



girl scouts  
of northern california



# 2022 Impact Report





## Dear Friends of Girl Scouts of Northern California,

What a year! 2022 was a year of community, transition, and transformation. Thanks to you, we are emerging with confidence and determination. The Girl Scout community came together to break ground on a new program center at Camp Bothin which will provide more enriching opportunities for girls to gather in the outdoors. Youth campers transitioned back to the wonderful summer tradition of day and sleep away camps, building courage, confidence, and character in 25 locations across the council. Groundbreaking philanthropist MacKenzie Scott gave our council a \$4.9 million transformational gift that will help ease some of the economic impact of the COVID era.

The voice of youth is the heart of our Movement and we're listening closer than ever. In 2022, we heard from gender-expansive and trans youth at our Annual Meeting and in our programs. High school Girl Scouts led conferences on topics important to them, such as intersectional feminism and diversity, equity, inclusion and belonging, making it clear: you belong in Girl Scouts of Northern California.

In November we said farewell to Marina Park, GSNorCal's first CEO. Reflecting on her 15-year career with the council, her legacy can already be seen in the Girl Scouts stepping-up to lead the change they want to see in our communities, workplaces and around the world. We are so grateful for Marina's leadership and wish her all the best in retirement.

In 2023 we are turning to a new chapter with Bri Seoane as CEO, full of enthusiasm, energy, and hope for the future of Girl Scouting in Northern California.

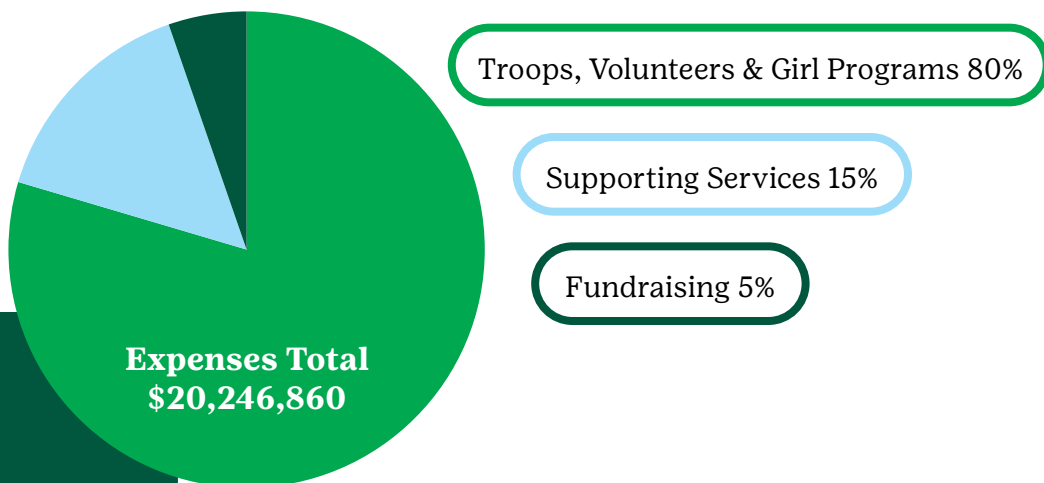
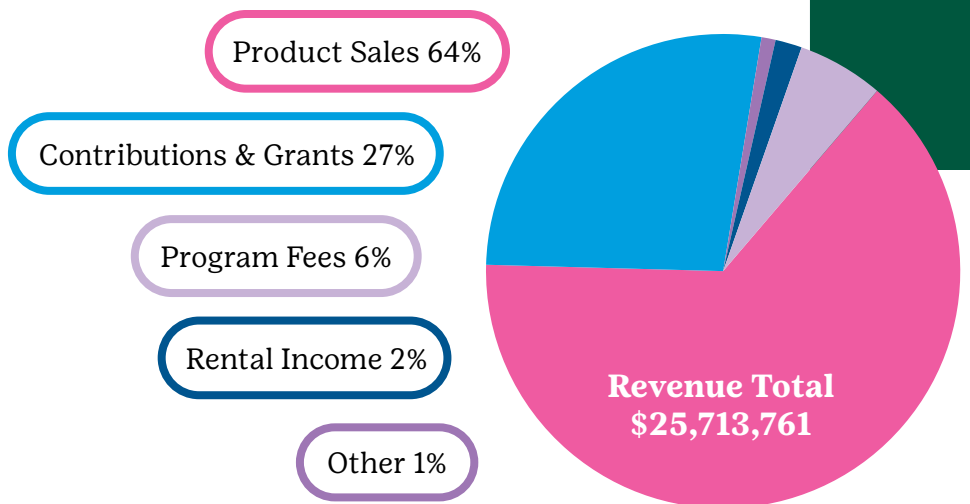
Yours in Girl Scouting,

**Sandy Shirai, Board President**



# By the Numbers

Thank you for your essential support to grow the young leaders of tomorrow.



Visit [www.gsnorcal.org/our-donors](http://www.gsnorcal.org/our-donors) to check out our full list of supporters at and continue to support us at [www.gsnorcal.org/donate](http://www.gsnorcal.org/donate).



# In Celebration



## The Hub at Bothin

We did it! In September 2022 we reached our goal of raising \$3M for The Hub at Bothin, a dedicated program space at the heart of the Bothin campus that includes an open-air pavilion and Welcome Center. We publicly launched this campaign in March 2022 with just \$300,000 left to raise and the Girl Scout community stepped up to ensure we would reach this goal.

134 donors including 14 Service Units, Troops, and Alumnae groups donated \$3M to make this project a reality.

Thank you to everyone who supported our vision for The Hub, made gifts, and spread the word — you are helping build tomorrow's leaders.





# In Solidarity

In a recent Voices Count Survey, 95% of youth respondents expressed a desire for GSNorCal to create more learning and support for racial justice and equality, as well as support for the LGBTQIA+ community.

This year, GSNorCal published our Camp Culture Code, which builds on our Volunteer Policy and Culture Code for Equity and Belonging. We are proud to continue to make camp a safe space where campers can feel confident and courageous, and ready and open to learning and trying new things. To learn more about our Diversity, Equity, Inclusion, and Belonging work, visit [www.gsnorcal.org/deib](http://www.gsnorcal.org/deib).

*...I started coming to camp when I was 8 years old and now, at 19, I no longer identify as female. I am really excited to see that kids who have a similar journey or realize their identity sooner still have a place here and still have that safe, welcoming environment.*

—Echo, Camp Alum and Camp Counselor

*The Camp Culture Code makes our intentions clear—GSNorCal camps are dedicated to welcoming every camper who identifies with the girl experience, respecting one another's ideas and lived experiences, and above all, ensuring that camp is a place filled with love, respect, and friendship.*

—Kim Connon, Camps & Adventure Director

Equity remains a core value of our council. While we have made progress, there is still more work to do.



Echo, Camp Alum and Camp Counselor

# In Partnership

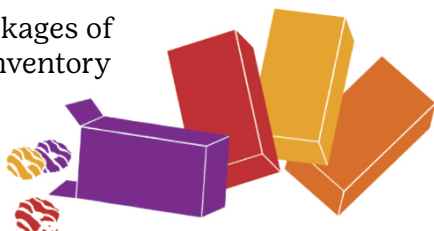


The Girl Scout troop at Holbrook Language Academy in Concord started as a staff-led afterschool program and blossomed into a 20 girl, volunteer-led troop in 2021.

In 2020, Troop 40127 built a garden behind their school, nicknamed “The Secret Garden”. In 2021, they began to plan for a project to earn their Bronze or Silver Awards: they wanted to install a greenhouse next to the garden, on land that was donated to the troop by their school district. Over the course of the year, they had greenhouse plans, materials, and plants, all donated! We connected the troop with a licensed general contractor to volunteer to oversee the actual building of the greenhouse through Commercial Real Estate Women. CREW really came through, and the greenhouse is up and ready to continue growing food and beautiful flowers for the community!

# Girl Scout Resilience

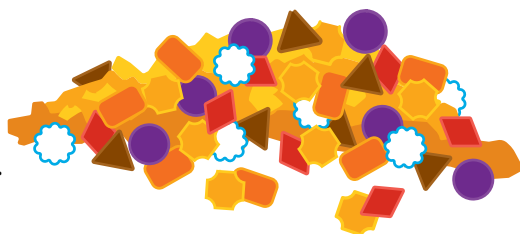
**15,000** Girl Entrepreneurs sold **3.8M** packages of cookies, teaching them lifelong skills in inventory logistics, resilience, and goal setting.



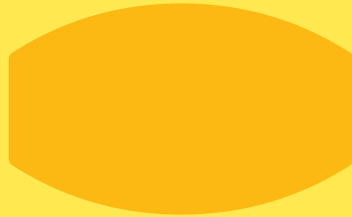
**116** Girl Scouts were awarded Gold Awards for demonstrating extraordinary leadership in developing sustainable solutions to local, national and global challenges.

**\$314,000** in financial aid was distributed to ensure all girls have the opportunity to participate in the Girl Scout Leadership Experience.

Northern California Girl Scouts earned **80,000** badges and awards in STEM, Outdoor, Entrepreneurship and Life Skills.



**1,200** youth returned to camp this year, connecting with new friends, building courage to try new things, and finding safety after two years of pandemic hardship.





# Cookie Spotlight

Girl Scouts are nothing if not resilient, and that's definitely true of our cookie entrepreneurs. These intrepid cookie business CEOs learned all about the challenges of supply and demand, managing an omni-channel business, and creating innovative solutions on the fly in 2022. They rose to the occasion, selling an average of 248 boxes each and earning money for camp, outdoor adventures, troop community service projects and activities, and more.

Since 2016, 222 cookie entrepreneurs have achieved a record breaking 2,000+ package season. In 2022, each entrepreneur was celebrated and surprised with an exclusive cap to display their epic accomplishments—a star for each year they reached this amazing milestone. This idea came from one of our top cookie sellers. It just goes to show how they are coming up with new and brilliant ideas all the time.

Cheers to all of our cookie entrepreneurs!

**Can't get  
enough  
Girl Scout  
cookies?**

Head over to [ilovecookies.org](https://ilovecookies.org) to  
find a cookie business near you!

March 8–April 23, 2023



## Bright Spots

As we navigated another challenging year, there were also plenty of highlights.

Girl Scouts know hard work and persistence get the job done—we will continue supporting girls and gender-expansive youth on their leadership journeys.



2022 marked a big return to in-person programs, and we also offered hybrid and virtual options. We used the learnings of the past two years to keep improving program content and experiences.

We received a transformational \$4.9 million gift from philanthropist MacKenzie Scott. This gift came at a pivotal time, supporting our work to nurture belonging, while helping youth and communities recover and re-build in the aftermath of the pandemic and wildfires.



We waved a fond farewell to Marina Park, CEO of 15 years, and Michelle McCormick, Chief Mission Delivery Officer, as they embarked on an Epic Road Trip to celebrate their combined 57 years of service to Girl Scouts before their retirement.

Make your impact on  
Northern California youth.

Visit [www.gsnorcal.org/donate](https://www.gsnorcal.org/donate) to begin  
or continue your support of GSNorCal.

# Looking Ahead

Growing up as a Girl Scout, I understand the power of this sisterhood and am grateful for the skills the Movement gave me. As your new CEO, I want to honor the amazing history of Girl Scouts while acknowledging that we need to change with the times, continue to evolve, and serve more youth.

The biggest lesson I learned in Girl Scouts is to speak truth to power, and when flexing that muscle, just how powerful it can be. I'm committed to ensuring that youth in our council have the opportunity to learn that lesson and more. It truly is an honor to serve my home council and I'm excited to meet you all soon!

**Bri Seoane,**  
**Chief Executive Officer of GSNorCal**



## WE Lead

*Save the Date!*



Honoring leaders & girls who are changing  
the world through mental wellness.

*You are invited to join us for an exciting in-person event!*

**5pm, Thursday, September 21, 2023 • San Francisco**



Girl Scouting builds girls of courage,  
confidence, and character, who make  
the world a better place.

[www.gsnorcal.org](http://www.gsnorcal.org)  
[info@gsnorcal.org](mailto:info@gsnorcal.org)  
800.447.4475

Follow us @gsnorcal

