

Adventures in Girl Scouting!



**Girl Scouts of San Jacinto Council
2021 Annual Report**

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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.

Mission Statement

Girl Scouts of San Jacinto Council
builds girls of courage, confidence
and character who make the world a better place.

Diversity, Equity, Inclusion and Belonging Statement

Girl Scouts of San Jacinto Council fosters belonging and respect for *all* girls. We empower *all* girls, volunteers and staff to fulfill their potential and make the world a better place. Our Girl Scout Promise drives us to provide diverse, equitable and inclusive experiences where *all* girls, volunteers and staff are confident they belong. We stand firm in these commitments and united by these ideals.

Dear Girl Scout Family,

We're proud to present to you our 2021 Annual Report. The report captures the highlights of the 2020-2021 fiscal year. COVID-19, of course, continued to impact our programs for the second year in a row. We stayed on course and focused on our mission to provide opportunities and experiences for girls to build courage, confidence, and character.

And our girls live up to that challenge every day. Despite what is happening around us, they have displayed unfailing dedication and resilience. The Girl Scout journey opened the door to earning the Girl Scout Gold Award or hosting a walk to raise awareness about a critical issue. While for others, the journey helped some girls overcome their fear of public speaking. Whatever their passion, thousands of Girl Scouts in our council found their voice and recognized their potential to achieve their goals and explore new interests. Thanks to our Girl Scout volunteers, more than 35,000 girls this year were able to rely on a caring adult to support her on her journey. Supporters, like you, had a hand in the success of our Girl Scouts as well. Your support is the fuel that keeps us moving forward to help more girls develop into the best versions of themselves.

We hope you enjoy learning about some of our accomplishments this past year. More importantly, we hope to show you how your support has made a positive impact on our programming and in the lives of the girls we serve every day. On behalf of the entire Girl Scouts of San Jacinto Council board members and staff, we thank you for your commitment to girl leadership.

Yours in Girl Scouting,



A stylized, handwritten signature of Marguerite Wong-Chapman in black ink.

Marguerite
Wong-Chapman
President and Board Chair



A stylized, handwritten signature of Mary Vitek in black ink.

Mary Vitek
Chief Executive Officer

Girls love Girl Scouts because THEY call the shots and make things happen. If she can dream it, we'll help her do it. At Girl Scouts, she'll become her best, most resilient self—ready to take on the world in her own unique way. Whether that means leading a troop meeting or leading the charge in cleaning up a park. The experiences girls have with us will empower girls to explore new interests, discover new skills and make the world a better place.

What do Girl Scouts do?

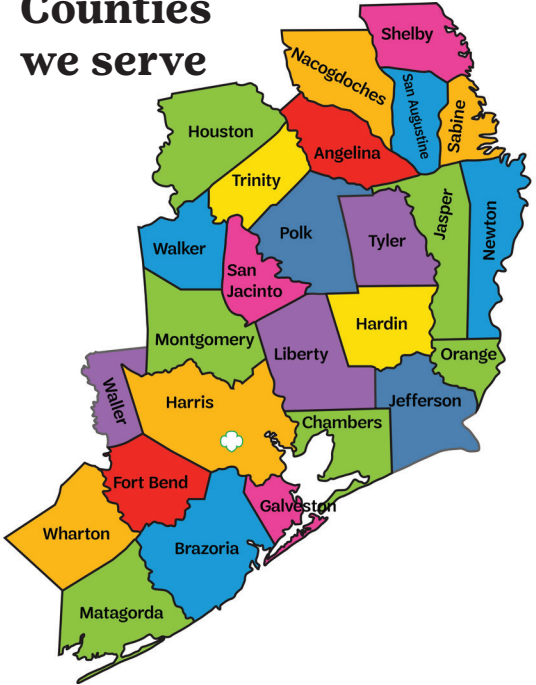
Girl Scouts discover, connect and take action to make the world a better place through unique programs that promote: entrepreneurship, life skills, the outdoors and STEM.

According to a recent survey, girls credit Girl Scouting for helping them develop important attributes.

- 80% Daisy
- 82% Brownie
- 84% Junior
- 77% Cadette
- 60% Senior



Counties we serve



Girl Scouts is the preeminent leadership development organization for girls, with a research-proven program that helps them cultivate important skills they need to take the lead in their own lives and the world. At Girl Scouts, girls learn and grow in a safe, all-girl environment, discovering who they are, connecting with others, and taking action to make the world a better place.

Membership

Girl Scout membership is about fun, community, and girl development. And in today's uncertain world, GSSJC fosters strength, resilience, and togetherness in Girl Scouts so they can have a better life and make a difference in the world.

Results from the Girl Scout Research Institute's 2021 membership survey show that Girl Scout membership has substantial benefits. Of the nearly 600 girls who responded:

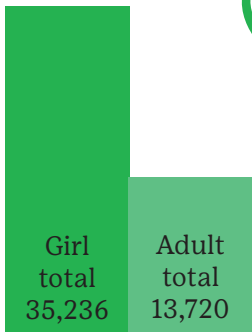
- 93% said Girl Scouts made them feel safe
- 88% said their troop leader cares about them
- 78% said their troop leader helped them reach their goals
- 65% said they are a leader in more activities because of Girl Scouts

The survey also found that when girls have access to program variety and supportive adults, and they participate in girl-led activities, cooperative learning, and learning by doing, they thrive.

In addition, they exhibit the Girl Scout Leadership Experience outcomes. Based on survey results, 7 in 10 Girl Scouts have a strong sense of self and positive values.

Total Membership

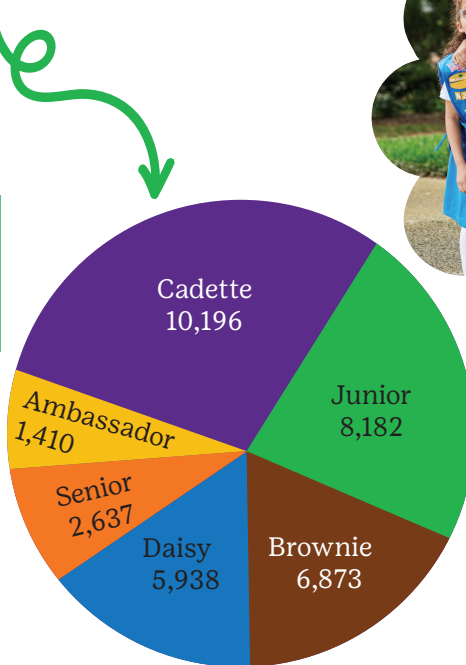
48,956



Girl Scouts helps girls do well in the classroom and beyond!

88%

of Girl Scouts strongly agree they will graduate from high school.



73%

of Girl Scouts strongly agree they have a great future ahead of them.



Because of Girl Scouts:

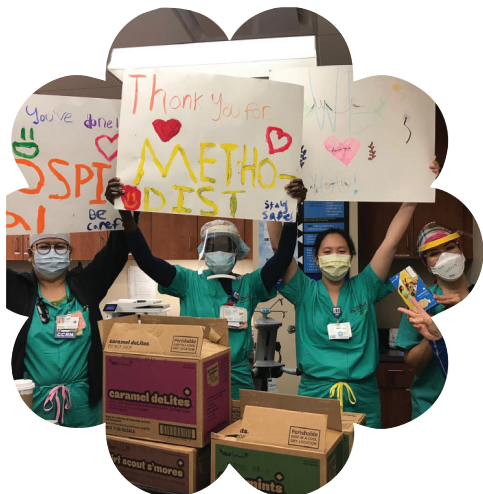
80%

of Girl Scouts agree that they can make a difference in the world.

69%

of Girl Scouts agree that they can do things they cannot do in other places.

13,100 girls participated in the Cookie Program.



Girls collected donations for Cookies4Heroes this year and delivered the cookies to healthcare workers, members of the military, police officers, firefighters and other front line workers.

5 skills that girls develop with the Cookie Program



Goal Setting



Decision Making



Money Management



People Skills



Business Ethics

5,939 girls participated in the Fall Product Program.

The Fall Product Program is a council-sponsored program that combines educational activities with money earning opportunities for the troops.

It is directed toward family and friends- those closest to Girl Scouting and enables troops to earn start-up money by selling magazine subscriptions as well as nuts and candy.



Entrepreneurship & Cookies

Girls Scouts' enthusiasm about the Cookie Program continues as strong as ever. More than 13,000 girls and more than 1,600 troops participated in the program this year. And based on cookie sales, consumers were equally excited about cookie season. The average number of packages sold per girl peaked at 212.6 packages per girl. Troops earned \$2,135,535 in proceeds to support their activities, such as travel, camping, and community service projects.

We focused on keeping volunteers, parents, and girls safe while achieving their cookie goals. Troops used face masks and hand sanitizer for safety. We also developed safety protocols for contactless cookie deliveries, cookie cupboards, and cookie booths.

Additionally, the girls expanded their technology skills to maximize cookie sales. They learned how to sell cookies virtually with the use of storefront email links and QR codes. With the help of supportive adults and troop leaders, our young entrepreneurs, as you can see, implemented these new marketing tools with great success!

Highest Awards

The Highest Awards are the pinnacle of Girl Scout achievement. The awards – Gold, Silver, and Bronze – recognize the extraordinary efforts of extraordinary girls to make the world a better place. From Junior to Ambassador, girls who receive a Highest Award have distinguished themselves as outstanding leaders by designing and implementing a project that addresses an issue in their community. Girls have an opportunity to collaborate with experts, be creative problem-solvers, and develop confidence in their leadership abilities while working with fellow Girl Scouts and community members to make a difference in the world.

This year, our council is proud to have 129 Gold Award, 474 Silver Award, and 865 Bronze Award Girl Scouts. Girls who earn a Highest Award are likely to receive college acceptances and scholarships because of their proven leadership skills developed through Girl Scouts.

Local Girl Scout Esha Garg is the recipient of the 2021 GSUSA National Gold Award Scholarship. This scholarship program awards financial support to one Gold Award Girl Scout per council. Esha created the Diverse Book Club, an ongoing project that promotes representation and awareness of diversity in the media and education system through book choices.

In addition to a \$2,000 scholarship, she will join a Movement-wide list to serve as a Girl Scouts representative for public relations, web/social, speaking engagements, or other related opportunities. Esha also received an honorable mention at GSUSA's virtual "Girl Scouts Change the World" celebration held October 2021, where she co-facilitated two sessions.



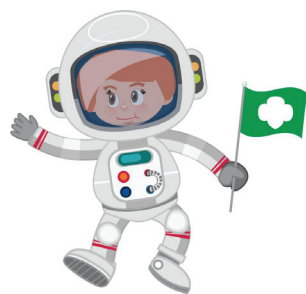
Since 1916, Girl Scouts have been planning and executing significant "Take Action" projects in response to pressing community needs.

Number of girls who earned highest awards in 2021 in our council





Girls earned
60,041
badges
 in 2021, including
27,752 in Life
 Skills, **12,147** in
 Entrepreneurship,
12,145 in the Outdoors,
 and **11,153** in STEM.



When girls were asked what they want to be when they grow up, more Girl Scouts than non-Girl Scouts desire careers in STEM, law, or business.



Girl Program

Mental health continued to be a crucial concern in 2021. Many girls experienced anxiety, isolation, and other emotions related to COVID-19 restrictions. Our council approached the topic openly, so girls would know it is OK to talk about their mental health.

We introduced the Mental Health Patch program to help girls develop greater social awareness and interpersonal skills. Girls learned how to be considerate and caring Girl Scouts as they explored the impact emotions and thoughts have on their own and others' behavior. This program, as well as other Girl Scout programs, helped girls feel less isolated and lonely. About 80% of Girl Scouts surveyed last year by the Girl Scout Research Institute said so.

Our council also hosted two new event series focused on STEM and creative arts for older girls. They learned how to make digital movies at "Camp Creepy," using science, computers, real effects, engineering, art, and math – or SCREAM. The curriculum included activities that teach girls how to use chroma key effects and storyboards. They also participated in fun interactive activities such as stage makeup and forced perspective.

Additionally, we hosted an "Ask the Experts" career exploration event with a civic engagement theme. Older girls had an opportunity to hear from a panel of community leaders, including Anne Sung, a Houston Independent School District trustee, U.S. District Judge Vanessa Gilmore, and state Rep. Sarah Davis.

The council also created an "A Day in the Life of" event for girls of all ages to expand girls' interest in career exploration activities. The first one, held in November, explored the financial sector. We teamed up with Bank of America Financial Services for virtual tours of their banking centers.

Outdoors

Summer camp has returned! After suspending in-person camp in 2020, we welcomed Girl Scouts back to camp this summer with updated safety guidelines in place. Girls returned to camp full of energy and excitement. Fresh outdoor air and an opportunity to be with their friends is just what they needed – and craved!



Camping is a fun way for girls to build a sisterhood and lifetime memories. Girls strengthen their friendships as they participate in outdoor adventures, including hiking, cooking outdoors, and searching for the Big Dipper in a star-filled sky. More importantly, the girls discover who they are and what they can become. They build essential skills such as communication, teamwork, problem-solving, and a sense of confidence.

More than 1,000 girls attended summer overnight camp at three camp facilities this summer. Registration opened in April, with some sessions filling within the first week. The girls experienced the new Adventure Park at Camp Agnes Arnold, the new floating inflatable play structure at Shadow Lake, and the 100-yard slip and slide on the hill behind the camp's dining hall.

In-person day camp also returned at Program Place for Girls and two new locations at Katy Mills Mall and the Cypress Resource Center. More than 300 girls attended the camps. The locations proved to be excellent choices to serve the different geographic areas of our council. The Katy Mills and Cypress locations received support from a United Way barrier-buster grant that enables girls who cannot afford camp to attend.



68% of girls said that doing an outdoor activity in Girl Scouts has helped overcome at least one fear.



1,073 girls participated in summer overnight camp

116 girls were awarded camperships

464 girls participated in summer day camp

Girl Scouts provides access to the outdoors, opens the door to new outdoor experiences, and helps girls move out of their comfort zone.

84% of girls have done an outdoor activity in Girl Scouts that they never had done before.



Troop honors leader

Being a Girl Scout troop leader has its rewards and, after more than 20 years of leading troops, Mary Gedelian thought she had experienced most of them. That is until the “big adventure” of 2021.

Gedelian and her Troop #10772 have been together since the girls were Daisies. So, when the girls said they wanted to go on a big adventure together in 2019, Gedelian saw it as a great way to celebrate their years of sisterhood. It would be a trip they would cherish forever.

With her support and guidance, the girls began researching places to enjoy the outdoors, specifically the mountains. In true Girl Scout fashion, the girls were eager to do activities that tested their courage, confidence, and character. “They wanted to go white water rafting, overnight backpacking, rock climbing, and fly fishing,” says Gedelian. “I love to travel, and I try to share that with the girls.”

The troop selected AEI Base Camp, a faith-based organization in Almont, Colorado. The camp promised to provide all the wilderness experiences they were seeking. Plus, they would have the opportunity to earn the new Girl Scout outdoor badges – primitive and climbing. The enthusiastic girls meticulously followed the required Girl Scout protocols and received approval to take their trip in summer 2020. Then COVID-19 hit. Everything in the world came to a halt, and so did the troop’s big adventure.

Months passed with everyone on lockdown. It looked like the trip might be doomed. As COVID-19 cases began to decline the following year, the troop revived their plans and received the green light to take their trip in June.

Then cancer struck. Gedelian learned her cancer, once in remission, had come back. She began chemotherapy treatments in the spring. “Honestly, it was touch and go,” says Gedelian. “I thought if we don’t go this summer, it’s probably not going to happen. I felt if I didn’t go, I would lose them.”



Gedelian finished her third round of treatments just in time for the girls to go on their big adventure. The troop loaded up in cars and drove to Colorado, with Gedelian traveling separately in her car. Her condition required her to make frequent stops to stretch.

The girls set out for an overnight backpacking experience on the fourth day of the seven-day trip. As they prepared for the hike with another troop leader and a guide, Gedelian says she noticed some small rocks on the ground. “I knew I couldn’t do the overnight backpacking,” she said. “Before they left, I found little rocks and gave one to each of them. I said, ‘Take one with you. It represents my heart; so, I will be with you.’”

The girls had a special gift for Gedelian when they returned to the base camp. They showed her a photo they had taken during their hike. It was a picture of them on a mountain, standing around the rocks shaped like a heart on the ground. Next to the heart were the letters M (for Mary) and T (for Theresa, the other troop leader on the trip) made from sticks. “It was the most meaningful thing to me,” says Gedelian. “It was a really special experience. I cried.”

In the fall, the girls bridged to Ambassador. The troop is the third troop that Gedelian has led to this level. Gedelian, who started as a camp mom with her daughter’s troop in 1998, says she likes Girl Scouting and has no plans to retire anytime soon.

“I don’t just like Girl Scouts, I’m passionate about Girl Scouting,” she says. “Being a troop leader is the most important volunteer role you can have. Because without troop leaders, there are no Girl Scouts.”



Thank You, 2020-2021 GSSJC Donors!

Girl Scouts of San Jacinto Council (GSSJC) expresses its deepest appreciation to the donors listed on the following pages for their generous contributions in support of Girl Scout programs between September 1, 2020 and August 31, 2021. More information on opportunities to support GSSJC is available by contacting Connie Chavez at cchavez@sjgs.org or 713-292-0321.

Great care has been taken to ensure the proper recognition of our donors. If an error or omission does occur, we sincerely apologize and hope you will bring it to our attention. Please address all corrections to Diane Likeness at dlikeness@sjgs.org. Thank you for your continued support.

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For more than a century, Girl Scouts of San Jacinto Council has inspired and enriched the lives of girls in our community. Preserving and building upon positive outcomes for future generations of girls is the mission of the Juliette Gordon Low Society, whose members have included GSSJC in their estate plans, no matter the amount. We are proud to recognize those who have already made commitments to our legacy society and invite others to join them as we build a sound future for GSSJC. For more information on creating a legacy for the benefit of GSSJC, contact Connie Chavez at 713-292-0321 or cchavez@sjgs.org.

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The Emerald Circle

The Emerald Circle awards scholarships to graduating seniors who have earned the highest award in Girl Scouting, the Gold Award. Funds are derived from membership dues and donors as well as The Emerald Circle Gold Award Scholarship Endowment Fund. Since 1996, The Emerald Circle has granted 535 scholarships totaling \$720,000. To join or to give to the scholarship fund, contact Princess Zambrano at 713-292-0358 or pzambrano@sjgs.org

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Mary B. McIntire, Ph.D.
Helen M. Meistrich
Valerie Mogas
Theresa Price
Linda Reid
Marjorie J. Roberts
Louise Rugaard
Louise A. Shearer
Nancy and Bud Simpson
Carolyn Goble Smith
Marianita Paddock
Snodgrass
Cheryl Thompson-Draper
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Evelyn T. Vittone
Nancy R. Walker
Sara L. Walker
Joanne M. Williams
Cathy Wining-Thomas

Thank you for your generous gift to the Emerald Circle.

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Christina Doherty
Terry Kite
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Alice McLane
Linda W. Petersen
Karen Rugaard and James
Ward
Donna S. Sisak
Connie H. Stone
Barbara S. Story
Sharon and Ezra Yacob

Women's Leadership Network

The Women's Leadership Network (WLN) is designed to bring together strong, connected women and men, who are passionate about supporting the next generation of female leaders through the best leadership development program for girls available—today's Girl Scouts.



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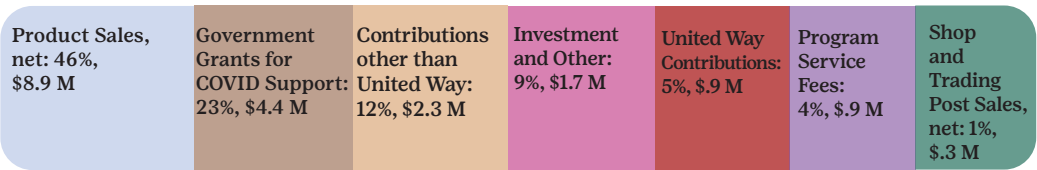
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Marguerite Woung-Chapman
Sharon and Ezra Yacob
Mary Zappone
Richard Zembek



Fiscal Year 2021 Operating Revenues

Product Sales is the largest source of revenue for GSSJC, totaling \$8,987,000 in net revenue. Product Sales includes the Girl Scout Cookie Program and the Fall Product Program. In addition to being the premier financial literacy program for girls, the Cookie Sale generated gross revenue of \$14,060,000. Costs included cost of cookies sold of \$3,587,000 and bonuses for troops of \$2,116,000. The Fall Product Program is a friends and family sale that provides funding for troops around the beginning of the school year. This sale generated gross revenues of \$1,584,000, cost of sales of \$573,000, and troop bonuses of \$381,000.

Non-Capital Contributions and Capital Contributions from individuals, corporations and foundations totaled \$1,627,000 and \$636,000 respectively. Allocations from United Way agencies totaled \$913,000. Government grants include Paycheck Protection Program forgiveness of \$1,800,000 and Employee Retention Tax Credits and other credits of \$2,586,000.

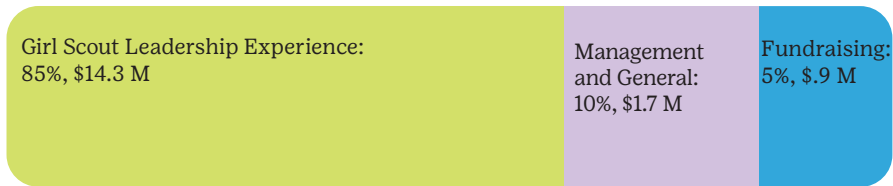


Endowment Funds Composition

Monies contributed to the Endowment funds are intended to ensure the future of Girl Scouting for girls over the next century. By making gifts to the endowment fund with direct cash gifts or through various charitable vehicles, including wills and charitable trust, you are ensuring the legacy of Girl Scouts in San Jacinto Council.	2021	\$9.7 M
	2020	\$8.3 M
	2019	\$7.3 M
	2018:	\$7.1 M
	2017:	\$6.6 M
	2016:	\$5.7 M
	2015:	\$5.4 M

Fiscal Year 2021 Operating Expenses

Eighty-five percent of total expenses are used for programs directly benefiting members of GSSJC. Management & General costs as a percentage of total expenses are 10% and fundraising expenses are at 5% of total expenses. In 2021, approximately \$2,050,000 was spent on capital improvements to our camps and resource centers.



Operating Expenses

It costs \$485 per girl to make Girl Scouting a reality locally

- \$243** Provides Council-wide programs and activities at all levels that enhance troop participation and allow girls the opportunity to build new skills. It also provides the opportunity for girls to participate in activities beyond the traditional troop setting.
- \$87** Develops and imparts the very best training, materials and curriculum for adult volunteers, ensuring the needs of each Girl Scout are met.
- \$68** Maintains, updates and expands the use of all camp properties, resource centers, GSSJC headquarters and the Program Place for Girls.
- \$68** Supports membership development, including recruitment and registration of girls and volunteers, staff support to volunteers and financial assistance available to all members.
- \$19** Enhances the visibility and affirms the successes of Girl Scouting as the premier organization for girls through press releases, media coverage, *The Golden Link*, online community site and www.gssjc.org.

Net Assets as of August 31, 2021

GSSJC's goal is to maintain 6-12 months of assets available for general expenditures. Due to the timing of our operations, funds raised in one fiscal year are expended in the next. Our fiscal year begins on September 1 and ends on August 31. The Girl Scout Cookie Program is the largest source of revenue, and proceeds are generally received between February and May each year. Remaining proceeds at the time of GSSJC's fiscal year-end earned during the Cookie Program are reflected as undesignated net assets without donor restriction. Also, net assets for GSSJC reflect a large investment in land, buildings, and equipment, which are not available for general expenditures.



Undesignated (General Expenditures): 36%, 16.6 M	Land, Buildings & Equipment, Net: 34%, \$15.6 M	With Donor Restrictions (Endowments) 21%, \$9.7 M	Board Designated 6%, \$2.5 M	With Donor Restrictions (Programs & Facility Improvements) 3%, 1.2 M
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Girl Scouts helps new troop blossom

Troop #137074 is already looking forward to next year's cookie sale after selling more than 2,000 boxes this year. The budding entrepreneurs spent the first half-hour of their recent Girl Scout meeting assessing their sales performance. They talk about what they will do differently. The troop isn't bashful about sharing what they think went well during their first-ever cookie sale. As troop leader Carol Jenkins leads the discussion, assistant troop leader Stephanie Correia writes the Girl Scouts' comments on a small whiteboard. What they did right included online sales, placing flyers on neighborhood doors, greeting customers, and making sure everyone participated in the business.

Troop #13704 is one of the most extraordinary troops in the Girl Scouts of San Jacinto Council. Formed in 2021, the troop enjoys every aspect of the Girl Scout experience – from creating art and reciting the Girl Scout Promise to participating in friendship circles and selling cookies. And, like all Girl Scouts, these 13 women are eager to explore new adventures and make a difference in the world.

That's right – women. This all-adult troop meets twice a month at Independence Village, an assisted living home for senior adults with developmental and physical disabilities, in Texas City. The troop's oldest member is 85-year-old Shirley, who has lived in the village since it opened 30 years ago. Carol and her two assistant leaders, Correia and Liz Satterwhite, say they love working with the troop. It's rewarding to help and watch the women develop life skills and their interests, they say. Carol's sister, Joanne, is a member of the troop, and Satterwhite's daughter, Kayla, is also a member.



Judy Slocumb, the village's executive director, says she has seen a remarkable difference in the women. "As residents, they have a family bond, but with Girl Scouts, the women have bonded as a unit differently," Slocumb says. "You see them being kind in a more personal way." The women have also become more empowered, and they can now verbalize their opinions in a self-assured way, she says. "They're speaking up. I attribute it to Girl Scouts. They are becoming the women we want them to be."

Liz says Kayla loves Girl Scouts and gets excited about coming to the meetings. "She's grown so much. She socializes more, and she likes doing activities with the other Girl Scouts," she says. "She loves to sell cookies." All the women say what they like most about Girl Scouts, so far, is participating in cookie sales. Troop leaders agreed, saying each Girl Scout stepped up to do their part and were fully engaged.

At the end of the cookie season, the Girl Scouts were excited about receiving their cookie sale prizes and badges. The troop talked about what they would like to do with their cookie sale proceeds. Stacey, 56, shouts, "Let's go to Hawaii!" A trip is possible, but probably not Hawaii," Carol says. "Let's think about it. We don't have to spend our money right away."



girl scouts
of san jacinto



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