



This year was tough, but Girl Scouts are tougher!

Annual Impact Report
2020-2021 FISCAL YEAR

Dear Friends of Girl Scouts,

This year was tough, but the Sierra Nevada Girl Scouts Council was tougher. Our members, volunteers and staff navigated a difficult environment with grace and creativity. Although COVID continued to have huge impacts on our daily lives, we found creative ways to gather, to experience the out of doors, and to reengage our girls in an ever-changing environment.

Safely selling cookies in a pandemic is tough, but our Girl Scouts were tougher. They found ways to create and execute on their individual business plans, utilizing the internet, mobile delivery services, imaginative social media and email advertising and just flat-out hard work.

Participating in STEM programing in a pandemic was tough, but our Girl Scouts were tougher. They found creative ways to meet virtually, to meet safely in person, and to engage in new, stimulating, and groundbreaking science, technology, engineering and math projects, from working on the new Mining Patch funded by the Nevada Mining Association to building solar ovens in which to bake s'mores.

Getting involved in the outdoors and meeting new outdoor challenges in a pandemic is tough, but our Girl Scouts are tougher. They participated in our first ever Adventure Club, with activities ranging from rock climbing to snowshoeing to hiking the Tahoe Rim Trail. They participated in Day Camps held throughout our region, from Elko to Tahoe. They learned to fly fish, to white water raft, to camp in our gorgeous outdoor environments and had so many other exciting experiences. And they did it safely and in a way that supported new learnings, new activities and personal security.

Fundraising in a pandemic is tough, but our Fund Development staff and our amazing supporters are tougher. The pandemic caused several of our traditional fundraising events to be cancelled, but we were able to pivot and rely on creative events like Cookies on Tap and Cookies and Wine. We also hosted our first virtual fundraiser, "The Power of Girl." Thank you to our amazing donors for continuing your support of our council. Without you, we could not have remained in business.

We are so proud of the Sierra Nevada Council, and all those involved in creating, supporting, and providing the leadership activities for our amazing girls and the women of our future!!!

Sincerely,

Ann Nelson, CEO

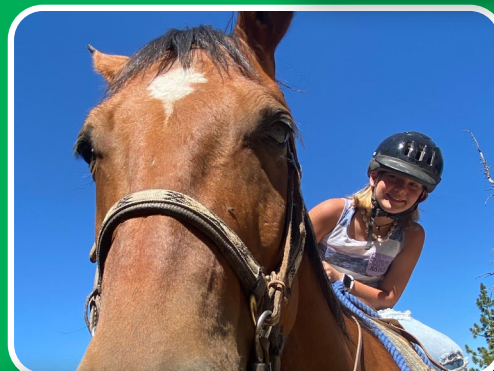


Colleen Worlton, Board Chair



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
Ellen Hongo

Secretary
Janice Ono

Treasurer
Rebecca Curtis

CEO
Ann Nelson

Girl Board Members
Syarra Goldstein
Lainey Fix

Members-at-Large

Lyn Beggs

Heather Hellickson

Rebecca Hobson

Amber Joiner

Jennifer Rogers Markwell

Theresa Schetgen





Financial Literacy

Girl Scout Cookie Program

The Girl Scout Cookie Program is the largest girl-run financial literacy program in the world. The 2021 Cookie Kickoff for GSSN was sponsored by U.S. Bank and held virtually. During kickoff, and throughout the program, each Girl Scout learned and practiced five essential financial literacy skills:

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

1,060 Girl Scouts participated in the Girl Scout Cookie Program in 2021, selling delicious cookies customers ask for by name like Thin Mints, Lemonades, Caramel deLites and the new Toast-Yay. Many Girl Scouts also donated boxes of cookies through the Gift of Caring program to several local nonprofit organizations all over northern Nevada and northeastern California including, but not limited to: Food Bank of Northern Nevada, Meals on Wheels throughout northern Nevada, Project 150, Blue Star Moms, Ronald McDonald Houses, and smaller food banks. In total, 4,140 boxes of cookies were donated to nonprofit organizations.



1,060
Girl Scouts
participated

295,440
boxes of cookies sold

Fall Product Program

Everyone knows Girl Scouts sell cookies in the winter, but not everyone knows they also sell nuts, chocolate, and magazines in the fall. This is predominantly a sale to friends and families and Nut & Candy delivery comes at the perfect time for holiday giving. The products make thoughtful gifts for teachers, bus drivers, and postal workers.

Our Fall Product Sale gives troops a chance to earn startup money without having to wait until cookie season. The troops can use the funds they earn to enjoy new and exciting opportunities right away.

This year's Fall Product Program mascot was Chilly the Penguin and, in keeping with the spirit of Chilly's home terrain, GSSN kicked off the Fall Product Program with an afternoon of ice skating. Over 100 Girl Scouts took to the ice at this joyful event and 324 participated in the sale.



324
Girl Scouts
participated

14,233
products sold



S.T.E.M. & More



Fun with Purpose

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

Our **Mining in Today's World Patch Program**, designed in collaboration with, and through a generous grant from the **Nevada Mining Association**, explores all areas of the mining industry and the impact mining has in today's world. The program has an overarching goal of inspiring girls to consider a career in mining-related industries. The activities for the Mining in Today's World Patch Program are age-specific so that all Girl Scouts who are Daisies through Ambassadors can participate in this special opportunity. To date, over 700 Girl Scouts have participated in the Mining in Today's World Patch Program!

142

Girl Scout STEM-related badges are available for Girl Scouts to earn

700+

Girl Scouts participated in the Mining in Today's World Patch Program

Making a Difference

A major focus of the DEI Department is serving low-income and Outreach Troops. Families living in a low socioeconomic status struggle with poverty-related barriers that can prevent girls from participating in Girl Scouts. In these communities, where appointing volunteers can be difficult, Girl Scouts of the Sierra Nevada provides leadership opportunities for girls by utilizing trained program staff (program leaders). Council program leaders foster healthy long-term relationships with the girls whom they see at troop meetings and provide mentorship and Girl Scouting opportunities.

The DEI Program partners with several organizations in the community to better identify low-income areas, including Washoe County School District - 21st Century Schools, Boys & Girls Club of the Truckee Meadows, Boys & Girls Club of Western Nevada, Communities in Schools, City of Reno, Truckee Meadows Parks Foundation, Volunteers of America Family Homeless Shelter, the Reno Housing Authority, Food Bank of Northern Nevada, and several Section 8 subsidized housing areas.

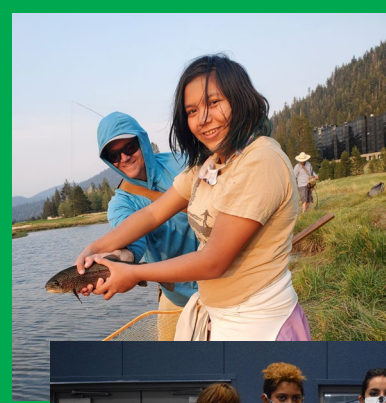
10

DEI Troops

147

Girls registered

Diversity Equity Inclusion





Outdoor Programs



Wasiu on the Road

Due to COVID and other challenges, our beloved resident camp near Sierra City, Camp Wasiu II, was unable to open in the summer of 2021. That road bump was not able to slow us down from spreading some camp magic. We started our first year of "Wasiu on the Road."

This new model of camp allowed us to bring camp staff, traditions, and programming to our Girl Scouts in Quincy, Tahoe, Susanville, Reno, and Elko, reaching many girls who may not have been able to attend camp otherwise. We received great feedback from girls and parents, and we look forward to improving on and growing our traveling day camp program in the years to come.

5

Areas visited for Wasiu on the Road

102

Girls participated in Day Camp Magic!

Outdoor Adventures

This year, while members slowly began to return to in person meetings, our outdoor programs had a chance to shine. Our girls participated in activities such as white water rafting and kayaking, horseback riding, hiking, snow shoeing, high ropes course team building, mountain biking, back packing, and rock climbing. We also added new opportunities for the girls to improve their outdoor skills, such as fly fishing, rock hounding, and winter wilderness survival.

We thank our Outdoor Experience Manager, Brittany, as well as our fabulous partners at the Tahoe Rim Trail Association, Project Discovery, and Cast Hope for providing a wide variety of outdoor programming year-round.

37

Outdoor activities offered

471

Girls participated in outdoor fun



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. This year we had two amazing young women achieve their Gold Award, Ainsley Parmer and Hayley Johnson!

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 complete their Bronze and Silver awards and, this year, our council saw 50 Girl Scouts earn their Bronze Awards and 15 Girl Scouts earn their Silver Awards. 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 and sparked their creativity.

Gold Award Girl Scouts



Ainsley Parmer

"Galena Leader Letter Program"

Awarded the Crutchfield-Healy Memorial Scholarship



Hayley Johnson

"Challenging Mental Health Stigma"

Silver Award Girl Scouts

Troop 84
Kid Zone Outdoor Play Space

Troop 287
Doggie Water Fountain

Troop 398
Box for Loaner Equipment at the Reno Aquatic Center

Troop 398
The St. Francis of Assisi Friendship Garden

Troop 398
Community Patio

Troop 1019
Community Pantries

Troop 1019
Be Safe Be Seen Pedestrian Safety

Troop 1491
Fostering Festivity



Bronze Award Girl Scouts

Troop 23
Kits and Cookies for New Pet Parents

Troop 35
The Mountain Bluebird Project

Troop 35
Dog Toy Exchange

Troop 102
Lil House of Books

Troop 102
The Teal Pumpkin Halloween Project

Troop 102
Breast Cancer Awareness

Troop 183
Campfire Cooking for Kids

Troop 203
Repairing the Damage from Wildfires

Troop 250
Planting Positivity

Troop 370
Pet Cookbooks for New Pet Owners

Troop 432
Bat Houses for Bat Conservation

Troop 563
Tree Cutting Permits

Troop 656
Tea Garden & Bench for Our Place

Troop 689
Learning to Respect Authority



Adult Awards

Congratulations to our 2020 Adult Award Honorees! The recipients were celebrated at a virtual ceremony on April 23, 2021 hosted by GSSN CEO Ann Nelson and announced by Girl Board Members Lainey Fix and Syarra Goldstein. These outstanding volunteers inspire their Girl Scouts and fellow volunteers in incalculable ways. They went above and beyond in trying times. Thank you for your service!

Virtual Ingenuity

Kim Conrad - Troop 432 - SU 626
Alrica Goldstein - Troop 659 - SU 637
Heather Hawkins - Troop 81 - SU 611
Kelly Lancellotti - Troop 722 - SU 620
Kristen Scurry - Troop 398 - SU 637

New Found Treasure

Katherine Case - Troop 432 - SU 626
Lisa Fitzpatrick - Troop 432 - SU 626
Roxanne Laird - Troop 1474 - SU 615

Outdoor Trailblazer

Marie Fong - Troop 737 - SU 626

Volunteer of Excellence

Elise Howell - Trainer - SU 613
Drea Perry - Troop 580 - SU 613
Jolene Seidel - Troop 366 - SU 626

Appreciation Pin

Kaesa Aanestad - Troop 671 - SU 631
Lorraine Chase - Troop 524 - SU 614

Fundraisers

This year, although COVID kept us from gathering together for much of the year, we were able to host several virtual events, and one private in-person event, that helped raise money to support Girl Scouts of the Sierra Nevada.

Cookies on Tap Board Member **Janice Ono** partnered with **IMBIB Custom Brews** to host this amazing virtual event. Held annually, this event pairs some of our favorite Girl Scout Cookies with our favorite beers to create fun and tasty combinations.

Cookies and Wine Similar to Cookies on Tap, for this event, **Janice Ono** partnered with **Nevada Sunset Winery** for some delightful Girl Scout Cookie and wine pairings.

At our **Adult Awards**, held virtually in April, not only did we honor those amazing volunteers who expertly led their troops through a most unprecedented year, but we also held an online, silent auction. Items and services were donated from local businesses. **We raised \$898 from this auction.**

The Power of Girl was a virtual event held in June in which guest speaker, Amber Barnes, Founder and Chief Education Officer of StartHuman, presented tools to help us thrive in challenging times. The event highlighted what some amazing girls have been able to accomplish throughout their years as a Girl Scout. This fundraising opportunity was a way for our sponsors to get a glimpse into what this incredible organization does to further a Girl Scout's journey and also see how they have taken the lessons they learned and incorporated them into success later in life. **We raised \$2970** at the event and were able to allocate those funds to assist our low income families. A big thank you to the organizations and individuals that helped contribute to making this event a success: **Atlantis Casino Resort Spa, Davidson's Organics, Nevada Sunset Winery, Intuit, Carleen Sanchez, Cynde Johnston, and Eleanor Davis** for her wonderful bath bomb video.



Thank you to all our donors who made generous contributions from Oct 1, 2020-Sep 30, 2021.

**JULIETTE CIRCLE:
\$10,000+**

The Helen Close Charitable
Foundation
The City of Reno
The E.L Cord Foundation
Jack Van Sickle Foundation
NV Energy Foundation
Robert R. Banks Foundation
United Federal Credit Union

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

Marie Crowley Foundation
The Neil J. Redfield Foundation
Union Pacific Foundation
Walmart Corporate
Giving Foundation

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

ADP Foundation, Inc.
AT&T
Lori Brown
Nance Card - New Fields
Walter Fawcett Trust
Shayla & Galen Gifford
Jennifer Rogers Markwell –
Platinum Wealth Management
Waste Management

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

Atlantis Casino Resort & Spa
Marilyn Davis

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

Sheila & Bill Cockrell
Dermody Properties Foundation
Mendy Elliott
Friend of GSSN
Ellen Hongo
IMBIB, LLC
Michael Justice & Kathleen
Healy-Justice
Patricia Kepke
Matthew McCarthy
Ann Nelson
Janice Ono
Nevada Sunset Winery, LLC
SCHEELS
May Sagawa Shelton

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

Aramark Global Business Services
Veronica Crabtree
Dara Security
Heide Howe
Kathryn Landreth

FOUNDER'S CIRCLE (CONT'D)

John Latourrette
Lydia Meyer
Lindsey Sanford
Ashley Stafford
Kristen Scurry
Colleen Worlton

**LEADER'S CIRCLE:
\$100-\$249**

Amber Aiton
Amber Barnes
Christina Barr
Beauty Boutique Salon & Spa
Lyn Beggs
Cookie Bible
Karla Sue Brune
Paula Cady
Julia Ratti & James Cavanaugh
Chris Coffing
Joan Dyer
Joanne Estes-Short
Melissa Flatley
Healing One
Intuit, Inc.
Yvonne Katzenstein
Marilyn Kuenzli-Howell
Charles Levitan
Michelle Lewis
Gary Maclean
Mia Mansfield

LEADER'S CIRCLE (CONT'D)

Moana Nursery
Joy Orlich
Teresa Froncek Rankin
Robert Schichnes
James M. Shaw, Living Trust
Risha Simpson
Julie Sulaharia
Arlene & George Summerhill
Pam Verhaegen &
D. Scott Thompson
Stephanie Tyler
Wells Fargo Foundation
David Zamarin

PROMISE CIRCLE: \$50-\$99

Carol Anderson
Marianne Anderson
Billie Augustine
Lisa Bagley
Chrislyn Barragan
Sabrina Barrett
Alexandria Barsanti
Ryan Berg
Natalie Best
Sandhya Bhakta
Jennifer Biser
Marguerite Brandenburg
Stacy Brown
Xin Chen
Michelle Churchill
Patricia Click
Perian Cohen
April Conway
Carrie Corcoran
Riley Cromie

Your investment gives Girl Scouts the tools to empower themselves and the knowledge to change the world.

PROMISE CIRCLE (CONT'D)

Rebecca & Shane Curtis
Amber Joiner & Kyle Davis
Doug Devore
Lynda Di Caro
Shawna Drafton
Patty Elzy
Kristen Fielding
Wendy Firestone
Lori Floto
Karen Foissotte
Megan Gates
Elena Geraymovych
Shannon Griswold-Osaki
Briana Guzman
Carrie Haines
Caroline Harris
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Pamela Juniel
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Heidi Kuzma
Paula Lawtone
Steven & Valerie Lease
Nancyann Leeder
Sara Looker
Nancy Lopez
Bridget Speer Loring
Jane Luckhardt
Richard Mahoney
Iris Mathews
Joyce Maxwell
Jennifer Milks
Jeanne Montgomery

PROMISE CIRCLE (CONT'D)

Harry Moskowitz
Anicisa Nelson
Network for Good
Melissa Olofson
Molly Olson
Nettie Pardue
Krystal Peters
Annette Piccirilli
Jessica Piechocinski
Saea Pierce
Melissa Rainey
Candee Ramos
Aisha Reed
Alana Margaret Ridge
Monica Rothschild
Britta Scheffer
Theresa Schetgen
Amber Shore
Joni Simons
Tamara SMith
Kathy Souza
Tara Spang
Pierre-Nicholas Spitz
Alfred Stoess
Kiemly Tam
Amber Taylor
Ashley Thibedeau
Noel Trim
Anne Marie Utter
April Vw
Amy Welling
Kris Wells
Brandon Wigfield
Vangela Wightman
Jessica Woelfel
Anais Zambrano-Alcala

Gifts Given in Honor of:
Shayla & Galen Gifford

Fiscal Year 2020-2021 Financials

Consolidated Statement of Activities for the Year Ending September 30, 2021

Public Support & Revenue

Contributions	\$170,318
Legacies and Bequests	\$3,157
Cookie Sales	\$837,593
Fall Product Sales	\$55,097
Sale of Merchandise	\$19,768
Program Service Fees	\$69,611
Net Investment Income	\$77,193
Miscellaneous and Rental Income	\$7,866
Total Revenue	\$1,240,603

Expenses

Program Services	\$1,263,749
Supporting Services:	
General & Administrative	\$301,287
Fundraising	\$253,503
Total Expenses	\$1,818,539

Net Assets \$1,881,140



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's Juliette Gordon Low Society Members



Amber & Kyle Aiton	Donna Childs	Amber Joiner & Kyle Davis	Anita Nelson
Anonymous - 2	Chris Coffing	Liz Keene	Ann Nelson
Erik and Eva Andersen	Chris Cox	Debbie Lambin	Julia Ratti
Michelle Attaway	Karen Culp	Rachael Lambin	Maureen Smercina
Dianne Belk and Lawrence Calder	Pam & Mike Czyz	Marian Lanius	D. Scott Thompson
Cookie Bible	The Estate of Phillip Dare	Steven and Valerie Lease	Pat Tripple
Pam Boe	Lisa Dernbach	Steven Marks	Pam Verhaegen
Paula Cady	Lynda di Caro	Caroline Mathes	Jo West
Mary Caporale	Cyndi Fehler	James Mathes	Sheryl L. Westad
Christine Casey	Katherine Godbey	Carol Merideth	Colleen Worlton
Denise Chavez	Wendy K. Hamilton	Jean Merkelbach	Vicki N. Wright

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

Amber Aiton	Patricia Kepke	Alana Ridge
Melissa Flatley	Ann Nelson	Risha Simpson
Heidi Howe	Joy Prlich	

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!



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

GSSN Shop

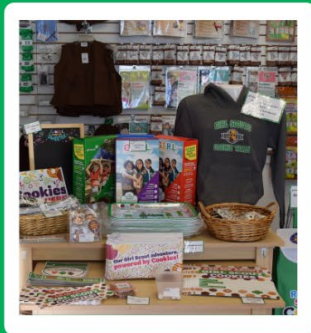


girl scouts 
of the sierra nevada

605 Washington Street, Reno, NV 89503



OPEN



Visit www.gssn.org/shop
for the latest shop hours.