

# 2024 Annual Report





A word from the CEO

#### Our Mission

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

#### Four Pillars of Girl Scouting







Outdoors



Cover photo: 2024 Hispanic Heritage Month Family Event at Camp Whispering Cedars. Photo by ISP Creative.

## Investing in Girls: A Bold Commitment to Their Future

The challenges facing girls today are unlike anything we have seen before. Nearly 60% of U.S. teen girls feel persistently sad or hopeless—double the rate of boys and the highest level recorded in the past decade. One in three has seriously considered suicide, and confidence levels among young girls have plummeted. The pressures they face are overwhelming, and we cannot stand idly by.

That's why Girl Scouts is evolving. While we remain committed to our legacy of mentorship, social-emotional learning, and an all-girl environment, we are reimagining how we show up for today's girls.

We are expanding our presence in communities where Girl Scouts has historically been underrepresented, ensuring that every girl feels seen, heard, and valued. Our upcoming Girl Scout DreamLabs in southern Denton County, Dallas County, and Smith County will serve as innovative hubs where girls can explore, learn, and thrive in modern, relevant spaces.

We also recognize the critical role of mental wellness. Girl Scouts fosters resilience, emotional intelligence, and trusted relationships—providing a vital support system for girls navigating today's complexities.

Additionally, we are reinvesting in our camps, recognizing their profound impact developing on confidence, independence, and personal growth. As Michael Eisner once said, camp teaches children "the things of real value" and provides them with a sense of belonging that lasts a lifetime. Every girl deserves this experience, and we are committed to making it accessible.

Right now, our community's investment in girls does not reflect the value we say we place on them. Research shows that if we want to build a North Texas community that is equitable, prosperous, and full of potential for every single person, we must boldly invest in girls. When we uplift and empower them, we build a stronger future for all.

*I invite you to join us in this transformational journey. Together, we will ensure that every girl is truly life ready for today and tomorrow.* 

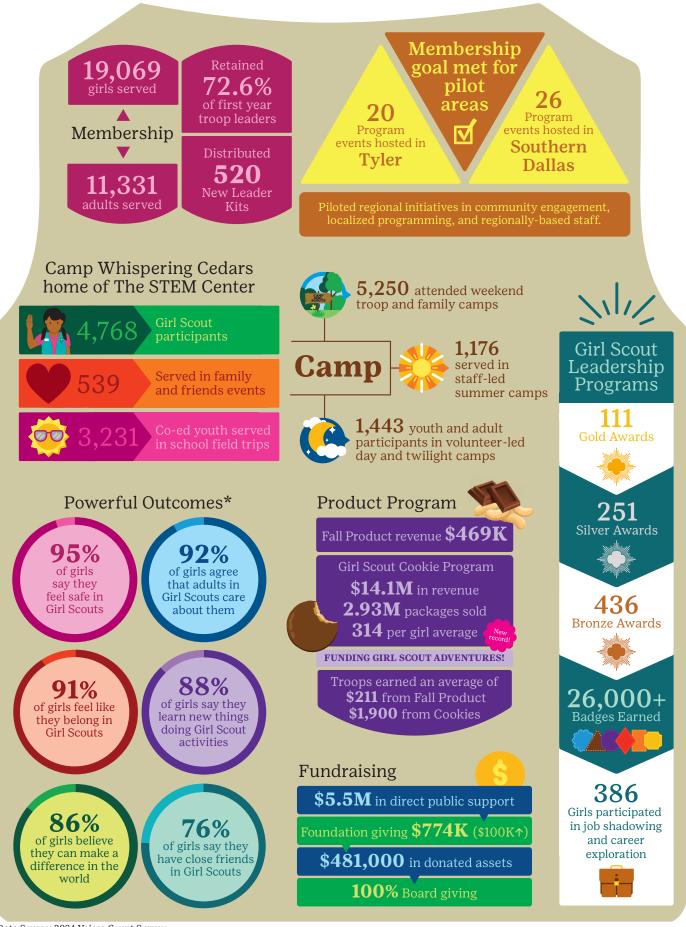
Sincerely,

Baithout

Jennifer K. Bartkowski Chief Executive Officer



## Fiscal Year 2024 Highlights



\*Data Source: 2024 Voices Count Survey

#### **Statement of Activities**

#### Revenue

Annual Giving / Contributions	5,526,954	28%
In-Kind Contributions	136,734	1%
Cookie & Fall Product Program (net)	11,698,053	60%
Program & Camping Fees	824,212	4%
Sales of Merchandise (net)	288,250	1%
Investment & Other Income	1,096,191	6%
ERTC / Gain on NMTC Extinguishment	4,067,179	21%
Total Revenue	23,537,573	

#### Expenses

Services for Girls & Adults	18,488,976	76%
Management & General	1,468,148	6%
Fundraising	1,591,837	7%
Strategic Initiative: MacKenzie Scott Gift	1,045,253	4%
Non-Cash Donated Goods/Services	136,734	1%
Non-Cash Depreciation/Amortization	1,479,230	6%
Total Expenses	24,210,178	

#### **Statement of Financial Position**

Assets	
Cash & Cash Equivalents	6,296,502
Investments	2,636,003
Accounts and Pledges Receivables	1,034,312
Inventory & Other	1,187,310
Long-term Notes Receivable (Net)	3,872,550
Land, Buildings, and Equipment (Net)	20,679,947
Total Assets	35,706,624

#### Liabilities

Accounts Payable	433,580
Notes Payable (Net)	5,388,163
Deferred Revenue	134,131
Other Accrued Liabilities	1,187,341
Custodial Funds	71,681
Total Liabilities	7,214,896

#### **Net Assets**

Without Donor Restrictions	25,439,371
With Donor Restrictions	3,052,357

Total Net Assets	28,491,728
Total Liabilities & Net Assets	35,706,624

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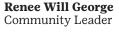
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We gratefully acknowledge our annual donors. Scan code to view donor list.

## Mary Anne Cree Young Women of Distinction

In October, three Gold Award Girl Scouts were honored at our annual luncheon alongside the Women of Distinction, Caren Lock and Cassandra McKinney. Guests of the luncheon invested over \$639,000 in girls in Northeast Texas!

RIDA AHMED is a senior at Independence High School. Her Gold Award project tackled the cultural gap experienced by refugees. She created cultural orientation videos,



conducted workshops, and established a school chapter to assist refugees in adapting to their new environment while preserving their cultural heritage.

DYLAN GEORGE is a senior at The Hockaday School. Her Gold Award project used performing arts to help children cope with trauma through socialemotional learning and the



arts. She combined her passion for performing arts and heart for service to develop and lead six sessions at Mosaic Family Services covering topics such as forgiveness and self-awareness.

KATHERINE POLIMEROU is a senior at Plano East. Her Gold Award project, the Can-Do Community Cookbook, helps families maximize food pantry staples and reduce food



fatigue. She partnered with Minnie's Food Pantry, to whom she provided 100 cookbooks and published an online option as well.

Hear more from these amazing Girl Scouts about their projects and leadership journey.



## Fencing for All:

Girl Scout Emersyn Breaks Barriers with Inclusive Fencing Program





Girl Scout Ambassador Emersyn, a high school senior and accomplished épée fencer, turned her passion for fencing into a mission of inclusivity for her Gold Award project. With seven years of experience, including being a two-time All-American and Cadet National Team member, she sought to make fencing accessible to children with physical disabilities.

Recognizing the financial barriers to Paralympic fencing, Emersyn partnered with 1CP Sports+ to create a free six-week fencing camp for children with cerebral palsy. The program focused on skill-building, physical activity, and community support. The camp culminated in a mini tournament where the children competed against their parents, celebrating their hard work. Special guests, competitive Paralympic fencers, inspired the young participants, reinforcing the camp's impact.

Despite challenges, including post-pandemic planning difficulties, Emersyn persevered, gaining confidence in leadership and outreach. She now hopes to expand her initiative nationally, encouraging fencers in other states to replicate her program.

Her journey embodies the Girl Scout spirit, proving that with determination and vision, young leaders can create meaningful change in their communities.



Learn more about our local Gold Award Girl Scouts at gsnetx.org/goldaward



## Building Community Through Girl Scouts: Creating an Inclusive Space for Hispanic Families in Dallas

In Dallas, volunteer leader Denisse Gutierrez spearheads multi-level Troop 8611, established over two years ago through a partnership between local mothers from Bachman Lake Together and the Girl Scouts of Northeast Texas (GSNETX). Recognizing that many Hispanic families were unfamiliar with Girl Scouts, Denisse and her peers underwent leader training and actively recruited families, aiming to create an inclusive environment.

The troop accommodates girls of various ages, including Denisse's three daughters and 16-year-old Sophia, who joined as a sophomore. Despite initial apprehension, Sophia found a sense of belonging and now cherishes the camaraderie within the troop. The troop engages in cultural activities, such as hosting a Mexican artist who taught the girls to create art from natural materials, and participating in council-led events like the Día de los Muertos celebration. Denisse believes Girl Scouts is for everyone, transcending socioeconomic and racial boundaries. "Everybody can

be a Girl Scout," she says. "It's not just for rich families or a specific race, or place, or neighborhood in the community." Girl Scout Sophia encourages older girls to join. "Don't be afraid. You can [think], 'Oh, there's already a group and I'm going to feel left out.' but we're all Girl Scouts, and at the end of the day, we're there for each other." Through dedicated volunteers like Denisse, Girl Scouts fosters leadership, inclusivity, and personal growth, preparing girls to make a positive impact in their communities.

The Girl Scout Leadership Institute (GSLI) presented by Amazon, gives high school girls hands-on career experiences. Through job shadowing, they explore professions, ask questions, and build networks.

Last summer, girls visited Southwest Transplant Alliance, learning about organ donation and even handling donated organs—an eye-opening experience, which could help shape their futures.



## Job shadowing reflections, by Girl Scout Anika

<sup>44</sup>After introductions, we headed to the laboratory where we were able to get a hands-on feel and learned about the various machines and instruments used in the lab to conduct new research. Our mentor in the lab was incredibly knowledgeable, sharing insights about the advanced technologies at Southwest Transplant Alliance. I found this part of the day the most fascinating because I had never been in an environment like that before.

After that came the most exciting part of the day: the organ and tissue wet lab along with the catheterization lab! As a watcher of medical shows and someone interested in going into cardiology, the catheterization lab was very impressive to see in person. The organ and tissue wet lab was a standout moment; seeing recovered organs up close and learning about their functions and the ongoing research was so enlightening to learn about.

By attending this program I was able to have the incredible opportunity to dive deeper into the intricate process of organ transplant. I was able to gain insights on the advanced medical procedures involved and was able to gain practical knowledge and a clearer understanding of the healthcare field."

## We gratefully acknowledge our annual donors. Thank you for investing in girls!

Gifts listed were made between October 1, 2023 - September 30, 2024

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