




girl scouts
of the sierra nevada

Annual Impact Report

2018-2019 FISCAL YEAR

A Message from our CEO & Board Chair



Dear Friends of Girl Scouts,

As we look back at 2019, we are humbled by the commitment of our supporters and inspired by the spirit and determination of our girls. With the help of 1,700 volunteers, 332 donors, an enthusiastic board of directors, organization partners, parents, and guardians, Girl Scouts of the Sierra Nevada mentored over 4,900 Girl Scouts through one of the most effective girl-leadership programs in the world.

Our council experienced several exciting developments in 2019 such as activating Digital Cookie early, allowing girls to get a head start on the largest girl-led cookie sale in the world; Girl Scout Day at the Legislature at which Girl Scouts learned about civic engagement from their state's lawmakers; and implementing 42 new badges and Journeys revolving around cybersecurity, space science, high adventure, and coding.

From enhancing programs to improving our geographical coverage, there are always more ways in which we can improve the Girl Scout experience and better prepare girls for a lifetime of leadership. This includes our desire to extend Girl Scouting to girls who face socio-economic barriers. With your support and increased collaboration, we know we can reach new heights as a council.

Thank you for believing in Girl Scouts.

Sincerely,

Heidi Howe

Heidi Howe, Interim CEO

Colleen Worlton

Colleen Worlton, Board Chair

OUR MISSION

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



THE 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.



THE 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.



Board of Directors

Board Chair

Colleen Worlton

Vice Chair

Jennifer Rogers Markwell

Secretary

Janice Ono

Treasurer

Jan Watson

Interim Chief Executive Officer

Heidi Howe

Girl Board Members

Laryssa Kolstrup

Ashlee Tang

Immediate Past President

Jamii Uboldi

Members-at-Large

Lyn Beggs

Candee Candler

Rebecca Curtis

Emily Ellison

Rebecca Hobson

Ellen Hongo

Amber Joiner



Financial Literacy



Powering Amazing Experiences

The Girl Scout Cookie Program is the largest girl-run financial literacy program in the world. Through the program, Girl Scouts learn and practice five essential financial literacy skills:

- Money Management
- Goal Setting
- Decision Making
- Business Ethics
- People Skills

2,118 Girl Scouts participated in the Girl Scout Cookie Program in 2019, selling delicious cookies customers ask for by name. Many Girl Scouts also donated boxes of cookies through the Gift of Caring program to several local nonprofit organizations, such as Blue Star Mothers of Sierra Nevada, Children's Cabinet of Nevada, Ronald McDonald House, and the Food Bank of Northern Nevada. Through immersive workshops such as Cookie Rookie and Cookie CEO, Girl Scouts across our council were well-prepared for a successful cookie season.

460,882
boxes of cookies sold

4,576
boxes of cookies donated to various
nonprofit organizations

Adventure

Girl Scouts are known to pack their bags full of life-changing experiences and make friends from all over the country! **Girl Scouts and adult volunteers from Service Unit 615 traveled to Costa Rica in July 2019** on a tropical adventure.

During the trip, girls experienced different ecosystems, the culture, the history, the food, and the people of Costa Rica. They hiked through and zip-lined over the rainforest, kayaked in view of an active volcano, walked in the cloud forest and enjoyed many other amazing adventures!

The girls were able to meet with Scouts from Costa Rica and have a meeting on the beach at which they sang Scout songs and played games.

Terri Kolstrup, who traveled with the girls, said she "was amazed and proud to watch [her] girls be independent, be fun and funny and have courage and stamina with all that they did."



Travel

S.T.E.M.



Reach for the Stars

Girl Scouts of the Sierra Nevada (GSSN) introduces Girl Scouts of every age to science, technology, engineering, and math (STEM) to help them see how they can improve the world. Our goal through our “fun with purpose” K-12 STEM curriculum is for every girl to explore different aspects of STEM and to inspire girls to embrace and celebrate scientific discovery in their lives.

In 2019, **42 new badges and Journeys were released**, allowing Girl Scouts to explore cybersecurity, space science, and coding.

GSSN continued to deliver the NASA: “Reaching for the Stars” grant program by holding two Star Parties at which over 350 Girl Scouts explored our solar system and met our galactic neighbors, investigated the moon and its phases, discovered constellations and the stories behind them, saw a solar flare through a telescope, and visited with astronomers from the Night Sky Network.

350

Girl Scouts participated in the “Reaching for the Stars” pilot grant program

42

new Girl Scout STEM-related badges are available to all Girl Scouts

Camp Wasiu II

GSSN’s summer resident camp and outdoor programs provide girls with time in nature away from a digital environment. **Camp Wasiu II, our beautiful overnight camp near Sierra City, California, provides girls in grades 1 to 12 with a deep appreciation for environmental stewardship.** Our camp attendance this summer grew by 5 percent for the second year in a row, providing more leadership opportunities and outdoor experiences for girls from northern Nevada and northeastern California.

617

total campers attended Camp Wasiu II

65

girls from our Low-Income Families & Neighborhoods Program attended camp at no cost to their families

Popular camp activities this summer included archery, standup paddle boarding, canoeing, swimming, shelter building, backpacking, playing giant chess and Jenga, and riding bikes. **Thirteen Girl Scouts backpacked through Lassen Volcanic National Park** where they learned about hydrothermal activity and climbed to the top of one of the largest plug dome volcanoes in the world.



Outdoors

All That Glitters

Girl Scouts Highest Awards



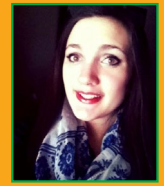
Girl Scouts is the only place where girls can earn the Gold Award - one of the most prestigious awards for girls in the world!

Earning a Girl Scout Gold Award is a great boost when it comes to applying for college and scholarships, establishing a lifetime network, and so much more! Younger girls can also complete their Bronze and Silver awards - and this year, **we had 81 Bronze Award Girl Scouts and 37 Silver Award Girl Scouts in our council.** All three awards give girls the chance to make powerful, lasting change in their community while working on an issue that has captured their interest in a big way.

Gold Award Girl Scouts



Irene De Haan
"STEAM Camp"



Sara Knight
"Grow Nice Thoughts"



Gillian Mandel
"Friends of the Linear Park"



Emilie Rodriguez
"Equestrian Trail Fun Course for Kids"
Awarded the Crutchfield-Healy Memorial Scholarship

Silver Award Girl Scouts

Troop 67
Tech Savvy Seniors

Troop 108
It's A Girl Thing

Troop 143
Brighter Colors and Brighter Kids

Troop 155
Bringing Music to the Elderly

Troop 262
Paint by Numbers

Troop 353
Kid Comfort

Troop 398
The Little Library

Troop 683
Bree's Busy Boxes

Troop 798
Wild Horses of Nevada

Troop 798
Dyslexia: What is it?

Troop 1473
Badge Boxes

Troop 1491
Teens as Teachers

Troop 1951
Roberts House Orphanage Memorial

Bronze Award Girl Scouts

Troop 1
Survival Day

Troop 23
Rock the Labyrinth

Troop 23
Homeless Pets

Troop 105
Girls Helping Pets

Troop 147
Noah's Animal House Visiting Area Enrichment

Troop 174
The Community Garden and Table Project

Troop 188
Project No Hunger

Troop 188
Serving the Ronald McDonald House

Troop 250
Hands-Only CPR Training

Troop 290
Valentines for Veterans

Troop 358
Wheelchair Accessible Garden Beds

Troop 398
Camp Wasiu II Lending Library

Troop 543
Warm Hearts and Helping Hands

Troop 657
Never Start Smoking

Troop 660
Family Friendly Hikes

Troop 1625
Comfort Bags

Juliette
The More You Learn the More Places You Will Go

Juliette
Protect Yourself Against the Silent Killer; Radon



TRIUMPHANT

CELEBRATING WOMEN IN LEADERSHIP DINNER

Presented by

Congratulations to our 2018 TRIUMPHANT Honorees! These local women inspire today's girls to become tomorrow's great leaders. We cannot thank our community enough for coming together to celebrate women and girls, and for raising **\$86,446** which was used to expand essential Girl Scout programs throughout the year.



Financial Literacy
CJ Manthe
Nevada Department of Business and Industry



S.T.E.M.
Ruby Johnson
STEMher by Ruby B. Johnson Magazine and When You Believe Foundation



Community Service
Mary Kerner
Rural Nevada Development Corporation



Entrepreneurship
Karen D. Purcell, P.E.
PK Electrical, Inc.



Environmental Leadership
Dr. Kristen Averyt
Desert Research Institute



Healthy Living
Pamela Netuschil
A Concierge Practice for Women



Thank you, Donors

Your investment gives G.I.R.L.s the tools to empower themselves, and the passion and knowledge to change the world.

JULIETTE CIRCLE: \$10,000+

E.L. Wiegand Foundation
The Helen Close Charitable Foundation
Jack Van Sickle Foundation
The Nell J. Redfield Foundation
NV Energy Foundation

PEARL CIRCLE: \$5,000-\$9,999

Sue Barry
Girl Scouts of the United States of America
Robert R. Hager
Marie Crowley Foundation
Newmont Mining Corporation
Reno Central Rotary
Robert R. Banks Foundation
Tesla, Inc.
The Marybeth M. Lamb Foundation, Inc.
United Federal Credit Union
U.S. Bank Foundation Grants Program
Washoe County School District
Wells Fargo Foundation

SAVANNAH CIRCLE: \$2,500-\$4,999

ADP Foundation, Inc.
AT&T
Bank of America
Cookie Bible
Nancy Cummings-Schmidt
Emily Ellison
High Sierra Industries
Humanitarian Bishops' Storehouse
Intuit, Inc.
Steven & Valerie Lease
Nevada Mining Foundation
Outlets at Legends
PK Electrical, Inc.
City of Reno
Reno Rodeo Charitable Foundation
Renown Health
May Sagawa Shelton
SCHEELS
Thrive Market Food Warehouse
U.S. Bancorp Foundation
Pam Verhaegen & D. Scott Thompson
Walmart Corporate Giving Foundation
Waste Management
Jan Watson
Colleen Worlton

TREFOIL CIRCLE: \$1,500-\$2,499

Amber & Kyle Aiton
Alice 96.5 Radio Station
Bank of the West
Lyn Beggs
Nance Card
Pam & Mike Czyz
Marilyn Davis
Desert Research Institute
Eide Bailly
Joey Ganser
Greater Nevada Credit Union
Mary Kerner
Lassen Park Foundation
Leverage IT Consulting
Carla Manthe
Marnell Gaming
Siri Nelson
Pamela Netuschil
Northern Nevada Medical Center
Nugget Casino Resort
Dr. Elwood Schmidt
Sierra Nevada Corporation
Truckee Meadows Community College
University of Nevada, Reno

HONOR CIRCLE: \$500-\$1,499

Deanna Ackerman
Doug & Suzanne Aiton
ASURINT
AT&T Employee Giving Campaign
Pamela Boe
Diane Buice
Candee Candler
Laura Clift
Sheila & Bill Cockerell

Chris Coffing
Rebecca & Shane Curtis
Dara Security
Ellen Hongo
IMBIB, LLC
Amber Joiner & Kyle Davis
Michael Justice & Kathleen
Healy-Justice
Patricia Kepke

Erin Krug
Mary Ann Lambert
The Nazir and Mary Ansari Foundation
John LaTourette
Katrina Lofti
Nature's Bakery
Stephanie Neill
Nevada Women's Fund
NewFields Engineering

Michael & Jeanne Pomi
Karen Purcell
Sandra Rafaelli
Isabelle Rodriguez-Wilson
Jennifer Rogers Markwell
Tauri Schow
Katie Silva
Walmart Store 4370
Jo & Clark West

FOUNDER'S CIRCLE: \$250-\$499

Ameriprise Financial
Marianne Anderson
B3 Glass
Dale Badorine
Barracuda Championship
Kelly Carman
Amanda Clark
Lynda di Caro
Paula Cady
Joanne Estes-Short
Beth Farley
Cyndi Fehler
Lesa Fix
Melissa Flatley
Jennifer Gomm
Caroline Harris
Heidi Howe
Lydia Meyer
Shaaron Netherton
Erica Orme
Margo Piscevich
James & Marilyn Rappaport
Richard Rappaport
Pam & Mike Robinson
Debra Scott
Maureen Smercina
Beverly Stevens
Jessica Sutton
Troop 398
Raeghan Tucker
Jamii Uboldi
United Way of Northern Nevada & The Sierra
Tammy & Todd Westergard
Todd Winter

LEADER CIRCLE: \$100-\$249

Allegra Printing
& Imaging
AmazonSmile
Foundation
Dr. Kristen Averyt
Lindsay Barrett
Amy Berry
Heidi & Chad Bible
Paula Cady
Jacob Carter
Jackie Cheun
Christine Cox
Emily Cox
Michele Davis
Mark Doehring
Joan Dyer
Lisa Farmer
Teresa Froncek Rankin
Steven Goldston
Good Done Great
Shannon Griswold-
Osaki
Michelle Hale
Tim Hendricks
Rebecca Hobson
Luigi Iuppa
Emily Jaenson
Ruby B. Johnson
George Johnston
Marilyn Kuenzli-Howell
Julie Machado
Jessica Mahon
Sandra Marz
Arnold & Catherine
Maurins
Karen McClenahan
Jennifer McCoy

Anita Nelson
Kathi & John Nelson
Nevada Sunset Winery
Denise Nickel
Janice Ono &
Tim Wiener
Joy Orlich
Denise Quon
Julia Ratti
Alana Ridge
Carrie and Bret Ridge
Susanne & Patrick Riley
Cami & Justin Rowe
Gina Session, Esq.
Scott Shanks
Sierra Nevada Lavender
& Honey Festival
Lydia Taylor
Nancy Telliano
Karen Terry
Sara Trigero
Sue Wagner
Kris Wells
Sheryl Westad
Denise Wong

PROMISE CIRCLE: \$50-\$99

Dawn Brostrand Woehl
& Bradley J. Woehl
Jordan Burge
Sarah Burkett
Patricia Cafferata
Jennifer Carr
Mayte Castro
Melanie Cooke
Carrie Corcoran
Kelly Corrigan
Carol Delcario
Heather Dugan
Patty Elzy
Shannon & Edward Estipona
Aubrey Flores
Susan Gagosian
Tricia Gallenbeck
Kerri Garcia
Martha Gerhardt
Nancy Godbey
Wendy Gregory
Lori Haase

Marcia Hallett
Dina Hunsberger
Shannon Jensen
Valerie Kelley
Hiroe & Kenichiro Koide
Roy Lancaster
Lisa & Carl Lokenvitz
John Louie
Katey & Matt Lundy
Alicia Meyer
Marge Miller
Netowrk for Good
Barbara Purcell
Hilary Riley
Wendy Schneider
James Shaw
D. Storey
Gloria Sturman
Carolyn Tanner
Cynthia Van Osch
Melissa Wilhelm

GIFTS MADE IN HONOR OF:

Dr. Kristen Averyt, Desert Research Institute
Cookie Bible
Marcia Civin Levens, Dearest Mother, Citizen and Role Model
Maxine Grieve
Ruby B. Johnson, 2018 TRIUMPHANT Honoree - STEM
Mary Kerner, 2018 TRIUMPHANT Honoree - Community Service
Alana Ridge
James R. Sweatt
Evelyne, Beatrice & Marguerite Vachon

GIFTS MADE IN MEMORY OF:

Linda Shane

Donations from October 1, 2017 to September 30, 2018 are reflected in this Impact Report.

Our apologies if we have inadvertently missed your name or company. Please contact us for any corrections: (775) 322-0642 ext. 1232.

Girl Scouts of the Sierra Nevada FISCAL YEAR 2018-2019 FINANCIALS

Consolidated Statement of Activities for the Year Ending September 30, 2019

PUBLIC SUPPORT

Contributions	\$208,412
Non-Cash Contributions	\$28,009
Legacies & Bequests	\$9,861
Total Public Support	\$246,282

REVENUE

Cookie Sales (Net of Cost)	\$1,388,109
Special Events & Corporate Sponsorships	\$67,010
Fall Product Sales	\$37,267
Sale of Merchandise	\$53,179
Program Service Fees	\$184,497
Investment Income	\$33,976
Miscellaneous	\$45,024
Total Revenue	\$1,809,062

TOTAL PUBLIC SUPPORT AND REVENUE **\$2,055,502**

EXPENSES

Program Services	\$1,686,869
Supporting Services	\$462,964
Total Expenses	\$2,194,833

Operating Reserve Contribution	\$94,489
Ending Net Assets	\$2,389,954



Juliette Gordon Low Society

The GSSN Juliette Gordon Low Society recognizes and celebrates individuals who make a planned or deferred gift to Girl Scouts of the Sierra Nevada, assuring Girl Scouting will be available to future generations of girls.

Society members translate their lifelong passion for Girl Scouts into a legacy that will build girls who make the world a better place for many years to come. A planned gift can include naming Girl Scouts of the Sierra Nevada as a beneficiary of a will, retirement plan, living trust, life insurance policy, remainder gift of real estate, and other gifts that benefit Girl Scouts in the future.



GSSN Juliette Gordon Low Society Members

Amber & Kyle Aiton

Erik and Eva Andersen Girl Scout
Movement-wide Planned Giving Challenge

Michelle Attaway

Dianne Belk and Lawrence Calder Girl Scout
Movement-wide Planned Giving Challenge

Cookie Bible 🟡

Pam Boe

Paula Cady

Mary Caporale

Christine Casey & Steven Marks

Denise Chavez

Donna Childs

Chris Coffing

Chris Cox

Karen Culp

Pam & Mike Czyz 🟡

The Estate of Philip Dare

Lisa Dernbach

Lynda di Caro

Cyndi Fehler

Katherine Godbey

Wendy Hamilton

Amber Joiner & Kyle Davis

Liz Keene

Debbie Lambin

Rachael Lambin

Marian Lanius

Steven & Valerie Lease

Caroline & James Mathes

Carol Merideth

Jean Merkelbach

Anita Nelson

Julia Ratti

Maureen Smercina

D. Scott Thompson

Patricia Ann Tripple Trust 🟡

Pam Verhaegen

Jo West

Sheryl Westad

Colleen Worlton

Vicki N. Wright

Kaitlin Young



About the James Burl Belk, Jr. Girl Scouts Sierra Nevada Camp Challenge

In 2018, GSSN began a five-year \$250,000 planned giving challenge, the James Burl Belk, Jr. Girl Scouts Sierra Nevada Camp Challenge. Announced by longtime Girl Scout supporters Dianne Belk and Lawrence Calder, the funds raised through this challenge will establish camp and outdoor scholarship ("campership") opportunities for Girl Scouts in our council. To trigger the match, GSSN must secure \$250,000 in camp-designated planned gifts by 2023. Any participants who establish an irrevocable planned gift that is designated to the challenge will be denoted in our Annual Impact Report with a 🟡 emblem.

To become a member of the GSSN Juliette Gordon Low Society or contribute to the James Burl Belk, Jr. Girl Scouts Sierra Nevada Camp Challenge, please contact us at (775) 322-0642 ext. 1232.

Invest In Girls Change the World!



Ways to Volunteer

- Help girls explore the great outdoors during camp season
- Support us at our events- like TRIUMPHANT
- Become a troop leader
- Help girls hone their financial literacy and entrepreneurial skills during the cookie sale
- And so many more!

Ways to Give

- Support girls all year by becoming an Annual Corporate Sponsor
- Pledge a legacy gift and impact the lives of future Girl Scouts
- Send a girl to camp
- You can support our Low Income Families and Neighborhoods Program, so every girl has the opportunity to be a Girl Scout