**GIRL SCOUT MISSION STATEMENT**

Girl Scouting builds 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.
Taking the lead like a Girl Scout means having the confidence to try something new, no matter how big or how small the challenge is. Throughout the Delmarva Peninsula, Girl Scouts of the Chesapeake Bay are making a real difference in our communities, in the lives of girls—and even in the lives of our volunteers.

Every single day, girls learn from hands-on experience that they are go-getters, innovators, risk-takers and leaders. Whether camping at Camp Grove Point, experimenting during Engineering Your Tomorrow, tackling project management as the leader of her Girl Scout Gold Award, or participating in the largest girl-led business in the world through the Girl Scout Cookie Program, Girl Scouts are learning new things every day. While there are those who think of us as cookies, camping, and crafts—we know that Girl Scouts is so much more. Girl Scouts are big thinkers, groundbreakers, and role models. They are changing the world for the better.

As you review this impact report, we encourage you to discover the many successful outcomes from the Girl Scout Leadership Experience. Today more than ever, girls need Girl Scouts. They need to develop leadership skills that they can only learn by doing. Leadership isn't defined just by who you are and by what you want to be—but by what you do.

In 2017, the future business leaders in Delaware and the Eastern Shores of Maryland and Virginia sold over one million boxes of Girl Scout Cookies. What an incredible way to celebrate 100 years of Girl Scouts selling cookies. Girl Scouts also released 23 new outdoor and STEM badges, further encouraging girls to pursue their interests.

We know that when there are more female leaders, the world is a better place. It's simple. If we want more female leaders, we need more Girl Scouts. Thank you for investing in tomorrow’s leaders.

Yours in Girl Scouting,

Katya Nieburg-Wheeler
Board Chair

Anne T. Hogan
Chief Executive Officer

No one can make you feel inferior without your consent.

- Eleanor Roosevelt
Since Girl Scouts began in 1912, Girl Scouts has shaped the next generation of female leaders. Our Girl Scout Leadership Experience is a one-of-a-kind leadership development program for girls, with proven results. It is based on time-tested methods and research-backed programming that help girls take the lead—in their own lives and in the world. The inclusive, all-female environment of a Girl Scout troop creates a place where girls can try new things, develop a range of skills, take on leadership roles, and just be themselves.

In 2017, Girl Scouts introduced seven new outdoor badges, 16 new STEM badges in engineering, chemistry, robotics, and computer science, as well as announced an additional 18 badges in cybersecurity under development through a partnership with Palo Alto Networks for 2018, and six new Space Science badges in partnership with NASA and the SETI Institute by 2019. Girl Scouts of the Chesapeake Bay is a leader in STEM programming across the Girl Scout Movement. The Lynn W. Williams Science & Technology Lodge in Hockessin is the first Platinum LEED Certified building in the state of Delaware, and the first Platinum LEED Certified Girl Scout building, where we provide a variety of STEM programs throughout the year.

In June 2017, Girl Scouts of the Chesapeake Bay participated in a STEM Briefing on Capitol Hill. Girl Scout Veyola Rezkalla from Newark and GSCB STEM Specialist Dr. Skye Schmidt addressed Congressional and Senatorial staff, members of Congress, and business leaders at the Empowering Girls to Succeed in STEM Careers Briefing with the American Petroleum Institute and Girl Scouts of the USA.
30% of total Girl Membership is served through community outreach programming. Girl Scouts of the Chesapeake Bay provides programming to girls in underserved communities and Title 1 schools through community outreach in 86 locations with 28 facilitators. Programs for community outreach include STEM, Leadership, Financial Literacy, and Be a Friend First—Girl Scouts’ anti-bullying program.
Empowering Future Entrepreneurs

According to the Girl Scout Research Institute, Girl Scouts are twice as likely as non-Girl Scouts to participate in activities that shape their character and open up new worlds to them. The Girl Scout Cookie Program and Fall Product Program help girls develop financial literacy and entrepreneurial skills. However, these types of skills are not often taught and applied in school or in youth organizations. At Girl Scouts, we have a strong commitment to financial literacy education to prepare girls for their futures.

Through these programs, girls learn how to handle money and become self-reliant. They learn how to manage their time, talents, and resources wisely to grow their business and reach their goals. Girl Scouts also learn the value of philanthropy and making the world a better place by using some of their cookie funds to give back to the community through Take Action Projects.

As the largest girl-led business in the world, all proceeds from the Girl Scout Cookie Program remain in the council and are used to benefit girls—both directly in troop treasuries and indirectly by subsidizing the cost of providing Girl Scouting across the Delmarva Peninsula.

Top Cookie Sellers

2,522 boxes
Selena Canongo, New Castle County, DE

2,501 boxes
Savannah Brittingham, Sussex County, DE

2,160 boxes
Breanna Reardon, Cecil County, MD

Top Selling Sisters

2,500 boxes
Eryne & Sydne Jenkins, Kent County, DE

Financial Literacy

Nemours Cookie Drop
Cookies by the Numbers

1,065,435 boxes of Girl Scout Cookies sold

5,381 total girls selling

33,792 boxes donated to Operation Taste of Home

199 average number of boxes sold per girl

87 girls sold over 1,000 boxes of Girl Scout Cookies

1,921 total girls who participated in the Fall Product Program
2,065
Girl Scouts attended programs (8.6% increase from 2016)

88%
Occupancy (5% increase from 2016)

458
Summer Camp Experiences (21.8% increase from 2016)
Every day across the Delmarva Peninsula, Girl Scouts dedicate their time to Take Action. The Girl Scout Bronze Award, Silver Award, and Gold Award represent the highest honors a Girl Scout can earn. All three awards give girls the chance to change the community or the world. The Girl Scout Gold Award is the most prestigious award in the world for girls—and the most difficult to earn—and it’s only available to Girl Scouts. It’s a one-of-a-kind opportunity for girls to engage in a rigorous process that calls for leadership at the highest level, as they tackle issues they feel passionately about. Since 1916, girls who earn the Girl Scout Gold Award and its equivalents go above and beyond to create change.

Whether she built a garden that yielded over 600 pounds of produce to supply the Lutheran Community Services Food Pantry, created a library in India to make reading more accessible, or renovated kitchens for Family Promise of New Castle County, Girl Scouts who pursue their Bronze, Silver, or Gold Award are making a large impact on their communities and on the world. When you invest in girls, you build more leaders. Girl Scouts helps girls grow into citizens who are responsible, caring, and engaged—attributes that fewer and fewer girls are developing through former academic channels. Girl Scouts are twice as likely as non-Girl Scouts to participate in activities that shape their character and open up new worlds to them, and Gold Award Girl Scouts are even more active in their communities.

In 2017, 254 Girl Scouts in Delaware and the Eastern Shores of Maryland and Virginia performed more than 8,140 hours for their Take Action Projects to earn one of the Highest Awards.

165 Bronze Awards

67 Silver Awards

22 Gold Awards
Including capital campaign support, the fund development department raised $624,001 or 16.2% of our total revenues through public support, foundations, United Ways, United Fund, government funds, in-kind donations, and special fundraising events, such as the Women of Distinction programs and the Highmark Walk for a Healthy Community.

**Northern Woman of Distinction**
Kate Hackett  
*Executive Director, Delaware Wild Lands*

**Mid-Shore Woman of Distinction**
Laura P. Heikes  
*Senior Vice President, Shore United Bank*

**Lower Shore Woman of Distinction**
Melody Nelson  
*President/Owner, Nelson Insurance Agency*

**Juliette Gordon Low Legacy Society**
The Juliette Gordon Low Legacy Society is a special group of individuals who have made plans to leave a future gift to Girl Scouts. Legacy gifts can be made through bequests, charitable trusts, charitable gift annuities, retirement assets, life insurance, and other planned gifts.

* Audrey C. Boys  
* Wilhelmina Laird Craven*  
* Betty Ann Dickson*  
* Gloria Zook Diolato  
* Herbert Fincher*  
* Larry Gehrke  
* Mary George  
* Marion Godfrey  
* Karen A. Gordy  
* Gail Graham  
* Deborah Grubbe  
* Cinda Hallman*  
* Daniel J. Hernandez  
* Anne T. Hogan  
* Dr. Bentley A. Hollander  
* Mary Elizabeth Hughes  
* Donna Ignatavicius  
* Janice Jessup  
* Maxine M. L’Abbee  
* Willy Lin  
* June MacArter*  
* Harriet MacVeigh  
* Janet R. Maher  
* Michael Maher  
* Regina Mullen  
* Joyce Peaco*  
* Joan Przywara  
* Deborah Reinholz  
* Lynne S. Shand  
* Judith A. Taggart  
* Ann Thomas  
* Trudie E. Thompson  

* deceased
2017 FINANCIALS

PUBLIC SUPPORT & REVENUE

Product Program: 62%
Capital Campaign: 1%
Public Support: 8%
UW, Federal & State Funds: 5%
Camping & Program Fees: 7%
Special Events (net): 1%
Retail Shops: 2%
In-Kind Donations: 0.3%
Miscellaneous Income: 2%
Investment Income: 10%

Total Revenue and Support: $3,839,098

EXPENSES

Product Services: 77%
Management and General: 11%
Fundraising: 12%

Total Operating Expenses: $3,616,399

CHANGE IN NET ASSETS

Total Revenue and Support: $3,839,098
Total Operating Expenses: $3,616,399
Change in Net Assets: $222,699

Net Assets:
Beginning of the Year: $15,377,954
End of the Year: $15,600,653

General Public Support: $340,365
United Ways/United Fund: $139,621
Special Events (net): $26,352
Government Funds: $70,248
Capital Campaign: $47,415
Total Development: $624,001

** The FY 2017 audited financial statements were based on an abbreviated year due to a change in the accounting year end, December 31st to September 30th
OFFICES
Northern Resource Center
225 Old Baltimore Pike, Newark DE 19702
Peninsula Resource Center
1346 Belmont Ave., Ste. 601, Salisbury, MD 21804

CAMP PROPERTIES
Camp Country Center
Hockessin, DE ◆ 40.5 acres
Camp Grove Point
Earleville, MD ◆ 111 acres of land; 665 acres of lake
Camp Todd
Denton, MD ◆ 40.5 acres
Camp Sandy Pines
Fruitland, MD ◆ 48.1 acres

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Eleanor Benjamin Torres, Esq.
Edith P. Villasenor, DMD

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