



25,178 Members Served
5,790 Volunteers Served
1,877 Donor Contributions
630 Programs Delivered



2020-2021 Annual Report

girl scouts 
of western washington

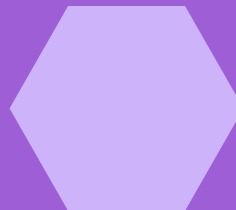


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Letter from Our CEO and Board Chair

2021 proved to be a year of transition as we navigated life with vaccines, variants, and the departure of Megan Ferland, our CEO of ten years. We're so grateful to Randa Minkarah for supporting us through this leadership change as interim CEO. Randa set aside her positions as our board chair and as president and COO of Resonance AI to keep our council cruising. We look forward to further collaborating with Randa as she returns to her position as our board chair.

After a careful search, we're delighted to welcome Andrea Anderson as our new CEO. Andrea comes to us with invaluable experience in the nonprofit realm, including a long record of accomplishment in fighting for equity and raising funds to support mission-driven work. Her career in nonprofit work is rooted in relationship building, organizational leadership, social justice, and civil rights. And we're ready to run and grow together!

Dear Girl Scouts and Supporters,

In 2021, local Girl Scouts made big strides as we fine-tuned virtual programs and gradually re-opened in-person experiences. Local Girl Scouts soared to new heights with aviation experiences including learning the physics of flight, using a flight simulator, and meeting with industry experts at Alaska Airlines, Boeing, and The Museum of Flight.

Over 62 Girl Scouts also shared their voices through our first-ever film festival. Through workshops provided in partnership with Ericsson, DigiPen, and Seattle International Film Festival (SIFF), they learned the basics (and the advanced skills) of digital storytelling. Our film festival applicants and winners showed great promise with educational, activist, thought-provoking, and comedic works.

Throughout 2021, we also prepared to welcome Girl Scouts back to summer resident programs at Camps River Ranch and Robbinswold. Thanks to the dedication of our membership, volunteers, and staff, six of our seven camps are now open for use.

Randa Minkarah (left) handed over the leadership baton to new GSWW CEO, Andrea Anderson (right) during a staff retreat at Camp River Ranch.



On top of that, our donor community rallied around individual camp giving to help keep camp programs financially sustainable. We're elated to once again offer the formative, confidence-building experience of camp, and with registration numbers rapidly climbing, we know our campers are excited to come back, too!

Last, but never least, we thank our incredible volunteers for their creativity, courage, and commitment throughout the past year. Volunteers truly are the heart of our organization. Troop leaders who encourage Girl Scouts to pursue their goals; cookie managers who bravely led the way through another successful season; alumni and friends who put hours of work into preparing our camp properties for use once again—no matter your role, we appreciate you endlessly. We could never do this without you.

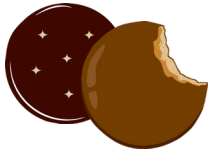
We're excited to move forward toward bright new horizons. Thank you for being a part of our Girl Scout community—we can't wait to see everything you accomplish in 2022.

Andrea Anderson
CEO, Girl Scouts of Western Washington

Randa Minkarah
Board Chair, Girl Scouts of Western Washington

How We're Funded

Our funding comes from five primary sources.



Product Program

Girl Scout Cookies and other product program sales



Programming Fees

Participation fees for camp, events, and other programs



Philanthropy

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

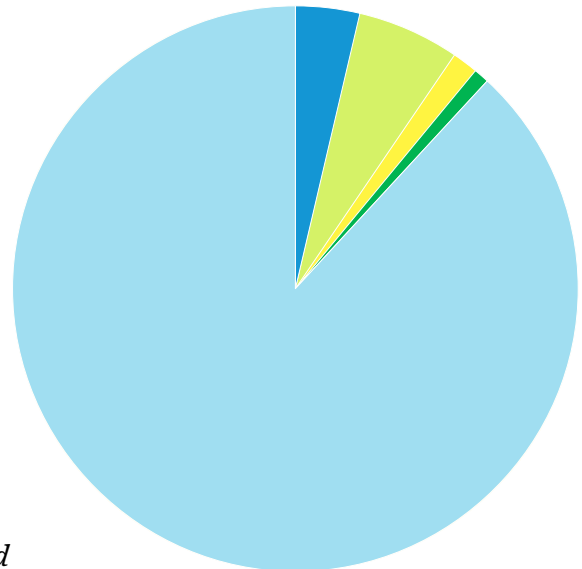
Our 2021 Fiscal Year

- Product Sales (net COGS*): **\$10,525,385**
- Public Support: **\$1,699,907**
- Programming Fees: **\$200,300**
- Retail (net COGS*): **\$152,114**
- Investment Income: **\$233**
- Other Income:** **\$2,650,650**

Amounts only include our operating fund.

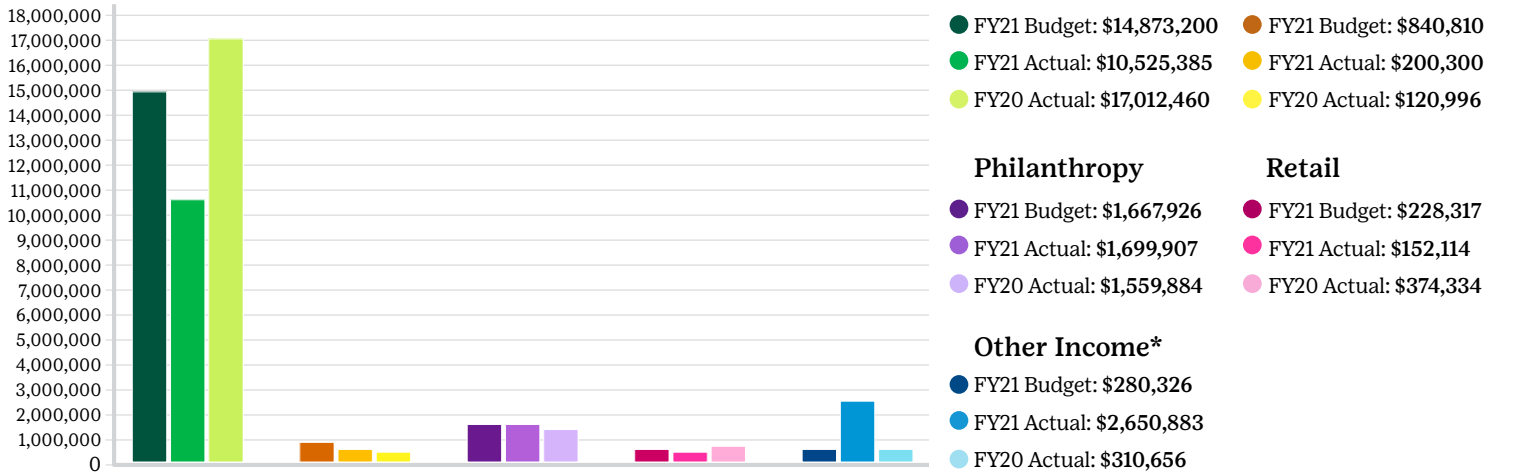
**Cost of Goods Sold*

***Other income includes Harvest Income, Unrelated Business Income and Miscellaneous Income, and \$2.3M PPP loan forgiveness.*



How We're Funded

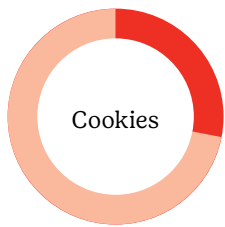
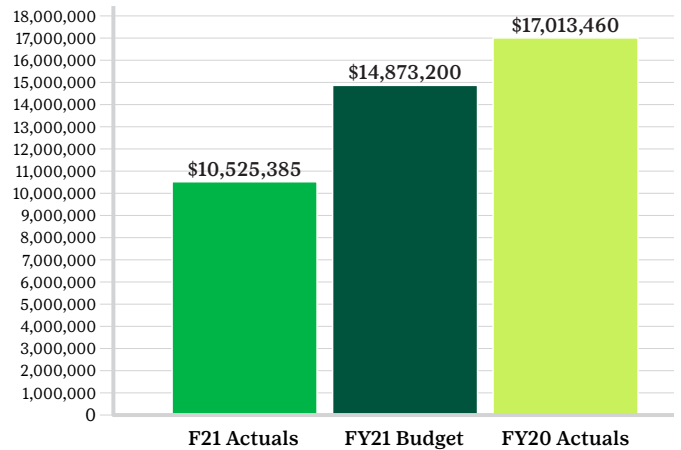
Revenue Streams Historically



*Includes \$2.4M sale of DuPont. Proceeds were placed into the investment fund.

Product Program Year Over Year

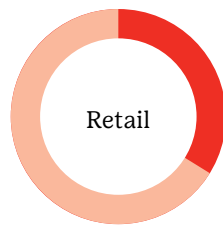
The second year of the COVID-19 pandemic had a far more significant impact on the organization than 2020. This was caused by the impact on our cookie sale, the loss of camp revenue, and loss of in-school recruitment which translates to a loss in membership. Thanks to our community, we met our fundraising goals, and our Paycheck Protection Program (PPP) loan was forgiven. Combined with cost cutting, we ended our year modestly in the black.



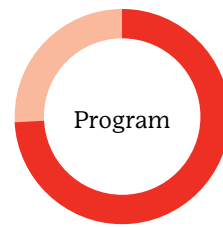
29% Below Budget



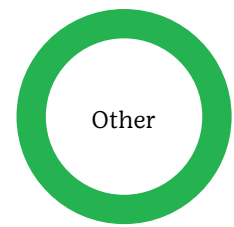
102% Above Budget



38% Below Budget



76% Below Budget

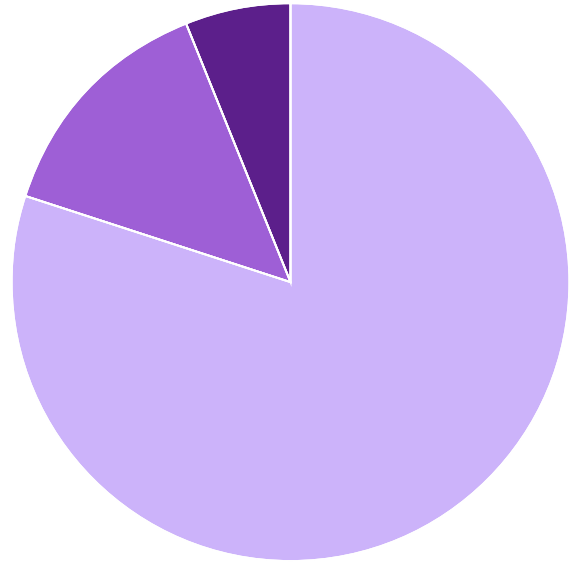


975% Above Budget
Includes \$2.3M PPP Loan

What Our Funding Provides

Our funding comes from three primary sources.

- **Girl Scout Programming: 80%**
 Actual Expenses: \$11,688,666
 Budgeted Expenses: \$13,968,697
- **Management & General: 14%**
 Actual Expenses: \$2,016,215
 Budgeted Expenses: \$2,131,638
- **Fundraising: 6%**
 Actual Expenses: \$906,079
 Budgeted Expenses: \$917,046



Total Actual Expenses
\$14,590,960

Expenses Funding Breakdown

Funding Source	Girl Scout Programming		Management & General		Fundraising	
	2021	2020	2021	2020	2021	2020
Product Program	88%	94%	24%	97%		
Philanthropy	9%	3%			100%	100%
Programming Fees	2%	2%				
Administrative						
Other	1%	1%	76%	3%		

What Our Funding Provides

Changes in Funding from FY20 to FY21

Due to lack of cookie booth sales in FY21, our product program revenue came in under forecast. While we were able to find a great retail partner to help support cookie sales, we learned that Girl Scout Cookie sellers are the true magic behind a successful cookie program.

Increased contributions helped bring in new donors and revenue to off-set funding gaps from lower than expected cookie sales and program fees.

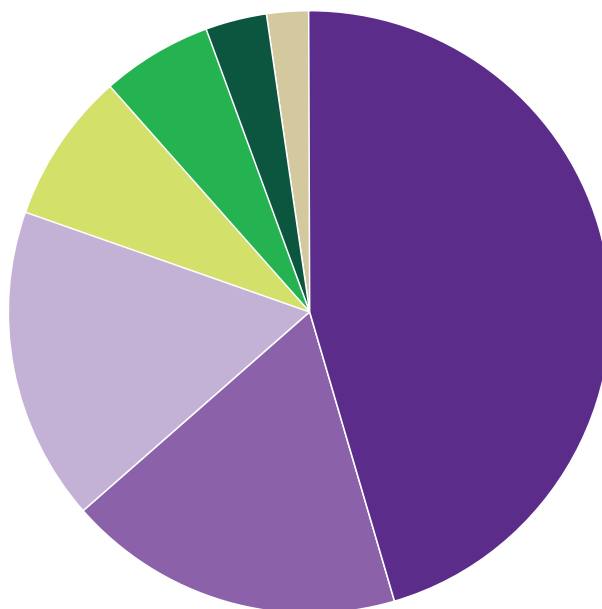


The sale of our DuPont office space exaggerated our miscellaneous revenues in FY21. The proceeds from the sale were invested for the long-term security of Girl Scouts of Western Washington.

Girl Scout Program Expense Details

The majority of our expenses (80%) benefit Girl Scout youth and adults through direct services and support.

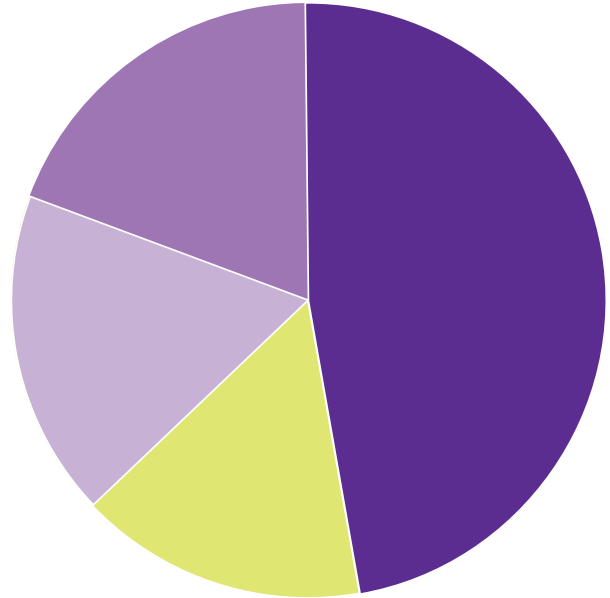
- Product Program: **46%**
- Camp Program & Property: **19%**
- Troop Support Services: **18%**
- Non-Camp Programs: **10%**
- Member Support Services: **9%**
- Community Engagement: **5%**
- Financial Assistance: **3%**



What Our Funding Provides

The Girl Scout Cookie Sale Funds:

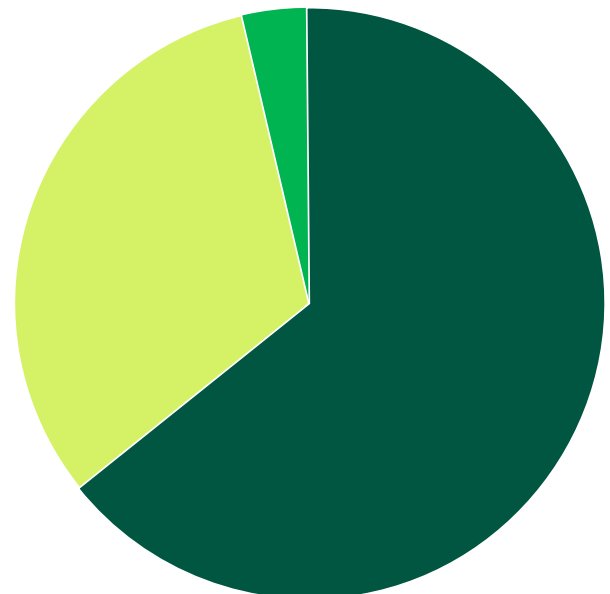
- Girl Scout Programming: **44%**
- Cost of Cookies: **23.5%**
- Troop/Individual Proceeds: **19.5%**
Goes directly back to troops who participate in the Cookie Program.
- Management & General: **13%**



Philanthropy Funds:

Management and general expenses help keep our services available and accessible.

- Unrestricted (General Operations): **70%**
- In-Kind Goods & Services to Support Our Mission: **3%**
- Restricted: **27%**
 - Girl Programming: **40%**
 - Justice, Equity, Diversity, and Inclusion Initiatives (including financial assistance): **30%**
 - Camp Operations: **27%**
 - Regional/County Operations Support: **3%**



Our Funding Goals

Our current funding priorities include:

Camp: Financially stabilize our camp programs and properties through increased property use and charitable commitments.

Justice, Equity, Diversity & Inclusion: Recruit Girl Scouts, volunteers, and staff who reflect the diversity of Western Washington. Expand training opportunities for volunteers and increase access to culturally relevant programming.

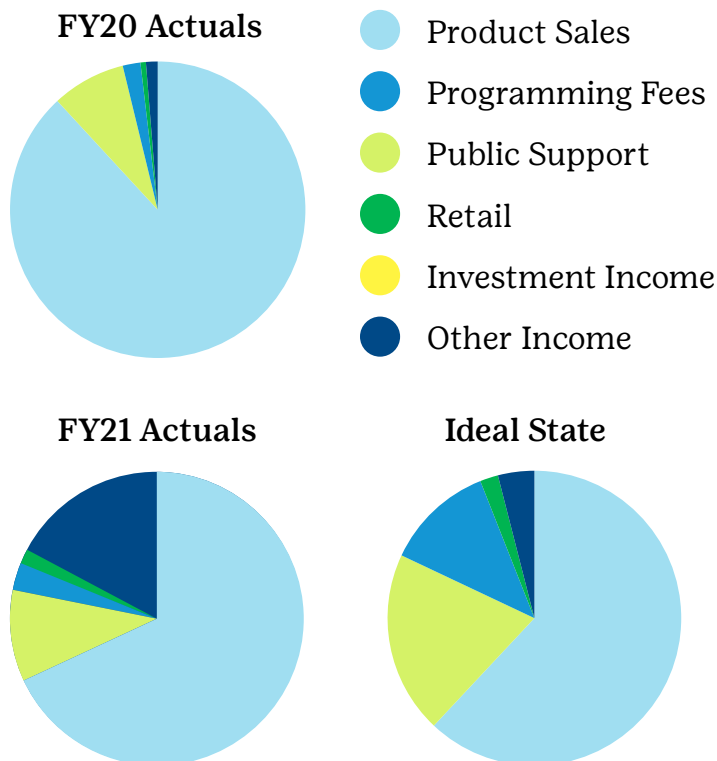
Innovative Programs: Work with corporate partners to create high quality programs that give Girl Scouts the tools and skills to meet emerging industry needs.



Our funding priority coming out of the COVID-19 pandemic is to strengthen the financial position of Girl Scouts of Western Washington to serve more Girl Scouts today and well into the future.

For the organization to adequately invest in our volunteers, our programs, our properties, and our staff, we need to diversify our revenue streams to build sustainability. This puts an emphasis on growing contributed or charitable income from 9% of the organization's revenue to 20%.

Strong fundraising outcomes affirm the community's belief in the Girl Scout mission and safeguard the organization from unforeseen circumstances, such as economic swings and natural disasters.



Capital Investments

FY21 Capital Investments = \$217,703



Camp River Ranch

Water assessment project, mold & pest removal, fuel shed repairs, site house septic system repair



Camp Robbinswold

Biffy/outhouse repair (C. Ledge) septic issue (E. Forest), hazard tree removal



Camp Lyle McLeod

Lodge storage room addition



Other GSWW Capital Projects

Tacoma retail office buildout

Our Members

By Grade Level

Daisies (K-1)



Brownies (2-3)



Juniors (4-5)



Cadettes (6-8)



Seniors (9-10)



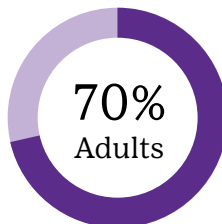
Ambassadors (11-12)



Membership Reach



Retention Rates



Girl Scouts Making a Difference

Financial Assistance

Total awarded:

\$77,995
Youth

\$7,339
Adults

Number of grants awarded:

2,064
Youth

259
Adults

2,324

Total Number of Grants Awarded

Number of grants per type:

655
Troop
Dues

587
Supply
Vouchers

103
Camp

71
Events

908
Membership



People of Color and Hispanic Ethnicity:

27%
Hispanic
or Latino

7%
Not Hispanic
or Latino

66%
Choose Not
to Share

Girl Scout Stories



How One Girl Scout's Grief Pushed Her to Share Life-Saving Drug Education

High school senior Girl Scout Eunseo K. saw a drug crisis, and she wanted to do something about it. After witnessing three of her peers die by overdose in one year, Eunseo realized her school's approach of teaching kids simply not to do drugs wasn't enough. They needed education on drug addiction, how to properly dispose of prescription medications, and Narcan—a medication that can pause the effects of a fatal drug overdose for up to 90 minutes. Eunseo worked with her high school to implement drug education changes to their health curriculum.

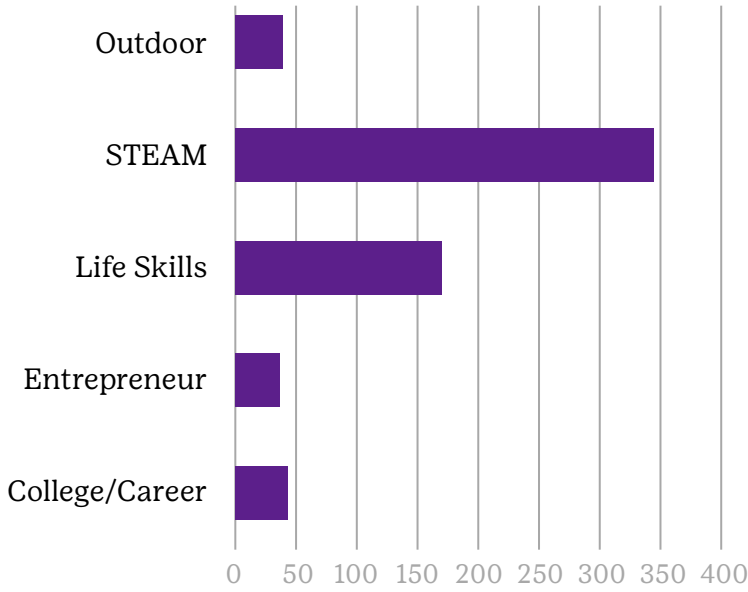


Discovering a Safe Haven at Girl Scout Camp Robbinswold

Girl Scout camp is finally back this year! We're so excited to see our members there for outdoor adventures. We spoke with Girl Scout Zeke and his mother, Kara, about their troop camping, resident camp, and LGBTQ+ camp experiences. Their stories provide an especially great perspective for first-time campers, LGBTQ+ campers, single-parent families, campers seeking financial assistance, and campers interested in Camp Robbinswold. Hear how Girl Scout Camp Robbinswold helped this Girl Scout family heal, grow, and find a welcoming community.

Our Programming

Programs Offered by Pillar



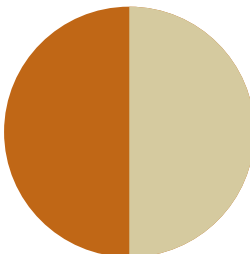
630
Events
Held

6,067
Attendees

57.6%
Fill
Rate

62%
Attendance
Rate

50%
GSWW



50%
3rd Party

Our Donors

1697

Individuals

126

Corporations &
Employee Giving

16

Foundations &
Grant Makers

14

Troops

11

Family
Foundations

7

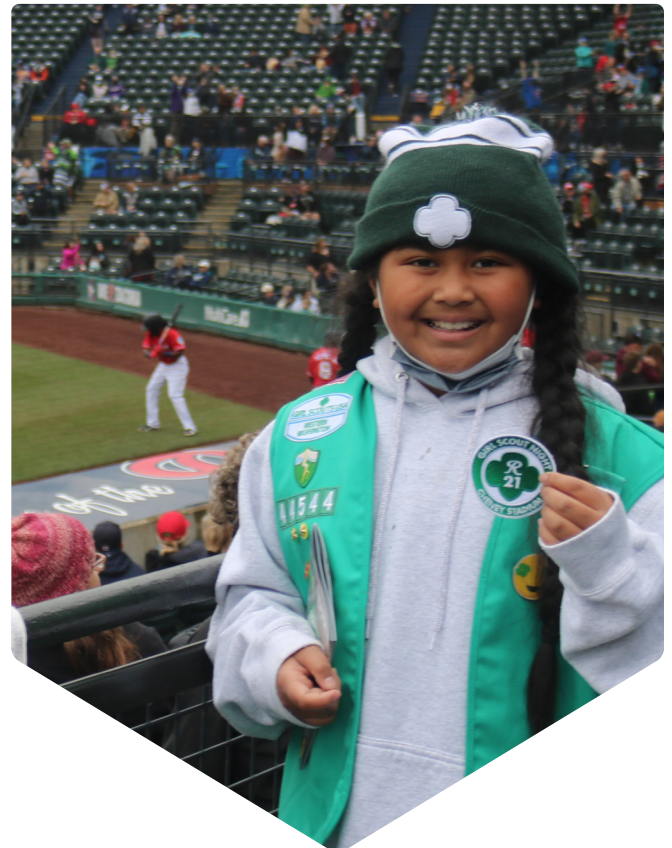
United Way

6

Corporate
Foundations

3

Government



Our Major Corporate & Foundation Partners



Thank you
for making
this past year
possible!