Moyer
- Hannah Mullen
- Tiffany Murray
- Nancy Nelson
- Jan Nelson





- Randy New
- Michele Nichols
- Faithe Norrell Mickens
- Sean O'Brien
- Linda O'Day
- Megan O'Neill
- Paula Otto
- Brendan and Stephanie Paget
- Maria Paley
- Jean Parnell
- Stephanie Peters
- Karen Pettis-Walden
- Amanda Pohl
- Cleo Powell
- Faye Prichard
- Primis
- Esther Quarles
- Colleen Quinn
- Rappahannock United Way
- Xavier Richardson
- Richmond Flying Squirrels
- The Robert G. Cabell III & Maude Morgan Cabell Foundation
- Jonathan Robbins
- Genevieve Roberts
- Susan Robertson
- Sharnel Rock
- Valerie Rondi
- Janice Roscoe
- Maria Rose
- RWE Clean Energy
- Kelly Ryan
- Savon Sampson
- Katie Santoro
- Mary Ellin Scarberry
- James Schuyler
- Kevin Secrist
- Kathleen Sestak
- Will Seymour
- Kim Shank
- William Shepherd
- Helen Sheppard
- Sandra Simms
- Lynn Simms
- Elizabeth Simpson
- Pat Sitnik
- Sarah Sladek
- Tina Slaughter
- Alena Smith
- Tamala Smith
- Krista Smith
- Donna Smith Barksdale
- Antoinette Smith-Horton
- Jacqueline Smith-Mason
- Rebecca Snavely
- Ann Southers
- Elizabeth Spencer
- Lauren Spivey Levwood
- Patricia Squire
- Jennifer Stewart
- Natalie Stoltzfus
- Heidi Stoltzfus
- Bryan Taft
- Kristin Taylor
- Jim and Amy Taylor
- Sandra Taylor
- Sue Taylor
- Mariatu Thomas
- Laura Thomson
- Vicki Thorpe
- Christopher Tignor
- Patti Titus
- Denee Tuck
- Unsprung Upholstery Co, LLC
- Joseph Utter
- VCU Health Hub at 25th
- Marc Verdi
- DJ Vile
- Virginia AFL-CIO
- Virginia Commonwealth University
- Tom Vogt
- Jettie Marie Waller
- Brenda Walton
- Tzawe Wang
- Carol Watkins
- Kristin Weir
- Andi Weissbart
- Lynda Weston
- Michelle Whitaker-Williams
- Gwendolyn Whiting
- Whitley Service Roofing & Sheet Metal Co.
- Martha Willets
- Joyce Williams
- Katherine Williams
- Sue Williams
- Angela Wilson
- Karasa Wilson-Scott
- Nancy Womack
- Mary Woodruff
- Paula Young
- Kim Zaninovich
- Jennifer Zeile



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Not a Member? Join Today!



Contact Us!

www.comgirlscouts.org
(804)746-0590
gshelper@comgirlscouts.org

GSCV Headquarters

3214 Skipwith Road
Richmond, VA 23294

Fredericksburg Service Center

3629 Plank Road
Fredericksburg, VA 22407