



2024 Impact Report

girl scouts
of northern california





Dear Friends of Girl Scouts of Northern California,

At Girl Scouts, our mission is to provide transformative experiences that foster courage, confidence and character—to support a generation with the skills to make the world a better place. This mission comes to life through the dedication and passion of our incredible volunteers. They are the heart and soul of Girl Scouts of Northern California, providing the support and mentorship our members need to grow, thrive, and become the leaders of tomorrow.

In 2024, Girl Scout troop leaders in Northern California dedicated an estimated 525,000 hours to mentoring, leading troops, organizing activities, and ensuring every member could fully experience the Girl Scout Leadership Experience. They are role models, cheerleaders, and champions, and we are profoundly grateful for their selfless service. They truly embody the spirit of Girl Scouting.

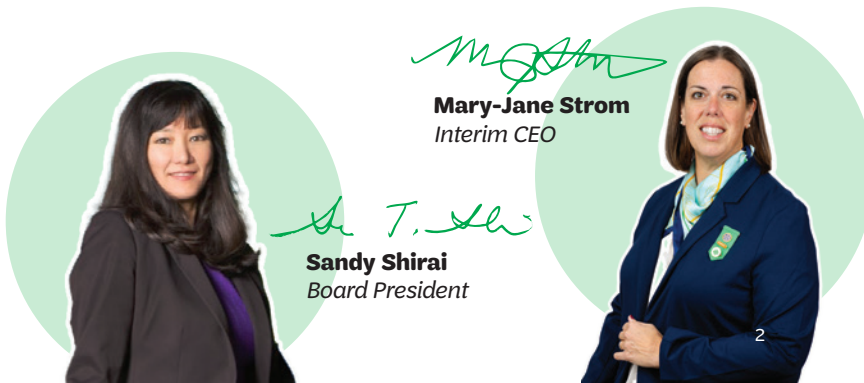
Girl Scouts of Northern California also stewards 945 acres of land across our council footprint, providing spaces for adventure, discovery, and personal growth. This year, we focused on maintaining and improving these lands, investing in trail maintenance, cabin renovations, new program equipment, and accessibility upgrades. We are especially excited about the progress at Skylark Ranch. Following the devastating fires, and thanks to community partnerships, we removed over 2,000 hazardous trees. I am thrilled to announce Skylark Ranch will reopen for family camp, troop camp, day trips, and travel camp in summer 2025, with overnight camp experiences returning in summer 2026!

Beyond specific programs, simply spending time outdoors has a profound impact—it fosters resilience, teamwork, and confidence. Our properties, especially Skylark Ranch, provide a space where members can escape daily pressures, connect with peers, and develop a deeper understanding of the world around them.

We want to express our sincere gratitude to our dedicated volunteers, staff, and Board of Directors who work tirelessly to maintain our properties, deliver exceptional programs, and have championed the revitalization of Skylark Ranch. Their passion and commitment continue to inspire us.

This year, we remain committed to further enhancing our properties, expanding access to Girl Scouts, and ensuring a sustainable and vibrant future for generations to come. Your continued support makes this all possible—investing in Girl Scouts is an investment in brighter futures.

Thank you for being a part of our journey.



Mary-Jane Strom
Interim CEO

Sandy Shirai
Board President



Our Impact

Girl Scouts of Northern California (GSNorCal) empowers girls and gender-expansive youth to build courage, confidence, and character. With a dedicated membership of 46,585 girls, adults, and volunteers, we are committed to fostering a strong, supportive community. From Gilroy to the Oregon border, our council serves 19 diverse and vibrant communities.

Last year, our Girl Scouts achieved incredible things earning a total of 45,505 badges including 9,965 in outdoor skills and 9,170 in STEM, each one fueling their growth and confidence. Additionally, 80 Girl Scouts earned the prestigious Gold Award, leading impactful projects that create lasting change in their communities.

Now more than ever, connecting to nature and each other is a huge priority. With 3 council-run and 22 volunteer-run properties, we served 5,386 campers last year alone. That is 76,160 days full of fun, sun, and friendship.

As always, our youth entrepreneurs went above and beyond with cookie sales. A total of 14,894 Girl Scouts sold 3,769,078 packages of cookies, generating \$3.6M in troop proceeds. Your support allows us to create life-changing experiences for the girls and gender-expansive youth in our region.

“ Girl Scouts has taken me on so many adventures! I’ve learned to build a campfire, code a robot, and run my own cookie business—all while making a ton of new friends. I never thought I’d do half of this stuff, but now I know I can take on anything!

- Maya R., Girl Scout Cadette



WHO WE SERVED

19
counties

46,585
members

2,203
troops

COOKIE

14,894
cookie entrepreneurs

3.7 MILLION
cookie packages sold

\$3.6 MILLION
invested in troops through
cookie program

BADGES

45,505
total badges earned

9,965
outdoor badges earned

9,170
STEM badges earned

HIGHEST AWARDS

80
Gold Awardees

273
Silver Awardees

480
Bronze Awardees

CAMP

5,386
campers participated

1,023
council-run campers
participated

4,363
volunteer-run
campers
participated

8,185
council-run
camper days

67,975
volunteer-run
camper days

girl scouts
of northern california



Donor Spotlight

Building a Brighter Future: The Impact of MacKenzie Scott's Historic Gift

In October 2022, GSNorCal proudly announced that it had received its largest donation to date: a \$4.9 million gift from philanthropist MacKenzie Scott. This record-setting donation was part of an \$84.5 million contribution to Girl Scouts of the USA and 29 local councils, the largest single gift in the history of Girl Scouts.

This transformational investment came at a crucial time, helping GSNorCal recover from the impacts of the pandemic and wildfires while expanding opportunities for youth to thrive. While this gift has provided a powerful boost, ongoing donor support remains essential to sustaining and building upon this momentum.

More than a year later, we are excited to share the ways this funding has helped us make tangible, lasting improvements for Girl Scouts across Northern California.





Strengthening Volunteer Support and Expanding Programs

Volunteers are the backbone of Girl Scouts, and supporting them was one of our first priorities. With MacKenzie Scott's investment, we launched new training resources and tools to better equip our volunteers to guide Girl Scouts on their leadership journeys. These efforts have enriched the experiences of volunteers and the youth they mentor.

The gift also enabled us to expand our program offerings, bringing more opportunities for learning, exploration, and connection to thousands of girls and gender-expansive youth. Highlights include new STEM activities, enhanced outdoor adventures, and advanced leadership programs for older participants focusing on entrepreneurship, civic engagement, and career readiness.



2024 Fall Volunteer Summit

Volunteers spend a weekend networking with other service unit volunteers, learn new tips and tricks, find out about the latest council updates, and have fun!

Ensuring Equity and Access

The funding has allowed us to make Girl Scouts more accessible to youth in underserved communities. We've strengthened partnerships with schools and organizations and increased financial assistance, ensuring that all girls—regardless of economic background—can participate in the life-changing experiences Girl Scouts offers.

The result has been an increase in participation among underrepresented groups, reflecting our commitment to creating an inclusive and welcoming community where every youth has the opportunity to grow.

Protecting Outdoor Experiences

Outdoor experiences are a hallmark of Girl Scouting, and this gift has been instrumental in helping us protect and enhance these opportunities. After the devastating CZU Lightning Fire in 2020 destroyed our largest resident camp, the gift enabled us to begin reforestation efforts and implement fire-resilient infrastructure. These investments ensure that outdoor spaces remain safe, sustainable, and inspiring for future generations of Girl Scouts.

Recognizing that wildfire risk continues in California, we have also set aside \$1.5 million to cover future uninsured losses at our camp properties. This proactive step ensures that we can respond quickly to future challenges and protect outdoor spaces for generations of Girl Scouts to come.

Reflecting on the Impact—And the Need for Continued Support

This historic gift has helped us make significant strides, but it does not replace the ongoing need for donor and community support. It provided a launchpad—strengthening our foundation, enabling key investments, and allowing us to think bigger about the future of Girl Scouts. As high school junior and Girl Board Participant Srija shared at the time of the announcement:

“This gift will help increase the number of activities offered and camp opportunities for Girl Scouts. It’s something that will positively impact all the girls of Girl Scouts of Northern California for years to come.”

Today, we see the truth in those words. Thanks to this funding, thousands of girls across our 19 counties are growing as leaders, innovators, and changemakers. But to continue expanding access, strengthening programs, and ensuring the long-term sustainability of outdoor spaces, we rely on the generosity of donors, volunteers, and partners.

Looking Ahead

While MacKenzie Scott's gift has been a transformational boost, it takes continued investment from our community to keep Girl Scouts thriving. Your support—whether through donations, volunteering, or simply buying cookies—ensures that future generations of Girl Scouts have the same opportunities to explore, lead, and grow.

Together, we are building a brighter future for all youth. 🍀

***Thank you
MacKenzie Scott***

***for empowering us
to dream big and
achieve even more.***



Program Spotlight

Empowering Change: **The Impact of our Community-Based Programs**

GSNorCal provides comprehensive programming for youth across its 19-county region, with a dedicated focus on those who may need additional support. The Community-Based Programs, a strengths-based prevention and intervention initiative, serve youth in grades 2-12. Partnering with juvenile detention facilities, middle and high schools, continuation schools, shelters, agricultural housing, and youth community centers in four Bay Area counties, these programs deliver impactful youth development opportunities. Many participants face significant challenges that can hinder their personal growth and success, making these programs a crucial resource for fostering resilience and empowerment.



“Community-Based Programs are a lifeline for our community,” said Rosa Chihuahua, Senior Director of Staff-Led Programming at Girl Scouts of Northern California. “For many of these Girl Scouts, this is the only time they will experience these opportunities. As with all Girl Scout programming, they are not only finding themselves but learning how they can contribute to the world at large, creating empowered and confident adults.”

Programs like Discover Together (grades 2-5) and Got Choices (grades 6-12), led by Girl Scout staff, provide hands-on activities, a girl-led safe space, field trips, a path to camp, and act as a portal to other Girl Scout opportunities such as weekend programs, travel, and service projects.

Community-Based Programs are facilitated by trained and screened program instructors who serve as positive role models and supportive adults who provide a safe place where youth who identify with the girl experience feel a sense of belonging and sisterhood.

Serving Our Community

The Girl Scouts in these programs participate in a variety of programming over an 8-12 week period that encourages sense of self, positive values, a willingness to embrace challenges, healthy relationships, and community problem-solving skills.

Last year, 1,568 youth members participated, including 31 from juvenile detention centers. Each Girl Scout receives a uniform and works on earning patches, with the added excitement of unique field trip opportunities that enhance their learning and experiences.

Learning Together at the Bill Wilson Center

Every Thursday throughout the year, a handful of teen girls come together for their weekly Girl Scout meeting and programming. 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.

Some of the highlights include learning about composting in the community garden, participating in a ropes course, and riding horses on the beach.

For many of the residents of the Bill Wilson Center, this is one of the few activities they attend a week. The programming ensures that they are experiencing things they wouldn't have access to without the partnership with the Girl Scouts.



Creating Community at the Mayfair Community Center

Recently, a group of nine Got Choices participants in East San Jose improved their community by designing and painting a mural in the Mayfair Community Center. The middle and high school girls collaborated with a local artist to conceptualize and create a lasting and meaningful design to brighten the community center's skate park.

The Girl Scouts braved the South Bay heat to create something beautiful and express themselves in a way they never had. "This was my first time painting a mural, let alone being able to design it and it'll forever be a core memory of mine," high school senior, Annie T. said. "Not only allowing me to be a part of painting the mural but also being a part of the decision-making."

"Seeing something that my imagination contributed to being displayed in public has to be the greatest reward."

-Annie T., Got Choices participant





Facing Fears at Camp Bothin

A group of 14 youth had the opportunity to experience the ropes course at Camp Bothin. While a couple of them had been to this camp before, this was the first time for the majority.

“It was really rewarding not only to spend a day out in nature, but to see how they problem solved and faced their fears,” Chihuahua said. “We are so lucky to have the properties we have where we can give our youth once-in-a-lifetime experiences they wouldn’t get anywhere else.”



Together We Can

Got Choices and Discover Together programs are designed to help youth develop courage, confidence, and character. The dedication of incredible volunteers and donors makes it possible to serve the inspiring members of Community-Based Programs. As Girl Scouts progress through the program, they discover their power to create change and recognize the support of caring adults who believe in their potential and are committed to their success. 🍀

Building Community and Empowering Futures:
**The Giving Circle's Impact
at Rainbow's End**

Rainbow's End, a beloved Girl Scouts property nestled in a serene park near Penitencia Creek in San Jose, holds a special place in the history of GSNorCal. For decades, this cherished retreat has been a home away from home for troops and families—a place where lifelong friendships are formed, self-discovery thrives, and young girls grow into empowered leaders.

This year, an intrepid group of donors took a Saturday to make sure the property was ready for a new year of making memories. Seven volunteers from the Santa Clara's Giving Circle cleared brush, built picnic tables, moved mulch, and more.



A Legacy of Giving

Launched in 2017, the Santa Clara Chapter of GSNorCal's Giving Circle is a network of Girl Scout alums and supporters united by a passion for making Girl Scouts accessible to girls from low-income communities. By pooling their membership donations, the group has awarded \$341,000 in grants over the past eight years, funding programs that build girls of courage, confidence, and character.

Acts of Service

While best known for their incredible financial support, the Giving Circle's members also roll up their sleeves several times a year to refresh Girl Scout properties like Hidden Falls, Skylark, and Rainbow's End. During this year's workday, the crew tackled several projects, including spreading fresh mulch, removing a bush that blocked windows in the main building, and assembling two new picnic tables for the patio. These updates not only enhance the property's usability but also give troop leaders and volunteers one less thing to worry about when planning their activities. For the Giving Circle members, the day is more than manual labor—it was about community. Jennifer Moya-Logan co-founded the group in 2017 looking to give back while also seeking connection.

"The meaning you get, the joy you feel, and meeting new people expands your own life and your own horizons and makes you able to understand other people more," Moya-Logan said. "I know people are restricted with their time; time is always a problem. The thing to realize is that you can be flexible as a volunteer. Give it small pieces that are manageable in your life."

Along with the adult volunteers, four members of a local troop were in attendance working on their Silver Award. Having met at Rainbow's End every week for almost ten years, the Girl Scouts wanted to put their efforts into making it the best it can be.

This entailed cleaning and repairing an existing grill and building a new firepit, and planning a summer unveiling party, complete with hot dogs and hamburgers fresh off their newly restored grill.



Better Together

The Giving Circle of Santa Clara, along with its sister chapter in San Mateo understand the power that Girl Scout programming has, not only on the individual but on the community as a whole.



Giving Circle of Santa Clara member Leah Verhoeven was a Girl Scout Daisy through Senior and, as an adult, has come to deeply appreciate the transformative power of Girl Scouts. Verhoeven shares,

“Being a part of the Giving Circle allows me to support those programs that support girls who didn’t have the same infrastructure I did growing up, you’re building girls who are prepared for life, and knowing they’ll come out the other side as better people that are going to go out and make the world a better place.”

Thanks to the dedicated time and financial support of Giving Circle members and others, Rainbow’s End—and all of our Girl Scout camps, properties, and programs—remain vibrant and ready to serve our Girl Scouts. This support creates spaces where youth and adults alike can grow, find inspiration, and feel empowered to make a difference in their communities.

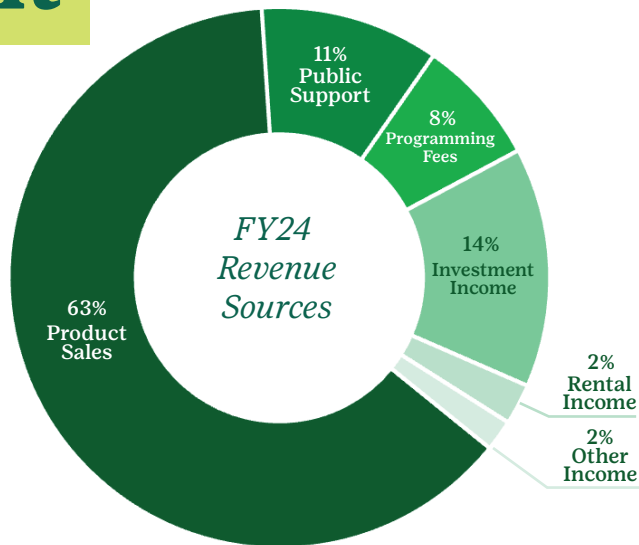
To ensure these opportunities continue, we rely on the generosity of those who believe in the transformative power of Girl Scouts, instilling values of courage, confidence, and character that last a lifetime. ♦



Financial Spotlight

Over the 2024 fiscal year, GSNorCal reinvested in becoming solvent bringing in a total revenue of \$24,129,642. That breaks down to 63% from product sales, followed by investment income at 14%, and public support bringing in 11%. Our compelling and educational staff-led programming accounted for 8% of the total income speaking to the power of offering diverse events.

Speaking of programs, 83% of the council's expenses went back into programming. This means that the majority of our resources goes directly to benefit our members. This includes everything from outdoor adventures, STEM opportunities, entrepreneurship, arts programs, and more. Following that, 14% of our funds were spent on management and general, ensuring our technology and infrastructure keep pace with our needs.



Revenue Total: \$24,129,642

How We're Funded

As we move into 2025, we remain dedicated to creating a safe and enriching environment for the youth in the region. Our commitment to serving our members and Girl Scouts can't be done without your support. With you we can make sure every girl and gender-expansive youth has the chance to find a place they can learn and grow together. Your financial support ensures they have the opportunities and resources they need to thrive. Thank you for your continued support and belief in the power of Girl Scouting.

Girl Scouts of Northern California

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Donor Honor Roll

With gratitude, GSNorCal recognizes the financial contributions and donated goods and services given by individuals, corporations, foundations, and organizations. The following list acknowledges donors who made a cumulative contribution of \$100 or more between October 1, 2023 and September 30, 2024.

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Girl Scouts in the Community-Based Programs go on a field trip to the Exploratorium in downtown San Francisco.

Looking Ahead

At our Annual Meeting in May of 2025, we'll unveil The Hub at Camp Bothin in Fairfax—a beautiful new welcome center and gathering space. The Hub will serve as a home for board meetings and volunteer events and trainings. Nestled in the heart of Bothin, this inviting space is designed to foster connection and growth in nature. We hope to see you at the ribbon-cutting celebration!

And that's not the only exciting camp news. We're thrilled to begin Phase One of reopening Skylark Ranch! Nestled in the stunning Santa Cruz Mountains, Skylark Ranch has long been a beloved coastal retreat. Since the devastating CZU fire, dedicated crews have worked tirelessly to clear trees and rebuild structures. This summer, we're excited to reopen the camp for family and group camping.

We're also thrilled to bring back Golden Gate Bridging—one of the most iconic Girl Scout traditions! Thousands of Girl Scouts will once again walk across the Golden Gate Bridge, celebrating their transition to the next level of their Girl Scout journey. It's an unforgettable experience, and we can't wait to welcome everyone back for this time-honored event.

Start planning your year with us—we can't wait to see you at camp, at The Hub, and on the bridge!



Girl Scout Mission

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

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