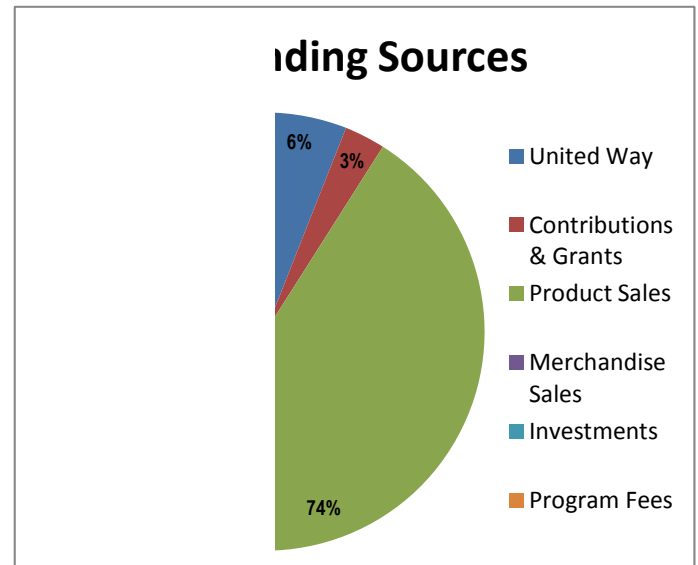


Financial Assets/Funding Sources

Did you know?

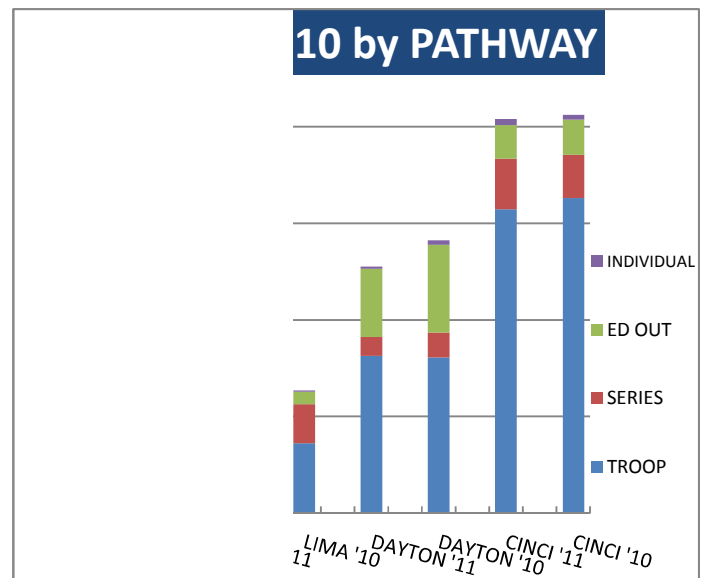
- Merge date of January 1, 2008 – by November 2008, based on current economic conditions, \$1,000,000 was cut from the budget, which remains relatively flat today.
- Our United Way funding has decreased 23% since the merger, due to decreases in local United Way campaigns:
 - 2008 = \$1,368,067
 - 2010 = \$1,053,716
- 24 United Way allocations to Girl Scouts of Western Ohio range from \$1,000 to \$565,000.
- Funders are looking to leverage their investments by rewarding collaborative efforts among community partners; Girl Scouts must be prepared to make the case that we can be a part of the solution, socially and academically.
- Our successful cookie sale leads to the perception that we don't need additional dollars.
- Dependence on the cookie sale is a threat to our financial stability.
- The current economic uncertainty is impacting our funders' ability to make donations.
- Families and volunteers contribute only \$59,000 annually toward the Annual Campaign – that is less than \$1.00 per member.
- Girl Scouts nationally is planning to raise \$1 billion for the 100th Anniversary.
- Unemployment projects to remain at current level – threat of falling into recession impacts both organization and volunteers.



Human Capital and Partners

Did you know?

- The Girl Scout Leadership Experience is grounded in good youth development theory and has been consistent throughout the organization's history.
- The Girl Scout Leadership Experience is implemented in various pathways:
 - Troop participation = 70%
 - Series participation = 11%
 - Educational Outreach = 18%
- Girl Scouts of Western Ohio serves almost 50,000 girls or 1 out of every 7 girls, which has dropped from 1 in 6. (The national average is 1:11 girls.)
- Girl Scouts of Western Ohio retains only 60% of girls.
- We served 15,002 adult members, which is a slight increase over 2010.
- Membership is a charter requirement.
- Our girl/adult ratio is 1 adult to 3.6 girls, but only 38% of troop leaders (n=564) say "there are enough volunteers to accomplish goals and objectives".
- 34% of our minority girl members are served in troops and 84% of white girls are served in troops.
- In 2011, we lost more than 3,000 members (6%), although girls served through troops stayed about even from 2010 to 2011.



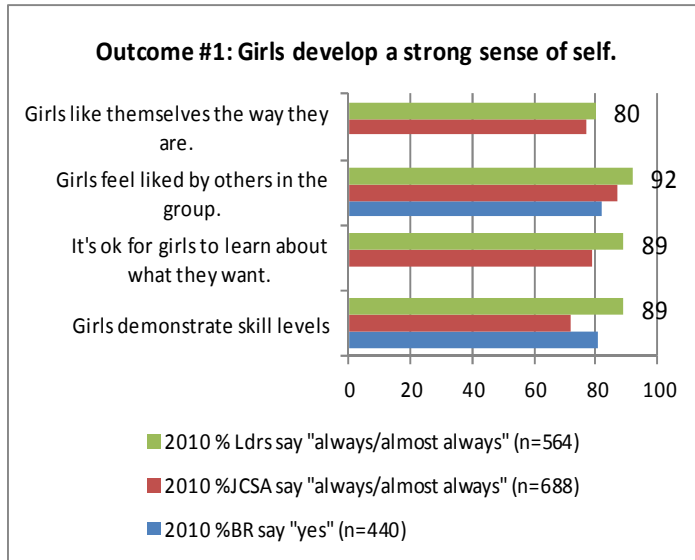
Organizational Assets

Did you know?

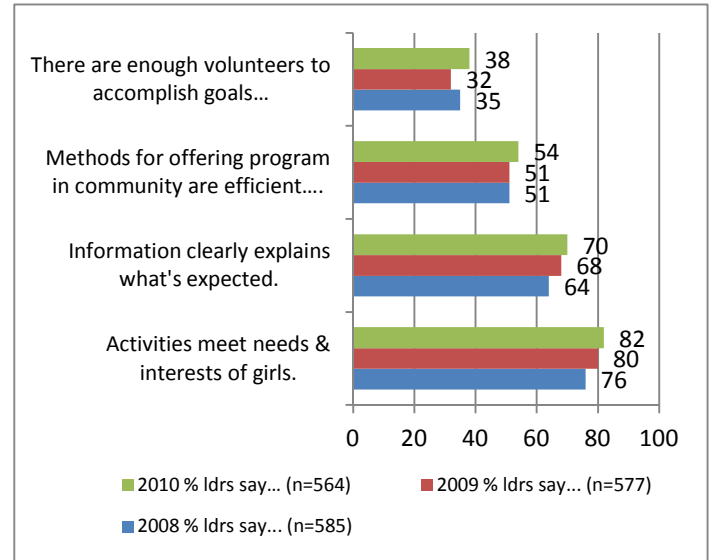
- Girl Scouts is a well-known brand with an emphasis on leadership for girls.
- Our brand is tied to cookies and camping.
- Girl Scouts is 100 years old in 2012.

Program outcomes data:

What do girls & leaders say happens in Girl Scouts?



Service Delivery Effectiveness Data: What % of Troop Leaders Say?...

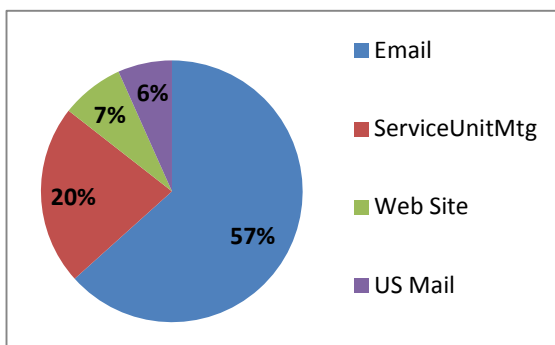


Physical Assets & Information Technology

Did you know?

- Our camp properties represent both strong traditions and memories.
- Our top 4 camps represent 86% of camp use, with remaining 6 serving only 14%.
- We use less than 25% of camp capacity, based on expected camper day usage.
- Property is 15% of the council budget and represents \$1.6 million.
- The least used 6 camps serve only 14% of campers, while the cost to maintain these 6 is 30% of the property budget.
- Leaders rely on information technology to receive Girl Scout information.

How do leaders most often get Girl Scout information?



Source: Girl Scouts of Western Ohio, Troop Leader Survey, Spring 2010

% of Total Camp Use

