

2018-19 ANNUAL REPORT

YOUR GIFT IN 2018-19 MADE A LASTING IMPACT

LETTER FROM OUR CEO

To Our Girl Scout Family,

Girl Scouts has been part of the western Washington community for generations, changing and growing alongside our girls, volunteers and families. Though we've seen a lot, what we've experienced this past year and a half, and the past few months in particular, has been especially challenging. Thanks to our community of passionate donors, dedicated volunteers, and hard-working staff, we will weather these challenges while continuing to champion the potential within every girl in western Washington.

Because of COVID-19, our organization and our greater community have endured cataclysmic setbacks that most of us never expected to experience. As public health recommendations quickly progressed, we made several difficult decisions for Girl Scout programming and operations. All camp programs have been canceled for the 2020 season. For the first time in our council's history, we had to cancel our public Girl Scout Cookie Sale. Our annual luncheons were replaced with online fundraising strategies. To manage our losses, we also made the painful decision to reduce our staff by nearly 50%.

Navigating these heartbreaking yet necessary changes was all the more difficult as we simultaneously recovered from our unexpected budgetary deficit of \$1.4 million in fiscal year 2019. This was largely due to our major revenue streams coming in much lower than expected. Caring for our Camp River Ranch horse herd after the illness they contracted during their winter boarding in eastern Washington also incurred unanticipated expenses.

Despite all of these recent challenges and losses, we are grateful to continue serving girl leaders with endlessly inspiring volunteers, heartfelt donor generosity, and innovative programs and staff. As part of our outstanding community, we thank you for your solidarity. In return, we are pleased to share our recent successes and plans for the future. Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

In 2019, our organization continued our commitment to diversity, equity, and inclusion, supported by increased trainings and outreach strategies. Although cookie sales were cut short by COVID-19, our cookie bosses started this year stronger than ever and quickly refocused on digital sales. We also developed an exciting new partnership with a local community fixture, Bartell Drugs. Volunteers and members have responded to canceled programs with the utmost compassion by donating registration fees and pivoting to creative strategies for remote Girl Scout programming.

As we move forward, we choose to celebrate our strengths and core Girl Scout values of resiliency, learning from setbacks, and making the world a better place. As always, we are committed to making Girl Scouts possible for all girls, families, and volunteers. We will continue to offer girls the same leadership benefits and skills for success that Girl Scouts always aims to provide. The strategies that we develop now will make our programming more accessible and well-rounded, while preparing us to overcome future obstacles. Every girl, volunteer, donor, employee, and friend of Girl Scouts has the courage to persevere through these challenges, confidence in our shared mission to build a better world, and character that grows stronger through adversity. We extend our heartfelt sympathy for losses you have personally endured during these times, and we extend our sincere gratitude for your presence in our community. From the bottom of our hearts, thank you.

Sincerely,



Megan Ferland, CEO, Girl Scouts of Western Washington



Mae Numata, Board Chair, Girl Scouts of Western Washington

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Girl Scouts at Home Fills Learning & Social Gaps During Pandemic

Essential life skills are much harder to build with schools and extracurricular activities cancelled. Girl Scouts fills that gap. Through Girl Scouts at Home online programming, girls receive Internet safety training, attend virtual events, and stay engaged in their community. With creative girl leaders and innovative volunteers at the helm, virtual Girl Scouting offers vital opportunities to connect, socialize, and keep making the world a better place.

For example, leader Melissa White and her troop went from meeting in person twice a month to meeting digitally twice a week.

“Most of what we do in terms of badgework and crafts is just a framework for them being social. A lot of the stuff they learn in Girl Scouts, they don’t learn from the leader

or the experts. They learn from each other as they explain what they think and answer questions together.”

The increased meeting frequency and flexible meeting structure helps girls stay connected with their friends and peers. This is especially precious now that school and other activities can’t provide organic social interactions. White’s troop even gained a new girl member while sheltering-in-place.

Building core Girl Scout competencies of self-sufficiency, leadership, and taking action to create positive impact is just as possible virtually as it is in person. Some programming, like the Junior Independence Badge, is more valuable now than ever. As part of earning the Independence Badge, Troop Leader Carrie Williams prepared her group of 3rd-4th graders to take responsibility for their well-being, from laundry and simple cooking to studying and entertainment. The girls told their parents or guardians that during a 4-hour timespan they would completely take care of themselves. This practice in independence both empowers girls and gives the adults in their life much needed balance and stability.

Independently, or in collaboration with their troops, Girl Scouts of all ages have been creating fabric mask tutorials, mental health resources, communication tips for girls and families, and instructional videos for classic outdoor skills to practice at home. Other virtual Girl Scouting successes include events with third party partners, like touring Smithsonian museums and learning coding from DigiPen. Through creativity and collaboration, we’ve been excited to discover the incredible adaptability of girls and Girl Scouting.

2018-19

COUNCIL NUMBERS

Our Members

71%+
retention rate
of both girl and
adult members.



Our Programs

We offered
39%
more program
events for girls in
2019 compared to 2018.



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Celebrating Cookie Boss Creativity & Resilience

This year's Girl Scout Cookie Season has been unlike any other, both for the exciting new developments we've celebrated and the challenges we've faced.

Cookie season brought a fresh new flavor with Lemon-Ups, our first new lemon cookie since 2012. To celebrate its debut, Girl Scout cookie bosses, alumnae, and local partners congregated at Westlake Park on February 28th for the Lemon Cookie Parade: Seattle's

first-ever Girl Scout parade!

Girl Scout cookie bosses started strong, with pre-sales up by 1.3% and early booth sales up by 2% since 2019. However, COVID-19 required us to cancel public booth sales for the first time in our council's history. This left our council with 300,000 boxes of returned cookie inventory.

Thankfully, our council members are already among the strongest national users of Digital Cookie, our online sales platform. Digital Cookie is designed for girls to take the lead and build entrepreneurial skills, just as they do through traditional sales. With extended Digital Cookie availability, individual girl sales ultimately averaged a 5% increase from 2019. We are so proud of our girls and volunteers for their flexibility and resilience.

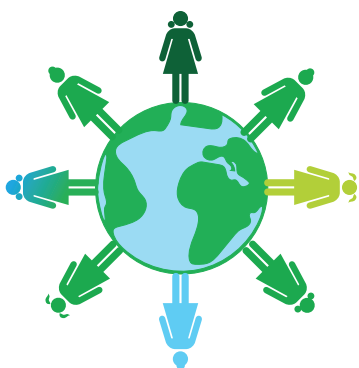
We are also excited to be partnering with local establishment, Bartell Drugs, to sell our remaining cookies. Bartell's and Girl Scouts of Western Washington share more than a century of presence in and commitment to our local community. Partnerships like these help keep us interconnected and best able to serve girls and families. As of June 31, 2020, Bartell's has supported Girl Scouts by helping sell 207,664 boxes of cookies, 69% of our remaining total. While supplies last, visit your local Bartell's to champion girl ambition and satisfy your cookie craving.

2018-19

COUNCIL NUMBERS

Our Members

The diversity of girls increased from **18% Girl Scouts of color** to **21%**, compared to 32% girls of color in the western Washington region overall.



In 2018-2019,

21,025
girls

had the opportunity to have a life-changing experience with the help of

8,452
adult volunteers
in 17 counties across western Washington.



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Friends of St. Albans Build Lasting Camp Community

Friends of St. Albans (FOSA) was the first alumnae group to be affiliated with an established Girl Scout Camp in the U.S. FOSA's roots date back to a surprise birthday party in 1972 for Beverly "Humpy" Humphreys, former camp director at Camp St. Albans. With Humpy's leadership, the group expanded and began reuniting regularly to cherish their shared community and support Camp St. Albans. Today, FOSA typically meets four times a year for two annual campouts and one luncheon at St. Albans, and one luncheon at the DuPont Girl Scout Center.

Since its inception, FOSA and its members have significantly impacted the Camp St. Albans community. Kit Ellis led creation of the Arboretum, including plants, signage, trails, and coordinating Senior Girl Scout troop volunteers. Fran Walton composed the Camp St. Albans Goodnight Song, which endures to this day. Jan Robinson spearheaded the "Third Thursday Group" of monthly volunteering when camp is not in session.

Collectively, FOSA volunteers and fundraisers have also kept Camp St. Albans' iconic Viking boat fleet ship-shape over the years. They raised \$100,000 during our Happy Camper Campaign, helped fund a new swim dock and boat dock, and have kept the Camp St. Albans community-engaged long after their time at camp.

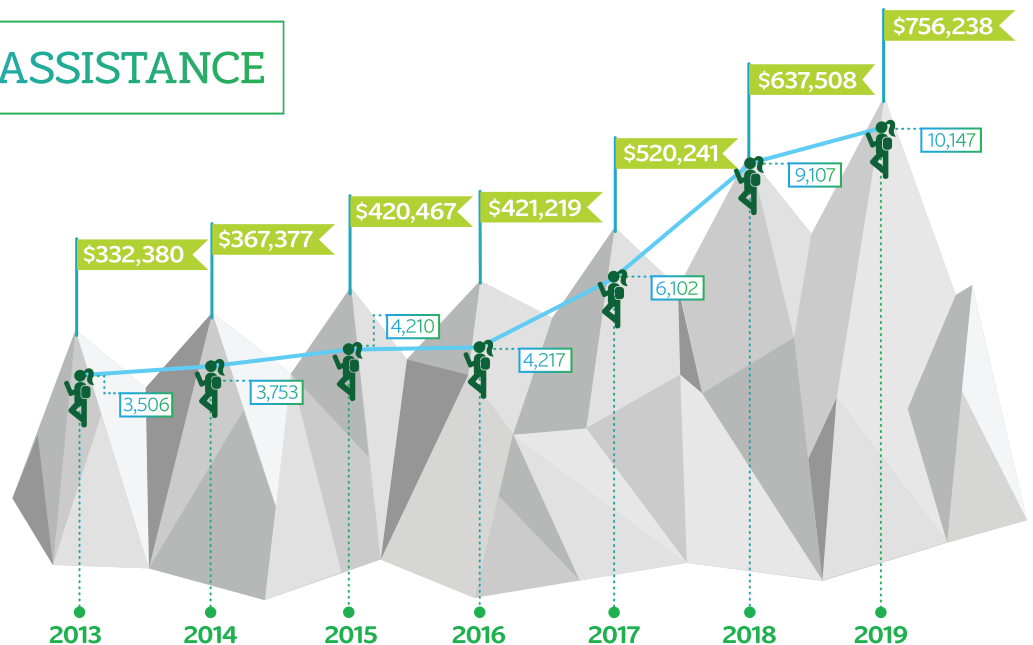
FOSA epitomizes powerful Girl Scout connections. From shared experiences as camp staff, their passion and dedication created a truly remarkable community. Until camp programs can begin again, FOSA reassures us all that camp magic never fades. Thank you, FOSA, for loving and preserving Camp St. Albans for over five decades and for many more to come.

2018-19 FINANCIAL ASSISTANCE

The Need is Climbing

We supported girls with \$756,238 through 10,147 Financial Assistance Grants in 2019, an 11% increase over 2018.

- Grants' Total Value
- Total Grants



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Lanners & Kilworth Foundations Make A Big Impact

acknowledge the support of the Leonette M. and Fred T. Lanners Foundation and the Howard R Kilworth Girl Scout Fund. Both have a long-running commitment to enabling Girl Scout experiences like troops, camp, and cookie sales for countless western Washington girls.

The Leonette M. and Fred T. Lanners Foundation has funded us for more than two decades, ensuring girls from low-income communities as well as girls of color have full access to programming throughout the region. Their belief in creating access to Girl Scouts for every girl is truly admirable.

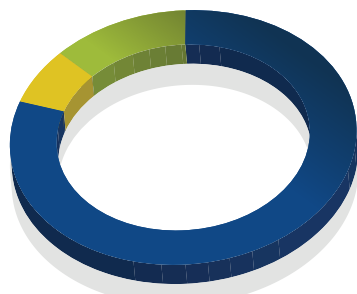
The Howard R. Kilworth Girl Scout Fund was established in 1986 to ensure Pierce County Girl Scouts can attend camp. It continues today to provide financial assistance in Pierce County and is dedicated to keeping Girl Scout camp accessible.

Girl Scouts of Western Washington remains sustainable in part due to ongoing commitments from family foundations. This year, we particularly want to

Thank you to these partners, and to all family foundations that support us, for helping girls make the world a better place. We are truly grateful.

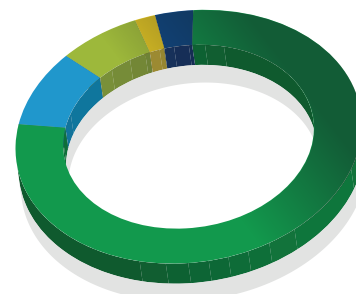
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FINANCIAL REPORT



Expenses

Girl Programming	\$18,462,165	80%
Fund Development	\$1,584,832	7%
Management & Administration	\$2,940,125	13%
Total Expenses	\$22,987,122	100%
Net Income (Loss)	\$(1,368,800)	



Revenue

Product Sales (net COGS)	\$16,787,780	78%
Public Support	\$2,048,325	9%
Programming Fees	\$1,617,649	7%
Retail (net COGS)	\$395,437	2%
Other Revenue	\$769,131	4%
Total Revenue	\$21,618,322	100%