



# 2022 Annual Report

girl scouts 

## Leadership

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Robyn Ratcliffe Manzini  
Las Vegas, Nevada

Wendy K. Venoit  
Walpole, Massachusetts

\*As of April 1, 2022. The triennium began October 26, 2020, and will end in July 2023 with the completion of our 56th National Council Session.



Why Girl Scouts?  
Why Now?

# Part 1: Strategic Objectives and Progress to Grow Membership and Member Support

**We remained resilient and strong as a Movement and ended FY2022 marking our first growth in year-over-year membership in over a decade.**



# What Girl Scouting Does for Today's Girls

## Girl Scouting Provides Resources to Face the Mental Health Crisis

The Girl Scout mission remains critically important in today's world. Young people are facing a mental health crisis that has been exacerbated by the global pandemic. According to the CDC, emergency room visits for suspected suicide attempts increased more than [50%](#) among girls ages 12–17 in early 2021 compared to 2019. More than 140,000 children, predominately children of color, have lost parents to COVID-19. And the American Academy of Pediatrics, American Academy of Child and Adolescent Psychiatry, and Children's Hospital Association have declared a national emergency in children's mental health.

GSUSA's research on teen girls' mental health during the pandemic found that 84% felt stressed about their futures and how the pandemic would affect their education, internships, and future job prospects. And two-thirds of them said Girl Scouts is an accepting, safe space where they feel free to be themselves and where leaders and other girls are sources of support during difficult times.

Even before COVID-19, young people—especially girls—were facing a looming mental health crisis, and this has only intensified during the pandemic years. Supporting them as they grow and face life's complexities is always a top priority for Girl Scouts, and now, through a

collection of new and refreshed programming, Girl Scouts, their families, caregivers, and volunteers have access to a robust collection of mental wellness resources from Girl Scouts of the USA and trusted partners. This important content is assembled on the new [Mental Wellness and Inclusion thematic portal](#) that launched in May 2022 and was spotlighted by Yahoo Finance.

- **Daisy Handbook and petals:** Available to the public in July 2022, this foundational and newly updated Daisy program offers our newest members, volunteers, and families a clear, easy-to-implement program that introduces Girl Scout program areas, traditions, and values to provide a simple and fun on-ramp to Girl Scouts.
- **Resilient. Ready. Strong. patch program:** This popular program, launched in November 2021, was highlighted again in May 2022 as part of Mental Health Awareness Month and included content for Girl Scouts as well as training for volunteers and council staff. Drawing on program content from across all badges and Journeys, Girl Scouts [complete activities](#) that center around wellness of mind, body, and spirit.
- **Delivering Inclusive Program training:** This training module released in May 2022, sponsored by the CITI Foundation, helps volunteers and council staff practice using equitable and inclusive language as they deliver programming to Girl Scouts.

- **Youth Mental Health First Aid:** GSUSA is proud to be working with the National Council for Mental Wellbeing to provide Youth Mental Health First Aid trainings to support Girl Scout staff, volunteers, and youths across the Movement. This course became available in May 2022 and is designed to teach parents, family members, caregivers, teachers, school staff, peers, neighbors, health and human services workers, and other caring citizens how to identify, understand, and respond to an adolescent (ages 12–18) who is experiencing a mental health or substance use challenge or crisis.

## Girl Scouting Provides Resources for Addressing the Impact of Violence and War

We are proud to stand with parents and caregivers as they raise the next generation of girls and young women and help them navigate their world with confidence. That is the spirit behind our [Raising Awesome Girls](#) hub on [girlscouts.org](#), which provides helpful guidance for parents and caregivers on everything from [helping her deal with bullying](#) and [understanding how to support her mental health](#), to helping her [take action against racism](#).

Unfortunately, in today's world it is also important for parents and caregivers to understand how to appropriately talk through disturbing and even violent events the young people in their care may have seen, in person

or online—from school shootings to terrorist attacks at concerts or gatherings to armed crises in other countries. Girl Scouts is here to support girls and their families, especially in times of great distress.

For example, in response to the escalating violence and humanitarian crisis in Ukraine, in March 2022, GSUSA shared via social media a [Raising Awesome Girls piece](#) on how to have honest, direct conversations with young people to acknowledge that scary things happen but also to assure them that you and others are working to keep them safe. It included links to resources from the National Child Traumatic Stress Network, including [Talking to Children About Mass Violence](#) and [Talking to Children About War](#). We also worked with USA Girl Scouts Overseas to support any Girl Scouts who were impacted and provided information about how Girl Scout troops could help with this crisis. On March 16, 2022, the GSUSA Board of Directors lifted the fundraising restrictions to enable Girl Scouts to raise money in support of our sister Girl Guides and their volunteers and families who are being impacted by the war through September 30, 2022. Additionally, we provided information about how Girl Scouts can support the international humanitarian efforts through the [World Association of Girl Guides and Girl Scouts Emergency Appeal](#), as well as through Doctors Without Borders, the CARE Ukraine Crisis Fund, the International Rescue Committee, United Help Ukraine, Voices of Children, and Save the Children's Ukraine Crisis Relief Fund.

In the wake of the mass shooting at Robb Elementary School in Uvalde, Texas, on May 24, 2022, GSUSA honored ten-year-old Girl Scout Amerie Jo Garza, who lost her life in the attack. On May 27, Girl Scouts posthumously awarded her the Bronze Cross, one of the highest honors in Girl Scouting, which is awarded to Girl Scouts who have shown extraordinary heroism or risked their life to save another's life—as Amerie Jo did when she bravely tried to contact 911 from her mobile phone. Amerie did all she could to save the lives of her classmates and teachers and gave her life attempting to protect those around her. Through her willingness to take decisive action in the midst of this devastating emergency, Amerie serves as a true example of leadership in action. Amerie will be remembered as a hero, and her bravery will endure for generations as a powerful example of what it means to be a Girl Scout.

## **Girl Scouting Provides Resources to Remove the Gender Disparity in Politics, STEM, and Business**

The **gender gap in leadership in government, STEM, and business continues to exist**—and underscores the critical importance of Girl Scouts in today's world.

Girl Scouting has had a marked impact on the U.S. political landscape. Girl Scout alums are disproportionately represented in positions of power in government—54% of women serving in the 117th Congress and nearly half of the women serving as state governors are Girl Scout alums. However, overall the U.S. lags behind

globally in gender equity in political leadership. According to the [2020 Global Gender Gap report](#) from the Brookings Institution, the U.S. is in the bottom half of countries regarding gender equality in political leadership—trailing behind the Philippines, India, South Korea, and the United Arab Emirates. [Our research on leadership](#) shows that both member and non-member girls—and boys—want to close the political gender gap. But this will take not only providing opportunities for girls but also breaking down stereotypes about who can be a leader, and Girl Scouts is an undeniable force for progress on this front. While the STEM workforce has grown rapidly, women remain vastly underrepresented in the STEM workforce, in holding STEM degrees, and in opportunities to develop STEM interest in their youth. Women comprise about half of the workforce but hold only 34% of the STEM jobs and have lower median salaries than their male counterparts. Girl Scouts invests early in STEM opportunities for girls so that they can build the skills and expertise to be active participants in our collective efforts to overcome big challenges. Natural disasters, poverty, cyberwarfare, climate change, and declining resources—all will rely on people employed in STEM fields to provide a comprehensive view of the problems along with specialized knowledge and the vision to help build a better future.

Today's Girl Scouts also need opportunities to build entrepreneurial skills to close the persistent gender gap in the business world. The number of female-owned businesses is growing, for example, but women remain

underrepresented and are less likely to pursue entrepreneurship compared to men. Women own 39% of all businesses in the U.S. and employ over 9 million people, yet female-owned businesses employ only 8% of the workforce and produce 4% of national revenues. [Our research shows](#) that Girl Scouts are more likely than other girls to have an entrepreneurial mindset and to want to be entrepreneurs in the future. Girl Scouts helps girls develop the attitudes, skills, and behaviors they need to succeed in life, giving them the courage to fail and keep trying, the tools to create the future, and the power to do good in the world.

## Positive Membership Momentum

We know that the longer a girl is a Girl Scout, the more she displays the positive outcomes of the Girl Scout Leadership Experience. That is why we have remained deeply focused on growing and retaining our membership: so that every girl in the U.S. has the opportunity to join our Movement and feel welcome within it. In a sign of our Movement's encouraging pace of recovery, 2022 was the first rebound year since the height of the pandemic and the first growth year in a decade (year over year). Although we have not yet recovered to pre-pandemic levels, we have stabilized the steep declines we experienced in 2020 and 2021.

Although we continued to face headwinds--inconsistent access to recruitment locations such as schools, staffing challenges in a difficult

labor market, and volunteer recruitment difficulties—overall we felt positive momentum in membership across councils, with 98 councils showing growth year over year.

## Diversity, Equity, Inclusion, and Racial Justice

Through our diversity, equity, inclusion, and racial justice (DEIRJ) work, we have been working to build a Girl Scout Movement in which all members, current and prospective, feel they belong—that Girl Scouts is for them. This is key to both retention and recruitment—and, ultimately, to the sustainability of Girl Scouting.

### Movement-Wide Audit

Honoring our [pledge to become an anti-racist organization](#), GSUSA has been working with a consultant, Symphonic Strategies, to conduct a Movement-wide DEIRJ audit. The DEIRJ audit is an assessment of how GSUSA and councils reflect the principles and practices of diversity, equity, inclusion, and racial justice, and this assessment will ultimately inform a comprehensive DEIRJ strategy for the Girl Scout Movement. The audit engaged CEOs, board chairs, and council and GSUSA staff and incorporated responses from volunteers, caregivers, and Girl Scouts in our Girl Scout Voices Count survey.

The audit has been completed and will be shared with the Movement soon.

## DEIRJ at GSUSA

Over the past year, GSUSA has built out a dedicated DEIRJ team whose aim is to serve as a center of excellence in support of DEIRJ efforts at the council and national levels. The team is working to build continuity across Girl Scout communications, programming, and operations that support the inclusion of current members and the diversity of additional members we hope to reach—ultimately in support of the long-term health and sustainability of Girl Scouting. One such effort is the reimagined *DEIRJ Today*, the monthly newsletter launched in November 2020 by the DEIRJ Steering Committee and dedicated to informing GSUSA and councils about the scope and specifics of the committee's work. On pause since March 2022, the goals for the next iteration of this newsletter are to inform, educate, and inspire the Movement about our important national and local DEIRJ work.

### Peer Learning

In September 2021, staff members from across the Movement whose work involves DEIRJ at their councils started meeting monthly to share what they had learned, including challenges and best practices, and to support one another in moving the work forward. This led to the establishment of the DEIRJ Peer Group and a formalized relationship with GSUSA's Council Consulting team. The group has continued to meet on a monthly basis, including, for the first time, in person in July 2022 at Edith Macy Center, where conversations emphasized

the councils' strengths and opportunities for growth and how insights can be communicated and leveraged Movement-wide.

## DEIRJ-Centered Research

### Camp Inclusion Study

Continuing to work toward our goal of encouraging all girls to experience the outdoors, in spring 2021 the Girl Scout Research Institute launched a resident camp inclusion study in partnership with the University of Utah and the outdoor strategy team. The goals of this study were to assess barriers to accessibility and inclusion that BIPOC (Black, Indigenous, and people of color), LGBTQ+, low-income, and disabled campers may experience at Girl Scout overnight camps and better understand how to address them. The findings suggest that a culture of inclusion must be built upon cultural awareness and understanding, which in turn can best be addressed through staff training and diversity (in terms of both lived experience and relevant expertise). The findings also indicate that councils need support to effectively connect with girls and their families in these populations.

Based on this research and with continued support from an external funder, GSUSA now has an opportunity to address and begin the difficult work of removing barriers to Girl Scout overnight camps. We plan to accomplish this by collaborating with both subject matter experts and a cohort of council partners to develop a comprehensive strategic plan and a portfolio of interventions that address key barriers to

participation. These interventions and resources will equip councils to better serve all girls, as well as expand participation and increase retention of LGBTQ+, disabled, and low-income girls and girls of color at their overnight camps.

### Girl Scout Voices Count Survey Results

From 2021's Girl Scout Voices Count survey we found that our members overwhelmingly think diversity, equity, and inclusion is a priority for the Movement, and thousands of leaders shared comments about the DEIRJ-related challenges they face and their struggles to create an environment that invites and is effective for all Girl Scouts. This year we built on that knowledge base by assessing whether our members and families feel a sense of belonging and inclusion in Girl Scouts.<sup>1</sup>

Results show that the majority of Girl Scouts, caregivers, and troop leaders feel a strong sense of inclusion and belonging in Girl Scouts:

- Girls *agree a lot* that they feel safe in Girl Scouts (82%) and can be themselves with us (71%).

<sup>1</sup> We computed an index to evaluate how strongly our members and families feel valued, respected, and accepted by the organization and people in it, and the extent to which they believe Girl Scouts' policies, practices, and procedures support them to be their best selves. The index was developed through a review of current research in the field of diversity, equity, and inclusion. Caregivers were asked about their own experiences as well as their perceptions of their Girl Scout's experiences; Girl Scouts and troop leaders were asked about their own experiences.

- Parents/caregivers say it is *very or mostly true* that in Girl Scouts, they (86%) and their girls (88%) are treated with respect.
- Troop leaders say it is *very or mostly true* that in Girl Scouts, they feel respected for their contributions as leaders (71%) and can be themselves (86%).
- Two in three (66%) of troop leaders say that Girl Scouts in their troop celebrate and learn about customs, values, and traditions of people from different races and cultures.

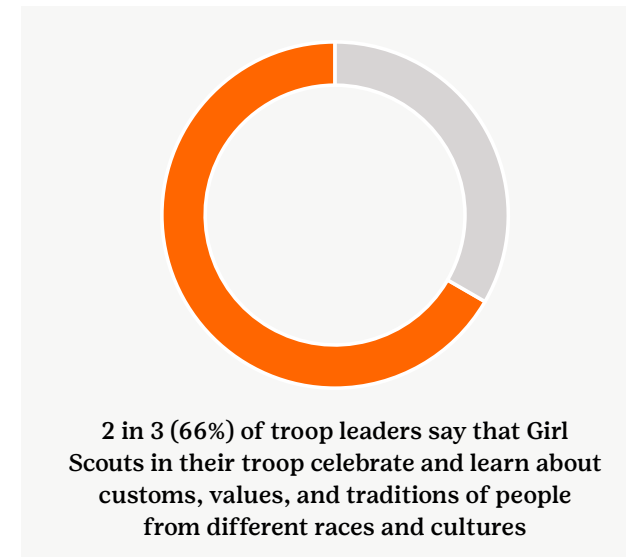
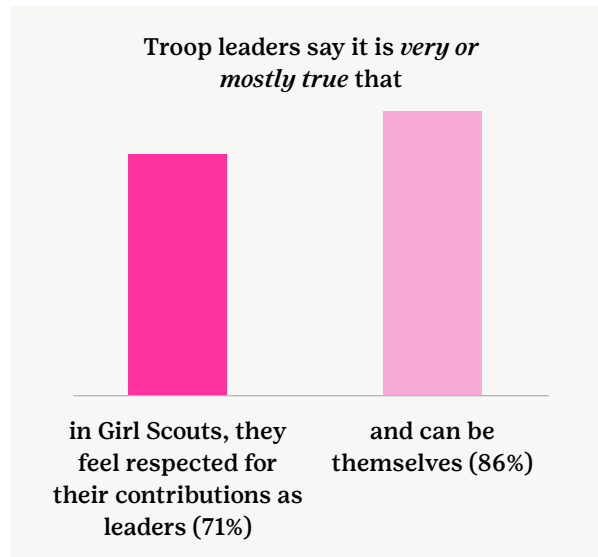
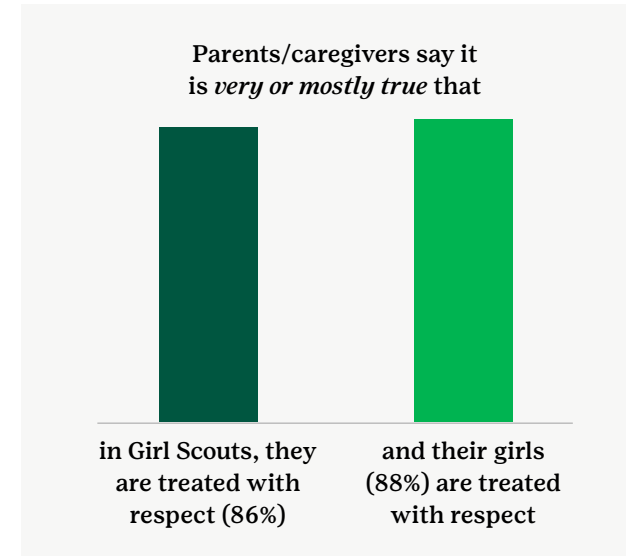
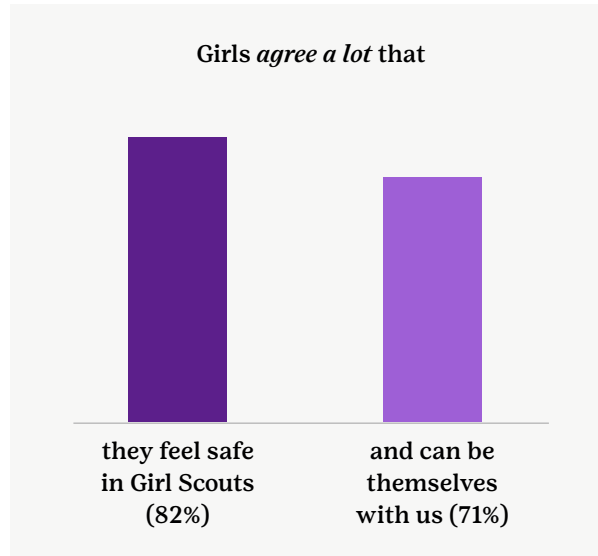




The GSVC surveys measure various dimensions of diversity to understand how well we are representing the communities we aim to serve and, most importantly, to support our work toward ensuring all girls and families are having a high-quality Girl Scout experience. We want all Girl Scouts, volunteers, and families—regardless of their socioeconomic status; racial, ethnic, or cultural backgrounds; ability/disability; sexual orientation; or gender—to feel a sense of belonging in Girl Scouts. By assessing this type of demographic information, we are able to understand the degree to which we are delivering equitable Girl Scout experiences.

Survey findings tell us who our members are and how they feel about their experience. For example, our members are majority white and non-Hispanic, middle-class, and have historical ties to Girl Scouting.

When it comes to satisfaction with their Girl Scout experience, 82% of Girl Scouts and 74% of caregivers and troop leaders were satisfied this year, and this holds across different dimensions of diversity—race or ethnicity, socioeconomic status, political affiliation, generational cohort, and LGBTQ+ affinity. As we move forward with our DEIRJ work, we will continue to examine whether our members and families feel an equitable sense of inclusion and belonging so we can work toward being an organization where all Girl Scouts, volunteers, and families can thrive.



## Part 2: The Impact of Girl Scouting

**We rolled out a series of new and refreshed programs designed to respond to the needs of today's girls and their families. This programming highlights how Girl Scouts is a place where all girls have access to experiences that help them build confidence, discover new passions, and understand the power they have to make the world a better place.**



## Impact on the Girls We Serve

Our programs answer the needs of today's girls, provide them access to unique experiences, and ensure that they are equipped with the power skills our members need to be successful now and in the future.

**Our 2022 Girl Scout Voices Count survey shows that participation in key Girl Scout activities has rebounded to nearly pre-pandemic levels.** Three-fourths (75%) of Girl Scouts did a variety of activities, including 70% who got outdoors (up from 54% last year), 71% who did community service (up from 52% last year), 73% who went on field trips or outings (up from 33% last year), and 37% who went camping (up from 16% last year, though not yet rebounding to 2019 levels).

These results underscore the powerful need for Girl Scout programming among our girls and their families, particularly after the disruptions of the past few years. This re-engagement with Girl Scouting also highlights the hunger among girls for opportunities to connect with each other, get outdoors, and engage meaningfully with their communities.

## Outdoor Engagement

Girl Scouts is important for today's girls because we offer them the benefits that come from play in the outdoors, as well as opportunities to cultivate their connection to the natural world and the planet and strengthen their

environmental stewardship—an issue that [Gen Z cares deeply about](#). Although outdoor experiences are key to girls' mental and physical well-being, [our research](#) finds that not enough girls are having them.

To respond to this increasing need, in July 2022, Girl Scouts announced new and existing outdoor programming that gives all girls the opportunity to participate in diverse activities that enable them to experience the benefits of the outdoors regardless of where they live. The following programs have been spotlighted on the new [outdoor-themed page](#) and in a [blog post](#), and were included in exciting segments on [Fox Weather](#) and [The Weather Channel](#).

- **The Girl Scout Climate Challenge** is a new initiative for Girl Scouts and non-Girl Scouts of all ages to learn about climate science in the outdoors. Made possible by the Johnson & Johnson Foundation, the [Climate Challenge](#) includes patch activities that connect the science of climate with other areas of life.
- **Girl Scouts Love the Outdoors** is an annual challenge that inspires and encourages girls to connect with the outdoors, regardless of where they live or their age. Some of the interactive activities include practicing yoga outside at sunset, writing a “thank you” note to nature, and connecting with local environmental groups. More than 46,000 Girl Scouts participated in the [Outdoors Challenge](#) last year.

- **Girl Scouts Love State Parks** took place on September 10 and 11, 2022, and was sponsored by THOR Industries. Each year Girl Scouts explore the natural wonders of our [state parks](#) and collect trash from public lands to #PickUpAmerica. To date, Girl Scouts have cleaned up an estimated 23 metric tons of garbage.
- **Camp 2022:** Excitement for summer camp was high this year, with many councils opening registration earlier than past seasons and sessions filling faster. Most councils (95%) ran summer camp, but the majority also experienced challenges.
  - 75% experienced camp staff shortages, which led to reallocation of council staff (e.g., staffing with executives), understaffed camp, cancellations, and more.
  - 69% experienced supply chain challenges, including delays in food delivery, limited food sources, and trouble accessing needed items, though impact was mild.
  - Findings from a post-camp season pulse poll showed that councils need support for camp staff recruitment, mental wellness for both staff and campers, and additional camp staff training.

## The Best Entrepreneurial Leadership Program for Girls: The Girl Scout Cookie Program

This Girl Scout Cookie season, Girl Scouts were not deterred by COVID-related restrictions, seizing the opportunity to flex their entrepreneurial muscles and churn out creative new ways to reach their customers—from spearheading a campaign to sell cookies campsite to campsite to setting a goal to sell cookies to customers in every state and selling cookies at the airport! Girls more widely adopted QR code technology this year to more easily engage customers on the go and learned about supply chain and logistics issues in real time.

This season proved to be the ultimate exercise in decision-making, flexibility, and resilience, with circumstances related to the economy as a whole impacting our bakers and resulting in cookie shortages for many councils, girls, and consumers across the country. Thanks to our collective work, the program began to rebound from COVID-19, with Girl Scouts selling nearly 168 million packages (+23% over last year).

### Five Key Areas of Success:

- The successful launch of the new Adventurefuls™ cookie (the first harmonized, national cookie with the same name across both bakers since Thin Mints®) accounted for more than 10% of the cookie portfolio. In its inaugural season, it was the fourth-most popular variety.



- While the Digital Cookie platform experienced some temporary stability issues in the beginning of the season, overall technology enhancements contributed to growth in our digital channels, including improving the troop link functionality, which enabled easier consumer prepay and pickup options. Even with the return of in-person sales, we saw exciting digital sales results this season, with digital-enabled sales representing 25% of total sales. We believe the pandemic accelerated the shift to the digital sales channel and that it will remain strong in the future.
- GSUSA has been listening to girls' input and working with our licensed baker partners to navigate the palm oil supply chain and help them make advancements in our use of palm oil. As one example, since GSUSA and its licensed bakers became members of the RSPO in 2012, both bakers have transitioned to using Mass Balance RSPO certified palm oil in Girl Scout Cookies.
- GSUSA formed a new national partnership with DoorDash to have cookies delivered via contactless drivers, with 61 councils and their girls engaging. The partnership generated over \$1 million in sales and benefited from new marketing assets (e.g., a [DoorDash commercial](#)) and significant media coverage.
- We were excited to launch the refreshed Cookie Business badges, which

incorporate modern, relevant girl program features, such as digital selling tools and tactics.

## ***The Impact of Girl Scout STEM Programming: A STEM Outcomes Study from the Girl Scout Research Institute***

For decades, Girl Scouts has been innovating in extracurricular STEM education through programs aimed at increasing girls' interest, confidence, and competence in STEM. From 2017 to 2021, GSUSA launched over 100 new STEM programs, and Girl Scouts earned over 3.5 million STEM badges. While the STEM workforce has grown rapidly over the past 30 years, women remain vastly underrepresented in the STEM workforce, in holding STEM degrees, and in opportunities to develop STEM interest in their youth.

That is where Girl Scouts comes in.

### ***Girl Scout STEM Outcomes***

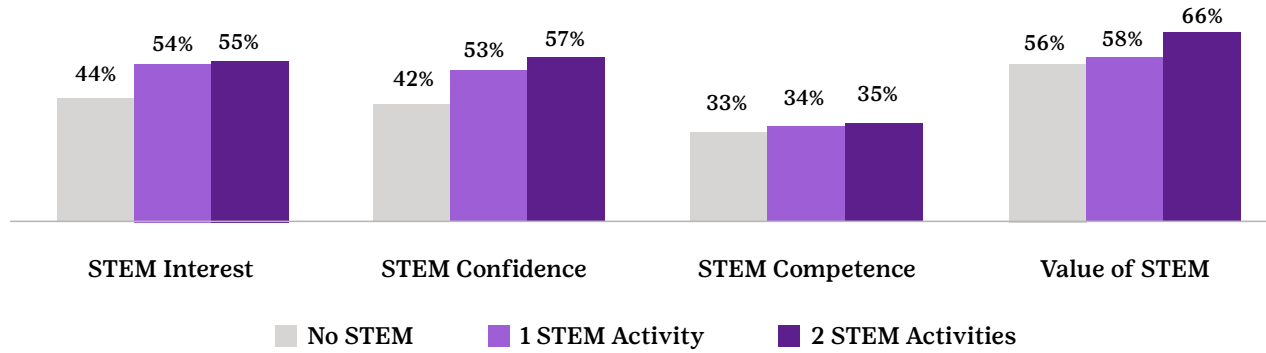
When girls participate in Girl Scout STEM programs, they benefit in four important ways:

1. They learn the importance and relevance of STEM to people and society.
2. They become excited about STEM subjects and want to learn more about them.
3. They develop confidence in their STEM skills and abilities.
4. They think scientifically to solve problems.

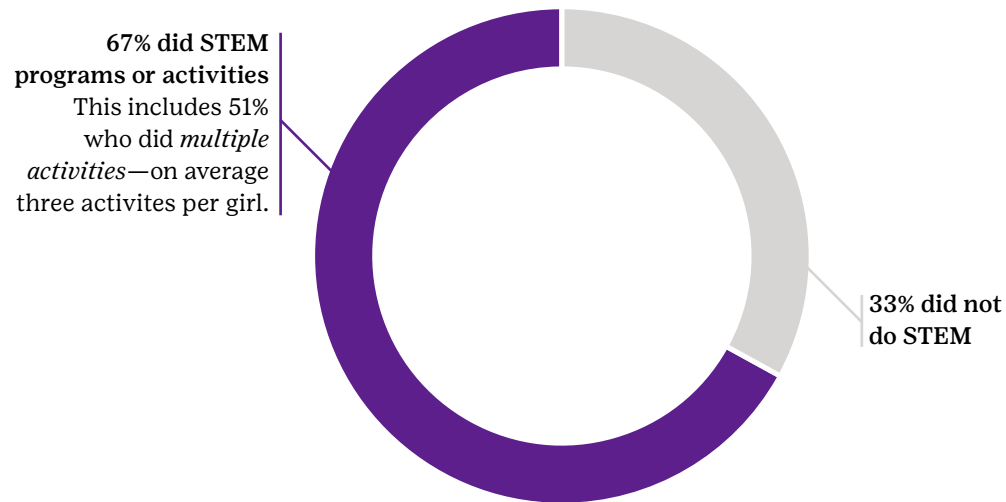
To assess the impact of the Girl Scout STEM program, the Girl Scout Research Institute (GSRI) conducted a quasi-longitudinal study of 649 troops and over 1,700 individual Girl Scouts from across the United States—measuring Girl Scouts' participation in STEM programming over the course of a program year, assessing their development of the four Girl Scout STEM Outcomes at the conclusion of the year, and measuring the impact on Girl Scouts' interest in future STEM activities, education, and careers.

***The Impact of Girl Scout STEM Programming reports five key insights on the benefits of Girl Scout STEM programs and activities and what this means for girls taking the lead in STEM in the future.***

### Percentage of Girl Scouts Developing STEM Outcomes



### Girl Scouts Participation in STEM



## Honing Skills for Success

In November 2022, we centered a new theme that showcases how Girl Scouts and the Girl Scout program prepare members to be leaders of today and tomorrow. Leading with the results of the GSRI STEM outcomes report detailed above, the thematic promotion highlighted the following recently launched or updated programs.

- **Financial Literacy badges:** An update to the existing Financial Literacy badges, sponsored by Charles Schwab, has ensured that our entrepreneurship program remains relevant to today's Girl Scouts. In conjunction with these refreshed badges that launched in July, a Financial Empowerment workshop was made available to councils in August 2022 with a grant from FINRA to help councils reach underrepresented Girl Scouts with this important program.
- **Camp Entrepreneur and Pitch Event:** Made available in August 2022, these two new workshops, sponsored by HSBC, help Girl Scouts put their entrepreneurship skills to use. Using the activities from our Entrepreneurship and Financial Literacy badges as a foundation, this program is designed to be delivered in a variety of formats—from camp to one-day events.
- **STEM Career Exploration badges:** In 2020, the popular STEM Career Exploration badges were released for Brownies, Juniors, and Cadettes. The

badge program was expanded in July 2022 so Daisies, Seniors, and Ambassadors can enjoy the program as well, making facilitation easier for multilevel troops.

- The **Rocketry Program** helps girls develop important skills like teamwork, problem solving, and leadership as they work together to design, create, and launch rockets. Girl Scouts obtain hands-on experience with rocket design and construction, build important STEM skills, and explore careers in STEM fields that have traditionally been male dominated. This program, launched in spring 2022, was funded by Aerojet Rocketdyne—whose CEO is National Board member Eileen Drake. The Rocketry Toolkit for Girl Scout Councils and Troops, the main program asset for this initiative, is a comprehensive guide for council staff and volunteers to create their own rocketry teams to compete in the American Rocketry Challenge, an annual competition for middle and high school students and the largest rocket contest in the world. In this first year of the rocketry initiative, 11 Girl Scout teams (59 girls in total) from nine councils competed in the challenge. And in 2022, two Girl Scout teams—one from Girl Scouts of Ohio's Heartland and one from Girl Scouts of North-Central Alabama—made it into the top 150 of over 700 teams from 41 states. The toolkit also provides resources and support to organize noncompetitive

rocketry activities for girls.

- The **Construction Workshop** offers an inspiring experience for Girl Scout Cadettes, Seniors, and Ambassadors to be challenged by skill-building activities and explore career opportunities in skilled trades as they build an ADA-compliant picnic table. Girl Scouts learn about materials, tools, and structural methods as they engage with trade professionals and get guidance and information that may spark future ambitions. Funded by the Home Depot Foundation, this program provides: 1) an event guide to prepare councils to run a Construction Workshop, and 2) the build plan and instructional guide with information about tools and materials needed plus step-by-step directions for constructing the picnic table. Piloted in spring 2022, the program received positive feedback from girls and council staff. Girls took pride in their finished products and increased their confidence using building tools and materials. A national rollout is planned for FY2023.

## Girls described the breadth of their favorite Girl Scout STEM activities:

“I liked Backyard Science Night with the telescopes because seeing the moon through the telescope was cool.” (Daisy)

“I liked the activity where we talked about the solar system and used Oreos to demonstrate the moons. It was my favorite because I learned a lot about the moon shapes and the planets! I got to eat the Oreos too!” (Brownie)

“Designing ‘habitats’ for different animals using limited materials given to us and seeing if the ‘habitats’ could withstand wind and water.” (Cadette)

“Making my own car out of supplies and powering it with balloon air. It was different than I thought it would be.” (Junior)

“Observing the chemical reactions in candy making. It was very hands-on and left me with a good taste in my mouth.” (Ambassador)





# Making the World a Better Place

## The Gold Award—and Our Other Highest Awards



Over the past year our Highest Award Girl Scouts—those earning their Gold, Silver, and Bronze Awards—across the Movement have shown their leadership, possibility thinking, and civic-mindedness to identify problems, create solutions, and make the world and others' lives better.

Between April 1, 2021, and March 31, 2022, approximately 3,500 Girl Scouts earned the Gold Award by tackling pressing issues that their communities face today, including taking action to destigmatize conversations about mental health, rewriting U.S. history courses to center groups that have been systemically and historically oppressed, building gardens and green spaces for all to enjoy, providing books to those in need, supporting local animal shelters, organizing community-wide recycling programs, combating food insecurity, addressing the climate crisis, tackling period poverty, and raising awareness about and providing support for people with disabilities.

Gold Award Girl Scouts not only create immediate positive change—they make a sustainable impact that will continue to benefit their communities for years to come.

In 2022, the GSUSA Gold Award Scholarship program awarded \$2,000 scholarships to 111 Gold Award Girl Scouts from 110 councils and USAGSO, made possible by Insight Global, the Coca-Cola Foundation, and the Kappa Delta Foundation.

In addition to Gold Award Girl Scouts, nearly 50,000 Girl Scouts earned their Bronze and Silver Awards—the highest awards Juniors and Cadettes can earn, respectively—completing service-learning projects that reflect an understanding of issues in their communities. GSUSA is working with the Silver Award Short-Term Working Group, a thought partner group of council staff, to develop our Movement-wide approach to the Silver Award, including developing tools that promote network alignment in how the Silver Award is defined, tracked, and evaluated for volunteers, girls, and council staff. The plan will be released to the Movement in the 2023 membership year.

National Board members have continued strengthening awareness of the Gold Award nationally, working to elevate Gold Award Girl Scouts and the opportunities available to them, as well as communicating the return on investment of Girl Scouting and the Gold Award to external stakeholders such as trade associations, college admissions officers, and other potential business and not-for-profit professional partners.

The National Board's Gold Award Scholarship Task Force has also been drawing on board members' vast networks to provide Gold Award Girl Scouts with professional internships and opportunities and working on generating funds to support increased scholarship opportunities that would benefit every Gold Award Girl Scout who matriculates to a college or trade school. The Movement Gold Award Foundation Task Force, mandated by the proposal adopted at our 2020 National Council Session, also completed its work this year, and its comprehensive report and recommendations will be released soon, including additional support for the GSUSA Gold Award Scholarship Program.



**Kennedy: Empowering Civic Leadership**



**Kiara: Increasing Access to Food**



**Julia: Fighting Menstrual Stigma**



**Alex: Stopping Distracted Driving**



**Natalie: Saving Lives with a Helipad**



**Siya: Fighting Dental Disease**

## Spotlight on Mental Health

The importance of mental health was a frequent theme among our 2022 GSUSA Gold Award Scholarship recipients. Below are project summaries that showcase a wide variety of approaches, from a comic book and a podcast to interviews and school curricula.

**Ariel from Girl Scouts of Eastern Pennsylvania** addressed the issue of teen mental health via creation of **a self-help and mental health awareness comic book for teens, tweens, and their parents**. Ariel donated her book to her high school campus and held workshops about comic book therapy. Teachers, students, parents, and others were excited to participate in her book launch and listen to the story.

**Natalia from Girl Scouts of Caribe** created a **blog, Instagram page, and podcast**, all geared around helping people take care of their mental health. Every week she covered different topics like panic attacks, anxiety, and study strategies.

**Lynda from Girl Scouts of Texas Oklahoma Plains** created a **suicide prevention curriculum** centered around

mental health habits that can be implemented throughout the school year rather than a one-time assembly. This provides a safe, supportive space with resources and conversations all year long.

**Autumn from Girl Scouts Nation's Capital** wrote an **ebook to help students transition from elementary to middle school**. It covers topics such as mental health, time management, organization, finding healthy friendships, peer pressure, self-image, and self-confidence. The book's release was preceded by a series of workshops at multiple elementary schools to help students; the workshops are to be continued annually by counselors at the respective schools.

**Katelyn from Girl Scouts of Wisconsin Southeast** addressed the influence of COVID-19 on students' stress and anxiety, **providing mental health care packages and virtual/in-person seminars** to over 1,200 students. The seminar and resources were also made available to over 50 counselors and teachers as well as various community organization members.

## National Partnerships

Girl Scouts joined several national coalitions this year, standing with other leading nonprofit organizations, including Million Girls Moonshot, NPower's Command Shift Coalition, the National 9/11 Day of Service, and the National Council for Emotional Wellbeing in out-of-school time settings, in supporting mission-aligned causes.

GSUSA also fostered and strengthened several national partnerships, supporting local STEM programming with the Federal Bureau of Investigation and the Society of Women Engineers, aligning with diverse STEM leaders through our partnership with the Women in Engineering ProActive Network (WEPAN), and working with Big Brothers Big Sisters of America (BBBS) to pilot local partnership programs between Girl Scout councils and BBBS agencies.

## Global Engagement

### WAGGGS Western Hemisphere Regional Conference

Originally scheduled to be held in Santiago, Chile, this year's conference was shifted to a virtual program with rising COVID levels earlier in 2022. GSUSA attended and put forward three proposals, one on exploring opportunities for international connections and experiences within our region, a second focused on providing members with programs and training on governance to increase girls' and young women's awareness and engagement in

regional and global governance processes, and a third, sponsored by ten additional Member Organizations, to release all data and findings from the Our Cabaña subgroup. Our Cabaña was indefinitely closed in the spring of 2021 when Guías de México determined it could no longer continue to manage it. WAGGGS is currently implementing an analysis to determine the best use for the center moving forward, including the potential sale of the property.

### Return to Global Travel

In summer 2022, Girl Scouts were able to return to traveling globally. GSUSA sent Girl Scouts on international Destinations to Sangam in India and Pax Lodge in London. In addition, Girl Scouts of Hawai'i hosted Girl Scouts from across the U.S. at the new STEM Center for Excellence at Camp Paumalū on Oahu's North Shore. Girl Scouts also visited Greece and Italy, and a number of councils developed new domestic Destinations, from a social justice-themed trip to Atlanta, Georgia, to an environmental education-centered visit to coastal Connecticut.

### Commission on the Status of Women

Fifteen Girl Scouts from Girl Scouts of Citrus, Girl Scouts of Eastern Washington and Northern Idaho, Girl Scouts Heart of New Jersey, and Girl Scouts of Utah participated in week one of the two-week session focused on gender equality around the world. This year's priority theme centered on "Achieving gender equality and the empowerment of all women

and girls in the context of climate change, environmental and disaster risk reduction policies, and programs." The delegation had the opportunity to connect with girls from around the world and bring forward their issues and concerns around climate change and the importance of including girls in climate conversations. In addition to attending sessions, participating in advocacy efforts, and meeting with representatives of UN member states, they also had an opportunity to connect with WAGGGS delegates and meet Girl Guides and Girl Scouts from around the world.

### 2021 International Day of the Girl

GSUSA marked the 2021 International Day of the Girl by launching a reimagined National Gold Award Girl Scout recognition ceremony. "Girl Scouts Change the World" recognized the 2021 Gold Award class and built upon 2020's success by continuing to engage and inspire thousands of Girl Scout Juniors, Cadettes, and Seniors/Ambassadors to earn their highest award. The event was attended by over 10,000 Girl Scouts from around the Movement, featured a keynote from Gold Award Girl Scout Dana Tanamachi, and received recognitions from WAGGGS World Board, UN Women, members of Troop Capitol Hill, and more.

Girl Scouts also participated in the eighth annual International Day of the Girl at the United Nations. Co-sponsored by GSUSA's coalition partner, the Working Group on Girls, and the governments of Canada, Peru, and Turkey, the event featured girl activists from around the world engaging in dialogue with

global policymakers on the impact of the digital gender divide on girls. In a candid, girl-led conversation among girl activists, UN agency representatives, and leaders, girls shared how they are impacted by the digital divide and asked questions of policymakers around resources they need to be able to fully engage in an increasingly digital-dependent world. Gold Award Girl Scout Vonesha Shaik spoke to policymakers about her work in India and the U.S. empowering girls and women with STEM and digital skills.

### WAGGGS Committees

Three GSUSA volunteers were selected as members of two WAGGGS' World Board

Committees: Lynn Mack-Costello, a service unit manager and adult trainer at Girl Scouts of Greater Los Angeles, was named to the People's Committee, and former GSUSA interim CEO Judith Batty and Rae Ann Dougherty, former board chair of Girl Scouts of Colorado, joined the Membership Fees Working Group. The People's Committee is focused on providing oversight and strategic direction for WAGGGS in relation to strategic priorities, policies, and practices regarding the WAGGGS Global Team (both staff and volunteers). The Membership Fees Working Group is tasked with reviewing WAGGGS's current membership fee structure and identifying potential new models to be considered by Member Organizations at

the 2023 World Conference. Stefanie Argus, Girl Scouts of Southeastern New England, was successfully reelected to the Western Hemisphere Regional Committee and then appointed as chair for the next triennium. As chair, Stephanie will also be a member of the WAGGGS World Board, alongside current World Board member Debra Nakatomi.

### Reimagining Global Programs

A new global program strategy was launched in 2022 to increase engagement and connection to our global Movement. Reimagined World Thinking Day content will arrive in 2023, and Global Action Award changes will follow, as well as a new Global Citizenship badge line.





## Part 3: Ensuring Our Movement's Financial Future and Securing Support for Our Mission

**We built support for our mission through financial stewardship of our GSUSA properties, impactful advocacy efforts, and the cultivation of strategic partnerships to increase investment in Girl Scouting and establish long-term, mutually beneficial relationships with major corporations that have values aligned with our Movement.**

In the wake of the pandemic-related challenges we have faced over the past 24 months, we are excited about our actual growth of 5.3% in FY2022 and our budgeted growth of 8.5% in FY2023. This has been no easy feat and has been accomplished only by our collective work across the Movement, as the past year posed numerous challenges for the business of Girl Scouting. Though revenues and finances will remain very tight, we will continue to make prudent expenditures and investments in excess of revenues to continue to deliver the Girl Scout experience to our girls, caregivers, and volunteers. At the same time, we will ensure the financial health and viability of our Movement and the appropriate cost structure for the organization.

Together, FY2022 and FY2023 represent a period of recovery, rebuilding, and reimagining. FY2023 will be a stabilizing year, paving the way for higher growth in FY2024 and FY2025. Aligned with our strategic plan and based on feedback from councils, our key objectives are to 1) stabilize the foundation with a significant emphasis on technology; 2) grow revenue and rationalize costs; 3) grow the value of our Girl Scout brand and experience with girls, volunteers, and donors for a broader population; and 4) ensure continued financial stability.

Although businesses, schools, and families have resumed pre-pandemic activities to some extent, COVID-19 continues to impact our lives and livelihoods. Many schools and organizations through which we would reach new members or host troop meetings are

still not allowing outside organizations access out of an abundance of caution. In addition, the economic environment is very volatile and difficult with high inflation, significant investment market losses, continuing supply chain issues, and a challenging labor market. Membership is slowly recovering. Due to this, cash flow at GSUSA continues to be negative as we continue to invest in girls at a higher rate than the increase in our revenues. Our strong balance sheet and access to financing have allowed us to do so.

To ensure the long-term sustainability of Girl Scouts, we have prudently and strategically deployed funds and managed risks to offset the loss in membership revenues and invest in membership retention and recruiting. With the assistance of PricewaterhouseCoopers, this year GSUSA developed a sustainable enterprise risk management (ERM) program aligned with corporate governance best practices to identify, prioritize, and ensure alignment between company objectives, strategies, and risks to achieve our strategic objectives. GSUSA will work with the company to develop a toolkit of ERM resources to provide to councils in the coming year.

# Consolidated Statement of Financial Position

As of September 30, 2022 and 2021

ASSETS	<u>2022</u>	<u>2021</u>
Cash and cash equivalents	\$11,957,000	\$19,774,000
Accounts receivable, net of allowance for doubtful accounts of approximately \$668,000 in 2021 and \$563,000 in 2020	3,812,000	3,771,000
Inventories, net	8,184,000	6,470,000
Prepaid expenses	2,892,000	1,193,000
Investments	166,185,000	209,001,000
Contributions and deferred gifts receivable, net	4,497,000	5,838,000
Funds held in trust for others	535,000	641,000
Property and equipment, net	<u>42,324,000</u>	<u>47,723,000</u>
Total assets	<u>\$240,386,000</u>	<u>\$294,411,000</u>
 <b>LIABILITIES AND NET ASSETS</b>		
Liabilities		
Accounts payable and accrued liabilities	\$17,098,000	\$18,796,000
Pension liability	5,202,000	4,461,000
Line of credit	8,200,000	24,000,000
Funds held in trust for others	535,000	641,000
Deferred revenues:		
Membership dues	26,762,000	25,461,000
Other	<u>1,110,000</u>	<u>2,274,000</u>
Total liabilities	<u>58,907,000</u>	<u>75,633,000</u>

# Consolidated Statement of Financial Position

## As of September 30, 2022 and 2021

Net assets	<u>2022</u>	<u>2021</u>
Without donor restrictions:		
Operating fund	28,878,000	15,260,000
Pension fund	(24,965,000)	(19,015,000)
Board-designated	<u>109,079,000</u>	<u>141,865,000</u>
	<u>112,992,000</u>	<u>138,110,000</u>
With donor restrictions:		
Purpose restricted	40,347,000	52,372,000
Time-restricted for future periods	304,000	408,000
Perpetual in nature	<u>27,836,000</u>	<u>27,888,000</u>
	<u>68,487,000</u>	<u>80,668,000</u>
Total net assets	<u>181,479,000</u>	<u>218,778,000</u>
Total liabilities and net assets	<u>\$240,386,000</u>	<u>\$294,411,000</u>



# Consolidated Statement of Activities

For the year ended September 30, 2022, with summarized comparative financial information for 2021

Operating revenues	Without Donor Restrictions	With Donor Restrictions	2022 Total	2021 Total
Membership dues	\$36,977,000	\$ -	\$36,977,000	\$35,046,000
Girl Scout merchandise gross profit	19,899,000	-	19,899,000	15,130,000
Royalty income	9,292,000	-	9,292,000	8,355,000
Gifts, grants and bequests	21,622,000	6,935,000	28,557,000	25,458,000
Contributions of nonfinancial assets	-	-	-	2,760,000
Training/meeting revenue	5,700,000	-	5,700,000	1,745,000
Investment income allocation	5,178,000	2,176,000	7,354,000	6,914,000
Software maintenance	5,586,000	-	5,586,000	6,128,000
Other	<u>1,675,000</u>	<u>1,004,000</u>	<u>2,679,000</u>	<u>1,655,000</u>
Total operating revenues	<u>105,929,000</u>	<u>10,115,000</u>	<u>116,044,000</u>	<u>103,191,000</u>
Net assets released from restrictions	12,138,000	(12,138,000)	-	-
Total operating revenues	<u>118,067,000</u>	<u>(2,023,000)</u>	<u>116,044,000</u>	<u>103,191,000</u>

# Consolidated Statement of Activities

For the year ended September 30, 2022, with summarized comparative financial information for 2021

Operating expenses	Without Donor Restrictions	With Donor Restrictions	2022 Total	2021 Total
<b>Program services:</b>				
Comprehensive council support	41,726,000	-	41,726,000	39,240,000
Girl program development and adult learning opportunities	40,809,000	-	40,809,000	44,461,000
Brand promotion and external engagement	<u>20,323,000</u>	-	<u>20,323,000</u>	<u>15,599,000</u>
Total program expenses	<u>102,858,000</u>	-	<u>102,858,000</u>	<u>99,300,000</u>
<b>Supporting services:</b>				
Fundraising	4,367,000	-	4,367,000	3,626,000
Management and general	<u>9,225,000</u>	-	<u>9,225,000</u>	<u>8,754,000</u>
Total supporting services	<u>13,592,000</u>	-	<u>13,592,000</u>	<u>12,380,000</u>
Total operating expenses	<u>116,450,000</u>	-	<u>116,450,000</u>	<u>111,680,000</u>
Operating (deficit) surplus	1,617,000	(2,023,000)	(406,000)	(8,489,000)

# Consolidated Statement of Activities

For the year ended September 30, 2022, with summarized comparative financial information for 2021

Nonoperating revenue, gains and losses	Without Donor Restrictions	With Donor Restrictions	2022 Total	2021 Total
Endowment contributions	-	13,000	13,000	139,000
Change in value of deferred gifts	-	(104,000)	(104,000)	40,000
Change in value of charitable gift annuities	(96,000)	-	(96,000)	61,000
Contributed advertising revenue	18,622,000	-	18,622,000	16,521,000
Contributed advertising expense	(18,622,000)	-	(18,622,000)	(16,521,000)
Net investment income in excess of income allocation	(21,998,000)	(10,067,000)	(32,065,000)	36,578,000
Pension costs other than service cost	1,309,000	-	1,309,000	521,000
Other nonoperating pension charges	<u>(5,950,000)</u>	-	<u>(5,950,000)</u>	<u>10,847,000</u>
Total nonoperating revenue, gains and losses	<u>(26,735,000)</u>	<u>10,158,000</u>	<u>(36,893,000)</u>	<u>48,186,000</u>
Change in net assets	(25,118,000)	(12,181,000)	(37,299,000)	39,697,000
Net assets, beginning of year	<u>138,110,000</u>	<u>80,668,000</u>	<u>218,778,000</u>	<u>179,081,000</u>
<b>NET ASSETS, END OF YEAR</b>	<b><u>\$112,992,000</u></b>	<b><u>\$68,487,000</u></b>	<b><u>\$181,479,000</u></b>	<b><u>\$218,778,000</u></b>

## Property

GSUSA is examining all its own property assets to determine the best ways to use existing Movement resources to serve our members more effectively and is continuing to develop property tools for councils.

## Birthplace

In 2020, GSUSA undertook a \$3.5 million renovation of the Juliette Gordon Low Birthplace in Savannah to modernize the visitor experience, increase accessibility, and create spaces to accommodate new revenue stream opportunities, such as an event rental program. Updates include a refreshed garden design, new ticketing and shop spaces, an orientation gallery featuring historical content, updated program spaces, and accessibility measures ensuring that the full campus is compliant with the Americans with Disabilities Act. In addition to private donors, the project was supported by grants from the National Trust for Historic Preservation and the Institute of Museum and Library Services, two pillars of the museum community. On March 11, 2022, the birthplace officially reopened with activities for local families, tourists, dignitaries, and Girl Scout enthusiasts alike.

## Edith Macy Center

With the goal of renovating and expanding the existing facilities to develop a world-class convention center and state-of-the-art STEM, arts, and hospitality center for girls, in April 2022 the board approved commencement of

the expenditure of soft costs from the board-designated Macy Capital Improvements Fund for initial due diligence work that includes infrastructure and building reports, surveys, engineering reports, and traffic studies.

In addition, on June 23, 2022, the National Board had the great pleasure of officially dedicating the Friendship Room at Edith Macy as the Frances Hesselbein Friendship Room in recognition of Frances's passionate and enduring commitment to advancing the Girl Scout mission.

## Girl Scout Dream Labs (Our Experience Centers)

The GSUSA Property Team has spent the past year developing a new program delivery

and retail space concept internally called the Girl Scout Experience Center and which will be launched as Girl Scout Dream Labs, with the goal of raising the visibility of Girl Scouts and offering great programs and experiences in the communities that Girl Scouts serves. Concept design and development is completed, layouts have been finalized, and GSUSA and a construction project manager will work with the contractor to oversee the first capital project build-outs, for an on-time and on-budget delivery in Denver, Colorado, for the Girl Scouts of Colorado Council in January 2023.



## Public Policy and Advocacy

GSUSA continued to identify key opportunities for advocacy, cultivate relationships with priority stakeholders in the federal government and nonprofit sectors, and leverage participation in policymaking discussions to advance Girl Scouts' visibility, relevance, and leadership.

Below is a summary of work conducted in three key areas to support the Movement and position Girl Scouts as a committed partner, thought leader, and trusted resource with external audiences.

### Partnering with the Executive Branch

We secured a \$2.5 million workforce development grant from the U.S. Department of Labor for a pilot program (with six councils) to transform the camp counselor experience and help address counselor recruitment. We also secured invitations to multiple White House and other executive branch events, including:

- Women's History Month reception at the White House with the president and first lady
- White House Gender Policy Council roundtable on mental wellness
- Disney Pixar's premiere of *Lightyear* at the Naval Observatory with Vice President Kamala Harris

- Juneteenth picnic at the U.S. Naval Observatory with Vice President Kamala Harris
- Department of Education Title IX 50th anniversary field day with U.S. Secretary of Education Miguel Cardona and Vice President Kamala Harris

### Advancing GSUSA Priorities

With regard to the National Girl Scout Council Retirement Plan, we moved a proposal forward to reduce the pension burden for councils. Additionally, we led and advised a coalition of national nonprofits on strategic initiatives to address sector-wide issues, including extension of the employee retention tax credit (ERTC). To date, the ERTC has allowed the Movement

to reinvest over \$50 million that would have been paid, and GSUSA is expected to recoup \$5 million. The board approved the use of the ERTC funding to support strategic investments to strengthen our Movement in fiscal year 2022, including in the areas of membership retention programs, philanthropy, technology, marketing, PR, corporate communications, and research. This investment plan allows us to recover and rebuild from the impact of the pandemic and invest in future enterprise growth.

And we continue to build congressional champions through Troop Capitol Hill, the honorary Girl Scout troop in Congress whose members commit to championing issues important to girls and Girl Scouts.



## Fiscal Year 2022 Fundraising

In 2022, GSUSA raised more than \$10 million in philanthropic funding and received a generous gift of \$15 million from an anonymous donor. These contributions powered entrepreneurship and financial literacy programming, including a relaunch of the Cookie Business badges, outdoor programming addressing barriers to inclusion in camp, mental wellness support ranging from workshops to mental health First Aid trainings, STEM programming ranging from K-12 Cybersecurity badge experiences to space science experiences, and Gold Award Scholarship funding to encourage Girl Scouts to pursue and achieve Girl Scouts' highest award.


GSUSA thanks all the generous individual, corporate, public, private, and government donations and acknowledges all the meaningful Juliette Gordon Low Planned Gifts we received since the last Stewardship Report of gifts totaling more than \$10 million, including\*:

- Anonymous Donor
- Anonymous Donor
- Arconic Foundation
- Arnold W. and Alice R. Carlson Charitable Fund
- AT&T Corporation
- The Coca-Cola Foundation
- Eating Recovery Center at Pathlight Mood and Anxiety
- Estate of Donald E. Rassaert
- Estate of Karen Jungbluth
- Fiserv

- Fowler Family Fund II
- General Motors
- HCA Healthcare Foundation
- Herford N. Elliott Trust
- Insight Global
- James Annenberg La Vea Charitable Foundation
- JOANN Fabric and Craft Stores
- John S. Pedgonay Trust
- Johnson & Johnson
- Kappa Delta Foundation
- Margaret A. Cargill Philanthropies
- New York Life Foundation
- Stacy's Pita Chips
- Stanley Black & Decker
- THOR Industries
- Toyota Corporation
- United Airlines
- VF Foundation
- World Foundation for Girl Guides and Girl Scouts, Inc.



\* Corporate, Individual, Foundation, and Estate gifts at \$50,000 and above



Conclusion:  
Looking Ahead to  
2023 and Beyond

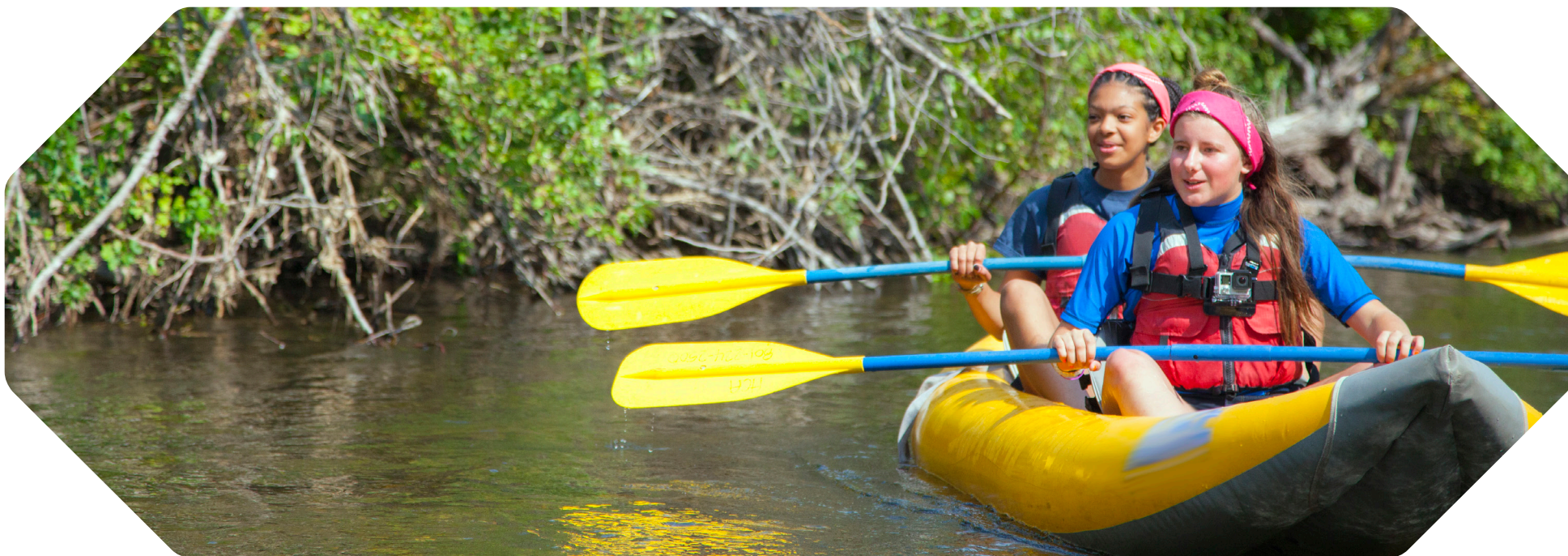
The value proposition of Girl Scouting today remains the same as it was 110 years ago; the return on investment of Girl Scouts is reflected in the [incredible outcomes Girl Scouts enjoy](#) as they excel in leadership, academic achievement, career aspirations, and hope for the future. Our value is also revealed by the impact our 50 million living Girl Scout alums have had on the country and the world—as leaders in government, STEM, business, entrepreneurship, finance, sports, environmental stewardship, entertainment, and more.

Our country and the world need Girl Scouts more than ever—and girls of all backgrounds,

in all communities, need to have the opportunity to be Girl Scouts. As such, we are looking forward to the work we will do together in 2023 to continue fulfilling our mission for the Girl Scouts we serve now—and those we have not yet reached. 2023 will be a year of continued recovery and transformation for the Movement and GSUSA, requiring rebuilding and reimagining of Girl Scouts for the future. Part of this collaborative work will be our exciting, robust, and in-person National Council Session in Lake Buena Vista, Florida, where we will engage in focused, strategic discussion to chart the path forward for our Movement for the next three years—and celebrate the world of Girl Scouting!

As we move forward together, it is critical that we remain guided by our Girl Scout values, and we must be bold and courageous for our Girl Scouts—reflecting back the courage, confidence, and character they show every day as they navigate a complex world and dedicate themselves to making it a better place.

Thank you for your passion for Girl Scouts and for all you do to secure our Movement's strength and relevance for the future. Together we are ensuring that our Girl Scouts have every opportunity to be leaders and change-makers in their communities and the world.





girl scouts 