

girl scouts
of northern california



2025 Impact Report



2025 Bronze Award
Troop 30993 receives their Bronze Award for their community food pantry called *Take Some, Leave Some*.

Dear Friends of Girl Scouts of Northern California,

Every year, Girl Scouts of Northern California shows what's possible when young people are supported, trusted, and given space to grow. Across our council, from camps and community centers to cookie booths and classrooms, girls and gender-expansive youth are discovering who they are, building confidence, and learning how to lead with courage and compassion.

In 2025, we served 45,900 girls and adult volunteers across 19 counties in Northern California, expanding access to programs that foster leadership, connection, and well-being. Girls earned thousands of badges, led meaningful service projects, and gained real-world skills through hands-on experiences that will serve them for a lifetime.

Outdoor experiences remain central to this growth. We are excited to share that Skylark Ranch's new ropes course was built in January 2026, creating even more opportunities for challenge, teamwork, and confidence-building in the outdoors. These spaces give young people the chance to disconnect from daily pressures, connect with one another, and discover their own resilience.

None of this happens alone. Volunteers are the heart of Girl Scouting, offering mentorship and encouragement to thousands of young people each year. Our staff and Board of Directors steward resources thoughtfully and work to ensure Girl Scouts remains inclusive and impactful. We are also deeply grateful to our donors and partners, whose belief in Girl Scouts makes these experiences possible.

As we look ahead, we remain committed to expanding opportunities, caring for our camps and community spaces, and creating experiences that help youth thrive. Your continued support ensures Girl Scouts of Northern California remains a place where girls can grow, lead, and build a stronger tomorrow. The impact shared in this report reflects what we have accomplished together, and we are deeply grateful to have you alongside us as this work continues. ♣

Thank you for being part of Girl Scouts of Northern California.

Mary-Jane Strom
CEO

Sandy Shirai
Board President



Our Impact

Girl Scouts of Northern California empowers girls and gender-expansive youth to build courage, confidence, and character, preparing them to lead, serve, and thrive. Across 19 counties, we create a supportive community where young people explore their interests, form lifelong friendships, and discover their potential.

Last year, 45,900 girls, adults, and volunteers took part in Girl Scout experiences across Northern California. Together, Girl Scouts earned 52,038 badges, building skills that last a lifetime, including 10,764 in outdoor skills, 19,353 in life skills, 12,731 in STEM, and 9,190 in entrepreneurship.

Leadership remains at the heart of the Girl Scout experience. This year, 101 Girl Scouts earned the prestigious Gold Award, leading community-based projects with lasting impact and achieving a completion rate of over 20%, well above the 6% national average.

Outdoor experiences remain a cornerstone of the Girl Scout experience. With 3 council-run and 22 volunteer-run programs, we served 7,150 summer campers, providing 43,327 camper days filled with adventure, connection, and growth.

Entrepreneurship continues to empower our youth. During cookie season, 14,045 Girl Scouts sold 3 million packages of cookies, generating \$3.3 million in troop proceeds. Through this program, Girl Scouts built confidence and practical skills in goal setting, financial literacy, decision-making, and philanthropy.

Together, these experiences reflect the power of Girl Scouts, a place where young people build confidence, strengthen their well-being, and gain the skills to shape a brighter future.



2025 Numbers

Fiscal Year: October 1, 2024 – September 30, 2025

WHO WE SERVED

19 counties 45,900 members 2,130 troops

COOKIE

14,045 cookie entrepreneurs 3 MILLION cookie packages sold \$3.3 MILLION invested in troops through cookie program

HIGHEST AWARDS

101 Gold Awardees 286 Silver Awardees 484 Bronze Awardees

BADGES

10,764 outdoor badges earned 19,353 life skills badges earned 12,731 STEM badges earned 9,190 entrepreneurship badges

CAMP & TRAVEL

7,150 summer campers 43,327 summer camper days 6,874 weekend troop & camporee campers 749 troop travelers



Program Spotlight

A New Signature Event: Ignite and Inspire

In October 2025, Girl Scouts of Northern California launched Ignite & Inspire, a new event designed to support older Girl Scouts during an important stage of their Girl Scout journey. Research and experience show that participation often declines after the Junior level of Girl Scouts, and in 2025, GSNorCal made it a priority to create meaningful spaces for older girls to thrive.

Ignite and Inspire brought Girl Scouts together to build community, explore leadership pathways, and celebrate their achievements.

Bronze and Silver awardees were honored in a special ceremony led by CEO Mary-Jane Strom. An advice booth also supported Girl Scouts working towards their Gold Award.



View the [event recap here](#).



Honoring Highest Awards

By bringing older Girl Scouts together at a pivotal point in their journey, the event emphasized the importance of showing up for one another, learning from mentors, and recognizing personal achievements. Honoring Bronze and Silver Award recipients highlighted that leadership is built through perseverance and service, while the Gold Award advice booth reinforced the value of seeking guidance and setting ambitious goals. Through creative expression, shared fun, and community-building activities, Girl Scouts experienced leadership not just as a title, but as the ability to support others, take pride in accomplishments, and stay engaged in spaces where their voices and talents matter. ♣



Property Spotlight

Camp Bothin

The Ellen Richey Welcome Center Unveiled

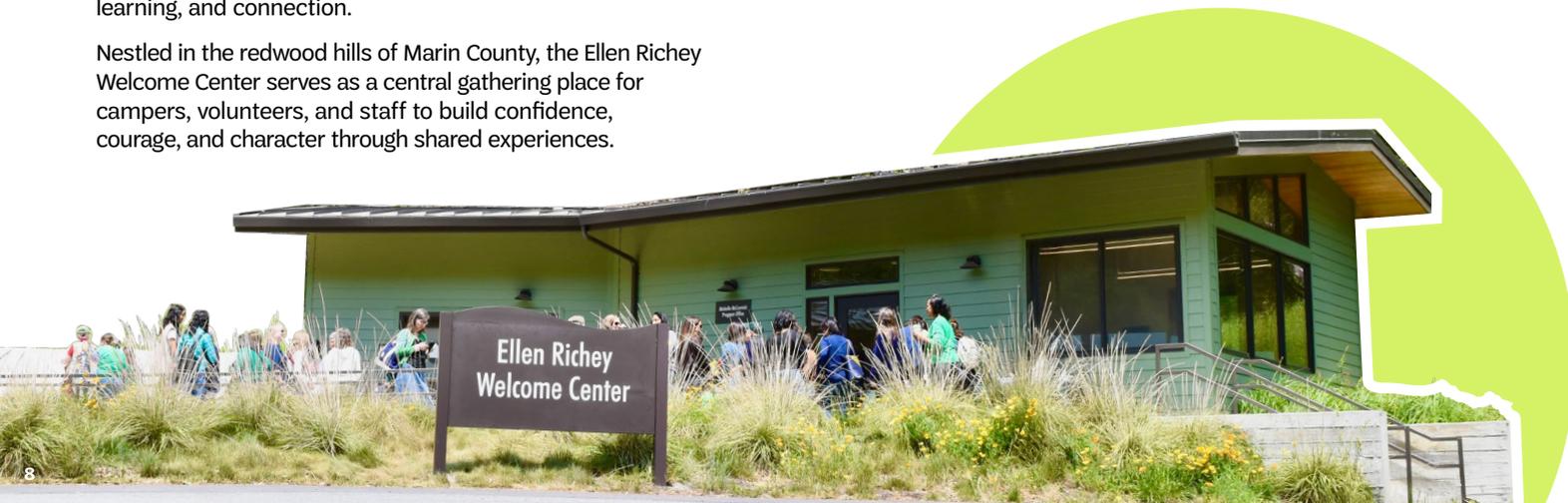
In May 2025, Girl Scouts of Northern California celebrated the grand opening of the new Ellen Richey Welcome Center at Camp Bothin in Fairfax, a vibrant, multi-use community space designed to support leadership development, outdoor learning, and connection.

Nestled in the redwood hills of Marin County, the Ellen Richey Welcome Center serves as a central gathering place for campers, volunteers, and staff to build confidence, courage, and character through shared experiences.

The ribbon-cutting celebration included outdoor activities, the unveiling of a donor wall, and recognition of the generous supporters whose leadership made the project possible.

A highlight of the event was the dedication of three core spaces: the Ellen Richey Welcome Center, Marina Park Pavillion, and Michelle McCormick Program Office. These spaces were named in honor of women whose leadership and philanthropy were instrumental to the project – former GSNorCal Board President Ellen Richey, former CEO Marina Park, and former Chief Mission Delivery Officer Michelle McCormick. Their legacy will continue to inspire Girl Scouts for generations to come.

With the opening of the Welcome Center, Girl Scouts from across Northern California now have a powerful new resource to build confidence, courage, and character through outdoor adventure, leadership experiences, and community connection. 🍀



Property Spotlight

Skylark Ranch

A Beloved Camp Renewed

After Skylark Ranch was impacted by the CZU fires in 2020, Girl Scouts of Northern California committed to the careful, longterm restoration of this beloved camp. Thanks to the dedicated stewardship over several years, the property is steadily returning as a place of adventure, learning, and connection.

The camp reopened in the summer of 2025 for troop, family, and travel camp, marking an important milestone in its recovery. Early restoration efforts included extensive dead tree removal, with reclaimed wood thoughtfully repurposed throughout the property. Construction advanced on a new ropes course designed specifically to meet the needs of Girl Scout programming.

GSNorCal is now focused on the next chapter for Skylark Ranch, with thoughtful planning underway to support long-term sustainability and continued investment in this cherished outdoor space, ensuring future generations of Girl Scouts can grow, explore, and lead. 🍀



Community-Based Programs: Expanded Reach, Strengthened Belonging

Community Based Programs (CBP) is Girl Scouts of Northern California's staff-led outreach arm, designed for communities where traditional, volunteer-led troops are harder to sustain. Instead of asking families to come to us, CBP brings Girl Scout experiences directly into schools, community centers, affordable housing communities, transitional housing facilities, and juvenile justice settings.

It is very important that these programs are sustainable, so we never expand to new sites unless we have the funding to run and support that community for many years to come. This work is powered by generous donors and community partners who invest in reaching Girl Scouts who might otherwise be missed.



Reaching Youth Facing the Greatest Barriers

Some of CBP's most impactful partnerships are in affordable housing communities, youth transitional housing facilities, and juvenile justice settings, where the need for stability, belonging, and opportunity is especially acute.

- In migrant and affordable housing communities in **Gilroy**, CBP brings Girl Scouts directly to youth who might never be able to join a traditional troop.
- At the **Bill Wilson Center**, a youth housing and transitional program, CBP served 40 Girl Scouts, offering connection and routine during a critical period of housing instability.
- In **Santa Clara County's Juvenile Hall** and **William F. James Ranch**, CBP served 50 Girl Scouts through weekly programming, creating consistent spaces for leadership, emotional safety, and respect.

In these settings, Girl Scouts choose badges such as First Aid, College Knowledge, Photography, and Business Etiquette, and CBP staff facilitators tailor activities and badge work to fit secure or transitional environments while upholding core values of safety, belonging, and compassion.

Where We Serve

Girl Scouts of Northern California serves a 19-county footprint stretching from Gilroy to the Oregon border. Within that region, CBP currently operates in six counties:

- **Santa Clara** – San José and Gilroy
- **San Mateo** – Redwood City and East Palo Alto
- **Alameda** – Alameda and Oakland
- **Solano** – Vallejo
- **Contra Costa** – Concord, Bay Point, and Antioch
- **Sonoma** – Santa Rosa

The return to Sonoma County this year marks an important step in rebuilding and strengthening our presence in that part of the council.

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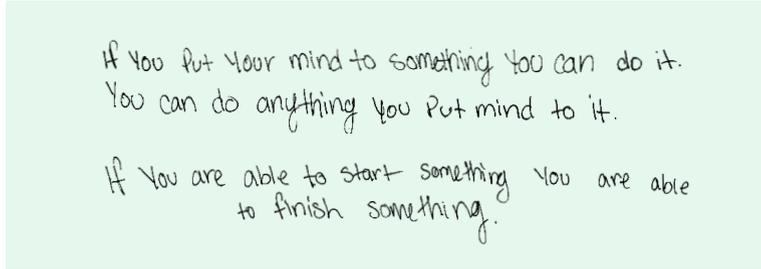


Program Spotlight: Community-Based Programs (cont.)

High-Quality Program Delivery

Behind every CBP site is a professional team focused on quality at scale. Over the past year, CBP led weekly programming at more than 51 sites, many with two separate troops at a single location. Staff organized cookie rallies and booth sales in CBP communities so Girl Scouts could fully participate in the Girl Scout Cookie Program with strong support.

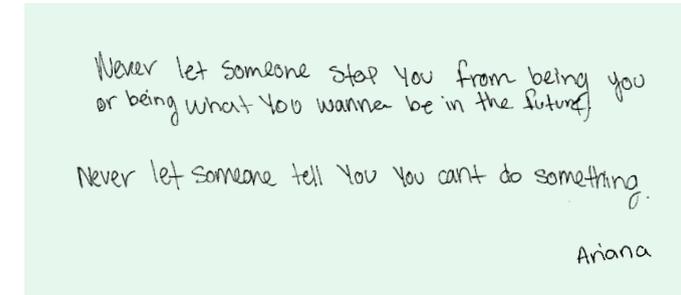
To keep programs relevant and impactful, CBP invested in a strong program framework and highly skilled facilitators. The team refreshed and expanded core content, including hands-on STEM experiences, new First Aid programming, and Pathways & Possibilities programming, which helps youth explore multiple options for their futures. Facilitators received more than 30 hours of focused training in youth development, behavior management, program administration, communication, and trauma-informed practice, ensuring a consistently safe and high-quality experience wherever a girl meets Girl Scouts through CBP.



Community-Based Programs at a Glance

In 2025, Community Based Programs served 1,668 Girl Scouts, including 1,201 new members and 467 returning Girl Scouts. The majority of youth served identify as Latinx, Asian, or Black, and multiple languages are spoken across CBP sites. Many families had never previously seen themselves reflected in the Girl Scout experience until now.

By removing barriers to participation, offering positive choices in the face of difficult circumstances, and reflecting the diversity of the communities we serve, Community Based Programs is helping shape the future of Girl Scouting in Northern California. This work demonstrates Girl Scouts of Northern California's commitment to creating safe, supportive spaces where girls feel a strong sense of belonging and can grow as leaders. Donor and grant support ensures this commitment not only continues, but reaches even more Girl Scouts in the years ahead. ♣



Stewarding the Land: Replanting Trees at Camp Ida Smith

Located in San Francisco's Outer Sunset neighborhood lies Camp Ida Smith, a Girl Scout property that has served as a gathering place for Girl Scout troops and volunteers for decades.

Owned by the City and County of San Francisco through the San Francisco Public Utilities Commission (SFPUC), Ida Smith is managed in partnership with Girl Scouts of Northern California. The property sits above a critical water pipeline which delivers clean drinking water to San Francisco. Girl Scouts of Northern California is proud to serve as a steward of this site, often called a "protector of the pipe," helping ensure safe, clean drinking water for decades to come.

Rebuilding Together

In 2024, 30 diseased trees were removed from the property to address safety concerns and restore the health of the surrounding ecosystem. In collaboration with SFPUC, Girl Scouts of Northern California led the replanting of more than 80 native trees, an investment that will strengthen the landscape well into the future.

Each tree was carefully selected to reflect native species that support biodiversity and enhance the natural environment. This work reflects the Girl Scout commitment to leaving every space better than it was found.

“

Caring for Camp Ida Smith isn't just about trees, it's about taking responsibility for the land and the community it supports. Knowing this space helps protect clean drinking water while giving Girl Scouts a place to learn and grow makes this work incredibly meaningful.

- Girl Scout Volunteer

”

Stewards of the Land

Girl Scouts of Northern California stewards 26 properties across the region, balancing access, safety, and long-term sustainability. Caring for these spaces ensures that Girl Scouts can explore, learn, and grow through outdoor experiences.

As these newly planted trees take root, Camp Ida Smith will continue to serve not only as a community resource, but also as a living classroom.

Every year, thousands of Girl Scouts discover independence, resilience, and confidence for the outdoors—often for the first time. Protecting and strengthening these spaces remains one of Girl Scouts of Northern California's most important responsibilities, made possible through community partnerships and donor support. 🌱



From Isolation to Inclusion: Girl Scout Highest Awards in Action

In Girl Scouts, youth are encouraged not only to recognize challenges in their communities, but to take meaningful action to address them. Through the Bronze, Silver, and Gold Awards, Girl Scouts are turning empathy into impact by confronting loneliness head-on. With innovative projects that foster belonging and prioritize mental well-being, these young leaders are proving that courage, compassion, and community can transform isolation into inclusion.

It was a significant year for Highest Awards at Girl Scouts of Northern California, with **24% of 5th grade Juniors and 24% of 8th grade Cadettes completing Bronze or Silver Awards, and 20% of 12th graders completing the Gold Award.** Many of these projects focused on mental health and human connection, reflecting issues that are deeply important to youth across the region.

All Highest Award projects are designed to be sustainable, creating a lasting impact even after a Girl Scout or troop has moved on. The following examples highlight how Girl Scouts are using their creativity and leadership skills to strengthen their communities.



Creating Connection Through Art

A Silver Award team of three Cadette Girl Scouts from Troop 60964 in San Jose noticed rising levels of anxiety and stress among their peers, driven by academic pressure, social media, and personal relationships. Many youth lacked safe spaces to process and express these feelings.

The troop partnered with Dr. Chatav, a clinical psychologist specializing in children, to create an art-based wellness workshop where participants could explore emotions through creative expression. Activities ranged from crocheting and origami to painting, alongside a quiet meditation area for reflection.

Two sessions were held, reaching more than 175 participants. The troop carefully documented the process so it could be replicated by others, extending the project's impact beyond their community. By creating a supportive environment, the troop offered youth a meaningful outlet for self-expression.



Bringing a Sense of Community to Senior Living

Another Silver Award team of four Cadette Girl Scouts in a San Jose troop addressed loneliness among older adults, learning that nearly a quarter of Americans aged 65 and older are socially isolated and about 43 percent of adults aged 60 and older report experiencing loneliness (National Academies Press [US], 2020). These feelings can negatively affect both mental and physical health, making it especially important to create opportunities for engagement among older adults in care communities.

To foster connection, the troop organized a Family Day at Oakmont Senior Living in San Jose. Residents were invited to participate in activities such as karaoke, a photo booth, and memory book-making, encouraging interaction and sparking joy.

The troop worked with the Activity Director to leave the scrapbooking station in place, with plans to regularly replenish supplies. By creating opportunities for creativity and memory-sharing, the project supports emotional well-being and reduces isolation within the community.

Better Together

Loneliness can affect people at any age, but these projects demonstrate the power of youth leadership to build connection and community. Through the Highest Awards, Girl Scouts are applying empathy, problem-solving, and collaboration to create meaningful, lasting change. By reaching out and working with others, Girl Scouts also build a personal network that supports their own emotional well-being. ♦

Financial Spotlight

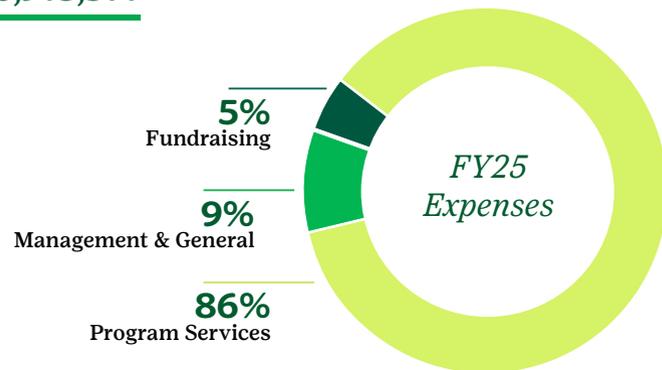
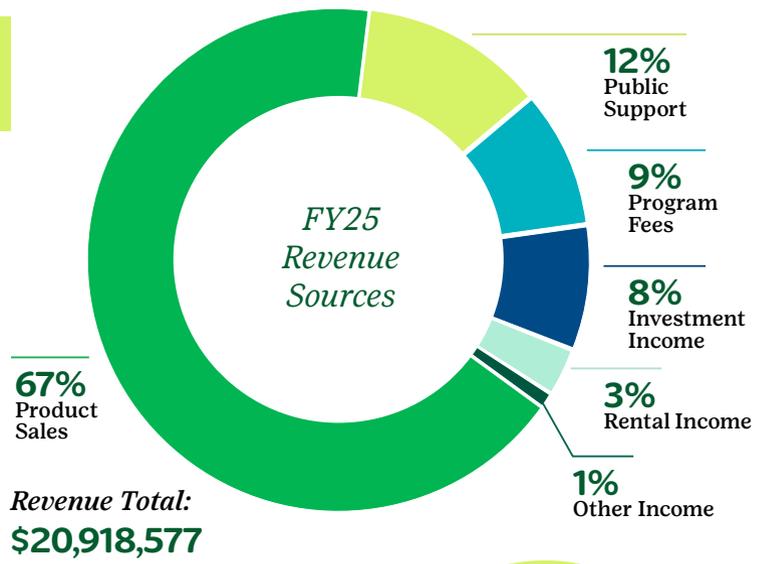
Over the 2025 fiscal year, Girl Scouts of Northern California continued to steward resources responsibly in support of our mission, generating total revenue of \$20,918,577. This breaks down to product sales accounting for 67% of total revenue, reflecting the continued success and impact of the Girl Scout Cookie Program.

Public support made up 12% of total revenue, underscoring the critical role of donors, foundations, and community partners in sustaining equitable access to Girl Scouting. Program fees represented 9%, while investment income (8%), rental income (3%), and other income (1%) contributed to supporting long-term sustainability.

How Resources Were Used

Girl Scouts of Northern California invested \$24,117,680 to deliver high-quality programs and experiences across our 19-county footprint. Program services accounted for 86% of total expenses, demonstrating a strong commitment to directing resources where they matter most—directly benefiting Girl Scouts.

Management and general expenses represented 9%, supporting essential operations, technology, and infrastructure needed to serve girls effectively at scale.



Fiscal Year: October 1, 2024 – September 30, 2025

Investing in Girls, Today and Tomorrow

As we look ahead to 2026, our financial decisions continue to be guided by sustainability, accountability, and impact. Every dollar invested supports inclusive and empowering experiences where girls build confidence, leadership, and skills for the future.

We are deeply grateful to our donors, volunteers, families, and community partners whose trust and generosity make this work possible. Together, we are ensuring that Girl Scouts of Northern California remains strong, resilient, and ready to serve the next generation of leaders. ♣

“
When you join Girl Scouts you are not just a part of the fun... You can build confidence and leadership by helping your community, making new friends, building friendships, and building your confidence.
 ”

- Gaby R., Girl Scout Senior





Girl Scouts of Northern California

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Juliette Gordon Low Society members have made a commitment to share their legacy with the next generation of Girl Scouts by leaving a gift, of any amount, in their will, trust, or other account for GSNorCal. If you would like to learn more about including GSNorCal in your legacy plans, email FundDevelopment@gsnorcal.org

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Looking Ahead

Taking Aim on Goals

As we look ahead, Girl Scouts of Northern California is building on a year of strong momentum. This year, our Board of Directors approved a three-year strategic plan focused on increasing membership and retention while strengthening the organization's agility and long-term sustainability.

This year ahead also includes meaningful milestones. We mark 30 years of Got Choices, a program that expands access to Girl Scouting by partnering with housing communities, youth shelters, and juvenile justice settings to reach some of the most vulnerable youth in our region. In addition, our Giving Circles reach important anniversaries—10 years in Santa Clara County and 5 years in San Mateo County—reflecting the lasting impact of dedicated donors who invest in girls year after year.



Golden Gate Bridging

Looking forward to spring, we are thrilled to welcome back Golden Gate Bridging in April after a five-year hiatus. This long-anticipated event invites Girl Scouts who were unable to participate in recent years to take part in this joyful milestone experience, celebrating friendship, confidence, and growth.

There is so much ahead, and we are deeply grateful for the donors and partners who make this work possible.

Together, we are ensuring that more girls across Northern California have access to safe spaces, inspiring programs, and opportunities to build confidence, leadership, and lifelong skills. 🍀

Support the Future of Girl Scouts

Your gift helps expand access to Girl Scouting across Northern California and ensures that more girls can thrive today and for generations to come.

Visit: www.gsnorcal.org/donate



A stylized map of North America with a hand pointing to California. The map is overlaid with a green grid. The text 'girl scouts' is in white, with a green flower icon to its right. The background is a dark green color.

girl scouts

of northern california

Girl Scout Mission

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

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