



Annual Impact Report

2019-2020 FISCAL YEAR

A Message from our CEO & Board Chair



Dear Friends of Girl Scouts,

Our program delivery team rose to the challenge presented by COVID-19 by developing and delivering quality programs in ways we never had previously imagined. Within a few short weeks, Girl Scouts pivoted from 100% in-person programming to 100% virtual. We are proud of the work accomplished by GSSN staff and volunteers and the incredible ways Girl Scouts throughout our council have stepped forward to complete community service projects that have improved the lives of countless people.



Now, more than ever, girls need access to the Girl Scout Leadership Experience. Girls need Girl Scouts to help them stay connected to their communities during a time of isolation and upended routines and to help them cultivate the sisterhood, justice and fairness that helps them impact their communities today and accomplish big things tomorrow. What's more, our nation needs Girl Scouts. Girl Scouts are resilient, embrace new experiences and make the world a better place for us all.

We don't know exactly what the year ahead will bring, but GSSN is committed building a wide range of fun, inspirational and educational programming to keep girls engaged and excited no matter what 2021 sends our way!

Sincerely,

Ann Nelson, CEO

Colleen Worlton, Board Chair



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.



OUR MISSION

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



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

Chief Executive Officer

Ann Nelson

Girl Board Members

Syarra Goldstein

Laine Fix

Members-at-Large

Lyn Beggs

Candee Ramos

Rebecca Curtis

Emily Ellison

Rebecca Hobson

Ellen Hongo



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

1,876 Girl Scouts participated in the Girl Scout Cookie Program in 2020, 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 Captains, Cookie CEO, Cookie Rookies, and Cookie University, Girl Scouts across our council were well-prepared for a successful cookie season.

483,207

boxes of cookies sold

6,718

boxes of cookies donated to various nonprofit organizations

Pivot to Virtual

When all in-person activities and troop meetings were cancelled in mid-March, Girl Scouts of the Sierra Nevada and GSUSA pivoted to provide 100% of its programming online. We quickly started a “Girl Scout at Home” program and made much of our Girl Scout programming available to not just registered Girl Scouts, but any girl.

Throughout the spring and summer, we re-imagined girl programming. Utilizing Zoom, YouTube and Facebook, we created badge workshops, uploaded video tutorials on fun craft and service project ideas, developed and executed a “100 Years of Suffrage” patch program, hosted online sing-alongs, posted at-home challenges, and even developed a week-long virtual camp experience. We provided coaching and how-to Zoom classes for our volunteer Troop Leaders, along with encouragement that they CAN keep girls engaged and connected while social distancing and staying safe.

We are incredibly proud and grateful for the work of our volunteers, and the GSSN staff, in making sure that Girl Scout Leadership not only survived, but thrived, despite the obstacles that arose in 2020.



165
online activities
offered

Going Virtual



S.T.E.M. & More



**Daisy Coding Workshop
Sponsored by ADP**

*Event occurred prior to the pandemic

Fun with Purpose

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.

42 NEW STEM badges and one new Journey were released, allowing Girl Scouts to explore cybersecurity, outdoor adventure, space science, and coding.

GSSN introduced the Women's Suffrage Centennial Patch Program to commemorate Nevada's ratification and national adoption of the 19th Amendment to the U.S. Constitution. This GSSN council patch program was a huge success! We had 556 girls participate. This program was sponsored by the League of Women Voters of Northern Nevada.

42

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

556

Girl Scouts participated in the Women's Suffrage Centennial patch program

Camp In Camp Out

One of our most popular activities of the year, Girl Scout Camp, was reimagined as the “Girl Scout Camp In Camp Out.” This week-long event utilized multiple online platforms like YouTube and live Facebook events, along with take-home kits that encouraged girls to get outside and look at the stars, identify flora and fauna in their neighborhoods and practice important skills, like setting up a tent in their backyard and assembling a survival kit.

Complete with opening and closing campfires (via YouTube), silly songs and skits, GSSN staff worked hard to keep 285 virtual campers having fun and, most importantly learning, during the long summer of social distancing.

1
week

285
virtual campers

Virtual Camp



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, **our council had 44 Girl Scouts earn Bronze Awards and 33 Girl Scouts earned their Silver Award.** 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



Casey Stoddard

“Amateur Radio Youth Field Day”



Baylee Mee

**Awarded the Crutchfield-Healy
Memorial Scholarship**

Silver Award Girl Scouts

Troop 31

Arts for Hearts

Troop 143

*Music Education
for kids*

Troop 149

*Online Camporee
Planning Guide*

Troop 197

*Alder Creek Middle
School Mural*

Troop 256

*Ronald McDonald
Garden of Hope*

Troop 299 & 320

Kindness Mural

Troop 306

*Community
Partners for Girl
Scout Badges*

Troop 526

*Building Math Skills
Club*

Troop 570

Food for Friends

Troop 657

*Robotics for
Comstock Kids*

Troop 1306

Project Pawprint

Juliette

Project Trash Day

Bronze Award Girl Scouts

Troop 19

*Making the World
a Better Place –
Marker Recycling*

Troop 287

Comfort Dolls

Troop 384

*Animal Shelter Pass
it on Box*

Troop 491

Girl Scout's History

Troop 689

Buddy Blankies

Troop 775

*Sugar Pine Tree
Planting Project*

Troop 799

*Dog Treat Feeders
for the Humane
Society*

Troop 1625

Pet Adoption Kits





TRIUMPHANT

CELEBRATING WOMEN IN LEADERSHIP DINNER

Congratulations to our 2019 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 \$68,437 which was used to expand essential Girl Scout programs throughout the year.



Financial Literacy
Katrina Loftin
M&A Business Advisors



S.T.E.M.
Christina Pacifico
Tesla, Inc.



Community Service
Carolyn Cowan Barbash
NV Energy



Entrepreneurship
Lara Ritchie
Nothing To It! Culinary Center



Environmental Leadership
Kenia Orellana
Waste Management



Healthy Living
Cari Harrington
Nevada Cancer Coalition

*Event occurred prior to the pandemic



*Event occurred prior to the pandemic

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+

The Helen Close Charitable Foundation
 Jack Van Sickle Foundation
 The John Ben Snow Memorial Trust
 The Nell J. Redfield Foundation
 Robert R. Banks Foundation
 The Robert Z. Hawkins Foundation
 The Thelma B. & Thomas P. Hart Foundation

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

Community Foundation of Western Nevada
 The E.L. Cord Foundation
 Intuit, Inc.
 NV Energy Foundation
 Union Pacific Foundation
 US Bank

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

AT&T
 Atlantis Casino Resorts Spa
 Nance Card - New Fields
 I. Heidi Loeb Hegerich
 Ellen Hongo
 M&A Business Advisors - Katrina Loftin
 NV Energy
 Jennifer Rogers Markwell -
 Platinum Wealth Management
 Rotary Club of Reno
 SCHEELS
 Waste Management
 Colleen Worlton

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

American Wealth Management - Laif Meidell
 Marilyn Davis
 Eide Bailey
 Janice Hamilton
 Amber Joiner & Kyle Davis
 Lease Family Revocable Trust
 Sandra Raffealli
 Sierra Nevada Construction, Inc. - Mark Markwell
 S3 Development Company, LLC - Blake Smith
 Jan Watson

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

ASURINT
 Bentley Enterprises
 Cookie Bible
 Pamela Boe
 Diane L. Buice Family Trust
 Sheila and Bill Cockerell
 Chris Coffing
 Rebecca & Shane Curtis
 Donor Network West
 Dyer, Lawrence, Penrose,
 Flaherty, Donaldson & Prunty

Paris Fruscuine
 Granite Construction Co.
 Jane Grossman
 Correen Hedlund
 Cari Herington
 Heidi Howe
 Michael Justice & Kathleen
 Healy-Justice
 Patricia Kepke
 Lassen Park Foundation -
 Jennifer R. Finnegan

League of Women Voters of Nevada
 Los Angeles Dept. of Water & Power
 Maupin, Cox, & LaGoy -
 Kurt Hunsberger
 Nevada Gold Mines
 Nevada Sunset Winery, LLC
 Newmont Mining Corporation
 Oliver, Wickes & Associates
 Janice Ono
 Sandy & Jim Rogers
 May Sagawa Shelton

Robert E. Schilling
 Scolari's
 Debra Scott
 The Nazir and Mary
 Ansari Foundation
 Twentieth Century Legacy Club
 United Way of Northern
 Nevada & The Sierra
 Zephyr Cove Resort

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

Friend of GSSN

Benevity Calgary Head Office

Marty Elzy

Joanne Estes-Short

Henry Schein, Inc.

La Tourrette Agency

Kathryn Landreth

Lydia Meyer

NV Energy Employee Volunteer Committee

Erica Orme

Jonnie Pullman

Robert Schichnes

Sierra Silver Streaks Chapter, Green Hat Society

Kimberly Thesman

Washoe County School District

Wells Fargo Foundation

LEADER CIRCLE: \$100-\$249

Deanna Ackerman

Carolyn Cowan Barbash

Christina Barr

Lindsay Anne Barrett

Karla Sue Brune

Paula Cady

Amina Carmazzi-Johns

Veronica Crabtree

Lynda Di Caro

Alana Dixon-McAllister

Kathy Dougherty

Mark Estee

Genevieve Firestone

Teresa Froncek Rankin

Wendy Gregory

Jackie Jenkins

AJ Johnson-Johns

George Johnston

Paula Jones

Marilyn Kuenzli-Howell

LP Insurance Services

Gary Maclean

Joel Muller

Anita Nelson

Kathi & John Nelson

Candee Ramos

Julia Ratti & James

Cavanaugh

Kristen Scurry

James M. Shaw,

Living Trust

Bobby Skrak

Beverly Stevens

Carolyn Tanner

Lydia Taylor

Debera Thomas

Pam Verhaegen & D.

Scott Thompson

V&T Railway, Zephyr
Communications
of Nevada, LLC

PROMISE CIRCLE: \$50-\$99

Megan Azzi

Lyn Beggs

Randy Brown

Rebecca Bryson

Carla Buckner

Connie & Gary Christiansen

Rebecca Davidson

Alyson Dennis

Connie Du Paul

Wendy Firestone

Jennifer Gomm

Rebecca Hobson

Shannon Jensen

Cynthia Johnston

Hiroe & Kenichiro Koide

Wendy Looker

Marianne Love

Alicia Otani

Jenny Parks

Reno Tahoe Young

Professionals Network

Alana Margaret Ridge

Lisa Rizzoli

Jim Scherr

Jessie Schirrick

Kiemly Tam

E. Douglas & Jane Taylor

Michael & Nancy Telliano

GIFTS MADE IN HONOR OF:

Sofia Barr Deutschman, A Thriving Brownie!

My Girl Scout Leaders and Mentors

Girl Scout Leaders

Amber Alton

GIFTS MADE IN MEMORY OF:

Sharon Anne and Irene Jane

Toni Prime

Donations from October 1, 2019 to September 30, 2020 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 2019-2020 Financials

Consolidated Statement of Activities for the Year Ending September 30, 2020

PUBLIC SUPPORT

Contributions	\$173,736
Legacies & Bequests	\$3,186
Total Public Support	\$176,922

REVENUE

Cookie Sales (Net of Cost)	\$1,444,155
Special Events & Corporate Sponsorships	\$31,280
Fall Product Sales	\$46,887
Sale of Merchandise	\$33,384
Program Service Fees	\$4,073
Investment Income	\$39,800
Miscellaneous	\$37,569
Total Revenue	\$1,637,148

TOTAL PUBLIC SUPPORT AND REVENUE **\$1,814,070**

EXPENSES

Program Services	\$1,271,088
Supporting Services	\$469,437
Total Expenses	\$1,740,525

Ending Net Assets **\$2,463,499**



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.



Amber & Kyle Aiton	Denise Chavez	Wendy Hamilton	Julia Ratti
Erik and Eva Andersen Girl Scout	Donna Childs	Amber Joiner & Kyle Davis	Maureen Smercina
Movement-wide Planned Giving Challenge	Chris Coffing	Liz Keene	D. Scott Thompson
Michelle Attaway	Chris Cox	Debbie Lambin	Patricia Ann Tripple Trust
Dianne Belk and Lawrence Calder Girl Scout	Karen Culp	Rachael Lambin	Pam Verhaegen
Movement-wide Planned Giving Challenge	Pam & Mike Czyz	Marian Lanius	Jo West
Cookie Bible	The Estate of Philip Dare	Steven & Valerie Lease	Sheryl Westad
Pam Boe	Lisa Dernbach	Caroline & James Mathes	Colleen Worlton
Paula Cady	Lynda di Caro	Carol Merideth	Vicki N. Wright
Mary Caporale	Cyndi Fehler	Jean Merkelbach	Kaitlin Young
Christine Casey & Steven Marks	Katherine Godbey	Anita Nelson	

GSSN's Girl Scout G.E.M.s (Giving Every Month)

In launching our monthly giving program, we want to acknowledge the donors that are the first GSSN GEMs.

Deanna Ackerman	Joanne Estes	Friend of GSSN	Joy Orlich
Amber Aiton	Wendy Firestone	Patricia Kepke	Alana Ridge
Christina Barr	Melissa Flatley	Bridget Speer Loring	Risha Simpson
Paula Cady	Friend of GSSN	Lydia Meyer	
Chris Coffing	Heidi Howe	Ann Nelson	

To become a Girl Scout GEM, click DONATE on the GSSN.org home page and choose "Join Our Monthly Giving Circle."

Invest In Girls **Change the World!**



**Event occurred prior to the pandemic*



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*