

2019 ANNUAL REPORT





DEAR FRIENDS OF GIRL SCOUTS,

Here, you see Board President Ellen Richey and I sharing a moment of fun with our Girl Board Participants during our 2019 Annual Meeting gathering at Camp Bothin. It's remarkable how the girl-led, girl-only spaces that Girl Scouts are known for foster the fun, fearless exploration that girls and young women crave as they navigate their interests together.

We know that girls want to lead change, take charge of their futures, and make the world a better place. Girl Scouts is the place where

girls make this happen! Girl Scouts serve their communities, step up as leaders in science and technology, hone their public speaking skills, run small businesses, travel abroad, challenge themselves outdoors, and forge relationships that will last a lifetime. Girl Scouts meets girls where they are, and makes sure they have the tools and support to achieve their goals.

Thank you for supporting Girl Scouts of Northern California. Your investment helps ensure that every girl discovers her power, and can build skills and confidence to make her community and the world a better place.

YOURS IN GIRL SCOUTING,

MARINA PARK, CEO | ELLEN RICHEY, BOARD PRESIDENT

GIRL SCOUTS ARE TAKING THE LEAD

“My least favorite memory, although most important, was selling cookies to a neighbor, who asked me to explain in detail how much money the troop would receive, what it would be used for, what our goals were. I didn’t have the answers. It was an important lesson in being prepared for any meeting, sale, or other transaction—one I have never forgotten.”

—Amy E. Weaver, President, Legal & Corporate Affairs, General Counsel and Secretary at Salesforce, and Executive Sponsor of the Salesforce Women’s Network

► DID YOU KNOW?

GIRL SCOUTING WORKS! ONE IN EVERY TWO ADULT WOMEN HAS AT SOME POINT BEEN A MEMBER OF GIRL SCOUTS—THAT’S OVER 59 MILLION CURRENT GIRL SCOUT ALUMS! AS ALUMS, THEY ARE MORE LIKELY TO HAVE POSITIVE LIFE OUTCOMES, INCLUDING IMPROVED SENSE OF SELF, VOLUNTEERISM AND COMMUNITY WORK, CIVIC ENGAGEMENT, EDUCATION, AND INCREASED INCOME.

55%

OF WOMEN IN THE 115TH CONGRESS ARE GIRL SCOUT ALUMS.

53%

OF FEMALE ENTREPRENEURS AND BUSINESS LEADERS ARE GIRL SCOUT ALUMS.

54%

OF GIRL SCOUT ALUMS ATTRIBUTE THEIR SUCCESS TO THEIR TIME SPENT IN GIRL SCOUTS.

57%

OF GIRL SCOUT ALUMS IN BUSINESS SAY THAT THE GIRL SCOUT COOKIE PROGRAM HELPED THEM DEVELOP THE SKILLS THEY USE TODAY.





BY THE NUMBERS

“Girl Scouts of Northern California is delivering on our mission with true G.I.R.L. (go-getter, innovator, risk-taker, leader) spirit. They are showing what’s possible with passionate engagement from community leaders, corporate partners, and dedicated volunteers who share our commitment to building girl leaders, expanding opportunity, and ensuring that our country’s future is filled with visionary thinkers, creators, and doers.”

—Sylvia Acevedo, GSUSA CEO



4.4 MILLION
PACKAGES OF
COOKIES SOLD



38,669
GIRL MEMBERS



10,000
SUMMER CAMPERS



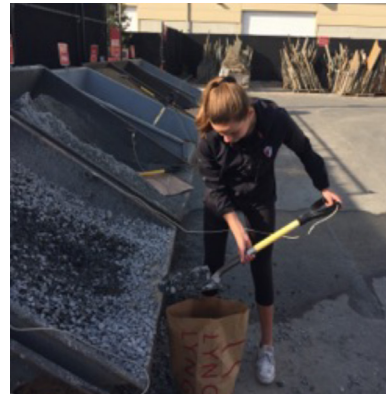
95
GOLD AWARD
GIRL SCOUTS

GIRL SCOUTS ARE GIVING BACK

FOR HER GOLD AWARD, **GIRL SCOUT AMBASSADOR OLIVIA** TOOK CLIMATE PROTECTION HEAD-ON.

She addressed the need for a more efficient way to maintain local wildlife preserves, and provide a way for community members to start preserving their own locales. Partnering with Grassroots Ecology, a non-profit dedicated to engaging and educating the public to restore local ecosystems, Olivia worked to improve the non-profit's resources, redesigning and constructing a rain collection system, installing a new toolbox, and building a new owl box.

She also created a booth at the town picnic to raise community awareness about a number of ecological topics, such as risks posed to Barn Owls and the benefits of rain collection systems. The impact of her project was tremendous: not only did Grassroots Ecology see the results of her rain collection system right away and reduce their own water consumption, but residents in her area were inspired to bring elements of her project into their own homes. Her project is continued by local volunteers and staff at Grassroots Ecology.





A CIRCLE OF FRIENDS: STAYING CONNECTED & MAKING AN IMPACT

WHEN FRIENDS GET TOGETHER, GREAT THINGS HAPPEN.

Girl Scouts of Northern California's Santa Clara County Giving Circle (SCCGC) was launched in 2016 by Jennifer Moyen-Logan and Karen Fredrick. The Giving Circle is a network of Girl Scout friends and alums dedicated to making an impact in the lives of Girl Scouts from low-income communities living in Santa Clara County. Three years later, the circle has thirty-two dedicated members that have raised over \$80,000 in grants and impacted over 300 Girl Scouts.

Each year Giving Circle members come together to Join, Vote, Learn and Volunteer. Educating members on council initiatives and issues that affect today's girls and learning how Girl Scouts can be a catalyst for positive outcomes for girls. Members also volunteer each year at a work party at one of the council's camp properties.

"Giving circles bring people together, creating a more profound impact when you donate."

—Jennifer Moyen-Logan and Karen Frederick



TO LEARN MORE, PLEASE CONTACT SARAH ROTHSTEIN,
DIRECTOR OF MAJOR GIFTS AT 510-562-8470 EXT. 1502
OR AT SROTHSTEIN@GSNORCAL.ORG.

GIRL SCOUTS IN ORBIT: INSPIRING THE NEXT GENERATION OF SPACE SCIENCE PIONEERS

NEARLY EVERY WOMAN ASTRONAUT WHO HAS FLOWN IN SPACE WAS ONCE A GIRL SCOUT, SO IT'S NO SURPRISE THAT GIRL SCOUTS IS THE PLACE FOR GIRLS TO GET INSPIRED BY SPACE SCIENCE. THIS YEAR, GIRL SCOUTS RELEASED 42 NEW BADGES FOR GIRLS IN GRADES K-12 IN OUTDOOR ADVENTURE AND STEM.

Among these new badges are the Space Science badges for older Girl Scouts, which were developed in partnership with NASA and the SETI Institute, following the Space Science badges for Girl Scouts in grades K-5, released last year. In true girl-led fashion, GSUSA led three rounds of national pilots with SETI, NASA, and GSNorCal to field test the badges with current Girl Scouts to ensure the activities are fun and age-appropriate, and achieve the program's learning outcomes.

“With more than 1.7 million Girl Scouts in the U.S., these new Space Science badges will inspire the next generation of female researchers and explorers to pursue education and careers in space-related sciences.”

—Pamela Harman, Director of Education at the SETI Institute



YEAR IN REVIEW

WITH A FOCUS ON MAKING SURE EVERY GIRL HAS THE OPPORTUNITY TO HAVE THE ESSENTIAL GIRL SCOUT EXPERIENCE OF SISTERHOOD, SUPPORTIVE ADULTS, AND IMPACTFUL EXPERIENCES THAT HELP EACH GIRL FEEL VALUED, THROUGH TROOPS AND AT CAMP, 2019 WAS A YEAR OF PROGRESS AND INNOVATION.

CELEBRATING G.I.R.L.S EVENT • Last fall, over 300 Girl Scout supporters gathered in San Francisco for a reception to recognize the truly exceptional accomplishments of Girl Scouts alums. They raised over \$160,000 for GSNorCal programs.

OPPORTUNITY FUND • We expanded the Opportunity Fund, adopted diversity, equity, and inclusion goals, and are testing new ways to decrease barriers for girls who want to join Girl Scouts or go to camp.

EXTENDED-YEAR MEMBERSHIPS • This new product gives Girl Scouts who register in April and May more time to enjoy outdoor experiences at summer camp. This year we doubled the number of Girl Scouts who took advantage of this new way to sign up!

CAMPAIGN FOR BOTHIN • 2019 marked the beginning of our campaign to raise funds to build The Hub at Bothin, where girls and volunteers will find community support, outdoor experience, and STEM exploration.

WE'RE HALFWAY TO OUR FUNDRAISING GOAL FOR THE HUB AT BOTHIN. VISIT WWW.BIDPAL.NET/BOTHINCAMPAIGN FOR INFORMATION.



THE HUB AT BOTHIN



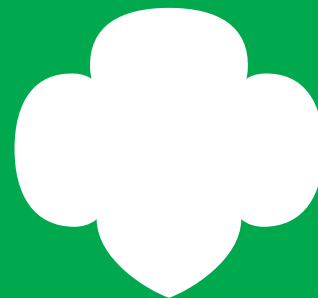
GIRL SCOUT PLAYBOOK • We launched this new online, mobile-friendly tool for troop leaders, especially new troop leaders, to use as their roadmap and link to key resources for planning a successful troop year with the best Girl Scout experiences.

2000+ COOKIE BOSSES • Through the Cookie Program, girls gain confidence, a can-do attitude, and the self-discipline that comes with planning to save for a special experience. 48 girls sold an astonishing 2000+ cookies and got to have lunch and share ideas with CEO, Marina Park.



WILL YOU SUPPORT US ON
OUR PATH TO SUCCESS?

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FISCAL YEAR 2018-19

FINANCIAL HIGHLIGHTS

INCOME

PRODUCT SALES	\$15,268,343
CONTRIBUTIONS & GRANTS	\$4,477,103
OTHER*	\$1,012,411
RENTAL INCOME	\$511,910
PROGRAM FEES	\$3,071,439

TOTAL: \$24,341,206

EXPENSES

TROOPS, VOLUNTEERS & GIRL PROGRAMS	\$16,862,543
SUPPORTING SERVICES	\$3,012,060
FUNDRAISING	\$1,411,712

TOTAL: \$21,286,315

*includes investment income and gains on sale of assets



OUR DONORS

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Thank you to everyone who made an investment in girls in 2019 by supporting Girl Scouts of Northern California. The gifts below were made between October 1, 2018 and September 30, 2019. A complete list of all donors can be found at www.gsnorcal.org/our-donors

\$1,000,000+

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The Joseph & Vera Long Foundation

\$100,000+

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* denotes Board Member

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* denotes Board Member

GIRL SCOUTING BUILDS GIRLS OF COURAGE, CONFIDENCE,
AND CHARACTER, WHO MAKE THE WORLD A BETTER PLACE.

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