

girl scouts 
of the chesapeake bay



2024 Annual Report

A MISSION ON THE MOVE

Letter from our CEO

Dear Girl Scouts and Supporters,

As I reflect on membership year 2024 for Girl Scouts of the Chesapeake Bay, I am filled with a sense of pride and gratitude for the tremendous impact and growth we have accomplished together. This past year was marked by incredible successes, bittersweet goodbyes, and experiences we will not soon forget. All of which have given us the confidence, the know-how, and the motivation to keep moving forward. The 2024 Annual Impact Report is titled "A Mission on the Move" to reflect the extraordinary position we are in because of the unbelievable work we have accomplished together over the past year. We're looking ahead, and we're ready to take our mission of building girls of courage, confidence, and character to the next level in 2025 and every year after.

It was an honor to watch former and current Girl Scouts, volunteers, and staff support each other so wholeheartedly during a difficult season of farewells for beloved Camp Grove Point and Camp Sandy Pines, as well as the Northern Resource Center (NRC). We were fortunate to have a dedicated group of volunteers to plan a thoughtful and meaningful send off for Camp Grove Point, a moment I am so grateful to have been a part of as we watched the rainbow, a symbol of hope, make a unique experience on Saturday. While I knew of the incredible impact Grove Point made while in our organization's care, I was humbled and moved to witness so many people - some from across the country - come together to reminisce, reconnect, and celebrate such a special place.

With the divestment of property concluded, our forward movement continues, propelling us towards a new, vibrant course of financial sustainability that will ensure we can continue serving girls on the Peninsula for many years to come. Through an exciting partnership with DANA (Delaware Alliance for Nonprofit

Advancement), we have begun our 3-year Strategic Planning process.

We are thankful to have diverse voices that represent our membership serving on our Strategic Planning Committee, helping us reach our goals by listening, learning, and growing in ways that will deepen our impact and further our mission. We also look forward to the launch of our Reimagining Camp Committee in 2025, which will direct our focus towards innovation and set our existing camp properties apart from the rest, enhancing the outdoor experience for current and future Girl Scouts.

In June, we welcomed over 100 Girl Scouts and their families to Camp Todd for the Girl Scout Carnival. Seeing Girl Scouts of all ages enjoying inflatable bounce houses, showing off their beautiful face paint, and trying their hand at classic carnival games was a highlight of my year. Other wins included welcoming our new Chief Operating Officer Ashley Booth; acknowledging the generous support of our community, donors, and supporters; congratulating 8 extraordinary young women who receive the Girl Scout Gold Award, and celebrating year-over-year increases in Cookie Program sales and participation.

Ours is a "mission on the move" and, as always, we will look to the girls we serve to decide which direction we are heading - their voices will guide every step toward our very bright future.



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

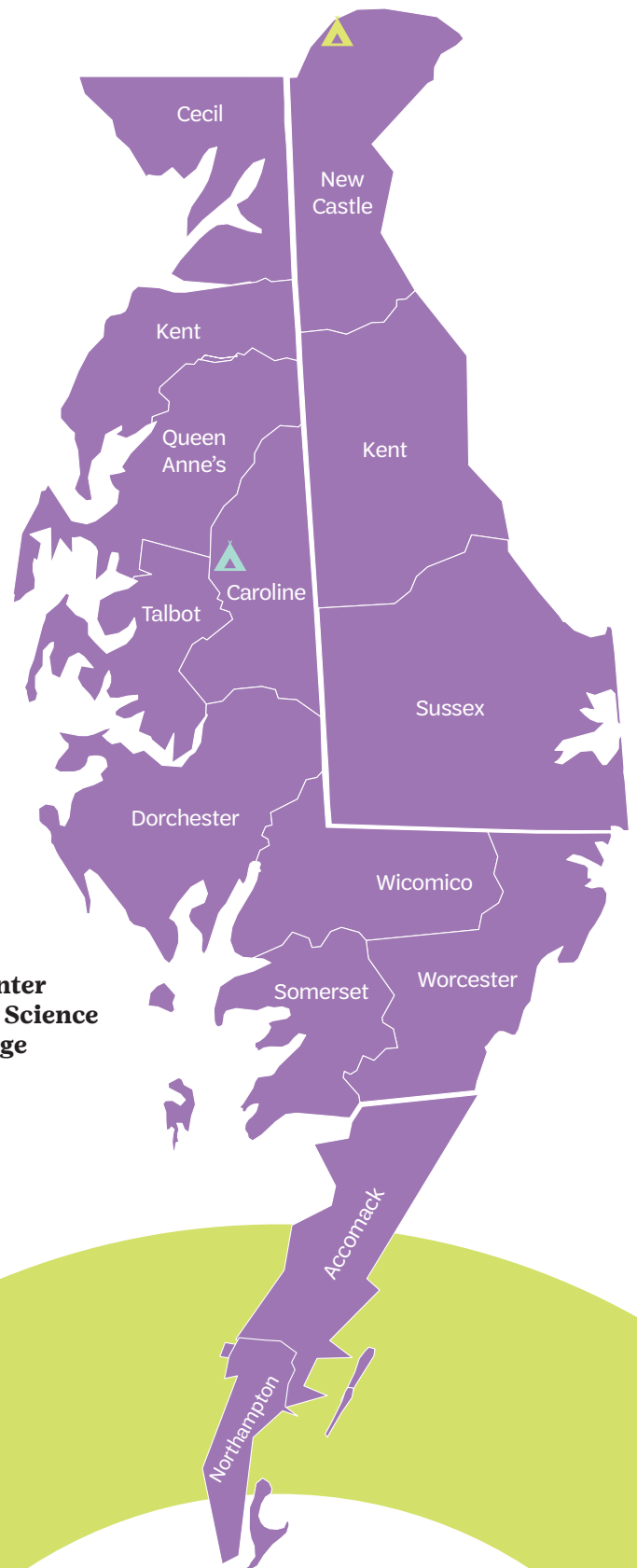
Temeka Easter Rice • Board Chair
Stacy Conn • 1st Vice Chairperson
Sarah Long • 2nd Vice Chairperson
Anu Sivaraman • Interim Secretary
Janet Chavous • Treasurer

Board Members-at-Large

Patricia Nash Christel
Sharmina Ellis
Vanessa Fisher
Greg Fogarty
Tavanya Lockett
Kristina Schroeder
Autumn Tuxward
Danielle Vozzo
Amber Young
Kimberlee Ziolkowski

Girl Representatives to the Board

Olivia Bruno
Juliana Morrisette



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



Camp Todd



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



Other Income

Investment and unrelated business income

Our 2024 Fiscal Year - Income



Product Programs | **56%**



Philanthropy | **12%**



Retail | **2%**

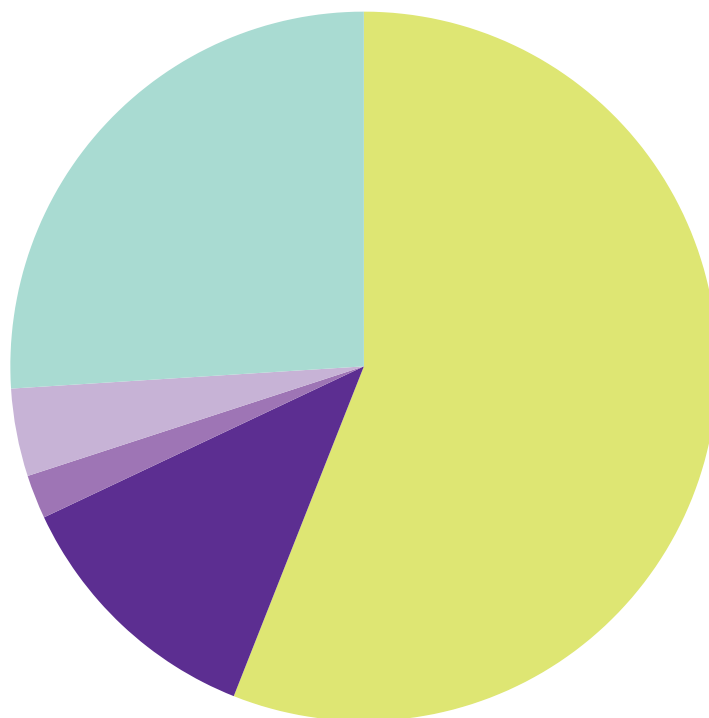


Programming Fees | **4%**



Other Income | **26%**

*Includes grants, investment income, and miscellaneous income.



What Our Funding Powers

Our funding supports four primary areas of operation.



Girl Scout Programming

Camp, events, volunteer support, product programs, etc



Membership

Recruitment supplies, advertisements, etc



Management and General

Maintenance and other business expenses



Fund Development

Fundraising expenses

Our 2024 Fiscal Year - Expenses



Girl Scout Programming | **79%**



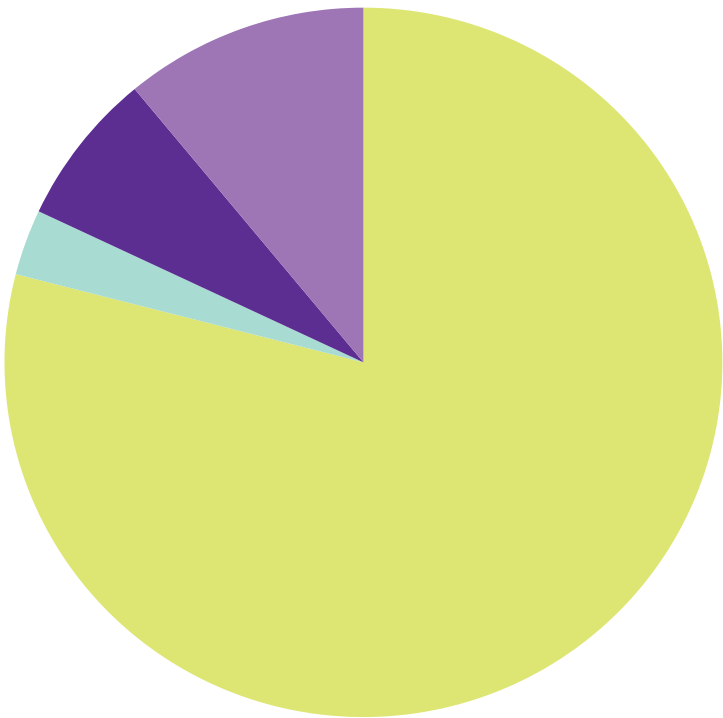
Fund Development | **3%**



Management and General | **7%**



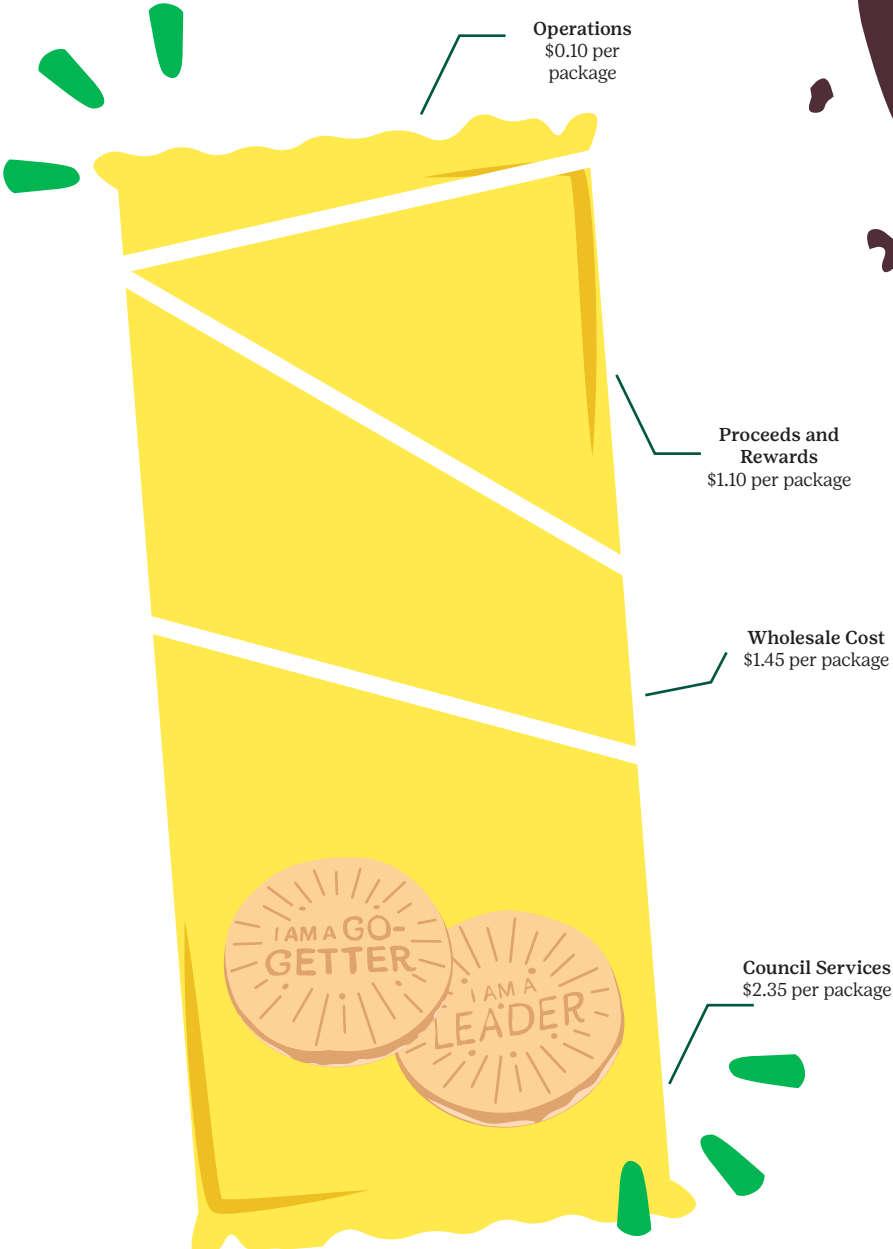
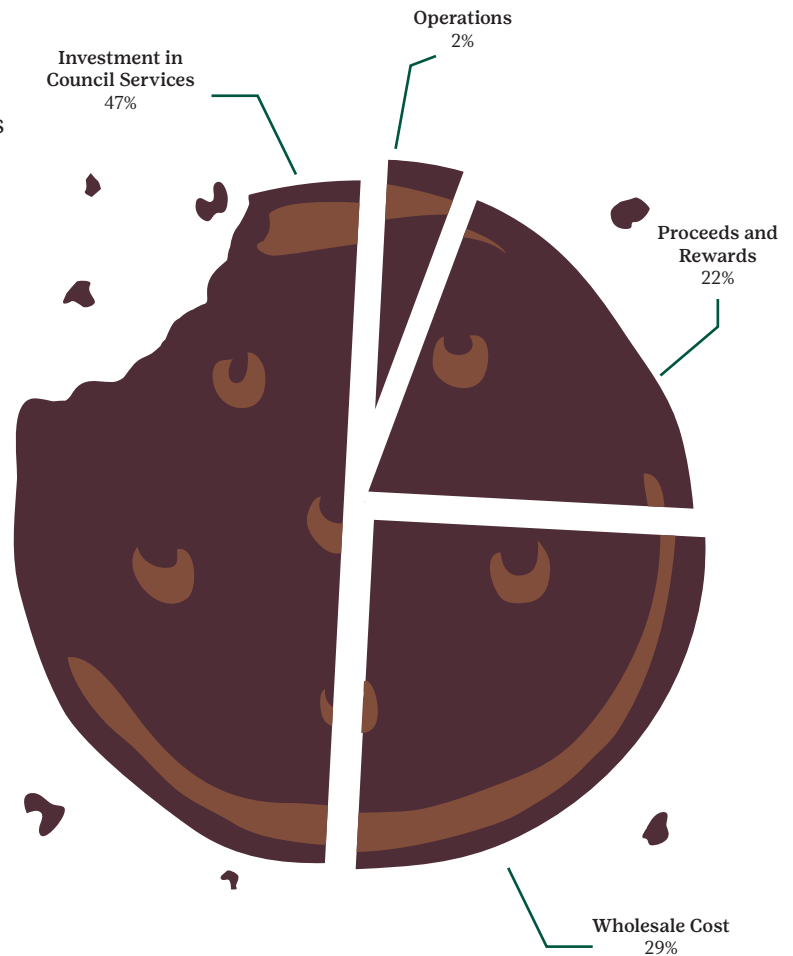
Membership | **11%**



How the Cookie Crumbles

Operations - 2%

- 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 - 22%

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

Wholesale Cost - 29%

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

Investment in Council Services - 47%

- Revenue invested in programming and ongoing business operations

How the Trail Mix Shakes Out

Operations - 12%

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

Rewards and Troop Proceeds - 27%

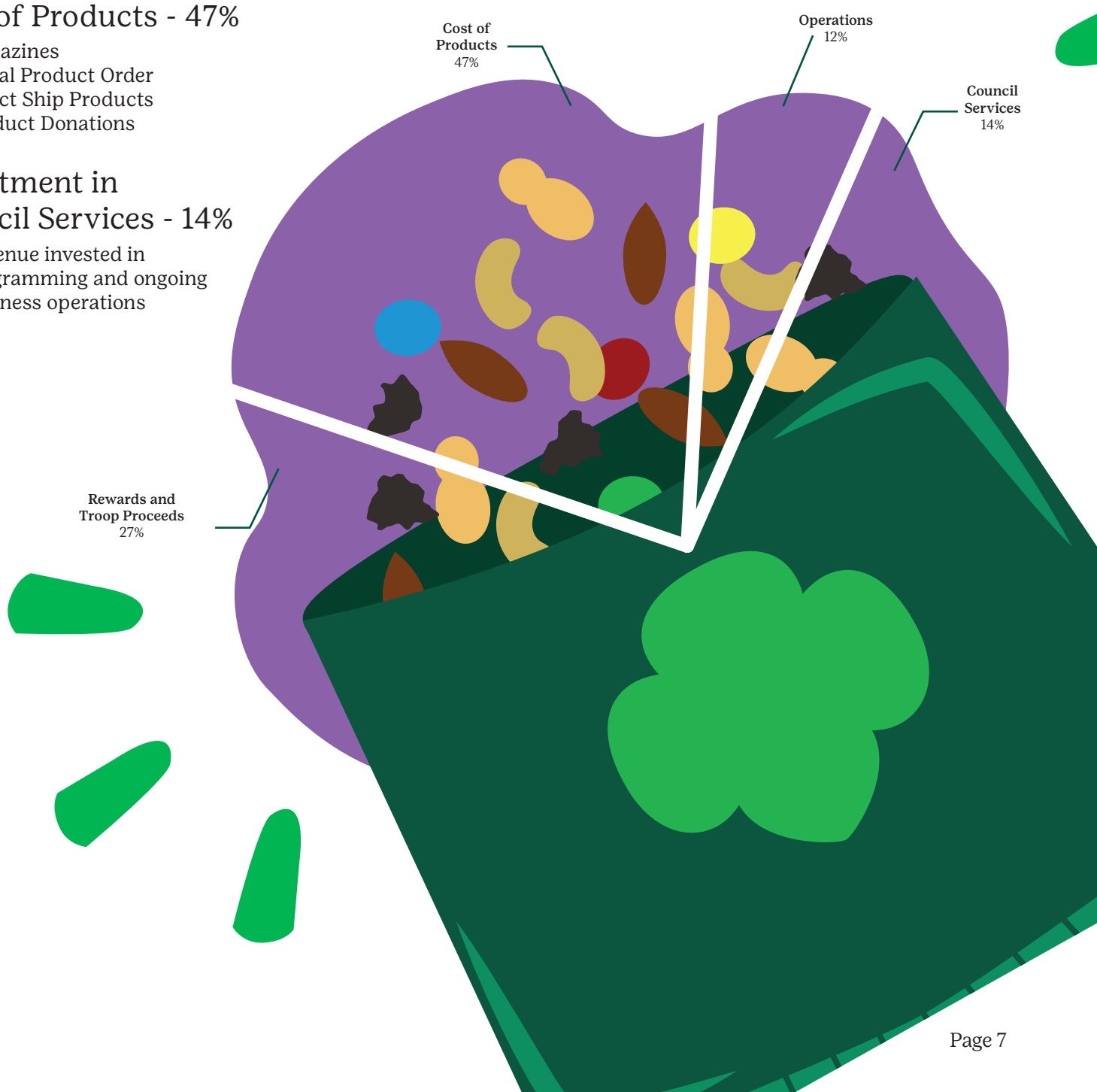
- Troop Proceeds
- Trophy Nut Rewards
- Non-Trophy Nut Rewards
- Rally Patches & GSCB Patches
- Pop Up Prizes

Cost of Products - 47%

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

Investment in Council Services - 14%

- 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.

Trefoil Trailblazers	Sarah Long Katherine S. Ward Patricia A. Paxton Tammy McMurren	Polly G. McCarthy David R. Bonner Nancy Bull Elizabeth W. Snyder Paula T. Morris	Glenn T. Regan Lauren Fritz-Mariner Betty Ann Themal Lisa L. Quadrini, CFP®
Cadette Champions	Amber Young Kimberlee Ziolkowski Ellen M. Nobles-Harris	Renee Anderson Jeanne H. Rapley, Esq. Ethelyn W. Gill Jane C. Chasse	Caron Jackson Vickie Forster Judith Armstrong
Ambassador Allies	Temeka Easter Rice	Stacy Conn	
Legacy Leaders	Kathleen & B.V. Carmean, Jr. Greg Fogarty	Tavanya Lockett Gail A. Graham	

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.

James Bowden Temeka Easter Rice Sean Naughton	Laura Shorter Donna Cunningham Kathleen Fintak
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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.

Ashley Masella
Claribel Nin
Danielle Benscoter
Debbie Husfelt
Environmental Concern, Inc.
Indian River Restaurants, LLC
Jack Peyton
Kathleen J. Fintak

Katrina McCleary
Laura L. Shorter
Lisa Goines-Taylor
Megan Peyton
Miller's Ale House, Inc.
Nicola Pizza, Inc.
Phillips Wharf Environmental
Center

Roland Taylor
Sunnay Healthcare Advocates, LLC
Sussex County Council
Tammy Brittingham
Temeka Easter Rice
United Electric Supply
Wilmington Manor Lions Club

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.

League of Women Voters of Delaware

for our Inaugural Founder's Day Feature Event: The Promise of Democracy

Corporate and Foundation Partners

Community Initiatives and Financial Assistance

United Way of Lower Eastern Shore
Wawa
WSFS Foundation
Chichester duPont Foundation
SODEL Cares Foundation
Delaware Community Foundation - 21st
Century Children's Fund

Program on the Move and STEM

Veolia Water Company
Incyte

General Operations

Walmart
Baxter Family Foundation

Peninsula Day of Service

Wawa
New Castle County

Leadership Experience

State of Delaware
United Way of Delaware
Walmart
Donnie Williams Foundation
United Way of Virginia's Eastern Shore
Laffey McHugh Foundation
DOT Foods, Inc.
Wilmington Flower Market
Clifton Foundation
Blanchard Family Foundation
DuPont



Giving Events

 Giving Tuesday | \$8,799

 Do More 24 | \$5,040



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
- Bank of America
- 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 Nature Society
- Delaware State Parks
- Delmarva Shorebirds
- Destination Gettysburg
- Engineering Your Future Today
- Explore the Magic of Motion
- Eyeball It!
- FitMoney
- Flow Forward
- F.R.E.E. (Financial Responsibility through Education and Empowerment)
- Freeman Arts
- Habitat for Humanity of New Castle County
- Horn Point Laboratory Society for Women in Marine Science
- Inland Bays Foundation
- Jolly Rogers Splash Mountain
- Kalmar Nykel
- Lasagna Love
- Let's Go Compost
- MakerGirl
- Marshall Steam Museum
- Miracle Workerz FTC (First Tech Challenge)
- Miracle Workerz High School Robotics Team (a.k.a. MOE (Miracle of Engineering, Our Robot))
- River Expeditions
- R.O.O.T.S. Youth+ Development Program
- S2STEM
- Sew It. Love It!
- Skype a Scientist
- Sustainable Happiness Together
- TasteBuds Kitchen
- 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



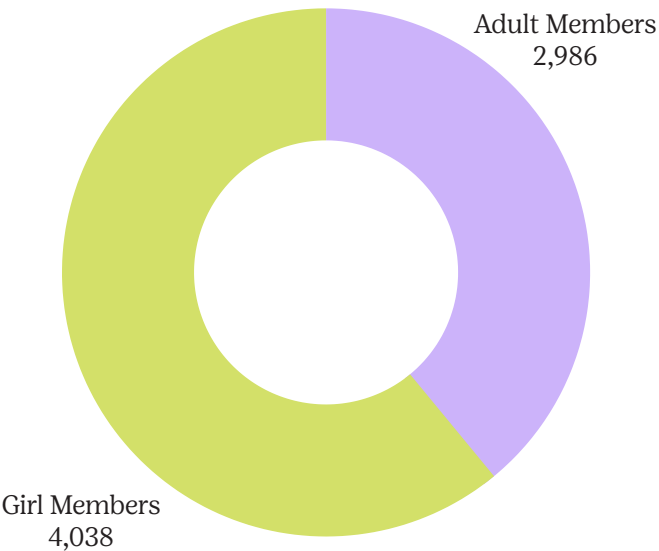
Membership

Total Membership: 7,024
Girl Members: 4,038
Adult Members: 2,986

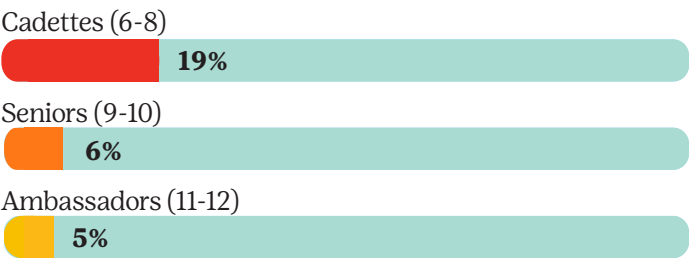
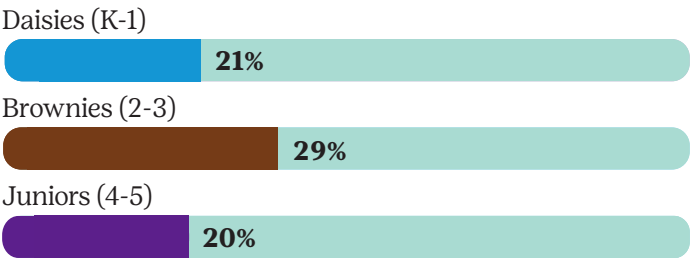
Of our 4,038 girl members, 3,538 participated in traditional troop or Juliette experiences and 500 participated in community initiatives.

Membership Retention

- Girl Retention for MY24: 63%
- Adult Retention for MY24: 81%



Membership by Program Level



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

A total of 2,257 girl members committed to another year of Girl Scouting during our Early Bird period (April 1 - June 30)!



Programming

In 2024, girls experienced hands-on programs in the outdoors, STEM, life skills, and entrepreneurship. Program on the Move served 700 girls across our footprint - that's a 92% increase in participation over 2023! Girl Scouts also participated in additional programming like summer camp, leadership weekends, adventurer overnights, Carnival Day, V.I.C. (Very Invested Camper) Program, night hikes, outdoor skills days, and more. Programs were hosted and facilitated by a mix of GSCB staff, GSCB volunteers, and our Program Partners.

500

Girls Served Through
Community Initiatives

100%

Of Survey Repondents Would Recommend
Program on the Move

100%

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

Over
1,400 Total
Girls Served

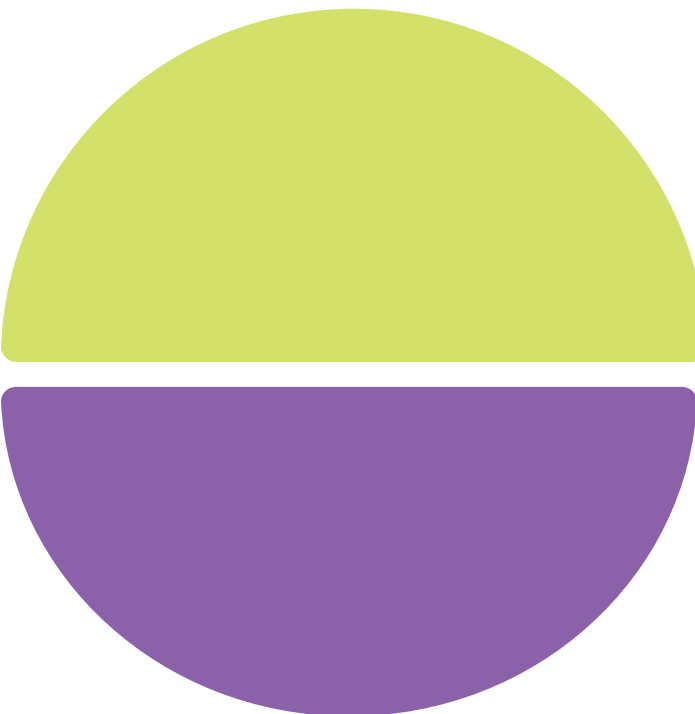
Quotes from Participant Surveys

"The [Program on the Move session] was a lot of fun and it really engaged the girls. I was suprised at how much they wanted to participate and how much furn they had. It was a good time!"

"I was a little nervous about staying overnight without any of my friends being [at camp], but I was able to make friends and stay overnight!"

"While ziplining, I showed courage because I took both hands off the lead!"







Community Initiatives

Our Community Initiatives program has allowed over 500 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 hands-on, badge-earning activities and cookie booths!



Peninsula Day of Service

In the spring, we held our annual Peninsula Day of Service at Camp Country Center and Camp Todd with the help of our generous sponsors and donors. Girl Scouts and volunteers from across our footprint came together to help prepare our properties to host camp all summer long. This event helps members learn invaluable hands-on skills, embrace civic values, and forge community connections.



Girl Scouts is Good For Your Mental Health

May is Mental Health Awareness Month, and data shows that compared to non-Girl Scouts, Girl Scouts are more likely to develop a strong sense of self and develop healthy relationships. GSCB knows how important it is for our members, especially girls and young women, to learn how to care for their mental health. We celebrated all month long with free patch and sticker opportunities, the launch of new official Girl Scout Mental Wellness patches, and providing free Youth Mental Health First Aid Training for volunteers and adult members.



Girl Scout Carnival Day

In June, over 100 Girl Scouts joined us at Camp Todd for GSCB Carnival Day! We had face painters, inflatable slides, classic carnival games, crafts, s'mores, and more. Each Girl Scout attendee received a free t-shirt to tie-dye. CEO Claudia even got to throw a couple pitches at the dunk tank!

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.

119

Bronze Awards
Earned

60

Silver Awards
Earned

8

Gold Awards
Earned

Powerful Projects



"Enivronmental Education Walk"

Jessica Hammond of Trappe, Maryland, earned her Gold Award through her efforts to educate her community on the environment and climate. She made environmental awareness signs for a local park. The signs included information on how climate change affects the Chesapeake Bay, actions everyday people can take to lessen their environmental impact, how to eat sustainably, and details about native plants.

"Awareness for Sudden Cardiac Arrest in Sports"

Girl Scout Allyson McLellan of Dover, Delaware, earned her Gold Award after working with the Camden Wyoming Little League Complex to educate about cardiac emergency response. She installed two AEDs with signage at the park and trained coaches, umpires, parents, and players on the importance of quick access to an AED, dispelling myths and fears about using AEDs in emergency situations.



Volunteer Support

In 2024, Girl Scouts of the Chesapeake Bay staff continued to make efforts to improve our support for our most valuable resource - our dedicated volunteers!

Volunteer Summit

GSCB hosted the 2nd Annual GSCB Volunteer Summit in October 2024 (event was delayed). This event serves 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. Nearly 70 GSCB Volunteers serving in various roles participated in the day.

Volunteer Getaway Weekend

We have continued the fun and appreciation of our adult volunteers through our Volunteer Getaway Weekends this year. As a way to show our thanks to those who volunteer their time and talent to provide leadership to our Girl Scout members, these staff-led events provide much-needed time for volunteers to participate in activities, network with each other, and simply relax. In June, approximately 15 volunteers attended the weekend hosted at Camp Todd and enjoyed crafting, kayaking, paddleboarding, archery, and our first ever Blind Date with a Book activity. We look forward to hosting many more of these amazing events!

Volunteer Support Team Restructure

The Volunteer Support Team transitioned to a model where our council footprint is now managed as regions (northern and southern). Each region is managed by an elevated coordinator role - the Regional Volunteer Engagement Coordinator (RVEC). Our goal was to be able to build stronger relationships with the volunteers and the communities in which they live, to identify the unique needs of areas within our footprint, and to be able to manage those needs more effectively and collaboratively across our council. Each region will be served by two Volunteer Support Specialists (VSS), as well as one New Troop and Recruitment Specialist.



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 2023-2024 Girl Scout Cookie Program

- Packages sold: 816,526
↑ 7% over 2022-23 Cookie Program
- Girls participating: 2,733
↑ 3% over 2022-23 Cookie Program
- PGA (Per Girl Average): 298
↑ 4% over 2021-22 Cookie Program
- Packages sold via Digital Cookie: 324,226
↑ 22% over 2021-22 Cookie Program



Our 2023 Fall Product Program

- Units sold: 29,051
↓ 4% over 2022 Fall Product Program
- Girls participating: 1,153
↑ 5% over 2022 Fall Product Program
- Troops participating: 240
No change from 2022 Fall Product Program



USO Cookie Donation

For the first time since the pandemic, we were able to include Girl Scouts in the presentation of our annual cookie donation to the USO Delaware. CEO Claudia was in attendance, as well as 12 other Girl Scouts, including our 2024 top cookie seller, Ryleigh. The 1,250 cases of cookies donated were provided by Gift of Caring donations collected by Girl Scouts throughout the Cookie Program.





Thank you for keeping our mission on the move!

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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@gschesapeakebay



Girl Scouts of the Chesapeake Bay



@girlscoutschesapeakebay

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