



G.I.R.L.
go-getter / innovator / risk-taker / leader

 POWERED BY GIRL SCOUTS

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.



A MESSAGE FROM THE CEO AND BOARD CHAIR

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,



A handwritten signature in blue ink that reads "Katya".

Katya Nieburg-Wheeler
Board Chair



A handwritten signature in blue ink that reads "Anne T. Hogan".

Anne T. Hogan
Chief Executive Officer

No one can make you feel inferior without your consent.

- Eleanor Roosevelt



Great Women in History

2017 HIGHLIGHTS

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.



Girl Scout Veyola at the API STEM Briefing on June 27, 2017

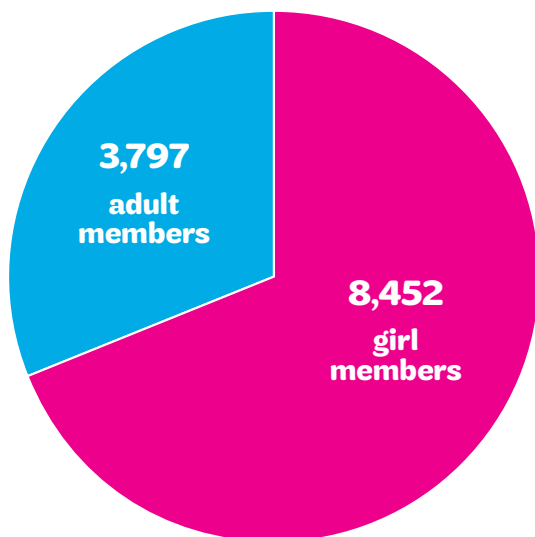


NOR Enterprises Turkey Drop

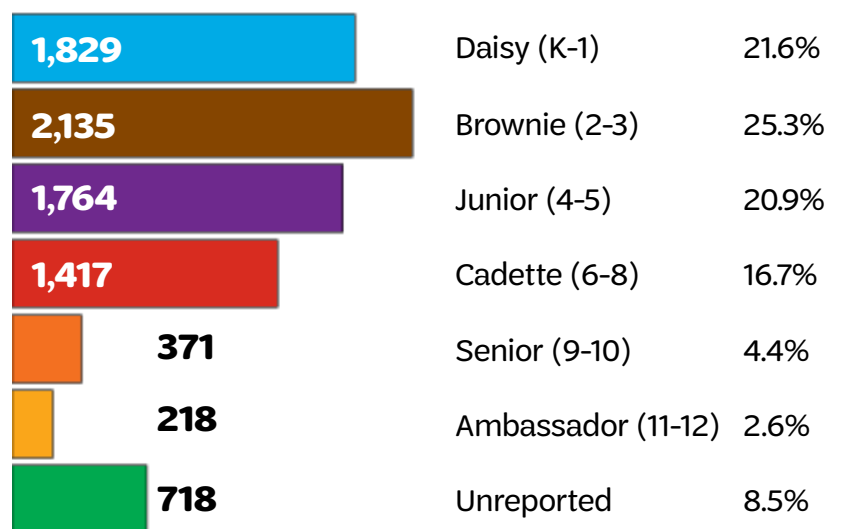
MEMBERSHIP SUMMARY

as of September 30, 2017

MEMBERSHIP



GIRLS BY PROGRAM LEVEL



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.



FINANCIAL LITERACY

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

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





Camp Grove Point

PROGRAMS BY THE NUMBERS

2,065

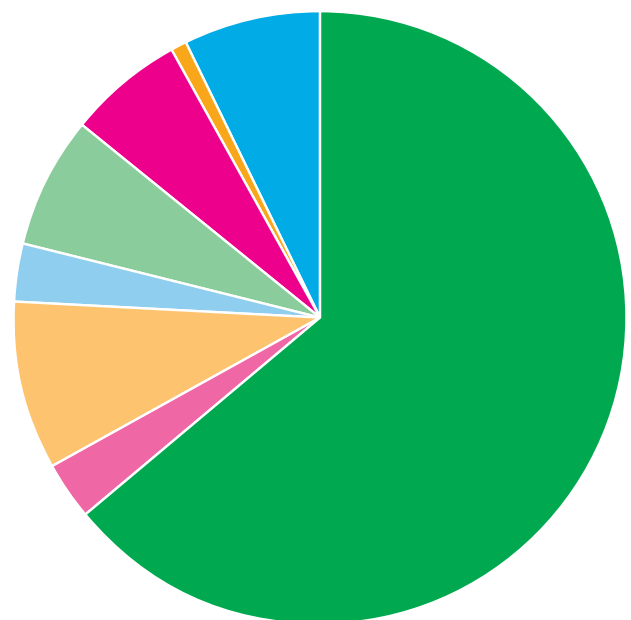
Girl Scouts attended programs (8.6% increase from 2016)

88%

Occupancy (5% increase from 2016)

458

Summer Camp Experiences (21.8% increase from 2016)



■ Outdoor	6%	■ Arts & Theatre	3%
■ Sports	1%	■ Healthy Living	9%
■ Other	7%	■ College & Careers	3%
■ STEM	64%	■ Financial Literacy	7%



HIGHEST AWARDS

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



FUND DEVELOPMENT

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



2017 Mid-Shore Woman of Distinction Celebration

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 Diodato
 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

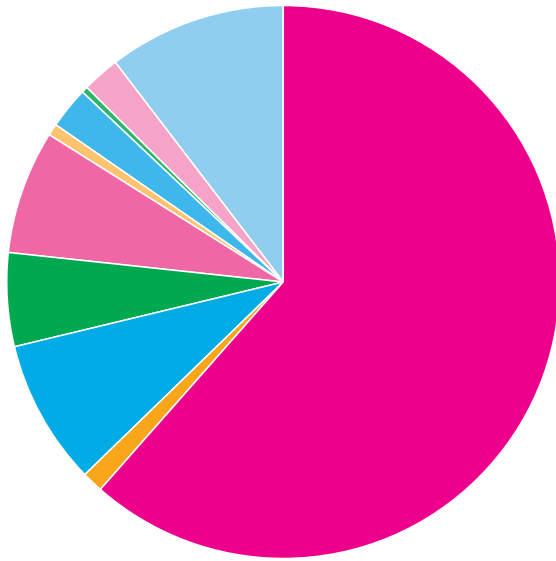
Donna Ignatavicius
 Janice Jessup
 Maxine M. L'Abbee
 Willy Lin
 June MacArtor*
 Harriet MacVeigh
 Janet R. Maher
 Michael Maher

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

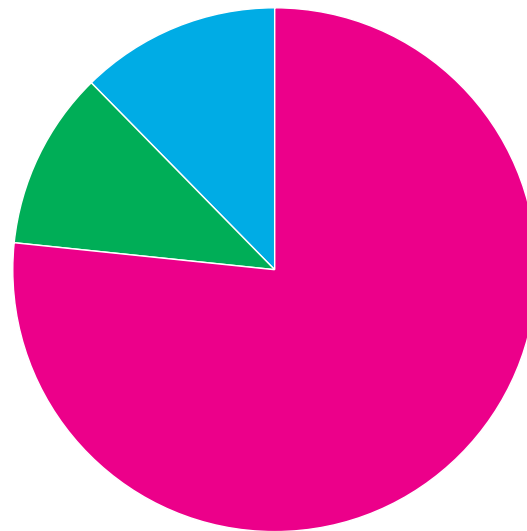


Product Program	62%
Capital Campaign	1%
Public Support	8%
UW, Federal & State Funds	5%
Camping & Program Fees	7%
Special Events (net)	1%
Retail Shops	2%
In-Kind Donations	0.3%
Miscellaneous Income	2%
Investment Income	10%
Total Revenue and Support	\$3,839,098

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		<u>3,616,399</u>
Change in Net Assets		222,699

Net Assets:		
Beginning of the Year	\$	<u>15,377,954</u>
End of the Year		<u>15,600,653</u>

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

** 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
Earlville, MD ♦ 111 acres of land; 665 acres of lake

Camp Todd
Denton, MD ♦ 40.5 acres

Camp Sandy Pines
Fruitland, MD ♦ 48.1 acres

BOARD OF DIRECTORS

2017 OFFICERS

BOARD CHAIR
Katya Nieburg-Wheeler

FIRST VICE CHAIR
Diane Sparks

SECOND VICE CHAIR
Jenny Teal

SECRETARY
Victor Santos

TREASURER
Michael Trolio, CPA

CHIEF EXECUTIVE OFFICER
Anne T. Hogan

2017 MEMBERS AT LARGE

Cris Brookmyer
Barbara Dodge
Dale Hoops
Deb King
Tammy Ordway
Vanessa S. Phillips, Esq.
Sylvia Quinton
Eleanor Benjamin Torres, Esq.
Edith P. Villasenor, DMD

GIRL SCOUT OFFICERS
Sophia Angeletakis
Micaela Maxwell

ADVISORY COUNCILS

NORTHERN

Gary R. Stockbridge, Chair
Mary Jo Anderson
Janice Colvin
Matthew Gehrke
Robert G. Hackett, Jr.
Shauna T. Hagan, Esq.
Jan V. Jessup
The Honorable Jane Maroney
Jeanne H. Rapley
Janet Rzewnicki
Liane Sorenson
Michael L. Vaughan, PhD
Sandra Bihary Waltz

SUSSEX COUNTY

William R. Allan
The Honorable Jane Brady
Karen Bremberg
The Honorable Ken S. Clark
Donna Dolce
Susan Wilson Krick
Kathy McGuinness
Sandy Taras
Trudie Thompson
Edith P. Villasenor, DMD
Amy Walls

MID-SHORE

Cathy Beise
Kathleen Carmean
Kathy Deoudes
Klaus Liebig
Linda Prochaska
Maureen Scott-Taylor
Patti Willis

LOWER-SHORE

Deborah S. Abbott
Ashley Bosche
Betsy E. Hughes
Barbara Leonard
Ginnie Malone
Susan K. Purnell
Steven B. Pusey
Lester Simpson
Melanie L. Stefursky
Amy Swanger
Gayle Widdowson

