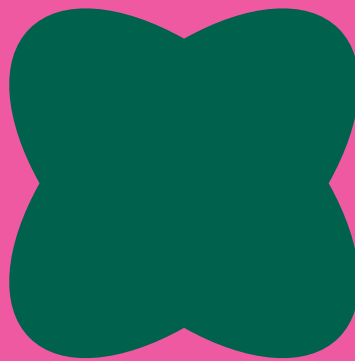


girl scouts   
of the chesapeake bay

# 2023 Annual Report



Same mission,  
New directions

# Letter from our CEO

Dear Girl Scouts and Supporters,

At the start of membership year 2023, I was delighted to approach the tasks ahead with all the wisdom, tact, and confidence that five years as Chief Executive Officer of the Girl Scouts of the Chesapeake Bay have taught me. The months that followed excited me, challenged me, changed my perspective, and then changed it again, leaving me feeling grateful to be part of our vibrant and dynamic Movement. Most importantly, by the close of 2023, many experiences reminded me that whether it's your fifth year as CEO, your first day as a Girl Scout, or your fifteenth or fiftieth year as a volunteer – we are all united in working collectively toward the same outcome: building the next generation of girls of courage, confidence, and character, who make the world a better place.

One of those experiences: attending the 56th National Council Session gave me significant clarity in my purpose as a leader for our Council. I was truly amazed and inspired to be in the presence of girls and adults who showed unwavering and inexhaustible commitment toward bettering our Movement. I watched as girl delegates scrambled to quickly line up to the microphone to voice their passionate opinions, give strong rationale for their views, and share their personal experiences as they voted down the proposal to amend our Promise and Law, which sought to fundamentally change the tenets of both. Additionally, the delegation went forth boldly, voting yes to necessary changes that will advance diversity, pluralism, and anti-racism to reflect a more diverse, welcoming, and belonging Girl Scout organization. In the weeks following, and still today, I recognize that spirit in every conversation with our Girl Scouts and volunteers, and it is my honor to champion and celebrate that spirit whenever possible.

I have learned over the course of this membership year that it's possible to keep pushing forward, even when the path is foggy, and the future is uncertain. We worked side-by-side with dedicated groups of volunteers on committees and task forces, we reorganized our staffing structure and enhanced our technology to better meet the needs of our membership, and we reenergized our fund development and retail operations to diversify and increase revenue. Other wins include year-over-year increases in Fall Product program sales and participation, Cookie Program sales, and membership retention rates for girls and adults. We closed out the year with budding interest in our Newark Resource Center and Camp Sandy Pines properties. We stayed the course, we continued doing the work, and little by little the path ahead became clearer.

As the fog lifted, new roads were uncovered. Which path do we take? Which direction do we go? To be on the brink of such great possibilities is both exhilarating and overwhelming. As always, we will look to the girls we serve to act as our compass – their voices will guide every step toward our very bright future.

Yours in Girl Scouting,



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



# About Our Council

Girl Scouts of the Chesapeake Bay has been serving girls for 61 years 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

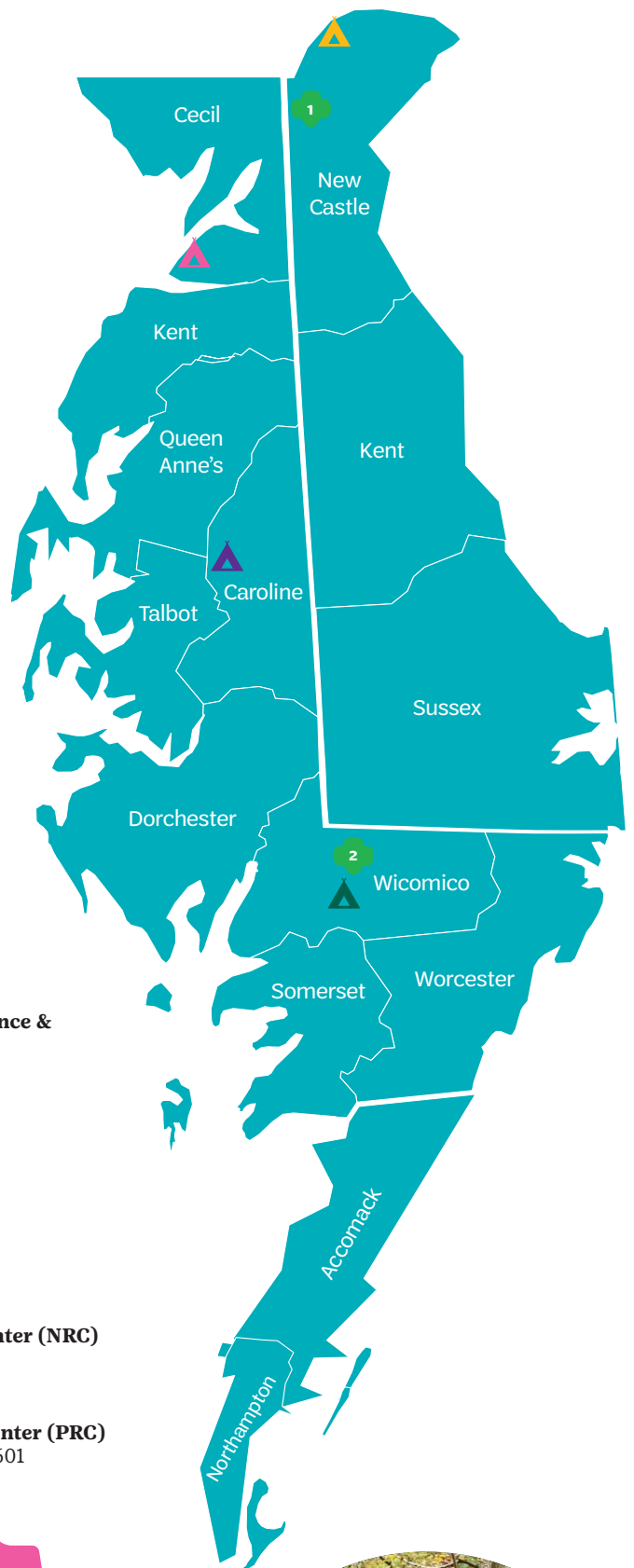
Temeka Easter Rice • Board Chair  
Stacy Conn • 1st Vice Chairperson  
Sarah Long • 2nd Vice Chairperson  
Eleanor Benjamin Torres, Esq. • Secretary

## Board Members-at-Large

Vanessa Fisher  
Greg Fogarty  
Keisha Morris  
Autumn Tuxward  
Tavanya Lockett  
Devon Manning  
Amber Young  
Danielle Vozzo  
Ellen Whitman

## Girl Representatives to the Board

Ellie Davis  
Allie Wheatley





 **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

# 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



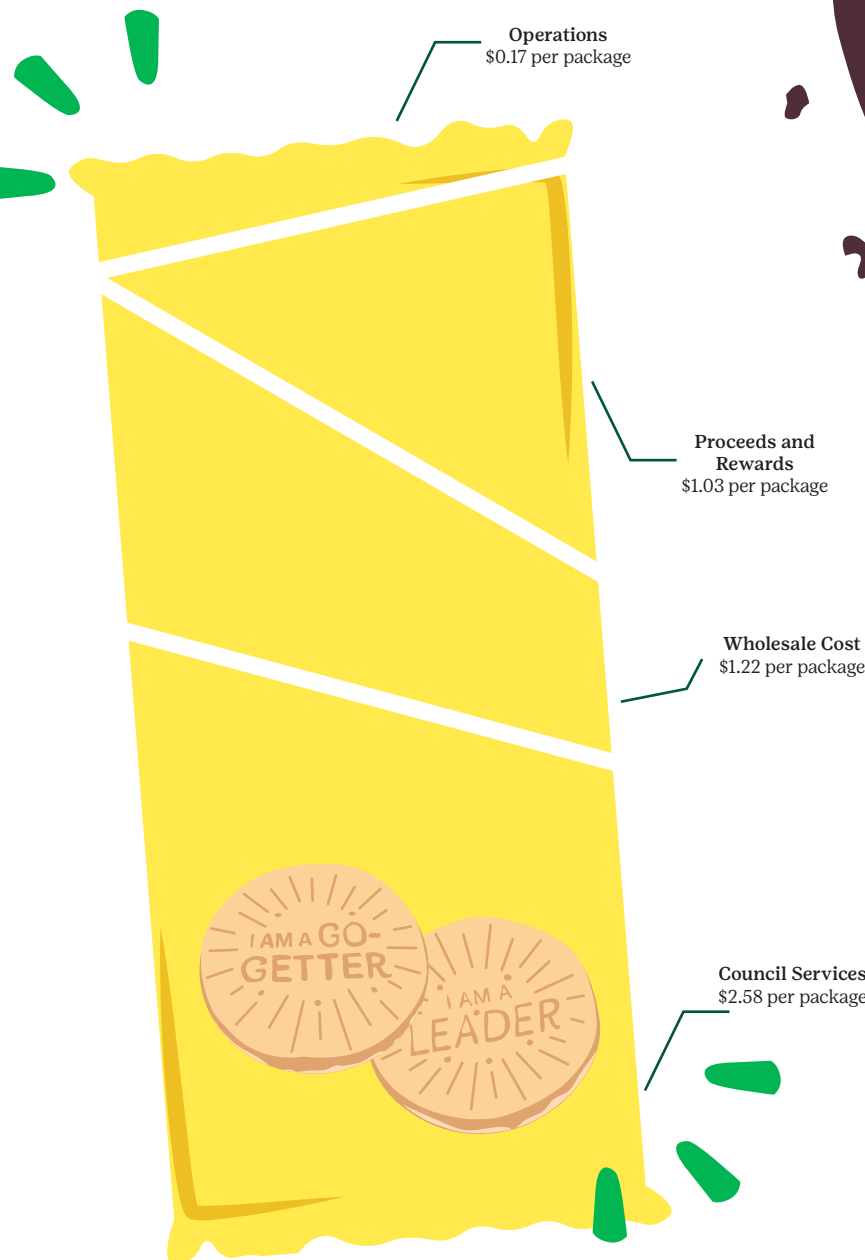
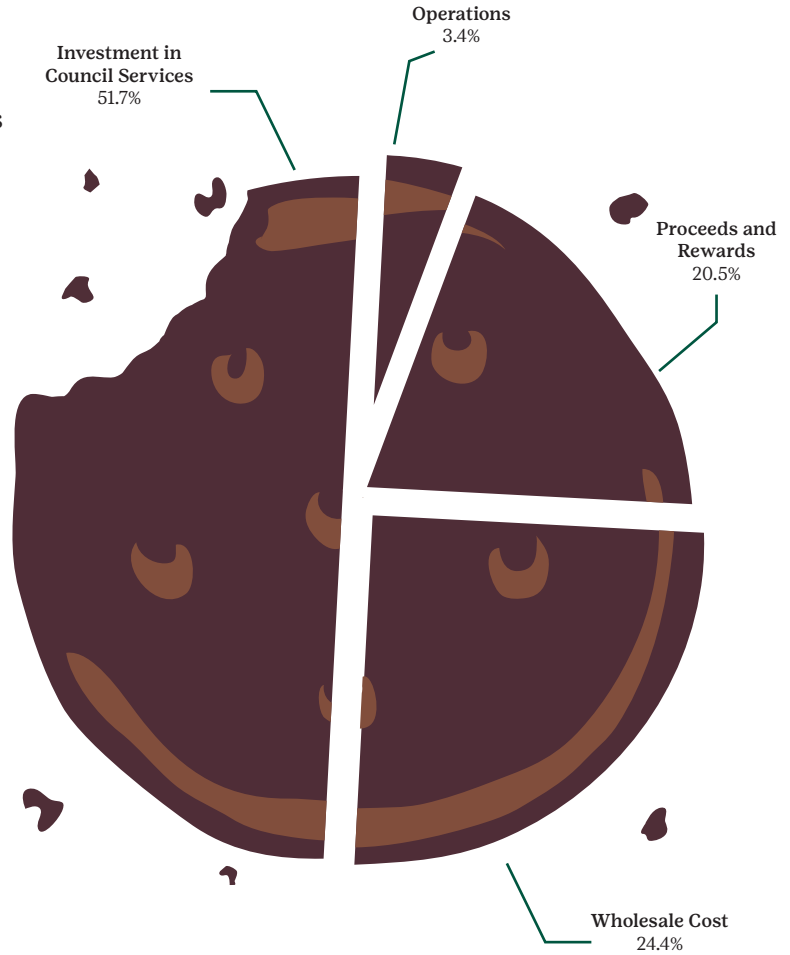
## Fund Development

Fundraising expenses

# How the Cookie Crumbles

## Operations - 3.4%

- Mall Booth Facility Rentals
- Transportation Costs for Cupboard Restocks/Transfers
- Printing and Postage for Order Cards, Family Cookie Guides
- Cookie and Rewards Samples
- Community Initiatives Troop Cookie Program Support
- Cookie Captain Program Support
- Order Refunds
- Product Program Support Technology and Equipment
- Miscellaneous Council Fees
- Product Program Team Salary



## Proceeds and Rewards - 20.5%

- Little Brownie & Ferrero Rewards
- Non-Little Brownie and Event Rewards
- Cookie Dough
- Pop Up Prizes

## Wholesale Cost - 24.4%

- PR Cookies
- Initial Order Cookies
- Cookie Reorders
- Cookie Donations

## Investment in Council Services - 51.7%

- Revenue invested in programming and ongoing business operations

# How the Trail Mix Shakes Out

## Operations - 13%

- Printing of Order Cards and Family Flyers
- Postage and Shipping for Order Cards, Family Flyers and Pop Up Prizes

## Rewards and Troop Proceeds - 21%

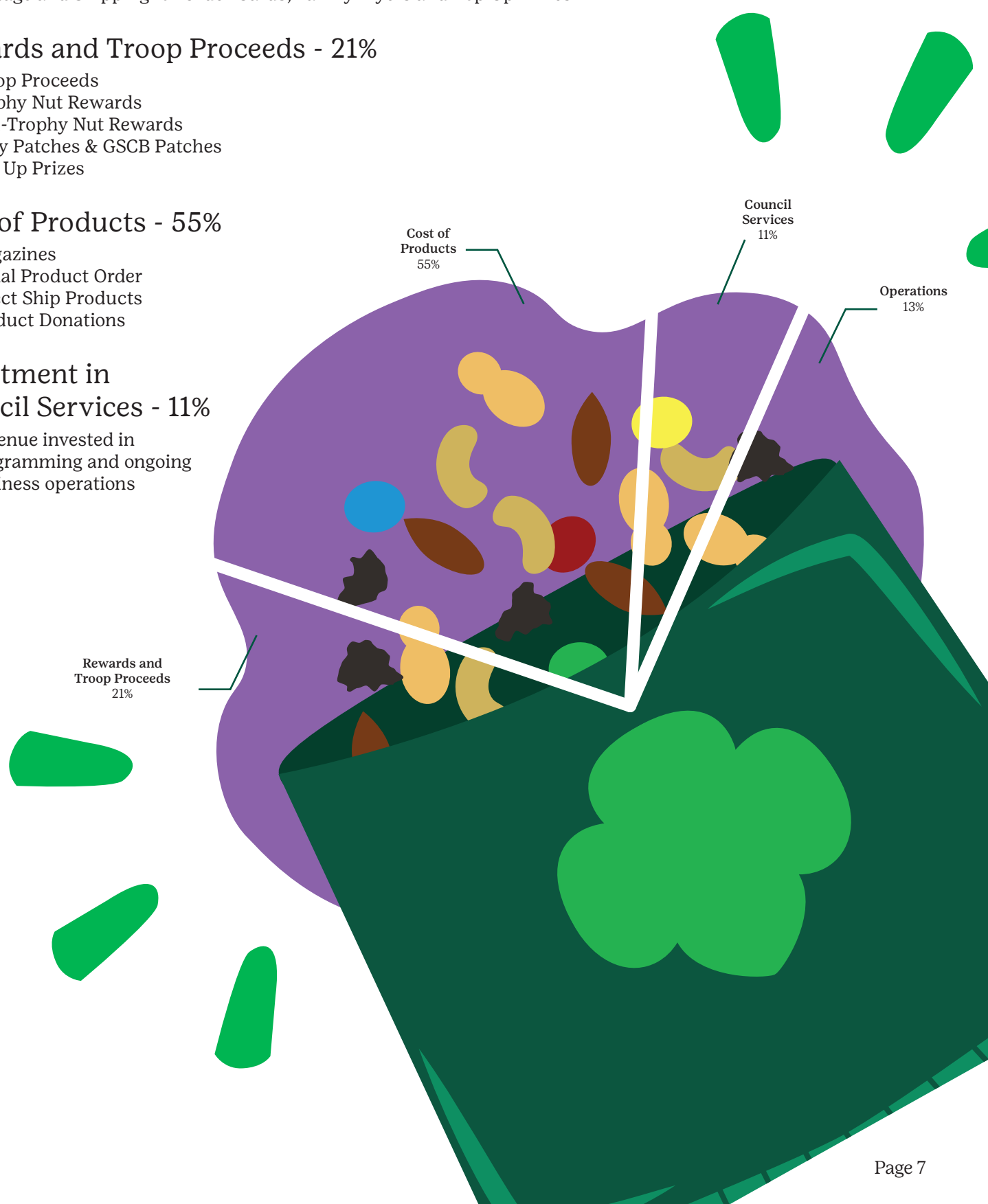
- Troop Proceeds
- Trophy Nut Rewards
- Non-Trophy Nut Rewards
- Rally Patches & GSCB Patches
- Pop Up Prizes

## Cost of Products - 55%

- Magazines
- Initial Product Order
- Direct Ship Products
- Product Donations

## Investment in Council Services - 11%

- Revenue invested in programming and ongoing business operations



# Donations and Gifts

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

**Major Donors** - Major Donors are philanthropic champions who generously contribute significant financial support to our organization, making a profound impact on our mission and enabling us to reach new heights in our programs and services.



David R. Bonner  
Elizabeth W. Snyder  
Ethelyn W. Gill

Janet P. Kramer  
Lynne S. Shand  
Mary Denver

Patricia A. Paxton  
Paula T. Morris  
Todd Hudson



Audrey E. Scott  
Caron Jackson  
Ellen M. Nobles-Harris

Jane C. Chasse  
Jeanne H. Rapley, Esq.  
Renee Anderson

Sarah Long



Gail A. Graham  
Kathleen H. Carmean

**Sustaining Supporters** - Sustaining Supporters are the backbone of our council, demonstrating their unwavering commitment through recurring gifts that provide essential & ongoing support, ensuring the sustainability and success of our programs and initiatives.

Donna Cunningham  
Ed Boeggeman  
James L. Bowden  
Kathleen C. Foster  
Sean Naughton  
Todd Hudson





**Troop Advocates** - Troop advocates are dedicated supporters who provide direct troop funding to ensure the growth, empowerment, and success of our Girl Scout troops & Gold Award girls.

American Legion Post 194  
Chick-fil-A  
Debbie Husfelt  
Gayatri Deshpande  
Jack Peyton  
Jamie Boulware  
Jennifer Schlegel  
Joshua Lockard

Karyn DeJong  
Kathleen J. Fintak  
Katrina McCleary  
Laura L. Shorter  
Laurie Hagee  
Lisa Garcia  
Megan Peyton  
Nora Kohn

Patience O'Neill  
Robin Vernon  
Tammy McMurrin  
The Ironman Foundation, Inc.  
The Kieth Campbell  
Foundation  
United Electric Supply

## Event Champion of the Year

The Event Champion of the Year is an extraordinary supporter who exhibited dedication and advocacy for our council within the community or at an event, showcasing their commitment to advancing our mission and values.

Tracie Bruno  
*for the Highmark Health Walk*

## Corporate and Foundation Partners

### Community Initiatives and Financial Assistance

Community Foundation of the Eastern Shore  
Women's Fund  
WSFS Foundation  
DuPont  
SODEL Foundation

### Program on the Move and STEM

DuPont

### Leadership Experience

Donnie Williams  
United Way of the Eastern Shore of Virginia  
United Way of the Lower Eastern Shore (Maryland)  
United Way of Kent County Maryland  
Delaware Grant-in-Aid  
United Way of Delaware  
Clifton Foundation  
Mid-Del Charitable Foundation  
Roy Klein Education Fund

### General Operations

Walmart Facility #7034  
Walmart Facility #2296  
Community Foundation of the Eastern Shore

### Environmental Programming

Veolia Water Delaware

### Mental Health




Mid-Shore Community Foundation (Women & Children)  
Wilmington Flower Market

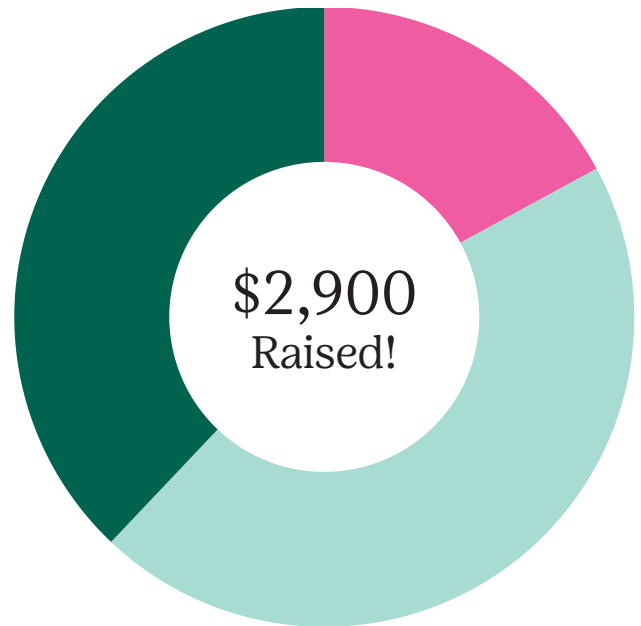
### Peninsula Day of Service

New Castle County



# Giving Events

-  Giving Tuesday | \$1,305
-  Do More 24 | \$1,100
-  Highmark Walk | \$495



# Program Partners

Our community of Program Partners offered a multitude of events throughout the year, including but not limited to Inland Bays Foundation, Winterthur, The CAUSE, Woodworks on Wheels, and more.

- Aetna Better Health of Maryland
- Byrnes Health Education Center
- CAUSE Production Crew
- Chesapeake Bay Foundation
- Chesapeake Children's Museum
- Claster Educational Services
- Conrad Schools of Science - Conrad FFA and Animal/Vet Science Program
- Delaware State Parks
- Delmarva Shorebirds
- Destination Gettysburg
- Engineering Your Future Today
- Eyeball It!
- Flow Forward
- F.R.E.E. (Financial Responsibility through Education and Empowerment)
- Freeman Arts
- Horn Point Laboratory Society for Women in Marine Science
- Inland Bays Foundation
- Lasagna Love
- 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
- Woodworks on Wheels



# Membership

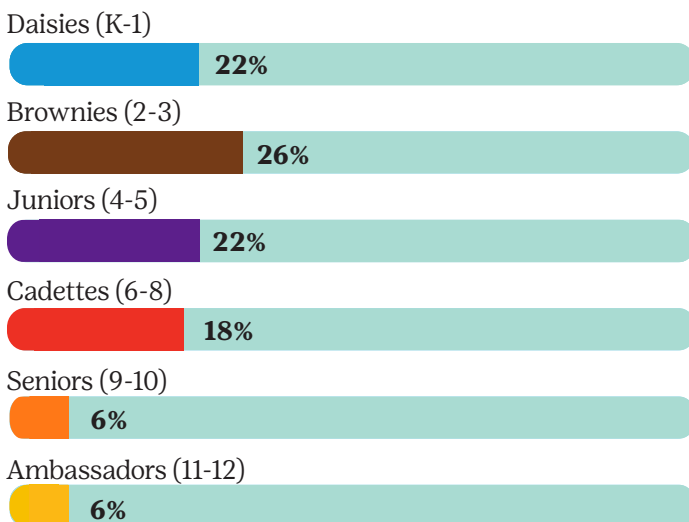
Total Membership: 7,255

Of our 4,376 girl members, 3,165 participated in traditional troop or Juliette experiences and 662 participated in community initiatives in-person, virtually or via mail.

## Membership Retention

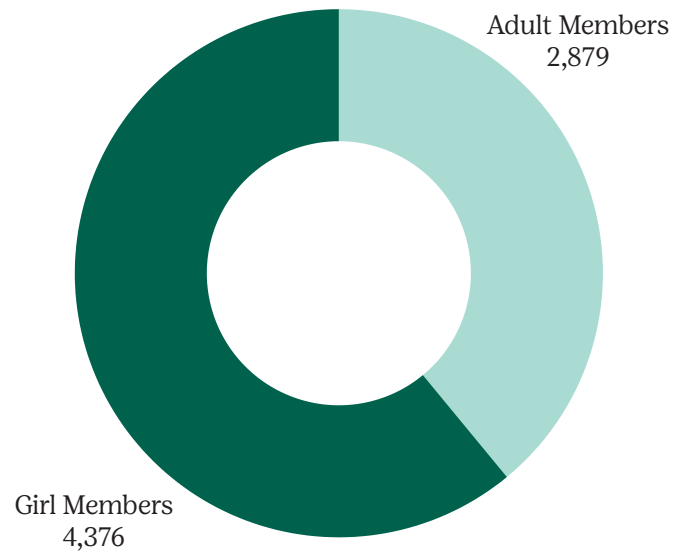
- Girl Retention for MY23: 68.1%
- Adult Retention for MY22: 78%

## Membership by Program Level

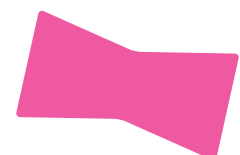


## Early Bird Renewal

The GSCB Early Bird Renewal period, April 1st – June 30th, saw a total of 2,353 girl members committing to another year of Girl Scouting! This was a +8.18% increase year over year.



Financial Assistance made Girl Scouts possible for **23%** of our girl membership.



# Programming

In 2023, girls experienced hands-on programs in the outdoors, STEM, life skills, and entrepreneurship. Our mobile program vehicle traveled 1,482 miles and served 364 girls across our footprint! Girl Scouts also participated in outdoor programming like summer camp, Adventurer Overnights and Weekends, V.I.C. (Very Invested Camper) Program, Night Hikes, and more. Programs were hosted in-person and virtually by a mix of GSCB staff, GSCB volunteers, and our Program Partners.

Over  
1,000 Total  
Girls Served

662  
Girls Served  
Through  
Community  
Initiatives

100%  
Of Survey  
Repondents Would  
Recommend  
Program on the  
Move

## Quotes from Participant Surveys

"[She] had the best time. She loves it so much. I hope to send her next summer for two weeks. [She] has had a tough year and this wasn't just restorative, it gave her hope that life can be fun again."

"This was my first time doing something like this with my daughter. And we had such an amazing time. Memories that I will never forget."

"As always, we had a great time; girls and adults alike. [staff] does a great job keeping everyone engaged and happy!"

200+  
Girls Served through  
Adventurer Days, Overnights  
and Weekends

85%  
Of Survey Repondents  
Said They Learned  
Something New at an  
Outdoor Program

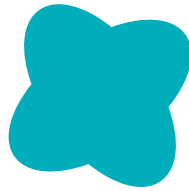


20+  
Events Offered via  
Community and  
Program Partners



## Community Initiatives

Our Community Initiatives program has allowed over 350 girls across our footprint embrace the Girl Scout Leadership Experience in unique and exciting ways that meet their specific needs. This year, girls participating in Community Initiatives participated in cookie booths and summer day camp! We were thrilled to be able to offer more outside the classroom experiences this year.



## gsEvents Launch

Girl Scouts of the Chesapeake Bay was excited to join many other Girl Scout councils across the country in the transition to gsEvents, a new event registration platform supported by GSUSA. The new system is linked to members' MyGS account, and makes it easier to view and register for events. In the first 30 days, we saw 589 registrations across 45 different events from troops within our council and from neighboring councils.



## Special Opportunities

Throughout the year, Girl Scouts of the Chesapeake Bay was excited to offer special opportunities to our Girl Scouts to expand their perspectives, challenge their leadership skills, and reenergize their commitment to making the world a better place. Our girl delegates travelled to Orlando, FL to be part of the Girl Scout National Convention, a group of girls attended a Congressional Event in Washington D.C. where they learned from female leaders in STEM and spoke with important congressional members, and troops gathered at our Newark Resource Center to participate in the Trooper Tamar Bucci "Acts of Kindness" tour where they honored a fallen female state trooper.

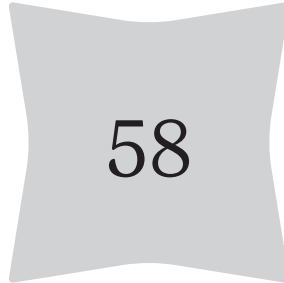


# Highest Awards

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



### "Robotics at the Lewes Library"

Eleni Apostolidis, of Millsboro, Delaware, earned her Gold Award through her homeschool community. Prior to the COVID-19 pandemic, Sussex County libraries offered many robotics programs, but had not resumed them, leaving the homeschool community without an opportunity to participate. Eleni designed, planned, and held classes for local students to learn how to build and program robots. Through her program, students learned how to apply practical science, technology, engineering and math in their lives.

### "Positive Affirmations for Children"

Girl Scout Ta'Niya Freeman, of Westover, Maryland, earned her Gold Award by writing and publishing a children's book intended to boost self esteem, confidence and overall mental health. She did story-telling hours at local libraries and with Girl Scout troops, having children draw a picture of how they feel after hearing the story, which resulted in most children feeling happy and/or better about themselves.



# 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 help fund our operations, they allow girls to practice entrepreneurial and financial literacy skills outside of what they learn in school or through other fundraisers.

## Our 2022-2023 Girl Scout Cookie Program

- Packages sold: 763,757  
↑ 3% over 2021-22 Cookie Program
- Girls participating: 2,663
- PGA (Per Girl Average): 287  
↑ 3% over 2021-22 Cookie Program
- Packages sold via Digital Cookie: 265,992  
↑ 3% over 2021-22 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



## Cookies with the CEO

During the 2022-23 Cookie Program, Girl Scouts launched a new online-only cookie called Raspberry Rally. To celebrate this special cookie, Girl Scouts of the Chesapeake Bay CEO Claudia Peña Porretti hosted a group of Girl Scouts for "Cookies with the CEO". Girl Scouts who met our Product Program A.C.E.S. requirements as well as those who have participated in the Badge Influencer program received an exclusive invite to the event where they taste-tested the new cookie and hung out with Claudia for a fun evening!

# Volunteer Support

In 2023, Girl Scouts of the Chesapeake Bay staff revisited and made efforts to improve our support for our most valuable resource - our dedicated volunteers!

## New and/or Improved Volunteer Resources

### **Volunteer Summit**

On August 19th, GSCB hosted the Inaugural GSCB Volunteer Summit. This event served as an opportunity for GSCB Volunteers on all levels to come together to learn about important updates, engage in peer-to-peer learning and discussions, and network with other volunteers. Over 80 GSCB Volunteers serving in various roles participated in the day.

### **Volunteer Newsletter**

We've streamlined our Volunteer Newsletter to be leaner in content, but more relevant and informative, cutting down on several pages. We also created a printer-friendly version with QR codes for important links.

### **Volunteer Getaway Weekend**

Girl Scout Volunteers do so much to provide for our members. From planning meetings and guiding them through activities like earning badges and exploring the outdoors, to teaching them lasting skills of leadership and empowerment, they support the Girl Scout mission in every way. Volunteer Getaway Weekends serve as our opportunity to give back and show our appreciation for our volunteers. Volunteers can choose from a variety of staff-led activities or simply relax all weekend. Nearly 20 GSCB volunteers attended Volunteer Getaway Weekend in May of '23 which was hosted at Camp Todd.

### **Rethinking How We Support Juliette Girl Scouts**

Individually registered Girl Scouts are also known as Juliettes, named after our founder, Juliette Gordon Low. Juliettes choose how to participate based on their schedule and interests, so we want to be sure that they have every opportunity to participate in Girl Scout programming and access to the same resources and communications as traditional troops. By assigning a GSCB staff contact to create consistent messaging and redesigning of our web and program resources to be more inclusive of Juliette Girl Scouts, we are able to ensure that the Juliette experience is fulfilling to those that participate in this way.





## New Volunteer Roles and Committees Created in Salesforce For Tracking Participation

- Committees: Archives, Peninsula Day of Service, Annual Meeting, Volunteer Summit, Girl Summit, Board Recognitions, Gold Award Review
- New Roles: Event Champion, Event Photography, High Adventure, Community Initiatives, Lifeguard, First Aid CPR Instructor, Travel Experience, Property Maintenance, Troop Organizer, First Year Cookie Coach, Property Site Host
- Other roles added: Very Invested Campers, Association Chairs, Outdoor Skills Instructor and Facilitator, Junior Facilitators for Small Craft and Archery

## Outdoor Skills Training

Outdoor Skills Training for volunteers was reimaged at the beginning of the membership year – offering online course work and a day-time training to address volunteer feedback and barriers to attend overnight and weekend trainings.

- 52 people took both the online and in-person training (including staff)
- 17 in-person trainings were offered
- Junior Facilitators for Small Craft and Archery were created to extend opportunities to older Girl Scouts
- Various new resources were created:
  - Outdoor Cookbook - with new Outdoor Cooking Progression!
  - Paddling Guidebook - with new Paddling Progressions!



Thank you, volunteers, for everything you do!





# Thank you for another amazing year!

## 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 on the right to login now.



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 Girl Scouts of the Chesapeake Bay

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