

# The impact of Girl Scouting



## A message from Stephanie Foote, Girl Scouts of Colorado President and CEO

When I get caught up in the business of Girl Scouting -- deep into the ins and outs of running a statewide non-profit organization -- I stop by our Outreach associates' desks to hear their stories, and I am quickly reminded of the impact we make.

"Outreach" is the name we've given to staff-led programming for the at-risk girls who need it most. Expansion of our Outreach program was a strategic goal in 2018, and I'm happy to say that with your help we have increased the number of

girls served in these programs by 22-percent throughout the state. In 2018, we expanded the Outreach program in Grand Junction and added programs in Colorado Springs, as well as increased the number of girls served through our Denver-based programs.

We served 1,545 girls at 50 sites across the state in four programs: Focus on Abilities for girls with special needs, Girls are Great for girls entering middle school in low-resource communities, Discover All You Can Be for girls in low-income housing or attending low-resource schools, and Girls Looking Forward for girls in correctional facilities and treatment centers.

At Girls Looking Forward one girl told the Girl Scout associate she was having a difficult day; a day where her actions could have resulted in disciplinary action. But, because she had Girl Scouts to look forward to, she managed to stay out of trouble.

In 2018, we started a Girls Looking Forward program in Grand Junction at a home for families experiencing homelessness. Attendance there is slowly growing as we build rapport. The girls who are attending are clearly impacted as these girls are waiting anxiously for our associates to arrive each week. Think about that: Middle-school aged at-risk girls anxiously awaiting the arrival of their Girl Scout troop leaders.

Another Outreach program we provide is called Focus on Abilities and is for girls with special needs. Recently, a mother of an FOA participant told us she cried when she received her daughter's Girl Scouts permission slip in her take-home folder.

"My daughter gets a lot of paperwork sent home--medical forms, allergy forms, behavioral reports, the list goes on," she said. "But this was the first time I ever opened that folder and saw something I consider normal. And now my daughter gets to be a Girl Scout and sell cookies and have a fun, a typical childhood experience that other families may take for granted."

Another Girl Scout at an FOA program told her school counselor she loves the program because at Girl Scouts, she was included and had friends for the first time.

These stories are just a few that illustrate the impact Girl Scouting has. The breakthroughs, the ah-ha moments, are sometimes dramatic and sometimes barely noticeable -- but they're there.

Our more than 7,000 volunteers see it in the girls they guide. The girl whose family doesn't enjoy camping who sees a shooting star for the first time during a troop campout. The girl who is so nervous to present her Bronze Award idea to a group of adults smiles and high-fives her Girl Scout sisters after she's done it. (She doesn't realize it yet, but her troop leader can literally see her confidence grow and imagine her in some future boardroom, courtroom, or council chambers.) The girl who sees someone experiencing homelessness asks, "what can we do to help?" The girls working on their Silver Award who get redirected by the organization they're working with for the fifth time and learning from their setbacks.

Girl Scouts is a powerful, all-girl space that fosters collaboration over competition and instills an "I've got your back and you've got mine" mindset.

With your help -- our volunteers, donors, community partners -- Girl Scouts is the background of these stories. For more than 100 years we've been preparing girls to lead. In 2019, we continue the work of bringing this experience to even more girls in our state and honoring their stories as they become girls of courage, confidence, and character who make the world a better place.

Thank you for embarking on this adventure with us.

*Stephanie Foote*

# Financials

## 2017-2018 SUPPORT AND REVENUE

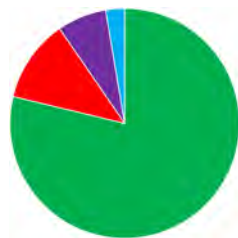
Product Programs, net	\$10,005,653	78%
Fees	\$1,480,141	12%
Public Support	\$881,335	7%
Other*	\$338,473	3%
TOTAL	\$12,705,602	100%

\* Includes the net sale of GSCO assets (buildings/land), gains/losses for investments (Rose Community Foundation, DFA and Fidelity, including stock donated to GSCO), outside user fees, and retail sales in the shop.

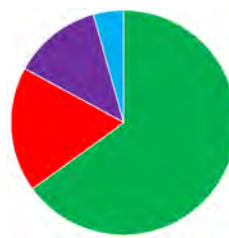
## 2017-2018 EXPENSES

Service to troops and girls	\$7,590,796	63%
Events and camps	\$2,098,262	18%
Management and general	\$1,485,411	14%
Development	\$505,464	5%
TOTAL	\$11,679,933	100%

SUPPORT AND REVENUE



EXPENSES



## CHANGE IN NET ASSETS

Change in net assets	\$841,980
Funding of National Girl Scout Retirement Fund	\$646,579
Change in net assets with Retirement Fund	\$195,401
<b>Net assets, beginning of year</b>	<b>\$28,306,685</b>
<b>Net assets, end of year</b>	<b>\$28,502,086</b>

girl scouts  
of colorado

## 2018 ANNUAL REPORT

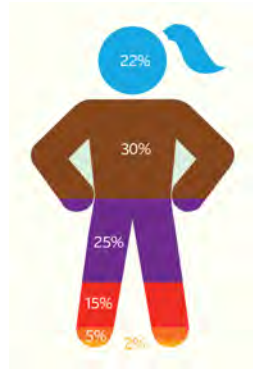
A report on the activities of  
Girl Scouts of Colorado  
fiscal year Oct. 1, 2017 – Sept. 30, 2018  
See the full report at  
[gsco-annualreport.org](http://gsco-annualreport.org)

Girl-led  
Girl-focused  
Girl-powered



# Our Impact by the numbers

## 32,660 Total Membership



4,821

Daisies

6,639

Brownies

5,495

Juniors

3,407

Cadettes

974

Seniors

506

Ambassadors

332

Unspecified



**22,174**  
Girl Members

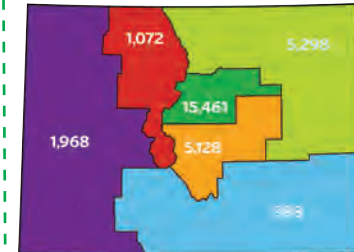


**10,486**  
Adult Members



This year girls devoted  
**62,047 hours**  
to service projects

Membership by region (girls and adults)



■ DENVER METRO  
■ NORTHERN AND NORTHEASTERN COLORADO  
■ PIKES PEAK  
■ WESTERN SLOPE AND SOUTHWESTERN COLORADO  
■ PUEBLO AND SOUTHEASTERN COLORADO  
■ MOUNTAIN COMMUNITIES  
■ OTHER (2,735 includes statewide outreach)

## Highest Awards



**40**

Gold Award Girl Scouts



**364**

Silver Award Girl Scouts



**963**

Bronze Award Girl Scouts

## Outdoor Programs



**3,877**

Girls attended camp



**1,000**

New campers



**\$185,380**

Brought in from 50 GSCO property reservations by outside users

## Product Program



**4,706,859**

Packages of cookies sold



**94,405**

Packages of cookies donated to Hometown Heroes



**\$3,212,843**

Earned by troops

## Volunteer Support



**7,060**

Volunteers



**253,324**

Volunteer hours



**173**

In-person trainings

## Fund Development



**46**

Adult mentors for Secrets to Success



**171**

Daisy's Circle Members



**3**

GSUSA grant-funded partner programs



**60**

Percentage of staff members who are donors



**113**

Juliette Gordon Low Legacy Society members



**714**

Attendees at Women of Distinction events, 49% made gifts

## Invest in girls. Change the world.

**DONATE:** Make an individual gift, join Daisy's Circle, our monthly giving program, make a planned giving strategy, or attend a fundraising event. [girlscoutsofcolorado.org/donate](http://girlscoutsofcolorado.org/donate)

**VOLUNTEER:** Make a difference in the lives of girls by leading a troop, running a camp, helping behind-the-scenes or supporting a troop. [girlscoutsofcolorado.org/volunteer](http://girlscoutsofcolorado.org/volunteer)



**27,587**

Fun patches sold in the shop