



2023

Annual Report





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Introduction







We Are Girl Scouts

Girl Scouts bring their dreams to life and work together to build a better world. Through programs from coast to coast, Girl Scouts of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges—whether they want to climb to the top of a tree or the top of their class, lace up their boots for a hike or advocate for climate justice, or make their first best friends. Backed by adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them. To join us, volunteer, reconnect, or donate, visit [girlscouts.org](https://www.girlscouts.org).

The Girl Scout Promise

On my honor, I will try:

To serve God* and my country,

To help people at all times,

And to live by the Girl Scout Law.

**Members may substitute for the word God in accordance with their own spiritual beliefs.*



The Girl Scout Law

I will do my best to be

honest and fair,

friendly and helpful,

considerate and caring,

courageous and strong, and

responsible for what I say and do,

and to

respect myself and others,

respect authority,

use resources wisely,

make the world a better place, and

be a sister to every Girl Scout.

A Letter from the National President and Chief Executive Officer

Girl Scouts builds girls of courage, confidence, and character, who make the world a better place—and this mission is as important as ever. The Girl Scouts we serve are ambitious, determined, resilient, and strong, and every decision we make is focused on providing them with impactful Girl Scout experiences that enable them to thrive in today's world.

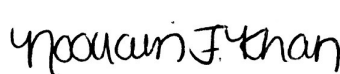
During a time when girls are facing innumerable challenges tied to their mental health and social development, Girl Scouts provides the space where they can make meaningful connections, discover new passions, engage with life-changing mentors and role models, and understand the power they have to achieve their dreams.

Our world is rapidly changing, and our young people need Girl Scouts. Where else can girls engage in such a vast variety of opportunities? With Girl Scouts, they explore the outdoors, give back through community service, collaborate with a team to solve problems, and build skills in everything from cybersecurity, space science, and app development to entrepreneurship, public speaking, and budgeting.

Thanks to the hard work of staff across our organization, the passion and commitment of our incredible Girl Scout volunteers, and the enduring dedication of supporters like you, Girl Scouts develop the skills they need to lead today and in the future.

Thank you for the time, treasure, and heart you dedicate to supporting Girl Scouts. We are proud to partner with you to chart our way forward, increase our reach and impact, and strengthen our ability to deliver on our mission.

Yours in Girl Scouting,



Noorain F. Khan
*National Board President
Girl Scouts of the USA*



Bonnie Barczykowski
*Chief Executive Officer
Girl Scouts of the USA*



2023 Highlights





Programming



Girl Scouts love learning new things, collaborating on projects, and building their skills and confidence in a wide variety of fields. In 2023, we continued to develop and launch innovative and relevant programming for girls centered on keeping them engaged in Girl Scouting, getting them outdoors, offering mental health and wellness support, and providing opportunities for them to flex their entrepreneurial muscles and explore their interest in STEM subjects.

Outdoors

Girl Scouts of the USA (GSUSA) delivered a suite of outdoor experiences and resources to ensure that every Girl Scout has opportunities to benefit from the great outdoors. The [Girl Scout Tree Promise](#) continued to be a favorite among Girl Scouts who

want to make an environmental difference, with over 250,000 trees planted. They engaged in nearly one million supporting actions to address climate change, and tens of thousands of Girl Scouts took the [Girl Scouts Love the Outdoors Challenge](#). By completing a variety of fun outdoor activities, they explored local outdoor spaces in parks, on trails, and on urban trailways.



1M

actions to address climate change were taken through Girl Scout Tree Promise activities.

On September 9 and 10, 2023, approximately 50,000 Girl Scouts and their families and friends gathered in state parks across the country to participate in the fifth annual **Girl Scouts Love State Parks** celebration. More than 780 events were held in 713 state parks in 50 states across the country, with girls in 107 Girl Scout councils participating.

40%

of Girl Scouts went on overnight camping trips.

Camp 2023

Summer 2023 represented the first year of a post-COVID camp experience for many Girl Scout councils.

In July 2023, and in partnership with the University of Utah, GSUSA published the inclusion study, **Making Summer Camp Inclusive: Staff Perspectives from Two National Youth-Serving Organizations**.

The goal was to assess the current

state of diversity, equity, inclusion, and racial justice (DEIRJ) values in overnight camps to help us build a culture of inclusion by better understanding and addressing the barriers to accessibility and inclusion that BIPOC (Black, Indigenous, and people of color), LGBTQ+, low-income, and disabled campers may experience at Girl Scout camps.

Results suggest that many inclusion strategies are undertaken at the camp level, with staff responding to youth needs and working to create accepting, supportive, identity-safe spaces for those who attend camp. A commitment to DEIRJ across the organization is necessary for effective change, ideally with top-down and bottom-up DEIRJ efforts working together—that is, camp staff offering



feedback and insights and leadership delivering on resources, guidance, and organizational continuity in an ongoing process of institutional change.



Life Skills

Mental Wellness

Building on the success of our first Mental Wellness patch—**Resilient. Ready. Strong.**—launched in 2021, we started a new partnership with funder HCA Healthcare and the National Alliance on Mental Illness

68%

of Girl Scouts participated in at least one outdoor activity.

3K+

girls participated in the Girl Scout Climate Challenge.

500K+

Girl Scouts earn more than 500,000 Outdoor badges each year.

(NAMI) to release three more Mental Wellness patches that we launched at the 2023 Girl Scout Convention to great enthusiasm. GSUSA hosted two panel discussions in the Volunteer Retreat to answer volunteer questions and provide support, with panelists from GSUSA, Girl Scouts of Colorado, NAMI, and HCA Healthcare. These patches—designed for Juniors, Cadettes, and Seniors/Ambassadors—follow the Collaboration Guide we issued in 2022 with NAMI to support Girl Scout councils and local NAMI state-level organizations and local affiliates to encourage local partnerships and support for mental health-related programming, resources, and support.

In 2023, Girl Scouts' instructors trained nearly 2,000 council staff, volunteers, and parents in Youth Mental Health First Aid, teaching them to support adolescents (12–18) who might be experiencing mental health issues, crises, and challenges with addictions.

Through our partnership with the National Council for Mental Wellbeing, Girl Scouts continues to train Youth Mental Health First Aid (YMHA) Instructors and increase our capacity to provide trainings to Girl Scout volunteers and council staff.



Maker Badges

GSUSA launched nine Maker badges in July 2023, including three badges with age-appropriate activities for Daisies, Brownies, and Juniors: Art and Design, Craft and Tinker, and Create and Innovate. The badges replace existing badges for Brownies and Juniors and add in new badges for Daisies. Piloted by close to 100 troops, these new badges allow Girl Scouts to explore any medium from drawing, pottery, and woodwork to digital design and 3D printing. This keeps the badges girl-led, offers opportunities for local partnerships, and is helpful for multi-level troops. It also means that badgework done on subjects like pottery, drawing, or jewelry making can now be earned for any K–5 level!



1M+

members participate in the Girl Scout program each year.



13

newly updated Financial Literacy badges were launched in 2022 and activated in 2023.



87%

of Girl Scout alums believe they have been successful in achieving their goals in life, versus 80% of non-Girl Scouts.

Global Girl Leadership

As a global organization, Girl Scouts provides opportunities for girls to learn, grow, and take action in their local and global communities—and connect to their global sisterhood around the world. GSUSA and councils continue to advocate for global Girl Scouting opportunities for girls, alum, and adults.

Girls Speak Out

Each year, Girl Scouts of the USA participates in the annual Girls Speak Out event in celebration of International Day of the Girl at the United Nations. It provides an opportunity for girl advocates and activists from around the world to bring their issues and concerns to policymakers and the UN community.

56%
of today's female NASA astronauts are Girl Scout alums.



The 2022 event, held on the tenth anniversary of International Day of the Girl, was centered on the theme, “mind the gap—Girls Rights Now!” The event featured unscripted and authentic dialogue between policymakers, girl allies, and girl leaders around progress for girls’ rights.



64%
of women senators in the U.S. Senate are Girl Scout or Girl Guide alums.



Latin American Gathering

In June 2023, GSUSA participated in the Latin American Gathering, hosted by the Western Hemisphere Region of the World Association of Girl Guides and Girl Scouts (WAGGGS). This gathering brought together young women, ages 18–25, from Latin America to connect and develop their leadership capacity. GSUSA was represented by Gold Award Girl Scout Laura Robert-Rivera from Girl Scouts of Caribe and Girl Scout Alexandra from Girl Scouts San Diego.

WAGGGS World Conference

GSUSA participated in the 38th WAGGGS World Conference that was held in Nicosia, Cyprus, and co-

hosted by the Girl Guides of Cyprus. GSUSA delegates had the opportunity to connect with members of the global sisterhood, discuss the current direction of WAGGGS, and elect a new WAGGGS World Board.



Travel

2023 was a big year for Girl Scout travel, with more than 50,000 Girl Scouts taking extended trips within the United States and over 9,000 Girl Scouts embarking on international trips, mostly with their troops. The [Girl Scout Destinations](#) program also continued, with trips to 14 states, 12 countries, and 4 continents, including the first Destination in at least a decade to Thailand.

50K+

Girl Scouts took extended trips within the United States.



9K

Girl Scouts took international trips.





STEM

In September 2023, we launched a STEM resource to help councils and volunteers successfully leverage community partnerships to provide more access to fun and robust STEM programming. This resource highlighted national partners such as the Federal Bureau of Investigation and Society of Women Engineers, providing insight into how to leverage these national relationships at the local level.

600K+

STEM badges Girl Scouts earn each year.

Entrepreneurship

We launched our 13 newly updated Financial Literacy badges (one for each grade level), replacing the legacy badges created more than ten years ago, as well as several resources to activate our entrepreneurship program, including Camp CEO, Girl Scouts Pitch Day, and the Financial Empowerment Playbook. We developed Daisy bilingual resources—available in English and Spanish in one badge booklet—for Cookie Goal Setter, Money Explorer, My First Cookie Business, My Money Choices, and Toy Business Designer badges. In addition, the Spanish version of the Daisy Cookie Family Entrepreneur Pin is available. These bilingual resources were made possible by FINRA Investor Foundation.

Girl Scout Cookie Program

The Girl Scout Cookie Program® is so much more than an exciting annual tradition for cookie lovers—it is the best entrepreneurial program for girls in the world! Through running their cookie businesses, Girl Scouts learn essential life skills like goal setting, decision making, money management, people skills, and business ethics.

1 in 3

women in the United States was a Girl Scout at some point in their lives.



700K

cookie entrepreneurs participate in the Girl Scout Cookie Program® annually.

These Cookie Sellers Mean Business

Every year, Girl Scouts across the country flex their entrepreneurial muscles and reach their cookie customers where they are—whether in person or online.



After three years of hard work, 17-year-old Girl Scout Kaela from Anchorage, Alaska, opened her colorful mobile cookie booth for business, providing a new way for cookie lovers to get their favorites. “It used to be a 1970s pull-behind prowler,” Kaela said, “before I scrapped it down to the frame and built it from the ground up.”

Girl Scout Daisy Emma ran a total of 41 cookie booths, selling more than 3,600 boxes and becoming the top cookie seller in Eastern Massachusetts. “I love being out in the community and selling Girl Scout Cookies,” Emma said. She donated all of her cookie earnings to a local food pantry—showing the impact a single Girl Scout can have in her community!

In her first year of being a Girl Scout, 8-year-old Liliana from Ellsworth, Maine, broke her state’s record for the most boxes of cookies sold! “My first goal was 502 boxes, then 1,002, and then my mom asked me if I wanted to go bigger and I did,” said Liliana, who sold more than 2,600 boxes!

Girl Scout Natalie, who posts videos on Instagram, YouTube, and TikTok to engage customers across the U.S., dressed up and did her best Wednesday Addams impression as she channeled the main character in the popular Netflix show *Wednesday* and performed part of the viral Wednesday Dance holding boxes of cookies—to glowing reviews! “Through the cookie program,” Natalie says, “I learn to manage money, work with people of all personalities, and improve my presentation skills.”

Making the World a Better Place

Our Bronze, Silver, and Gold Awards

Over the past year, our Highest Award Girl Scouts—those earning their Gold, Silver, and Bronze Awards—have shown their leadership, possibility thinking, and civic-mindedness to identify problems, create solutions, and make the world and others' lives better.

Between April 1, 2022, and March 31, 2023, close to 3,200 Girl Scouts earned the Gold Award by tackling pressing issues that their communities face today in the areas of mental and physical health; the environment and sustainability; education; preserving arts, culture, and heritage; and much more.

In total, the 2023 Gold Award class contributed more than 300,000 hours and invested over \$2.5 million toward creating not only immediate, positive change, but a lasting impact that will benefit their communities for years to come. And they developed meaningful leadership and life skills along the way—our 2023 Gold Award Girl Scouts say they developed skills in project management (88%), collaboration (79%), confidence and time management (70%), problem-

solving (67%), decision-making (64%), and public speaking (60%) that will help them succeed professionally. Meet our talented change-makers at girlscouts.org/goldawardclass.

3,200

Girl Scouts earned their Gold Award this year, creating and carrying out community projects that brought immediate, positive change and still bring lasting, sustainable impact.

In 2023, the GSUSA Gold Award Scholarship program awarded \$10,000 scholarships to 110 Gold Award Girl Scouts from 109 councils and USAGSO, made possible in part by the [Kappa Delta Foundation](#); GSUSA National Board members; philanthropists [Diane Tipton](#), [Robyn Ratcliffe Manzini](#), and Aldo Manzini; and funds from Girls Scouts of the USA. We are committed to growing the scholarship program and believe the newly created National Gold Award Scholarship Fund, approved by delegates at the 56th National Convention Session in July 2023, will strengthen the program and give us additional flexibility to adjust value and/or the total number

of awards in the future. For the near-term we have committed to awarding one \$5,000 scholarship to a Gold Award Girl Scout from each council and USAGSO in 2024 and 2025 (up to 112 scholarships per year). Learn more at girlscouts.org/goldawardscholarship.

In addition to Gold Award Girl Scouts, nearly 50,000 Girl Scouts earned their Bronze and Silver Awards—the highest awards Juniors and Cadettes can earn, respectively—completing service-learning projects that reflect an understanding of issues in their communities. To strengthen our organization-wide approach to the Silver Award, we launched new resources that included updated guides and forms to standardize the experience for Cadettes, volunteers, and councils. We look forward to tackling the Bronze Award in the near-term.

50K

Girl Scouts earn their Bronze and Silver Awards, investing more than 1 million hours into making the world a better place.

Gold Award Girl Scouts Breaking Barriers and Making the World a Better Place

The 2023 class of Gold Award Girl Scouts tackled complex issues ranging from food insecurity and water quality to education access, mental health, and racialized violence—and all of them made a positive and sustainable impact!

“My Gold Award project had a more profound impact on me than I expected. I learned—and practiced—two valuable things about myself. The first is that by balancing humility and openness with self-confidence, I can effectively lead a strong team while learning and contributing. Finally, I learned that I’m good at managing team dynamics, at getting people to communicate and work together, and at “translating” between different people when necessary. Learning that I am able to learn while leading and help teams accomplish goals are lessons that will be valuable no matter I do in the future.”



Allison

Girl Scouts of Central
Maryland

*Took action to promote
conservation*

As part of her project dedicated to improving garden infrastructure at the Maryland Zoo’s garden, Allison led a team through the construction and installation of a composting bin, a compost sifter, and a permanent, eco-friendly roof over the prep work and storage area. Her project doubled the zoo’s composting capacity, increased the zoo’s ability to provide sustainability education to the public, and improved the volunteer experience for years to come.

“As a Girl Scout, I made a commitment to be responsible for what I say and do, respect myself and others, be courageous and strong, make the world a better place, and be a sister to every Girl Scout.’ It is my hope that my program inspired another young girl or community member to reach for new heights and build a better future for themselves and their family without fear or hesitation. This experience has taught me that when you commit to helping others it not only changes you ... it changes the world!”



Ameilia

Girl Scouts of Central Illinois

Took action to stop violence against the AAPI community

Ameilia chose to address the lingering xenophobia against the Asian American and Pacific Islander community that came as a result of COVID. Her educational campaign and workshops were aimed toward raising awareness around the issue and the need for cultural sensitivity programs.



Calcea

Girl Scouts Louisiana East

Took action to encourage civic participation among Black women

“The process of completing my Gold Award emboldened me. It made me feel even more confident about my abilities. I strengthened my ability to give an empowering speech and address crowds with confidence and ease. I learned that people really do want to listen to what I have to say and genuinely want to know what I have to bring to the table.”

Calcea’s project focused on educating Black women about the power of voting and providing easy access to voter registration. She created a presentation that explained the major political parties, why voting is important, and how voting amplifies one’s voice. She also created a QR code that links to the voter registration system. Her presentation was incorporated into the civics curriculum at her all-girl high school.



Isabella

Girl Scouts San Diego

Took action to educate about climate change and environmental justice

As part of her project to address the climate crisis, its disproportionate effects on impoverished communities, and the urgency for action, Isabella developed a workshop to train young people in marginalized communities about the issues of climate change and how to create eco-clubs in their schools and communities to increase climate change education and action. She developed a handbook for further dissemination, and a coalition of eco-clubs formed out of these workshops.

“My Gold Award project has helped me develop strong organizational and project management skills. From planning and coordinating the project to managing volunteers, resources, and timelines, I learned how to effectively execute a complex initiative from start to finish. This experience has enhanced my ability to set goals, create action plans, and adapt to unexpected challenges, which are essential skills in both my personal and professional life.”



Julia

Girl Scouts Heart of New Jersey

Took action to help students with dyslexia

“The work of creating art-integrated projects for the Coloring Confidence program was a challenging yet rewarding feat that showed me that my tenacity is boundless ... My ultimate goal is to have a career in Educational Policy where I collaborate with others to reform the educational system.”

As someone who struggled to fit a mold with dyslexia, Julia decided to help students with the same condition by tailoring curriculums to fit their learning styles. Working directly with students in three different New Jersey school districts, she developed “Coloring Confidence,” an in-person and online program that helps third- and fourth-grade students understand Language Arts and Social Studies lessons through art projects. She also developed a website, coloringconfidence.com, that contains resources for parents and educators.



Katelyn

Girl Scouts of Orange County

Took action to support and celebrate Cambodian culture

After visiting Cambodia, Katelyn dedicated her project to the preservation of the nation's customs by establishing the Cambodian Revival of Arts, Folklore, and Traditions (CRAFT). She published "Khmerical," a collection of Cambodian folktales for children, whose proceeds allowed her to donate books and school supplies to 900 elementary school students in Cambodia's rural countryside. CRAFT also partnered with several branches of the Orange County YMCA and Pretend City Children's Museum to host live story times and educate youths about important facets of Cambodian culture.

"Through my Gold Award project, I developed a deeper understanding of myself and discovered a clearer path to direct my undergraduate education. I was able to discover and strengthen my adaptability, organization, confidence, and public speaking skills—all of which have shaped me into a better leader. I also discovered something that I am truly passionate about which will impact me for years to come."

"I have applied what I have learned through doing this [project] to my own life, which has helped me through some of my darkest times. I have learned the importance of seeing things that are important to me through to the end. And while this project may be finished, my mission [is] not. It will not end until every person in the nation has learned the importance of 988 and what this valuable resource contains."



Laura

Girl Scouts of South Carolina, Mountains to Midlands

Took action to help middle and high school students understand mental health.

Laura created a nonprofit organization called Teens4hope for middle and high schoolers to help them understand mental illnesses, including a curriculum that would teach kids the importance of and how to use the National Crisis and Suicide Prevention Lifeline number 988. This teaching program consists of a 43-page presentation, a glossary, three games, and a two-page teacher form.

“Before my Gold Award project, I often thought I couldn’t lead a project. Instead, I preferred to help individuals or organizations with their projects rather than start one of my own. My Gold Award project improved my ability to manage time, solve problems, and collaborate with others. And the skills I gained are helping me now in college.”



Oluwafunto

Girl Scouts of Central Texas

Took action to address literacy and accessible education

Oluwafunto’s project focused on supporting newcomer English language learners (ELLs) who face a language barrier at school by creating videos and slideshows translated into languages commonly spoken by ELL students in and around Austin, Texas. With the help of translators, a number of important resources—including math lesson videos, information about the roles of school counselors, safety drills practiced at school, and steps for accessing the school’s online portal—were developed and translated into several languages commonly spoken by ELL students in the area.



Sadie

Girl Scouts Diamonds of Arkansas, Oklahoma and Texas

Took action to support epilepsy awareness

Sadie worked to educate students and school staff in the Little Rock School District on epilepsy and seizure first aid by providing presentations and workshops. She hosted first aid trainings and gave presentations to multiple local audiences to debunk myths and destigmatize the disorder, ultimately working with the governor to create a state proclamation recognizing November as Epilepsy Awareness Month and helping pass a Seizures Safe School Bill.

“My Gold Award has taught me to prioritize what is most important to me, manage my time effectively, persevere, and follow through on my goals, no matter how difficult they may seem. It has taught me networking skills like reaching out to others for help, working with others to find solutions, stepping out of my comfort zone, and taking risks.”



Simran

Girl Scouts of California's Central Coast

Took action to combat poverty and food insecurity

"I've become deeply passionate about helping others. A part of me will always be an introvert, but I now see the value in speaking up. My skin has grown thicker, and I'm less sensitive to people's dismissive comments. I now view my failures as stepping stones rather than rocks that weigh me down."

Simran recognized that one in six people in her community lived below the poverty line, so for her project she created a permanent food pantry for individuals in her community to fight food scarcity. She developed partnerships with local grocery stores, food banks, and other organizations, and thanks to her vision and leadership, more than 1,000 fewer local families suffer from food insecurity each month.



Girl Scout DreamLabs

Girl Scout DreamLabs offer modern and engaging spaces that reflect the contemporary tastes of today's girls. They create a showcase for Girl Scouts' program offerings, increase staff engagement with the mission, improve access to council staff for volunteers and troop leaders, and offer areas for troop meetings, volunteer trainings, and program activities. Programs are designed to inspire imagination, encourage risk-taking, and ensure girls can explore immersive, hands-on learning in

round, and are purposely co-located with high-traffic, family-oriented businesses for ease of member access. Girls who are not yet Girl Scouts and may not be familiar with all we do can dip their toes in and discover all the incredible opportunities and experiences they can have access to in Girl Scouting.



a supportive environment. Girl Scouts and troop leaders alike can explore, connect, and engage with subject matter experts in leadership, entrepreneurship, STEM, and outdoor adventures.

Girl Scout DreamLabs increase connectivity to members and communities, provide visibility year-

The first Girl Scout DreamLab opened on March 12, 2023, in Denver, Colorado (Girl Scouts of Colorado). The grand opening was picked up by 424 media outlets, garnering more than 250 million impressions, including national press outlets Fast Company and Bloomberg. Two additional Girl Scout DreamLabs opened in 2023 in [Gonzales, Louisiana](#) (Girl Scouts Louisiana East), and North Brunswick, New Jersey (Girl Scouts of Central and Southern New Jersey). Two additional locations are under construction in Omaha, Nebraska (Girl Scouts Spirit of Nebraska), and Birmingham, Alabama (Girl Scouts of North Central Alabama), and Girl Scouts of Historic Georgia is underway on converting an existing property into a Girl Scout DreamLab as well. All three have a summer 2024 expected opening date.



Girl Scout DreamLabs are for the whole community, and we are so energized by the national plans we have for them and the positive impact they will have throughout communities across the country. They represent an exciting new avenue for delivering on our mission.

The grand opening of the first Girl Scout DreamLab garnered more than 250 million media impressions, including national press outlets.



Volunteers

Bringing the Girl Scout Experience to Life



Volunteers are the lifeblood of Girl Scouts, bringing the Girl Scout experience to life in their communities and ensuring girls are instilled with the courage, confidence, and character to meet any challenge! Whether as troop leaders, service unit leaders, or

episodic volunteers, they serve as inspirational role models and mentors—championing, challenging, encouraging, and inspiring Girl Scouts to set and achieve new goals, form lasting bonds of friendship, and become visionary leaders who achieve incredible things.

We asked our volunteers what they love most about volunteering with Girl Scouts, and the answers we got were so inspiring! Here are some of our favorites:



“I think it is my 22nd year volunteering. I have been director for about half of that time!! Love it. One of the unit volunteers made this for me. It has all camp themes on it!”

Kathy



“Watching [Girl Scouts] volunteering and working along with them to make the world a better place is everything to me.

To see their confidence and self worth grow over the years is the ultimate reward as a leader.

I know my girls will do great things because they already are doing them everyday.”

Jillian



“It is moments like these that make it worth all the hard work ... In general, I love when I see my girls around and they always greet me with a smile and a hug even when they’re Cadettes.”

Desiree



"My Girl Scouts earned their Silver Award by helping a community partner in renovating the children's room that is used for family visitation for kids removed from their homes and placed in custody of another guardian."

"My girls made me so proud and showed me why I do what I do as a volunteer and how important it is to believe and support our girls in their dreams/goals."

Melda



"My second grade Brownies were learning archery at Camp Butterfly, Missouri. One girl was in tears because she was afraid of trying. All the other girls encouraged her and supported her efforts enough that she got a bullseye that day."

"The smile on her face lit up for DAYS. That's when I learned that Girl Scouts will do amazing things for my girls."

Angie



Public Affairs

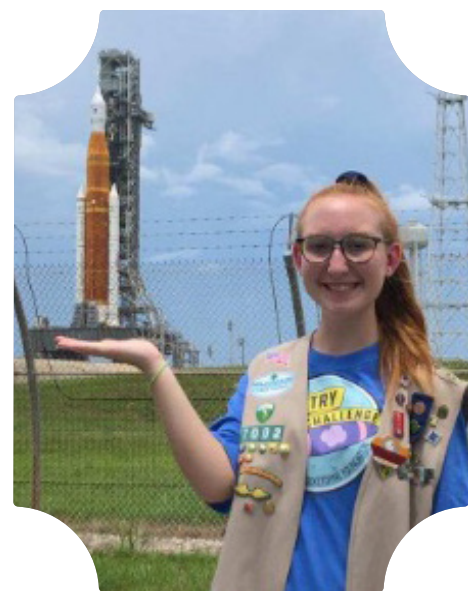


GSUSA continued to identify key opportunities for advocacy, cultivate relationships with priority stakeholders in the federal government and nonprofit sector, and leverage participation in policymaking discussions to advance Girl Scouts' visibility, relevance, and leadership.

Below are highlights of work conducted to support our organization and position Girl Scouts as a committed partner, thought leader, and trusted resource with external audiences.

Partnership with the Executive Branch

We partnered with NASA to bring Girl Scouts to the Artemis 1 Mission launch on November 16, 2022, at Kennedy Space Center in Florida, to witness the rocket lift off carrying 90 Space Science badges.



50%

of women governors are Girl Scout alums.

In its second year, the Girl Scouts of Citrus Council's American Rocketry Team qualified for the 2023 National Finals of the National Rocketry Challenge in Virginia, sponsored by the American Aerospace Institute—and made it to the finals!



U.S. Congress

Highlights of our work to elevate Girl Scouts among Members of Congress include:

- Expanding Troop Capitol Hill to include more than two dozen Members of Congress and strengthening relationships with our eight bipartisan, bicameral co-chairs.
- Establishing strong collaborative relationships with the Members of the Senate and House “Women in STEM” Caucuses.
- Hosting Members of Congress and staff from the “Women in STEM” Caucuses to a STEM Experience Fair with Gold Award Girl Scouts and hands-on STEM badge activities in June 2023.
- Introducing resolutions in both the U.S. House and Senate commemorating Girl Scouts’ 111th anniversary.

48%

of women in the 118th Congress are Girl Scout alums.



From left, Senator Jacky Rosen (D-NV), Deputy Secretary of Education Cindy Marten, GSUSA CEO Bonnie Barczykowski, and Senator Shelley Moore Capito (R-WV) attend the Women in STEM Caucus Event on Capitol Hill.



Laurie Salvail (center), executive director of Cyber.org, and Jen Easterly (right), director of the Cybersecurity and Infrastructure Security Agency, engage with Girl Scouts at the STEM Experience Fair.

Diversity, Equity, Inclusion, and Racial Justice



Diversity, equity, inclusion, and racial justice (DEIRJ) values are central to Girl Scouts' mission. 2023 marked a year of significant progress toward our goal of becoming a relevant and sustainable organization that has removed systemic barriers of participation so that every girl, Girl Scout, and their family feels central to the organization and its mission.

A major advancement was marked at the 2023 National Council Session, where the proposal to adopt diversity, pluralism, and anti-racism language

into the Girl Scout Constitution passed by an overwhelming majority.

This action was catalyzed by our 2020 [anti-racism pledge](#), which supports our goal to be a welcoming organization where every Girl Scout feels they belong, feels heard, and has the support they need. To determine how best to plan and make progress in this work, GSUSA engaged an independent third-party partner to conduct an organization-wide DEIRJ audit to understand our current state of racial inclusivity.

The goal was to provide an external assessment of how the principles and practices of DEIRJ are reflected in our organization so that we can have clarity on the landscape and where the strengths and gaps are and efficiently address our policies, programs, people engagement, and communications to meet the charge of our collective pledge.

Girl Scouts advances diversity, pluralism, and anti-racism and actively identifies and opposes racism by removing systemic barriers to participation in our organization and in the communities in which we live.

2023 Audit Findings

The findings suggest that the needs, interests, and priorities of Black, Indigenous, and other Girl Scouts of color, as well as potential BIPOC girl members, have not always been the first or the central factor when making organizational decisions. And as long as these needs, interests, and priorities appear to be at the periphery of Girl Scouting, full and sustained participation from members of these communities will not be realized. This includes not only our Girl Scouts and volunteers, but also the composition of our boards and the selection and development of our leaders and staff.

Recommendations

The audit report recommended three short-term areas we have been focusing on, rooting all of it in strong communications that support simple and clear language around racial inclusivity, are clear about core

values, and support development of a transparent process for embracing culture guidelines:

Content and Programming

Due to uncertainty about what matters to those who identify as BIPOC and how they wish to be served, it is critical that we hear from these communities directly about what centering inclusion and belonging means to them and then rethink how they experience our core programming. This is key when thinking about how diverse groups experience Girl Scouting from locale to locale.

Staff and Leadership

The audit underscored the need to work on our culture, and part of creating a culture that thrives is ensuring that we are inclusive. GSUSA has started working on a cultural blueprint with guiding values that center on mental health, race, reducing trauma, and creating accountability measures in hiring, engagement, and development.

Policies and Procedures

It is recommended that we clarify our core values and align them with DEIRJ principles. This will be the foundation for determining the outcomes we want and the tools that help achieve them.

A Look Ahead

To continue building on this work, we are using these recommendations to inform our path forward. We will strive to ensure our membership reflects the cultural diversity of the U.S., that girls of color have a long tenure with Girl Scouts with increased programmatic engagement, and that our governing bodies reflect the spectrum of diversity of this country.



Convention 2023

A PHENOM-enal event!



In July 2023, nearly ten thousand Girl Scouts, volunteers, and supporters gathered in Lake Buena Vista, Florida, for an unforgettable experience at the 2023 Girl Scout Convention. It was a week of excitement, inspiration, and innovation as we came together to celebrate the phenomenal power of Girl Scouts!

The week kicked off with inspiring speakers and lively discussions at the 56th National Council Session (NCS)—our triennial business meeting where delegates from every Girl Scout council across the

nation and USA Girl Scouts Overseas elected new national leaders and discussed, debated, and voted on important issues that set the stage for growth and transformation within the Girl Scout organization in the next triennium and beyond.

We welcomed Noorain F. Khan as National Board President and a diverse 30-member National Board of Directors that will steward the Girl Scout organization through the next three years. They will manage governance, legal, and fiduciary responsibilities while ensuring our

organization's continued ability to deliver on our mission of building girls of courage, confidence, and character, who make the world a better place.

NCS was followed by our electric girl event, Phenom By Girl Scouts, which featured an impressive array of inspirational performers and speakers—from best-selling author and Gold Award Girl Scout Erika Kendrick to soon-to-be two-time basketball Hall of Famer Nancy Lieberman, General Motors engineer and GSUSA National Board member Telva McGruder, and STEM

10K

Girl Scouts, volunteers, and supporters gathered for the 2023 Girl Scout Convention.

110

exhibitors offered Girl Scout convention attendees fun, hands-on activities.

entrepreneur and former NASA rocket scientist Aisha Bowe.

Phenom By Girl Scouts also included the Hall of Experiences, where 110 exhibitors offered troops, girls, families, volunteers, visitors, and staff fun, informational, and hands-on activities in everything from water conservation and sustainability to space travel, robotics, automotive engineering, mental wellness, financial literacy and planning, civic education, ceramics, and bee farming!

Convention 2023 was an inspiring gathering of Girl Scouts from across the country and the world—and an exciting opportunity for thousands of Girl Scouts, family members, volunteers, and supporters to connect, create, make new discoveries—and, together, experience the true, life-changing magic of Girl Scouting.



Philanthropy



In 2023, GSUSA focused on increasing engagement and support for the Girl Scout organization through stewardship of institutional and individual partnerships, and we generated a donor pool that is committed to increasing Girl Scouts' reach and impact. Through our work together, we provided innovative opportunities for girls, troop leaders, and volunteers to have fun, cultivate lasting friendships, and experience memorable learning moments as they move through their Girl Scout journeys.

This year, the fundraising team saw great success in working toward an \$18 million fundraising goal. Important highlights include:

- A \$1 million anonymous gift in support of Girl Scouts' Mental Wellness Initiative. This gift has enabled us to equip volunteers, parents, and Girl Scouts with the tools they need to thrive.

This is the second gift made by this donor in support of our organization.

- Planet Oat, a National Cookie Sponsor, kicked off the 2023 cookie season with the highest launch impression total on record, garnering over 4.4 billion impressions.
- DHL emerged from an effective collaboration with council partners, growing a local relationship into a national seven-figure partnership.
- The Lilly Endowment, a first-of-its-kind partnership between GSUSA and six Indiana councils, is a \$15 million grant that is poised to change the lives of Indiana Girl Scouts.

In July 2023, Girl Scouts from across our organization convened in Lake Buena Vista, Florida, for our triennial National Council Session and convention. The public-facing portion

of this event, Phenom By Girl Scouts, celebrated the power, strength, and creativity of all girls as we gathered close to ten thousand Girl Scouts, volunteers, council staff, and fundraising partners from around the country. We secured almost \$3 million in sponsorships, the largest convention funding support in Girl Scouts' history.

Planned Gifts also generated revenue (in excess of \$1.6 million), for the Girl Scout organization through generous bequests, Charitable Gift Annuities, and Trusts from alums, parents, volunteers, board members, and staff. Donors' legacies ensure Girl Scouts will continue to deliver on our mission for generations to come.

We deeply appreciate the following individual, corporate, and foundation partners' investments in girls and the continued support that enable every girl to thrive and make a difference in the world:*

ABC Bakers
 Anonymous
 Arnold W. and Alice R. Carlson Charitable Fund
 AT&T Corporation
 CFP Board
 Charles Schwab Foundation
 DHL Supply Chain
 Estate of Karen Jungbluth
 Estate of Mary Lou H. McDonald
 Estate of Wilhelmina Vander Torre
 FINRA Investor Education Foundation
 Fiserv
 Fowler Family Fund II
 General Motors
 Harry's—Flamingo
 Hasbro Corporation
 Herford N. Elliott Trust
 Hydro Flask
 James Annenberg La Vea Charitable Foundation

JOANN Fabric and Craft Stores
 Johnson & Johnson Foundation
 Kappa Delta Foundation
 Lilly Endowment
 Meta
 NBC Universal
 Noorain F. Khan
 Robyn Ratcliffe Manzini and Aldo Manzini
 Palmer & Cay
 PayPal
 Planet Oat
 SOLV Energy
 THOR Industries
 Diane Tipton
 Toyota
 United Airlines
 U.S. Department of Labor
 The Walt Disney Company

**Corporate, Individual, Foundation, and Estate gifts at \$50,000 and above*

Financial Report





Consolidated Statement of Financial Position

As of September 30

Assets	2023	2022
Cash and cash equivalents	\$28,856,000	\$11,957,000
Accounts receivable, net of allowance for doubtful accounts of approximately \$698,000 in 2023 and \$668,000 in 2022	4,362,000	3,812,000
Inventories, net	7,066,000	8,184,000
Prepaid expenses	4,708,000	2,892,000
Investments	171,143,000	166,185,000
Contributions and deferred gifts receivable, net	3,383,000	4,497,000
Funds held in trust for others	560,000	535,000
Overfunded pension liability	475,000	-
Property and equipment, net	35,945,000	42,324,000
Total assets	\$ 256,498,000	\$ 240,386,000

Liabilities and Net Assets	2023	2022
Liabilities		
Accounts payable and accrued liabilities	\$ 15,903,000	17,098,000
Pension liability	-	5,202,000
Line of credit	-	1,000,000
Loan facility	13,000,000	7,200,000
Funds held in trust for others	560,000	535,000
Deferred revenues:		
Membership dues	27,326,000	26,762,000
Other	12,307,000	1,110,000
Total liabilities	69,096,000	58,907,000
Net assets		
Without donor restrictions:		
Operating fund	27,932,000	28,878,000
Pension fund	(21,849,000)	(24,965,000)
Board-designated	110,359,000	109,079,000
	116,442,000	112,992,000
With donor restrictions:		
Purpose restricted	40,794,000	40,347,000
Time-restricted for future periods	328,000	304,000
Perpetual in nature	29,838,000	27,836,000
	70,960,000	68,487,000
Total net assets	187,402,000	181,479,000
Total Liabilities and Net Assets	\$ 256,498,000	\$ 240,386,000

Consolidated Statement of Activities

For the year ended September 30, 2023, with summarized comparative financial information for 2022

Operating revenues	Without Donor Restrictions	With Donor Restrictions	2023 Total	2022 Total
Membership dues	\$38,718,000	-	\$38,718,000	\$36,977,000
Girl Scout merchandise gross profit	20,629,000	-	20,629,000	19,899,000
Royalty income	9,314,000	-	9,314,000	9,292,000
Gifts, grants, and bequests	11,373,000	13,528,000	24,901,000	28,557,000
Contributions of nonfinancial assets	1,269,000	-	1,269,000	-
Training/meeting revenue	9,247,000	-	9,247,000	5,700,000
Investment income allocation	5,054,000	2,224,000	7,278,000	7,354,000
Software maintenance	5,387,000	-	5,387,000	5,586,000
Other	1,332,000	1,277,000	2,609,000	2,679,000
Total operating revenues	102,323,000	17,029,000	119,352,000	116,044,000
Net assets released from restrictions	17,773,000	(17,773,000)	-	-
<i>Total operating revenues</i>	<i>120,096,000</i>	<i>(744,000)</i>	<i>119,352,000</i>	<i>116,044,000</i>

Operating expenses	Without Donor Restrictions	With Donor Restrictions	2023 Total	2022 Total
<i>Program services</i>				
Comprehensive council support	46,811,000	-	46,811,000	41,726,000
Girl program development and adult learning opportunities	43,667,000	-	43,667,000	40,809,000
Brand promotion and external engagement	20,445,000	-	20,445,000	20,323,000
Total program expenses	110,923,000	-	110,923,000	102,858,000
<i>Supporting services</i>				
Fundraising	4,014,000	-	4,014,000	4,367,000
Management and general	8,776,000	-	8,776,000	9,225,000
Total supporting services	12,790,000	-	12,790,000	13,592,000
<i>Total operating expenses</i>	<i>123,713,000</i>	<i>-</i>	<i>123,713,000</i>	<i>116,450,000</i>
<i>Operating deficit</i>	<i>(3,617,000)</i>	<i>(744,000)</i>	<i>(4,361,000)</i>	<i>(406,000)</i>

Nonoperating revenue, gains and losses	Without Donor Restrictions	With Donor Restrictions	2023 Total	2022 Total
Endowment contributions	-	13,000	13,000	13,000
Change in value of deferred gifts	-	24,000	24,000	(104,000)
Change in value of charitable gift annuities	31,000	-	31,000	(96,000)
Contributed advertising revenue	10,993,000	-	10,993,000	18,622,000
Contributed advertising expense	(10,993,000)	-	(10,993,000)	(18,622,000)
Net investment income (loss) in excess of income allocation	5,259,000	3,180,000	8,439,000	(32,065,000)
Pension (loss) gain other than service cost	(1,339,000)	-	(1,339,000)	1,309,000
Other nonoperating pension charges	3,116,000	-	3,116,000	(5,950,000)
<i>Total nonoperating revenue, gains and losses</i>	<i>7,067,000</i>	<i>3,217,000</i>	<i>10,284,000</i>	<i>(36,893,000)</i>
<i>Change in net assets</i>	<i>3,450,000</i>	<i>2,473,000</i>	<i>5,923,000</i>	<i>(37,299,000)</i>
<i>Net assets, beginning of year</i>	<i>112,992,000</i>	<i>68,487,000</i>	<i>181,479,000</i>	<i>218,778,000</i>
<i>Net Assets, End of Year</i>	<i>\$116,442,000</i>	<i>\$70,960,000</i>	<i>\$187,402,000</i>	<i>\$181,479,000</i>

Leadership





Leadership

2020–2023

Officers

Karen P. Layng
National President
Riverside, Illinois

Jeanne Kwong Bickford
1st Vice President
Darien, Connecticut

Noorain F. Khan
2nd Vice President
Washington, DC

Valarie Gelb
Treasurer
Middletown, Rhode Island

Ráchel Roché Walton
Secretary
Madison, Mississippi

Members-at-Large

Andrea Albright
Bentonville, Arkansas

Mary Ann Altergott
St. Louis, Missouri

Beth Bovis
Madison, Wisconsin

Eileen Drake
El Segundo, California

Lorraine Hack
New York, New York

Vievette Henry
Muttontown, New York

Vidya Krishnan
Richardson, Texas

Rose Littlejohn
Athens, New York

Sue Major
Rancho Santa Fe, California

Lydia Mallett
Philadelphia, Pennsylvania

Rumi Morales
Oak Park, Illinois

Ileana Musa
Coral Gables, Florida

Debbie Nielson
Ogden, Utah

Marcus Peacock
Washington, DC

Venus Quates
Huntsville, Alabama

Edmund Rastrelli
Atlantic Beach, Florida

Erika Rottenberg
Portola Valley, California

Trooper Sanders
Philadelphia, Pennsylvania

Earl Simpkins
Dallas, Texas

Zeta Smith
Elkridge, Maryland

Leslee Temple
Black Mountain, North Carolina

Cynthia Teniente-Matson
San Jose, California

Diane Tipton
Bethesda, Maryland

Maryann Waryjas
Burr Ridge, Illinois

National Board Development Committee Members

Felecia Gilmore-Long
Lutz, Florida

Robyn Ratcliffe Manzini
Las Vegas, Nevada

Wendy Venoit
Walpole, Massachusetts

2023–2026

Officers

Noorain F. Khan
National President
Washington, DC

Jeanne Kwong Bickford
1st Vice President
Darien, Connecticut

Trooper Sanders
2nd Vice President
Washington, DC

Diane Tipton
Treasurer
Bethesda, Maryland

Mary Ann Altergott
Secretary
St. Louis, Missouri

Members-at-Large

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Bentonville, Arkansas

Beth Bovis
Madison, Wisconsin

Lupe Camargo
Tempe, Arizona

Adrienne Cozart
Lubbock, Texas

Felecia Gilmore-Long
Lutz, Florida

Lorraine Hack
New York, New York

Alfia Ilicheva
Weston, Connecticut

Jessie Kornberg
Los Angeles, California

Vidya Krishnan
Richardson, Texas

Ana Tavares Lattibeaudiere
Roswell, Georgia

Sue Major
Rancho Santa Fe, California

Lydia Mallett
Philadelphia, Pennsylvania

Robyn Ratcliffe Manzini
Las Vegas, Nevada

Telva McGruder
Rochester Hills, Michigan

Rumi Morales
Oak Park, Illinois

Ileana Musa
Coral Gables, Florida

Romie Mushtaq, MD
Orlando, Florida

Abrar Omeish
Falls Church, Virginia

Marcus Peacock
Washington, DC

Jake Perlman
Denver, Colorado

Erika Rottenberg
Portola Valley, California

Scott Saunders
Sarasota, Florida

April Schneider
Los Angeles, California

Leslee Temple
Black Mountain, North Carolina

Maryann Waryjas
Burr Ridge, Illinois

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Beth Bovis
Madison, Wisconsin

Rebecca Chavez-Houck
Salt Lake City, Utah

Felecia Gilmore-Long
Lutz, Florida

Debbie Hassan
Hilton Head Island, South Carolina

Wendy Venoit
Norwood Massachusetts

Ráchel Roché Walton
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