



20
25

Annual Impact Report

Girl Scouts of the Chesapeake Bay



girl scouts 
of the chesapeake bay

Letter from our Board Chair and Interim CEO

Dear Girl Scout friends and supporters,

As we reflect on membership year 2025, we are filled with gratitude for the passion, resilience and joy that continue to shape the Girl Scout experience across the Chesapeake Bay area. Over the course of the year, it has been our pleasure to witness Girl Scouts discovering new strengths, build lasting friendships, and take meaningful steps towards becoming the leaders our world needs. This annual report celebrates the impact we have made together. From outdoor adventures and leadership opportunities to community service and achievements in the Fall Product and Girl Scout Cookie Programs, our council remains a place where every Girl Scout can explore her potential and confidently chart her future. We are proud to share the stories, milestones, and collective accomplishments that define this past year and inspire the path ahead.

We welcomed the new membership year in October with our inaugural Founder's Day Feature Event at the University of Delaware. Centered on the theme The Promise of Democracy, the day brought together over 50 Girl Scouts of all levels from across our council footprint for inspiration, learning, and connection. We also celebrated another milestone by hosting our fourth annual Peninsula Day of Service, which drew the largest number of participants in the event's history and for the first time included state park sites as well as our camp properties. What an inspiring reflection of our Girl Scout community's shared commitment to service and leadership!

We closed the year with an important leadership transition for Girl Scouts of the Chesapeake Bay as Helen joined us as our Interim CEO in July.

As Board Chair, I can confidently say on behalf of myself and the rest of the Board of Directors: *"Helen's arrival has brought steady leadership and a thoughtful approach to supporting Girl Scouts, volunteers, and staff. Her dedication to our mission and commitment to seeing our council succeed have positioned us well for continued growth and impact in the year ahead."*

As we look ahead to the 2026 membership year, we are energized by the momentum already underway. Our newly formed Philanthropy team is actively cultivating new funding opportunities to expand access and strengthen programs, including important updates at Camp Country Center which are beginning to take shape to enhance the camp experience for girls and families. We also look forward to welcoming a new CEO before the year's end who will help guide our council into its next chapter. Together, these efforts, paired with a continued focus on growing and welcoming new Girl Scout members, position us for a year of meaningful impact, deeper connection, and even greater opportunities for every Girl Scout we serve.

Yours in Girl Scouting,



A handwritten signature in black ink, appearing to read "Temeka Rice".

Temeka Easter Rice
Board Chair

A handwritten signature in black ink, appearing to read "Helen Wronski".

Helen Wronski
Interim CEO



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

Helen Wronski • Interim Chief Executive Officer

Temeka Easter Rice • Board Chair

Stacy Conn • 1st Vice Chairperson

Patricia Nash Christel • 2nd Vice Chairperson

Tavanya Lockett • Secretary

Janet Chavous • Treasurer

Board Members-at-Large

Natalie DiCostanza

Sharmina Ellis

Vanessa Fisher

Greg Fogarty

Anu Sivaraman

Autumn Tuxward

Danielle Vozzo

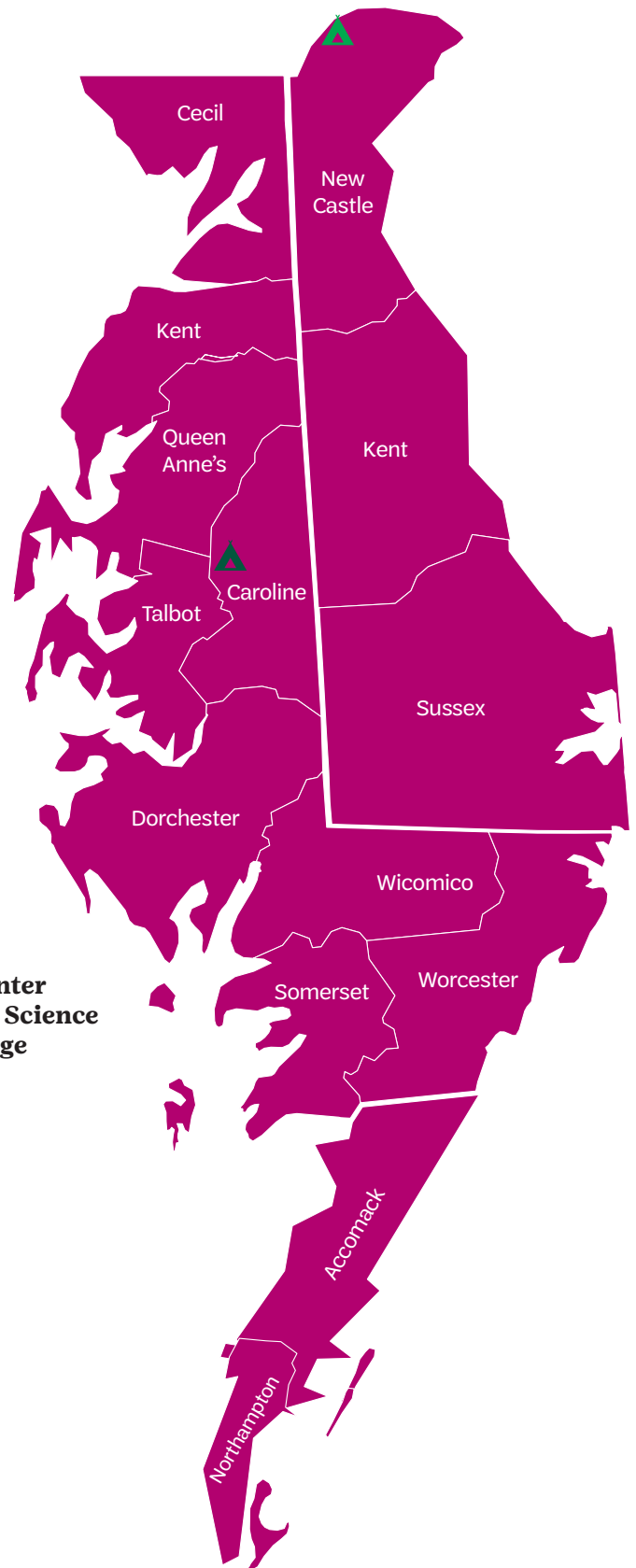
Amber Young

Kimberlee Ziolkowski

Girl Representatives to the Board

Elisha Liu

Madison Snow



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

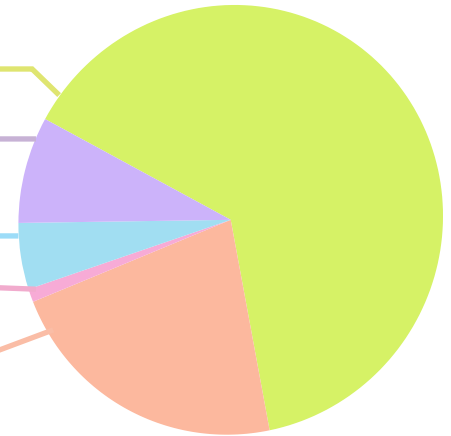
 **Camp Todd**



Statement of Activities

Revenue

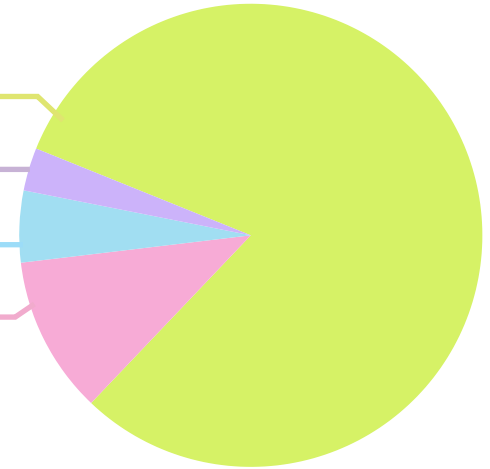
Cookie and Fall Product Program	\$2,215,330	64%
Philanthropy	\$282,202	8%
Program and Camping Fees	\$173,347	5%
Retail	\$20,310	1%
Other Income	\$749,202	22%



Total Revenue **\$3,441,097**

Expenses

Services for Girls & Adults	\$3,331,541	81%
Philanthropy	\$130,167	3%
Management & General	\$199,206	5%
Membership	\$457,016	11%



Total Expenses **\$4,117,930**

*Other income includes investment income, gain (loss) on sale of assets, & net assets released from restrictions.



Statement of Financial Position

Assets

Cash and Cash Equivalents	\$1,763,633
Investments	\$6,355,386
Accounts and Pledges Receivables	\$139,692
Inventories	\$14,479
Land, Buildings, and Equipment	\$2,090,513
Prepaid Expenses	\$73,414
Total Assets	\$10,437,117

Liabilities

Accounts Payable	\$79,452
Expenses and Other Liabilities	\$112,969
Accrued Salaries and Wages	\$60,596
Deferred Revenue	\$6,086
Total Liabilities	\$259,103

Net Assets

Without Donor Restrictions	\$9,171,703
With Donor Restrictions	\$1,006,311
Total Net Assets	\$10,178,014
Total Liabilities and Net Assets	\$10,437,117



Product Program Expense Breakdown

Girl Scout Cookie Program (2024-25)

Operations - 2%

- Mall Booth Facility Rentals
- Transportation Costs for Cupboard Restocks/Transfers
- Printing and Postage for Order Cards, 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 - 21%

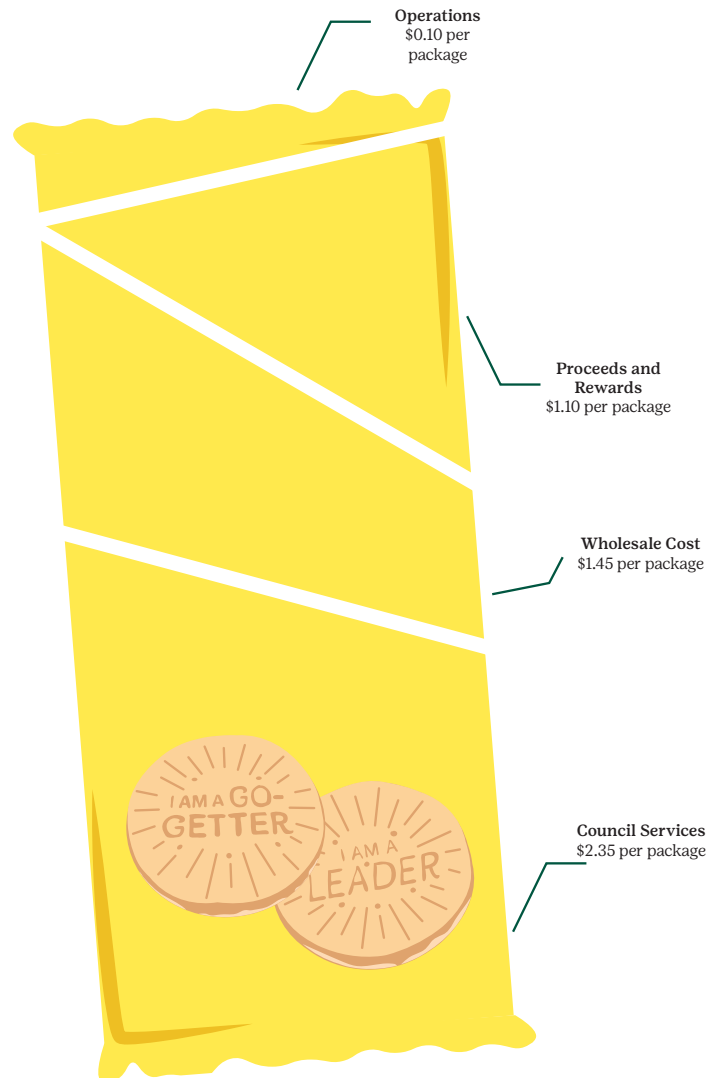
- Little Brownie & Ferrero Rewards
- Non-Little Brownie and Event Rewards
- Cookie Dough
- Pop Up Prizes

Wholesale Cost - 30%

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

Investment in Council Services - 47%

- Revenue invested in programming and ongoing business operations



Fall Product Program (2024)

Operations - 7%

- Postage and Shipping of Order Cards
- Product samples
- Miscellaneous Council Fees
- Product Program Team Salaries

Rewards and Troop Proceeds - 24%

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

Cost of Products - 54%

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

Investment in Council Services - 15%

- Revenue invested in programming and ongoing business operations



girlscouts
trefoils.
Pecan shortbread cookies
inspired by the original
old-time recipe
NET WT 6.3 OZ (178g) ©c

girlscouts
adventure
Indulgent brown
cookies with caramel
corn and a hint
of sea salt
NET WT 6.3 OZ (178g) ©c

girlscouts
do-si-dos.
Oatmeal shortbread
cookies with pecan
butter filling
NET WT 6.3 OZ (178g) ©c

JUNIOR A
CHESAPEAKE BAY
31
GS UNIT

CHESAPEAKE BAY
GS UNIT

Donations and Gifts

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

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.

Aly Keville
Amber Young
Ann G. Thomas
Charles Shirron
Eric Boving
Ethelyn W. Gill
Gail A. Graham
Gail E. Schneiders
Gayatri Deshpande
Greg M. Fogarty

James L. Bowden
Jamie Boulware
Janice Talley
Judy G. Austin
Karen Wales
Kathleen J. Fintak
Kim Ziolkowski
Laura L. Shorter
Lisa Goines-Taylor
Margaret Payne

Megan Peyton
Renee Fusick
Roland Taylor
Sarah A. Long
Sean Naughton
Sharmina Ellis
Temeka Easter Rice
Todd Hudson
Veronica L. Hopkins

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.

Aly Keville
Bank of America
Daniel Trost
Debbie Husfelt
E.E. Streets Memorial VFW Post
5118
Gayatri Deshpande
Jack Peyton

Jamie Boulware
Kalita Thomas
Karen Wales
Kathleen J. Fintak
Lisa Goines-Taylor
Margaret Payne
Margaret Reynolds
Megan Peyton

Michael Turner
Roland Taylor
Tamela Brittingham
Tavanya Lockett
Wilmington Manor Lions Club

Giving Events - Girl Scouts of the Chesapeake Bay is a proud annual participant in Giving Tuesday and Do More 24 Delaware.

Giving Tuesday | \$4,570

Do More 24 | \$1,399

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.

Preston Automotive Group
Wilmington University
WSFS Bank

Joy Rodger Park
Chris Klug's Foundation
Delmarva

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

Benedict A Andrew Post 296
Kent Island Elks Lodge #2576
American Legion Susquehanna Post 135
Richard DeFalco
Stacy M. Conn
Betty Ann Themal
W.L. Gore & Associates, Inc.
Polly G. McCarthy
Lauren Fritz-Mariner
Elizabeth W. Snyder
Ethelyn W. Gill
Margaret Payne
David R. Bonner
Patricia Christel
Roland Taylor

Jack Peyton
American Legion Post 16
Karen Wales
Judith Armstrong
Preston Automotive Group
Daniel Trost
America's Charities
Spur Impact Association (DE Gives)
Debbie Husfelt
American Legion Dorchester Post #91
Republic Services.
Amber Young
Delmarva Power, an Exelon Company
Bank of America



Cadette Champions

Woodlawn Trustees, Inc.
E.E. Streets Memorial VFW Post 5118
Gayatri Deshpande
Wilmington Manor Lions Club
Salisbury, MD BPOE No. 817
Sarah A. Long
Michael Turner
Jerry Skrivanek VFW Post 8185
Caron Jackson
Jane C. Chasse
Jamie Boulware
V.A. Forster Consulting, Inc.
Lisa Goines-Taylor
AAA Mid-Atlantic

United Way of the Lower Eastern Shore, Inc.
Wilmington University
Kim Ziolkowski
Danielle Vozzo
Veterans of Foreign Wars of the US Slot Fund #7460
United Way of Virginia's Eastern Shore
Ellen M. Nobles-Harris
Jeanne H. Rapley, Esq.
Helen L. Garlington
Lynne S. Shand
WSFS Bank
Draper Holdings Charitable Foundation
Barclaycard US
The Wawa Foundation



Ambassador Allies

JP Morgan Chase
Renee Anderson

Greg M. Fogarty
Megan Peyton



Legacy Leaders

DuPont Community Impact
Dot Foods
United Way of Delaware
Gail A. Graham
Incyte Corporation

Ellice and Rosa McDonald Foundation, Inc.
Donnie Williams Foundation, Inc.
Delaware Grant in Aid
Community Foundation of the Eastern Shore, Inc.



Membership

Total Membership: 6,850

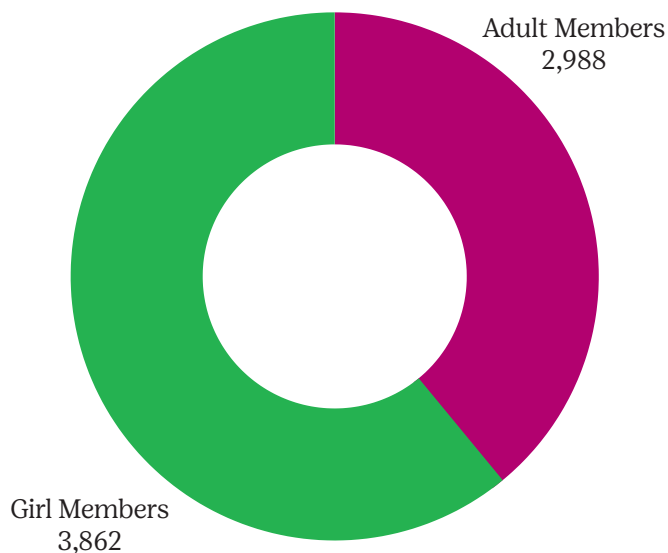
Girl Members: 3,862

Adult Members: 2,988

Of our 3,862 girl members, 3,078 participated in traditional troop or Juliette experiences and the remaining participated in events or community initiatives.

Membership Retention

- Girl Retention for MY25: 67%
- Adult Retention for MY25: 80%



A total of 1,968 girl members committed to another year of Girl Scouting during our Early Bird period (April 1 - June 30)!



Membership by Program Level

Daisies (K-1)



Brownies (2-3)



Juniors (4-5)



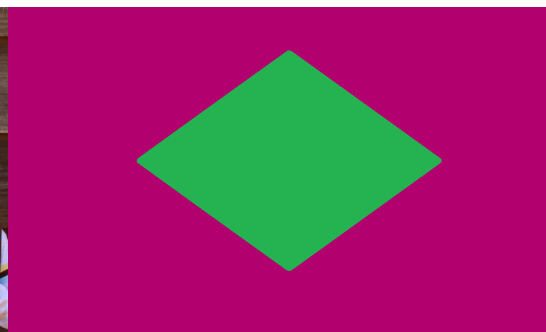
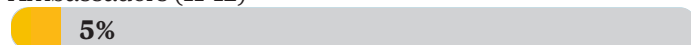
Cadettes (6-8)



Seniors (9-10)



Ambassadors (11-12)



Programming

In 2025, girls experienced hands-on programs in the outdoors, STEM, life skills, and entrepreneurship. Program on the Move served over 1,600 girls across our footprint - that's more than double the participation in 2024! Girl Scouts also participated in additional programming like summer camp, badge earning weekends and overnights, Journey-in-a-Day workshops, our inaugural Founder's Day Feature Event: The Promise of Democracy, V.I.C. (Very Invested Camper) programs, and more. Programs were hosted and facilitated by a mix of GSCB staff, GSCB volunteers, and our Program Partners.

459

Girls Served Through
Community Initiatives

100%

Of Survey Respondents Would Recommend
Program on the Move

94%

Girl Scout Satisfaction Rate for
Program on the Move



Over
2,000 Total
Girls Served

Quotes from Participant Surveys

"This [Program on the Move session] was a fun science lesson. I love science and it was so cool and fun. I rate this a 9/10!"

"Carol was great. This was our second program she has led and we would welcome her and Cheryl back any itme. They are great with the girls and always so well prepared for the activities. We had a wonderful Program on the Move experience!"

"Very engaging with my rowdy, talkative, easily distracted Juniors. Thank you!"





Community Initiatives

Our Community Initiatives program allowed nearly 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. We also partnered with several state park locations that offered outdoor service projects. It was our largest turnout ever for this event - over 200 people between all of the sites! This event helps members learn invaluable hands-on skills, embrace civic values, and forge community connections.



Welcoming the Moon Tree

At Peninsula Day of Service, GSCB held the official ribbon cutting for "Altalune", our Moon Tree (named by Troop 376). The seedling of this loblolly pine tree flew around the moon on NASA's Artemis I mission in 2022. It was planted near Choptank Lodge at Camp Todd. Girl Scouts and others who visit can get the exclusive "I Saw the Moon Tree" patch!



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

In October, we hosted our first annual Founder's Day Feature Event with a timely democracy-theme for Girl Scouts of all ages. We partnered with The League of Women Voters to offer exciting, hands-on programming. The day began with remarks and panel discussions from local elected officials and women involved in the democratic process. The group ran a "cookie campaign", then broke off into program-level groups to work on badge activities.

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
- Chris Klug Foundation
- Delaware Museum of Nature and Science
- Delaware Nature Society
- Delaware State Parks
- Delmarva Shorebirds
- Destination Gettysburg
- Engineering Your Future Today
- Explore the Magic of Motion
- Eyeball It!
- F.A.R.E. (Food Allergy Research and Education)
- FitMoney
- Flow Forward
- F.R.E.E. (Financial Responsibility through Education and Empowerment)
- Freeman Arts
- Greenbank Mills & Philips Farm
- 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
- Lincoln Caverns
- MakerGirl
- Marshall Steam Museum
- Miracle Workerz High School Robotics Team (a.k.a. MOE (Miracle of Engineering, Our Robot))
- The Motion of Gratitude
- National Museum of the Marine Corps
- Outrun the Sun
- P.R.A.Y. Publishing
- River Expeditions
- Rocking Horse Ranch Resort
- R.O.O.T.S. Farm and Forest School
- S2STEM
- Sew It. Love It!
- Skype a Scientist
- The Society of St. Andrew
- TasteBuds Kitchen
- University of Delaware Blue Hens Football
- University of Delaware CAD Research Lab
- Wells Fargo Center
- Wilmington Blue Rocks
- Wilmington Youth Rowing Association
- Winterthur Museum, Garden and Library
- Woodworks on Wheels



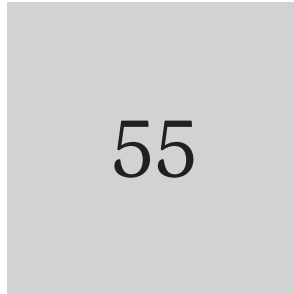


Highest Awards

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



"The Red and White Uniform Closet"

Judy McDowell of Wilmington, Delaware, earned her Gold Award through her efforts to provide low cost uniform and hygiene products to her fellow students at Ursuline Academy. She created a closet on campus for middle and high school students to donate, trade, or buy uniform components at a discounted rate. She also created hygiene baskets for the bathrooms that allowed students to access much-needed items in a safe, non-judgmental environment.

"Girlz Under the Hood"

Girl Scout Aubriana Black of Bear, Delaware, earned her Gold Award after she created a life skills workshop for girls and women ages 12-30 to learn basic car care maintenance, car operating systems, fluids, tire changes, road hazards and road safety. To supplement the workshop, she also created a handbook for all participants.



Volunteer Support

In 2025, 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 inaugural weekend-long Volunteer LeadHERship Summit in August 2025. This event serves as an opportunity for GSCB Volunteers from across our council attended to participate in the event, which included campfire sing-alongs, valuable conversations and educational sessions, the opportunity to meet our program partners, and camp activities such as swimming, kayaking, and archery. Focusing on the leadership development and support of our dedicated volunteers, we were thrilled with the engagement and look forward to hosting this valuable event again in August 2026.

Volunteer Support Team Growth and Changes

At the close of the year, the Volunteer Support Team made the decision to transition to split into Volunteer Engagement and Community Engagement teams. The Volunteer Engagement side of the house is focused on building strong relationships with the volunteers and managing Service Unit and Troop needs effectively. The team is led by the Volunteer Engagement Manager and supported by Volunteer Engagement Specialists (formerly Volunteer Support Specialists).

In order to grow our membership and increase our presence in various communities across our footprint, Community Engagement is dedicated to recruitment efforts and community events. Led by a Community Engagement Manager and supported by Community Engagement Specialists, we are excited to have staff in the field working every day towards our membership goals.



Thank you, Volunteers, for all you do!

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 2024-2025 Girl Scout Cookie Program

- Packages sold: 801,028
↓ 2% over 2023-24 Cookie Program
- Girls participating: 2,623
↓ 4% over 2023-24 Cookie Program
- PGA (Per Girl Average): 305
↑ 2% over 2023-24 Cookie Program
- Packages sold via Digital Cookie: 349,435
↑ 8% over 2023-24 Cookie Program



Our 2024 Fall Product Program

- Units sold: 22,210
↓ 24% over 2023 Fall Product Program
- Girls participating: 855
↓ 26% over 2023 Fall Product Program
- Troops participating: 209
↓ 13% over 2023 Fall Product Program



Record-Breaker Melanie Ginn

At the onset of the Cookie Program, Girl Scout Melanie Ginn set the ambitious goal to sell 4,000 packages of cookies. We were thrilled to see her not only reach that goal, but sell a total of 4,069 packages!

***Farewell to
Girl Scout
S'mores!***

This cookie was retired as the end of the 24-25 program.





Thank you for another amazing year of Girl Scouts

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.



/GirlScoutsoftheChesapeakeBay



@gschesapeakebay



Girl Scouts of the Chesapeake Bay



@girlscoutschesapeakebay

