

CODE	DESCRIPTION	REVENUE	EXPENSE
Administrative		\$360,669	\$1,877,144
144 – Corporate Management and Governance	To provide corporate management systems and fulfill corporate responsibilities and to provide support to the board of directors. The primary source of revenue for this Action Step are the council’s investments.	\$334,200	\$792,613
341 – Property Management	To manage council administrative properties and related assets to meet the administrative needs of the council and to ensure compliance with health and safety standards.	\$26,469	\$851,636
342 – Staff Human Resources & Development	To manage staff human resources and development to provide a qualified staff.	\$0	\$232,895
Fund Development		\$1,843,247	\$481,437
243 – Fund Development	To raise \$1,843,247 through diversified funding sources by September 30, 2017 - \$508,924 in contributions, \$393,500 in grants, \$807,830 from United Ways and \$132,993 from Special Events.	\$1,843,247	\$481,437
Program Service Delivery		\$9,966,684	\$4,187,777
305 – Retail Sales	To provide retail service to members.	\$343,851	\$324,976
311 – Evaluation & Research	To ensure that the program effectiveness measurement plan is implemented through a representative sampling of Girl Scout troops/groups through September 30, 2017.	\$0	\$121,773
312 – Support to Troops	To provide program resources to support progressive Girl Scout leadership experiences through all Girl Scout pathways.	\$5,000	\$258,202
313 – Beyond the Troop	To promote program opportunities for all Girl Scouts that will enable girls to grow toward council goals. Event revenue excludes summer activities.	\$179,409	\$683,239
314 – Summer Outdoor Program Activities	To provide progressive Girl Scout leadership experiences through the camp pathway that will enable girls to grow toward the council goals – resident camp, TAC camp, council and service unit managed day camps.	\$460,409	\$773,082
316 – Product Sales	To implement an integrated product sales plan (Fall & Cookie Sales) to meet council net revenue goals in order to carry out the Girl Scout leadership experience. Revenue figures of \$8,411,079 represents a net figure derived from gross sales of \$15,351,146; less cost of product - \$4,081,530; less troop and service unit proceeds of \$2,374,353.	\$8,895,263	\$986,066
341 – Property Management (Camp Properties)	To manage council properties and related assets to meet the program needs of the council and to ensure compliance with health and safety standards.	\$82,752	\$1,040,439

CODE	DESCRIPTION	REVENUE	EXPENSE
Recruitment & Registration of Girls		\$13,550	\$2,990,088
315 – Direct Service to Girls	To provide progressive Girl Scout leadership experience through the series pathway to ensure 9,335 girls have access to the Girl Scout program in communities where barriers to participation exist.	\$50	\$1,097,000
321 – Recruitment of Girls	To extend Girl Scout membership to 11,652 new girls through volunteer-led pathways, leveraging the full Girl Scout portfolio.	\$13,500	\$1,168,736
322 – Retention of Girls	To develop and implement a comprehensive retention plan, resulting in 21,990 girls being retained through volunteer led pathways for the membership year.	\$0	\$724,352
Volunteer Management		\$3,456	\$2,258,475
331 – Volunteer Recruitment	To recruit adult volunteers to support new girls in a variety of Girl Scout pathways.	\$0	\$665,181
332 – Volunteer Human Resources and Development	To manage volunteer human resource practices and provide opportunities for volunteer training using flexible delivery options that support the understanding of the Girl Scout Leadership Experience and volunteer job performance.	\$3,456	\$267,787
334 – Volunteer Management	To develop and implement a comprehensive community plan to support service unit teams and circles in preparing and engaging volunteers to implement the Girl Scout Leadership Experience with girls.	\$0	\$1,325,507
Communications		\$0	\$349,905
333 – Communications	To develop and implement a communications plan using technology to communicate to all audiences within the council (girls, adults, volunteers, and the community).	\$0	\$349,905
TOTALS		\$12,187,606	\$12,144,827