

20  
21



girl scouts  
of west central florida

# ANNUAL REPORT



Making the world  
a better place



**Girl Scouts of  
West Central Florida  
2020-2021  
Board of Directors**

**OFFICERS**

Laura Webb, President

Abby Mackness,  
1<sup>st</sup> Vice President

Monica McLaughlin,  
2<sup>nd</sup> Vice President

Cami Gibertini,  
3<sup>rd</sup> Vice President

Kelly Flannery, Secretary

Gwin Londrigan, Treasurer

Mary Pat King,  
Chief Executive Officer

**MEMBERS AT LARGE**

Emily A. (girl member)

Jodi Avery

Leland Baldwin

Susan Craig

Lauren Debick

Deirdre Dixon

Lynn S. Jackson Dorman

Micheline Everett

Nicole DeLoach Hubbard

Casey I. (girl member)

Grace Maseda

Stephen Ponzillo

Denise Reddick

Marion Rich

Keith C. Smith

Vinnie Vaughn



Dear Girl Scouts of West Central Florida,

In the past year, Girl Scouts proved that we are more relevant and resilient than ever! Thousands of girls, troop leaders, volunteers and staff collectively embraced the idea that we had to focus on what we CAN do instead of what we can't do. We returned to hosting in-person programs and summer camp, while continuing to inspire Girl Scouts to give back to their communities in unique and impressive ways.

Our 2021 membership year was not without difficulty and our organization continued to feel the impacts of the COVID-19 pandemic. Though we offered multiple pathways to program participation, our membership numbers and revenue declined. Minimal access to schools and community centers limited our ability to recruit new girls through traditional recruitment methods. Our return to pre-pandemic membership levels has been slower than we hoped and that led to one of our most challenging Cookie seasons.

Still, our Girl Scouts rose to the occasion through all of the uncertainty and generated great momentum. In the Spring of 2021, we hosted a two-day virtual STEMapalooza with Girl Scouts from 22 states participating, and we launched a series of virtual leadership dialogues called Trefoil Talks in celebration of the amazing women we've honored for 30 years through Women of Distinction. We recognized 265 volunteers for their service to Girl Scouts of West Central Florida and we also celebrated more than 300 Girl Scouts who took action to make a lasting impact on their communities by earning their Gold, Silver, and Bronze Awards.

In summer 2021, hundreds of Girl Scouts enjoyed our beautiful camps, as well as much needed, face-to-face, sisterly connections. This fall, we welcomed more than 1,200 attendees back at GS Fest, proving that large-scale, in-person events are something our families desire at this time -- and we can navigate safely as we continue to move forward.

Girls are at the heart of what we do and this year was a testament to that commitment. With every troop meeting held, every service project completed, and every badge earned, our girls are shaping their futures through the power of Girl Scouts. As you look through this year's annual report, be proud of the part you played in helping Girl Scouts of West Central Florida impact the lives of the next generation of women leaders.

Yours in Girl Scouting,

Mary Pat King  
Chief Executive Officer



A handwritten signature in black ink that reads "Mary Pat King".

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

Laura Webb  
President



A handwritten signature in black ink that reads "Laura Webb".

*Laura Webb  
Council President*



# Courage

## GIRL SCOUTS ARE TRIUMPHANT.

Girl Scouts all over West Central Florida returned to in-person meetings with enthusiasm. Our members experienced the love and joy of Girl Scouting through several of our signature events.



10

Counties in Florida participated



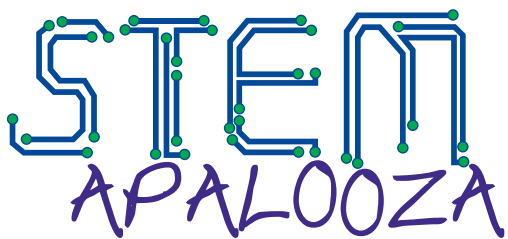
Presented by  PUBLIX SUPER MARKETS CHARITIES

209

Total attendees

\$57,593

Total raised



Powered by 

\$7,500

Total sponsorships raised

K-12

Participants represented by grades

22

States across the county joined the fun

181

Girls registered







Presented by pbx-change Tampa Bay Fiber



**\$29,000**  
Total sponsorships raised

**873**  
Runners and walkers joined us for the virtual race

**16**  
States across the country joined the fun

**9**  
Counties in Florida participated

“GS Fest was a wonderful event! So much to do. We didn’t get to do all the booths. Can’t wait for next year.”

Girl Scout Daisy



**1,242**  
Total attendees

# GS Fest 2021

Presented by **FLORIDA DAIRY FARMERS**

**682**  
Total girls

**13**  
Counties in Florida participated

**\$13,875**  
Total sponsorships raised





# Confidence

## 2021 Girl Scout Cookie Program

1,385,649

Total packages  
of cookies sold

\$1,235,555

Total proceeds earned by  
troops and service units

58,202

Total cookie packages donated  
to military troops or local  
community organizations

5,417

Girls  
participated





## 2020 Girl Scout Sweets & Treats

2,366  
girls participated

\$95,471  
total proceeds  
earned by troops

# GIRL SCOUTS MAKE IT HAPPEN.

Girls crushed their goals during the 2021 Girl Scout Cookie Program® and the Sweets & Treats Fall Product Program!

Product programs provide an essential 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 program experience.

Product programs help girls power new, unique, and unforgettable experiences for themselves and their troops—experiences that broaden their world, 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 communities, all while building the next generation of female entrepreneurs.

# Character

## GIRL SCOUTS ARE FLOURISHING.

Girl Scout camp marked the return of a vital touchpoint for girls to form bonds of sisterhood and get outside their comfort zone.

428

Total campers at Wai Lani

37

Total sessions at Wai Lani

24

Total camperships awarded at Wai Lani

241

Total campers at Wildwood

18

Total sessions at Wildwood

12

Total camperships awarded at Wildwood

“You stay the same, but when you leave camp you’re more proud, more confident in who you are.”

Girl Scout Cadette

“There’s always something new and something different that you can do. You don’t really feel like you’re being judged by anyone.”

Girl Scout Junior





“My favorite memory of Wai Lani is climbing up the ropes course for the first time. I had my friends cheering me on from the ground as my feet flew through the air on the zipline!”

Girl Scout Camp Alum





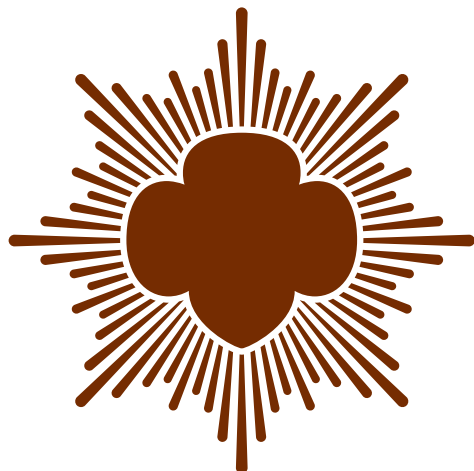
# Make the World A Better Place

## Girl Scouts give back through High Awards.

The Mark Of the Truly Remarkable  
The Girl Scout Gold Award, Silver Award, and Bronze Award prove girls have what it takes to build a better today—and tomorrow. Girls shine brightest when they're making the world a better place. That's why they can earn three separate awards—the Girl Scout Gold, Silver, and Bronze Awards, giving girls many ways to give back.

196

Girls earned  
the Girl Scout  
Bronze Award



Juniors earn the Bronze Award by teaming up with other girls to make a difference in their towns. Daisies and Brownies learn the foundation they will need to earn the Bronze Award as Juniors.

98

Girls earned  
the Girl Scout  
Silver Award



Cadettes earn the Silver Award by researching an issue, making a plan to address it, and then taking action to improve their communities.

40

Girls earned  
the Girl Scout  
Gold Award



Seniors and Ambassadors earn the Gold Award—the highest award in Girl Scouting—by developing and carrying out lasting solutions to issues in their neighborhoods and beyond.







# Leaders of Today

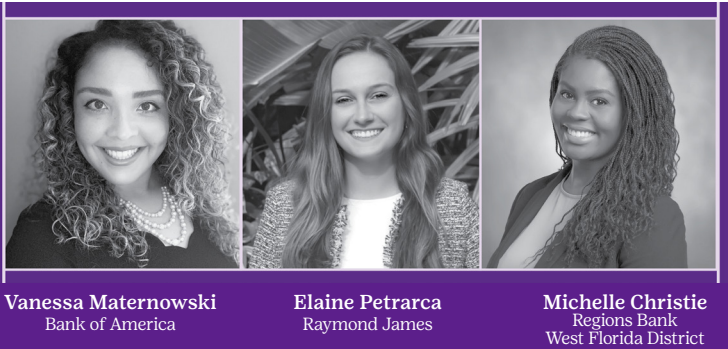


We expanded into a year-long celebration in 2021 to commemorate 30 years dedicated to the recognition of outstanding, inspirational women in our community.

We launched a bi-monthly series of live-streamed discussions and pre-taped spotlight segments combined with social media recognition of past honorees and other notable women.

**\$56,000**  
Total sponsorships raised

**Emerging Leaders in Finance**  
Panel Discussion  
Moderated by Yvonne Fry and Lindsey D., Girl Scout Ambassador



**Women in Leadership**  
Panel Discussion  
Moderated by Yvonne Fry



**Women in Civics**  
Panel Discussion  
Moderated by Yvonne Fry and Annabelle A., Girl Scout Ambassador



**Women in Leadership**  
Panel Discussion  
Moderated by Yvonne Fry





# Leaders of Tomorrow

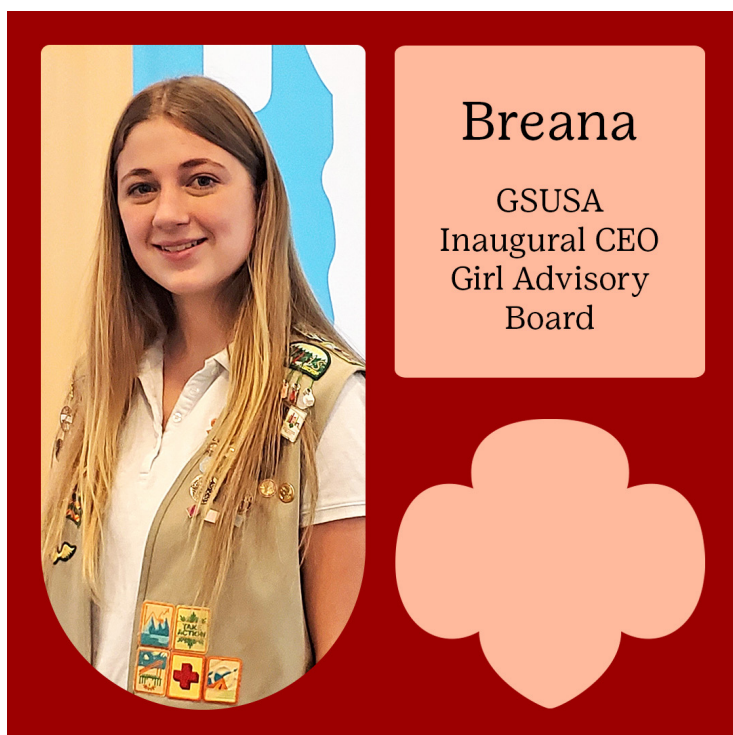
**GSWCF Girl Scout Gabriella G.-S.**  
Girl Scouts of the USA  
Gold Award Scholarship Recipient

**GSWCF Girl Scout Breana W.**  
Girl Scouts of the USA  
Girl Advisory Board Member



**Girl Scouts of West Central Florida Girl Scout Gabriella G.-S.** Define Yourself, Don't Be Defined Gold Award project supports at-risk youth in the foster care system and focuses on the dire situation many foster children face as they age out of the system and lack the tools to succeed on their own. Her virtual event connected 14-18 year olds with foster care alumni who have found success beyond the system and provided them with resources to help them prepare for the next stage of life. She partnered with United Way Suncoast to continue her project through their Operation Graduate program. Gabriella is graduating from Liahona Preparatory Academy in 2022.

The Girl Scouts of the USA Gold Award Scholarship recognizes one outstanding Gold Award Girl Scout per council whose project exemplifies the core components of the Gold Award.



**Girl Scouts of West Central Florida Girl Scout Breana W.** was selected for the National GSUSA Girl Advisory Board based on her involvement in Girl Scouting, leadership qualities, communication skills, and ability to represent the depth and breadth of the Girl Scout Movement. Members of the advisory board work with teams in the national office on projects aligned with our national strategy, including DEI/RJ, older girl engagement, research, marketing, and more. They make recommendations, contribute to key initiatives, influence decision-making at the national office, and gain valuable experience and professional development.

# Membership



11,012  
Girl members

6,102  
Adult members

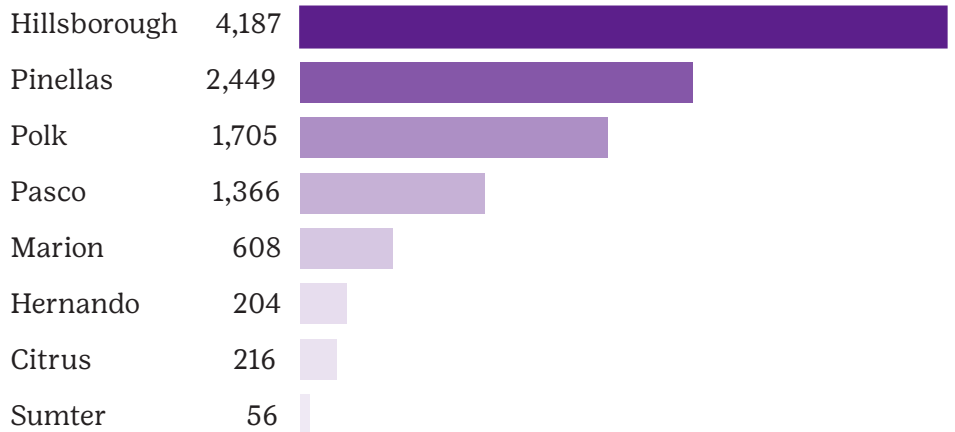
2,387  
New members

1,149  
Troops

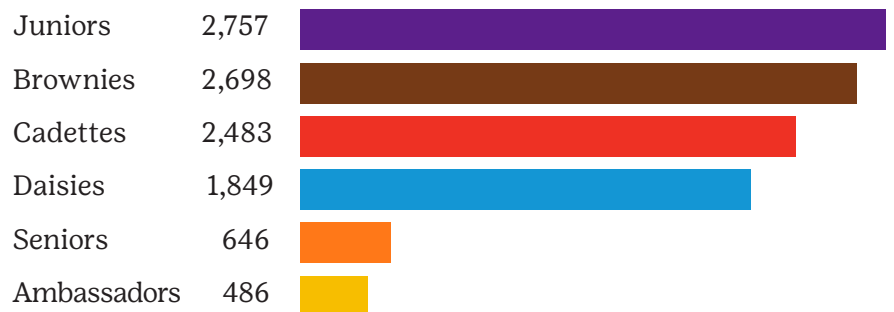
17,114  
Total members

1,208  
Girls served through Outreach troops

## GIRL MEMBERSHIP BY COUNTY



## GIRLS SERVED BY PROGRAM LEVEL





# Financials



**\$88,317**

**TOTAL FINANCIAL AID AWARDED TO GIRLS WHO OTHERWISE WOULD NOT HAVE THE OPPORTUNITY TO PARTICIPATE IN GIRL SCOUTING.**

## REVENUE

Product sales	\$4,493,432
Public support*	\$1,130,660
Program revenue**	\$312,129
Other revenue	\$250,746
Merchandise sales	\$197,199
Special events	\$89,677

## REVENUE

Total Nonoperating Revenue	\$7,101,619
Realized and Unrealized Gain on Investments	\$718,621
Payment Protection Program Loan Forgiveness	\$870,000
Employee Retention Tax Credit	\$943,978
Gain on Sale of Assets***	\$3,569,020
Contribution for Capital Improvements	\$1,000,000

## EXPENSES

Program services	\$5,804,799
Management and general	\$1,016,900
Fundraising	\$521,366

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

\*\* Program, event, and camping fees.

\*\*\*Includes established board designated investment fund for the preservation of properties, valued at \$3m as of 09/30/21

**\$7,343,065**

Total  
operating  
expenses

**\$6,473,843**

Total  
operating  
revenue

## COMPANIES & ORGANIZATIONS

### \$100,000+

The Juvenile Welfare Board of  
Pinellas County  
Pulte Homes  
United Way of Central Florida, Inc.

### \$20,000-\$99,999

Children's Board of  
Hillsborough County  
Community Foundation Tampa Bay  
Florida Department of Education  
Hillsborough County Board of  
County Commissioners  
Publix Super Markets Charities, Inc.  
The Spurlino Foundation  
Walmart Corporate Giving

### \$10,000-\$19,999

American Endowment Foundation  
Conn Memorial Foundation, Inc  
Copperhead Charities  
Florida Dairy Farmers  
Harrison Private Foundation Trust  
Premier Eye Care  
Wounded Warriors

### \$5,000-\$9,999

GEICO Philanthropic Foundation  
Mabel and Ellsworth Simmons  
Charitable Foundation  
PBX-Change Inc.  
Raymond James Financial, Inc.  
Regions Bank  
Suncoast Credit Union Foundation  
Tech Data Corporation  
Wells Fargo Foundation

### \$2,500-\$4,999

Cigna Health and Life  
Insurance Company  
Disney Worldwide Services, Inc.  
Outback Bowl  
Simply Healthcare Plans Inc.  
Starting Right, Now  
Tampa General Hospital  
Vertical Bridge  
Zahn Associates Inc.

### \$1,500-\$2,499

Bank of America Charitable  
Foundation, Inc.  
Caspers Company McDonald's  
Restaurants  
Culver's  
Duke Energy Foundation  
Florida's Natural Growers Foundation  
KnowBe4 Inc.  
Little Brownie Bakers  
Marni & Morris Propp  
Family Foundation  
Vanguard Charitable  
Morgan Stanley

### \$1,000-\$1,499

Brisk Coffee Roasters USA  
PDR CPA's + Advisors  
Fidelity Charitable  
Girl Scouts of the USA  
Rotary Club of The Villages  
Foundation, Inc.  
Sam's Club #6401  
Spring Hill FOE 4208 Inc.  
Universal Orlando Foundation  
USAA Foundation  
Wal-Mart #2740

### \$500-\$999

AmazonSmile Charity  
Cigna Healthcare of Florida  
Craft Promos  
Honeywell Hometown Solutions  
Kappa Delta Tampa Alumnae Chapter  
Medtronic Foundation  
Temple Terrace Presbyterian Church

### \$250-\$499

Arrow Electronics  
Diana DeVito State Farm Insurance  
Four Amazing Turtles LLC  
GiveWell Community Foundation  
Hartford Fire Insurance Company  
JP Morgan Chase Foundation  
Mile High Fitness & Wellness Inc.  
Nielsen  
RP Funding Center  
State Farm Companies Foundation  
Tampa Bay Lightning



Thank you  
for investing  
in girls.

List reflects donations received from Oct. 1, 2020–Sept. 30, 2021. 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](mailto:customerconnections@gswcf.org).



# INDIVIDUALS




## \$10,000–\$19,999

Marion R. Rich    
Denise G. Samson 

## \$5,000–\$9,999

Anonymous Donor  
Monica Harris  
John and Sheila LeFors  
Michael Lydon  
Tyson and Gail Lykes







## \$2,500–\$4,999


Kristen and William  
Johnson   
Rudolph and Jean Kohler   
Abby Mackness   
William F. O'Neill  
Charitable Trust  
Laura Webb 

## \$1,500–\$2,499














Rosemary Armstrong and  
Sandy Weinberg   
Jodi Avery  
Maruchi Azorin    
James Barringer and  
Arlene Segovia   
Maria P. Cantonis    
Susan Craig   
Cami and Scott Gibertini   
April R. Grajales    
Kathryn Gray   
Cindy Kane  
Eric and Mary Pat King    
Glen Kuenzli  
Richard Lane  
Ann Park  
Denise Reddick  
Jeanne Mary Smith  
Lavinia Vaughn  
Diane M. White

## \$1,000–\$1,499













Moira J. Burke    
Robert and Carol Carter   
Renee Dabbs   
Lauren Debick   
Nicole DeLoach Hubbard   
Micheline Everett  
Ray Jones  
Grace Maseda   
Amy J. Metz   
Elinor J. Paladine    
Mimi Rich  
Jane G. Roberts





















Kenneth and Jill Rogers  
Marla Schick  
Laura Welborn   
Patricia Simms  
Sheryl Stansell

## \$500–\$999

Melanie Adams   
Roddy Belfatti  
Trimeka Benjamin  
Larry Brooks  
Tom Burgeson  
Christine M. Cartaya   
Lynn S. Dorman  
Jennifer Dixon  
Sunny Endicott  
N'Keiba Estelle  
Kelly and Jim Flannery   
Melissia Gauthreaux   
Felecia Gilmore-Long   
Sue R. Goodman   
Morgan Gresham   
John Gray  
Mary Anne Hanley  
Barbara Hacker   
Otis L. Hollar  
Patricia Hemenway   
Jessica K. Hornof   
Felicia Harvey   
Susan D. Huttig   
Jessica Hong-Tanner   
Jennifer Jackson-Wohl  
Jody Johnston   
Connie Johnson   
Gwin A. Londrigan    
Susan G. Londrigan  
Mary and William Lyons  
Winifer MacKinnon  
Mary M. Mahoney  
Michelle Meyer  
Sarah A. Mills   
Clara Moll   
Raelene Morrison    
Jennifer Murphy   
Stephanie Owens   
Julie Perhot   
Dianne Persall   
Stephen Ponzillo  
Manar Sarsour   
Gayle Sierens-Martin    
Anne Smith  
Susan Straughn  
Kimberly Wilmas   
Stephanie Wilson    
Linda Wright

## \$250–\$499

Sarah M. Abels   
Carrie Alexander   
Diana Arroyo-Lopez   
Kary Bahr  
Sharron Bauer   
Alanna F. Baxter   
Kathleen J. Belmonte   
Cheryl and Howard Beckert  
Gail and Jim Berghorn  
Leah Bergoffen  
Emily Bonderman   
Christa E. Broderick   
SarahFay Brown  
Rebecca Brown   
Constance Capco   
Joanna Cherry  
Michelle Christie   
Jackie Clements-Pliskin   
Terri and Paul Costello  
Julianne Corlew   
Michael Cusumano  
Debra Dereniski   
Tiffany Eaton   
Adelaide G. Few    
Shari Fowler   
Alexandra Gerbracht   
Diane Gobo   
Ann Harris   
Elizabeth B. Harris  
Deanne Hennessee   
Danielle Henry  
Nadine Hill   
Candace and Robert Hobbs  
Jennifer L. Huff  
Jessica Isaacs  
Teresa Jimenez   
Tina P. Johnson   
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Lynne Mantz   
Gerda Massieu  
Jamiel Maze   
Jennifer McCants   
Shirl McCray   
Melissa and John Metz   
Corinna A. Miller   
Lorrie Miller   
Jesica Montgomery   
Mary Frances S. Murphy  
Molly Nugent 

Lawrence Neil   
Melissa Oldman   
Kathryn M. Owen   
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Bemetra Simmons   
Tammy Taylor  
Jennifer Telfare   
Tammy Tanner   
Catherine Verona   
Patricia Walsh  
Ashley Wood   
Kelly Williams-Puccio   
Virginia Willms   
Ashley N. Zirkle

 Daisy's Circle Member

 Women of Distinction Alumnae

 Juliette Gordon Low Society Member

 Pearl Society Member



## HONORARIUMS

---

*In honor of Jossie Azorin*  
Maruchi Azorin

*In honor of Eddie Curren*  
Laurie K. Dever

*In honor of Olivia Hobbs*  
Candace and Robert Hobbs

*In honor of Cheryl Riley*  
Susan M. Ball

*In honor of Kaley Witek*  
Harvey Ford

*In honor of Troop 31814*  
Shelby L. Hanna

*In honor of Troop 50002*  
Kay Stagray

*In honor of Troop 61321*  
Diane Brand

## MEMORIAMs

---

*In memory of Amy Clark*  
Virginia M. Glass

*In memory of Camella Dennis*  
Kristine Bennett  
Herbert Berkowitz  
Carmeta Rodgers  
Judy & Kent Teetor

*In memory of John Dereniski*  
Deborah Benjamin  
Angel Echo Service Unit

*In memory of John Gray*  
Lenore Costello

*In memory of Berdena M. Mumford*  
Monica Harris  
Karen and Bill Glazer  
Cathy D'Orsa  
Shari Money  
Ronna Fried  
Marcia Nowicki  
Monica and Michael Cobine  
Randy and Jan Williams

*In memory of Doris Perry*  
Jennifer Lawton

*In memory of Halle Heilman*  
Candy White

*In memory of Stephen Wuertz*  
Claire Cohn

List reflects donations received from Oct. 1, 2020–Sept. 30, 2021







# 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 Clara Moll, Chief Development Officer at 813-262-1768 or [cmoll@gswcf.org](mailto:cmoll@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 outreach programs, and so much more.

**\$25/  
MONTH**

**gives 12 girls a Girl Scout membership for one year.**

**\$35/  
MONTH**

**assists a Girl Scout in need with an adventure at summer camp.**

**\$50/  
MONTH**

**assists with 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](http://gswcf.org/daisycircle)**

# 2021 Annual Report

Girl Scouts of West Central Florida

4610 Eisenhower Blvd.

Tampa, FL 33634

[gswcf.org](http://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.