

"Girl Scouts is relevant, resilient and ready to help girls thrive!"



A word from the CEO

Dear Girl Scout Friends,

What a year this has been. We are only beginning to see the long-term social and emotional and mental health challenges that girls are dealing with because of the pandemic.

Girl Scouts was made for this moment.

From virtual programs and camps, and reimagined volunteer support, we adapted to meet the changing needs of our girls, volunteers, and families.

What I am most proud of are our volunteers who served as caring adult mentors and created spaces for social interaction. We accelerated the rollout of a mental health initiative with experts from across our region. Our girls now have access to positive mental health and wellness programming, and parents and volunteers are getting information on how they can support their girls.

We leaned on our expert staff at the STEM Center of Excellence to integrate fun STEM activities into our virtual and mail-delivered programs. While the STEM Center was closed, we finished construction, and are excited to welcome our girls back to a new maker space, amphitheater, and botany exploration center.

Last year, we strengthened our commitment to inclusiveness and belonging. I am grateful for the investments made to ensure that Girl Scouts of Northeast Texas leads the way in our commitment to equity. We must ensure our people, programs, processes, and properties are diverse, equitable and inclusive now and in the future for ALL girls.

And no doubt you were reminded of how much we all need the outdoors. When we give our girls the time and opportunity to be outdoors, we ensure they are emotionally strong, confident, and physically challenged. Today, our camp properties have reopened with all the safety precautions in place.

Our girls are our future leaders, our scientists, our mothers, our teachers, our engineers, and our politicians and the Girl Scout Leadership Experience is the backbone to their development. Now, more than ever, girls need the stability and strength of Girl Scouts.

I am incredibly proud of who Girl Scouts of Northeast Texas is today—relevant, resilient, and ready to help girls thrive.

Thank you.

J. Bartkowski

Jennifer K. Bartkowski
Chief Executive Officer

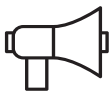
Our Mission

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

Four Pillars of Girl Scouting



STEM



Life Skills



Outdoors



Entrepreneurship

Girl Scouts was made for this moment.

Our council achieved consistent girl outcomes in **positive values** and **healthy relationships**, even in the face of widespread disruption caused by the pandemic.

(2020 GSNETX Girl Scouts Voices Count)

2 out of 3 troop leaders checked in with their **troop families** during the pandemic.

(2020 GSNETX Girl Scouts Voices Count)

Most **parents/caregivers** say their **girl has felt comforted by Girl Scouts** during the pandemic.

(2020 GSNETX Girl Scouts Voices Count)

STEM Center/ Camp Out of the Box

Just weeks after the COVID-19 lockdown began, Girl Scouts of Northeast Texas began evaluating plans for one of our most anticipated traditions – summer camp. In a season of unknowns, one thing was certain: this would be a summer unlike any other. Our Outdoor Leadership and STEM Center teams began work to innovate the structure of camp, which had been in place for generations. By May, a robust 6-week at-home program for all grade levels called “Camp Out of the Box” had been developed. Activity guides and supplies, plus special surprise swag items, were mailed weekly to girls. They then had the option of joining a virtual experience daily or working through the activities on their own, unplugged and outdoors. By pivoting to meet the needs of our girls in the summer of 2020, GSNETX made discoveries that will help us extend access to the Girl Scout Leadership Experience for years to come.

Read more at gsnetx.org/annualreport



2 out of 3 girls stayed engaged with Girl Scouts during the early pandemic stay-at-home phase.

(2020 GSNETX Girl Scouts Voices Count)

74% of Girl Scouts participated in community service.

(2020 GSNETX Girl Scouts Voices Count)



Girl Scout Troop “Breaks Bread” With Disadvantaged Community Members During Start of COVID-19 Pandemic

Before mask orders were in place, but families were sheltered at home, Girl Scouts in Troop 7034 based in southeastern Van Zandt County were “breaking bread” with their communities in a unique way. They worked on a bread-making project that provided various types of breads to local community members who needed assistance as well as to housing areas for the elderly and disabled.

Troop Leader Carlann Frey thought this project would empower the girls and make them feel like they are making a difference while being at home due to COVID-19-related shelter-in-place orders. “They’re also spending so much time on the computer that this is a good diversion,” she explained.

Read more at gsnetx.org/annualreport



Girl Scouts Get Serious About Mental Health

With anxiety among youth continuing to rise, social and emotional education and mental health awareness for girls is more important than ever. Responding to this growing need, Girl Scouts of Northeast Texas launched a comprehensive mental health initiative that included a statewide Okay to Say® patch program fueled by the Meadows Mental Health Policy Institute.

Read more at gsnetx.org/annualreport

“They loved practicing ways to reduce stress. The conversation allowed them to share some feelings regarding stressful situations that we didn't realize they were having.”

(Troop leader of 14 Juniors earning Okay to Say Patch)

Statement of Activities

Revenue

Annual Giving/Contributions	\$3,547,758
Cookie and Fall Product Program, net	\$13,069,536
Program & Camping Fees	\$308,517
Sales of Merchandise, net	\$238,851
Investment Income/(Loss)	\$312,846
Other Income	\$190,525
Total Public Support and Revenue	\$17,668,033

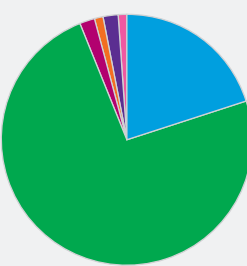
Expenses

Services for Girls and Adults	\$14,595,035
Management and General Operating	\$1,689,616
Fundraising	\$1,141,335
Total Expenses	\$17,425,986

Change in Net Assets

Net Assets at Beginning of Year	\$24,364,119
Net Assets at End of Year	\$24,606,166

Revenue



Annual Giving Contributions: 20%

Cookie and Fall Product Program, net: 74%

Program & Camping Fees: 2%

Sales of Merchandise, net: 1%

Investment Income/(Loss): 2%

Other Income: 1%

Statement of Financial Position

Assets

Cash and Cash Equivalents	\$8,180,424
Investments	\$2,646,344
Accounts and Pledges Receivable	\$1,055,488
Inventory and Other	\$615,965
Long-term Notes Receivable, net	\$9,340,550
Land, Buildings and Equipment, net	\$18,945,764
Total Assets	\$40,784,535

Liabilities

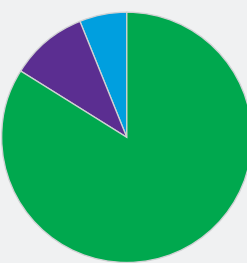
Accounts Payable	\$104,461
Notes Payable, net**	\$14,453,588
Deferred Revenue	\$22,949
Other Accrued Liabilities	\$1,537,232
Custodial Funds	\$60,139
Total Liabilities	\$16,178,369

Net Assets

Without donor restrictions	\$23,353,009
With donor restrictions	\$1,253,157
Total Net Assets	\$24,606,166

Total Liabilities and Net Assets **\$40,784,535**

Expenses



Services for Girls and Adults: 84%

Management and General Operating: 10%

Fundraising: 6%

*Includes \$1.5M SBA Paycheck Protection Program forgivable stimulus loan.

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GSNETX Integral to
Girl Scouts National
Multicultural Strategy



Girl Scouts of Northeast Texas is proud to prioritize diversity in its membership and leadership. In February of 2020, GSNETX hosted a design sprint presented by San Antonio-based marketing innovation firm, Marketvision. Teams from fellow Girl Scout councils and Girl Scouts of the USA gathered in Dallas to dive into strategy work around multicultural engagement. The focus for the work was specifically the Latin and Hispanic communities. The process allowed the team to listen and empathize with parents and caregivers – garnering deeper insight into what families need for their girls.

During this process, several opportunities emerged including developing family-centered opportunities, hosting platicas as a way of building relationships and answering family questions about Girl Scouts, and elevating Girl Scout traditions, including our Promise and Law which resonated strongly with parents as high values they want for their girls.

Council leadership took this research and embedded it into the strategic plan for FY21-23. A Manager of Multi-Cultural Affairs was promoted from within and a plan for a senior-level position was put in place for FY21.

**91% of girls have a
troop leader who makes
them feel important.**

(2020 GSNETX Girl Scouts Voices Count)



Meet our '19-'20
Young Women
of Distinction



Mary Katherine

Mary Katherine was recognized by Girl Scouts of the USA as a National Gold Award Girl Scout – one of only 10 girls nationwide, and the first for a Girl Scout from Northeast Texas to be honored with this distinction.



Gauri Nukala

Gauri Nukala from Plano West Senior High School has been a Girl Scout for 12 years. For her Gold Award, Gauri shared her passion for STEM by encouraging girls and minority groups to learn about STEM in a positive way. She designed and delivered STEM workshops at five elementary schools and Boys and Girls Clubs. The children learned STEM concepts in fun and educational ways such as bridge building, car building, “elephant toothpaste,” and more. The “Girls in STEM” chapters in Dallas will sustain her project using her instructions developed for the workshops.

172 earned
the Girl Scout Gold Award
and **100%** of Gold Award
Girl Scouts feel like they made
a difference in the world.

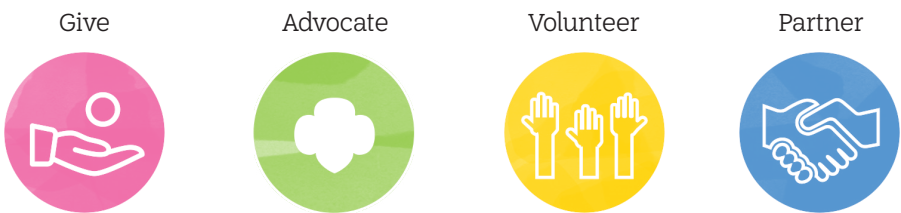
(MY2020 Higher Award
Program Evaluation)

girl scouts
of northeast texas

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Want to get involved?



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