



2023

IMPACT REPORT

Level Up for Girls and Gender-Expansive Youth





Level Up for Girls

Dear Friends of Girl Scouts of Northern California,

More than ever, girls and gender-expansive youth need psychologically supportive environments to tap into their power, their voices, and their resilience to navigate the challenges of this ever-changing world.

While Girl Scouting has always been known for providing girls with skills, knowledge and abilities to reach their full potential, we now understand that it is the supportive adults– troop leaders and staff – that truly make the difference in their experience. Numbering in the tens of thousands, these unwavering and committed adults are literal lifelines for our Girl Scouts. My gratitude for our volunteers and for the generations that came before them is eternal.

Girl Scouts of Northern California is doing its part to Level Up too, by centering member experience, Diversity, Equity, Inclusion & Belonging (DEIB), reaching into previously underserved communities, and focusing on financial sustainability.

There is so much work to do, but I am energized by the possibility of what lies ahead. Our collective future and the well-being of half of the population hangs in the balance. Leveling up for girls now, means a brighter future for us all.

Thank you for your unwavering support of Girl Scouts of Northern California and our commitment to Level Up for Girls and Gender Expansive Youth today and always.

In gratitude,

Bri Seane
Chief Executive Officer, Girl Scouts of Northern California

“To Level Up for Girls, means to show up for them in unprecedented ways.”

Our Impact

Welcome to Girl Scouts of Northern California, where empowerment is at the heart of everything we do! With a membership of 46,540, our community is a vibrant blend of girls, adults, and volunteers committed to growing the potential of every Girl Scout. Our membership remains strong, and our remarkable 73% retention rate reflects the enduring impact of Girl Scouting in the lives of our members. With 24,771 girls and 21,769 adults actively participating, our movement continues to thrive across 19 counties.

At Girl Scouts of Northern California, we believe in providing girls and gender-expansive youth with transformative experiences that fuel their growth and confidence. With over 2,000 troops spread throughout our communities, Girl Scouts have the opportunity to engage in a diverse range of activities, from outdoor adventures to STEM exploration. Our renowned Cookie Program empowers 15,954 young entrepreneurs, with troops collectively selling an astounding 4 million packages of cookies, generating \$3.7 million in troop proceeds. Additionally, our Girl Scouts have earned an impressive 70,583 badges, including 16,000 outdoor badges and 13,000 STEM badges, showcasing their dedication to learning, leadership, and skill-building.



By the Numbers

Counties Served 19	Total Members 46,540	Troops Over 2,000
Cookie Entrepreneurs 15,954	Cookie Packages Sold 4 Million	Invested in Troops through Cookie Program \$3.7 Million
Members Participated in Council Events 10,426	Badges Earned 70,583	Badges Earned 16K Outdoor 13K STEM
Campers Participated 10,000	Council-Run Camper Days 9,234	Volunteer-Run Camper Days 20,075
Highest Awards: Gold Awardees 75	Highest Awards: Silver Awardees 226	Highest Awards: Bronze Awardees 562





Donor Spotlight
Teresa Gisske

Chico Program Center

The Girl Scouts Chico Program Center is a vibrant hub for learning and growth in Chico, California. Through volunteer Teresa Gisske's unwavering dedication and vision, the center has become a symbol of resilience and community spirit, providing a rich environment for Girl Scouts to develop life skills, leadership qualities, and community. Despite facing challenges such as the camp fire and logistical hurdles, Teresa's perseverance, alongside the support of council staff, local volunteers, and community organizations, has transformed the property into a cornerstone for the development of young girls in the region. With plans for further expansion, including rock climbing areas, camping facilities, and sports activities, Teresa's commitment to empowering girls remains unwavering. The Girl Scouts Chico Program Center not only serves as a vital resource for Girl Scouts but also fosters a sense of community pride and involvement, leaving a lasting impact on both the Girl Scouts and the broader Chico community.

The Girl Scouts Chico Program Center

A group of Girl Scouts and their families sit around a large fire pit on a crisp December evening. It's been a full day, complete with a holiday craft fair, songs, hot cocoa, and skits. The warm glow of tiki lights shines over a large lawn, covered picnic tables, a stage, and a barn. Inside, girls from troops in Chico, CA, and the surrounding areas proudly share their handmade crafts. This community outreach event welcomed Girl Scouts, their families, and community members to the Girl Scouts Chico Program Center. Acquired and developed over 2020-2023 with the support of the Girl Scouts of Northern California council, the Girl Scouts Chico Program Center is the fruition of volunteer Teresa Gisske's vision and unwavering dedication.

What started as a small seed of an idea has materialized into a beautiful representation of both the vibrant community of Chico as well as the courage, confidence, and character of Girl Scouts. As a dynamic hub for learning and growth, the center provides a rich environment where Girl Scouts can develop crucial life skills and leadership qualities while fostering connection and cohesion. Nestled in the culturally diverse and naturally beautiful city of Chico, CA, the center embodies our council's commitment to nurturing young leaders. It stands as a beacon of positive change, enriching not only the Girl Scout community but also the broader fabric of Chico's society.

A dedicated Girl Scout at heart, Teresa Gisske has enjoyed a long and deep connection with Girl Scouts, filling various roles over the years and culminating in her service as a board member of the Girl Scouts of Northern California. It was her transition to overseeing property matters that marked a significant turning point in her involvement. This crucial shift led Teresa to play a pivotal role in the establishment of the Chico Program Center, a testament to her enduring commitment and passion for the Girl Scouts' mission and values. As Teresa shares, "Girl Scouts of Northern California has offered so much richness to my life, so it was only natural that I wanted to give back to the organization that means so much to me."

While the Center today stands as a symbol of resilience and community spirit, it did not come without its challenges. The vision for a dedicated Girl Scout village materialized around 2017 amidst discussions of outdoor and indoor spaces, including a barn. However, the sale of an initial building and the devastating Camp Fire posed major challenges. Teresa, undeterred, secured a property that had been a native plant nursery. In the face of chaos and a shortage of contractors due to the fire, she persevered, planning to donate flexible and fun prefabricated buildings that could provide space for troop and service unit meetings and program activities and workshops.

Despite these hurdles, Teresa, with the assistance of Council staff and local and surrounding area Girl Scouts and volunteers, transformed the property. Key players like George Parker, a semi-retired construction company owner and grandfather of his

own Chico Girl Scouts, were instrumental in obtaining permits and managing many of the projects at the center. The Chico Program Center, with its varied facilities including a main building with two meeting rooms, an office, and kitchen, “Maggie’s Barn” for storage and easy indoor-outdoor space for managing cookie pick-ups and other program supplies and activities, stage, landscaping, fire pit, and picnic area, has become a cornerstone for the development of young girls in the region. But of course, Teresa is not planning to stop there.

Her vision extends further, with plans for a rock climbing area, camping, sports and team-building activities, outdoor spaces, an art arbor, visiting petting zoo, and a merchandise shop. Keeping girls at the forefront, the focus remains on developing self-confidence and leadership skills. With residential zoning, the center adapts, planning for a fence, girl-made sign murals, and a pollinator garden. The center's growth parallels the increasing membership and engagement of the Girl Scouts in the region, showcasing its vital role in the community. “Teresa’s commitment and dedication to bringing this dream to life is truly inspiring, and I know it will continue to be a place where girls and the community can learn, share, and grow together,” says Bri Seoane, CEO of Girl Scouts of Northern California.

The impact of the center extends beyond the Girl Scouts to the Chico community. It's a testament to the power of collaboration, with contributions from various local entities like Soroptimist International of Chico, The Foor Foundation, North Valley Community Foundation, Women in Construction and many

additional local businesses, and dedicated individuals like the aforementioned George Parker and a group of dedicated volunteers on the Girl Scouts Service Units’ and Site Committee teams. The center not only serves the Girl Scouts but also fosters a sense of community pride and involvement, inspiring and empowering young girls and shaping them into future leaders. Teresa Gisske's generous donation of time, buildings, and her efforts in establishing the Girl Scouts Chico Program Center have created a lasting impact on both the Girl Scouts and the Chico community. Her vision has not only provided a welcoming space for learning and growth but also a sense of place, identity, and community that is felt by all who experience it.



Partner Spotlight

Bill Wilson Center

Bill Wilson Center in San Jose and the Girl Scouts of Northern California share a long-standing partnership through the Girl Scouts Got Choices program. Every Thursday, 50 teenage girls, many of whom are runaway or unhoused youth, gather for Girl Scout programming tailored to their unique needs. These meetings provide a safe and judgment-free space where the girls can be themselves and enjoy activities ranging from learning about composting to riding horses on the beach. The program not only offers fun and educational experiences but also serves as a lifeline for these girls, providing consistent support and joy amidst uncertain times. The collaboration between Bill Wilson Center and Girl Scouts emphasizes inclusivity and support, with both organizations working closely to ensure the girls receive the resources and encouragement they need.

Girl Scouts of Northern California and Bill Wilson Center Thriving Together

Every Thursday throughout the year, a handful of teen girls come together for their weekly Girl Scout meeting and programming. Some of the highlights include learning about composting in the community garden, participating in a ropes course, and riding horses on the beach. They also love their current curriculum module, Taste Buds, where they explore topics that relate to building healthy habits & supporting sisterhood by exploring different foods with a culminating class of throwing a dinner party and sharing community together.

But what may sound like an ordinary Girl Scout meeting has extraordinary significance for the girls at Bill Wilson Center in San Jose. The Thursday programming at Bill Wilson Center specifically serves its participants, runaway and unhoused youth. Up to 50 girls each year enjoy the Girl Scouts Got Choices programming in this long-standing partnership. For many of the girls, Girl Scout programming is the only activity they attend. They are truly free to be themselves and enjoy activities without judgment.

Everyone who participates in the program knows that they are welcome. No matter race, background, or gender, anyone who identifies with the Girl Scout experience is welcome to join. A true

partner, Bill Wilson Center staff collaborate with Girl Scout leaders to make sure the girls receive the support they need, no matter the difficulties they may be experiencing. As Bill Wilson Center CEO Josh Selo shares, “The culture that has been built is one of no judgment or shame where participants can share space and help one another. For many of these girls, this is the highlight of their week.”

With their shared values of belonging, impact, and learning, Bill Wilson Center and Girl Scouts of Northern California are natural partners, as they have been for twenty years. The Bill Wilson Center staff is a huge asset to the program, and Bill Wilson Center also contributes meeting space, field trip support, and a constant willingness to collaborate. Part of the mission of Bill Wilson Center includes supporting permanent change in families and youth, and the impact of the Girl Scouts Got Choices programming at Bill Wilson Center goes far beyond just providing a fun activity for these girls. It offers them a safe haven where they can truly be themselves, free from the challenges and judgments they may face elsewhere in their lives. For many of these girls, who are experiencing homelessness or are at risk of it, the Thursday Girl Scout meetings are a lifeline, a consistent source of joy and support in otherwise uncertain times.

“These life-changing experiences depend on the generosity of donors like you. Your support is the cornerstone of our success,” says Bri Seoane, CEO of Girl Scouts of Northern California. Your contributions enable the continuation of partnerships like this one, providing these invaluable experiences to girls who need

them the most. Your support helps cover the costs of materials, field trips, and other resources that make each Girl Scout meeting a memorable and transformative experience.

By donating to the Girl Scouts Got Choices program and others like it, you're not just giving girls a chance to have fun and learn new skills - you're giving them hope for a brighter future. Your investment in their well-being and development today will pay dividends in the years to come, as these resilient young women grow into leaders who will make a positive impact in their communities. Join us in making a difference in the lives of these girls by donating today. Together, we can ensure that every girl has the opportunity to thrive, regardless of their circumstances.



Partner Spotlight

Regional Museums

Girl Scouts of Northern California have enjoyed exciting STEM experiences through area museum partnerships, with 2,429 Girl Scouts participating in museum programs in fiscal year 2022-23. The California Academy of Sciences hosts Penguins+Pajamas Sleepovers, blending science presentations and penguin encounters, fostering a love for science and friendship. Chabot Space and Science Center's Odyssey Overnights and Space Science Badge inspire young scientists, with plans for further expansion with SETi the Pi. Tech Interactive offers diverse explorations in robotics, forensics, and more, while Charles M. Schulz Museum ignites creativity with art workshops. The Hiller Aviation Museum provides aviation-based STEM content, hosting career events and engaging young women in flight exploration. With upcoming expansions and new partnerships, these programs demonstrate the collaborative effort to empower the next generation of female STEM leaders. Continued support will ensure the growth of these initiatives, allowing more Girl Scouts to enrich their STEM education and experiences.

Museum Partnerships Foster STEM Education for Girl Scouts

A sleepover with penguins, mastering pilot skills in a realistic flight simulator, and building robots are just a few of the experiences Girl Scouts of Northern California have enjoyed through our long-standing museum partnerships. In fiscal year 2022-23, a total of 2,429 Girl Scouts participated in museum programs, igniting their passion for STEM and opening doors to more girls entering STEM-related fields. Museums contribute invaluable resources and expertise, providing hands-on learning, enhancing the overall experience for Girl Scouts, and inspiring future STEM leaders.

For over a decade, the California Academy of Sciences has been a steadfast ally in empowering Girl Scouts through their Penguins+Pajamas Sleepovers. Hosting 2-3 annual overnights, the Academy offers a blend of interactive science presentations, stargazing in the planetarium, and of course, the ever-popular opportunity for girls to cozy up in their favorite pajamas alongside the museum's penguin inhabitants. This event, and others like it, have fostered a love for learning and science within a supportive community. Bri Seoane, CEO of Girl Scouts of Northern California, had the opportunity to attend one of the overnight events, and she says, "Penguins+Pajamas is the perfect setting for girls to not only develop a love for science but to also create memories and deepen friendships."

For many girls, the overnight experiences not only forge friendships but also ignite their interest in STEM and the museums' other offerings. With a partnership spanning over two decades, the Chabot Space and Science Center has inspired young scientists through their Odyssey Overnights program, where girls can learn about space rocks or space explorations. Chabot Space & Science Center also introduced a Space Science Badge which has further encouraged participation. Looking ahead, the museum's collaboration with SETi the Pi on the "Reaching for the Stars: NASA Science for Girl Scouts" initiative promises to further expand opportunities for young scientists.

With a wide range of offerings, Girl Scouts of Northern California museum partnerships appeal to a variety of interests. With an emphasis on innovation, Tech Interactive empowers girls to explore everything from robot design to entertainment technology to forensics while Charles M. Schulz Museum sparks curiosity and creativity with their Art and Adventure overnight and Comic Artist Badge workshops.

The Hiller Aviation Museum in San Carlos has partnered with Girl Scouts of Northern California for more than 12 years and offers over 12 programs annually for Daisies through Cadettes. Prior to the pandemic, the collaboration culminated in hosting a significant STEM Career event. Jon Hiller, CEO of the Hiller Aviation Museum, emphasized the significance of this enduring partnership, stating, "The Hiller Aviation Museum values its partnership with Girl Scouts of Northern California as it provides

Partner Spotlight: Regional Museums

us with an exceptional opportunity to engage young women throughout our service area with aviation-based STEM content. It's our mission to inspire a sense of adventure and using science to explore how the dream of flight becomes reality. No other program that we support connects our mission quite so closely to young women."

As these partnerships continue to evolve, there are plans for expanded programming and continued growth to meet the changing needs of STEM education. With four more museum partners onboarded or in the process for the upcoming fiscal year, the future is bright for Girl Scouts seeking to explore the wonders of science and technology. These museum partnerships exemplify the power of collaboration in inspiring the next generation of female STEM leaders. With continued support from donors like you, we can further expand these programs and empower even more Girl Scouts to Level Up their STEM education and experiences.

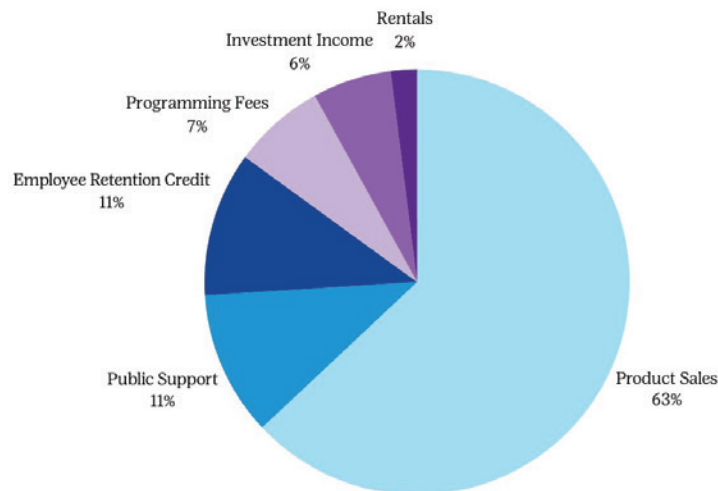
Financial Spotlight

In the fiscal year 2023, Girl Scouts of Northern California continued to recover financially, with a total revenue of \$25,907,363. Our diverse revenue sources reflect the breadth of our support network, with product sales leading the way at 63%, followed by public support at 11%, and employee retention credits also contributing significantly at 11%. Our commitment to providing exceptional programming is evident, with programming fees and investment income accounting for 7% and 6% of our revenue, respectively.

Our dedication to delivering impactful programs is reflected in our fiscal allocations. With 80% of our expenses dedicated to program services, we ensure that the majority of our resources directly benefit our members. Management and general expenses, comprising 15% of our budget, support the infrastructure necessary to sustain our operations, while fundraising efforts, at 5%, enable us to expand our reach and impact. In fiscal year 2023, our programs continued to inspire and empower, with investments in council-led events, outdoor adventures, entrepreneurship opportunities, and more.

FY23 Revenue Sources

Revenue Total \$25,907,363





Looking Ahead

The implementation of the three-year strategic plan, impending for Board approval in June, lays the foundation for exciting developments within the organization. The plan emphasizes initiatives to boost brand recognition and engagement, enhance both the Member Experience and the Girl Scout Leadership Experience, and encourage volunteer programs that inspire participation.

On the horizon is the upcoming ribbon cutting for the Bothin Hub scheduled for Fall. Serving as a central welcome center and outdoor gathering space at Camp Bothin, the Hub will provide essential amenities such as site maps and check-in facilities, as well as serve as a “base of operations” for staff and volunteers to manage programs, events, and trainings. Additionally, a new leadership conference tailored for older girls in the East Bay, dubbed the Courage, Confidence, and Character Conference (C3), is set to debut on April 20, 2024. Geared towards 6th-12th graders, the conference promises a day filled with engaging activities, opportunities for learning, and empowerment within the Girl Scouting community in the East Bay.



Girl Scout Mission

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

gsnorcal.org
info@gsnorcal.org



@gsnorcal

