



gs ofct

**#GirlScout
#Strong**



2019-2020
*Annual
Report*

Dear Members and Friends,

Throughout the past year, Girl Scouts of Connecticut (GSOFC) has remained dedicated to ensuring that our members receive the very best programming, resources, and, most importantly, the sisterhood they need to continue making the world a better place. As a movement, Girl Scouts has remained a strong force both nationally and right here in Connecticut. In 2019-20, GSOFC served over 22,000 girls and over 11,000 adults—championing girl ambition and impacting communities throughout the state. Never has there been a more important moment for us to provide girls with the tools they need to remain active, engaged, and strong, together.



Diana Mahoney
CEO



Nicole Sandford
Board Chair

In response to the current challenges and impact of a global pandemic, GSOFC reorganized the structure of our council and invested in technology to provide the best programming and resources to our girls and volunteers. This past year, we supported the renewal of 16,075 girls and 9,560 adults (77% retention). Though our membership numbers continue to decline, which is a national trend, we are actively pursuing efforts to reach more girls. We are also focusing on reaching more girls in underserved areas, serving over 2,500 girls in cities such as Hartford, Waterbury, New Haven, New London, Bridgeport, and Stamford. And this past year, we provided over \$200,000 in financial assistance to girls throughout Connecticut who otherwise could not participate.

Our dedicated volunteers remain one of the strengths of our organization. We celebrated their contributions virtually this past year at our second annual Volunteer Development Conference and Recognition Ceremony. The celebration hosted over 150 volunteers, featured eight different training sessions, and over 20 awards were presented to 242 volunteers.

Girl Scouts of Connecticut continues to work with our volunteers and staff on our Long Range Property Plan. This year, we shared our vision to enhance and improve our properties to provide a better outdoor experience for our girls and raise the bar on the quality of the amenities available at our camp properties and service centers. The same with our programs. In the past year, we expanded our programming, ensuring that girls continue to participate virtually in the best girl leadership programming in the world.

Girl Scouts also introduced 24 new badge opportunities in the crucial areas of automotive engineering, STEM career exploration, entrepreneurship, and civics. And, we cannot forget our iconic Girl Scout Cookie Program. This past year, our local Girl Scouts earned almost \$2 million and used their proceeds to fund impactful take action projects and troop activities. Over 120,000 packages of Girl Scout Cookies were also sold for Cookies for Heroes, including 58,592 packages to our healthcare heroes. And, 41,328 packages of cookies were given to CT foodbanks. Eighty Girl Scouts earned their Gold Award last year, making a sustainable impact in the communities we live in, with projects ranging from taking care of our environment to bridging the STEM gap. In total, nearly 600 Girl Scouts in our state achieved the highest awards in Girl Scouting—Bronze, Silver, and Gold, making a real impact in our communities.

Since 1912, Girl Scouts has provided every girl the access to research-backed, time-tested programming. In today's world, we remain committed to meeting girls where they are, addressing their diverse interests and watching them thrive as they immerse themselves in our four core pillars: STEM, outdoors, entrepreneurship, and life skills.

As we reflect on all of Girl Scouts' successes this past year, we hope you are as inspired as we are to carry on our important Mission. On behalf of Girl Scouts of Connecticut, we thank all of our supporters – volunteers, families and donors-- throughout the state who help build girls of courage, confidence, and character, who make the world a better place.

Yours in Girl Scouting,

Diana Mahoney
CEO, Girl Scouts of Connecticut

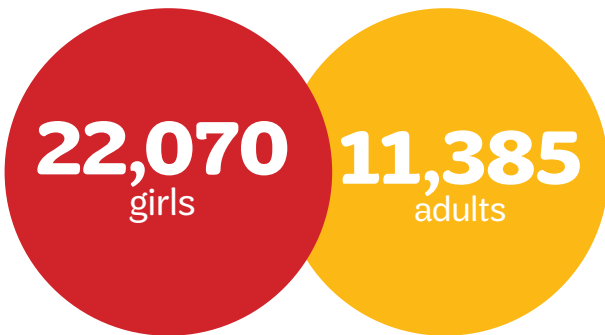
Nicole Sandford
Board Chair, Girl Scouts of Connecticut



Membership at a glance:

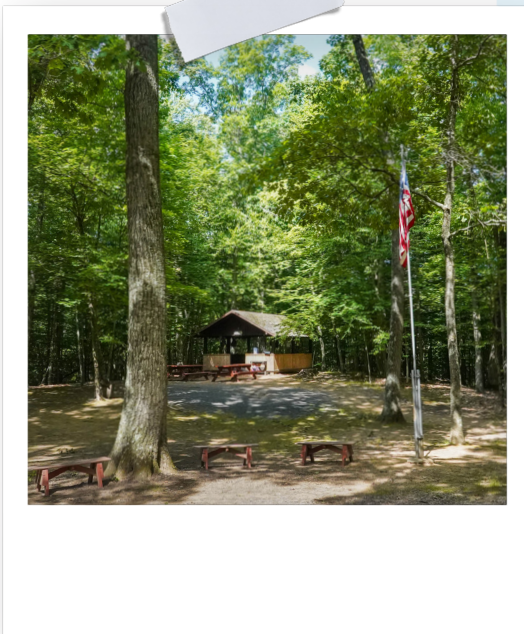
Girls are our future. And as a Girl Scout, every girl has access to the best leadership experience in a safe, girl-led environment designed just for her. Since the beginning, Girl Scouts of Connecticut has valued diversity and inclusiveness, giving every girl the opportunity to be a Girl Scout. Girl Scouting unlocks new adventures where girls can choose their own path. Girls immerse themselves in STEM, discover the outdoors, take action in their community, make new friends, and create memories to last a lifetime!

Girl and adult membership:

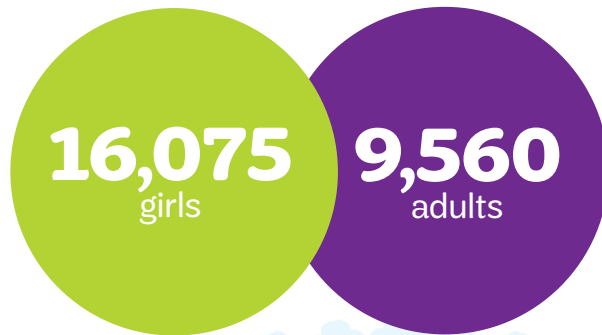


Council Properties:

- An-Se-Ox
- Aspetuck
- Candlewood
- Clatter Valley
- Laurel
- Merrie-Bee Cabin
- Merrie-Wood
- Rocky Craig
- Yankee Trails



Supported the renewal of



(77% retention)

Offices:

HARTFORD Service Center:

340 Washington Street
Hartford, CT

NORTH HAVEN Service Center:

20 Washington Ave.
North Haven, CT

WILTON Service Center:

529 Danbury Road
Wilton, CT

Girl Scouts unveiled

24 NEW Badges!

In the crucial areas of automotive engineering, STEM exploration, entrepreneurship, and civics!

7 robotics teams competed in state-wide FRIST LEGO League tournaments and 11 robotics teams participated in the first ever virtual Junior FIRST LEGO League Expo

Partnered with

7 colleges/universities,
6 science & nature centers/zoos/aquariums,
9 organizations, and 4 corporations



Girl Scouts of Connecticut began offering Coding workshops for Daisies through Seniors to support the new Coding for Good badges

During the COVID-19 pandemic, we were able to connect with girls from around the country, and presenters as far away as Africa, introducing girls to other cultures helping them examine differences and similarities in their own lives.



In conjunction with Sikorsky/Lockheed Martin, GSOFCCT ran a successful virtual Camp Sikorsky serving 60+ Girl Scouts, ages 11-18.

GSOFCCT didn't skip a beat transitioning from in-person to virtual!



OUTDOORS

Girl Scouts wouldn't be Girl Scouts without the *great outdoors!*

Over **80 staff** were trained and hired to work at our camps.



Girls made s'mores, sang songs, hiked along trails, gathered old friends and made new friends.

Girls experienced an **outdoor adventure, safely** - all while building skills and memories to last them a lifetime!



820 girls participated in **camp**

GSOFACT performed under an incredible amount of stress in 2020. Here are some highlights:



8 cases of sanitizing spray,
40 bottles of hand sanitizer,
10 cases of disinfectant cleaner

ZERO cases of COVID-19



1 tropical storm



820
TOTAL CAMPER
WEEKS

CAMPERSHIP:
\$48,163
Thanks to our donors!



80

Girl Scouts earned the Gold Award last year



190

Silver Awards



329

Bronze Awards



GOVERNANCE

Progress Toward Achieving 2020-2021 Board Objectives

Over the last two years, we have set specific annual Board objectives. This year our objectives were to increase Board Engagement for Financial Sustainability and to Build for the Future to support the current and future needs of girls.

Board Engagement for Financial Sustainability – The Resource Development Committee (RDC) engaged more deeply with Council fundraising efforts this year. The Legacy of Leadership (LOL) event was expanded to include several honorees which the board was instrumental in securing. A Board member is chairing the 2021 LOL and working closely with the Fund Development Team to ensure a successful virtual event. The BDC also engaged the full board in a donor stewardship initiative. During January and February, Board members made calls to individual donors to thank them for their support, answer questions, and reengage them in giving for 2021.

Build for the Future. The Board partnered with Council and a third party firm to create a 2021 Long Term Property Plan to help the Council deliver its mission through a sustainable and realistic property strategy to support the current and future needs of girls. Additionally, Diversity, Equity & Inclusion (DEI) Committee reaffirmed the Mission and Vision statements. The mission is to direct the efforts to improve the climate of Inclusivity and Diversity throughout GSOFCT. The Vision is that every member of GSOFCT will feel accepted for who they are, and valued for their talents, contributions and authentic selves. New subcommittees were established to facilitate the business of the committee: Education and Resources, Outreach and Assessment, DEI in Action, and Marketing.

Gold Award Girl Scouts were awarded 7 x \$1,000 scholarships and \$4000 in mini-grants thanks to a total of \$11,000 raised for GS Gold at the 2019 Hartford Marathon.

Molly Birdsall – Brookfield

Sabrina Capodicci – Southbury

Anjali Duenwald – Redding

Juliana Fabrizi – Westbrook

Carissa Horton – Vernon Rockville

Isabella Watson – Southbury

Kathryn Wilkinson – Shelton

Elks Scholarship – Michaela McCormick - West Hartford

2020 GOLD AWARD GIRL SCOUTS:

Raised awareness of rare illnesses by publishing online resources, producing health events, and partnering with top medical professionals.

Created a series of **sidewalk murals** that can be colored by students to relieve stress through art therapy.

Wrote and illustrated **a book about the big bang theory** to combat the low percentage of girls who pursue S.T.E.M.-related careers.

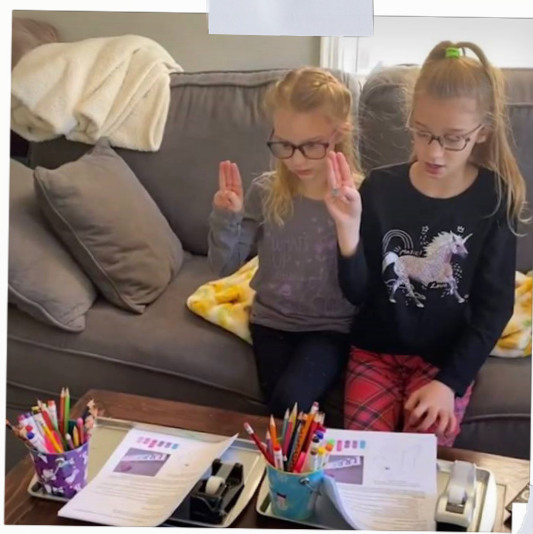
Created programs to address **unequal access to early childhood education** in underserved communities.

Promoted **mental health awareness** by filming a documentary with a panel of professionals to discuss insightful coping mechanisms and healthy habits.

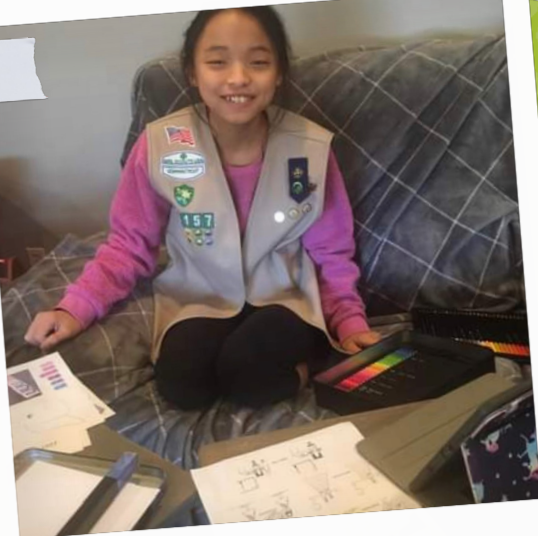
Hosted workshops for girls about the **importance of internet safety**, focusing on topics such as privacy settings, digital footprints, and password strength.



ENTREPRENEURSHIP



Eat.
Share.
Care.



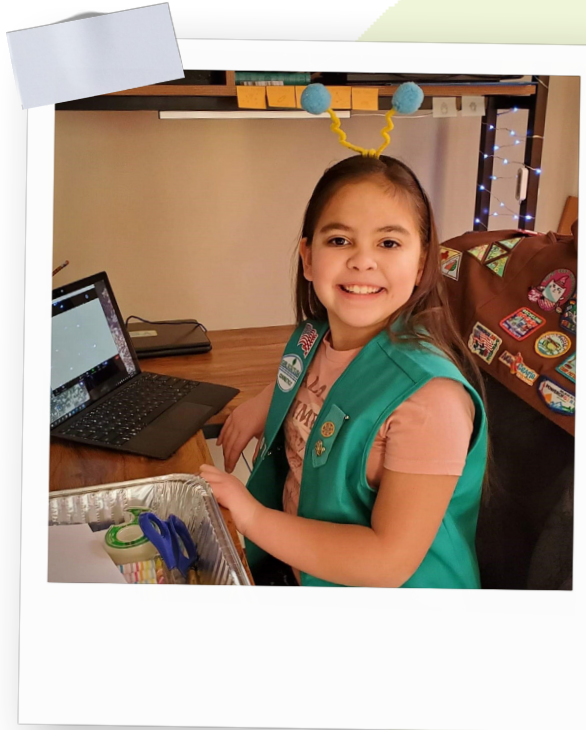
Cookies

2 million packages
of Girl Scout Cookies sold



41,328

Packages of cookies
given to CT foodbanks



Five skills:

1. Money management
2. Goal setting
3. People skills
4. Business ethics
5. Decision making



Girls across the state earned more than **\$1.9 million** which they used to give back to their communities through girls take action projects, community service projects, and more.



Over **120,000** Packages sold for *Cookies for Heroes*, including **58,592** packages sent to our healthcare heroes.



Through our Digital Cookie® platform, girls sold over **330,000** packages to online customers. This year, we saw a 64 percent increase of the total number of packages cookies sold through the Digital Cookie® platform.

INNOVATION

In March 2020, GSOFCT staff began working remotely. Critical technology advancements from our IT Department - such as business voice, videoconferencing, instant messaging, content sharing, and collaboration tools - ensured a smooth transition.

As a remote workforce, we've remained adaptable, connected, innovated, and dedicated to the Girl Scout Mission.



Keep her inspired and engaged GSOFCT @ Home



GSOFCT worked hard to expand virtual programming through the introduction of the "GSOFCT @ Home" Facebook group and activities on our website.

Calendar of events

All girls - even if you're not a Girl Scout yet - are invited to participate in many of these in person and virtual activities. Share this page with a friend and invite them to join you in the fun.

gsofct.org/activities



Private Facebook Group

Girl Scout members can stay connected and gain access to additional programming by joining our GSOFCT @ Home Facebook Group!
facebook.com/groups/GSOFCTatHome

SPECIAL EVENTS

Women Who Soar: Gail Baker, Vice President, Aftermarket Services, Collins Aerospace; Meryl Mallery, Vice President of Engineering, Ensign-Bickford Aerospace & Defense Company; and Joan Higginbotham, Director Human Exploration Primes, Collins Aerospace. These women were honored for going “above and beyond” in their careers and making significant contributions in aerospace.



2019 Breakfast Badge Award



The “**Girl Talk**” series and Legacy of Leadership events were canceled due to the COVID-19 pandemic and will return in 2021.

Financial Assistance
\$212,862
of financial assistance for camperships, membership, events, dues, books, and uniforms.

The second annual “**Volunteer Development Conference and Recognition Ceremony**”

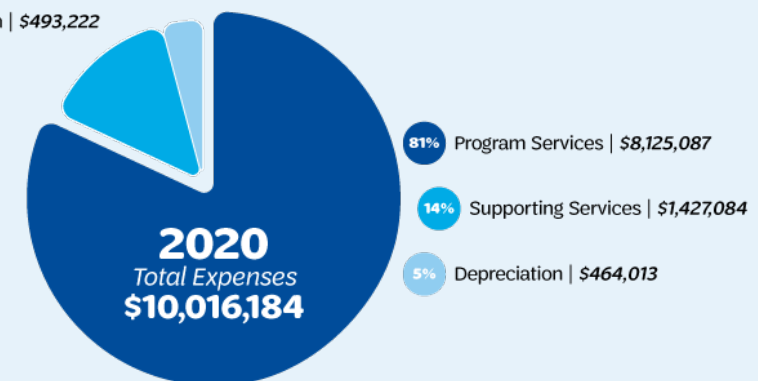
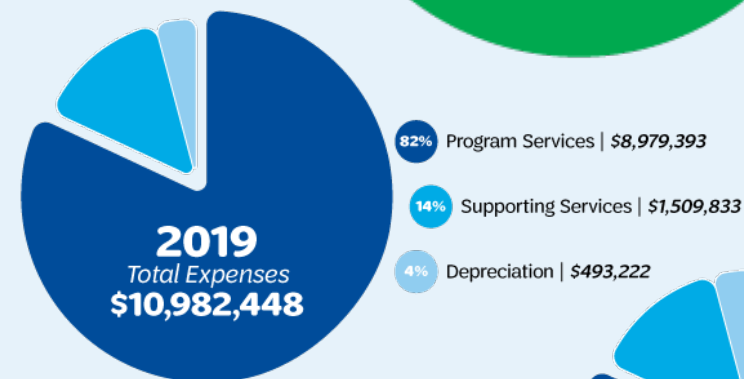
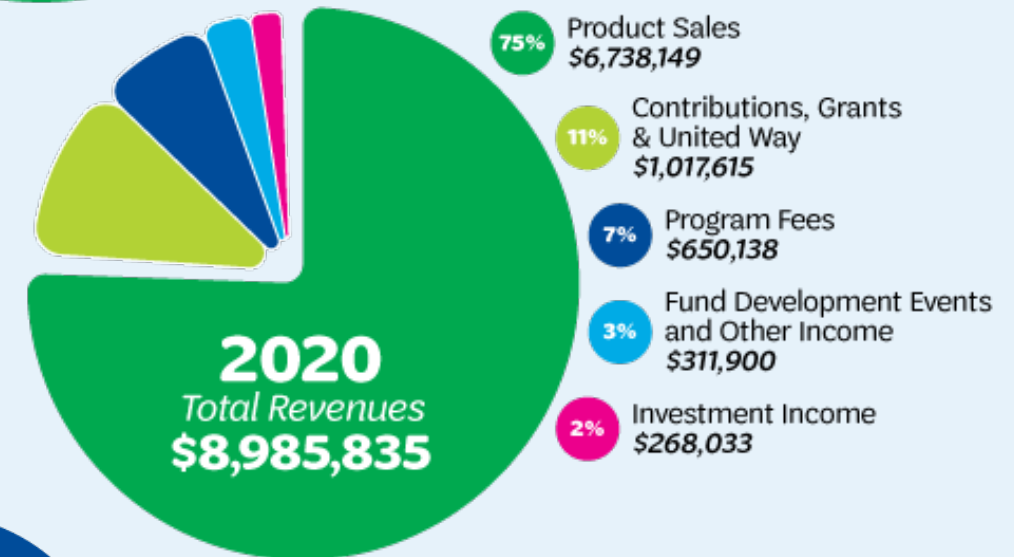
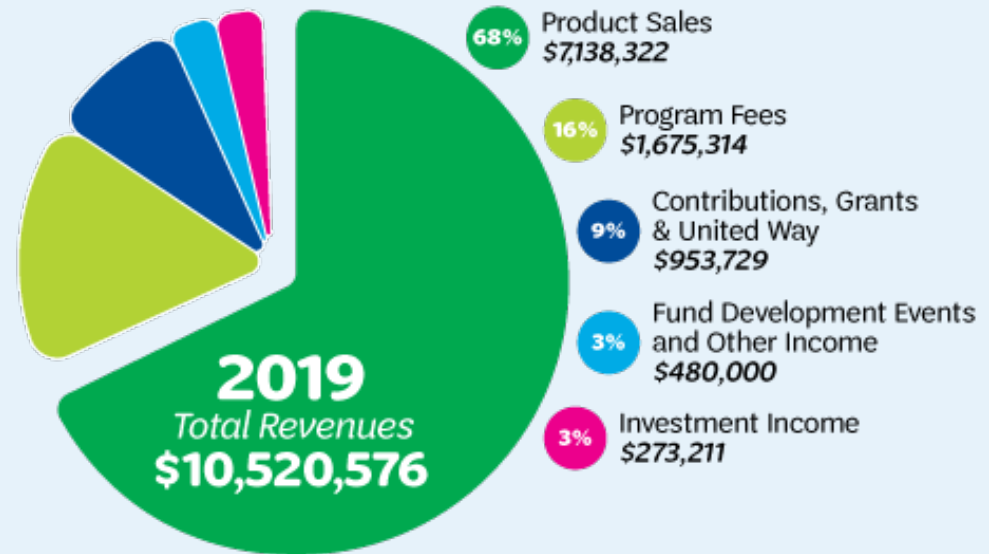
hosted 152 volunteers who attended

8 different training sessions led by GSOFCT staff, volunteers, and other friends of the organization. Sessions included Let’s Talk About Mental Health, Troop Travel Tips, Using the VTK, SWAPS, Songs & Traditions, and more. Over 20 awards were presented to 242 volunteers:

Council level recognitions given out were: Pride of the Trefoil, New Volunteer – Go-getter, New Volunteer – Innovator, New Volunteer – Risk Taker, New Volunteer – Leader, Values in Action, Outstanding Service Team Member, Outdoor Enthusiast, Daisy’s Dream – Outstanding Troop (3 Troops!), Council Staff Appreciation, Spirit of the Dragonfly, Family Engagement, and the first Charter Oak Award (3 Service Units!)

GSUSA level Recognitions awarded were Volunteer of Excellence, Appreciation, and Honor Pin.

Financial Highlights



Donors

We extend our deepest appreciation and gratitude to each and every donor to Girl Scouts of Connecticut. Your generous contributions have enabled us to provide life-changing programs to approximately 22,000 girls across the state of Connecticut. The gifts recognized below were received between **October 1, 2019 and September 30, 2020** and represent gifts to our Annual Fund, given directly or through donations at Special Events.

Note: Every effort has been made to accurately acknowledge all gifts. We sincerely apologize for any inaccuracies or omissions. Please contact the Fund Development Department at donate@gsofct.org or (800) 922-2770 to bring any errors to our attention.

◆ INSTITUTIONAL GIVING ◆

\$100,000+

The Peter and Carmen Lucia Buck Foundation, Inc.

\$50,000+

Hartford Foundation for Public Giving

\$25,000+

Fairfield County's Community Foundation

\$10,000+

Collins Aerospace
Eversource Energy
Lockheed Martin Corporation
SBM Charitable Foundation, Inc.
United Way of Greater Waterbury
Webster Bank

\$5,000+

Aetna, Inc.
Capital City Education Alliance
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The Fund for Greater Hartford
R. S. Gernon Trust, Bank of America, N.A., Trustee
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Maximilian E. & Marion O. Hoffman Foundation, Inc.
Horizon Foundation, Inc.
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Charles Nelson Robinson Fund, Bank of America, N.A., Trustee
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Petit Family Foundation
Natale and Norma Sestero Fund at the Hartford Foundation for Public Giving
TD Charitable Foundation
United Way of Northwest Connecticut

\$1,000+

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Windham Area Women & Girls Fund at the Community Foundation of Eastern Connecticut
Women & Girls' Fund at the Main Street Community Foundation
Yale New Haven Health

Donors *continued*

\$250+

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Amica Companies Foundation
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B.P.O. Elks Lodge Wethersfield-Rocky Hill #2308
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Durham Manufacturing Company
Freed Marcroft LLC
Friends of Fairfield Public Library
Go Green Express Home Services, LLC
GSOFT Troop 60003
GSOFT Troops of North Stratfield Elementary School
GSOFT Weston Service Unit
Kiwanis Club of New London
KPMG, LLP
Milone & MacBroom, Inc.
National Enterprise Solutions, LLC
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Northeast Area Women & Girls Fund at the Community Foundation of Eastern Connecticut
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Stop & Shop Companies, LLC - New England Division
United Personnel
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\$100+

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Teachers Insurance and Annuity Association of

America
USA Hauling & Recycling, Inc.
WCGCS Federated Church of Christ
Westport Country Playhouse

◆ INDIVIDUAL GIVING ◆

\$50,000+

Sergio Francescon
Lindy Gold

\$10,000+

Anonymous
The Estate of Lily, Sarah and Grace Badger
Virginia and Joel Giuffrè
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Estate of Robert C. Marshall
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 Frances T. Woody

\$250+

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Dianne Belk and Lawrence Calder Girl Scout Movement-wide Challenge
Planned Gift
Sharon Bellinger
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Margaret Kaplan
Barbara and William Lawrence
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Liz McGovern and Judy Eckert
Deborah Midford
Jennifer Moore
Libby Richardson
Janet Ridenour and Kimberly Johnson
Nicole Sandford
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Mary Tesla
Carol and Lee West
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*Special
thanks to all of
our generous
in-kind donors for their
support in helping girls
in Connecticut prepare
for a lifetime of
leadership.*

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October 2019-April 2020

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Marie Kulesza
Jade Melvin
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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.*



La Promesa de Girl Scouts

Por mi honor, yo trataré:

*De servir a Dios y a mi patria,
ayudar a las personas en todo momento,
y vivir conforme a la Ley de Girl Scouts.*

La Ley de Girl Scouts

Yo me esforzaré por:

*Ser honrada y justa
cordial y servicial,
considerada y compasiva,
valiente y fuerte, y
responsable de lo que digo y hago,*

y por

*respetarme a mí misma y a los demás
respetar la autoridad
usar los recursos de manera prudente,
hacer del mundo un lugar mejor, y
ser hermana de cada una de las Girl Scouts.*