#GirlScout
#Strong

2019-2020 Annual Report
Throughout the past year, Girl Scouts of Connecticut (GSOFCT) 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, GSOFCT 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.

In response to the current challenges and impact of a global pandemic, GSOFCT 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

Dear Members and Friends,

Though our membership numbers continue to decline, which is a national trend. Though our membership numbers continue to decline, which is a national trend.
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

Supported the renewal of
16,075 girls
9,560 adults
(77% retention)

Girl and adult membership:
22,070 girls
11,385 adults

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

Office locations:

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

STEM

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, GSOFCT ran a successful virtual Camp Sikorsky serving 60+ Girl Scouts, ages 11-18.

GSOFCT didn’t skip a beat transitioning from in-person to virtual!
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!

GSOFCT 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 girls** participated in camp

**TOTAL CAMPER WEEKS**

**CAMPERSHIP:**

**$48,163**

Thanks to our donors!
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 Capodici – 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.
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.
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.

Innovation

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.

**Financial Highlights**

- **2019 Total Revenues**: $10,520,576
  - Product Sales: $7,138,322
  - Program Fees: $1,675,314
  - Contributions, Grants & United Way: $953,729
  - Fund Development Events and Other Income: $480,000
  - Investment Income: $273,211

- **2020 Total Revenues**: $8,985,835
  - Product Sales: $6,738,149
  - Contributions, Grants & United Way: $7,017,615
  - Program Fees: $650,138
  - Fund Development Events and Other Income: $311,900
  - Investment Income: $268,033

The second annual “Volunteer Development Conference and Recognition Ceremony” hosted 152 volunteers who attended 8 different training sessions led by GSOFCFT 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.
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@gsocft.org or (800) 922-2770 to bring any errors to our attention.

INSTITUTIONAL GIVING

$100,000+
- The Peter and Carmen Lucia Buck Foundation, Inc.
- 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
- Elizabeth Carse Foundation, Bank of America, N.A., Trustee
- The Fund for Greater Hartford
- R. S. Germon Trust, Bank of America, N.A., Trustee
- Bruce N. Griffing Trust
- Maximillian E. & Marion O. Hoffman Foundation, Inc.
- Horizon Foundation, Inc.
- The Ellen Knowles Harcourt Foundation
- Charles Nelson Robinson Fund, Bank of America, N.A., Trustee
- People’s United Community Foundation
- Petit Family Foundation
- Natalie and Norma Sestero Fund at the Hartford Foundation for Public Giving
- TD Charitable Foundation
- United Way of Northwest Connecticut

$1,000+
- Accenture LLP
- Albertus Magnus College
- American Savings Foundation
- Barnes Group Foundation, Inc.
- Branson Ultrasonics Corporation
- The Bridgeport Rotary Club Foundation, Inc.
- Broadview Community Church
- Chelsea Groton Foundation, Inc.
- City Missionary Association of New Haven Inc.
- The Community Foundation for Greater New Haven

Community Foundation of Greater New Britain
Community Foundation of Middlesex County
Connecticut Community Foundation
Dime Bank Foundation, Inc.
Eastern Connecticut State University
Enbridge
George H. C. Ensworth Memorial Fund, Bank of America, N.A., Trustee
Farmington Bank Community Foundation
Girl Scouts of the USA
GSOCFT Troop 32041
Harvard Pilgrim HealthCare
IWF Connecticut
Ion Bank Foundation
Iroquois Point Operating Company
The Last Green Valley, Inc.
The Estate of Marie A. Levan
Frank Loomis Palmer Fund, Bank of America, N.A., Trustee
Katharine Matthis Foundation, Bank of America, N.A., Trustee
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Middlesex United Way
Middlesex United Way Women’s Initiative
Mintz + Hoke
Lily Palmer Fry Memorial Trust, Bank of America, N.A., Co-Trustee
People’s United Bank
People’s United Insurance Agency
Price Chopper’s Gobul Foundation
Quinnipiac University
Robinson+Cole, LLP
Rotary Club of Hamden
Rotary Club of Torrington and Winsted Areas
SCG & UI, Part of the AWANGRID Family
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Joseph S. Stackpole Charitable Trust, Bank of America, N.A., Trustee
TD Bank
Thomaston Savings Bank Foundation, Inc.
Town of Oxford
United Way of Milford
Valley Community COVID-19 Response and Recovery Fund
Valley United Way
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

$250+
- Amazon Smile Foundation
- Annica Companies Foundation
- Aquarion Water Company
- B.P.O. Elks Lodge Wethersfield-Rocky Hill #2308
- Bluvium Capital Partners, LLC
- Cigna Corporation
- Connecticut Attorneys Title Insurance Company
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- Durham Manufacturing Company
- Freed Marcroft LLC
- Friends of Fairfield Public Library
- Go Green Express Home Services, LLC
- GSOCFT Troop 60003
- GSOCFT Troops of North Stratfield Elementary School
- GSOCFT Weston Service Unit
- Kiwanis Club of New London
- KPMG, LLP
- Milone & Mackroom, Inc.
- National Enterprise Solutions, LLC
- Naugatuck Rotary Foundation
- Northeast Area Women & Girls Fund at the Community Foundation of Eastern Connecticut
- Organizational Performance Group
- Rotary Club of the Stoningtons
- Seymour CT Lions Inc.
- Stop & Shop Companies, LLC - New England Division
- United Personnel
- Wapping Fair

$100+
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- Button Mill Pond Association
- Legg Mason
- Meriano’s Bakery and Cannoli Truck
- O & G Industries, Inc.
- Teachers Insurance and Annuity Association of America
- USA Hauling & Recycling, Inc.
- WCGCS Federated Church of Christ
- Westport Country Playhouse

$10,000+
- Anonymous
- The Estate of Lily, Sarah and Grace Badger
- Virginia and Joel Guiffre
- Joseph Trust Fund
- Estate of Robert C. Marshall
- Eleanor H. Smith and Donald R. Smith Charitable Fund
- Thomas & Carolyn Witt Foundation

$5,000+
- Mary and Kirk Barney
- David and Eunice Bigelow Foundation
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- Liz McGovern and Judy Eckert
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Donors continued

$50,000+
- Sergio Francescon
- Lindy Gold

$100,000+
- Anonymous
- The Estate of Lily, Sarah and Grace Badger
- Virginia and Joel Guiffre
- Joseph Trust Fund
- Estate of Robert C. Marshall
- Eleanor H. Smith and Donald R. Smith Charitable Fund
- Thomas & Carolyn Witt Foundation
Special thanks to all of our generous in-kind donors for their support in helping girls in Connecticut prepare for a lifetime of leadership.

Members of the Juliette Gordon Low Society

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Jeanne and Antonio Ambrosio
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October 2019-April 2020

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May 2019-September 2020

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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 mi 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.