

Girl Scout Strong!

Annual Report
2020



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Chief Investment Officer
San Diego City Employees'
Retirement System

Rita Datko

Vice Chair
Chief Financial Officer/
Vice President
Sharp Health Plan

Woody Ledford

Treasurer
Principal/CPA
Ledford Accounting

Claudia Silva (J.D.)

Secretary
Director of Ethics and
Compliance
County of San Diego

Liza and Carol



Directors-at-Large

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Wealth Advisor
Wells Fargo Private Banking

Natasha Bowman

Vice President
Human Resources
Arcturus Therapeutics

Marsha Chandler, Ph.D.

Strategic Planning
Consultant
Community Volunteer

Rashmi Char

Vice President, Engineering
Qualcomm

Suzanne Frontz

President
Metz & Associates

Divya Kakaiya, Ph.D. M.S.

Clinical Psychologist
Neuroscientist
Founder of Healthy Within

Roxana Kennedy

Chief of Police
City of Chula Vista

Janice Kurth, M.D., Ph.D.

Scientist
Community Volunteer

Angie Lasagna

Community Volunteer
Philanthropist

Monica Piepenkoter

Senior Vice President
Private Wealth Advisor
Merrill Lynch

Peggy Price

Managed Care Manager
Clinicas de Salud del
Pueblo, Inc. (Innercare)

Emily Rex

Principal/CEO
Departure

Rahil Swigart (J.D.)

Attorney
Higgs Fletcher & Mack

Carmen Vann

Regional Project Executive
BNBuilders

Dawn Welch

Director
Technical Strategic Services
SDG&E

Cathy Young

Community Volunteer
Philanthropist

Strength. Perseverance. Innovation. Grit. Gratitude.

Girl Scouts found innovative ways to stay connected, relieve stress and anxiety, and serve our community during a year of doubt, uncertainty, isolation, and fear.

Within our all-girl, girl-led environment—and supported by dedicated and trained volunteers—Girl Scouts learned to overcome their fears, developed their resilience, expanded their compassion, and rallied to help their neighbors. During 2020, Girl Scouts:

- Reduced anxiety and loneliness by supporting each other during meetings, ceremonies, and celebrations on virtual platforms.
- Sewed thousands of masks for essential workers, healthcare workers, and those in need in their quest to make the world a better place through service.
- Reached out to senior citizens who were facing devastating isolation.
- Participated in DEI Diversity, Equity, Inclusion conversations.
- Discovered the magic of the outdoors from the safety of their own backyards.
- Explored democracy by getting out the vote and by learning about the historical struggles of the 19th Amendment to the United States Constitution while also celebrating its centennial.

This organization remains the #BestPlace4Girls, providing them with top-notch leadership experiences in STEM, life skills, entrepreneurship, and outdoors.

Before the onset of COVID-19, more than 45 percent of Girl Scouts in our community lived in households that struggled with economic security. Now, due to financial struggles brought on by the pandemic, that number is rising. With the much-needed help of our generous supporters, we will aspire to serve all girls regardless of her family's financial condition.

The Girl Scout Promise and Law continues to guide us. Yet, what is most important is that we are getting through these challenging times because we have each other. We are Girl Scout strong.

On behalf of our 32,000 girl and adult members, board of directors, and staff, thank you for what you do to empower tomorrow's leaders.



Liza Crisafi
Board Chair



Carol M Dedrich
Chief Executive Officer

MEMBERSHIP AND RESOURCES

With camps Winacka and Whispering Oaks closed, our property team completed a wide array of projects, including installing a new, 25,000-gallon water tank, finalizing a forest management plan and completing its first stages, and rehabilitating the spillway of Upper Lake. We look forward to welcoming back campers to our beautiful properties in 2021!

1 office

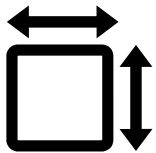
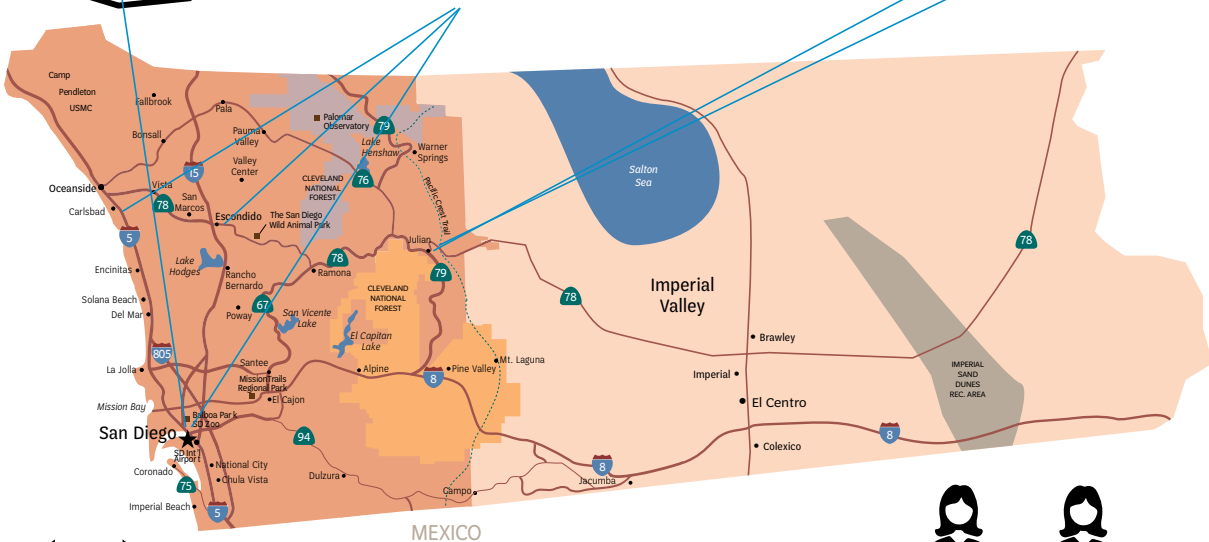


3

program centers and retail shops



2 camps



9,008 square miles

95 full-time employees



31,459 members



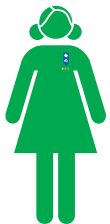
Girl Scouts are strong...and resilient, innovative, and committed to making the world a better place. Girl Scouts San Diego is simply the #BestPlace4Girls...and the adults who mentor them. Girls discover who they are, connect with people in their communities, and take action to address community needs. Dedicated parents, college students, and community members volunteer to guide girls on their exciting leadership journeys.



20,537
girl
members



10,922
adult
members



3,336
Outreach
Program
participants

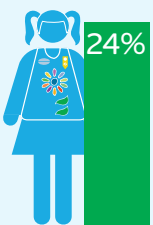


1,822
volunteer-led troops



Rohini and her troop delivered congratulations cards to students in their neighborhood who were promoted or graduating.

Girls by grade level



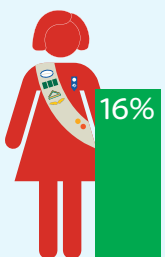
Daisy
(grades K-1)



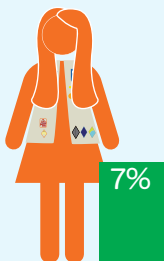
Brownie
(grades 2-3)



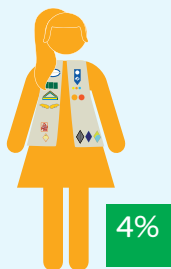
Junior
(grades 4-5)



Cadette
(grades 6-8)

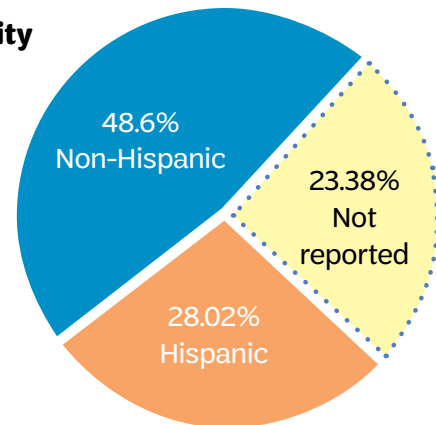


Senior
(grades 9-10)

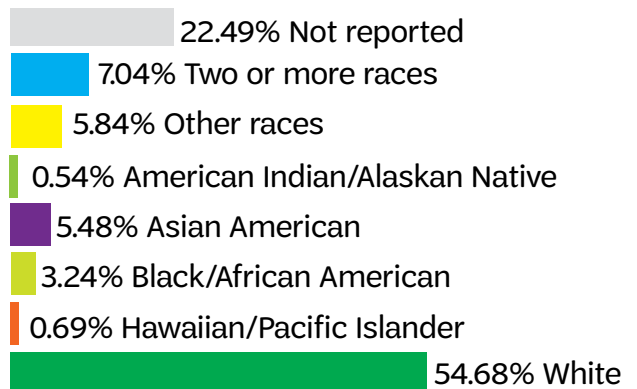


Ambassador
(grades 11-12)

Ethnicity



Race



Girl Scouts sprang into action in response to strict health and safety guidelines. Although girls were bound by virtual learning, social distancing, and stay-at-home orders, they quickly rallied to aid their communities by sewing masks for essential workers, running food drives, writing cards to seniors sequestered in nursing homes, and staying connected to provide encouragement and friendship to each other.

As they participated in program activities and earned badges that focused on topics like civic engagement, global citizenship, and cyber security, girls explored new interests and learn how their voices can change the world.

When the pandemic hit, camp sessions, sleepovers, a Disneyland trip, and other experiential rewards for our cookie entrepreneurs were cancelled or postponed. Those Girl Scouts turned disappointment into opportunity! Instead of banking their rewards, 328 girls chose philanthropy to become our first **Entrepreneurs with Empathy**.



51,402

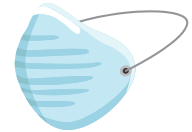
pounds of food collected for the San Diego Food Bank

Our generous entrepreneurs donated:



150

physical exams for shelter pets



55,000

N95 masks to frontline workers



91,000

meals for the hungry

\$1,500

to the Girl Scout Opportunity Fund

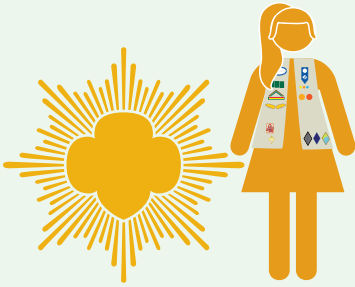




Through our 12 new Democracy badges, girls learn to advocate for themselves and their communities and work for equity and social justice in the world. Lauren painted this mural and earned her Girl Scout Gold Award for her Voter Awareness and the Importance of Voting and Voter Registration project.

REACHING THEIR POTENTIAL

Bronze. Silver. Gold. These awards represent the highest honors Junior through Ambassador Girl Scouts can earn. Award candidates grow in confidence as they design and execute projects that make a difference in their communities.

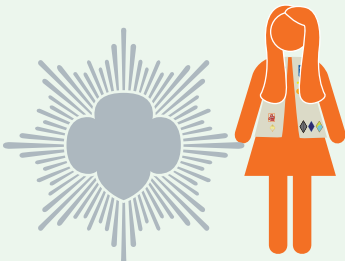


66

Gold Award
Girl Scouts

Our highest achievement, the Girl Scout Gold Award, is a key that opens doors to scholarships, preferred admission tracks for college, and outstanding career and military opportunities. It is earned by just five percent of all Girl Scouts.

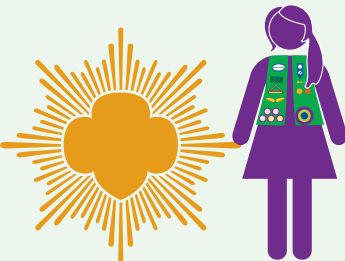
Working toward the Gold Award empowers young women to demonstrate high-level leadership abilities. These changemakers create sustainable projects to tackle local and global issues that are important to them. To see how the 2020 Gold Award Girl Scouts invested 23,260 hours in their projects, visit sdgirlscouts.org/goldaward.



324

Silver Award
Girl Scouts

We celebrated the Gold and Silver Award Girl Scouts' achievements during virtual celebrations that you can view on our YouTube channel (@sdgirlscouts).



230

Bronze Award
Girl Scouts



2020 Gold Award Girl Scouts



Alyssa
Agarwal



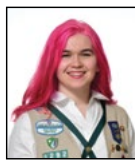
Olivia
Anderson



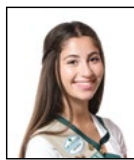
Bryn
Brentnall



Emma
Caringella



Isabella
Catanzaro



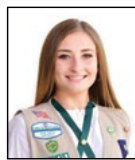
Jessica
Chammas



Adhiti
Chandramohan



Laura
Christensen



Alyssa
Ciemiewicz



Cadence
Dobias



Caytre
Ede



Siena
Fischel



Veronica
Edwards



Belle
Flanagan



Katelyn
Gaglio



Cece
Gant



Maya
Glover-Castro



Jordan
Grasley



Ashley
Hanson



Isabel
Heaton



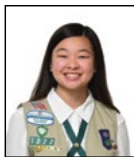
Brianna
Heinken



Rachel
Henrikson



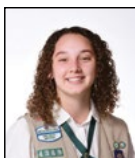
Paige
Hill



Julianne
Hom



Cadence
Hsu



Jade Marie
Ingham



Rosanna
Javier



Serena
Jones



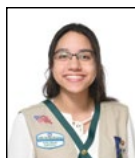
Jeyan
Kirtay



Jamison
Ma



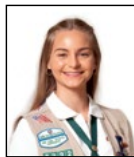
Cammy
MacKinnon



Riya
Madan



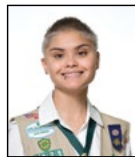
Mikayla
Mann



Mia
Marino



Ashley
Matter



Makayla
Mayor



Molly
McCullough



Summer
McGuckin



Sophia
Morrison



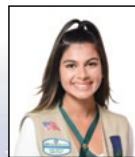
Allison
Mulvehill



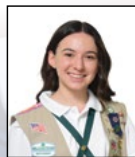
Madalyn
Nguyen



Alyssa
Olszewski



Samaya
Patel



Lucia
Perez Valles



Hailey
Pryor



Lily
Roughneen



Faith
Ruiz



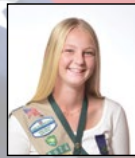
Paige
Scarbrough



Shriya
Selvakumar



Annalisa
Simonetti



Victoria
Smitham



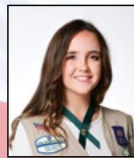
Anika
Sood



Erica
Strohm



Emma
Taila



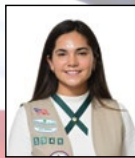
Eden
Tillotson



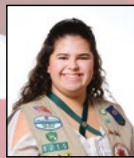
Courtney
Titus



Reshini
Umesh



Anna
Valades



Crystalinda
White



Arden
Woltman

Not pictured: Helen Buchanan, Angelina Courtney, Sydney Huy, and Valerie Witham

BRINGING GIRLS TO STEM

Women hold less than 28 percent of science, technology, engineering, and math (STEM) jobs in the United States, even though they make up nearly half of the U.S. workforce. Girl Scouts is changing that!

When girls participate in Girl Scout STEM programs, they benefit in four important ways:

- STEM interest—Girls are excited about STEM subjects and want to learn more about them.
- STEM confidence—Girls have confidence in their STEM skills and abilities.
- STEM competence—Girls think scientifically to solve problems.
- STEM value—Girls learn the importance and relevance of STEM to people and society.



6,817
girls in
STEM experiences



59
community
partners



4,060
girls connected with adult
role models in STEM fields



5,646
girls earned STEM
badges and Journeys

plus **24** new badges (Automotive, STEM Career Exploration, Democracy, Business)

Our thanks to Champion STEM Supporter
SDG&E
and STEM Partners
Cox Communications, Nordson Corporation,
Qualcomm, Southwest Airlines, and
Swinerton Renewable Energy
for providing Girl Scouts with hands-on
STEM experiences in 2020!

Girl Scout badges—from Digital Arts, Robotics, and Mechanical Engineering to Computer Science and Cyber Security—form the basis of activities that help girls build a strong foundation for lifelong success.





Creating an interactive sensory garden for seniors quarantined in an assisted living facility became Troop 2043's Silver Award project.

G
S
C
2

THINKING OUTSIDE THE BOX

Fortunately, we wrapped up our 2020 cookie program just before COVID-19 safety restrictions took effect. Our girls enjoyed all the life-changing experiences and adventures of this popular program while practicing leadership, the Girl Scout way.

Girls in other areas of the country were not as fortunate, as their cookie programs were just beginning. We rallied with our cookie customers to help many struggling councils by purchasing cookies for their frontline workers and first responders.

Our cookie entrepreneurs work as teams to accomplish common goals, solve problems, and build the confidence they need to shine as girls and future leaders.

The cookie program builds 5 skills:

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

Girl Scout Cookie earnings improve our community! Troops used their 2020 cookie money to donate food to the hungry, purchase materials to make masks for essential workers, assemble items to fill care packages for healthcare workers, and provide blankets and food for shelter animals.



2.95M
packages sold

\$1,567
average
troop proceeds

13,412
cookie
entrepreneurs



192,319
packages of cookies donated to
U.S. service members via
Operation Thin MintSM





four

GIRL SCOUTS USA
SAN DIEGO

6517



INNOVATIVE PROGRAMING FOR ALL

Celebrating 40 years of fostering confidence in low-resource communities.

Since 1980, more than 100,000 local girls have benefited from the Girl Scout Outreach program and its professionally-trained, bilingual staff. In an average year, the staff delivers the unmatched power of Girl Scouting to nearly 80 schools in underserved neighborhoods. When San Diego went into lockdown, the staff pivoted to virtual sessions that kept girls connected and learning.

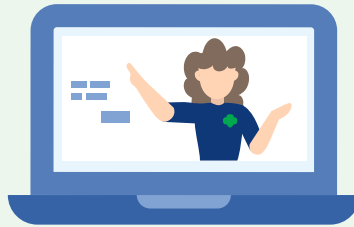


3,178

girls served in person
at

49

schools (pre-COVID)



158

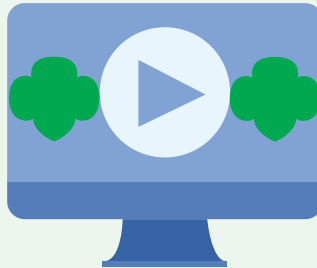
girls served virtually
from

28

schools

“On the days my daughter is with me, we do your Girl Scout Outreach program. It helps us connect better...so thank you very much!”

— Outreach dad



50

virtual programs,
including life skills, health
and wellness, STEM, arts,
financial literacy, and
humanities

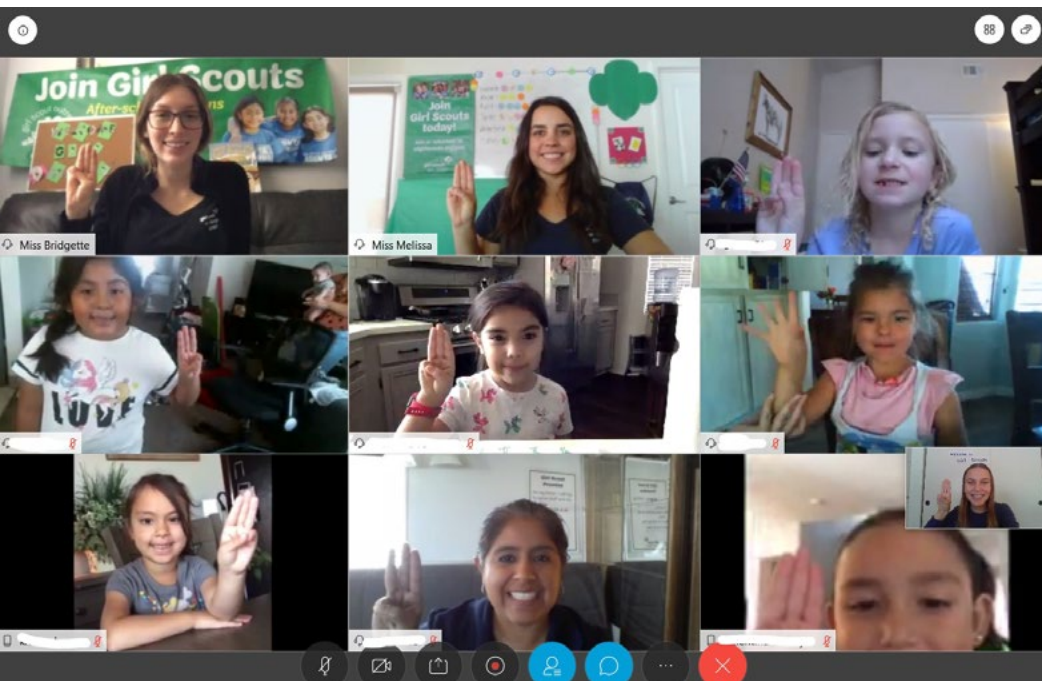
“My daughter was very sad, lonely, and depressed during quarantine. But as soon as she saw the Outreach leaders on her screen, she just came to life! Thank you, thank you!”

— Outreach mom



“ ¡El programa de campamento fue una experiencia positiva para mi hija! Ella se divirtió y la semana se pasó tan rápido que ella deseaba que fuera más días! El campamento también proporcionó muchos objetivos de aprendizaje excelentes. ”

— Outreach parent



"This was my first time working with children virtually so it was definitely a unique experience. Girl Scout Outreach really keeps girls engaged by offering innovative, fun programs."

—Maya, SDSU student/
Outreach volunteer



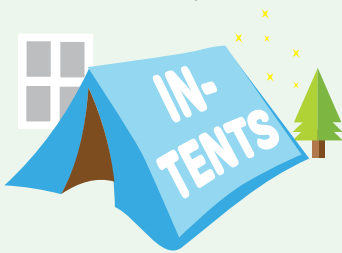
BRINGING THE OUTDOORS ONLINE

The outdoors remains a cornerstone of the Girl Scout leadership experience. In response to COVID-19 safety protocols, we swiftly transitioned traditional camp experiences to exciting new virtual settings, bringing the magic of camp to thousands of homebound Girl Scouts.

We hosted two In-Tents Campouts. Campers enjoyed an evening-at-home pillow fort or tent experience via Facebook Live, complete with s'mores challenges, camp songs, and interactive activities.

Camp mascots Rusty, Chewy, Buttercup, and Skamper led the way to our sold-out Camp Reimagined, where girls connected virtually to make friends, create art and science projects, and earn program level badges.

For Girl Scouts Love State Parks Day, 1,600 local Girl Scouts traveled on a virtual field trip to Anza Borrego Desert State Park, San Elijo State Beach, and numerous other parks across the country.



5,000+

girls attended virtual In-Tents Campouts



1,206

girls attended Camp Reimagined and 47.8% attended multiple sessions



515

girls earned Girl Scouts Love State Parks patches



44

girls backpacked through wilderness hiking program (pre-COVID)



5,129

girls went to a Girl Scout Camping Weekend (pre-COVID)



1,958

girls challenged themselves on ropes courses and target sport ranges (pre-COVID)



“I have not seen my daughter so happy since she was last at school in March. Camp Reimagined was definitely a confidence builder and so good for her loneliness. She connected really well to the other girls, as well as the counselors.”

—Girl Scout mom



ADAPTING AND PIVOTING

Girl Scout volunteers are the best! They prepare girls to create a more just and compassionate world, and they recognize the importance of keeping girls connected. During the pandemic, volunteers worked diligently to fight the loneliness and anxiety brought on by distance learning and isolation.

To combat these challenges, Girl Scout troop leaders quickly adapted their plans and:

- Moved troop meetings to virtual platforms
- Organized virtual activities, including scavenger hunts and book clubs
- Dropped off activity kits through contactless delivery
- Celebrated milestones through socially distanced car parades and parking lot parties

In true Girl Scout fashion, we maintained our traditions while finding new ways to celebrate and honor the important work our girls and volunteers do to make the world a better place. Volunteer committees and staff worked quickly to transform signature programs, conferences, and celebrations into virtual events that informed and entertained our guests.



4,983

troop leaders guided girls through the Girl Scout Leadership Experience



87

volunteers were honored at Volunteer Celebration



614

volunteers attended Outdoor Skills Weekend and Volunteer Conference



20

Delegates represented us at GSUSA's National Council Session



The 2020 election was the 100th anniversary of women's right to vote, and a record year for voter turnout, with unprecedented numbers of women, and GS alums, elected to serve in the 117th Congress.



122

(vs. 116)

female representatives and delegates (**55%** are Girl Scout alum)



17

(vs. 11)

female senators (**71%** are Girl Scout alum)



52

Congressional women of color (**46%** are Girl Scout alum)

Girl Scouts San Diego Financials

For the 12 months ending Sept. 30, 2020



Financial Position

Assets

Current Assets	\$ 10,282,855
Investments	13,956,410
Property and Equipment, (Net)	10,358,317
Total Assets	\$ 34,597,582

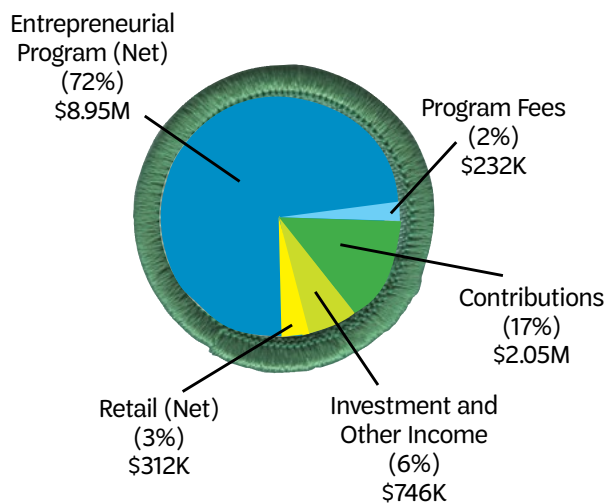
Liabilities and Net Assets

Current Liabilities	\$ 1,165,625
Long-Term Liabilities	1,268,475
Net Assets	
Without Donor Restrictions	31,331,073
With Donor Restrictions	832,409
Total Liabilities and Net Assets	\$ 34,597,582

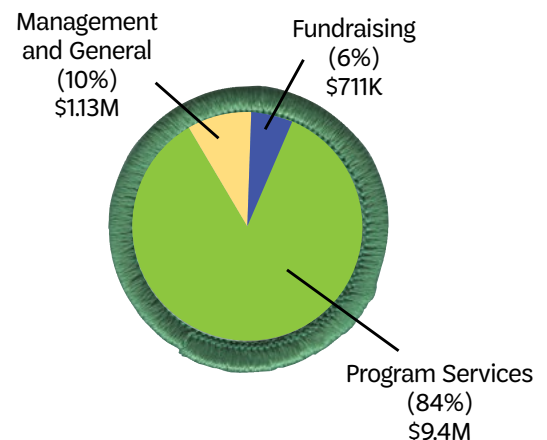
Revenue and Expense Summary

Revenue, Public Support, and Investment Income	\$ 12,325,457
Functional Expenses	11,279,436
Non Operating Expenses	333,453
Total Expenses	11,612,889
Net Income	\$ 712,568

Revenue, Public Support, and Investments



Functional Expenses



Audited financial statements are available upon request.



Juliette Gordon Low Society (as of Sept. 2020)

Juliette Gordon Low Society members—you shine so bright! Your commitment to girls is demonstrated by naming Girl Scouts San Diego in your will, trust, IRA or through other life-income gifts. You ensure future generations of girls can experience the unique leadership opportunities available only through Girl Scouts. We are so appreciative of you!

Melyn Acasio
Meredith and Robert Alcock
Barbara L. Alderson
Erik and Eva Andersen
 Girl Scout Movement-wide
 Challenge Planned Gift
Sandra Banfield
Jeni and Elias Barajas
Virginia L. "Ginny" Barton*
Dianne Belk and Lawrence Calder
 Girl Scout Movement-wide
 Challenge Planned Gift
Marla B. Black
Helen Bloomfield
Marie and Lee Boozel
Merle* and Mitchell Brodie
Regina and Shea Buckley
Christopher Carstens
Sandra and Harry Carter
Sheila Cavanaugh
Elizabeth Crisafi
Debra L. Cushman-Parrish
Nina de Burgh
The DeBello Family
Carol Dedrich* and Alex Nurse
Solveig and Dan Deuprey
Barbara J. Dickey*
Kathy Drucquer Duff and
 George Duff
Robin and Kimberly Evans
Anne and David Fege
Arline M. Fisch
Michelle P. Fischer
Kimberly Fowler
Zita B. Gardner
Dr. Danell Scarborough Gavares
Tange Tipton Gavin
Lourdes Gonzalez*

Barbara and David Groce
Grace Halvorson
Marni and William P. Hayman
Jim and Cheryl Hernandez
Lucy and Tom Jackson
Jo Dee and Glenn Jacob
Rebecca James
Susan Jeannette
Divya Kakaiya
Gerry L. Keshka
Kim and Evan Kleber
Terry and George Klein
Barbara J. Kramer*
Drs. Janice and Matt Kurth
Stephanie and Paul Kwiatkowski
Sarah K. Lamade
Janet DeGruttola Lancaster
Makenna Lang*
Pam and Brent Levin
Karen Linehan
Lani and Josh Longacre
Pamela Lynd
Patricia Macdonald*
Megan Murray MacPherson
Susan and John Major
Stacy Maxa*
Elinore Y. and Ralph V. Mazza*
The Honorable M. Margaret
 McKeown
Cindy and Bob* Moore
Melinda Mulkey
Michelle Mullen*
Mimi and Mike Murray
Sara and Anthony Napoli
Kristen and Bryan Newman
Barbara J. Norman, ChFC
Katherine and Matthew Nowak
Justine Panian

Kassie and James Panian
Betty and Kenneth Peterson
Judy Peterson
Nichole Peterson
Kristen K. Pieper and Family
Debra and Charles Poey
Annie Revel*
Laura and Justin Rice
Debbie and Mike Rider
Patti L. Roscoe
Barbara Schettler-Jehl
Nancy L. Scott
Liz Sheahan*
Dayana Silva-James*
Ellen Roca Single
Kathleen Slayton*
Steven and Carol Stachwick
Claudette and Ralph Steinhauer
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