





Together, We Champion
Leadership, Connection,
and Community

Girl Scouts San Diego is a beacon of belonging, empowerment, and fun for more than 15,000 girls across San Diego and Imperial counties.

Guided by the strategic vision we unveiled in 2024, we aim to be the go-to partner for developing and elevating girl and women leaders in our community. Through innovative programs and impactful experiences across four program pillars—STEM, Outdoors, Entrepreneurship, and Life Skills—and together with support from our generous donors and community partners, we are helping Girl Scouts become well-rounded individuals who are poised for success in life.

At the heart of our vision is the belief that leadership development goes beyond skills—it is about fostering confidence, creativity, and a sense of well-being. By equipping girls with tools to grow into strong leaders, we are shaping a generation ready to make meaningful contributions to their communities and the world.

This report highlights the collective achievements made possible through the generosity, dedication, and collaboration of our incredible volunteers, staff, donors, and partners during the 2024 membership year (Oct. 1, 2023–Sept. 30, 2024). Together, we:

Introduced
2,261

campers to the adventure and wonder of the outdoors, fostering memories and invaluable lessons that will stay with them for a lifetime.

Empowered
9,377

cookie program entrepreneurs to develop business acumen and confidence to reach big goals.

Encouraged
680

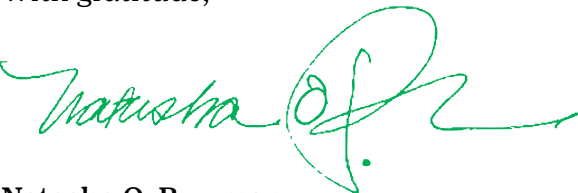
Girl Scouts who earned the prestigious Bronze, Silver, and Gold Awards, demonstrating their passion, leadership, and commitment to creating meaningful change in their communities.

Supported
8,234

dedicated adult volunteers, guiding their commitment to nurturing personal growth, mentoring our girls, and creating a positive impact through their selfless service.

Looking ahead, we remain committed to our mission of building girls of courage, confidence, and character, who make the world a better place. Thank you for believing in the power of Girl Scouts and for being on this journey with us. Together, we are making a lasting impact and paving the way for a brighter future.

With gratitude,



Natasha O. Bowman
Board Chair



Carol M Dedrich
Chief Executive Officer

Girl Scouts Love the Outdoors!



Summer Camp

2,261

attended
summer camp

1,315

attended
day camp

946

attended
sleepaway camp

49

volunteers
supported

136

summer camp
sessions (30 day,
106 sleepaway)

Outdoor Non-Summer Programs

56

total programs*

2,933

girls participated

1,257

adults participated

184

staff who made outdoor
programming possible

**Including family camp, encampments and adventure weekends, one-day camps, backpacking courses, challenge course/adventure zone sessions*

MY2024 Financial Aid for Camp

\$120,199

total financial aid

\$95,439

sleepaway camp

\$24,760

day camp

What We Heard About Camp

Girl Scouts Who Attended Summer Camp

“I loved camp! I had a really good time there, and everyone made me feel like I was welcome.”

“Everyone at camp was so nice and it made me feel like I truly belonged, and that makes me want to come back. I love Whispering Oaks. It was a life-changing experience, and I loved my time there so much. I will never forget it!”



Campers Who Received Financial Aid

“Thank you for your generosity. Thanks to you, I was able to be part of camp, and I was very happy I did.”

“Thank you so much for the financial assistance. I was able to have a great week at camp and meet some new friends. One even called me the day we left. I made some great memories, like when a spider was in our cabin. I laugh so hard when I tell the story to my family.”

Caregivers of Campers

“My child comes home happy and healthy. I love the built in ‘me time,’ and the reading and writing she does at camp. She actually LIKED being away from her phone and is not eager to get back on it.”

“The counselors really went above and beyond to help my girl feel comfortable and confident.”





Girl Scouts Take Action to Earn Highest Awards

Bronze, Silver, and Gold Award Girl Scouts have a vision for a better world and the courage to bring it to life.

To earn the highest awards as Juniors, Cadettes, and Seniors/Ambassadors, Girl Scouts created lasting change by researching an issue they care about, developing a plan to address it, and making a difference in their communities and beyond.

2024 Highest Awards

72

Seniors and Ambassadors earned the Gold Award

253

Cadettes earned the Silver Award

355

Juniors earned the Bronze Award

53

Seniors and Ambassadors claimed the title “Trifecta Girl Scout,” after earning all three Highest Awards

Gold Award Project Themes

25%

Diversity, Equity, Inclusion, Access, Racial Justice

24%

Health (Mental and Physical)

20%

Education

18%

Environment and Sustainability

13%

Civic Engagement



2024 Gold Award Girl Scouts

“The Gold Award was one of the most important experiences of my life. I became a more confident leader and speaker, and it was very rewarding to see the positive impacts of my work on the community. I would absolutely encourage all Girl Scouts to go for the Gold Award—it is a life changing experience!”

Chelsea L.

“It teaches a lot of life skills, and it’s wonderful working on something that you’re so passionate about! It’s a great opportunity to hone your leadership, project management, and even people skills—something that we don’t get taught in school.”

Sri U.

“The two years that I spent working on my Gold Award gave me so much confidence, and I recommend it to all Girl Scouts! It is what I am most proud of.”

Taliah W.

“Going Gold was the best decision I’ve made as a Girl Scout. I learned so much about leadership, time management, and organization.”

Elizabeth G.

“Knowing that I made a difference in my community is the best reward.”

Sarah P.

“Earning the Gold Award convinced me that I can do anything if I put my mind to it.”

Ella P.



Honoring Cool Women, Investing in Emerging Leaders

Emerging Leaders are Girl Scouts in grades 10-12 who embody the courage, confidence, and character that define the spirit of our Movement.

They participate in engaging workshops to develop skills in networking, business etiquette, public speaking, and the basics of personal branding, forming a community of strong, confident leaders.

This year, participants connected with 29 accomplished female leaders, gaining insights, guidance, and inspiration during speed networking and mentoring sessions. During the Cool Women Celebration on Thursday, March 21, 2024, our largest-ever class of 50 Emerging Leaders took center stage alongside five 2024 Cool Women honorees:

Suzie Alarcón

Co-Founder, AUGenomics;
Director of the Next Generation Sequencing Core,
La Jolla Institute for Immunology (LJI)

Kim Folsom

Founder and Chief Executive Officer,
Founders First Capital Partners

Martha Gilmer

Chief Executive Officer,
San Diego Symphony Orchestra

Pamela Gray Payton

Vice President, Chief Impact and Partnerships Officer,
San Diego Foundation

Hon. Sherry Thompson-Taylor

Judge,
San Diego Superior Court

**Congratulations to the
2024 Cool Women and
Emerging Leader Girl Scouts!**



\$251,829

raised to support
GSSD programs

517

attendees at the Cool
Women Celebration

"I was grateful to meet Suzie, one of the 2024 Cool Women honorees. As someone who hopes to go into marine science, it was really inspiring to hear directly from a woman in STEM about her journey."

Ashlyn E., First-Year Emerging Leader

THANK YOU TO OUR SPONSORS!



Julia R. Brown







Gold Award Girl Scout Receives Prestigious Medal of Honor

In August, we presented the rare Girl Scouts of the USA Medal of Honor to Gold Award Girl Scout Angela King for her courage and action during a class trip to Washington, D.C.

When her classmate experienced a choking incident in the airport, Angela initiated the Heimlich maneuver to dislodge the food from the student's throat, successfully saving her life. Having learned first aid skills in school and through hands-on training offered in Girl Scouts, Angela was the first person to take action that day while fellow students and adults stood by.

The Medal of Honor is given to Girl Scouts who save a life or attempt to do so without risk to the Girl Scout's own life. **Congratulations, Angela!**

Girl Scout Outreach (GSO)

The Girl Scout Outreach program (GSO) brings the unmatched power of Girl Scouting to under-resourced communities. Our staff-led after-school programs are the core of GSO, with professionally trained, bilingual program leaders serving as facilitators and role models.



2,527

girls served by GSO

40

Title I schools in San Diego County

30

girls in grades 4-5 camped away from the city for the first time at our annual Mountain Adventure Weekend at CWO

Level Up Program, Summer 2024

Level Up summer camp provided enrichment programming for San Diego Unified students during summer 2024. Funded with a grant of \$85,000 from San Diego Foundation, we offered the Girl Scout Leadership Experience to 184 second and third grade students at Angier, Chollas-Meade, and Clay Elementary Schools. Topics included STEM, arts and wellness, songs and games, and outdoor teambuilding.



Girl Scout Cookie Program

By participating in the world's largest girl-led entrepreneurial program, Girl Scouts grow their confidence and learn five essential life skills: goal setting, decision making, money management, people skills, and business ethics.

100 percent of Girl Scout Cookie Program proceeds stay local, making the magic of Girl Scouting available and affordable in San Diego and Imperial counties. Cookie program funding benefits more than 23,000 youth and adult members through year-round leadership development programs, volunteer training, outdoor adventures at Girl Scout summer camp, property upkeep, financial assistance, and more.



69

elite entrepreneurs

2.3M

packages marketed

152,500

OTM packages marketed

9,377

total Girl Scout participants

Operation Thin MintSM Serves Military Community

Since Operation Thin MintSM (OTM) began in 2002, Girl Scouts in San Diego and Imperial counties and their generous customers have sent more than 4.2 million cookie packages to military veterans and troops overseas. A huge thank you to everyone who has supported this important service project over the years!





Billboard
sponsored by:

RJ&LAW





8,234
adult members

*helping us
serve*

15,096
youth members

Volunteers and Adult Members: The Heart of Our Impact

Volunteers are the cornerstone of Girl Scouts San Diego and the impact we have across the region. More than 8,000 fantastic adult members and volunteers provided mentoring, support, and guidance, showing an unwavering commitment to helping more girls in San Diego and Imperial counties experience the limitless power of Girl Scouting.

Through meaningful and inspiring contributions from adults, Girl Scouts are growing into the leaders and change-makers the world needs.

150

adult volunteers attended
Outdoor Skills Weekend

514

attendees at the
Volunteer Conference
(Together, attendees
represent more than 2,000
years of combined Girl
Scout membership)

43

adult volunteers honored
at Volunteer Celebration
for their commitment to
Girl Scouting

31

adults certified in Youth
Mental Health First Aid
(YMHFA), thanks to
support from the Prebys
Foundation grant of
\$250,000

188

adult learning courses
were made available
online via gsLearn

1,637

adults and girls accessed
training on gsLearn

903

of those took training
for the very first time

121

learning courses
were offered

47

CPR classes were held
for 289 participants



Local Community Partners Provide the Girl Scout Leadership Experience (GSLE)



Gingerbread Engineering

40 participants

In partnership with Society of Women Engineers San Diego

Girl Scouts worked on the Think Like an Engineer Journey and earned a fun patch. Teams discovered what it takes to build an earthquake-resistant house by learning structural basics and design innovations from female engineers.



Good Skincare Knowledge

52 participants

In partnership with UCSD staff and students

Medical students taught Girl Scouts to practice skincare basics and explored skin anatomy with a 3-D model.

136

community partners

37

GSLE staff-led programs,
35 used community partners
as subject matter experts

42

STEM-specific
community partners

21

STEM badges and fun
patches earned (based on
STEM badge workshops)

9,135

total badges and
Journeys sold in store

158

Unique badges and
Journeys sold in store

Sponsors: Booz Allen Hamilton, Cybersecurity Center of Excellence, SOLV, Society of Women Engineers—San Diego Professional Section, Qualcomm, Comic-Con Museum, UCSD, Scripps Research Institute, UCSD Association for Computing Machinery, Southwest Airlines, USS Midway Museum, FIRST Robotics, Nature Unplugged, Women in Aviation San Diego



Incredible Race

270 participants

In partnership with San Diego Air & Space Museum, San Diego Automotive Museum, San Diego Comic-Con Museum, DRS Laser, Japanese Friendship Garden, Society of Women Engineers San Diego, San Diego History Center, San Diego Model Railroad Museum, The Fleet Science Center, Tree San Diego; Sponsored by Booz Allen Hamilton, Qualcomm

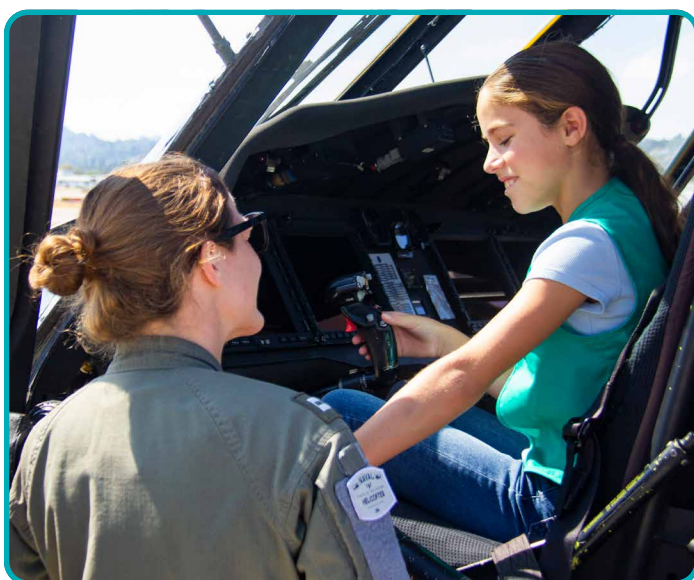
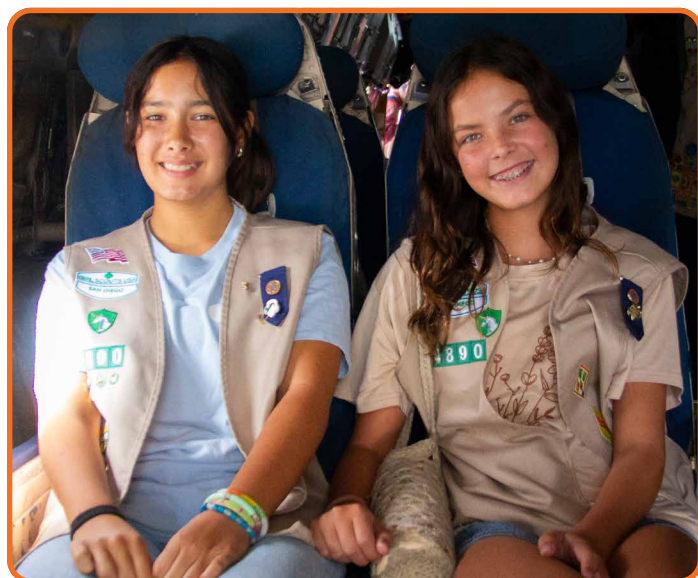
Teams of Girl Scouts worked together across Balboa Park to solve clues and complete STEM challenges like solar system bracelets, changing tires, snap circuits, binary bracelets, origami, paper airplanes, lunar craters, and more.

Operation Wing Scout

63 participants

In partnership with Southwest Airlines and the USS Midway Museum

Cadettes, Seniors, and Ambassadors discovered careers in aviation, experienced a flight simulator, and listened to inspiring stories from accomplished women in aviation. They explored the flight deck to learn about vital elements of an aircraft carrier and discovered a diverse range of jobs that contribute to the field of aviation.



Women in Aviation Day

63 participants

In partnership with Women in Aviation San Diego

Brownies, Juniors, and Cadettes enjoyed a series of interactive STEM activity stations and a live presentation by the United States Navy, which offered a unique insight into aviation and aerospace careers. Girls interacted with female aviation professionals, asked questions, and explored potential career paths in aviation and aerospace.



Urban Campout: Fortune Favors the Bold

On Friday, Sept. 13, we celebrated under the stars at our beloved ‘fun fundraiser,’ Urban Campout: Fortune Favors the Bold. More than 300 attendees enjoyed an evening of enchantment and adventure, trying out camp favorites like archery and s’mores, bidding on auction items, and hearing impactful stories about the transformative power of Girl Scouting.

The event was a vibrant tribute to the daring spirit of Girl Scouting, the power of taking risks, bravely embracing new experiences, and creating our own destinies.



\$492,849

raised to support GSSD
programs

342

Attendees



“By fostering an environment where girls are empowered to be bold and adventurous, Girl Scouts helps them develop the resilience and resourcefulness needed to navigate life’s challenges and create their own successes. This proactive, fearless approach to life is what makes Girl Scouts San Diego such a transformative and invaluable experience, preparing girls from all backgrounds, cultures, and communities to be the bold leaders and innovators of tomorrow.”

Perette Godwin and Emily Rex, Event Co-Chairs

**THANK YOU TO
OUR SPONSORS!**

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of San Diego®

Wrethinking,
the Foundation



GSSD Property Team Capital Improvement Projects

Highlights:

- Camp Winacka dining pavilion
- Fencing around Camp Winacka pool, new filter system
- Fire resistant siding on camp buildings
- Securing foundation in Camp Whispering Oaks lodge

In 2024, we were proud to unveil our vegetation treatment plan, supported by funding from the San Diego River Conservancy. Leveraging new technologies, Girl Scouts San Diego is leading efforts to safely mitigate wildfire risks with air curtain burners and building climate change resiliency while preserving natural landscapes in Julian, California—home of our 672-acre mountain properties, Camp Whispering Oaks and Camp Winacka. This partnership encompasses three key projects: fuel reduction, tree nursery, and water treatment plant emergency generator.

Q&A with Director of Property, Eric Williams

Why these improvements?

“We are always looking for ways to be more efficient and effective, to reduce costs, and to enhance the experience at camp. These improvements are mainly for safety and girl experience. We want the properties to be dependable for girls at camp for years to come.”

How does the property team operate?

“The Girl Scouts San Diego in-house property team is comprised of 16 members across three divisions: the coastal team manages Balboa Campus and Escondido Program Center with building and land maintenance. The camp team is comprised of the facilities team—managing buildings as electricians, plumbers, and carpenters—and the land management team—running the vegetation treatment plan and overseeing maintenance in the forest, lakes, dams, roads, and water systems.”

What is most impactful for you about leading the property team?

“It’s a lot of work, and most people don’t realize how complex it is. We’re essentially running two small towns up there [at the Julian camps] and everything that’s involved with that—electrical, water, sewer. Being prepared for fire and getting the forest in shape is also an enormous lift. Luckily, we have a really talented, hardworking group of people. I like that my job lends itself to offering opportunities to girls. Sometimes it’s the only time they’ll get an outdoor experience in their youth.”



Financials

October 1, 2023–September 30, 2024

Financial Position

ASSETS

Current Assets	\$ 3,951,265
Investments	15,147,014
Property and Equipment, Net	11,614,474
Right of Use Assets	23,723
Total Assets	\$ 30,736,476

LIABILITIES AND NET ASSETS

Current Liabilities	\$ 1,232,390
Long-Term Liabilities	10,837
Net Assets	
Without Donor Restrictions	28,861,132
With Donor Restrictions	632,117
Total Liabilities and Net Assets	\$ 30,736,476



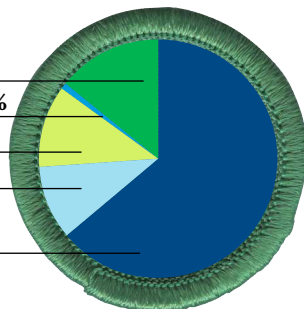
Income Statement Summary

Revenue, Public Support, and Investment Income	\$ 15,669,922
Functional Expenses	14,916,611
Non-Operating Expenses	262,614
Total Expenses	15,179,225
Net Income	\$ 490,697



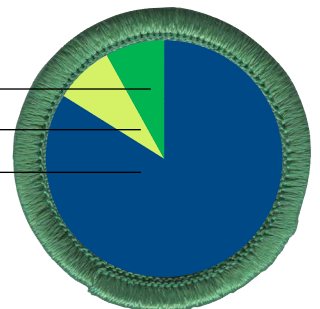
Revenue, Public Support, and Investments

Interest, Dividends and Other Income **14%**
 Government Grant Revenue **1%**
 Contributions **11%**
 Program Fees **10%**
 Product Program (net) and Retail (net) **64%**



Functional Expenses

Fundraising **8%**
 Management and General **8%**
 Program Services **84%**



Audited financial statements are available upon request.

Capital Expenditures

October 1, 2023–September 30, 2024

Completed Projects	Location	Amount
WiFi Security Cameras	All	\$ 21,066
Utility Cart	All	22,475
Mobile Experience “Miss Daisy” (Program and Retail)	All	70,546
Florence Burnham Hall Foundation Repair and Fireplace	Balboa Campus	46,190
Lodge Back Deck	Camp Whispering Oaks	13,820
Lawn Mower Replacement	Camp Whispering Oaks	8,620
Truck Replacement	Camp Whispering Oaks	33,627
Pool Sand Filters	Camp Winacka	23,201
Floor Resurfacing for Lodge Dining Room	Camp Winacka	20,750
Cabin Siding Replacements	Camp Winacka	18,701
Walk-in Freezer Compressor	Camp Winacka	12,470
New Dining Pavillon	Camp Winacka	43,725
Forestry Equipment—Compact Track Loader	Camp Winacka	139,321
Forestry Equipment—Excavator	Camp Winacka	214,153
Picnic Pavillons	Escondido Program Center	180,683
Lodge Porch Skirt	Escondido Program Center	9,141
Total Capital Expenditures		\$ 878,488



Girl Scouts San Diego Board



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John “Woody” Ledford

CPA, Ledford Accounting

Joined the Board in MY2024

Joanee’ Johnson

Manager, Mission Assurance,
Northrup Grumman

Debra Feinberg

Principal, Jump Start San Diego



Corporations, Foundations, and Organizations (Oct. 2023–Sept. 2024)

Partners, you are amazing! You show your belief in our mission through generous sponsorship and philanthropic gifts. You make it possible for Girl Scouts to explore their interests and make the world a better place. We appreciate you!

Academy of Our Lady of Peace
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San Diego Zoo Wildlife Alliance
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The Booz Allen Foundation
The Caterpillar Foundation
The Edith Hazel Ondrasik Girl Scouts
Campership Endowment
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Trophy Nut Company
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University of San Diego
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Juliette Gordon Low Society

(As of Sept. 2024)

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 your 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
*“Eva and Erik Andersen
Girl Scouts Movement
World-wide Challenge
Planned Gift”*
Anonymous
Sandra Banfield
Jeni and Elias Barajas
Virginia “Ginny” Barton*
*“Dianne Belk and Lawrence
Calder Girl Scouts Movement
World-wide Challenge
Planned Gift”*
Sally A. and Michael Bixler
Marla B. Black
Helen Bloomfield*
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Natasha and Rob Bowman
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Maggie Watkins
Laura and Erv Wheeler
Arelene Wolinski*
Sandy L. Woodhouse

🍀 Staff

* Deceased



Individual Donors (Oct. 2023–Sept. 2024)

Donors, we love you! You are ensuring that Girl Scouting is available and affordable for all girls, regardless of their ability to pay. You empower girls to find their unique voices and become leaders for our future. The Promise Circle recognizes those who donate \$1,000 or more per year. Thank you!

Anonymous
Brenda Baker and
Steven Baum
Sandra Banfield
Jeni and Elias Barajas
Marian Benassi
Heather Benjamin
Christy Billings and
John Vance
Darcy and Bob Bingham
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Mitch Hill
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