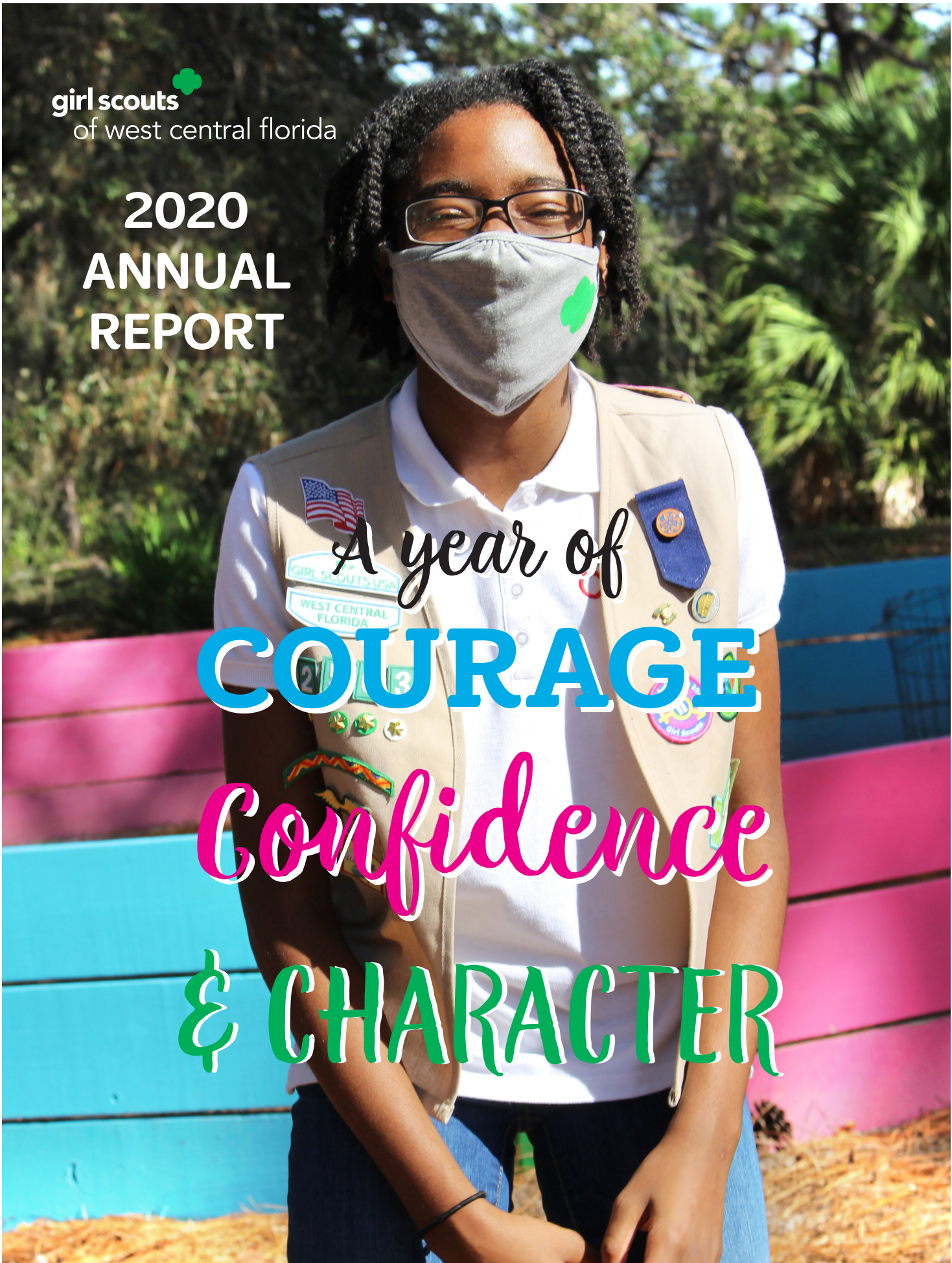


girl scouts 
of west central florida

2020 ANNUAL REPORT

A year of
COURAGE
Confidence
& CHARACTER



**GIRL SCOUTS OF
WEST CENTRAL FLORIDA
2019–20
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1st Vice President

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Grace Maseda

Stephen Ponzillo

Denise Reddick

Marion Rich

Keith Smith

Breana W. (girl member)



Dear Girl Scouts of West Central Florida:

During 2020, so many things changed and challenged us. Yet Girl Scouts remained a constant—an unwavering movement of people committed to building girls of courage, confidence, and character who make the world a better place.

In the pages that follow, you will see the historic ways Girl Scouts across our 8-county footprint persevered. Thousands of troop leaders and other volunteers continued to pour their positive energy into fueling the pipeline of future female leaders. Loyal contributors, like you, dug deep during uncertain times to support our Girl Scouts.

Look closely at the **G.I.R.L.s (Go-Getters, Innovators, Risk-Takers, Leaders)**™ on these pages. In her eyes, you will see the courage she found to discover possibilities—the confidence she gained in setting bold goals and navigating never-before challenges to achieve success. You will see the character-building experiences she'll never forget, and be inspired by the ways she helped those in greatest need. She used her Girl Scout skills and determination to provide masks for essential workers, collect food for the hungry, and create art that delivered joy to the most isolated and lonely. Look into her eyes—the eyes of every Girl Scout we celebrate in this annual report—and you will see the brilliance and resilience of our Girl Scouts across west central Florida. You will see the light of our sisterhood that shines on even during our darkest times.

During 2020, so many things changed and challenged us. Yet Girl Scouts remained a constant—an unwavering movement of people committed to building girls of courage, confidence, and character who make the world a better place.

Our founder, Juliette Gordon Low, once said, “The work of today is the history of tomorrow and we are its makers.” Her wisdom fueled our collective perseverance more than 100 years later. From this point forward, we will recall the history our **G.I.R.L.s** made in 2020. How inspired we are by our Girl Scouts today, and how grateful we are for your continual investment in their tomorrows!

Yours in Girl Scouting,



Mary Pat King, CAE
CEO, Girl Scouts of West Central Florida



Laura Webb
Council President

COURAGE

GIRL SCOUTS ARE ADAPTABLE.

Girl Scouts all over west central Florida not only adapted to new ways of partaking in meetings, events, and even summer camp, they did so with spirit and enthusiasm, lifting each other up along the way.



While there's nothing we love more than seeing girls enjoy their summer at our properties, girl safety is and always will be our top priority. We made the difficult decision to cancel in-person summer camps. Council staff immediately focused efforts on planning, developing, and implementing a different summer camp offering, aiming to give girls a taste of the traditional Girl Scout Summer Camp experience from the comfort and safety of their homes—whether they were Girl Scouts or not!

A fun, affordable alternative to in-person camp, Summer Camp In a Box reached beyond our council footprint and served girls all over the country, with many attending multiple sessions throughout our 8-week schedule.



GS Fest 2020

virtual edition

Presented by  FLORIDA DAIRY FARMERS

3 days of live presentations, videos, and self-directed activities.



STEM APALOOZA

Powered by  TechData

3 days of online events, live programs, and virtual workshops



Troop 50084 created this inspiring message:

We are in this together. We will stay home to stop the spread. Thank you to all the essential workers.

508
GIRLS PARTICIPATED

PARTICIPANTS REPRESENTED
30
STATES

PARTICIPANTS REPRESENTED
15
FL COUNTIES

827
campers joined us for Summer Camp In a Box

827
GIRLS PARTICIPATED

PARTICIPANTS REPRESENTED
48
STATES

PARTICIPANTS REPRESENTED
17
COUNTRIES

Summer Camp In a Box was one of three summer camps awarded the Edie Klein Award for Program Excellence, given in recognition of existing programs of an exceptional nature occurring at a camp or retreat centers in the Southeast.

Confidence

2020 GIRL SCOUT COOKIE PROGRAM

2,034,710

Total packages of cookies sold

\$1,707,600

Total proceeds earned by troops

61,008

Total cookie packages donated to military troops or local community organizations

9,413
GIRLS
PARTICIPATED

2019 GIRL SCOUT SWEETS & TREATS

2,366

girls participated

\$95,471

total proceeds earned by troops

GIRL SCOUTS MAKE IT HAPPEN.

Girls exceeded their goals during the 2020 Girl Scout Cookie Program® and the Sweets & Treats Fall Product Program!

Product programs provide an important ingredient for leadership by helping girls develop five key skills:

- 1. Goal Setting:** Girls set sales goals and, with their team, create a plan to reach them.
- 2. Decision Making:** Girls decide where and when to sell their products, how to market their sale, and what to do with their earnings.
- 3. Money Management:** Girls develop a budget, take orders, and handle customers' money.
- 4. People Skills:** Girls learn how to talk (and listen!) to their customers, as well as how to work as a team with other girls.
- 5. Business Ethics:** Girls act honestly and responsibly during every step of the product sale.

Product programs help girls power new, unique, and amazing experiences for themselves and their troops—experiences that broaden their worlds, teach them essential skills, and launch them into a lifetime of leadership.

And guess what? Proceeds stay local!

Cookie and Sweets & Treats proceeds not only support girls' success but also their community's, all while building the next generation of female entrepreneurs.





CHARACTER



(Above) Volunteer Debbie set up a sharing table at the edge of her yard for people to take needed items at the onset of the COVID-19 pandemic.



(Left) GSWCF found new ways to recognize the 2020 Adult Award recipients—volunteers who went above and beyond as they offered their time, talents, and skills to girls and adults across the council.

GIRL SCOUTS GIVE BACK.

As regular activities—from school to troop meetings—began to change, Girl Scouts didn't miss a beat, finding new ways to provide community service and help others.

(Above, left) Troop 32302 created 200 masks for frontline workers at James A. Haley Veterans' Hospital in Tampa.

(Above, right) Troop 50137 from Land O' Lakes donated food, drinks, and snacks to St. Joseph's Hospital evening ER Team.



MEMBERSHIP

16,363
GIRL
MEMBERS

8,570
ADULT
MEMBERS

8,702
NEW
MEMBERS

1,331
TROOPS

FINANCIALS

14,491

girls participated in traditional troops

1,872

girls participated as Juliettes

33

girls earned the Girl Scout Gold Award.

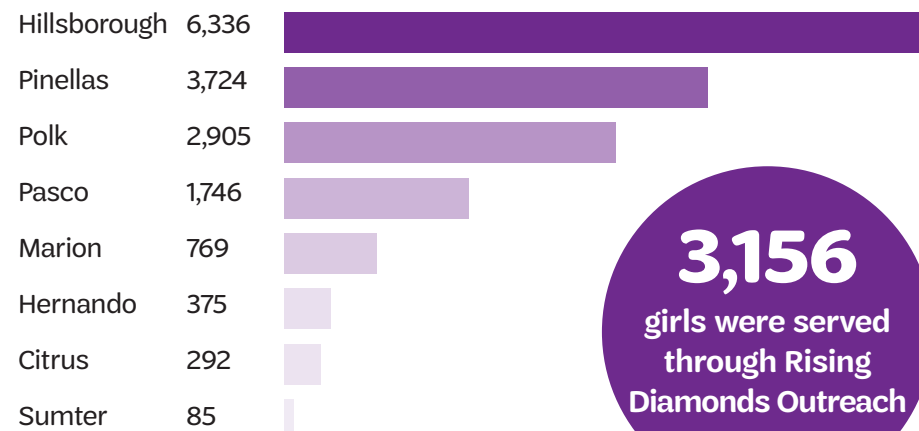
101

girls earned the Girl Scout Silver Award.

431

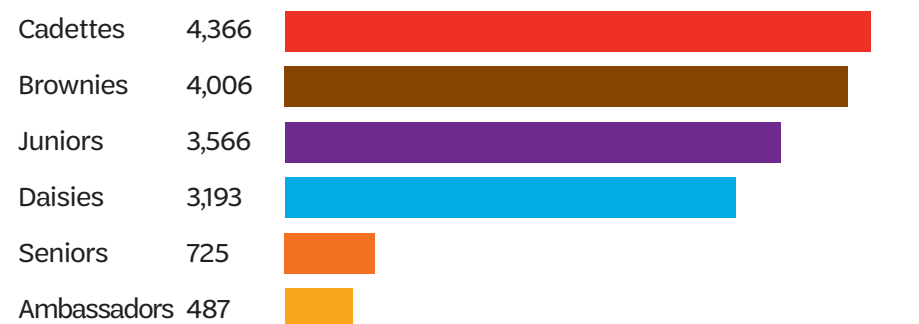
girls earned the Girl Scout Bronze Award.

GIRL MEMBERSHIP BY COUNTY



3,156
girls were served through Rising Diamonds Outreach troops

GIRLS SERVED BY GRADE LEVEL



\$100,186

Total financial aid awarded to girls who otherwise would not have the opportunity to participate in Girl Scouting

TOTAL OPERATING REVENUE
\$8,861,921

TOTAL OPERATING EXPENSES
\$7,765,724

| | |
|----------------------------------|-------------|
| Product sales | \$6,649,497 |
| Public support* | \$1,403,176 |
| Program revenue** | \$216,559 |
| Other revenue, gains, and losses | \$214,826 |
| Merchandise sales | \$179,485 |
| Special events | \$198,378 |

| | |
|------------------------|-------------|
| Program services | \$6,376,768 |
| Management and general | \$972,110 |
| Fundraising | \$416,846 |

* Includes: United Way, individual giving, government grants, corporations and foundation giving/grants, legacies, and bequests.

** Program, event, and camping fees.

Thank you for investing in girls.

COMPANIES & ORGANIZATIONS

\$100,000+

Children's Board of Hillsborough County
The Juvenile Welfare Board
of Pinellas County
United Way of Central Florida, Inc.

\$50,000-\$99,999

Florida Department of Education

\$20,000-\$49,999

Bank of America
Hillsborough County Board
of County Commissioners
Publix Super Markets Charities, Inc.
PWC Charitable Foundation Inc.
Sabal Trust Company
The Saunders Foundation
The Spurlino Foundation

\$10,000-\$19,999

Collins Charitable Foundation
Conn Memorial Foundation, Inc.
Florida Dairy Farmers
Geico Philanthropic Foundation
Premier Eye Care
United Way of Pasco County, Inc.

\$5,000-\$9,999

Accounting Resources
and Management Services
Active Network, Inc.
American Endowment Foundation
Barney and Carol Barnett Fund
GiveWell Community Foundation
PBX-Change Inc.
Regions Bank
Tampa Bay Magazine
Tampa Bay Times
The University of Tampa

\$2,500-\$4,999

AMGEN INC.
Blueprint Travel
Disney Worldwide Services, Inc.
Duke Energy Foundation
Facebook Payments, Inc.
Girl Scouts of the USA
Merrill Lynch & Company Foundation, Inc.
Microsoft
Pilot Bank
Raymond James Financial, Inc.
Spring Hill FOE 4208 Inc.
Tampa General Hospital
Tampa Steel Erecting Company

Tech Data Corporation
The GoodCoin Foundation
Webb Insurance Group

\$1,500-\$2,499

ABC Action News
Bank of America Charitable Foundation, Inc.
Bouchard Insurance
First Citrus Bank
Florida's Natural Growers Foundation
Helios Education Foundation
Jacobs Technology Mission Solutions
JPMorgan Chase & Company
Junior League of Tampa
Just Add Power
Mainsail Lodging and Development
Namaste Realty, LLC
Publix Super Markets, Inc.
RSBP Events, LLC
St. Petersburg College
St. Petersburg College Foundation
State Farm Companies Foundation
The Power Charitable Foundation
Verizon Foundation
WellCare
WWC

\$1,000-\$1,499

200 Muslim Women Who Care
Aetna Foundation, Inc.
Amscot Financial
Community Foundation of Tampa Bay, Inc.
Fidelity Charitable
Hello Tampa
Kiwanis Club of St. Petersburg
LEGOLAND
New York Life
Rotary Club of The Villages Foundation, Inc.
SWIM Digital Group
The Ellen DeGeneres Show
Universal Orlando Foundation
Venerable Insurance and Annuity Company
Wells Fargo Foundation

\$500-\$999

AmazonSmile Charity
Carlton Fields Jordan Burt PA
ChappellRoberts
Crossroads For Florida Kids Inc
DeBartolo Family Foundation, Inc.
HART
Hillsborough Education Foundation
JJ Lugo Enterprises, Inc.
Johns Hopkins Hospital
Law Office Zimmerly PLLC
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Panini's Bar and Grill
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Simply Healthcare Plans Inc.
Suncoast OBGYN
Tampa Bay Pilots Association
The Gutenstein Family Foundation
The Suarez Law Firm, P.A.
USAA Foundation
Zymphony Technology Solutions

\$250-\$499

Achieva Bank
Arrow Electronics
Baldwin Krystyn Sherman
Bern's Steak House
Michael Lydon
Pamela & Edwin Qualls
Marion R. Rich
Denise G. Samson
Crystal Whitescarver
Achieva Bank
Arrow Electronics
Baldwin Krystyn Sherman
Bern's Steak House
Michael Lydon
Pamela & Edwin Qualls
Marion R. Rich
Denise G. Samson
Crystal Whitescarver
César A. Lara M.D. Weight Management
Charities Aid Foundation Of America
ECMC Shared Services Company LLC
Florida Pure Sea Salt
Franklin Templeton Investments
Gulf Coast Sourdough & Wild Yeast Breads
Gulf To Lake Sales, Inc.
Hartford Fire Insurance Company
Honeywell Hometown Solutions
Honeywell International Charity Matching
Intalere, Inc.
Kendra Scott Tampa
MasterCut Tool Corp.
Mosaic Global Sales LLC on behalf of
Mosaic Fertilizer LLC
PwC US and Mexico
T-Mobile USA, Inc
Target Corporation
United Way of Greater Atlanta
Valley National Bank

INDIVIDUALS

\$20,000+

Estate of Juanita E. Coady
Patty Muller In Memory
of Peggy Beck

\$10,000-\$19,999

Harrison Private
Foundation Trust
Verna V. Hall Trust
Leona Peiffer

\$5,000-\$9,999

Melissia Gauthreaux
Kristen & Bill Johnson
Jean & Rudolph Kohler
Estate of Eleanor C. L'Ecuyer
Sheila & John LeFors
Michael Lydon
Pamela & Edwin Qualls
Marion R. Rich
Denise G. Samson
Crystal Whitescarver

\$2,500-\$4,999

Cecelia Ferman
April R. Grajales
Kathryn Gray
Kenneth & Jill Rogers
Lavinia Vaughn
William F. O'Neil
Charitable Trust

\$1,500-\$2,499

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Gwin A. Londrigan
H. Tyson & Gail Lykes
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Elinor J. Paladine
Kathleen Peters
Alex Retter
Jane G. Roberts
Marla Schick

\$1,000-\$1,499

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Sharron Bauer
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Terri & Paul Costello
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Lauren Debick
Debra Dereniski
Deirdre Dixon
Robin & Shawn Dreier
Dan Frazier
Sue Goodman
Melanie S. Griffin
Hazel S. Harvey
Felicia Harvey
Patricia Hemenway
Danielle Henry
Alma S. Hires
Otis L. Hollar
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Susan D. Huttig
Teresa Jimenez
Connie Johnson
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Gayle Sierens-Martin
Leanne McKelvey
Lorrie Miller
Clara Moll
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Jennifer Murphy
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Julie Perhot
Dianne Persall
Paula Desantis-Tarris
Lynn Wagner
Gene Whitfield
Stephanie Wilson
Leigh Ann Wrona
Martine Yaldor

\$250-\$499

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Linda Wright

List reflects donations received from Oct. 1, 2019–Sept. 30, 2020. We have reviewed all gifts to ensure that each contributor is properly recognized. To have your name listed differently in the future, please email customerconnections@gswcf.org.

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  Women of Distinction Alumnae
  Juliette Gordon Low Society Member
  Pearl Society Member

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In honor of Genevieve Allen
Carrie Alexander

In honor of Aubrey Cranor
Megan Coddington

In honor of Melanie S. Griffin
Karen Persis

In honor of Hoxie Service Unit
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In honor of Mary Mahoney
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Arlene T. Veltri

List reflects donations received from Oct. 1, 2019–Sept. 30, 2020



The Juliette Gordon Low Society

The Juliette Gordon Low Society was established to honor individuals who have included Girl Scouts of West Central Florida in their estate plan. It is comprised of a diverse group of donors across a wide range of ages and income levels who have one common connection—a desire to ensure that Girl Scouting makes a strong and vital impact for years to come.

Everyone has the opportunity to include Girl Scouts of West Central Florida in their estate plans and make a big impact. You can include a gift in your will or trust, name us as a beneficiary of a life insurance policy or retirement accounts, or provide lifetime income for yourself and others through a charitable trust or charitable gift annuity.

If you would like to learn how you can become a member of the Juliette Gordon Low Society, please contact Jessica Hong-Tanner, Chief Development Officer at 813-262-1768 or JHong-Tanner@gswcf.org. If you have already made a commitment, we hope you will consider letting us know about this powerful gesture so that we can thank you for your dedication to our mission and welcome you as our newest member of the prestigious Juliette Gordon Low Society.



Daisy's Circle

Bring her promise to life

Named after Girl Scout founder Juliette “Daisy” Gordon Low, Daisy's Circle is Girl Scouts of West Central Florida's monthly giving program designed to cultivate philanthropy among friends, members, and volunteers of Girl Scouts. Funds raised through Daisy's Circle provide financial assistance for girls and volunteers, support Rising Diamonds outreach programs, and so much more.

**\$25/
MONTH**

gives 12 girls a Girl Scout membership for one year.

**\$35/
MONTH**

affords one Girl Scout in need an entire week of adventure at summer camp.

**\$50/
MONTH**

provides a college scholarship for a Gold Award Girl Scout.



Daisy's Circle members receive an exclusive Daisy's Circle email newsletter, a unique Daisy's Circle pin, as well as other special incentives.

To join Daisy's Circle visit gswcf.org/daisycircle

2020 Annual Report

Girl Scouts of West Central Florida

4610 Eisenhower Blvd.

Tampa, FL 33634

gswcf.org

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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.