



2022–2023 **Annual Report**



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Letter from Our CEO and Board Chair

Dear Girl Scouts and Friends,

What an inspiring year our 2022–2023 membership year proved to be! Girl Scouts throughout Western Washington took risks and unleashed their limitless potential. They built courage, confidence, and character through our signature programs and Girl Scout Leadership Experience—all while having a lot of fun in the process.

This past year we also marked Andrea's second year as CEO, Randa's third year as Board President and Chair, and Randa's 14th and final year on our Board. Our strong partnership has allowed our council to dream big about what tomorrow can bring. In 2022–2023, we honored Randa's "bridging" to a new chapter as she concluded her board service with the council with the conclusion of her three year board president term. As she steps down from this role, she's excited to pass the title of Board President to Rochelle (Shelley) Whelan, a lifetime Girl Scout member who has been a troop leader for Service Unit 430 for 16 years! We are thrilled to welcome Shelley and are incredibly grateful for the years of service and commitment Randa has given to our council.

We are immensely proud of everything we've been able to accomplish together in this past year. With continued dedication and collaboration, Girl Scouts of Western Washington made great strides in rebuilding our camps, supporting and growing our teams and membership, and investing in our council—all to bring the life-changing experience of Girl Scouting to more local girls and gender-expansive youth throughout Western Washington.

We are focused on rebuilding our youth membership as we continue to dig out from the COVID-19 pandemic, with more than 15,300 Girl Scouts served and a renewal rate of just over 70% for 2022–2023. Our growth is due in no small part to the more than 7,000 Girl Scout volunteers who gave more than 75,000 hours of their time to help carry out our mission last year across all facets of this council. You are all incredible. Thank you!

We're thrilled that over 5,000 campers sought out adventures and explored the outdoors through our Girl Scout summer camp programs, with more than 1,500 Girl Scouts attending overnight camps at Camp River Ranch, Camp Robbinswold, and Camp St. Albans! We continue to prioritize accessibility and inclusion with our PRIDE and Umoja affinity camps as a way for Girl Scouts and their families from communities who have experienced racist and misogynistic exclusion from the outdoors to experience camp magic—some for the first time. And the popularity of our new *Choose Your Own Experience Camp* in 2023, which provided a path for more shy first-time campers and seasoned campers alike to customize their overnight camp adventure with their family or Girl Scout group, has led to an expanded Camp S'More program launching at Camp River Ranch in summer 2024!



Thanks to the instrumental work of our volunteers, we were able to bring camp magic into the lives of more young people throughout our region. Our volunteer-led camps are our council's second highest youth-attended program (with the first being the Girl Scout Cookie Program)! In 2022–2023, volunteer-led camp programs welcomed campers from 33 different counties, 240 different zip codes, and 774 different schools in our state.

Council programming continues to break down barriers and help Girl Scouts discover all areas of life as explorers, thinkers, creators, and leaders. In 2022–2023,

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Letter from Our CEO and Board Chair

our council hosted 156 youth events throughout the year and served over 3,000 Girl Scouts! From aviation to digital storytelling, emergency preparedness, and more, Girl Scouts are developing the skills to become the emerging change-makers who will lead us toward a brighter tomorrow.

Our Girl Scout Cookie entrepreneurs once again raised the bar and showed their leadership skills as they navigated production delays and implemented new payment methods. Through their perseverance and ingenuity, our cookie program met the budget goal for 2022–2023 and raised the per Girl Scout sales average by 16 packages from 316 up to 332, continuing to outpace the national average of 245 packages sold.

We could not have delivered all of these amazing programs to our youth members without the philanthropic support we were honored to receive in 2022–2023. Our community really stepped up to ensure our programs remain accessible for all Girl Scouts. Your support helped make it possible to award \$276,000 through 3,248 financial assistance grants in 2022–2023—an amazing 33% increase over the previous year, meaning more young people throughout our state had the opportunity to participate as Girl Scouts.

Last year, we also celebrated the creation and launch of our latest strategic plan. While strategic plans must be adaptable, we have set our sights on membership growth, recruiting and supporting world-class volunteers, making sure we are taking care of and leveraging all our properties, and diversifying revenue streams as focal points for the next three years—along with continuing to embed diversity, equity, inclusion, racial justice, and belonging in all of our work.

This plan is informed by perspectives and voices from every corner of our council, including yours!



It is truly the dedication and support of all of you that inspire our optimism for 2023–2024 and beyond. We look forward to continuing this important work together as a community of Girl Scout champions, and we are so grateful to be on this adventure with you.

To a great year of Girl Scouting,

Andrea Anderson
CEO, Girl Scouts of Western Washington

Randa Minkarah
Outgoing Board President and Chair,
Girl Scouts of Western Washington



How We're Funded

Our funding comes from five primary sources.



Product Program
Girl Scout Cookie program and other product program sales



Programming Fees
Participation fees for camp, events, and other programs



Public Support
Charitable donations from individuals, corporations, foundations, and other partners



Retail
Girl Scout store proceeds from badges, uniforms, gifts, supplies, and merchandise



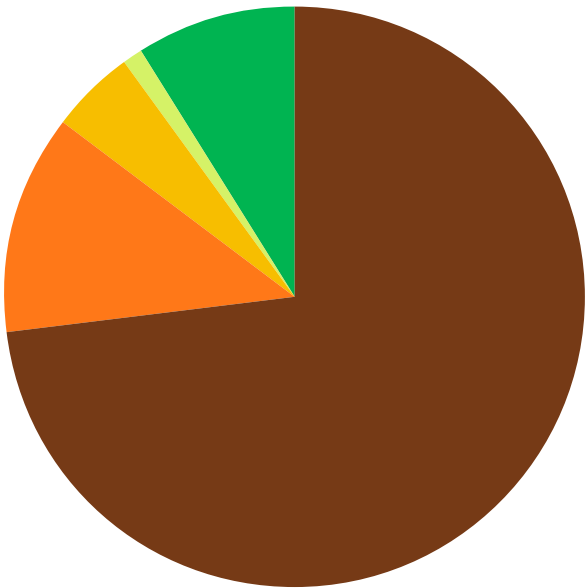
Other Income
Investments and income including harvest and unrelated business income

Note: Annual membership dues are paid to Girl Scouts of the USA

Our 2022–2023 Fiscal Year

- Product Program: **\$15,706,258**
- Public Support: **\$2,665,785**
- Programming Fees: **\$1,001,514**
- Retail: **\$199,658**
- Investment Income: **\$466**
- Other Income: **\$1,908,816***

*Amounts only include our operating fund.
Other income includes COVID-19 relief funds.



How We're Funded

Operating Revenue/Expenses

Revenue	\$21,482,497*
Expenses	(\$20,155,578)
Operating Income/(Loss)	\$1,326,920

Non-Operating Revenue/Expenses

Revenue	\$542,831**
Expenses	(\$1,085,498)
Non-Operating Income/(Loss)	(\$542,668)

Total Net Income/(Loss)	\$784,252
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*Includes Federal COVID-19 Relief Assistance

**Includes \$840,000 in realized/unrealized investment gain

A long-time sponsor, council-vendor, and program underwriter, KeyBank awarded GSWW \$150,000 in 2023 to serve more Girl Scouts through outreach and financial assistance! Thanks to these funds, we were able to remove barriers to Girl Scouting so all girls and gender-expansive youth in Western Washington have access to, and can participate in, the Girl Scout Leadership Experience.

“We are proud to support Girl Scouts of Western Washington as they engage a broad spectrum of youth and introduce them to skills and activities – from entrepreneurship and money management to goal setting and decision making—that will help them grow into accomplished, confident leaders.”

—**Matt Hill**, KeyBank's Market President and Commercial Banking Sales Leader for the Seattle Cascades



How Did We Do?

In 2022–2023, our operating net income amounted to \$1.3 million, reflecting income generated through core activities. The operating revenue included \$1.4 million from the government COVID-19 relief fund, the Employee Retention Credit. Without this support, the organization would have faced a net loss for the year. 2022–2023 marks the final year with COVID-19 funding from the government available.

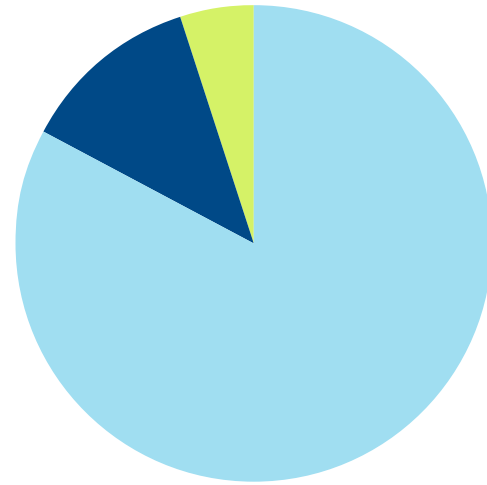
In 2022–2023, we planned for a breakeven year. We achieved a total net income of \$800,000. This is a promising result for our second full year of COVID-19 recovery efforts. This positive outcome demonstrates our resilience and effective financial management amidst the COVID-19 recovery efforts. Going forward, we will remain committed to sustainability and continued service to our members and communities.



What Our Funding Provides

Our funding supports three primary areas of our operations:

- Girl Scout Programming: **83%**
2023 Expenses: \$16,698,092
2022 Expenses: \$13,767,161
- Administrative: **12%**
2023 Expenses: \$2,367,230
2022 Expenses: \$2,148,285
- Fundraising: **5%**
2023 Expenses: \$1,090,255
2022 Expenses: \$936,627

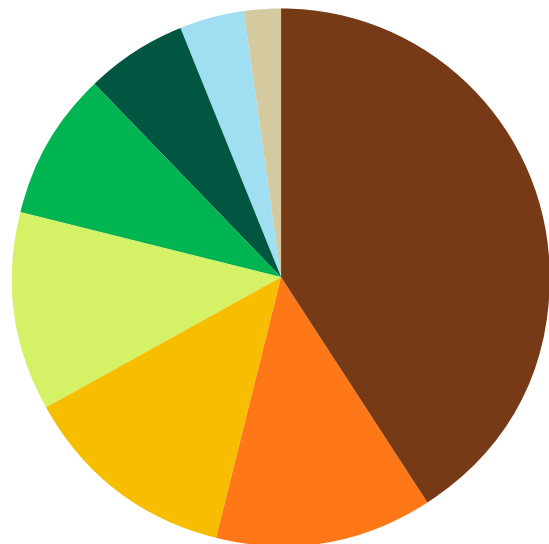


Total Actual Expenses
\$20,155,578

Girl Scout Program Expense Details

The majority of our expenses (83%) benefit Girl Scout youth and adults through direct services and support.

- Product Program: **41%**
- Troop Support Services: **13%**
- Camp Program and Property: **13%**
- Non-Camp Programs: **9%**
- Community Engagement: **12%**
- Member Support Services: **6%**
- Financial Assistance: **4%**
- Retail Sales: **2%**



Our Council Priorities

Introducing Our Strategic Plan

Girl Scouts of Western Washington is consistently and unapologetically committed to providing safe spaces for all girls and gender-expansive youth who identify with the girl experience to belong and be their authentic selves.

We will increase our reach and relevance by enhancing the volunteer experience, diversifying our financial future, leveraging our property assets, and amplifying the value of Girl Scouts today. Our plan is shaped by our commitment to diversity, equity, inclusion, racial and social justice, accessibility, and belonging, and is underpinned in our dedication to enhancing our operational effectiveness.

As a team, we embody our council's values and commit to bringing our best selves to this process, centering our work on ensuring the youth members we serve can become courageous and strong as they guide us toward a transformative future.

Our Strategic Priorities

- Grow the Number of Girl Scout Youth Served
- Enhance the Volunteer Experience
- Leverage Property Assets
- Increase and Diversify Our Revenue

Foundational Priorities

- Diversity, Equity, Inclusion, Racial Justice, and Belonging
- Operational Effectiveness
- Communicating Our Value Today



Girl Scout camp provides safe, welcoming spaces for all Girl Scouts to be themselves and belong—which is why we're thrilled to be expanding our PRIDE and Umoja affinity camp programs that were launched in 2022-23. Through our affinity camps, Girl Scouts and their families from communities who have historically experienced racist and misogynistic exclusion from the outdoors have the opportunity to experience camp magic for the first time.

Caregiver Kara said their Girl Scout Zeke's experience at PRIDE camp has been life altering. "It's been a great antidote for Zeke's anxiety, depression, and PTSD, and helps him in building positive relationships with adults, peers, and even himself," Kara said. "He always comes home happier, excited, and with more energy. In that moment, the harder parts of life just melt away."

Learn More



GirlScoutsWW.org/SupportCamp



Camp Investments



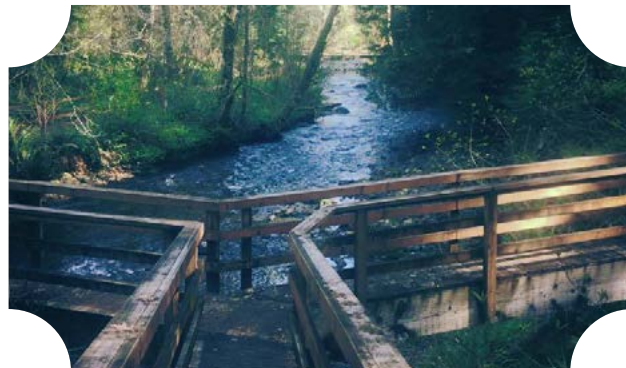
We are committed to maintaining the safety of our properties and offering cutting-edge programs so that Girl Scouts can continue to explore, take risks, and develop resilience while experiencing the magic of camp.

2022-23 Investments

Council Investments in Camp: **\$595,848**

Camp Fundraising: **\$300,000**

Total Camp Investment: **\$895,848**



Camp Evergreen

Lodge electrical updates



Camp River Ranch

Multi-year water tower replacement project



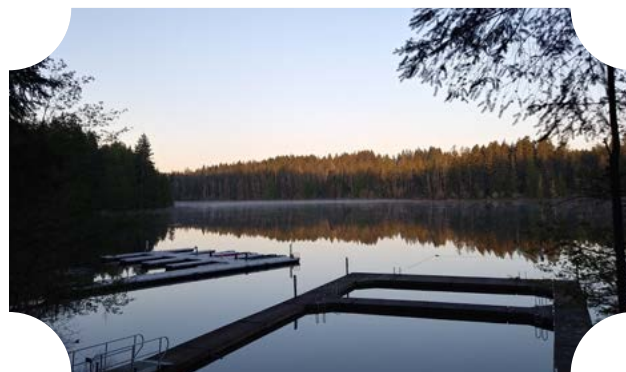
Camp Lyle McLeod

Sewer replacement, septic repair



Camp Robbinswold

Roof replacement



Camp St. Albans

Boat ramp repairs, unit upgrades, lodge winterization, archery range upgrades, parking lot updates

Our Members

In 2022-23 we continued to deliver the Girl Scout Leadership Experience to young people in all 17 counties in our council.

By Grade Level

Daisies (K-1)



Brownies (2-3)



Juniors (4-5)



Cadettes (6-8)



Seniors (9-10)



Ambassadors (11-12)



During the 2022-23 membership year, we received a planning grant to develop a new outreach program through ServeWashington/AmeriCorps. Thanks to this funding, our AmeriCorps program is reaching new youth members throughout our

region who otherwise would not have access to Girl Scouting. We are excited to grow this partnership in the coming years.



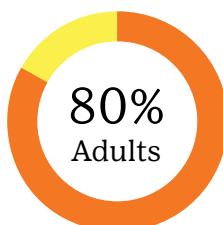
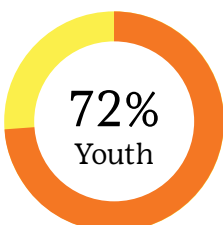
Membership Reach



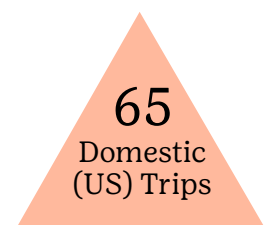
Highest Awards Projects



Retention Rates



Travel, Near and Far





Girl Scouts Making a Difference

Thanks to the generosity of donors, our programming is accessible to any young person who wants to be a Girl Scout. In 2022-23, we were able to fulfill every financial assistance grant requested by our members.



Financial Assistance

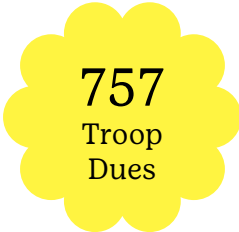
Total awarded:



Number of grants awarded:



Number of grants per type:



Our Girl Scout Volunteers

Volunteers are the lifeblood of our organization, without whom we could not deliver the Girl Scout experience to our youth members.

7,329

Girl Scout
Volunteers

75,000+

Hours of Service

59

Volunteer
Learning
Facilitators

16

Intern
Facilitators
TrainedDelivered
Over

29

Individual
Workshops
Serving

467

Volunteers

Delivered

7

Learning
Conferences
Serving

626

Volunteers

4,395

Online Courses
Completed In gsLearn

Volunteer Recognition

At our annual Volunteer Recognition and Awards Ceremony, we honored our volunteers, community partners, and longtime members who have generously given their time and talents to advance the Girl Scout mission.

**2023 Volunteer and Community
Partner Award Recipients**

2023 Numeral Guard Recipients

GirlScoutsWW.org/Recognition



The Thanks Badge (a GSUSA award) is granted for outstanding service that benefits the entire council or Girl Scout community. Volunteers are eligible for this award if they have provided outstanding service to all Girl Scouts of Western Washington and/or the entire Girl Scout organization or if they have provided service so significantly above and beyond the call of duty that no other award would be appropriate.

In 2022-23, one recipient of the Thanks Badge was Sue McNab—a 65+ year youth and adult combined member. According to one of her nominators, “Sue is the true definition of a Girl Scout. In addition to all the positions she has held and the badges she has earned, I believe her greatest contribution is in outreach. Her enthusiasm for Girl Scouts is infectious and inspiring.”

Our Girl Scout Troops

Supported by adult volunteers, Girl Scouts in troops work together and lead their own adventures. Alongside mentors and peers who cheer them on, Girl Scouts gain the confidence to try new things and be their most authentic selves.

79

Service
Units

82

Service Unit
Managers

1,319

Girl Scout
Troops

2,982

Troop
Leaders

574

New
Leaders

86.4%

First Year Leader
Retention



Average
Troop Size:

10 Youth
Members

2 Adult
Leaders



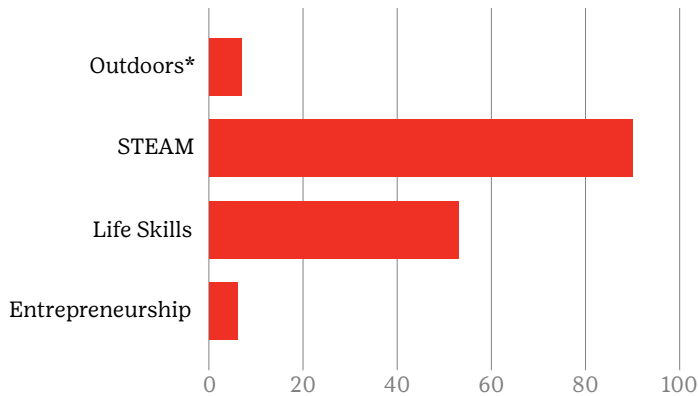
Congratulations to Donna Horn, a lifetime member of Girl Scouts of Western Washington who was inducted into the Girl Scout Staff Association's Hall of Fame at Girl Scouts of the USA's National Convention in July 2023! Hall of Fame honorees are current or former members of Girl Scout Staff Association. They exemplify the organization's beliefs in professional development and ethical conduct, subscribe to the belief that each member must take responsibility for the integrity and consequence of their actions, agree to uphold the highest standards of honesty, integrity, and fairness, and have made a measurable impact on the association and its members.



Our Programming

We are dedicated to providing programs on topics that are important to local Girl Scouts, and are able to increase the breadth of the programming we offer thanks to our program partners.

Programs Offered by Pillar

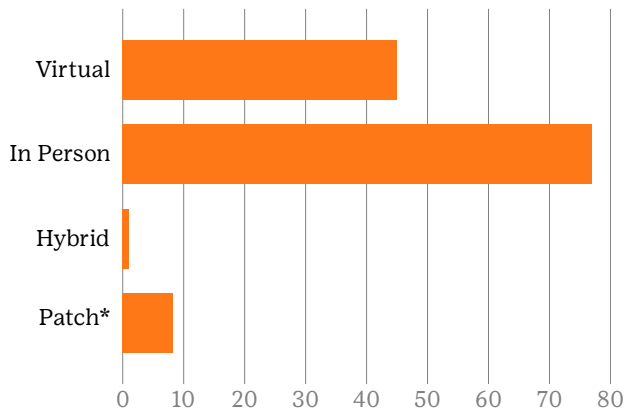


*Excludes camp programs



Girl Scouts learn to “be prepared, not scared” during the Great Cascadia Zombie Survival Challenge at Camp St. Albans.

Council Hosted Youth Events



*Self-paced, council-created programs offered year-round.

149
Events
Held

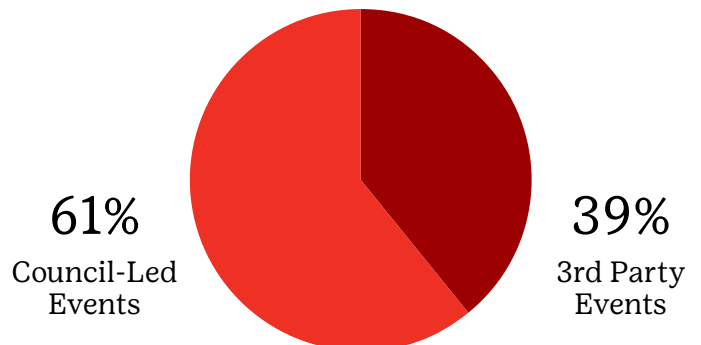
3,089
Youth
Attendees

198
Program
Partners

1,299
Self-Paced
Patch Programs
Completed



A Girl Scout prepares to launch a rocket at Mission Discovery Camp at Camp River Ranch.



Our Camps

Our camps provide safe spaces for Girl Scouts to explore the outdoors, take risks, test their strengths, and build community with their peers.

5,019

Attended Girl Scout
Camp Programs

3,194

Attended Volunteer-Led
Day and Twilight Camps



Affinity Camps

671

Attended Volunteer-Led
Overnight
Community Camps

1,036

Volunteers Supported
Volunteer-Led Camps

67

Campers attended
Umoja camps

42

Campers attended
PRIDE camps

1,156

Attended Overnight Camps
at Camp River Ranch,
Camp Robbinswold, and
Camp St. Albans



Thanks to the MJ Murdock Charitable Trust, we've been able to increase critical maintenance staff at Camp River Ranch, Camp Robbinswold, and Camp Lyle McLeod, and replace and repair the water system at Camp River Ranch. This transformative support allows us to keep camp safe and functional for the thousands of Girl Scouts and community members who visit our properties year-round, and we are beyond grateful for their investments in the long-term health of our properties.





Our Donors and Partners

The success of Girl Scouts in fulfilling its mission to build young people of courage, confidence, and character is made possible by the generous support of our community. Below we highlight the collective impact of our donors who believe in our vision and invest in the next generation of leaders.

Together, we have encouraged Girl Scouts to develop skills and traits that will serve them throughout their lives, and we are grateful for the commitment and dedication of our supporters to create a brighter future for young people across Western Washington.

Thank You to Our 2022-23 Donors and Partners!

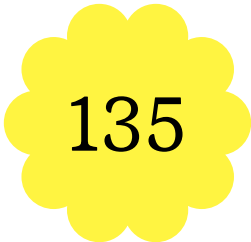
Our Supporters
GirlScoutsWW.org/Donors



Juliette Gordon Low Society Members
GirlScoutsWW.org/Planned-Giving



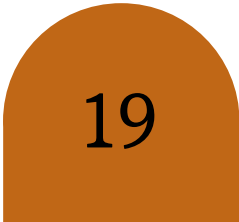
Individuals



Corporations and Employee Giving



Family Foundations



Foundations and Grant Makers



Troops



Government



Gold Award Girl Scout Amanda created a free, two-month series on sustainable living, equipping people with buildable skills to lessen their environmental impact. For her contributions to the community through her Highest Awards project, The Trust for Public Land and Boeing recognized Amanda as a local environmental hero—and in honor of her contributions Amanda received \$2,500 to donate to an environmental non-profit of her choosing. Additionally, she was awarded the GSUSA Gold Award Scholarship for her outstanding work in climate change advocacy and education. Congratulations, Amanda—and thank you!



Thank you
for making
this past year
possible!

