



# Leading the Way

## Annual Impact Report 2021

**girl scouts**   
of the chesapeake bay

**The year 2021** was a season of growth for Girl Scouts of the Chesapeake Bay. We've learned new ways of communicating with, connecting to and serving our membership and it shows through the successes shared in this report. Our accomplishments and the accomplishments of our Girl Scouts, volunteers and stakeholders this year have laid a strong foundation for the years to come. We have realized the goals we can reach together, noted the work that still needs to be done, and we are hungry to get started. So, we're standing on solid ground, seeking new adventures and trusting our inner compass to lead the way.

We have much change to reflect on over the past year and beyond, but wherever we go from here, one thing will remain steadfast and true - Girl Scouts of the Chesapeake Bay will continue to serve girls and volunteers throughout the Delmarva Peninsula for the purpose of delivering our mission.



YOUR TICKET TO  
THE FUTURE

**The Girl Scout Mission  
is to build girls of  
courage, confidence and  
character who make the  
world a better place.**

### **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

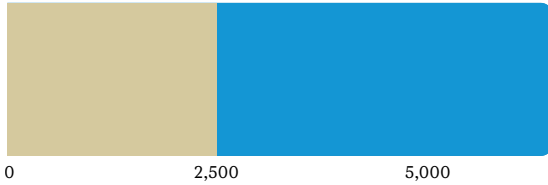
### **Girl Scout Law**

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.

## Membership

Adult Members: 2,483

Girl Members: 3,989

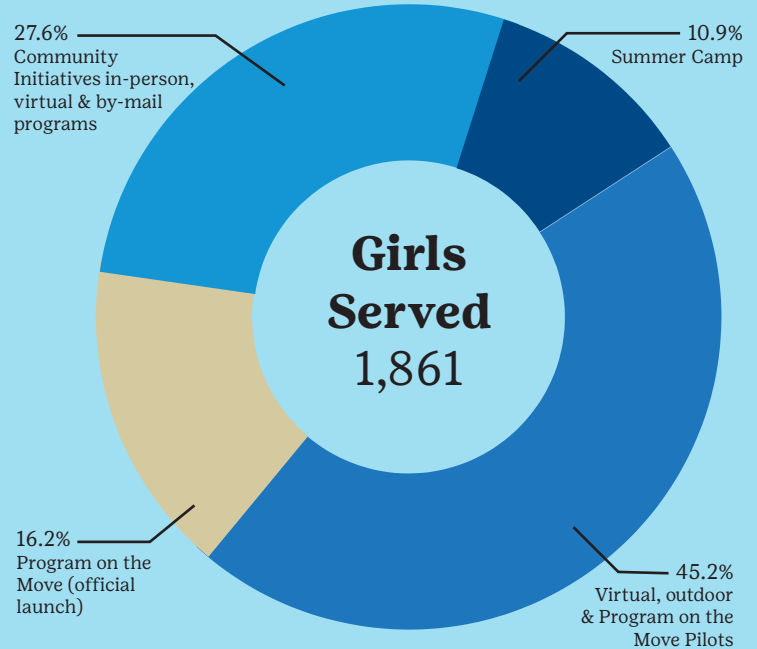


Of our 3,989 girl members, 3,489 participated in traditional troop or Juliette experiences and 500 participated in community initiatives in-person, virtually or via mail.

### Early Bird Renewal Successes

- GSCB ranked 5th among all councils overall
- GSCB ranked 2nd among all councils for adults renewed
- GSCB ranked 14th among all councils for girls renewed

## Programs



✿ GSCB launched its V.I.C. (Very Invested Camper) Program. 28 Girl Scouts participated in virtual meet-ups, outdoor service projects and received perks like early summer camp registration and monthly newsletters.

✿ 100% of Girl Scouts who completed a survey following a virtual, outdoor or Program on the Move experience said that they "had fun" and "learn new things at Girl Scouts".

✿ *"The program was fantastic and I hope everyone takes advantage of it. The girls had a blast and given the cost of materials, we would not have done this otherwise."* - GSCB Troop Leader about Program on the Move



## Volunteer Support

As we adapt to the gsLearn training model, we have provided a number of required and supplemental trainings for volunteers. We continue to develop trainings for product programs, recruitment and renewal, professional and personal development and DEI (Diversity, Equity and Inclusion).

### Service Unit Team Kickoff

- 76 volunteers attended with 27 staying overnight
- 10 unique workshops were offered in addition to general sessions and activities around camp

## Giving Events

- Highmark Walk for a Healthy Community
- Giving Tuesday hosted by the Community Foundation of the Eastern Shore
- Do More 24 Delaware hosted by the United Way of Delaware
- Iron Hill Brewery Girl Scout Cookie & Beer Pairing Event
- Kuhn's Jewelers June Pearl Sale

Girl Scouts of the Chesapeake Bay is extremely grateful for the generous gifts received through these events and other donations/sponsorships.

## Product Programs

GSCB reached our overall sales goals in both the Fall Product and Cookie Programs.

### Cookie Program Successes

- 2,378 girls participating
- Per Girl Average of 269
- 28,750 donated packages through Operation Taste of Home
- Digital Cookie sales increased by 67% from the 19-20 Cookie Program
- The continuing COVID-19 pandemic affected councils nationwide, leaving many with large amounts of cookie inventory. GSCB is proud to report that we were one of the few councils who had zero inventory remaining at the close of the 20-21 program.

### Fall Product Program Successes

- 1,031 girls participating
- 236 troops participating
- 134 Girl Scouts entered the "Penguin Pal Challenge", which asked them to participate in the program, attend the virtual Fall Product rally, send 18+ emails to their family & friends, and create their online Avatar.





## Girl Scout Stories

✿ Troop 154 earned their Silver Award for updating and beautifying the Caroline County Human Society's garden and also built a ramp and tunnel for the shelter dogs.

✿ Troop 404 earned their Woodworking badge and then used their skills to construct 2 "Little Libraries" that they donated to the Kent County Retired School Personnel, who filled them with donated books and placed them in underserved communities in Kent County.

✿ Troop 751 built a new attraction for the 3 Palms Zoo in Clayton, DE called The Little Den that serves as an indoor home for many small animals.

✿ Cadette Girl Scout Preethi built a Mobile Garden Tool Organizer for Carrie Downie Elementary School in New Castle so the school could organize their tools and take them out to the garden with ease.

✿ As part of Girl Scouts Love State Parks, GSCB Girl Scouts were invited to bring a photo of Early Bird mascot Eleanor the Elephant on their state and national park visits. We tracked Eleanor's travels to 10 different parks!



## Highest Awards

GSCB celebrated our Gold Award Girl Scouts in-person at Camp Todd during a special luncheon and we honored our Bronze and Silver Award Girl Scouts during a festive virtual celebration.

### Awards Earned

- 16 Gold Awards
- 39 Silver Awards
- 137 Bronze Awards

### National Recognition

GSCB Girl Scout Sara Chapple was honored as a GSUSA National Gold Award Scholarship Recipient for her project which raised awareness about substance abuse and addiction.



**The accomplishments of our Girl Scouts, volunteers, and staff would not be possible without the generous support of our donors, sponsors and Program Partners.** We thank you for continuing to see the value in Girl Scout programming and supporting the next generation of innovative, adventurous, curious, and confident female leaders.

## **Girl Scouts of the Chesapeake Bay Leadership**

Claudia Peña Porretti • Chief Executive Officer

Katya A. Nieburg-Wheeler • Board Chair

Diane Sparks • 1st Vice Chairperson

Jenny Teal • 2nd Vice Chairperson

Eleanor Benjamin Torres, Esq. • Secretary

Dale Hoops • Treasurer

### **Board Members-at-Large**

Pamela Colbert

Stacy Conn

Temeka Easter Rice

Greg Fogarty

Gail Foltz

Peggy M. Geisler

Jessica Jordan

Sarah Long

Keisha Morris

Ellen Whitman

Kimberlee Ziolkowski

### **Girl Representatives to the Board**

Rebecca Merkel

Ella Wadhams



#### **Northern Resource Center (NRC)**

225 Old Baltimore Pike  
Newark, DE 19702



#### **Peninsula Resource Center (PRC)**

1346 Belmont Ave., Ste. 601  
Salisbury, MD 21804



#### **Camp Country Center**

Lynn W. Williams Science &  
Technology Lodge



#### **Camp Grove Point**



#### **Camp Todd**



#### **Camp Sandy Pines**

