

girl scouts 
of west central florida

Fall Area Association Meeting

October 18 & 19, 2023



Opening Greetings

Laura Webb
GSWCF Board President





Agenda

- 🍀 Mission Moment
- 🍀 State of the Council & Financial Report
- 🍀 Kick-off of Strategic Planning
- 🍀 Other Governance Committee Reports
- 🍀 Governance Announcements
- 🍀 Area Breakouts
 - Area Delegate Election
 - Pinning Ceremony
 - Feedback for Board of Directors & Governance Committees
 - Adjourn Meeting
 - Council Listening Session





Girl Scout Promise & Law

Girl Scout Promise

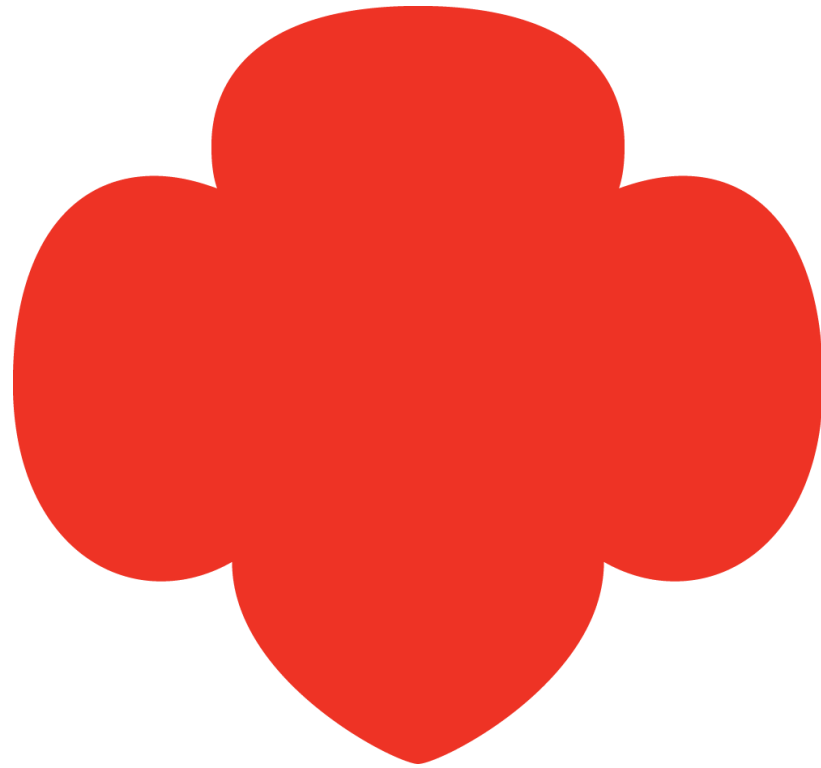
On my honor, I will try:

To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

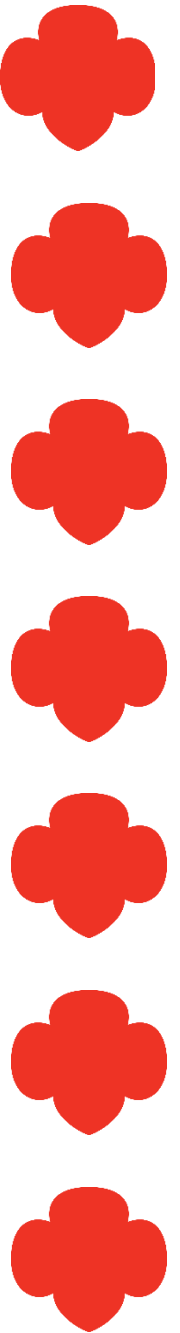
Girl Scout Law

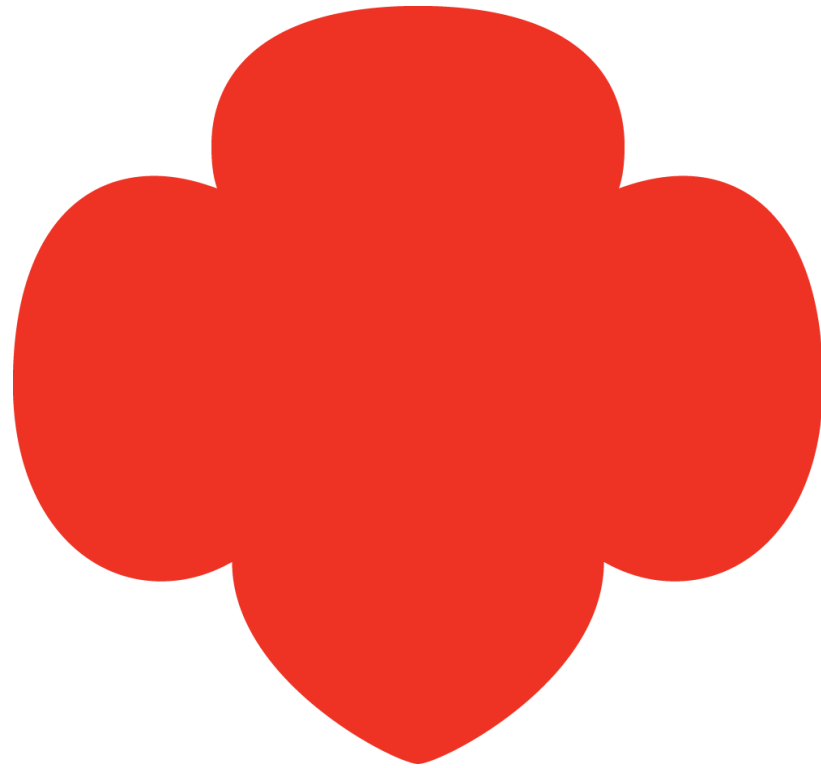
I will do my best to be

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.



Mission Moment



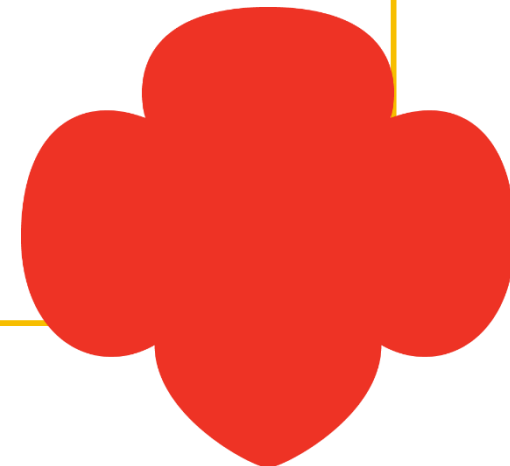


State of the Council & Financial Report



Philanthropist McKenzie Scott Donates \$84 Million to Girl Scouts

- \$15 million to GSUSA
- 29 Councils received donations
- **\$2 million to GSWCF**



MY23-25 \$2 Million Breakdown

MY23-25 Organization Goals:	MY23-25 Funded Strategies:	Accelerate, Grow & Sustain our Programs, Members, Revenue		
		Program	Membership	Revenue
MEMBER-CENTERED (70%): Girl Scouts is embedded in the cultural fabric of communities with few barriers to affordability and access.	Community-based staffing model to eliminate barriers to participation and build capacity of volunteers/partners to deliver mission	Yes	Yes	Yes
	Pilot Test: Middle School Clubs (Research & Development)	Yes	Yes	Yes
	Pilot Test: Girl Scout Hubs (aftecare centers, places of worship, etc.)	Yes	Yes	Yes
	Pilot Test: First Year Girl Scout Troop Leader Toolkit & Support	Yes	Yes	Yes
PEOPLE-EMPOWERED (20%): Girl Scout volunteers and staff are well-trained, connected, empowered	Volunteer Leadership Rally for Troop Leaders	Yes	Yes	Yes
	Youth Development Trainings: DEIRJ, Frameworks, Mental Health First Aid, First Aid/CPR	Yes	Yes	Yes
	Girl Scouts Volunteer Network: Opportunities for alum, sponsors, partners	Yes	Yes	Yes
MISSION-AMPLIFIED (10%): Girl Scouts is known as the premier scouting and highest quality leadership experience for girls.	3-Year MarCom Campaign to include communications training for Girl Scouts, volunteers and staff, as well as multi-platform media campaign	Yes	Yes	Yes





Other Grants for MY23

To support our MY23 equity plan, GSWCF secured \$743,745 to date for 2022-2023 GSLE with more grants pending:

- | | |
|--------------------------------------|-----------|
| • Children's Board | \$322,000 |
| • Juvenile Welfare Board | \$241,943 |
| • United Way Central Florida | \$122,802 |
| • Spurlino Foundation | \$30,000 |
| • United Way Suncoast (3-year renew) | \$19,000 |
| • United Way Pasco | \$8,000 |

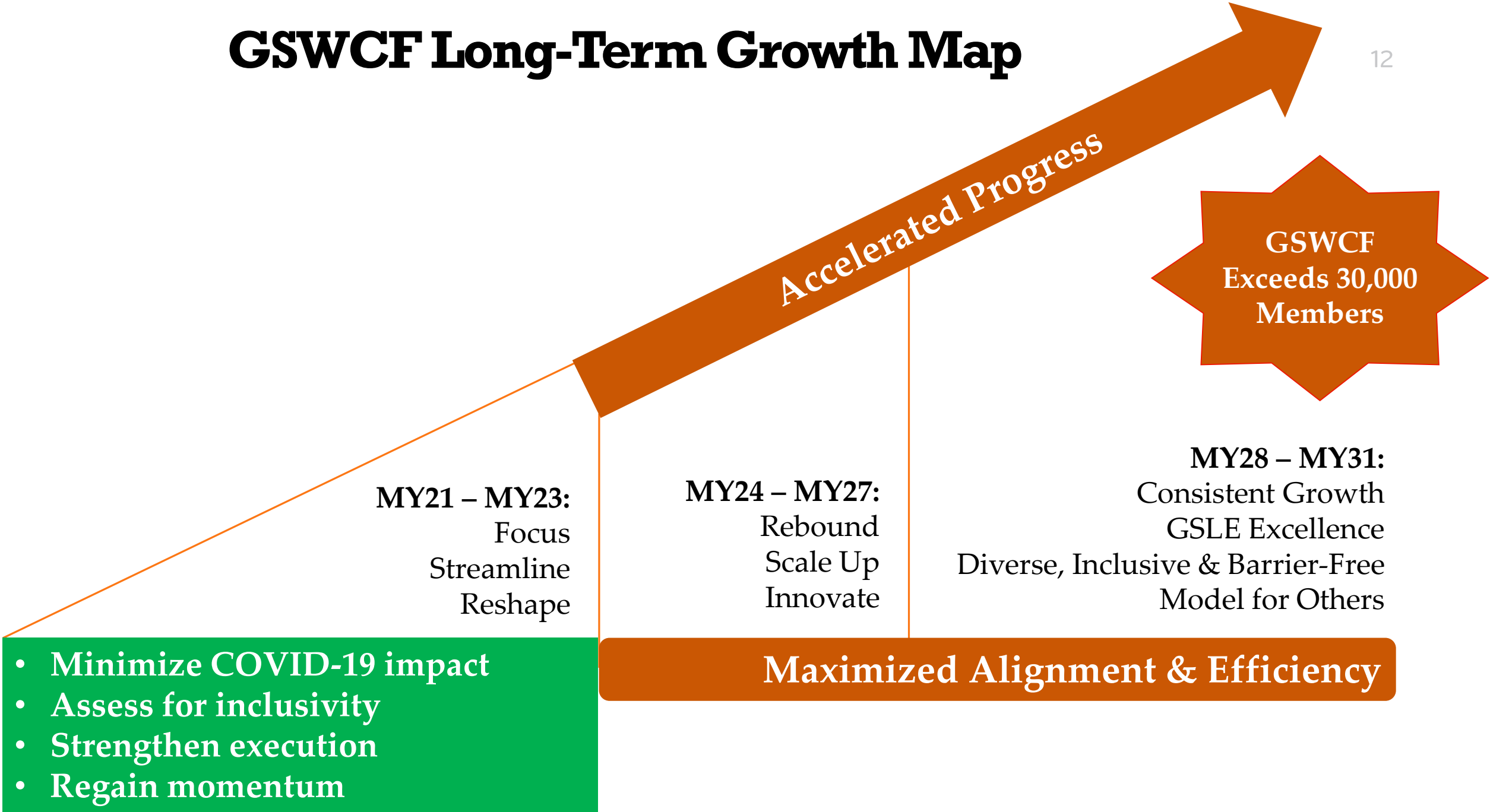
*Funding includes staffing



Membership Update as of 10/18/2022

	MY2020	MY2021	MY2022	MY2023 Goals	MY2023 As of 10/18/2022
Girl Members	16,363	11,012	10,663	12,004	7,744
Adult Members	8,570	6,102	6,957	6,806	5,550
TOTAL	24,933	17,114	17,620	18,810	13,294

GSWCF Long-Term Growth Map



Girl Scout FEST

Girl Scout Fest
September 24
Florida State Fairgrounds



Girl Scout Fest highlights the unique opportunities Girl Scouts of West Central Florida offers to explore our four program pillars - entrepreneurship, life skills, outdoors and STEM through interactive activities, and connecting with their community in a space that keeps empowering the next generation of leaders

Analytics

Organic FB/IG: 12,942 reach
Paid FB/IG: 50,176 reach;
135,805 impressions
Girl Scout Fest Page Traffic:
3,878 pageviews
from July to September

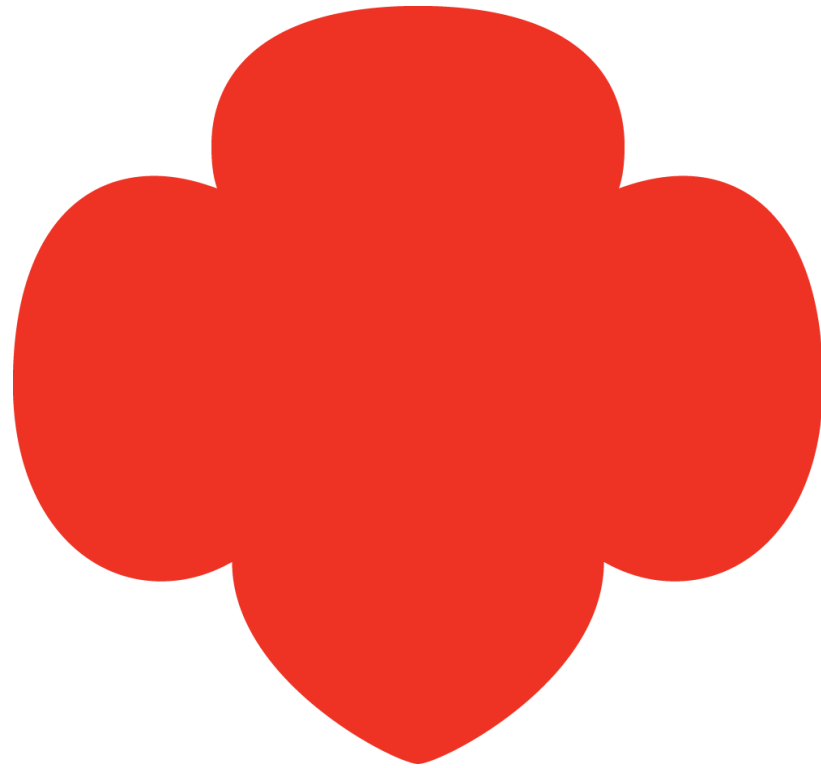
1861

Total attendees

13

Counties
represented





Financial Update



June 2022 Financial Highlights

- 12 months operating reserves
- Under budget \$2.4m
 - Includes \$2m anonymous donation
- Retail and product sales have outperformed budget
- Corporate and foundation giving under operational budget
- Expect to end FY in line with budget*
 - Early summer camp closure will close the current surplus

* \$2m donation not anticipated and will still be a positive budget variance. Second round of Payment Protection Program funding will also be forgiven and recognized by fiscal year end.





Funding Our Future

Over last five years we have:

- Generated \$6.7m in cash flow*
- Annual operational surplus/deficit
- Employee Retention Tax Credits
- Payment Protection Program Loan Forgiveness
- Sale of Camp Scoutcrest and Lakeland Service Center

* Does not include investment income and realized/unrealized gains on investment





Funding Our Future

Over last five years we have:

- Established an Operations Maintenance Fund to support the long term preservation and improvement of our properties
- Funded with Camp Dorothy Thomas land parcel acquisition and sale
- Invested \$3.9m in capital improvements at our properties
- Established 12 months of operational reserves





Funding Our Future

MY2022/2023 we move from recovery to growth.

We have built the financial security to allow us to invest in our growth for the future.

We will experience operational deficits over the next 3-5 years as we grow our revenues and continue to strengthen the Girl Scout experience.

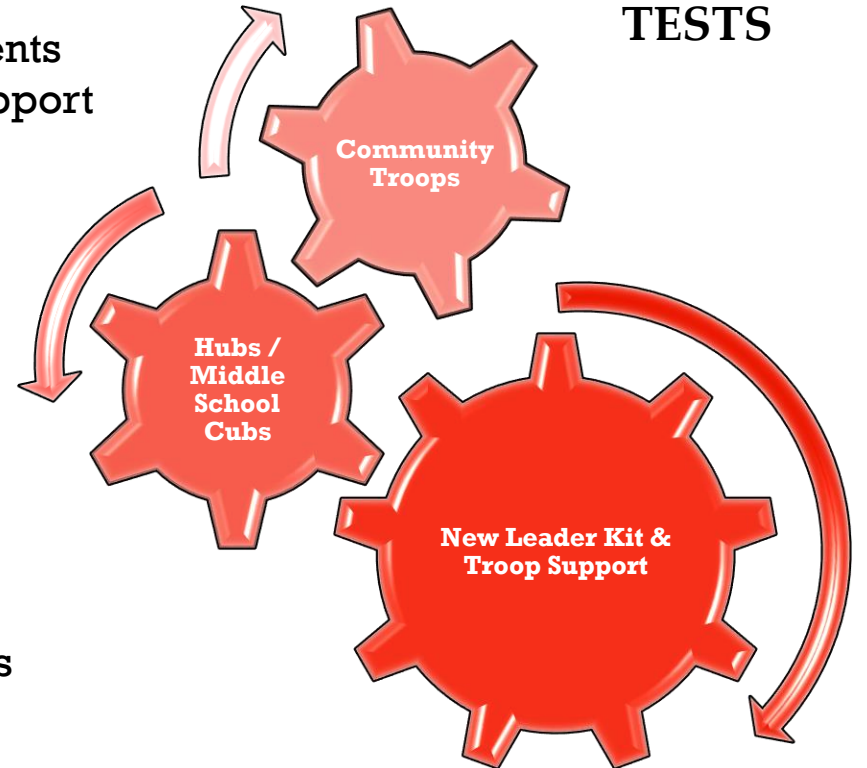
We will continue to focus on the long term financial stability of our council.



MY23 Budget Investments

- **Position high caliber staffing in communities to deliver a strong Girl Scout experience**
 - Restructured and reimagined positions
 - Competitive market pay and internal equity salary adjustments
 - New positions added with \$165k new funding secured to support additional staff costs
- **Pilot community-based program delivery**
 - Community Troops
 - GS Hubs
 - Middle School Clubs
 - New Leader Kit & Troop Support
- **Offer affordable trainings and programs**
 - \$5 training/program offerings
 - Increased council dough / events as product sales incentives
- **Engage PR/Marketing firm**

MY23
PILOT
TESTS





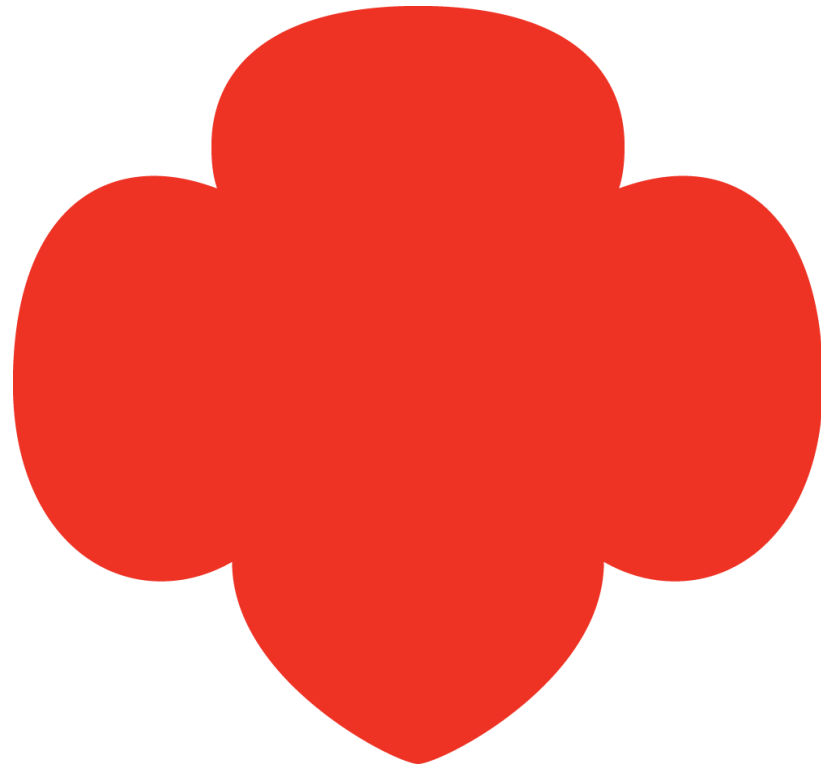
Sweets & Treats

Fall Product Program starts October 4!

Oct. 4 – Nov. 14

GET STARTED



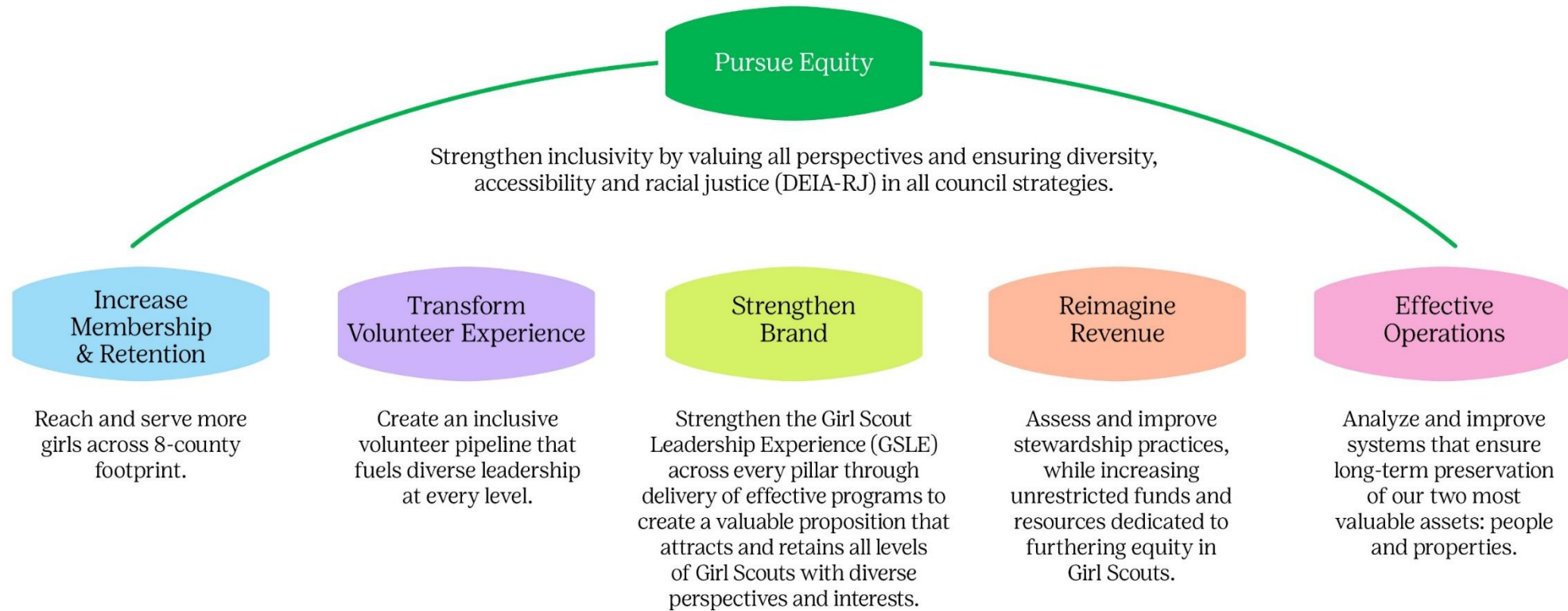


Kick-off of Strategic Planning

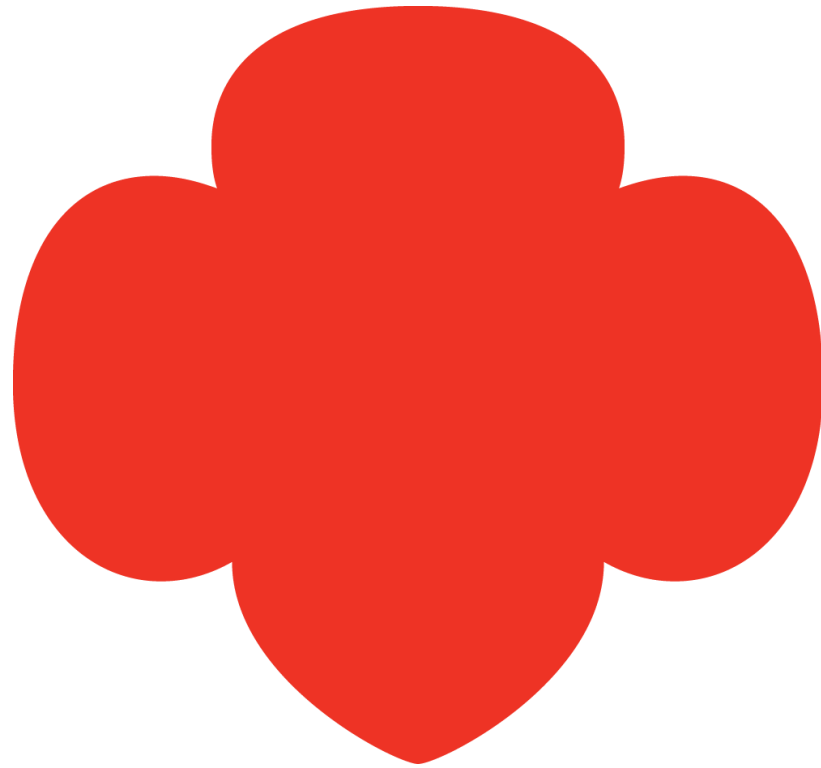
Membership Sustainability

Chaired by Grace Maseda

MY21-23 Strategic Goals & Objectives



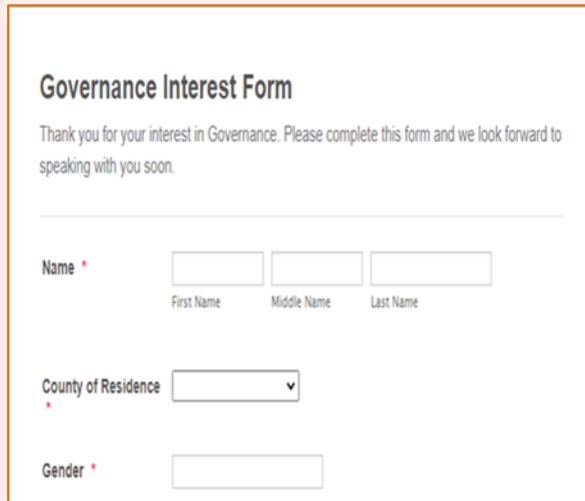
Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.



Other Governance Committee Reports

Board Development Committee

Chaired by Stephen Ponzillo



Governance Interest Form

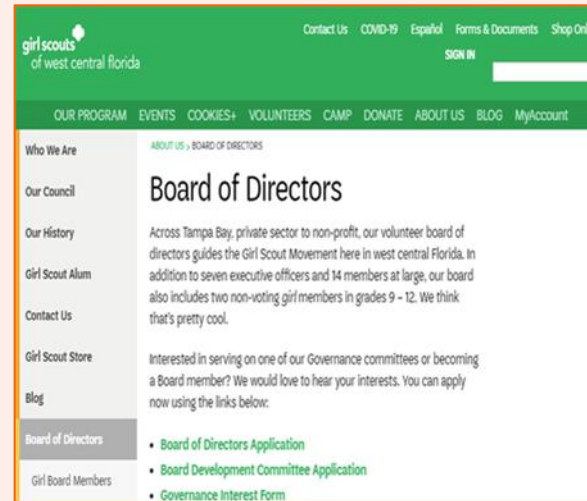
Thank you for your interest in Governance. Please complete this form and we look forward to speaking with you soon.

Name *
First Name Middle Name Last Name

County of Residence

Gender *

Board Development
Finance
Fund Development
Membership Sustainability
Properties



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Board of Directors

Girl Board Members

ABOUT US > BOARD OF DIRECTORS

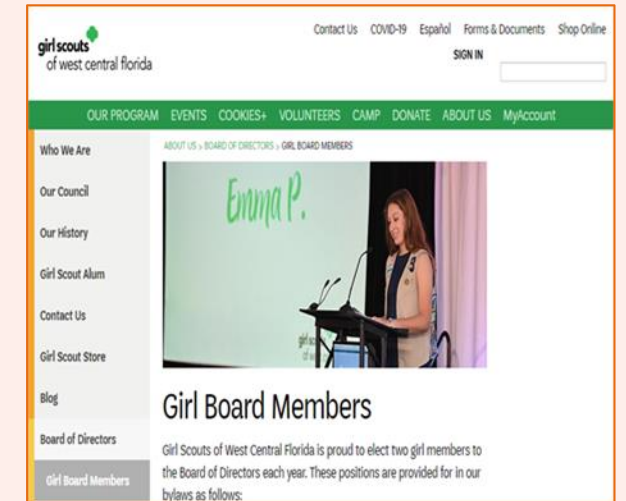
Board of Directors

Across Tampa Bay, private sector to non-profit, our volunteer board of directors guides the Girl Scout Movement here in west central Florida. In addition to seven executive officers and 14 members at large, our board also includes two non-voting girl members in grades 9 - 12. We think that's pretty cool.

Interested in serving on one of our Governance committees or becoming a Board member? We would love to hear your interests. You can apply now using the links below:

- Board of Directors Application
- Board Development Committee Application
- Governance Interest Form

Board of Directors



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Who We Are

Our Council

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Board of Directors

Girl Board Members

ABOUT US > BOARD OF DIRECTORS > GIRL BOARD MEMBERS



Girl Board Members

Girl Scouts of West Central Florida is proud to elect two girl members to the Board of Directors each year. These positions are provided for in our bylaws as follows:

Girl Board Members
Must be 14+
Term: 2023-2024

gswcf.org/board

Fund Development Committee

Chaired by Michelene Everett



Meet the 2023 Women of Distinction Honorary Chairs



Dr. Liana
Fernandez Fox



Senator
Arthenia Joyner



Pinellas County
Commissioner
Karen Williams Seel

gswcf.org/wod



Properties Committee

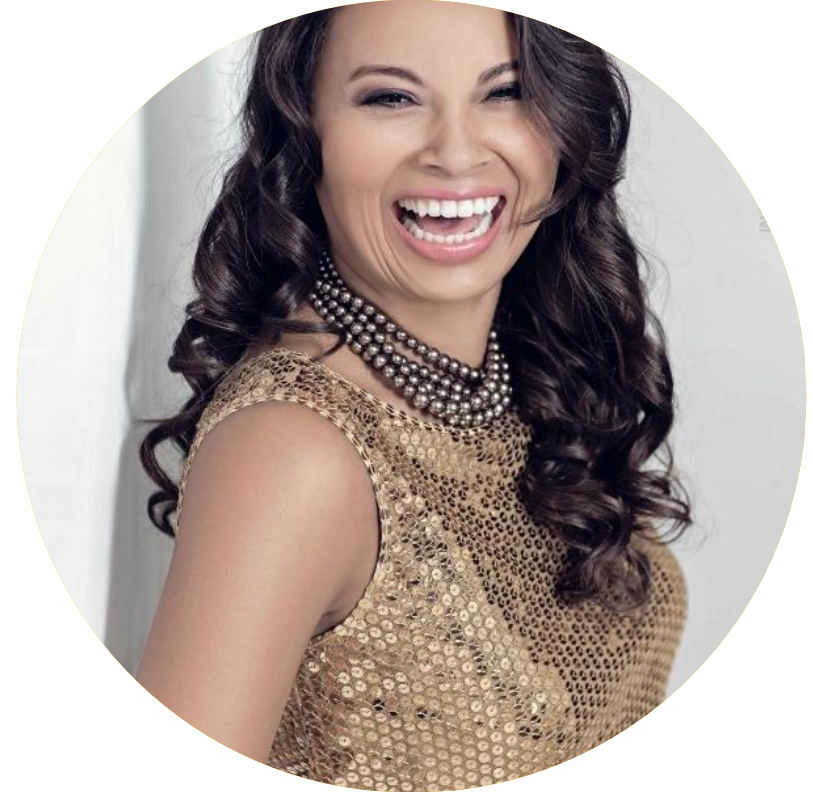
Chaired by Renee Murch





Governance Announcements

Miracle Zuloaga
Governance Manager





2023 Girl Scout Convention

When: 56th National Council Session July 18-20, 2023
Phenom by Girl Scouts July 20-22, 2023

Where: Disney's Coronado Springs Resort

- Opportunity to Volunteer, more info to come
- For more information, please visit [here](#).



National Council Delegates



Fatima Abu Khaled



Jaidyn Freyn-Angel



Shannon Boyer



Nerissa Casanova



Bayley Edwards



Alexa Michael



Mary Pat King



Laura Webb

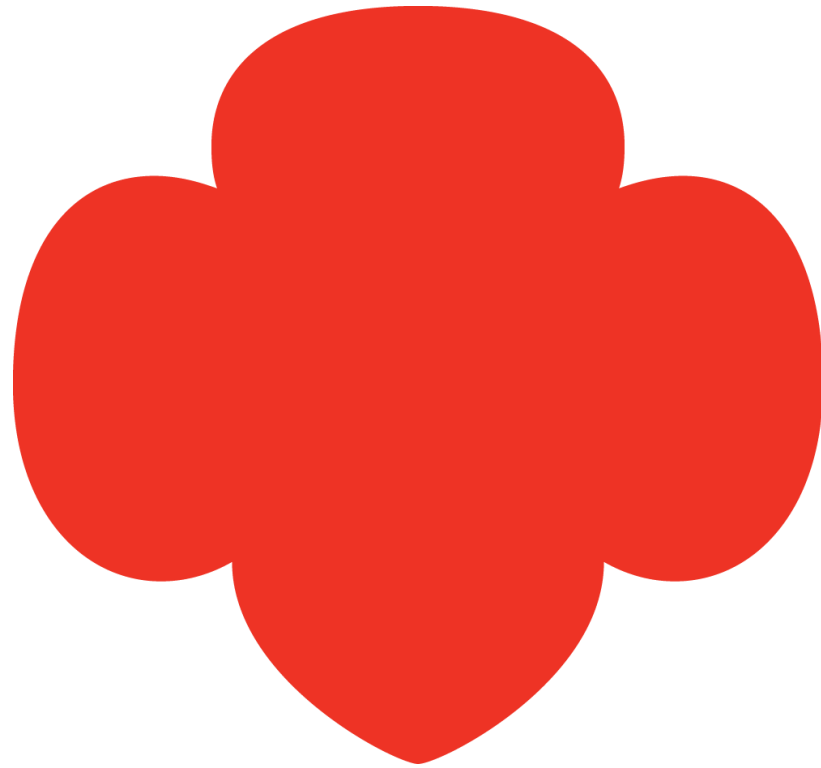


Delegate Rosters

- 🌿 Please continue to elect Delegates in SU without Full rosters
- 🌿 All Election results must be submitted to Miracle Zuloaga, Governance Manager by December 31, 2022

mzuloaga@gswcf.org





Upcoming Events



Girl Scout Spirit Week

Oct. 30–Nov. 5





Future Governance

February 7 & 8
Area Association Meeting



April 22
Annual Meeting





**A Deep
Gratitude
For All
That YOU
Do!**