



**girl scouts**   
of the commonwealth  
of virginia

# 2018 Annual Report

## 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.

## 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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Richmond, VA 23230

[www.comgirlscouts.org](http://www.comgirlscouts.org)





## Letter from the Board Chair & CEO

**Dear Friends,**

Since 1913 Girl Scouts of the Commonwealth of Virginia (GSCV) has been committed to building girls of courage, confidence, and character, who make the world a better place. The Girl Scout innovative, girl-led, girl-centered programming offers experiences that allow girls to take the lead early and often and develop skills that ensure they will thrive on whatever path they choose to pursue.

Through the **Girl Scout Leadership Experience**—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, we prepare girls for a lifetime of leadership, success, and adventure in a safe, no-limits place designed for and by girls!

With girls at the center of everything we do, GSCV had a lot to celebrate in membership year 2018. **Highlights include:**

- **Membership Growth:** 7% increase in girl membership over last year. GSCV was recognized by GSUSA for three consecutive years of girl membership growth.
- **Increased Programming Participation:** Over 5,500 girl members enjoyed programming centered around the four program pillars of the Girl Scout Leadership Experience: Life Skills, Outdoors, Entrepreneurship and STEM – with a special emphasis on outdoor programming and STEM.
- **Expanded Community Outreach:** In an effort to “meet girls where they are” our community outreach initiative served over 2,100 girls in under-resourced neighborhoods during and after-school and in the summer months.

On behalf of Girl Scouts of the Commonwealth of Virginia, we thank you for your support and commitment in 2018 and look forward to working with you again this year. As our founder, Juliette Gordon Low, once said; “Ours is a circle of friendships united by ideals.” As we move into 2019, may the circle grow larger and the ideals more vibrant as we rededicate ourselves and our commitment to building girls of courage, confidence and character, who make the world a better place.

Yours in Girl Scouting,



Scott Merithew  
Chair, Board of Directors



Molly T. Fuller  
Chief Executive Officer

# Leadership Experience

The **Girl Scout Leadership Experience**, the foundation of all Girl Scout programming, prepares girls to empower themselves as they take action on issues important to them. At Girl Scouts, every adventure is rooted in three core ways of learning: girl-led, learning by doing, and cooperative learning.

Simply put, Girl Scouting helps girls discover themselves and their abilities through skill-building activities and opportunities to try new things, connect with others to create change, and take action by developing projects that make their communities and the world a better place.

## 5 Benefits of Being a Girl Scout

By participating in the Girl Scout Leadership Experience, girls benefit in five key ways as they:

- 🌱 **Develop a strong sense of self.** She'll find confidence in herself and all that she's capable of as she tries new things, takes on challenges, and learns from her mistakes.
- 🌱 **Display positive values.** She'll learn to act ethically, lead with honesty, be responsible, and show concern for others.
- 🌱 **Seek challenges and learn from setbacks.** She'll take age-appropriate risks, open herself up to new opportunities and experiences, and embrace failure as an opportunity to learn.
- 🌱 **Form healthy relationships.** She'll practice leading with positivity, learn to communicate her feelings directly, and resolve conflicts constructively.
- 🌱 **Become community problem-solvers.** She'll identify problems in her community and create action plans to solve them.



**ADULTS**

5,600

**GIRLS**

11,685



**TOTAL MEMBERS**

17,285

**LIFETIME MEMBERS**

731

**8% MARKET SHARE • 62% GIRL RETENTION • 69% ADULT RETENTION**

**82% OF GIRLS SERVED IN A TROOP SETTING**

**18% OF GIRLS SERVED BY OUR COMMUNITY OUTREACH INITIATIVE**

**26% OF GIRLS SERVED ARE GIRLS OF COLOR**

**Girl Membership by Level for 2018**



**20%**

**daisy**

[GRADES K-1]



**24%**

**brownie**

[GRADES 2-3]



**21%**

**junior**

[GRADES 4-5]



**25%**

**cadette**

[GRADES 6-8]



**6%**

**senior**

[GRADES 9-10]



**4%**

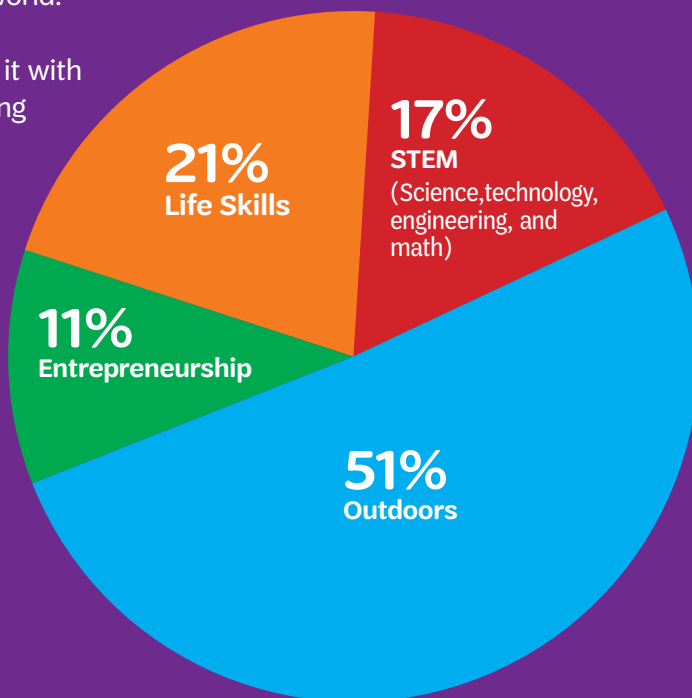
**ambassador**

[GRADES 11-12]

# Program Events and Activities

The **Girl Scout Leadership Experience** is a one-of-a-kind leadership development program for girls with proven results. It is based on time-tested methods and research-backed programming that help girls take the lead—in their own lives and in the world.

Girl Scouts takes the potential of girls, combines it with robust skill-building programming, and adds caring adult mentors and strong female role models. Research shows that girls learn best in an all-girl, girl-led, and girl-friendly environment.



**5,500**  
**GIRLS SERVED**

**Four Program Pillars of Girl Scout Leadership Experience >>**



“Everything a Girl Scout does centers around STEM, the outdoors, development of life skills, and entrepreneurship, and is designed to meet her where she is now and to grow along with her.” –Molly T. Fuller

## Community Outreach

Community outreach allows us to achieve our commitment to make Girl Scouts available throughout our jurisdiction by “going where the girls are” to reach all interested girls. Our community outreach initiatives were delivered in Henrico County, Petersburg, Hopewell, Emporia and the City of Richmond, by partnering with ten schools and presenting the series programming at school sites during the school day.

*Highlights of the Series Include:*

**BFF “Be A Friend First” & WWH “When Words Hurt”**

**1,019 GIRLS SERVED**

GSUSA National Program BFF/WWH was created for middle and elementary school girls to help them develop healthy relationship skills, understand relational aggression, and learn about conflict resolution and bullying prevention.

**Financial Literacy**

**494 GIRLS SERVED**

Girl Scouts offers girls in kindergarten through 5th grade the opportunity to build their business savvy and hone their financial literacy skills.

**Year-Round in School Series and Summer Programming**

**599 GIRLS SERVED**

## 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. Almost 7,100 girls participated in the cookie program earning over \$810,000 in troop proceeds to fuel amazing programming opportunities.

*The Cookie Program at a Glance:*

**7,100** Number of girls participating in the Girl Scout Cookie Program

**\$810,000** Troop proceeds to fuel amazing programming opportunities

**182** Per Girl Average increased nine packages from last year

**101** Number of girls who earned their way to resident camp AND earned a brick on Cookie Lane at Pamunkey Ridge Girl Scout Camp

## Outdoor Programming

Camp life is the best life! Girls enjoying an outdoor adventure at our resident camps increased 29% over last summer.

*Summer Resident Camp at a Glance:*

**856** Number of girls experiencing summer resident camp

**29%** Percentage increase in girls served year over year



# Highest Awards



The **Girl Scout Gold Award** is the highest award a Girl Scout can earn and is presented to Girl Scout Seniors and Ambassadors who have planned and executed Gold Award Take Action projects that created sustainable change within their communities and beyond.

*Highest Awards at a Glance:*

**77** GOLD AWARD  
GIRL SCOUTS  
**246** SILVER AWARD  
GIRL SCOUTS

Within our council, Gold Award Girl Scouts have impacted their communities in 2018 with innovative projects that are certain to leave a legacy. Gold Award Girl Scouts created teaching materials for the Society to Prevent Cruelty to Animals (SPCA), addressed children's literacy, helped innovate an app to connect those who suffer from social anxiety, and more. Our Gold Award Girl Scouts join just over 6% of eligible Girl Scouts nationwide who earned this honor last year.



# 2018 Financials

## Public Support

Individual Contributions .....	74,405
Foundations & Corporations .....	5,000
Girl Scouts USA .....	7,482
<b>Total Public Support .....</b>	<b>86,887</b>

## Revenues

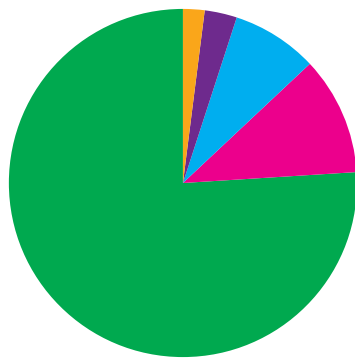
Product Sales, net.....	3,353,890
Program Fees .....	354,629
Retail Sales, net.....	147,676
Investment Income .....	446,078
Other.....	55,212
<b>Total Revenues .....</b>	<b>4,357,485</b>
<b>Total Public Support &amp; Revenues .....</b>	<b>4,444,372</b>

## Expenses

Program Services.....	3,313,185
Management & General .....	853,444
Fundraising.....	138,204
<b>Total Expenses.....</b>	<b>4,304,833</b>

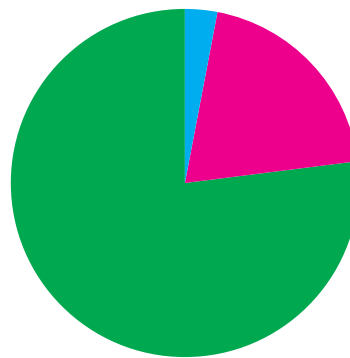
Change in unrestricted net assets .....	139,539
Change in temporarily restricted net assets.....	3,000
Change in net assets.....	142,539
Net assets at beginning of year.....	7,253,173
<b>Net assets at end of year.....</b>	<b>7,395,712</b>

## Revenue



- 76% Product Program
- 11% Miscellaneous Income
- 8% Program Fees
- 3% Merchandise Sales
- 2% Contributions

## Expense



- 77% Program Services
- 20% Management & General
- 3% Fundraising



## 2017—2018 Board of Directors

### Officers

Scott Merithew, Chair

Judy Jennings, Vice Chair

Colleen Quinn, Treasurer

Ellen Marie Hess, Secretary

### Members at Large

Chamise Bellamy

Liz Bryant

Jessica Delgado

Elissa M. Ecker

Hattie W. Hamlin

Mike Malandro

Susan Monks

Tiffany Owens

Demerst B. Smit

Ponnette Smith

Patricia Titus

Micah White

Dr. Angela Wilson

### Ex Officio

Megan Bower, Girl Board Member

Wendy Poe, Girl Board Member

Paula Otto, Board Development  
Committee Chair

Molly T. Fuller, CEO

*The Annual Report is a publication by the Marketing and Development Offices of the Girl Scouts of the Commonwealth of Virginia. This report provides an overview on our programming impact and recognizes gifts received between October 1, 2017 and September 30, 2018. Every effort has been made to ensure that information contained in this annual report is accurate. If you find an error or omission, please accept our sincerest apologies and contact the Development Office at 804.741.0590.*

# Thank You

Some people might call this an Annual Report, but we also call it a 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. Together, we invest in the power of the G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)<sup>™</sup> —transforming girls into the next generation of leaders and trailblazers. Because of you, we serve more girls and change the trajectory of girls' lives now and in the future. For this, we share our deepest gratitude for your gifts of time, talent and treasure.

- ABC Bakers
- Brittany Alamo
- John Alleva
- Keirra Alshorman
- Zharia Alston
- Amazon Smile
- The American Gift Fund
- American Water Charitable Foundation
- Courtney Anderson
- Anne Bitter Group, Bitter Research LLC
- Ann-Marie Andrews
- Anita Arvind
- Wendy Austin
- Tracey Avery-Geter
- Barbara P. Bailey
- Carol Baker
- Jennifer Baldwin
- Bank of America Charitable Foundation
- Bank of America Employee Giving Campaign
- Angela Bareford
- Paige Beck
- Chamise Bellamy
- The Benevity Community Impact Fund
- Damaris Benton
- Jennifer Black
- Mary Black
- Hailey Blackstone
- Jenni Booker Baker
- Gloria Booker
- Tonya Bower
- Virginia Brace
- Darcy Brennan
- William Brenzovich
- Nancy Brothers
- Erin Broush
- Kathy Brownfield
- Lisa Bruer
- Liz Bryant
- Amelia Burdett
- Shannon Busbee
- Tina Bustos
- Jane Cain
- Canadian Credit Union Association Cooperative
- Glenn & Claudia Cantrell
- Capital One Services LLC
- Cecilia Caramucci
- Carmax Foundation Matching Gifts Program
- John Carrington
- James Carter
- Shamesa Carter
- Margaret Castelvechchi
- CFC Central Virginia
- CFC National Capital Area - Global Impact
- Angela Chiang
- Kathie Cho
- Christian Family Foundation
- Jammye Christian
- Crishonda Coffey
- Timmerie Cohen
- Harriet R. Condyles
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- Gerald Coon
- Michelle Costello
- Christen Courville
- Wanda Crawford
- Janice Crews
- Leslie Cross
- Laurie Crouch
- Stacy Cullivan
- Jamie Czetwertynski
- Bonnie Dalton
- Dara Security
- Susan & Christy Darling
- John Darr
- Amanda Davis
- Lori Davis
- Adrienne De Los Santos
- Sarah Deck

- Peter Del Cardayre
- Jessica Delgado
- Linne Diiorio
- Valena Dixon
- Dominion Energy Charitable Foundation
- Mary Doss
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- Jeffrey Dunn
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- Elissa Ecker
- Nathaniel Edwards
- Meghan Eggleston
- Suzanne Elms
- Ernst & Young
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- Experian Information Solutions, Inc.
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- Linda P. Foreman
- Taylor Foster
- Amy Fowler
- Charlene Fox
- Friends of Camp Kitty
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- Sara Garrison
- Travis Geer
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- Anne Gilardi
- Leah Gillespie
- April Gilley
- Maryellen Gilley
- Tennille Gilligan
- Rachel Gleesing
- Lindsay Gould
- James Guss
- Cassidy Gustafson
- Hattie Hamlin
- Genevieve Harkrader
- Sara Harrell
- Kimberly Harris
- Mark Hasty
- Alexandria Healy
- Angela Henderson
- Theresa Henderson
- Julie Hendricks
- Ellen Marie Hess
- Charlotte B. Hickman
- Jessica Hicks
- Sofia Hidalgo
- Elizabeth Hodgson
- Sarah Hogeboom
- Guenther Horn
- Elizabeth Horne
- Daisy Howard-Douglas
- Lorrie Hummer
- Innsbrook Foundation
- Arika Jackson
- Chentile Jackson
- Joanne James
- Judy Jennings
- Kathryn Johnson
- Sheila Johnston
- Emily Jones
- Krissy Jones
- Uniqua Jones
- Kathleen Kannan
- Kathryn Keefer
- Kroger Community Rewards
- Beatrice Kruger
- Monika Kukar-Kinney
- Jackie Laundon
- Patty Leith
- Leslie Lesch
- Rachel Levy
- The Linas Family Donor Advised Fund
- Cynthia Lisowski
- Alaina Lohr
- Virginia Lovell
- Melanie Lunney
- Corwin Macklin
- Michael Malandro
- Tyee Mallory
- Reena Manikkara
- Alba Martinez Castino
- Kenia Mason
- Wendy Mataya
- Jennifer McAdoo
- Teresa McEachrane
- Dana McFarren
- Bella McGuinn
- Becky McNeer
- Scott Merithew
- Cameron Miller
- MJC Acquisition LLC
- Susan Monks
- Dawnette Moore
- Rochelle Moore
- Jenny Morand
- Dabney Morris
- Gail Mottley
- Network For Good
- Suzanne Newton
- Jennifer Nock
- Sara Osborne
- Paula Otto
- Xonane Ovalle
- Tiffany Owens
- Aida Pacheco
- Kathyne Paine
- Najwa Parham
- Olivia Parkhurst
- Chiranjibi Paudel
- Travis Pearson
- PGA Tour Charities, Inc.
- Stacie Pickral
- Amanda Porter
- Melissa Proffitt
- PRSA Richmond
- Ann Pushinsky
- Colleen Quinn
- Robert Radabaugh
- Rebecca Ragon
- Becky Rasmussen
- Marley Rasmussen
- Jessica Reber
- The Redwoods Group Foundation, Inc.
- Alix Reed
- Zachary Reynolds
- Irene Roberts
- Regina Rocha-Gonzalez
- Teresa Rogers
- Rebecca Rosemond
- Edward Ross
- Joy Rush
- Jayne Salo
- Crystan Schneider
- Jean Schumacher
- Jennifer See
- Grace Senior
- Powhatan Service Unit
- Kathleen Sestak
- Marie Shaffer
- Kathryn Shapiro
- Audra Shekleton
- Jessica Simmons
- Lynn J. Simms
- Sandra Simms
- Jessica Smith
- Kirby Smith
- Ponnelle Smith
- Kathryn Sneed
- Schuyler Sneed
- Herbert Southall
- Allison Spiller
- State Farm Companies Foundation
- Becky Steadman
- Stasia Strobach
- SunTrust United Way Campaign
- Julia Sutton
- Carrie Szlyk
- George Taratsas
- Kloie Tedesco
- Patricia Titus
- Truist
- Kate Tsengas
- Inez Tuck
- Cheri Tucker
- Hilliary Turner
- Patrick Turner
- United Way, Commonwealth of Virginia Campaign CVC
- United Way Hopewell
- United Way Local Government & Schools Campaign
- United Way of Greater Atlanta
- United Way of Greater Richmond & Petersburg
- United Way South Hampton Roads
- Rappahannock United Way
- Michelle Valencia
- Darryl Vaughan
- Virginia Community College System
- Nancy and Emily Wallace
- Rachel Waller
- Walmart Corporate Giving
- Xinzhi Wang
- Andrea Wassmer
- Melissa Watson
- Shara Watson
- Jennifer Wayne
- Brett Welch
- Wells Fargo Foundation Matching Gift Program
- John Wheeler
- Nasir White
- Whitley Service
- Kristin Wicichowski
- Loreal Williams
- Michelle Williams
- Paris Williams
- Timothy and Sue Williams
- Jan Williamson
- Stacey Wilson
- Catie Wine
- Sabrina Winfield
- Nancy Womack
- Amanda Wright
- Kathryn Yonce
- Marlyne Yorke
- Ayron Young
- YourCause, LLC Trustee for Wells Fargo Community Support Campaign
- Xiaoxian Zhuang



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