



# 2021 Impact Report



**Dear Friends of Girl Scouts of Northern California,**

“We’ve got this” and “Pandemic Sisterhood” capture the essence of 2021. Girls and caring adults joined forces to help each other through school closures, stay at home orders, and upheaval.

In this year’s Impact Report, we highlight stories of girls and volunteers who are spreading positive change in the world. It is inspiring to see how much Girl Scouts learn and the confidence they gain, while also being there for each other.

At this year’s annual girl-led leadership conference for high-school Girl Scouts, girls chose the theme: Intersectional Feminism: “to help foster a community of inclusion among young women leaders who can spread positive change in the world.”

We are so inspired by girls’ leadership and resilience. We hope you are, too!

Thank you for investing in girls and in Girl Scouts.

**Yours in Girl Scouting,**

Ellen and Marina



Ellen Richey, Board President



Marina H. Park, CEO





# United in Girl Scouting

When it seemed like everything was cancelled, Girl Scouts was there for our girls, families, and community. Throughout the pandemic, we've remained committed to making sure Girl Scouts is a safe space where girls' needs are centered.

## Fall 2020

Girl Scout programming goes virtual.

## Winter 2020

Troop Leader Blueprint launches. The Troop Leader Blueprint is filled with tips and resources for safe in-person and virtual meetings for every grade level.

## Spring 2021

Troops begin meeting outside, virtual programs continue, and Digital Cookie is a huge success.

## Summer 2021

Resident camp reopens for 2-3 week sessions, welcoming campers in grades 4 and up, including 62 girls and families participating through our Path-to-Camp program. Our virtual summer camp, Tajar's Treehouse, continues to be a hit with campers.

"We are unified in our commitment that Girl Scouts is a safe space for girls, where everyone is welcome, and where all girls and families belong. Thank you for your patience and persistence as we have learned together new ways to stay connected and support girls' well-being."

—Marina Park, GSNorCal CEO



# Community Connection



Girl Scout Cookie Season looked a lot different in 2021, but our Girl Scouts got creative. Despite not being able to sell in-person for over half the cookie season, Service Unit 708 (Troops #70170, #70185) knocked it out of the park! They had so many donated Care-to-Share boxes that they were able to treat several organizations to something sweet. Most of the boxes were donated to Operation Warm Heart, a non-profit organization created by the First Sergeants Council to raise money and provide relief for Airmen and their families all throughout the year.

On behalf of Operation Warm Heart, Senior Airman Michael Orzamanski and Airman First Class Andrew Ford came to receive the huge donation. Both airmen were impressed by the number of cookies—literally 792 boxes—and the festive handmade signs created by the Girl Scouts in thanks for their service. Talk about giving back to your community!



# Hope with Hooves

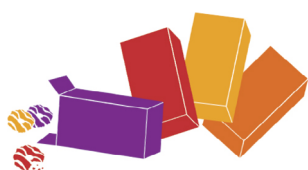


Working towards your goals without a chance to celebrate requires a lot of hope. We had to wait a LONG time for in-person celebrations of the 2000+ box cookie entreprenHERs from the 2020 and 2021 cookie programs. Girls and their caregivers got to “horse around” with Marina and some remarkable business women who own and operate stables in Woodside, Santa Rosa, Fortuna, Anderson and Martinez.

Marina’s favorite memories include first-time riders overcoming fear with encouragement from their Girl Scout sisters and cookie entrepreneurs chatting with the female stable owner in Santa Rosa about what it’s like to run her business. The girls also shared their top tips for cookies: don’t be afraid of “no;” develop repeat customers; test different marketing angles; accept credit cards. The stable owner was impressed!



# Girl Scout Resilience by the Numbers

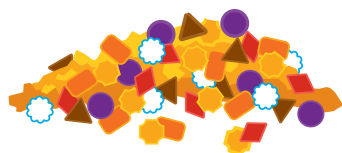


**11,329** Girl Entrepreneurs sold **2.6 million** packages of cookies, teaching them lifelong skills in business logistics, resilience, and goal setting.

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



**\$223,928** in financial aid was distributed to ensure all girls have the opportunity to participate in the Girl Scout Leadership Experience.



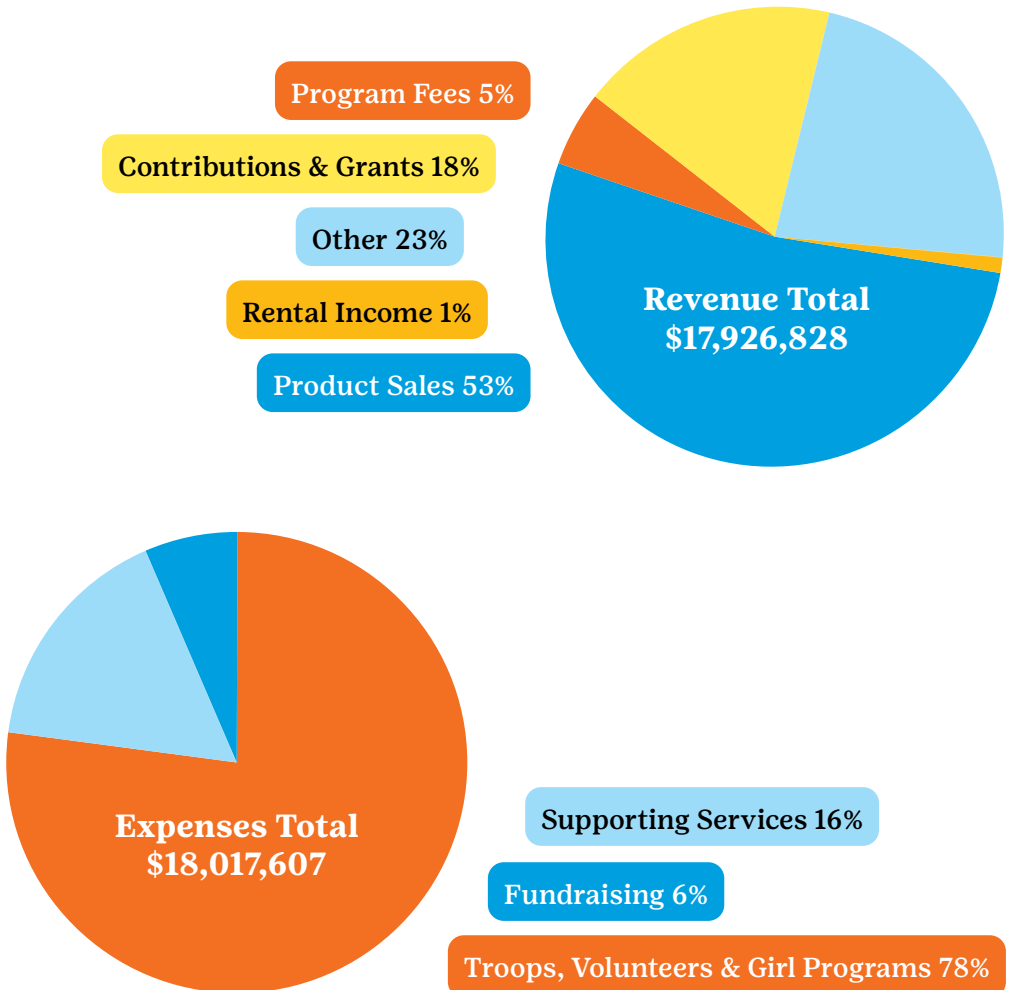
Northern California Girl Scouts earned **62,887** badges and awards in STEM, Outdoor, Entrepreneurship and Life Skills.

**2,622** girls returned to camp this year, connecting with new friends, building courage to try new things, and finding safety after two years of pandemic hardship.



# Impact

Thank you for continuing to pour your support into the Girl Scout community—your efforts help give girls the experiences they need to grow and thrive in the face of today’s challenges. Check out our full list of supporters at [www.gsnorcal.org/our-donors](http://www.gsnorcal.org/our-donors), and continue to support us at [www.gsnorcal.org/donate](http://www.gsnorcal.org/donate).







## Taking Action



2021 was a year of action; 121 GSNorCal Girl Scouts completed their Gold Awards this year, the highest number since 2017! This year's National Gold Award Girl Scout from GSNorCal, Maddi Wong, had an incredible story of turning adversity into action.

As an athlete, Maddi has always been impacted by the gender disparity in the sports industry, but she has also been inspired by the strength of all the women who continue to break barriers. When the pandemic made Maddi's original project format impossible, she turned her project into a podcast called *Halftime, Halfway*, centered on amplifying the stories of women in sports.

Maddi interviewed professional and college athletes, coaches, front office members, and nationally acclaimed journalists, focusing on additional intersections like race, sexuality, pay gap, trauma, injury, and career choices. Some guests include the 49ers CAO and GC Hannah Gordon and Olympic Gold Medalist Kendall Coyne. The podcast has been streamed in 6 different continents and over 30 US States, and continues to this day!

# Honoring Girl Scout Heroes

This year we celebrated the hero in each of us. Whether you have been working on the front lines in a local hospital, managed distance learning for your child in school, or kept Girl Scouts going as a safe haven for girls during the worst of the pandemic, you showed true Girl Scout spirit. Last September we honored courageous Girl Scout Superhero alums—Dr. Renel Brooks-Moon, Dr. Sara Cody, Kelly Steckelberg, Stephanie Hannon and Captain Ann Gabrys for innovating, inspiring others, and invoking change in our community in 2020 and 2021.

THANK YOU for stepping up to be a hero for over 24,000 girls in our community. In 2021, together we raised over \$3.29M in overall contributions and \$200,000 for the Opportunity Fund supporting girls and troops in low-income communities.



Thank you to all of our  
generous supporters!

Girl Scouts of Northern California has raised \$2.8 million of a \$3 million Campaign for Bothin to build The Hub—a dedicated gathering and program space open year-round at the heart of the Bothin campus. With just \$200,000 left to raise, now is the time to get involved.

**Every donation makes a difference.** Whether you are donating at the \$10 level, \$1,912 level, or \$100,000 level, thank you for investing in girls! We hope to complete the Campaign and break ground this fall.

Learn more at  
[www.gsnorcal.org/bothin-campaign](http://www.gsnorcal.org/bothin-campaign)



“As an adult, long-time camper, and counselor, you forget after so many years how important the camp experience is. I am so grateful to Girl Scouts for all the hard work you put into the camp experience because the campers need it and I just wish everybody could experience it!”

—**Kris McCann, donor**



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

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

Follow us @gsnorcal

