



girl scouts 
of the commonwealth
of virginia

2023 Annual Report

Covering statistics from 2023 membership year (Oct. 1, 2022 through Sept. 30, 2023)
and donations (Oct. 1, 2023 through Sept. 30, 2024).

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

4900 Augusta Ave., Suite 200
Richmond, VA 23230

www.comgirlscouts.org
gshelper@comgirlscouts.org
804-746-0590
800-4SCOUT4 toll-free



Message From the CEO and Board Chair

Dear Friends,

Another membership year has started for Girl Scouts of the Commonwealth of Virginia. With it comes a renewed commitment to a world in which girls are confident, understand their worth, and have the skills to thrive. In this Annual Report, we reflect on Membership Year 2023 and 2024 and highlight the impact of Girl Scouting on girls in Central Virginia.

We continually ask ourselves how we can best serve girls. How can our council help girls understand their worth? How can staff, volunteers, and our community provide girls with the skills to thrive? How can we build confidence in girls ages 5-18? The answer is clear – **we can invest in them.**

In 2024, we announced two new Service Centers – one in the Metro-Richmond area and one in Metro-Fredericksburg. When we invest in spaces for girls to learn and grow, their learning and growth expand exponentially.

Imagine a safe space for girls to:

- Giggle and sing at a dance party during an overnight lock-in
- Learn how to make a leader's family recipe in our Demonstration Kitchen
- Sit with friends in the Girl Chill Space, sharing stories of overcoming challenges, like standing up to a school bully
- Be curious and creative while making collages in the Makers Studio

When we think about these spaces, we see them as a gathering place where girls, volunteers, and community members will put our mission into action.

With your support and investment, we can provide girls with the skills necessary to navigate life with purpose and joy. By offering unique experiences and the support girls need to discover their interests, Girl Scouting builds self-confidence and girls who become agents of change as global citizens.

Thank you for your continued support as our community members, volunteers, donors, family members, and friends. We are excited to continue to support Girl Scouts in central Virginia with your investments. We invite you to join us in our commitment to be advocates for girls.

Yours in Girl Scouting,



Ellen Marie Hess
Interim CEO



Dr. Paula Young
Chair, Board of Directors



The Girl Scout Difference

At the heart of Girl Scouting is the Girl Scout Leadership Experience (GSLE). This comprehensive Program empowers girls of all ages to discover their potential, build valuable skills, and make a positive impact in their communities and beyond. Girl Scouts provides girls with the skills necessary to navigate life with purpose and joy, by offering unique experiences and the support girls need to discover their interests, build self-confidence, and become agents of change as global citizens. Life Ready – for today and tomorrow.

ADULTS

3,778

GIRLS

7,212

TOTAL MEMBERS

10,990

GIRL MEMBERSHIP BY LEVEL FOR 2023



26%
daisy
GRADES K-1



29%
brownie
GRADES 2-3



17%
junior
GRADES 4-5



17%
cadette
GRADES 6-8



7%
senior
GRADES 9-10



4%
ambassador
GRADES 11-12

8.31% INCREASE





She's doing more than navigating a rocky trail; she's learning to problem solve and take a closer look at the world around her.

She's not just selling a box of Thin Mints; she's gaining the confidence to pitch to her first investor in her small business.



The giggles she shares with her troop members? She's building a support squad that will help her soar above peer pressure and tough times in school.

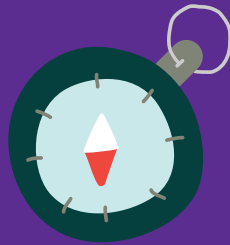


Four Pillars of the GSLE

Everything in Girl Scouts centers around our four pillars, designed to meet her where she is now and to grow along with her. Whether she's building a robot, learning mental wellness strategies, packing for her first camp, or advocating for change in her community, a Girl Scout has an exciting array of choices to suit her interests at every age.



STEM



Outdoors



Life Skills



Entrepreneurship



Five Outcomes of the GSLE

Our GSLE is a one-of-a-kind leadership development Program for girls, with proven results. When girls participate in Girl Scouts, they thrive in five key ways:

1. Strong Sense of Self
2. Positive Values
3. Seeks Challenges
4. Healthy Relationships
5. Problem Solving



Community Outreach

Community outreach puts into practice our promise to make Girl Scouting available throughout all of our communities in central Virginia. We go where girls are to reach all girls who are interested in Girl Scouting but might not have access otherwise.

The Community Outreach Initiative partnered with 8 schools representing 3 localities including Petersburg, Richmond, and Henrico.

Programming included relational aggression/anti-bullying and social/emotional wellness for girls in grades K-8.

Outcomes included **over 80% of girls reporting improved positive communication and relationship building**; improved conflict resolution; and improved ability to negotiate social situations.

When Words Hurt and *Be a Friend First* outreach programming help elementary and middle school girls identify relationship issues, create solutions to deal with relational aggression in their lives and in their communities, and lead positive change.

When Words Hurt allows girls to identify characteristics of a bully and use positive communication and relationship-building skills. *Be a Friend First* assists girls in strengthening conflict resolution and prevention strategies. As a result, girls are better able to negotiate the effects of socioeconomic factors and stereotyping.

Cookie Program

Girls learn important life skills from the Girl Scout Cookie Program including marketing, goal setting, decision making, money management, people skills, and business ethics. Girl Scout cookies unleash amazing adventures for girls.

4,034 Number of girls who developed entrepreneurial skills with the Girl Scout Cookie Program.

\$745,000

Troop proceeds to fuel amazing experiences

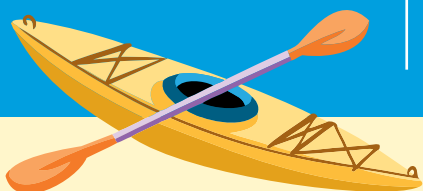
207 Number of girls who sold 1,000+ packages and earned a brick on Cookie Lane

Summer Camp

Camp life is the best life!

632 girls participated in Girl Scout Resident Camp (an 8% increase!)

545 members participated in outdoor programming





Highest Awards

Our Movement has three Highest Awards: the Girl Scout Bronze, Silver, and Gold Awards. The prestigious Girl Scout Gold Award is the pinnacle of the Girl Scout Leadership Experience. All three awards give girls the opportunity to create sustainable change in support of issues they care about. As they earn one of the Girl Scout highest awards, they also change their corner of the world and beyond. The possibilities are endless.

Our council's Highest Awards in 2023:

36 GOLD AWARD
GIRL SCOUTS

79 SILVER AWARD
GIRL SCOUTS

95 BRONZE AWARD
GIRL SCOUTS



Racial and ethnic demographics of girls in 2023

as self-reported

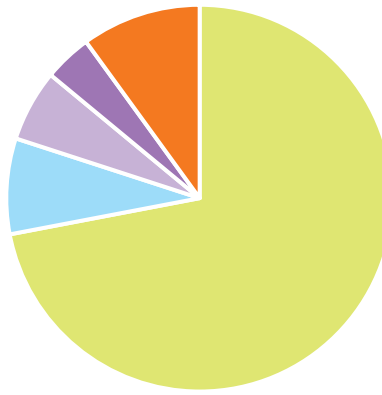
- 2% Asian American
- 31% Black/African American
- 0.58% Did not report their race
- 0.16% Hawaiian/Pacific Islander
- 5% Hispanic
- 0.26% Native American/Alaskan Native
- 3% Reported two or more races
- 58% White

2023 Financials

Total Revenues
\$3,800,000

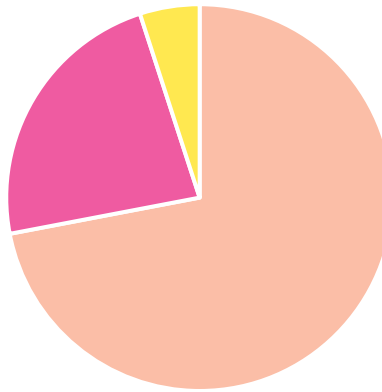
Total Expenses
\$4,000,000

Total Assets
\$8,000,000



Revenues

- 72% Product Program
- 8% Program Fees
- 6% Contributions
- 4% Merchandise Sales
- 10% Other Income



Expenses

- 72% Program Services
- 23% Management & General
- 5% Fundraising



2024-2025 Board of Directors

Officers

Dr. Paula Young, Chair
Rebecca Snavelly, Treasurer
Patricia Titus, Secretary

Members at Large

Sylvia Buffington-Lester
Tricia Dunlap
Elissa M. Ecker
Pascal Fernandez
Erin Israel
Angela Jones
Vicki Lynch
Lauren Zaller Moore
Dr. Jan Nelson
Xavier Richardson
Genevieve Roberts
Sarah Sladek
James H. Taylor
Linda Tissiere
Jennie Whitaker

Girl Board Members

Madisyn Driskell, Ambassador
Ananya Nanduru, Ambassador

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, 2022 and September 30, 2024. 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 2023 and 2024 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.

- Chris Accashian
- Sheryl Adams
- Iyiola Adebawale
- Aldi, Inc
- John Alleva
- Altria Group, Inc.
- Amazon Smile
- Patricia Anderson
- Joseph Andrews
- Melissa Andrews
- Mindy Angel
- Anonymous
- Jeanne Arttime
- Bonnie Atwood
- Volkan Aytar
- Bank of America Employee Giving Campaign
- Joan Batchelor
- Laura Bateman
- Tanya Battle
- Robin Beale
- Audrey Berry
- Virginia Bertholet
- Timothy Bishton
- Kristopher Bittner
- Lisa Blake
- Frankie and Jim Blevins
- Arline Bohannon
- Bon Secours Mercy Health
- Jennifer Boniface
- Jenni Booker Baker
- Donald & Frances Boswell
- Bonnie Bowling
- Nicole Boyce
- Virginia Brace
- Thomas Brenzovich
- Dionne Bridgeforth
- Amy Broderick
- Debra Brooks
- Donna Brooks
- Mary Brown
- Sunni Brown
- Lisa Bruer
- Liz Bryant
- Sylvia Buffington-Lester
- Gina Burgin
- Emily Burkot
- Julie Campbell
- Terressa Campbell Oten
- Canova Associates Architecture
- Capital One Services LLC
- Julia Carlton
- Janet Diane Carter
- Lillian Carter
- Deardrian Carver
- Carolyn Chambers
- Carolyn Champion
- Kathryn Chandler
- Jessica Chaney
- Charities Aid Foundation of America
- Melissa Chouinard
- Christian Family Foundation
- Rhonda Clanton-Davis
- Jennifer Clark
- Melanie Coggan
- Colonial Heights Women of the Moose
- Comprehensive Counseling Solutions of Virginia
- Harriet R. Condyles
- Keyanna Conner
- Kennedy Cooper
- Aisha Copper
- Felicia Cosby
- Patricia & John Cosenza
- Veda Crawley
- Courtney Crockett
- Pauline Cronin
- Nora Crouch
- Catherine Curran
- Gwendolyn Dandridge
- Susan Darling
- Carmen Davis
- Clara Davis
- Jacqueline Davis
- Lori A. Davis
- Lori Davis
- Lauren Dawson
- Marisa Day
- Deloitte Services LP
- Angela Dempsey
- Adam DeMuth
- Traci Deshazor
- Christina Dick
- Chuck Dickens
- Pamela Diemer
- Valena Dixon
- Margaret & Kelsey Dodson-Cordrey
- Emma Dominey
- Dominion Energy Charitable Foundation
- Denise Dowgiallo
- Peggy Downey
- Donna Downey-Delamar
- Sarah Drye
- Billy Duffy
- Janet Dugger
- Anne Dupuis
- Alexandra Ecker
- Elissa Ecker
- Margaret Edds
- Taylor Elkins
- Dorothy Elliott
- Nora Jane English
- Ernst & Young
- Astrid Escobar
- Vanessa Evans
- Amy Fahed
- Karen Fallin
- FamilyLife Services I, LLC
- Christie Fargis
- Julie Farmer
- Maggie Farmer
- Pascal Fernandez
- Fidelity Charitable Fund
- Anne Fierbaugh
- Monique Finneran
- Deborah Fisher
- Dee Fisher
- Melissa and Thabo Fisher
- Bridget Fitzpatrick
- Christine Fix
- William Flaherty
- Melissa Flynn
- Laura Ford
- Linda Foreman
- Nancy Foster
- Charlene Fox
- Rowena Fratarcangelo
- Molly Fuller
- Erin Gabriel
- Manju Ganeriwala
- Laura Gariepy
- Emily Garrard
- Kristin Garretson
- Vicki Garrett
- Laura Gaythwaite
- Genworth Financial
- Tammy George
- George & Beverly Glatfelter Family Donor Advised Fund
- Katherine Gibson
- Melinda Gibson
- Daniel Gildea

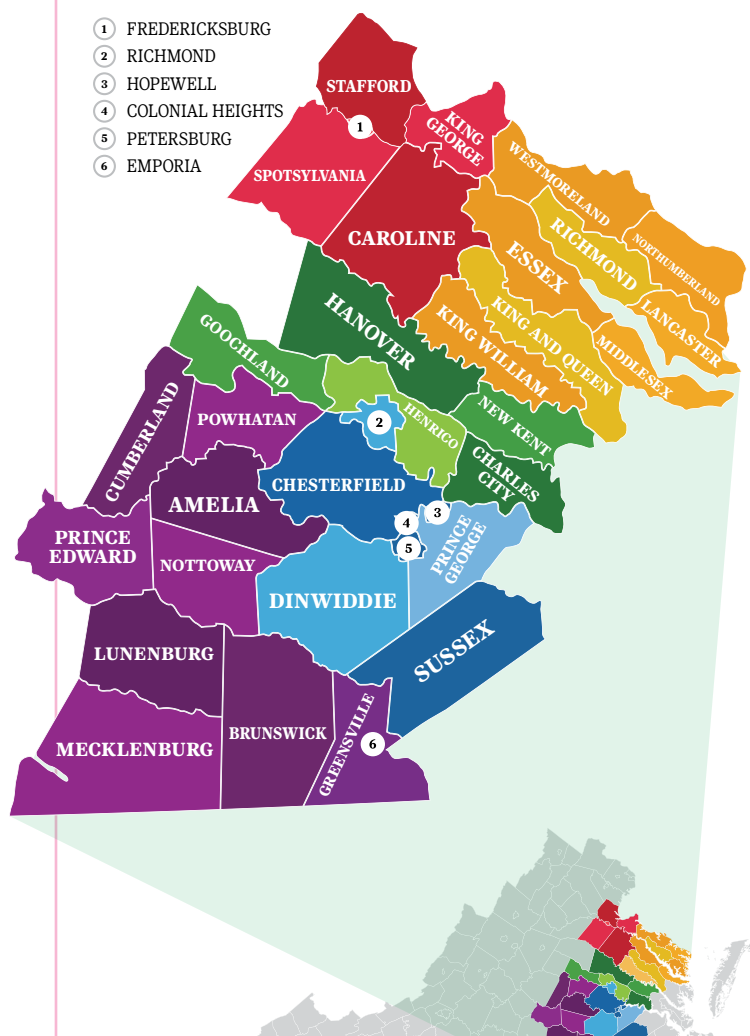


- Mary Ellen Gilley
- Grace Gipson
- Give Lively Foundation
- Jennifer Goetzke
- Emma Goldman
- Tanya Gonzalez
- Susan Gooden
- James & Pamela Goodwin
- Audra Grassia
- Rashida Gray
- Clark Greene
- Leslie Greene
- Victoria Greene
- Karen Grim
- GSUSA
- Krystal Gunther
- Simone Hackett
- Vicky Hale
- Erin Hallahan Rodriguez
- Sherelyn Hammett
- Thomas Hansbury
- Lisa & Corey Hansen
- Helen Hardiman
- Tyler Harding
- Liz Hart
- HCA Healthcare
- Tiffany Hein
- Angela Henderson
- Dionne Henderson
- Theresa Henderson
- Sopheak Heng
- Emer Henry
- Kristin Henshaw
- Christine Heslinga
- Ellen Marie Hess
- Susan Hicklin
- Julie Hill
- Susan Hingst
- Charlene Hinton Watts
- Judy & Ronnie Hollins
- Jennifer Holloway Bopst
- Emily Holloway-Costa
- Lindsay Holtz
- Christine Hoskins
- Myra Howard
- Daisy Howard-Douglas
- Scottessa Hurte
- Janet Hutchinson
- Kim Hutchinson
- Interbake Foods
- Antionette Irving
- Linda Jackson
- Patricia Jackson
- Shanterey Jackson
- Linda Jackson Shaw
- Violet James-Fisher
- Lori Jennings
- Jessica Jewett
- Sarah Johns
- Brandon Johnson
- Christy Johnson
- Janice Johnson
- Sarah Johnson
- Susan Johnson
- Vanessa Johnson
- Sheila Johnston
- Angela Jones
- Yvette Jones
- Janna Joyner
- Brittany Keegan
- Earl & Elaine Kelley
- Molly Kestner
- Robert & Jean Kestner
- Leslie Kimball
- Bridget King
- Ellen King
- Kelly King Horne
- Heide Knapik
- Natasha Knight
- Jen Kostyniuk
- Samantha Krigsvold
- Kroger Community Rewards
- Lisa Kroll
- Beatrice Kruger
- David Kupstas
- Kimberly LaFortune
- Natalie Lattibeaudiere
- Katherine Layton
- Anne-Marie Leake
- Karen Lebo
- Melanie Lee
- Norma Lee
- Abigail Leta
- Gail Letts
- Elizabeth Lewis
- Nickkol Lewis
- Jessica LHeureux
- Lauren Licklider
- Anne Little
- Mildred Locke
- Rebecca Locke
- Betty Long
- Peggie Lowery
- Casey Lucier
- Melanie Lunney
- Alice Lynch
- Vicki Lynch
- Jennifer MacArthur
- Kate Macie
- Donna Mack-Tatum
- Michelle Madagan
- Tyee Mallory
- Kito Mann
- Markel Corporation
- Mary Washington Healthcare
- Joseph Massie
- Alyssa McBride
- Caitlin McBride
- Jennifer McClerklin
- Cierra McCollum
- Robyn McDougale
- Evelyn McGill
- Eileen McMahon
- Colin McManus
- Nicole McMullin
- Christina McWhorter
- Traci Meade Jones
- Heather Megargee
- Linda Melton
- Scott Merithew
- Wendy Meyenberg
- Julianne Meyer
- Violaine Michel
- Brenda Micou-Paluda
- Frazier Millner-Armstrong
- Bruce Mitchell
- Shekinah Mitchell
- Dawnette Moore
- LeAnne Moore
- Luna Moore
- Stacy Moore
- Elizabeth Moran
- Jennifer Mullen
- Diane Murdock
- Cynthia Muse
- Missy Neff
- Jan Nelson
- Jennifer Nock
- Meaghan O'Brien
- Sean O'Brien
- Jessica O'Connor-Petts
- Sandra & George O'Donnell
- Ken Olsen
- Janice Ong
- Paula Otto
- Katrina Parkinson
- Jean Parnell
- Micki Parr
- Rhonda Parson
- Thea Paul
- Erika Pearson
- Robert & Doreen Peay
- Katie Pegram
- Martin Perez
- Karen Pettis-Walden
- Gale Pierce
- Charlene Pitchford
- Purushottam Pithode
- Virginia Podboy
- Matthew Podmanik
- Kaneshia Pope
- Carolyn Port
- Cleo Powell
- Cynthia Price
- Michele Primavera
- Primis
- Morgan Prior
- Kendra Pugh
- Rosalind Pulliam
- Esther Quarles
- Colleen Quinn
- Kirby Rainer
- Taylor Reahard
- Mary Reed
- Kristen Reese
- Kayleigh Remavich
- Roy Reynolds
- Richard & Caroline Gwathmey Memorial Trust
- Kimberly Ridley
- Roanoke College
- Rose Roberson
- Genevieve Roberts
- Julia Robeson
- Renee Robidoux-Kwaitkowski
- Janice Robinson
- Rashad Rodgers
- Antoinette Rogers
- Maria Carra Rose
- Rebecca Rosemond
- Angela Rowe
- Kimberley Ruscio
- Brittany Schaal
- Michelle Scheer
- Abby Schwartzlow
- Ruth Scott
- Kevin Secrist
- Flat Rock Junction Service Unit 821
- Kathleen Sestak
- Carla Shaffer
- Franchell Sharpe
- William Shepherd
- Allegra Simmons
- Jessica Simmons
- Lynn Simms
- Elizabeth Simpson
- Tina Slaughter
- Demerst Smit
- Andrea Smith
- Antoinette Smith
- Patty Smith
- Donna Smith Barksdale
- Jacqueline Smith-Mason
- Rebecca Snavely
- Sande Snead
- Naudy Solano-Daye
- Southpark Mall Lock In
- Kelly Sowder
- Elizabeth Spencer
- Pamela Stallsmith
- StateFarm Agent Myra Howard
- Natalie Staten
- Jennifer Stewart
- Lisa Streat
- Amy Summerserett
- Pattie Sutton
- Sarah Swanson-Hysell
- Josh Swatzell
- Sue Taylor
- Thalhimer
- The Blackbaud Giving Fund
- The Chrisman Family Foundation
- The Jim and Amy Taylor Fund
- The WOW Collaborative, LLC
- Mariatu Thomas
- Kelly Thomasson
- Anna-Kay Thompson
- Victoria Thorpe
- Daniel Thrall
- Thrivent Financial
- Linda Tissiere
- Erick Thlachak
- Joan Tomlin
- Adrienne Torres
- Lakeesha Trim
- Cheryl Truman
- Denee Tuck
- Bernard Tumanjong
- Hannah Turner
- United Bank
- United Way of Greater Atlanta
- United Way of Greater Cincinnati
- United Way of Greater Richmond & Petersburg
- Mitzi Van der Veer
- Charlotte Van Noordt
- Virginia AFL-CIO
- Virginia Credit Union
- Terrence Walker
- Emily Anne Wallace
- Mary Allen Waller
- Brenda Walton
- Marsha Ware
- Carme Warren
- Patricia Wasiuk
- Melody Watson
- Harry Weiner
- Katherine Wesley
- Kerry Whitacre Swarr
- Cynthia Whitaker
- Gwendolyn Whiting
- Whitley/Service Roofing & Sheet Metal Co.
- Martha Willets
- Katherine Williams
- Kim Williams
- Sue Williams
- Debra Willis
- Angela Wilson
- John Wilson
- Sabrina Winfield
- Nancy Womack
- Linda Worthington
- Kathryn Yonce
- Paula Young
- Kim Zaninovich
- Rachel Zeeve
- Cheryl Zeh
- Melanie Ziff



Council Spotlight

- 1 FREDERICKSBURG
- 2 RICHMOND
- 3 HOPEWELL
- 4 COLONIAL HEIGHTS
- 5 PETERSBURG
- 6 EMPORIA



About GSCV

On March 12th, 1912, Juliette “Daisy” Gordon Low brought 18 girls from Savannah out of isolated home environments and into the open air. Girl Scouts hiked, played basketball, organized community service, went on camping trips and studied first aid.

A year later, Girl Scouts of the Commonwealth of Virginia began with Troop #1 in Highland Springs. In 1932, the first African-American Girl Scout troop in the South was formed in Richmond, meeting at Virginia Union University. Today, there is a historical marker commemorating history-making Girl Scout Troop 34 on Virginia Union’s campus.

Girl Scouts of the Commonwealth of Virginia believes in the power of every girl. Our leadership Program is designed to help a girl discover who she is and what she can do and connects her with a powerful community of girls and mentors to make it happen. Girl Scouts explore, learn, succeed, and take action to make a difference in their community.

With support from dedicated adult volunteers, parents and staff, we deliver the best Girl Scout experience to girls and adults in a 30 county and 6 city area within Central, Northern, Southern, Western and Eastern Virginia. Our council’s headquarters is located in the City of Richmond.

Our Girl Scout Shop is also located at our headquarters. We maintain two camp properties: Pamunkey Ridge Girl Scout Camp in Hanover County and Camp Kittamaqund in Northumberland County.

As your local council, we’re your partner in all things Girl Scouts and we can’t wait for you to get started. If you are a girl looking for a place to fit in and have fun, an adult who wants to volunteer to make a real difference in girls’ lives, or a corporation, foundation, or organization that wants to support the good work of Girl Scouts, you’ve come to the right place!

GSCV Headquarters

4900 Augusta Ave., Suite 200,
Richmond, VA 23230
Hours: M-F, 8:30 A.M. - 4:30 P.M.

GSCV Shop

4900 Augusta Ave.
Richmond, VA 23230
Hours: M-F, 10:00 A.M. - 5:30 P.M.
Saturday, 9:00 A.M. - 12:00 P.M.

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of virginia

Contact Us!

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

