



Girl Scouts of Western Ohio
ANNUAL REPORT
2020



As a society, we will always remember 2020. The COVID-19 pandemic disrupted our daily routines, changed how we live our lives, and created adversity and challenges that we are still working to overcome. At Girl Scouts of Western Ohio, we embraced these challenges, and Girl Scouts across western Ohio and southeastern Indiana overcame them with enthusiasm, innovation, and resilience.

This wouldn't have been possible without you: our generous supporters, volunteers, and Girl Scout families.

Thanks to you, Girl Scouting continued in 2020 and our movement is stronger and more relevant now than ever before. In response to the pandemic, we launched Girl Scouts at Home, a virtual and distance learning program that brings the Girl Scout Leadership Experience directly to girls and their families. Whether girls were earning badges virtually, attending virtual Girl Scout camp, or carrying out socially distanced service projects, Girl Scouts at Home kept them connected to a supportive community and mitigated learning loss while schools were closed.

Our Girl Scouts also took action by sewing masks for first responders, donating cookies to food banks and homeless shelters, and working as Girl Scout sisters to support each other during uncertain and painful times. The most inspiring part of 2020 was watching how our girls responded to the pandemic - they achieved so much, put service above self, and overcame setbacks to come out of the pandemic healthy, resilient, and strong.

As we reflect on 2020, we cannot forget how important it was for social justice. As people step up and speak out against racism in our society, the Girl Scout leadership movement is there to create positive change and build an equitable and just world.

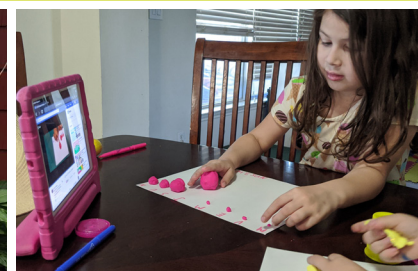
Now more than ever, the world needs Girl Scouts. Our girls are the future leaders of tomorrow and, with your support, they will continue to affect change, speak up for what's right, and develop courage, confidence, and character. Thank you for investing in girls and for supporting them during the toughest year in recent history.

Yours in Girl Scouting,

Roni Luckenbill
Roni Luckenbill
CEO



Victoria Nilles
Victoria Nilles
Board Chair



Adaptability, Community, Creativity

GIRL SCOUTS AT HOME: ADVENTURE, EXPLORE, AND LEARN WHERE YOU ARE

When the pandemic hit Ohio, Girl Scouts of Western Ohio took immediate action and launched Girl Scouts at Home, an innovative virtual and distance learning program that brings Girl Scouting to the virtual space and directly to girls and their families. By pivoting to virtual, distance learning, and small group programming, we gave girls something to rely on during uncertain times: the sisterhood and stability of their Girl Scout family.

Girl Scouts at Home programming included:

- Virtual badge programs and events
- Virtual Girl Scout camp
- “Camp in a Box” and “Badge in a Box” kits that were distributed directly to girls, troops, and community partners that serve girls
- The “Thrive” mental health patch program
- The “Family Adventure” outdoor patch program
- Zoom access

CARLY & THE CAMP IN A BOX PROGRAM

The highlight of Carly’s summer was the “Camp in a Box” program offered through Girl Scouts at Home. Carly received four camp boxes focused on hiking, campfire cooking, insects, and woodworking. Her favorite was the “bug box” which she used while exploring the outdoors at a state park. “I loved catching bugs and exploring the woods,” Carly says. “Today I learned bugs aren’t gross and are actually very important to nature!”



WHAT GIRL SCOUT FAMILIES AND COMMUNITY PARTNERS ARE SAYING ABOUT GIRL SCOUTS AT HOME

“I’ve been involved in Girl Scouts as an adult for many years - my oldest daughter, a Girl Scout alum, is now 24. My youngest daughter loves Girl Scouts and having so many virtual activities has helped her stay involved and learning so much. As a mom, Girl Scouts at Home has some of the best programming I’ve ever seen.” - *Jen, a Girl Scout mom and volunteer*

“Thank you for offering our girls Girl Scouts at Home. At our school, we are not just focused on academics. As a school and a nation, we need to look out for the social emotional health of our students, particularly our vulnerable girls. With everything that’s happening in the world right now, we need to make sure girls are healthy on the outside and inside, and Girl Scouting supports this.” - *Rhona Craig, assistant principal at Horace Mann Elementary School*

Resilience, Service, Sisterhood

During the COVID-19 pandemic, girls in western Ohio and southeastern Indiana demonstrated extraordinary Girl Scout spirit and came together despite the challenges they were facing to support each other, their families, and their communities. Girls lived the Girl Scout Promise and Law by donating cookies to charitable causes, sewing masks, carrying out service projects, and adapting to virtual and socially distanced learning.



In 2020, Girl Scouts donated nearly **81,000 boxes of cookies!**

Girl Scouts like Elizabeth sewed and donated hundreds of face masks to first responders, front line workers, and vulnerable members of the community. When the pandemic first began and face masks were hard to find, Girl Scouts were there to help our communities mask up and stop the spread of COVID-19.



Girl Scouts like Elizabeth **sewed and donated hundreds of face masks!**



Thanks to these Girl Scouts, **there is now a civics day for kids in Hamilton!**

Compassion, Empowerment, Leadership

POWERING HER PROMISE



When the 2020 cookie program ended a month early, generous corporations, community organizations, and governmental entities stepped up to help Girl Scouts sell their remaining cookies. A special thanks to the Rotary Club of Cincinnati who purchased \$23,525 worth of cookies – that’s a lot of Thin Mints!



46 Businesses Bosses purchased more than **10,000 boxes of cookies** from Cookie Bosses, raising **\$50,000** for local Girl Scout troops.

The COVID-19 pandemic caused economic strife across our region, affecting the financial situations of thousands of Girl Scout families. This caused a dramatic increase in requests for financial assistance and led to our first ever emergency fundraising campaign: Powering Her Promise. From June to August 2020, hundreds of donors invested **\$186,000 for financial assistance, enabling 7,440 girls to join Girl Scouts!**



When Girl Scouting transitioned to virtual and distance learning settings, our supporters showed unprecedented flexibility, leadership, philanthropic spirit, and belief in the Girl Scout mission.

- Individual, corporate, and foundations helped us pilot the virtual Camp for Every Girl Initiative, **providing 406 underserved girls** with free camp boxes and virtual camp opportunities.
- Local foundations donated more than **\$40,000 in COVID relief funds** and allowed our council to redirect funds to general operating and emergency response.



Girl Scout Membership



32,556
Girl Members



2,510
Girl Scout Troops



2,304
Lifetime Members



12,642
Volunteers

The Highest Awards in Girl Scouting



21

Gold Award
Girl Scouts



238

Silver Award
Girl Scouts



529

Bronze Award
Girl Scouts

Our Gold Shines Bright: Project Spotlight

Noelle,

a Girl Scout Senior, worked with her community to create a natural playground at Russ Nature Reserve, a park that was heavily damaged during the 2019 Dayton tornadoes. The natural playground is now open, safe for kids to use, and is helping to bring visitors back to the park after this devastating natural disaster.



Noelle
Girl Scout Senior

Anvi,

a recent Girl Scout alum, designed and launched an educational campaign and curriculum dedicated to raising awareness of human trafficking and what efforts the community can take to combat it. Her curriculum is being integrated into social studies classes at Mason High School.



Anvi
Girl Scout Ambassador



Girl Scouts at Home

15,000+ girls
earned 17,000+
badges virtually

2,500+ girls
attended virtual
Girl Scout camp

1,000+ girls
received “camp
in a box” kits

7,000+ girls
received “badge
in a box” kits

100+ girls
received the
“Thrive” patch

100+ girls
received the
“Family Adventure” patch

1,000+
Girl Scout troops met virtually over Zoom

How Girl Scouts Gain Leadership Skills

Girl Scouts of Western Ohio provides many opportunities for Girl Scouts, including exploring new activities and developing skills through the Girl Scout Leadership Experience.

Girl Scout participation allows girls to engage in learning opportunities that help them gain more leadership skills. Based on 2020 program results, here’s how local girls participating in troops compare to non-Girl Scouts on several key outcomes:



67%
had girl-led
experiences

compared to

51%
non-Girl Scouts



74%
learned cooperatively
with others

compared to

61%
non-Girl Scouts



65%
learned by doing
hands-on activities

compared to

59%
non-Girl Scouts



75%
have a strong
sense of self

compared to

68%
non-Girl Scouts



What Girl Scouts Say

Girls say that Girl Scouts provides a safe and inclusive environment where they can do a variety of activities, learn new things, and form friendships. As girls are more engaged with each of these key drivers they become more satisfied, more likely to stay in Girl Scouts, and more likely to recommend Girl Scouting to others.

Key Drivers to Girl Scouting	Percentage of Girls in Troops who Agree
Inclusive: In Girl Scouts, I feel like I belong.	92%
Fun: I am excited about the things I get to do in Girl Scouts.	93%
Value: Participating in Girl Scouts makes me feel like I am part of something bigger than myself.	85%
Fit: Girl Scouts offers the kind of activities I want to do.	89%
GS Identity: I like being a Girl Scout.	95%
Safe Space: I feel safe in Girl Scouts.	97%
Girl Only: I like that Girl Scouts is just for girls.	85%
New Experiences: I learn new things in Girl Scouts.	95%
Variety: I get to do lots of different things in Girl Scouts.	91%

What Girl Scout Troop Leaders Say

89%

As a Girl Scout troop leader, I make a difference in the lives of girls.

85%

Being a Girl Scout troop leader gives me opportunities to use my talents, skills and/or passions.

78%

Being a Girl Scout troop leader gives me opportunities to use my talents, skills and/or passions.

What Girl Scout Parents Say

85% Their girls felt like they belonged.

77% They had opportunities to bond with their girls.

72% Their girls got opportunities that they would not otherwise have had.

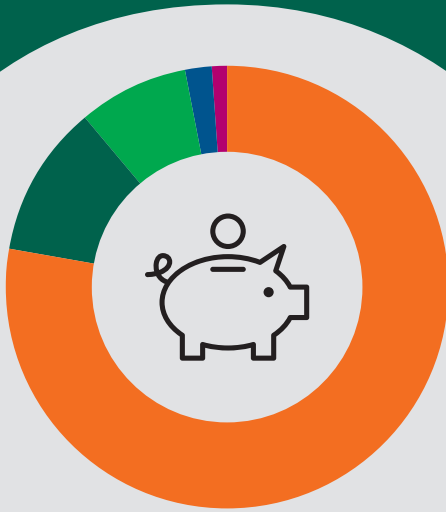
77% Their girls participated in a variety of activities.

73% Their girls did the activities they wanted her to do.

76% Their girls worked on meaningful goals in Girl Scouts.



2020 Revenue



78%
Product sales

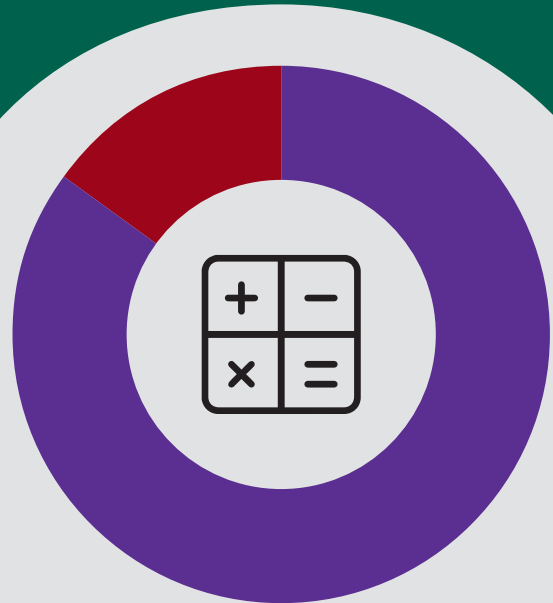
11%
Charitable gifts, grants, and United Way

8%
Investment income

2%
Program fees

1%
Other

2020 Expenses



85%
Girl and Volunteer Programs

15%
Administrative Costs

GIRL SCOUT COOKIES

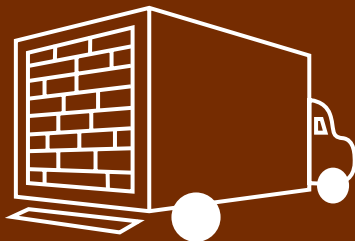
19,296
Cookie
Entrepreneurs



\$2.4 million
raised for Girl
Scout troops



80,667 boxes
donated to food
banks, shelters,
and veterans'
organizations



Girl Scout supporters allowed Girl Scouts of Western Ohio to distribute more than **\$463,000** in financial assistance and free badge kits to underserved girls and volunteers

Girl Scout donors enabled **16,958** underserved girls and volunteers to join Girl Scouts

100% of staff and board donated to Girl Scouts of Western Ohio

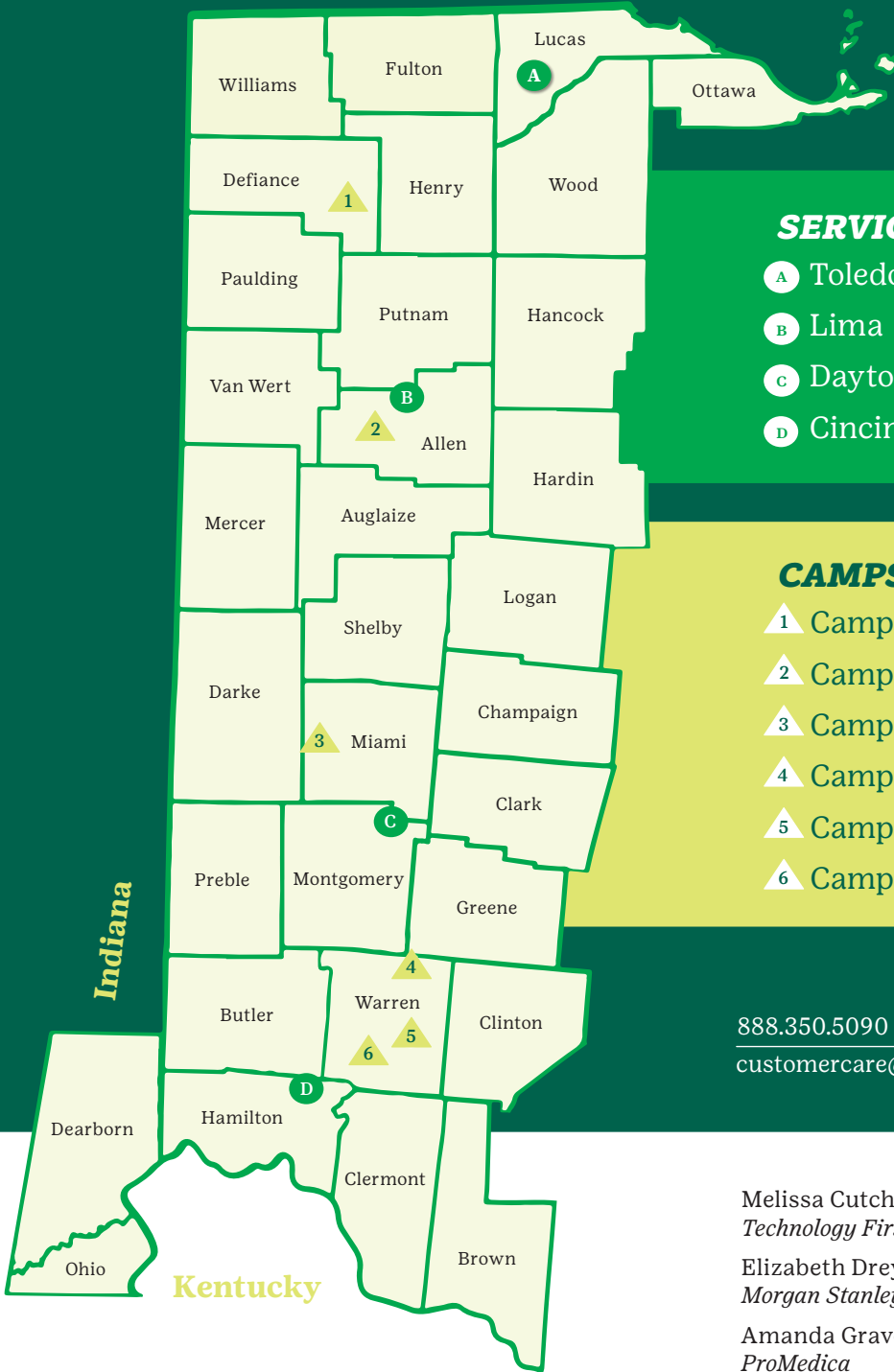
Business Bosses purchased **\$50,000** worth of cookies to support girls when the cookie program ended early due to the pandemic

1,123 Girl Scout donors changed lives in 2020

To see a complete donor listing, please visit gsw.org/donors

The condensed statements of financial position and activities has been summarized from the 990 of Girl Scouts of Western Ohio. The 990 is available on [guidestar.org](https://www.guidestar.org) and for inspection at the offices of Girl Scouts of Western Ohio.

Michigan



SERVICE CENTERS

- A** Toledo
- B** Lima
- C** Dayton
- D** Cincinnati

CAMPS

- 1** Camp Libbey
- 2** Camp Woodhaven
- 3** Camp Rolling Hills
- 4** Camp Stonybrook
- 5** Camp Whip Poor Will
- 6** Camp Butterworth

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