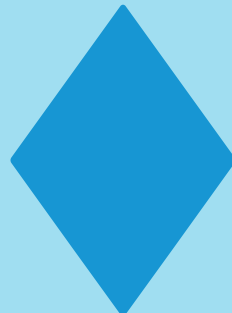


2021-2022 Annual Report

girl scouts 
of the chesapeake bay



Letter from our CEO

Dear Girl Scouts and Supporters,

When reflecting on the year 2022 at Girl Scouts of the Chesapeake Bay and wondering how best to address our membership and our stakeholders, the words did not come so readily as previous years. In the immediate aftermath of the pandemic, it was easy to marvel at the “grit” of our Girl Scouts, volunteers and staff who persevered through unprecedented challenges and rose to the occasion of keeping each other safe, all while staying connected to our Movement. Then, 2021 began a period of rebuilding, of looking to the future, and of difficult but rewarding paths ahead for our organization. Here we are a year later - still rebuilding, still looking forward, still working. It’s tempting to throw our hands up in frustration and wonder “How long will this take?”. In those most frustrating moments, I turn to find inspiration right outside my window, in the potential energy of the imminent spring and the hundreds of examples that great things take time. I’m reminded of a quote by Canadian poet, Rupi Kaur:

“You do not just wake up and become the butterfly. Growth is a process.”

Growth, over the past year, has been abundant at GSCB. For the first time since I took on the role of CEO, girl and adult membership showed a year over year increase. Goals we set for the Cookie and Fall Product programs were met and exceeded. Significant efforts were made to

improve communication, collect feedback, and create a culture of appreciation around our dedicated volunteers. Difficult decisions were made to ensure the financial stability of our council in the interest of better serving the generations of GSCB Girl Scouts to come.

So, no - we’re not yet the butterfly. If you consulted our Camp Staff, they'd probably tell you we’re still in *metamorphosis*, hanging out right in the gooey center of a chrysalis. But what this past year has shown me is that - gooey or not - growth is powerful. Our Girl Scouts have become agents of change. Our volunteers, staff, board, donors and stakeholders have modeled the Girl Scout Leadership Experience and witnessed it in action. There are great wins to celebrate in the past year, and there is wonderful, powerful progress yet to come. I am humbled and grateful to be a part of it.



Yours in Girl
Scouting,

A handwritten signature in black ink, appearing to read 'Claudia Peña Porretti'.

Claudia Peña Porretti, J.D., CFRE
CEO, Girl Scouts of the Chesapeake Bay



About Our Council

In 2022, Girl Scouts of the Chesapeake Bay celebrated it's 60th anniversary of serving girls in 14 counties in Delaware and the Eastern Shores of Maryland and Virginia. Over 4,000 girls and close to 3,000 volunteers experience Girl Scouts on the Delmarva Peninsula through traditional troops, community initiatives, individual participation, events, camp, and more.

Leadership

Claudia Peña Porretti • Chief Executive Officer

Katya A. Nieburg-Wheeler • Board Chair

Jenny Teal • 1st Vice Chairperson

Sarah Long • 2nd Vice Chairperson

Eleanor Benjamin Torres, Esq. • Secretary

Dale Hoops • Treasurer

Board Members-at-Large

Stacy Conn

Temeka Easter Rice

Greg Fogarty

Gail Foltz

Jessica Jordan

Tavanya Lockett

Keisha Morris

Amber Young

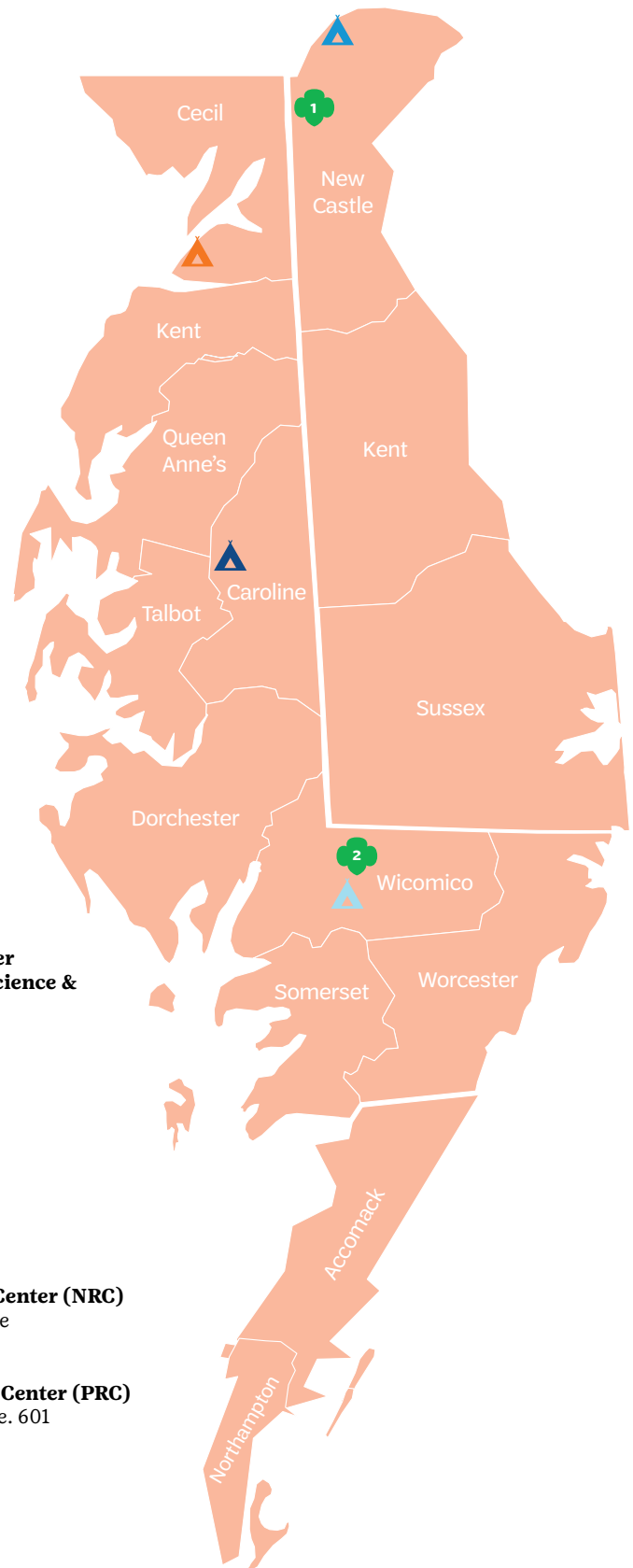
Ellen Whitman

Kimberlee Ziolkowski

Girl Representatives to the Board

Cheyenne Brown

Nina-Simone Pettis





 **Camp Country Center**
Lynn W. Williams Science & Technology Lodge

 **Camp Grove Point**

 **Camp Todd**

 **Camp Sandy Pines**

 **Northern Resource Center (NRC)**
225 Old Baltimore Pike
Newark, DE 19702

 **Peninsula Resource Center (PRC)**
1346 Belmont Ave., Ste. 601
Salisbury, MD 21804



How We're Funded

Our funding comes from five primary sources.



Product Programs

The Girl Scout Cookie Program and Fall Product Program



Programming Fees

Participation fees for camp, events and other programs



Philanthropy

Charitable donations from individuals, corporations, foundations and other partners



Retail






Proceeds from badges, uniforms, gifts, supplies and merchandise ordered online



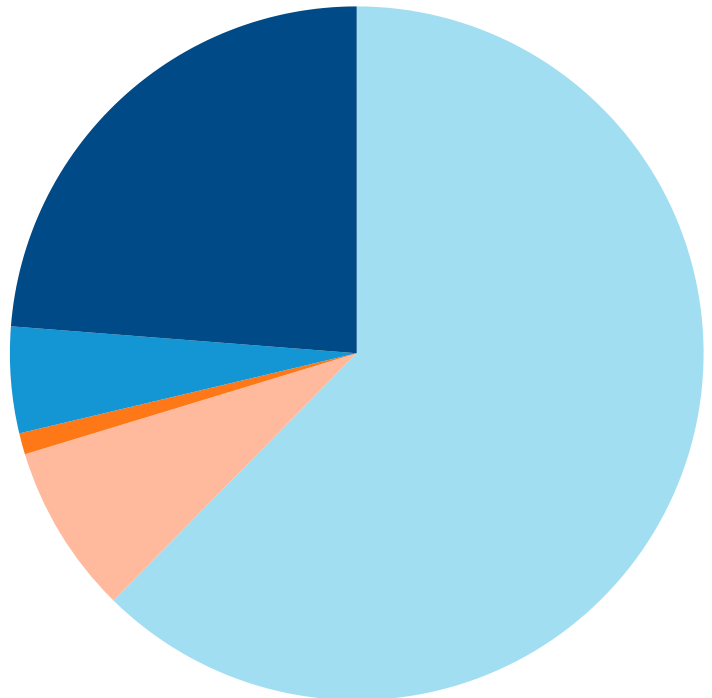
Other Income

Investment and unrelated business income

Our 2022 Fiscal Year

-  Product Programs | **63%**
-  Philanthropy | **8%**
-  Retail | **1%**
-  Programming Fees | **5%**
-  Other Income* | **23%**

*Does not account for investment income loss or loan forgiveness.





What Our Funding Powers

Our funding supports four primary areas of operation.



Girl Scout Programming

Camp, events, membership development, volunteer support, product programs, etc



Marketing and PR

Printed mailers, recruitment supplies, advertisements, retail merchandise, etc



Management and General

Maintenance and other business expenses



Fund Development

Fundraising expenses

Our 2022 Fiscal Year



Girl Scout Programming | **89%**



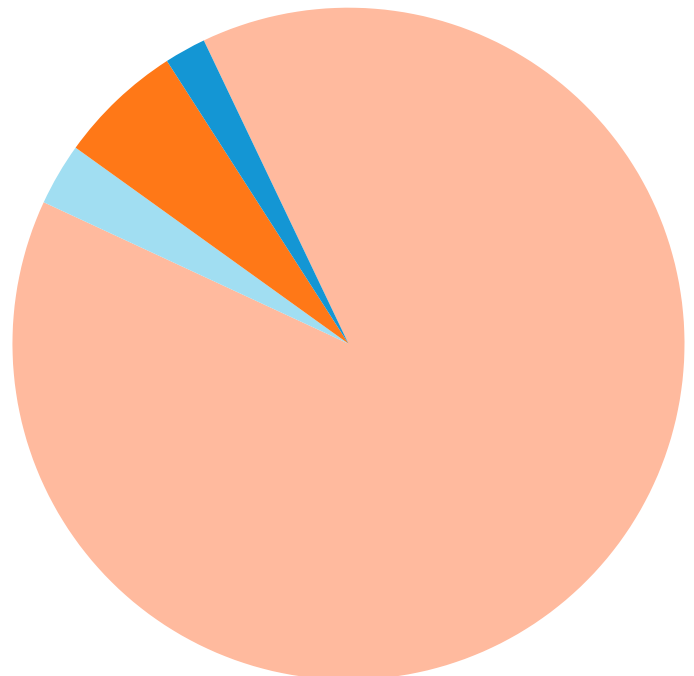
Fund Development | **3%**



Management and General | **6%**

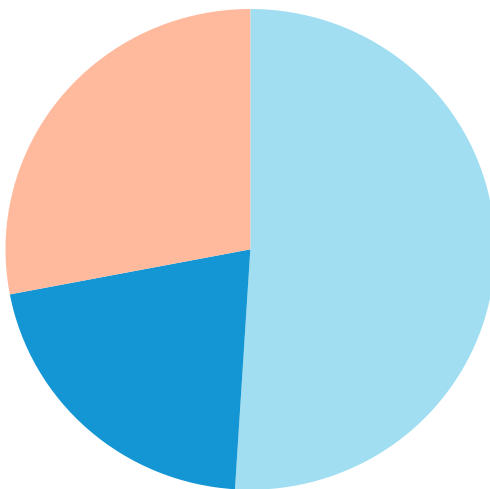
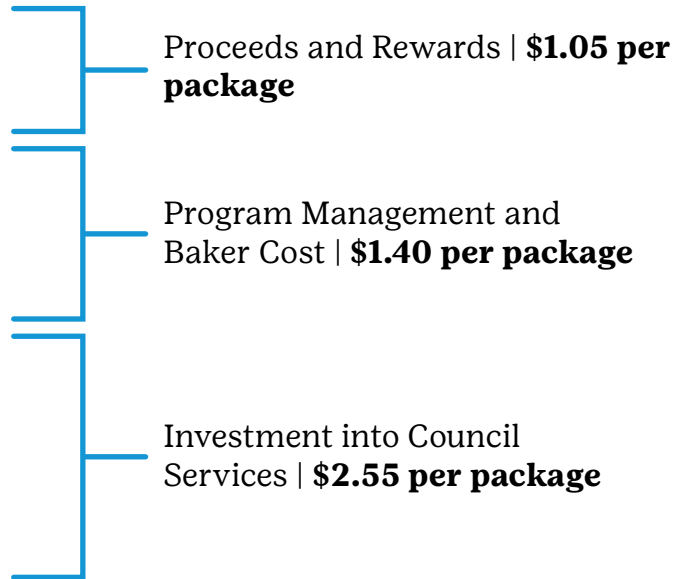


Marketing and Public Relations | **2%**





What the Cookie Program Powers



- Invested into Council Services | **51%**
- Program Management and Baker Cost | **28%**
- Service Unit and Troop Proceeds and Rewards | **21%**



Community Support

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.



Giving Events

- Highmark Walk for a Healthy Community | **\$812 raised**
- Giving Tuesday hosted by the Community Foundation of the Eastern Shore and Mid-Shore Community Foundation | **\$1,230 raised**
- Do More 24 Delaware hosted by the United Way of Delaware | **\$475 raised**

Program Partners

- Aetna Better Health of Maryland
- Byrnes Health Education Center
- CAUSE Production Crew
- Cheasapeake Children's Museum
- Cluster Educational Services
- Delaware State Parks
- Delmarva Shorebirds
- Engineering Your Future Today
- Eyeball It!
- F.R.E.E. (Financial Responsibility through Education and Empowerment)
- Freeman Arts
- Inland Bays Foundation
- MakerGirl
- Marshall Steam Museum
- Miracle Workerz High School Robotics Team (a.k.a. MOE (Miracle of Engineering, Our Robot))
- R.O.O.T.S. Youth+ Development Program
- S2STEM
- Skype a Scientist
- Tree Plenish
- University of Delaware Blue Hens Football
- University of Delaware CAD Research Lab
- Wells Fargo Center
- Wilmington Blue Rocks
- Winterthur Museum, Garden and Library



Donations and Gifts

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

Financial Assistance and Community Initiatives Support

- Community Foundation of the Eastern Shore - Women's Fund
- The Laffey McHugh Foundation
- United Way of Delaware (Included Program on the Move Support)
- Sussex County Council (Included ASL Interpreter)
- Donnie Williams Foundation (Included Program on the Move Support)
- SoDel Cares
- WSFS Bank
- Nora Roberts Foundation
- United Way of the Lower Eastern Shore

Event Support

- New Castle County
- Community Foundation of the Eastern Shore - The Children's Fund
- The Kenny Foundation

Programming Support

- Dupont
- Wilmington Flower Market
- Dupont Nomination Grant
- Longwood Foundation

Leadership Experience Support

- Delaware Grant-in-Aid
- Clifton Foundation
- United Way of Virginia's Eastern Shore
- United Way of Kent County, Maryland

Other

- Mid-Shore Community Foundation
- Community Foundation of the Eastern Shore - Community Needs





Membership

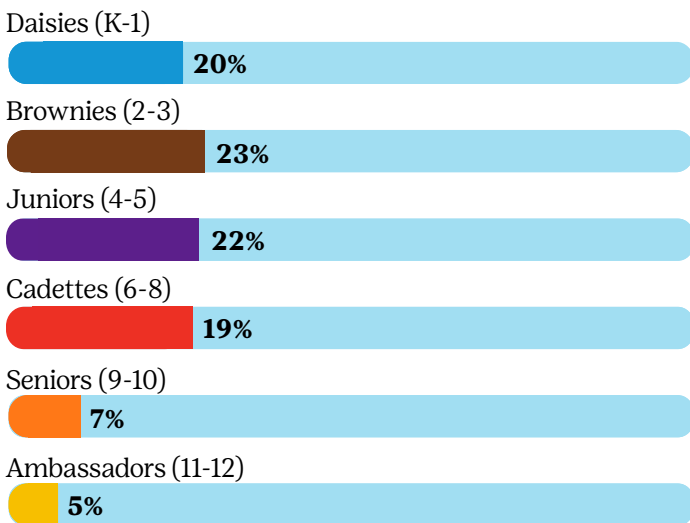
Total Membership: 7,062

Of our 4,306 girl members, 3,294 participated in traditional troop or Juliette experiences and 649 participated in community initiatives in-person, virtually or via mail.

Membership Retention

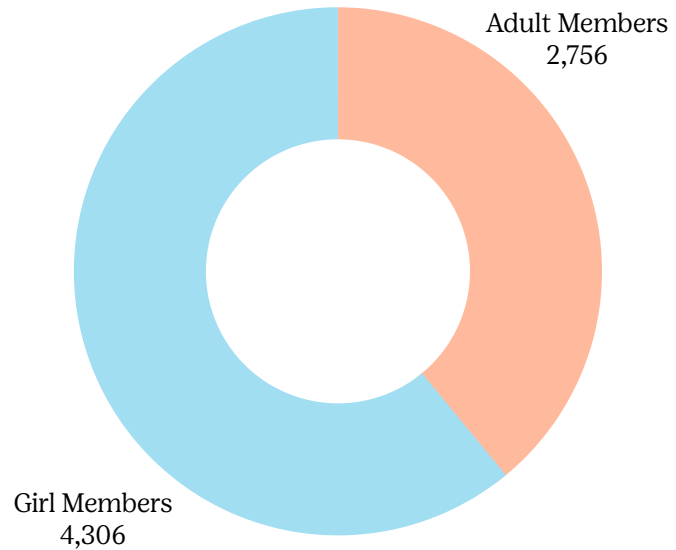
- Girl Retention for MY22: 72%
↑ 11% over MY21
- Adult Retention for MY22: 85%
↑ 9.6% over MY21
- 19 New Lifetime Members

Membership by Program Level



Early Bird Renewal

Of the 2,284 renewed girls, 93% renewed during the Early Bird Renewal period from April 1st - June 30th.

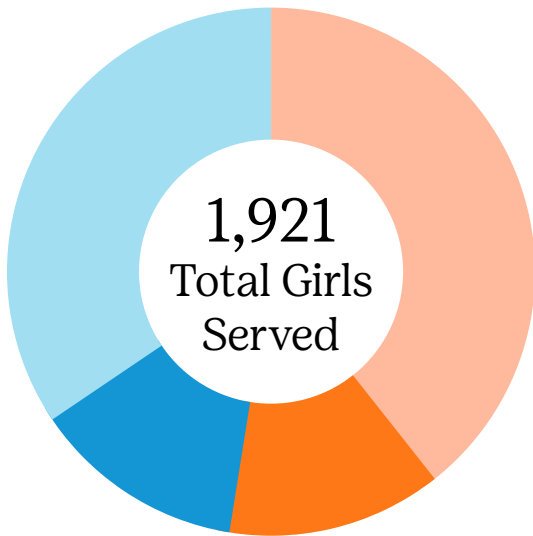


Financial Assistance made Girl Scouts possible for **22%** of our Girl Membership.



Programming

Girl Scouts of the Chesapeake Bay was excited to fully reintroduce in-person programming in 2022. Across the peninsula, girls experienced hands-on programs in the outdoors, STEM, life skills, and entrepreneurship. Programs were hosted in-person and virtually by a mix of GSCB staff, GSCB volunteers, and our Program Partners.



- Program on the Move | 39%
- General Programs (Virtual Cooking, Product Program Rallies, Latinx Cultural Events, etc.) | 34%
- Summer Camp | 13%
- Outdoor Programs (Outdoor Adventurer, V.I.C. Program, Night Hikes, Family Camp, etc.) | 13%

Quotes from Outdoor Program Participant Surveys:

"Thank you for the most amazing weekend I will remember forever! I can't wait for my next camping adventure!"

"I had fun and liked to do the archery, it's something I would want to do again."

"I'm ready for an overnight adventure!"



649
Girls Served
Through
Community
Initiatives

100%
Of Survey
Repondents Would
Recommend
Program on the
Move



Highest Awards

Each year, Girl Scouts of the Chesapeake Bay is proud to celebrate the accomplishments of our Girl Scouts who go above and beyond to make a sustainable impact on their community. Those Girl Scouts are awarded the highest awards in Girl Scouting - the Bronze, Silver and Gold Awards.



Bronze Awards
Earned



Silver Awards
Earned



Gold Awards
Earned

Powerful Projects



"Mats for a Purpose"

Emilia D'Antonio earned her Gold Award by providing the local homeless population with lightweight, waterproof and transportable mats made solely of recycled materials in order to create a dry, clean place to sleep. She taught members of her community how to make "plarn" (yarn made of plastic bags), which they can use to weave the sleeping mats on a loom. She also created Youtube and TikTok videos about her project to help spread the word.

"Butts in the bin, not in our Bay!"

Troop 152 of Queen Anne, Maryland earned their Bronze Award for their project creating ballot bins for cigarette butts in an effort to keep the Kent Narrow boat launch free of litter. The ballot boxes phrased questions like "Do you prefer Thin Mints or Samoas?", encouraging smokers to drop their cigarette butt in the slot for their answer - and hopefully not on the ground or in the water!



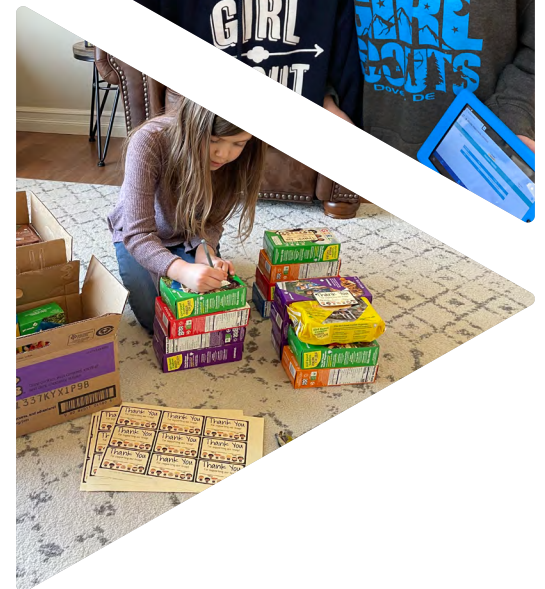


Product Programs

As outlined on page 4, product programs are an integral part of making Girl Scouts possible for girls on the peninsula. The Fall Product Program and the Girl Scout Cookie Program not only helps fund our operations, it allows girls to practice entrepreneurial and financial literacy skills outside of what they learn in school or through other fundraisers.

Our 2021-2022 Girl Scout Cookie Program

- Packages sold: 743,906
 ↑ 12% over projected sales
 ↑ 16% over 2021 Cookie Program
- Girls participating: 2,663
 ↑ 12% over 2021 Cookie Program
- PGA (Per Girl Average): 279
 ↑ 4% over 2021 Cookie Program
- Packages sold via Digital Cookie: 258,643
 ↑ 5% over 2021 Cookie Program



Our 2022 Fall Product Program

- Units sold: 30,276
 ↑ .4% over 2021 Fall Product Program
- Girls participating: 1,035
 ↑ .39% over 2021 Fall Product Program
- Troops participating: 243
 ↑ 3% over 2021 Fall Product Program

Volunteer Support

In 2022, Girl Scouts of the Chesapeake Bay staff created new resources, made changes, and collected regular feedback in order to better support our most valuable resource - our dedicated volunteers!

New and/or Improved Volunteer Resources

- **What Can GSCB Do For You?**

This bi-monthly virtual call, moderated by our Associate Director of Mission Delivery, is an open forum for any and all Girl Scout volunteers to voice concerns and feedback, ask questions, network with other volunteers, or just listen in on current happenings.

- **Volunteer Newsletter**

Replacing the monthly, lengthy volunteer emails that missed the mark in communicating the right information at the right time is the Bi-Monthly Volunteer Newsletter. The newsletter covers upcoming events, campaigns, deadlines, etc. as well as program information and troop leader meeting resources. Urgent or time-sensitive communications are sent between newsletters.

- **DEI and Mandated Reporter Trainings**

In an effort that began in 2021, GSCB has completed a series of DEI training modules in gsLearn that promote inclusivity regarding ability, race, sexual orientation, etc. Additionally, to ensure Girl Scouts remains a safe space for girls, all Service Unit Managers and Troop Leaders are required to take Mandated Reporter Training.

Volunteer Events

Service Unit Summit
August 20th, 2022
Delaware Agricultural Museum

Volunteer Getaway Weekends
Camp Grove Point and
Camp Todd



Investments and Properties

Algae Control Technology at Camp Todd

In July of 2022, Girl Scouts of the Chesapeake Bay made an investment in two LG Sonic buoys to help combat the ongoing blue-green algae problem in Lake Williston at Camp Todd. The ultrasonic technology allows us to monitor and control algae growth in an environmentally-friendly, toxin-free way that is safe for our campers and staff as well as fish, plants, zooplankton and insects.



Property Divestment Decision

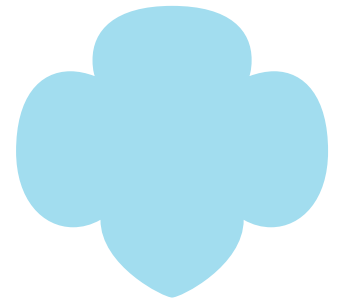
In August of 2022, considering declining membership numbers and increasing maintenance costs, GSCB Board of Directors and Leadership team came to the difficult decision to divest of 4 properties:

- Newark Resource Center (NRC)
- Peninsula Resource Center (PRC)
- Camp Grove Point
- Camp Sandy Pines

A portion of the sales proceeds will be used to enhance offerings at both of the remaining camp properties - Camp Todd and Camp Country Center - including investing in the STEM Lab and premiere year-round outdoor experiences. Additional proceeds will be utilized to provide long-term financial stability for the council.

New Brand and Website Redesign

In 2020, Girl Scouts of the USA announced its intention to rebrand. The new brand included a new color palette, a variety of shapes, a bold, girl-focused brand voice, and the retiring of the profiles in favor of the solid trefoil. Over the past three years, Girl Scouts of the Chesapeake Bay has been working to implement this new brand into everything we do. At the close of 2022, we are excited to have completely rebranded our website, www.gscb.org, as one of the final steps towards separating ourselves from marketplace competition and solidifying Girl Scouts as the unmistakable, premier leadership organization for girls.





Thank you for another year
of Girl Scouts in Delaware
and the Eastern Shores of
Maryland and Virginia!





Stay Connected!

Life changes - Keep GSCB in the loop! It's easy to update your contact information, volunteer status, or renew your membership in MyGS. Scan the code below to login now.



/GirlScoutsoftheChesapeakeBay



@gschesapeakebay



Girl Scouts of the Chesapeake Bay



@gschesapeakebay



@girlscoutschesapeakebay



Follow
us!