

# The GSVSC 2022-23 Annual Report

Virginia Skyline Council  
60<sup>th</sup> Anniversary

October 1, 2022 - September 30, 2023

girl scouts   
of virginia skyline







# Strategic Plans

**Operations:** To improve internal and external customer service with efficient and effective use of council resources and processes to increase the impact on the competitive position of GSVSC through improved engagement and service delivery.

**Mission Delivery:** To grow membership and market share in our communities by providing and ensuring elevated customer service and engagement to build brand and loyalty to the council by utilizing a five-year plan to grow to a “medium-sized” council of 11,200 members.

**Girl Programs:** To provide program opportunities that are mission driven, girl-centric, and have measurable outcomes.

**External Relations:** To utilize the brand in support of the mission to generate excitement, awareness, and urgency in being invested in the Girl Scout Movement as a member, partner, advocate, or donor.



## Our Mission

Building Girls of Courage,  
Confidence, and Character, who  
make the world a better place.

## Girl Scout Law

I will do my best to be  
Honest and Fair  
Friendly and Helpful  
Considerate and Caring  
Courageous and Strong  
Responsible for what I Say and Do  
Respect Myself and Others  
Use Resources Wisely  
Make the World a Better Place, And  
Be a Sister to Every Girl Scout

## The Girl Scout Promise

On my honor, I will try:  
To serve God and my country,  
To help people at all times,  
And to live by the Girl Scout Law

# What an AMAZING Year!

Dear Sister Girl Scouts,

As we wrap up 2023, Virginia Skyline Council is grateful to celebrate 60 years of Girl Scouting! What an incredible 60th year! During this milestone year, we experienced many amazing moments like:

- relocated our headquarters to Girl Scout Camp Icimani;
- held our fourth annual Tough Cookie Challenge Race;
- hosted our first Volunteer Conference;
- refinanced our loan on Camp Icimani;
- kicked off the Skyline Readers Club;
- had a spooky time at our annual Girls & Ghouls events;
- celebrated 138 girls at our annual String of Pearls/Charms event;
- represented Virginia Skyline Council at the National Convention in Orlando;
- awarded 159 Triumph, Gold, Silver, and Bronze Awards;
- made numerous improvements to all three of our camp properties with many more planned for FY24.

None of the work that has been done in the council would be possible without the incredible volunteers of Virginia Skyline Council! YOU are what makes this council vibrant and relevant. Girl Scouting was designed to be a local experience for girls to grow and work in their local communities and that does not happen without local volunteers guiding and leading the girls. For all that you do for the girls of the Virginia Skyline Council, I say, “THANK YOU” and congratulations on being some of the most committed and hard-working volunteers in the country!

I would also like to recognize our donors who give financially to the council so we can continue the work of Girl Scouts. Thanks to supporters like you, Virginia Skyline Council continues to bring the best leadership development experience to girls across our council footprint. The gifts you share with the council allow girls in our council the opportunity to experience the benefits of the Girl Scout Leadership Experience. Your support is invaluable in supporting this important work.

We are so excited for what’s to come in 2024 including exciting membership renewal incentives, wonderful product program incentives, and new program events! I hope you will continue to support Girl Scouts of Virginia Skyline and that we can all stand shoulder to shoulder as we strive to meet our mission of building girls of courage, confidence, and character who make the world a better place!

Yours in Girl Scouting,

*Nikki Williams*      *Katrina A. Goode*

**Nikki Williams, CEO**

**Katrina Goode, Board Chair**





# What an AMAZING Year!

## Cookie Program

Congrats to Our Top 3 Cookie Program Achievers!

Ashley D., Senior GS, Troop 234, Lynchburg/Campbell Co. SU: 4,920 packages!

Jaycee M., Brownie GS, Troop 466, Rockbridge Co. SU: 3,030 packages!

Kaytlyn B., Daisy GS, Troop 6230, Culpeper Co. SU: 2,745 packages!



## Membership

3% increase in total membership!

## The Skyline Shop

Shopping online is growing for our members as our virtual store was 12% over budget with \$87,933 in online sales.

## Council Communications

### Top Facebook Post

Jan. 6, 2023  
*Are you ready for Girl Scout Cookies!*  
8,800 reach  
70 reactions  
34 shares



## Programs

Reading is fun and fundamentally popular! Skyline Reader's Club had 229 participants of all grade-levels and adults. 250 bingos won, including full boards! Girl Scout Story Time educated 2,100 girls and adults via our on live book readings on Facebook.



## Camps

Camp Icimani was retrofitted and upgraded to relocate headquarters to its main building.

Camp Sacajawea's Tanglewood Camp Unit was cleaned up and reconfigured. Plus new A/C units were added to Troop House.

Camp Sugar Hollow received a brand-new entrance sign thanks to Charlottesville/ Albemarle Co. Troop 944.

Needed tree work was completed at all three camps.

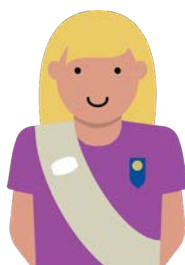
## Fall Product Program

Congrats to Our Top 3 Fall Product Achievers!

Clare H., Cadette GS, Troop 163, Floyd Co. SU: \$2,454!

Mary W., Cadette GS, Troop 3040, Bedford Co. SU: \$1,954

Taylor R., Brownie GS, Troop 1302, Patrick Co. SU: \$1,901





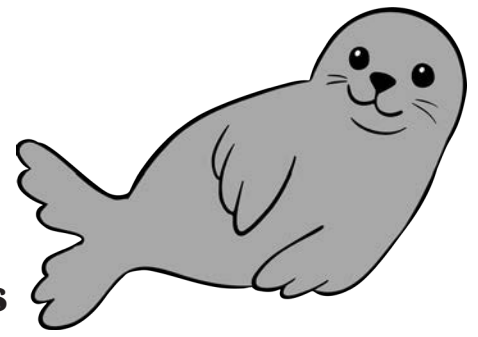
# Membership



Total Members **5,058**  
Girl Members **2,788**  
New Girls **958**  
Renewed Girls **1,830**  
Adult Members **2,270**  
New Adults **475**  
Renewed Adults **830**  
Lifetime Members **965**



# Product Programs



## Charms Top Achievers: \$1,000+ Total Sales

*Amherst Co. SU*  
Elizabeth MG., Troop 1069,

*Lynchburg Campbell Co. SU*  
Zoey S., Troop 678,

*Bedford Co. SU*  
Alexis R., Troop 134,  
Avonleigh J., Troop 99,  
Mary W., Troop 3040,  
Morgan C., Troop 3040,

*Orange Co. SU*  
Hannah W., Troop 733,

*Patrick Co. SU*  
Taylor R., Troop 1302,

*Charlottesville  
Albemarle Co. SU*  
Margot A., Troop 623,

*Radford-Montgomery Co. SU*  
Gracie W., Troop 224,  
Natalie S., Troop 877,

*Culpeper Co. SU*  
Madison F., Troop 1811,  
Samantha A., Troop 1811,

*Rappahannock Co. SU*  
Marissa E., Troop 772,

*Floyd Co. SU*  
Clare H., Troop 163,  
Franklin Co. SU  
Sierra H., Troop 22,

*Roanoke Valley SU*  
Abigail D., Troop 99281,  
Campbell T., Troop 230,  
Fiona S., Troop 434,  
Jocelyn W., Troop 230,  
Lucy R., Troop 230,  
Rosalie R., Troop 230,

*Giles Co. SU*  
Mackenzie Q., Troop 742,

*Rockbridge Co. SU*  
Addie M., Troop 466,

*Louisa Co. SU*  
Emma S., Troop 898,

*Staunton-Augusta-  
Waynesboro SU*  
Anevia K., Troop 578,  
Caroline MC., Troop 501,  
Daisy G., Troop 378,

*Rockingham Co.  
Harrisonburg SU*  
Paisleigh E., Troop 713,



**2022 Top Online Sales Achiever**  
Taylor R., Troop 1302



**2022 Fall Product Program  
Top Achiever:**  
Clare H., Troop 163

### Top 3 Fall Product Achievers

1. Clare H., Troop 163
2. Mary W., Troop 3040
3. Taylor R., Troop 1302

### Crossover Top Achievers Fall Product + Cookie Program

1. Ashley D., Troop 234
2. Jaycee M., Troop 466
3. Kaytlyn B., Troop 6230

### Fall Product Program 2022

Per Girl Average: \$271

Total Sold: 30,442

# Troops Participating: 159

# Girls Participating: 1,048

# Charms Top Achievers: 29 (record high)

Donations to Local Heroes: 1,062 items

### Girl Scout Cookie Program 2023

Per Girl Average: 256

Total Sold: 496,393

# Troops Participating: 219

# Girls Participating: 1,934

# Pearls Top Achievers: 109

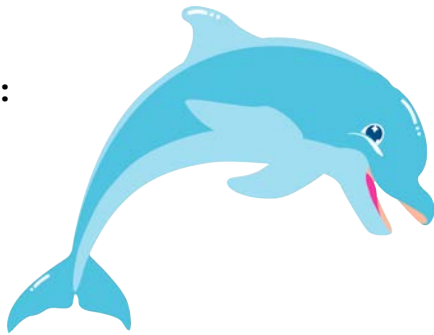
Donations to Local Heroes: 4,770 boxes





## Top 5 Service Unit Cookie Achievers

1. Charlottesville/Albemarle Co.
2. Roanoke Valley
3. Rockingham Co./Harrisonburg
4. Radford/Montgomery Co.
5. Lynchburg/Campbell Co.



## Top 5 Troop Cookie Achievers

1. Troop 742, Giles Co.
2. Troop 466, Rockbridge Co.
3. Troop 1260, Charlottesville/Albemarle Co.
4. Troop 1315, Amherst Co.
5. Troop 170, Roanoke Valley

2023 Top Cookie Program Achiever:  
Ashley D., Troop 234

## Top 3 Cookie Achievers

1. Ashley D., Troop 234
2. Jaycee M., Troop 466
3. Kaytlyn B., Troop 6230



## Pearl Top Achievers: 1000+ Boxes Cookies

### Amherst

- Colleen C., Troop 1315
- Claire H., Troop 1315
- Hailey M., Troop 1315
- Lucy G., Troop 1315
- Madison D., Troop 1069

### Bedford

- Alexis R., Troop 134
- Elizabeth B., Troop 99

### Charlottesville-Albemarle

- Alana W., Troop 1260
- Alexandra W., Troop 1260
- Anya G., Troop 623
- Bella S., Troop 246
- Charlotte S., Troop 944
- Elisa R., Troop 1260
- Emily K., Troop 1260
- Emma L., Troop 1260
- Emma T., Troop 964
- Hanna K., Troop 1260
- Laina L., Troop 1260
- Luciana S-R., Troop 944
- Lucy S., Troop 964
- Lydia W., Troop 1260
- Mila S-R., Troop 944
- Morgan C., Troop 1260
- Morgan G., Troop 944
- Padgett T., Troop 1260
- Patience T., Troop 952
- Rachel U., Troop 623
- Ryley G., Troop 944
- Sophia C., Troop 944

### Culpeper

- Alice S., Troop 6230
- Cleo S., Troop 6230

### Culpeper Cont.

- Kaytlyn B., Troop 6230
- Madison H., Troop 989

### Danville-Pittsylvania

- Taniyah R., Troop 167

### Floyd

- Clare H., Troop 163

### Franklin

- Sierra H., Troop 22

### Giles

- Anastasia F., Troop 742
- Ava H., Troop 742
- Mackenzie Q., Troop 742
- Stephanie D., Troop 742

### Greene

- Berniece J., Troop 1340
- Gabriella C., Troop 1340

### Louisa

- Anna S., Troop 898
- Emma S., Troop 898
- Laney H., Troop 694
- Lexi H., Troop 302

### Lynchburg-Campbell

- Alaina V., Troop 678
- Ashley D., Troop 234
- Claire T., Troop 9200
- Desire W., Troop 678
- Taylor H., Troop 234
- Zoey S., Troop 678

### Martinsville-Henry

- Chloe C., Troop 2038
- Courtney T., Troop 897

### Orange

- Angelina R., Troop 7394
- Desiree H., Troop 7394
- Hannah W., Troop 733
- Maleah M., Troop 982

### Patrick

- Taylor R., Troop 1302

### Radford-Montgomery

- Alice G., Troop 909
- Elliott E., Troop 888
- Finley T., Troop 520
- Gracie W., Troop 224
- Jocelyn F., Troop 144
- London G., Troop 520
- Olivia A., Troop 520

### Rappahannock

- Abigail J., Troop 772
- Marissa E., Troop 772

### Roanoke Valley

- Abby S., Troop 909
- Abigail B-G., Troop 909
- Abigail D., Juliette
- Adrianna B., Troop 749
- Allyson E., Troop 170
- Andrea V., Juliette
- Caleigh A., Troop 749
- Campbell T., Troop 749
- Carlie E., Troop 556
- Caroline B., Troop 170
- Haley P., Troop 749

### Roanoke Valley Cont.

- Isabel H., Troop 749
- Katelen B., Troop 566
- Kathryn J., Troop 170
- Kennedy M., Troop 170
- Lily B., Troop 556
- Linda Gail M., Troop 556
- Lucy R., Troop 230
- Madelyn B., Troop 749
- Marissa M., Troop 556
- Penelope M., Troop 230
- Rosalie R., Troop 230
- Skyler P., Troop 434
- Skylor W., Troop 94

### Rockbridge

- Addie M., Troop 466
- Annalize D., Troop 466
- Jaycee M., Troop 466
- Marinna T., Troop 466
- Scarlett A., Troop 466

### Rockingham-Harrisonburg

- Adaline S., Troop 713
- Amber L., Troop 297
- Kelly C., Troop 326
- Leah P., Troop 652
- Madalyn P., Troop 1297
- Mckenzie H., Troop 326
- Melody M., Troop 1297
- Rebecca M., Troop 1297
- Samantha P., Troop 221

### Staunton-Augusta-Waynesboro

- Anevia K., Troop 578
- Caroline M., Troop 501
- Skylla B., Troop 578



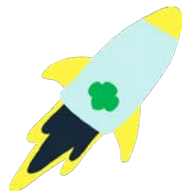
# Adult & Girl Development



## In-Person Training

### 856 TOTAL COURSES COMPLETED

- GS 106 Event Planning: **24**
- GS 107A Service Unit Program  
Event Planning: **45**
- GS 202 Hiker Training: **3**
- GS 203 International Trip Training: **7**
- GS 301B Outdoor Education  
Overnight/Weekend: **69**
- Adventurers Coordinator Training: **34**
- Bronze Award Workshop: **310**
- Cadette Program Aide: **14**
- CIT Training: **14**
- Gold Award Workshop: **97**
- Silver Award Workshop: **175**
- SU Team Campout: **18**
- Tomahawk & Hatchet Throwing Level I: **4**
- Training for Trainers: **4**
- Volunteer Conference: **38**



## Online Training

### 1,861 TOTAL COURSES COMPLETED

- GSVSC New Leader Checklist: **16**
- GSVSC 102 Finance Training: **139**
- GSVSC 104 Orientation for  
Support Volunteers: **29**
- GSVSC 105 Orientation for  
Product Sales Managers: **122**
- GSVSC 201 Trips & Overnights: **108**
- GSVSC 301A Online Planning  
Session: **56**
- GSUSA Grade Level Essentials: **10**
- GSUSA New Leader Onboarding: **5**
- GSUSA Your First Time as a  
Troop Leader: **118**
- GSUSA Troop Leader Expectations: **118**
- GSUSA Troop Leader Support: **100**
- GSUSA Utilizing Troop Support  
at All Levels: **93**
- GSUSA Forming a Troop Committee: **94**
- GSUSA Troop Meetings 101: **95**
- GSUSA Generating Troop Funds: **104**
- GSUSA Girl Scout Levels and  
Your Role as a Troop Leader: **72**
- GSUSA Preparing Safe and  
Encouraging Environments: **64**
- GSUSA Creating Your Inclusive Troop: **71**
- GSUSA Managing My Troops from  
My Account: **58**
- GSUSA Facilitating Virtual  
Troop Meetings: **59**
- GSUSA Zoom for Girl Scouts: **57**
- GSUSA Volunteer Toolkit: **196**
- GSUSA Silver Award: **1**
- GSUSA Girl Scouts in the Outdoors: **76**
- GSUSA Girl Scout Badge Programs: **278**
- GSUSA Service Unit Courses: **2,228**
- GSUSA Council Staff Courses: **81**



# Council Communications



**f** 6,840  
LIKES

**p** 367  
FOLLOWERS

**▶** 581  
FOLLOWERS

**📷** 1,170  
FOLLOWERS

## WEBSITE

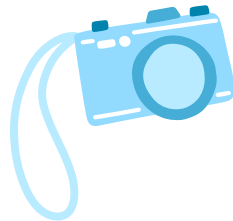
Users: **53,000**

New Users: **52,000**

Sessions: **92,991**

Page Views: **185,000**

Average Engagement: **1:01 minutes**



## TOP 10 WEBPAGES

1. Homepage
2. Find Cookies
3. Events Calendar
4. Summer Camps
5. Forms & Documents
6. Search
7. Join
8. About Our Council
9. For Cookie Troops
10. Who We Are

## AMAZING ARTISTRY

Congrats to our Holiday Card 2022 Artwork Contest winner Zoë H., a Junior Girl Scout in Charlottesville Troop 9620

## MEDIA HIGHLIGHTS

Earned PR LOCAL media impressions: 1+ Million



## TOP STORIES

- Girl Scout Cookie Season kicks-off
- MacKenzie Scott donation to council
- New Girl Scout Cookie flavor: Raspberry Rally (and RR shortages nationwide)
- G.I.R.L. Construction Experience (council partner program in Roanoke)
- Roanoke Valley Troop 170's Silver Award Take Action project (park baby changing station)
- Girls & Ghouls 2022
- Care to Share: Girl Scout donation deliveries of cookies
- Care to Share: Girl Scout donation deliveries of nuts





# The Girl Scout Program



Activities in the Girl Scout Leadership Experience focus on four key areas: STEM (science, technology, engineering, and math), outdoors, life skills, and entrepreneurship. With the help of supportive adults and troop leaders who bring those processes to life, Girl Scouts: discover, connect, and take action. *This year, we had 369 Girl Scouts participate in our local programming.*

## Signature Programs

**Future Voter Series**  
6 participants

**Girls & Ghouls @ Camp Icimani**  
21 participants

**World Thinking Day**  
38 participants

**Girls & Ghouls @ Camp Sugar Hollow**  
51 participants

**Girl Scout Cookie College**  
58 participants

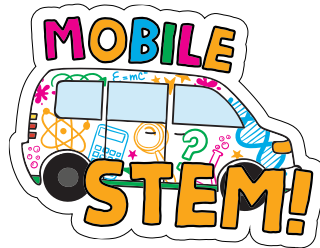
**Skyline Adventurers**  
18 events, 153 participants

**Skyline Reader's Club**  
229 participants

**Mall Madness**  
252 participants

**Mobile STEM Center**  
4 events, 340 participants

**Girl Scout Story Time**  
2,100 participants



## Summer Camps



**TOTAL DAY CAMPERS: 723**

**Camp Sacajawea Adventure Camp, Lynchburg:** 61 Campers

**Cave Hill Day Camp, Grottoes:** 77 Campers

**Dark Hollow Day Camp, Roanoke:** 91 Campers

**Friendly Hollow Day Camp, Christiansburg:** 49 Campers

**Singing Cedars Day Camp, Harrisonburg:** 37 Campers

**Sugar Hollow Day Camp, Crozet:** 317 Campers

**Trefoil Academy, Roanoke:** 91 Campers

**TOTAL OVERNIGHT CAMPERS: 144**  
**Camp Adventurers, Pembroke:** 22 Campers

**Campfire Sisters, Singers Glen:** 62 Campers

**Rainbow's End Girl Scout Camp, Pembroke:** 60 Campers



# Highest Awards

## 2023 BETTY G NORRIS GOLD AWARD SCHOLARSHIP



*At Girl Scouts of Virginia Skyline Council, we offer a very competitive Gold Award scholarship. Katelen Boyd is the winner of the 2023 Betty G. Norris Gold Award Scholarship, a \$2,500 academic scholarship. Katelen grew up in Roanoke and is graduating from Northside High School this spring. She is a member of Girl Scout Troop 556 and is a current member of the Girl Scouts of Virginia Skyline Council's Board of Directors. She is a six-time achiever of the String of Pearls, for Girl Scouts who sell 1,000+ boxes of cookies each season. She has earned her Bronze, Silver, and Gold Awards. Her Gold Award project assisted Samaritan's Purse Operation Christmas Child with staging and packaging for its shoebox gifts within the Roanoke Valley. She also supported their efforts by spending her recent Spring Break on a mission trip to Grundy, Virginia, where she helped with rebuilding efforts from tornado damage. She will be attending Coastal Carolina University studying Marine Science. Her dream job is to serve local communities by protecting the ocean and their surrounding water environments.*

## OUR AWARD WINNING GIRL SCOUTS

157 Girl Scouts dedicated service to their local communities through Take Action Projects that focused on a variety of local causes.



**13 GOLD AWARD GIRL SCOUTS**  
3% of Senior/Ambassador Girl Scouts in Virginia Skyline Council earned this award.



**46 SILVER AWARD GIRL SCOUTS**  
8% of Cadette Girl Scouts in Virginia Skyline Council earned this award.



**93 BRONZE AWARD GIRL SCOUTS**  
15% of Junior Girl Scouts in Virginia Skyline Council earned this award.



**5 TRIUMPH AWARD GIRL SCOUTS**  
6% of graduating Girl Scouts in Virginia Skyline Council earned this award by completing all three top awards—Bronze, Silver, and Gold. These award winners received a lifetime membership gifted from the council for their achievements.





# Highest Awards Recipients

## BRONZE AWARD

Troop 94

Anna S., Emmaleigh C.,  
& Kyra L.

Troop 134

Teagen E.

Troop 170

Anastasia O., Brelyna N.,  
Eva-Marie O., Kennedy M.  
Riley M., Siena S.,  
Shannon H., Caroline B.,  
Beatrice L., Nora H.,  
& Emma B.

Troop 359

Alana G., Mollie S.,  
& Scarlett N.

Troop 370

Lacy B., Isabella B.,  
Macie S., Gabriann S.,  
Lindsay S., Jessa S.,  
& Sydney C.

Troop 434

Elizabeth H., Skyler P.,  
Layla W., & Mariah B.

Troop 444

Bethany L., Claire M.,  
& Emma K.

Troop 501

Madeleine P., Caroline M.,  
Caroline S., & Abigail G.

Troop 623

Nayla H.

Troop 676

Hartley E. & Piper P.

Troop 845

Kaylee S., Kailee R.,  
Jaci C., Abigail G.,  
& Rachel E.

Troop 888

Olivia S., Anna G.,  
Paulena D., Bryn F.,  
Teagan P., & River T.

Troop 964

Brynley W.

Troop 982

Maleah M. & Lillie C.

Troop 1302

Abigail D., Jada H.,  
Gabriella J., Alaina M.,  
Maci W., & Ivy W.

Troop 1315

Lucy G.

Troop 1336

Savannah H., Clara H.,  
Abby S., Henley H.,  
Raleigh H., Amani H.,  
Madelyn G., Kaitlyn B.,  
Nora S., & Lilah T.

Troop 1811

Jamie S., Samantha A.,  
Layla E., & Genevieve G.

Troop 2064

Paige L., Anna B.,  
Amara S., Adlee B.,  
Juliet C., Sarah M.,  
& Nora L.

Troop 3126

Jennifer T., Chloe H.,  
& Leah S.

Troop 3333

Haley S., Kortni B.,  
Sarah L., & Shania F.

Troop 6230

Destiny C. & Dakotah C.

Troop 7004

Ellie H. & Emma S.

Troop 54321

Aenea L.

## SILVER AWARD

Troop 40

Rachel N., Vera K., Mia B.,  
Shirley W., Caitlin P., &  
Maddie M.

Troop 163

Clare H.

Troop 246

Bella S.

Troop 370

Isabella B. & Francis W.

Troop 440

Charlotte M.

Troop 447

Ava S.

Troop 478

Caitlin C., Lily B., &  
Genevieve D.



Troop 500  
Margaret F., Elizabeth D.,  
Marley C., Kayla H.,  
Reagan K., & Aditi A.

Troop 881  
Olivia C.

Troop 888  
Beverly W.

Troop 944  
Mila R., Sophia C., &  
Morgan G.

Troop 1106  
Elizabeth I.

Troop 1219  
Brianna I., Emily R.,  
Hannah M., Paige G.,  
& Emma R.

Troop 1315  
Colleen C., Caitlyn B.,  
& Hailey M.

Troop 3121  
Audrey Q. & Anna C.

Troop 6230  
Cheyenne C., Alexis H.,  
Madison H., Natalie H.,  
& Freya K.

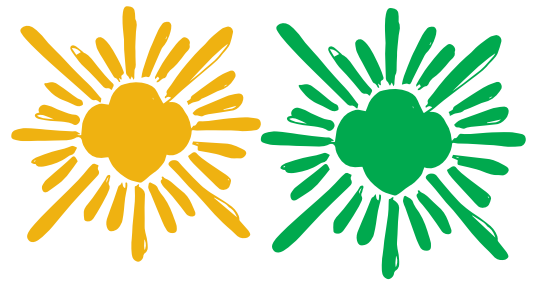
Troop 7394  
Desiree H., Angelina R.,  
& Rebekah C.

## GOLD AWARD

Vivian B., Troop 358  
Reagan W., Troop 1145  
Savannah J., Troop 349  
Julianna S., Troop 44  
Riley S., Troop 718  
Cecilia C., Troop 397  
Audrey J., Troop 108  
Alana D., Troop 38177  
Hailey G., Troop 434  
Katelen B., Troop 556  
Bridget S., Troop 1164  
Eden P., Troop 1106  
Andrea N., Troop 424

## TRIUMPH AWARD

Allie P., Troop 1032  
Cara N., Troop 1032  
Alana D., Troop 38177  
Cecilia C. Troop 397  
Andrea N., Troop 424





# Thank You Donors

Girl Scouts of Virginia Skyline Council gratefully acknowledges the contributions of our donors and funders during the past fiscal year (October 1, 2022 to September 30, 2023). Thank you for supporting your local Girl Scouts.

If you have questions about your listed name or would like to make a charitable contribution for the next fiscal year, please contact the fund development team at: [info@gsvsc.org](mailto:info@gsvsc.org) or 540-777-5100.

## Juliette Gordon Low Society

*The Juliette Gordon Low Society is a special group of friends who have made the commitment to share their legacy with the next generation. GSUSA spearheads this planned giving initiative with each council connecting directly with donors who have made a planned gift to their council. You become part of this distinguished group when you leave a gift in your will, trust, or other account for Girl Scouts. Please contact Girl Scouts of Virginia Skyline for more information about becoming a member of the Juliette Gordon Low Society or to inform us of your plans to help ensure the legacy of Girl Scouting by providing a gift of Girl Scouts in your estate plans.*

Amberleigh Powell  
Barbara & Gary Duerk  
Chris Mines  
Dawn & Larry Wiese  
Diane Belk & Lawrence Calder  
Diane Grant  
Donna Holden  
Dorothy "Dot" Blanchard, *decd*

Eva & Erik Andersen  
Gail Hassmer  
Georgi Fisher  
HelenRuth Burch  
Holli Drewry  
Janet Bell Meiss, *decd*  
Jennie Sue Murdock  
Kate Genaitis

Kerri Smith, *decd*  
Melissa Hildebrand  
Nikki Williams  
Patricia McMahon  
Vicky & Roy Harte  
Shannon Wallace

## Dream Builders Society

*The Dream Builders' Society, specific to Virginia Skyline, is a dedicated group of supporters who pledge a major gift paid over a period of five years.*

Anitra B. Webster  
Barbara L. McGehee  
Bonnie G. Dickerson  
Diane S. Grant  
Ginny Jarrett  
HelenRuth Burch

Jean Ann Hughes, *decd*  
Jeanne S. Lutze  
Jennie Sue Murdock  
Laraia Flores  
Lynn L. Dodge  
Pat N. Lucas

Patricia Kane  
Patricia O. McMahon  
Peggy A. Shifflett  
Rosel H. Schewel, *decd*  
Susan E. Buerkel  
Virginia "Jinx" L. Weary

# Tributes

**In Honor of Barbara Duerk**  
Natalie & Harry Norris

**In Honor of Cynthia Stovall**  
Mary A. Handy

**In Honor of Dawn Kern**  
Emily Stoltzfus

**In Honor of Diane Markiewicz**  
Katey Markiewicz

**In Honor of Dorothy Murphy**  
Anonymous

**In Honor of HelenRuth Burch**  
Jeanne S. Lutze,  
Patricia O. McMahon,  
Shawn & Melissa Hildebrand

**In Honor of Jeanne Lutze**  
HelenRuth Burch  
Patricia O. McMahon

**In Honor of Lydia & Elizabeth Higgs**  
Diane Higgs

**In Honor of Michele Morgan**  
Anonymous

**In Honor of Nikki Williams**  
Anna Muncy

**In Honor of Rebecca Duncan**  
Anonymous  
Marion & Phillip Stump  
Michele & Ian Morgan  
Wells Fargo Foundation

**In Honor of Rev. Jim Hassmer**  
Gail E. Hassmer

**In Honor of Tricia McMahon**  
HelenRuth Burch  
Jeanne S. Lutze  
Jennie Sue Murdock  
Shawn & Melissa Hildebrand

**In Honor of Violet Neikirk**  
Dottie Atkins-Neikirk

**In Honor of Virginia Skyline Volunteers**  
Vickie Culpepper

**In Honor of Willow Mines**  
Chris & Michael Mines

# In Memorium

**Ann Murray Harper**  
Clarissa Frayser

**Betty Poff**  
Jane M. Garnett  
Ms. Jane Taylor

**Christine Kumbua Munyasia**  
Anonymous

**Diane Markiewicz**  
Katey Markiewicz  
Vickie Culpepper

**Dorothy Murphy**  
Elizabeth Sapp  
Mr. & Mrs. Don C. Murphy

**Edith Barkley**  
Mr. H. Brock Barkley Jr.

**James Leland Swecker**  
Ellen Swecker  
GallupBrothers Farms  
J . L. Swecker  
James & Mary Jean Hiner

**James Leland Swecker, cont.**  
Jane & Ted Fries  
Jonathan Hart  
Judy Riddick  
Margaret Aldridge  
Mary Tate Swecker Dunn  
Melanie Cecil  
Michele Link  
Patricia Mitsoyianis  
Rosa Waters  
Terry Hevener  
The Keller Family

**Jo Ann Jones**  
Jennifer Walker

**JoAnn Black**  
Benham M. Black

**John McClure**  
Barbara McClure  
Bonnie & Craig Evans  
Georgina DeAngelis  
Jennifer Pfister &  
Michael Santoroski  
Jodi & Thom Brodtkin

**John McClure, cont.**  
Lea T. Olson  
Pamela Kestner  
Sean & Carol Garvey  
Shawn & Melissa Hildebrand  
Stephen Claytor  
Tina McEnheimer  
Vickie Culpepper

**Kerri Smith**  
Holli Gardner Drewry  
Margaret P. McQuain

**Kevin McMahon**  
Jennie Sue Murdock

**Mariah Kello Nunn**  
Dan McCarter  
Marian Nunn

**Marvin Glenn Samuels**  
Robert Samuels



# In Memorium

**Nancy Sleezer, Beloved Mother and Grandmother**

Janet Driscoll Miller  
Ms. Karen Sleezer  
Nikki Williams

**Peggy Siegle**

The Honorable Stephanie M. Shortt

**Susan Peyton**

Beth & David Raynes

**Theresa E. Shultes McGarry**

Attorney for the Commonwealth  
Henry County - Employees  
Atty. John P Hance  
Henry County Administrator's Office  
Board of Supervisors  
Wm. Roscoe & Linda Reynolds

**Virginia Skyline's Green Angels**

Vicky & Roy Harte

## Foundations & United Way

AmazonSmile Foundation  
Firefighters Charitable Foundation Inc  
Bank of America Charitable Gift Fund:  
Lark & Frank Smith Benevolent Fund  
Progressive Insurance Foundation  
The Ironman Foundation, Inc.  
United Way of Roanoke Valley  
Wells Fargo Foundation  
NASCAR Foundation  
United Way of Rockbridge, Lexington, &  
Buena Vista  
Rappahannock County Lions Club  
Foundation Inc

Foundation for the Carolinas  
United Way of New River Valley  
Better Living Foundation  
Community Foundation of Dan River Region  
Community Foundation Central Blue Ridge  
United Way of Central Virginia  
Greater Lynchburg Community Foundation  
Community Foundation Serving Western  
Virginia  
United Way of Henry County & Martinsville  
Helen C. Cobbs Foundation  
Charlottesville Area Community Foundation

## Civic Groups

Bridgewater Ruritan Club    Kiwanis Club of Martinsville    Waynesboro Kiwanis Club

## Restricted Donations

Aimee Bell  
Amanda Morris  
Amy & Jayson Hudson  
Amy F. McPheson  
Amy Ryall  
Angela Newsted  
Anna Muncy  
Anonymous

Attorney for the  
Commonwealth - Henry  
County - Employees  
  
Atty. John P. Hance  
Aubrielyn Reeder  
Benevity  
Benham M. Black

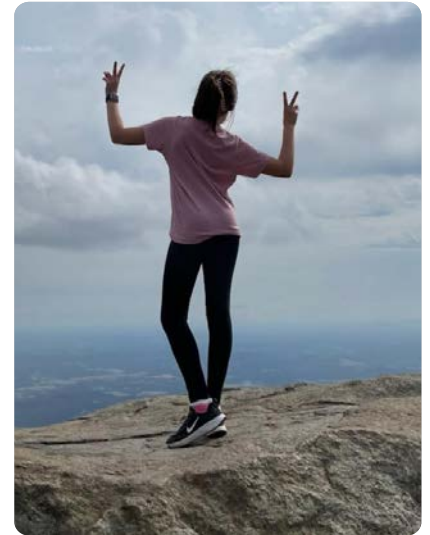
Beth & David Raynes  
Beth Mellott  
Better Living Foundation  
Betty Grubb & C.E.  
Norris Fund  
Booz Allen Hamilton  
Bridgewater Ruritan Club  
Brown, Edwards & Company,  
L.L.P.

# Restricted Donations

Charlottesville Area  
Community Foundation  
Chris & Michael Mines  
Community Foundation  
Central Blue Ridge  
Community Foundation of Dan  
River Region  
Community Foundation  
Serving Western Virginia  
Dawn Rezaei  
Daniel S. Brown  
Diane & Steven Higgs  
Don C. Murphy  
Donna & William Holden  
Elena Stanton  
Elizabeth Sapp  
Ellen Swecker  
Emily Crawford  
Eve Noel  
Foundation for the Carolinas  
GallupBrothers Farms  
Greater Lynchburg Community  
Foundation  
GSUSA  
Heidi McCrory  
HelenRuth Burch  
Henriette Jones Gill Fund  
Henry County Administrator's  
Office Board of Supervisors  
Holli Gardner Drewry  
J . L. Swecker  
James & Mary Jean Hiner  
Jane & Ted Fries  
Jane M. Garnett  
Janet Driscoll Miller  
Jeffrey Leonard  
Jennie Sue Murdock  
Jennifer Evans  
Jennifer Walker  
Jonathan Hart  
Judith S. Curtis  
Judy Riddick  
Julie Montgomery  
Karen T. Davies  
Karen Sleezer  
Kathleen T. Foster  
Kathleen Morris  
Kathy MacDonell

Katrina A. Goode & Robert  
Skelton  
Kiwanis Club of Martinsville  
Lana Marr  
Laura & Curtis Burchett  
Linde Tassell  
Lori P. Wimbush  
Lydia K. Higgs  
Margaret Aldridge  
Marion & Phillip Stump  
Marisa Taylor  
Mary Tate Swecker Dunn  
Melanie Cecil  
Melinda Gibson  
Melissa Stanley  
Michele & Ian Morgan  
Michele Link  
Miriam Watson  
NASCAR Foundation  
Natalie & Harry Norris  
Nicole Rosario  
Nikki Williams  
Patricia Mitsoyianis  
Patricia O. McMahon  
Peggy L. Fletcher  
Rappahannock County Lions  
Club Foundation Inc.  
Robert Samuels  
Rosa Waters  
Shawn & Melissa Hildebrand  
Stacey Robertson  
Terry Hevener  
The Bojangles Foundation  
The Honorable Stephanie M.  
Shortt  
The Keller Family  
Toni Halkos  
Troop 170  
United Way of Central Virginia  
United Way of Henry County &  
Martinsville  
United Way of New River Valley  
United Way of Roanoke Valley  
United Way of  
Rockbridge, Lexington,  
& Buena Vista  
Valley Star Credit Union  
Vickie Culpepper

Vicky & Roy Harte  
Waynesboro Kiwanis Club  
Wells Fargo Foundation  
Winnifred & Herman  
Schenkel Fund  
Wm. Roscoe & Linda  
Reynolds





# In-Kind

ArborLife, Inc.  
Bark Box  
Blue Ridge PRISM  
Carrie Kessler

Chick Fil A  
Dunkin'  
Harris Teeter  
Starbucks - Southern Hills

Starbucks - Towers  
Vickie Culpepper  
WaWa  
Whole Foods

# Giving Circles

## **TRIUMPH CIRCLE (\$10,000+)**

Barbara & Gary Duerk  
Charlottesville Area Community  
Foundation  
Davenport & Company  
Helen C. Cobbs Foundation  
HelenRuth Burch

## **GOLD CIRCLE (\$5,000-\$9,999)**

Jeanne S. Lutze  
Patricia O. McMahan  
United Way of Henry County  
& Martinsville

## **SILVER CIRCLE (\$2,500-\$4,999)**

Anonymous  
Bank of Botetourt  
Bonnie G. Dickerson  
Community Foundation Central  
Blue Ridge  
Community Foundation Serving  
Western Virginia  
Greater Lynchburg Community  
Foundation  
Mr. H.B. Barkley, Jr.  
United Way of Central Virginia

## **BRONZE CIRCLE (\$1,000-\$2,499)**

Anitra B. Webster  
Audrey & David Hawkins  
Benevity  
Benham M. Black  
Better Living Foundation

Community Foundation of Dan River  
Region

Dawn & Larry Wiese  
Diane & Steven Higgs  
Emily & Daniel Crawford  
Foundation for the Carolinas  
Jennie Sue Murdock  
Jennifer Pfister & Michael Santoroski  
Karen Ford & Richard Harris  
Katrina A. Goode & Robert L. Skelton  
Marion & Phillip H. Stump  
MJ Carpenter  
Nikki Williams  
Pat N. Lucas  
Patricia & Edward Kane  
Paula & Norman Prince  
United Way of New River Valley  
Virginia "Jinx" & Paul Weary  
YourCause

## **TREFOIL CIRCLE (\$500-\$999)**

American National Bank & Trust Company  
Anna Muncy  
Anonymous  
Bridgewater Ruritan Club  
Curtis Thompson  
Holli Gardner Drewry  
J. L. Swecker  
Judy & Kent Schlusell  
Marian Nunn  
Michele Link  
NASCAR Foundation

Rappahannock County  
Lions Club Foundation Inc  
United Way of Rockbridge,  
Lexington, & Buena Vista  
Valley Star Credit Union  
Wells Fargo Foundation

**SKYLINE CIRCLE  
(\$100-\$499)**

Althea & William Randolph  
Amanda Morris  
AmazonSmile Foundation  
Amy & Jayson Hudson  
Anonymous  
Bank of America Charitable  
Gift Fund: Lark & Frank  
Smith Benevolent Fund  
Brittany Bostic  
Charlotte Hoyle  
Charnika Elliot  
Christine Terry  
Clarissa Frayser  
Crescent Counseling  
& Casework  
Cynthia A DeCarlo  
Dan McCarter  
Debbey G. Roadcap  
Donald W. & Jean Foss  
Donna & William Holden  
Elizabeth Sapp  
Facebook  
Firefighters Charitable  
Foundation Inc.  
Frank & Mary Santoroski  
GallupBrothers Farms  
Girl Scouts of the USA  
Heidi & Bill McCrory  
Jane M. & David E.  
Garnett  
Jane Taylor  
Jennifer Walker  
Jodi & Thom Brodtkin  
Jonathan Hart  
Joyce Foster  
Judith F. Hagadorn

Katharine & Stephen  
Claytor  
Kathy MacDonell  
Kiwanis Club of  
Martinsville  
Kristin Sancken  
Kroger Community  
Rewards  
Lana & Craig Marr  
Lea T. Olson  
Margaret Aldridge  
Margaret P. McQuain  
Marian B. Suter  
MaryJean & John Levin  
Melinda & William Gibson  
Mr. & Mrs. Don C. Murphy  
Natalie & Harry Norris  
Panda Express  
Parkway Brewery  
Company, L.L.C.  
Peggy L. Fletcher  
Progressive Insurance  
Foundation  
Random Row Brewing  
Company  
Rebecca & George  
Bidanset  
Sean & Carol Garvey  
Shawn & Melissa  
Hildebrand  
Stacey Robertson  
Terry Hevener  
The Honorable Stephanie M.  
Shortt  
The Ironman Foundation,  
Inc.  
Timothy & Angela Ramsay  
Tina McEnheimer  
Troop 170  
United Way of  
Roanoke Valley  
Vickie Culpepper  
Wm. Roscoe &  
Linda Reynolds

**FRIENDSHIP CIRCLE  
(\$1-\$99)**

Aimee Bell  
Alyssa Taylor Eason  
Amy & Michael McPherson  
Amy Ryall  
Angela Newsted  
Angelica Gillespie  
Angelica Halter  
Anonymous  
Anonymous  
Ashleigh Bergstrom  
Ashley Shifflett  
Attorney for the  
Commonwealth - Henry  
County - Employees  
Aubrilyn Reeder  
Barbara McClure  
Bella Corbo  
Beth & David Raynes  
Betsy Day  
Bette Harris-Ramsey  
Bobby Hudgins  
Bonnie & Craig Evans  
Brenda Sinclair  
Bright Funds  
Carrie Kessler  
Charles & Jennifer Burrell  
Chelsea Duncan  
Chelsea Farley  
Chris & Michael Mines  
Chris Brumback  
Christina Cannizzaro  
Christine Williams  
Darcie Everett  
Dawn Rezai  
Detria Moore  
Dottie Mae Atkins-Neikirk &  
Jeff Neikirk  
Elisabeth Copp  
Ellen Swecker  
Emily Stoltzfus  
Eve Noel  
Georgina DeAngelis  
Heather Vanderweide  
Heather Walker



Henry County  
 Administrator's Office  
 Board of Supervisors  
 Jacquelyn Nasca  
 James & Mary Jean Hiner  
 Jane & Ted Fries  
 Jane Kim  
 Janet Driscoll Miller  
 Janice Biggar  
 Jeannine & Craig Eddleton  
 Jeffery Pfleiderer  
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 Judy Riddick  
 Julie & Lee Montgomery  
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 Green

Karen & Paul Davies  
 Katey Markiewicz  
 Kathleen Morris  
 Kathleen & Jack Foster  
 Kayla Hopkins  
 Kelly MacCluen  
 Lara Smith  
 Laura & Curtis Burchett  
 Linda & Franklin Dukes  
 Linde Tassell  
 Lydia K. Higgs  
 Marianne Williams  
 Martha & Steven Reilly  
 Mary A. Handy  
 Mary Apel  
 Mary Tate Swecker Dunn  
 Melanie Cecil  
 Melissa Stanley  
 Michele & Ian Morgan  
 Michelle Brooks  
 Miriam Watson  
 Nancy & Paul Copley  
 Nicole Rosario

Pamela Kestner  
 Patricia Mitsoyianis  
 Paula Neher  
 Phyllis & Jonathan Newbill  
 River Jones  
 Robert Henning  
 Robert Samuels  
 Rosa Waters  
 Sandra Barbour  
 Shannon Weiner  
 Steve & Lisa Vetter  
 Sue MacTavish  
 Syanna Gunter  
 The Keller Family  
 Timothy Skelton  
 Toni Halkos  
 Vicky & Roy Harte  
 Virginia Newton  
 William & Mary Lee  
 Hendricks

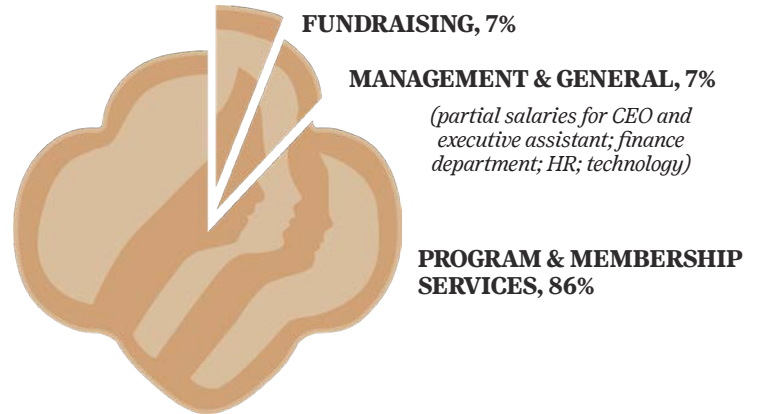


# Finance Report

<b>INCOME</b>	
<b><i>Operating Revenues, Gains, and Support</i></b>	
Cookie Program	\$ 1,728,071
Public Support	245,438
Fall Product Program	116,373
Other Income	102,536
Retail Sales	35,749
United Way Allocations	14,613
Program Service Fees	27,755
<b>Total Support &amp; Revenue</b>	<b>\$2,270,535</b>
<b><i>Non-Operating Income</i></b>	
Non-Operating Income	\$ 280,637
Investment Return	277,204
<b>Total Non-Operating Income</b>	<b>\$ 557,841</b>
<b>TOTAL INCOME</b>	<b>\$2,828,376</b>
<b>EXPENSES</b>	
<b><i>Operating Expenses</i></b>	
Program Services	\$ 2,411,569
Supporting Services:	
Management & General	190,618
Fundraising	187,178
<b>TOTAL EXPENSES</b>	<b>\$ 2,789,365</b>
<b>NET ASSETS</b>	
Beginning	\$ 3,518,639
Ending	\$ 3,557,650
<b>CHANGE IN NET ASSETS</b>	<b>\$ 39,011</b>

## WHERE THE MONEY GOES

A comprehensive overview of allocation of all funds at GSVSC



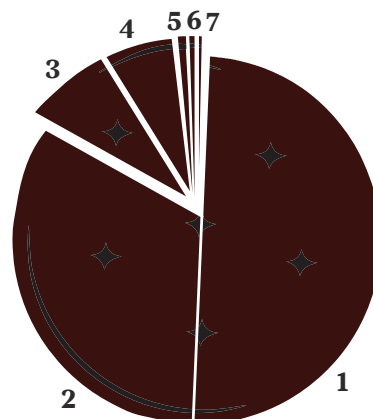
## COST PER GIRL

The total \$1,001 cost per girl is representative of the cost per Girl Scout for a 12-month period.



## SOURCES OF INCOME

A breakdown of all incoming funds at GSVSC.



1. COOKIE PROGRAM 61%
2. NON-OPERATING INCOME 20%
3. CONTRIBUTIONS 9% (0.5% OF WHICH IS UNITED WAY ALLOCATION)
4. FALL PRODUCT PROGRAM 4%
5. OTHER INCOME 4%
6. RETAIL SALES 1%
7. PROGRAM SERVICE FEES 1%



# Board and Senior Leadership

## BOARD OF DIRECTORS

Katrina Goode, Chair  
Anna Muncy, 1st Vice Chair  
Karen Ford, Ph.D., 2nd Vice Chair  
Larry Wiese, Treasurer  
Diane Higgs, Secretary  
Nikki Williams, Ed.S., CEO

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Eve Noel (Chair), Sam Bradshaw, Paula Prince, Ph.D., and Taisha Steele

## FINANCE & AUDIT COMMITTEE

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## FUND DEVELOPMENT COMMITTEE

Katrina Goode (Chair), HelenRuth Burch, and Diane Higgs

## PROPERTY COMMITTEE

Diane Higgs (Chair), Arlene Lee, Stacy Porter, and Sam Styers

## MEMBERSHIP VOICE COMMITTEE

Holli Gardner Drewry (Chair), Stephanie Barb, Rebecca Duncan, Barbara Duerk, Charnika Elliott, Donna Guill, Gail Hassmer, Tricia McMahan, and Sharon Nolley

## SENIOR LEADERSHIP TEAM

Nikki Williams, Ed.S., CEO  
Melissa Hildebrand, Chief Operating Officer  
Jodi Brodtkin, Chief of Volunteer Experience  
Sandra Barbour, Business Director  
Tina McEnheimer, Customer Care Director  
Jennifer Pfister, Marketing & Communications Director  
Brenda Sinclair, Finance Director

girl scouts   
of virginia skyline



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@GSVSC1912



540-777-5100



info@gsvsc.org



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Roanoke, VA 24014-7036