



Girl Scouts
Live With
Purpose
and Joy

girl scouts 

of the commonwealth
of virginia

2024 Annual Report

MEMBERSHIP YEAR OCTOBER 2023-SEPTEMBER 2024

Annual Report

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October 2023-September 2024

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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

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800-4SCOUT4 (toll-free)

*Dear Friends of Girl Scouts of
the Commonwealth of Virginia*



I am both humbled and proud to share the stories and successes within this Annual Report. Every accomplishment reflects the unwavering commitment of our members, volunteers, and staff throughout Membership Year 2023–2024.

Although my time with the Council has been brief, I have already been deeply inspired by the strength, generosity, and spirit of our Girl Scout community. Your dedication has built a foundation that positions us to flourish in our next chapter. Together, we will continue to empower girls to not only see their full potential—but to courageously pursue it.

I am honored to share this journey with you.

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

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



Membership Year 2024

Girls

7,270

- ▲ 1% increase
- ✓ 2,731 new girls
- ✓ 63% retention rate

Adults

4,074

- ▲ 8% increase
- ✓ 79% retention rate

Total

11,344

- ▲ 11% increase

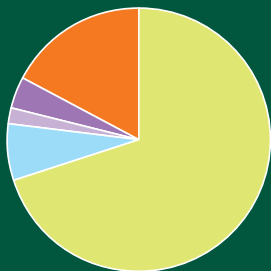
As we all know, this world is ever-changing and often uncertain. Thankfully, Girl Scouts of the Commonwealth of Virginia is steady, even when the world isn't.

2024 Financials

Total Revenues
\$5,023,000

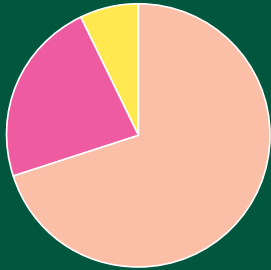
Total Expenses
\$4,338,000

Total Assets
\$11,000,000



Revenues

- 70% Product Program
- 7% Program Fees
- 2% Merchandise Sales
- 4% Contributions
- 17% Other Income



Expenses

- 70% Program Services
- 23% Management & General
- 7% Fundraising

The Girl Scout Difference

Numbers are great, but our mission focuses on the humans behind those numbers.

Learning to use their voice in advocacy for themselves and others.



“I became a public defender because many of our clients are lower-income people of color, and I wanted them to see an advocate who truly represents them. Girl Scouts taught me early on to use my voice for good, to advocate for others, and to leave a positive impact on everyone I meet—values I carry into every case. As one of the only Black women in my offices, I made it my mission to bring passion and fairness to every client, whether it was a speeding ticket or a serious charge. Even when we didn’t win, clients often thanked me because they knew I fought for them with real care, respect, and the belief that everyone deserves the attorney they would choose for themselves.”

–Kree S., Gold Award Girl Scout, Licensed Attorney

Growing more confident in decision making and leadership abilities.



“Girl Scouts was the first place where I felt like I truly belonged and could be myself. That confidence showed me that anything is possible, no matter my circumstances. Because of that, I found my voice, my community, and even became a top cookie seller.” *–Leanne Z., Girl Scout Ambassador, Top Cookie Seller*

Building connections and friendships that last a lifetime.



“Girl Scouts has always been more than a program to me; it’s a place where girls find their people. The friendships made in those early years become the women who stand with you for a lifetime. That’s the true power of this community: we don’t just raise girls, we reinforce bonds that last.” *–Charlene Fox, Girl Scout alum and GSCV Women’s Advisory Board member*

Volunteer Information

2,208

GSCV
Volunteers

896

New
Volunteers

981

GsLearn
online training
completions

76

Volunteer
courses
*(includes in-person
and online)*

11

Adult learning
facilitators

42

National
Adult Awards

1

Thanks
Badge II



65.4% Adult retention into
their second year

46.1% into their
third year

22.4% into their
fifth year

7.6% into their
tenth year



2023-2024 Board of Directors

Officers

Ellen Marie Hess, Board Chair
Dr. Paula Young, Vice 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, 2023 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.



Thank you!

- Chris Accashian
- Sheryl Adams
- Aldi, Inc
- John & Mary Alleva
- Patricia Anderson
- Joseph Andrews
- Bonnie Atwood
- Volkan Aytar
- Barbara Bailey
- Joan Batchelor
- Laura Bateman
- Tanya Battle
- Lisa Bauer
- Robin Beale
- Audrey Berry
- Christie Bieber
- Patricia Bishop
- Timothy Bishton
- Lisa Blake
- Bon Secours Mercy Health
- Jennifer Boniface
- Jenni Booker Baker
- Donald Boswell
- Bonnie Bowling
- Virginia Brace
- Thomas Brenzovich
- Dionne Bridgeforth
- Amy Broderick
- Debra Brooks
- Donna Brooks
- Mary Brown
- Liz Bryant
- Sylvia T Buffington-Lester
- Emily Burkot
- Canova Associates Architecture
- Janet Diane Carter
- Deardrian Carver
- Carolyn Chambers
- Melissa Chouinard
- The Chrisman Family Foundation
- Christian Family Foundation
- Melanie R. Coggan
- Colonial Heights Women of the Moose
- Comprehensive Counseling Solutions of VA
- Keyanna Conner
- Tracy Coogle
- Kennedy Cooper
- Felicia Cosby
- Patricia & John Cosenza
- Pamela Cox
- Courtney Crockett
- Catherine Curran
- Gwendolyn Dandridge
- Susan Darling
- Clara Davis
- Jacqueline Davis
- Lori A. Davis
- Rhonda Renay Davis
- Sherelyn Davis Hammett
- Lauren Dawson
- Marisa Day
- Deloitte Services LP
- Angela Dempsey
- Adam DeMuth
- Traci Deshazor
- Chuck Dickens
- Valena Dixon
- Margaret & Kelsey Dodson-Cordrey
- Emma Dominey
- Peggy Downey
- Donna Downey- Delamar
- Billy Duffy
- Janet Dugger
- Anne Dupuis
- Heather Eades
- Alexandra Ecker
- Elissa Ecker
- Nora Jane English
- Vanessa Evans
- EY
- FamilyLife Services
- Julie Farmer
- Pascal Fernandez
- Monique Finneran
- Debbie Fisher
- Dee Fisher
- Bridget Fitzpatrick
- Christine Fix
- Melissa Flynn
- Laura Ford
- Linda P. Foreman
- Charlene Fox
- Molly T. Fuller
- Manju Ganeriwala
- Laura Gariepy
- Kristin Garretson
- Laura Gaythwaite
- Genworth Financial
- Tammy George
- George & Beverly Glatfelter Family Donor Advised Fund
- Katherine S. Gibson
- Suzie Gilley
- Grace Gipson
- Jennifer Goetzke
- Susan L. Gooden
- James & Pamela Goodwin
- Rashida Gray
- Fashion Gray-Curry
- Capt. Clark Greene
- Karen Grim
- GSUSA
- Krystal Gunther
- Richard & Caroline Gwathmey Memorial Trust
- Vicky Hale
- Thomas M. Hansbury
- Leslie Hardesty
- Helen Hardiman
- Tyler Harding
- Jessica Harris
- Liz Hart
- Tiffany Hein
- Angela Henderson
- Dionne Henderson
- Theresa Henderson
- Kristin Henshaw
- Ellen Marie Hess
- Susan Hicklin
- Judy & Ronnie Hollins
- Jennifer Holloway Bopst
- Emily Suzanne Holloway-Costa
- Lindsay Holtz
- Christine Hoskins
- Myra Howard
- Daisy Howard-Douglas
- Scottessa Hurte
- Kim Hutchinson
- Linda Jackson
- Shanteney Jackson
- Violet James-Fisher
- Jessica Jewett
- Sarah Johns
- Janice Johnson
- Sarah Johnson
- Sheila Johnston
- Angela Jones
- Traci Meade Jones
- Janna Joyner
- Brittany Keegan
- Earl & Elaine Kelley
- Molly Kestner
- Robert & Jean Kestner
- Leslie Kimball
- Ellen King

- Kelly Renae King
- Heide Knapik
- Tiffany Koltz
- Samantha Krigsvold
- Lisa Kroll
- Beatrice Kruger
- David & Paula Kupstas
- Natalie Lattibeaudiere
- Anne Leake
- Melanie Lee
- Norma Lee
- Moira K Lethbridge, Jr.
- Elizabeth Lewis
- Nickkol D. Lewis
- Jessica L'Heureux
- Lauren Licklider
- Anne Little
- Peggie B Lowery
- Casey Lucier
- Alice Lynch
- Vicki Lynch
- Jennifer MacArthur
- Kate Macie
- Donna Mack-Tatum
- Michelle Madagan
- Kito Mann
- Markel Corporation
- Mary Washington Healthcare

- Joseph Massie
- Caitlin McBride
- Cierra McCollum
- Holly McDonnell
- Eileen McMahon
- Nicole McMullin
- Christina McWhorter
- Heather Megargee
- Scott Merithew
- Brenda Joyce
- Micoupaluda
- Renée Fleming Mills
- Shekinah Mitchell
- LeAnne Moore
- Luna Moore
- Stacy Moore
- Elizabeth J. Moran
- Sabena Moretz
- Jennifer Mullen
- Diane Murdock
- Jan Nelson
- Michele Nichols
- Jennifer Nock
- Faithe Norrell-Mickens
- Sean O'Brien
- Sandra & George O'Donnell
- Terressa R. Oten
- Paula Otto

- Katrina Parkinson
- Jean Parnell
- Micki Parr
- Thea Paul
- Erika Pearson
- Robert & Doreen Peay
- Karen Pettis-Walden
- Gale Pierce
- Charlene Pitchford
- Matthew Podmanik
- Kenyatta Y. Poole
- Cleo Powell
- Faye Oliff Prichard
- Michele Primavera
- Primis
- Morgan Prior
- Kendra Pugh
- Rosalind Pulliam
- Esther Quarles
- Kirby Rainer
- Rappahannock United Way
- Taylor Reahard
- Kayleigh Remavich
- Millie Reynolds
- Xavier Richardson
- Kimberly Ridley
- Roanoke College
- Rose Roberson



Thank you!

- Genevieve Roberts
- Antoinette Rogers
- Maria Carra Rose
- Rebecca Rosemond
- Kelly Ryan
- Savon Sampson
- Schwab Charitable
- Kevin Secrist
- Kathleen Sestak
- Carla Shaffer
- Franchell Sharpe
- William Shepherd
- Jessica Simmons
- Lynn J. Simms
- Tina Slaughter
- Demerst B. Smit
- Andrea Smith
- Jacqueline Smith-Mason
- Rebecca Snively
- Naudy Solano-Daye
- Kelly Sowder
- Elizabeth Spencer
- Patricia Squire
- Natalie Staten
- Jennifer Stech
- Josh Swatzell
- Sandra Taylor
- Sue Taylor
- Thalhimer
- The Jim and Amy Taylor Fund
- Mariatu Thomas
- Kelly Thomasson
- Anna Thompson
- Victoria Thorpe
- Linda Tissiere
- Patti Titus
- Sean Tluchak
- Joan Tomlin
- Adrienne Torres
- Cheryl R. Truman
- Denee Tuck
- Bernard Tumanjong
- Hannah Turner
- Mitzi Van der Veer
- Virginia AFL-CIO
- Virginia Credit Union
- Emily Anne Wallace
- Mary Allen Waller
- Brenda Walton
- Tzawe Wang
- Marsha Ware
- Patricia Wasiuk
- Melody Watson
- Charlene Watts
- Gwendolyn Whiting
- Whitley Service Roofing & Sheet Metal Co.
- Martha Willets
- Joyce Williams
- Katherine R. Williams
- Kim Williams
- Sue Williams
- Angela Wilson
- Kerry Witacre Swarr
- Nancy Womack
- J. Thompson Wyatt
American Legion Post 2
- Kathryn Yonce
- Lauren Zaller Moore
- Kim Zaninovich
- Cheryl Zeh



Council Spotlight

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.

As your local council, we’re your partner in all things Girl Scout 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!

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.



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Not a Member? Join Today!



Contact Us!

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

GSCV Headquarters

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Fredericksburg Service Center

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