

# MEMO

Attachment D



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**Date:** January 15, 2021  
**To:** Board of Directors  
**From:** Roni Luckenbill, CEO  
**Subject:** CEO Report

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The following is a brief CEO report of important activity since the November board meeting. In the interest of time, I am submitting this as a written report for the January board meeting. Please feel free to contact me if you have questions about any of these items.

**Ohio Capital Bill:** We received word in late December that we will receive \$400,000 in the Ohio Capital Bill for our comprehensive campaign. The Ohio Department of Natural Resources will be our fiscal agent. The dollars are allocated at \$100,000 per camp. Decisions are being made about which projects will best fit this grant. Thank you and congratulations to everyone involved in this important funding.

**Membership:** We continue to be challenged in recruiting new girls to Girl Scouts. Schools are limiting access and families are overwhelmed. To date, we are 33% behind last year at the same time, which is comparable to what is happening for all councils around the country. We have strong plans in place to work with a number of schools this winter through a program kit project to supply girls in lower income schools with program supplies and online support. While not a long-term solution, this will allow us to keep many girls engaged in meaningful program experiences. We are also partnering with COSI (Center of Science and Industry) to purchase their STEM boxes to be used with girls in late winter/early spring. These are high quality kits that will assist us in capturing girls' interest in various STEM topics. When schools begin to open back up, we will re-engage our in-school recruitment events.

**Fall Product Sale:** We had projected a 22% decrease in our fall sales revenue, however we ended with a strong sale that was only slightly below last year's revenue. Troops took advantage of digital options, which accounted for the better-than-expected results. There were learnings from that sale which are being used in the planning for the cookie program.

**Cookie Program:** We have strong plans in place to support girls and troops through the cookie program, which began on January 1. Digital sales appear to be stronger than in past years, however this will not be able to make up for the in-person sales and booth sales that will be lost. We projected a decrease in sales revenue of 16% and we are doing everything possible to get to this projection. We have secured sponsorship for cookie boxes, to support troop programming throughout the cookie season. These have been well-received. In addition, we are testing new sales methods, including a national partnership with GrubHub.

**Camp Planning:** We have made strong plans for a return to in-person camp this summer. We will continue to watch the COVID-19 trends and will make decisions along the way to further revise capacities or offerings. Camp brochures have been developed and were mailed out in early January with camp registration opening in late January.

**Fund Development:** In late November, we completed a successful staff annual campaign, raising a total of \$40,127 from 100% of staff. I am so proud of the commitment this shows of our entire staff team. We also made the decision not to hold the Cincinnati Women of Distinction event, but will send a mail solicitation to former honorees and loyal attendees, as well as our key sponsors. We are grateful that Pam Viscione and Carole Williams had been willing to chair this important event again. We are hopeful that we can roll out a new plan for 2022.

**Ongoing Administration:** In early December, we participated in GSUSA's rollout of their revised membership technology. Despite lingering challenges, the rollout was successful and should provide enhanced support to volunteers. In addition, we complete the annual audit and developed and communicated a request for proposals for DEI consulting and facilitation.

