



THE GSVSC 2020 ANNUAL REPORT

PROPERTY OF:

*Celebrating a Year of Notable
Moments in Girl Scouting*

OCTOBER 1, 2019 – SEPTEMBER 30, 2020

A LETTER FROM
YOUR CHIEF
EXECUTIVE
OFFICER



Building girls of courage, confidence, and
character who make the world a better place.

Dear Girl Scout,

What an interesting year it has been! We started with a normal Girl Scout year on October 1, 2019, filled with the usual—troop meetings, field trips, fall camping, Fall Product Program, Cookie College, Girls & Ghouls and all the wonderful adventures that come with it. Then in March 2020, the COVID-19 pandemic changed our lives and with it the world of Girl Scouting. Yet just as Girl Scouts do, we blazed new trails and found new ways to share and experience our exceptional programs.

Volunteers, parents, girls, board members, staff and our community supporters stepped up their game as we guided Virginia Skyline Council through these challenging times. We adapted to a new virtual world and proved that we are resilient in the face of this pandemic. I especially want to acknowledge our hardworking, dedicated volunteers who rose to the challenge to ensure that our girls had access to Girl Scouting to provide stability and consistency to our Girl Scout families.

Committed to continuing the Girl Scout Leadership Experience for our members, council volunteers and staff pulled together to create and launch virtual programs to keep girls engaged and connected to their Girl Scout sisters. We tested science experiments, created code, explored our backyards, camped out, collaborated with Virginia Tech Carilion School of Medicine to teach girls about infectious diseases, celebrated the centennial anniversary of Women's Suffrage, discovered the importance of civic duty in Virginia Skyline Council's premiere Future Voter Series event and mailed out Badge-in-a-Box kits. We also found creative and socially-distanced ways to hold our signature "String of Pearls" event. We shared safe community services options that allowed Girl Scouts to remain actively engaged in their communities, especially while completing their highest awards' Take Action Projects.

As we look towards the future, we will continue to build upon our mission to build girls of courage, confidence, and character that make the world a better place. We will learn to engage in new ways and provide the support and structure that our volunteers and girls need. Again, THANK YOU to our valuable volunteers, fantastic families, committed board members, super staff, and strong supporters! Together we will create the next generation of female leaders who are go-getters, innovators, risk-takers and leaders of the future.

YOURS IN GIRL SCOUTING,

A handwritten signature in black ink that reads "Nikki Williams". The signature is written in a cursive, flowing style.

Nikki Williams, CEO

Girl Scouts of Virginia Skyline Council

3663 Peters Creek Rd. NW, Roanoke, VA 24019 • 540-777-5100 • www.gsvsc.org

OUR 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 & ENGAGEMENT: 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.



THE 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.

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.

OUR MISSION

BUILDING GIRLS OF
COURAGE, CONFIDENCE,
AND CHARACTER,
WHO MAKE THE WORLD
A BETTER PLACE.

GSVSC 2019-20 'NOTE'-ABLE MOMENTS



424 participants in Summer 2020 Virtual Subscription Box Programs



GSVSC received a grant from Roanoke Women's Foundation in the amount of \$30,000 for the new Mobile STEM Center



Over 200 badge and fun patch videos created for Girl Scouts



481 participants in the Camp-In Camp-Out virtual event



New Virtual Programs:
 Infectious Disease Patch Program — 600+ participants
 Campfire Chats with CEO Nikki — 80 participants
 Future Voter Virtual Series — 69 participants (and counting!)

32 girls participated in Vidcode with 7 girls earning all 3 Coding for Good badges for their grade level



227 participants in the 100 Year Suffrage Centennial Virtual Event

2019-20 MEMBERSHIP

BY GRADE LEVEL

DAISY: 868 (192)

BROWNIE: 1,160 (262)

JUNIOR: 1,074 (242)

CADETTE: 852 (192)

SENIOR: 299 (72)

AMBASSADOR: 214 (52)



GIRL MEMBERS - 4,467

ADULT MEMBERS - 2,068

TROOP LEADERS - 1,056

GSVSC WELCOMED
42 NEW LIFETIME
MEMBERS IN
2019-20! WE
NOW HAVE 842
TOTAL LIFETIME
MEMBERS.



GS COMMUNITY
TROOPS

GIRLS IN
COMMUNITY TROOPS:
113 GIRLS

PRODUCT PROGRAMS



2020 Top Cookie Program Achiever: Madalyn P.



2019 Top Fall Product Program Achiever, Gracie W.

PEARL TOP ACHIEVERS: 1,000+ BOXES OF COOKIES

Abbigail P., Troop 44, 1000 boxes
 Abby S., Troop 909, 1781 boxes
 Abigail E., Troop 1315, 1250 boxes
 Addi B., Troop 2032, 1243 boxes
 Addie M., Troop 466, 1200 boxes
 Alaina V., Troop 678, 1200 boxes
 Alana W., Troop 1260, 1241 boxes
 Alanah B., Troop 466, 1004 boxes
 Alice G., Troop 144, 1022 boxes
 Amarii-Caressa O., Troop 99285, 1107 boxes
 Anevia K., Troop 578, 1143 boxes
 Anya D., Troop 845, 1001 boxes
 Ava H., Troop 742, 1000 boxes
 Ava S., Troop 246, 1001 boxes
 Ava S., Troop 591, 1000 boxes
 Bella F., Troop 898, 1205 boxes
 Bella S., Troop 246, 1815 boxes
 Brittany H., Troop 796, 1115 boxes
 Brooklyn C., Troop 3040, 1362 boxes
 Caitlin B., Troop 591, 1181 boxes
 Caitlin C., Troop 478, 1040 boxes
 Callie M., Troop 520, 1000 boxes
 Carlie E., Troop 556, 1000 boxes
 Caroline B., Troop 170, 1242 boxes
 Caroline W., Troop 163, 1000 boxes
 Cassidy F., Troop 767, 1295 boxes
 Cheyenne C., Troop 6230, 1000 boxes
 Clare H., Troop 608, 1584 boxes
 Colleen C., Troop 1315, 2165 boxes
 Danielle A., Troop 704, 1121 boxes
 Elizabeth C., Troop 1217, 1175 boxes

Elysabeth C., Troop 696, 1017 boxes
 Emma M., Troop 368, 1000 boxes
 Emmeline H., Troop 1315, 1210 boxes
 Eva T., Troop 857, 1031 boxes
 Gabriella C., Troop 1340, 1000 boxes
 Gracie W., Troop 224, 1306 boxes
 Hailey M., Troop 466, 2537 boxes
 Hannah W., Troop 733, 1200 boxes
 Harper M., Troop 8125, 1000 boxes
 Hattie M., Troop 520, 1042 boxes
 Hayden B., Troop 224, 1005 boxes
 Isabella B., Troop 370, 1001 boxes
 Jaycee M., Troop 466, 1200 boxes
 Jocelyn F., Troop 144, 1164 boxes
 Katelen B., Troop 556, 1001 boxes
 Kathryn J., Troop 170, 1042 boxes
 Katie P., Troop 163, 1530 boxes
 Kaylee D., Troop 40, 1069 boxes
 Kylee H., Troop 246, 1042 boxes
 Kylie S., Troop 591, 1000 boxes
 Laila W., Troop 803, 1297 boxes
 Laina L., Troop 1260, 1055 boxes
 Laney H., Troop 694, 1000 boxes
 Layla L., Troop 149, 1000 boxes
 Lexi H., Troop 302, 1003 boxes
 Leyla R., Troop 1315, 1001 boxes
 Lily A., Troop 163, 1004 boxes
 Linda Gail M., Troop 556, 1227 boxes

SWEET SUCCESS!

On average, our Girl Scouts sold 209 boxes of cookies and 24 nut/candy items per girl.

THAT'S 700,000+ BOXES OF COOKIES & 33,809 NUT/CANDY ITEMS!

94% of eligible troops participated in the 2020 Girl Scout Cookie Program and 88% of eligible girls participated.

THAT'S 3,333 GIRL PARTICIPANTS!

89 girls sold 1,000+ boxes in the 2020 Girl Scout Cookie Program.

EARNING EACH GIRL THE TITLE OF "PEARL"

407 cases of cookies were donated to U.S. military service women and men as well as first responders in our region.

THAT'S 4,884 BOXES OF COOKIES DONATED!

TOP 5 TROOP COOKIE ACHIEVERS

1. Giles Co. Troop 742
2. Amherst Co. Troop 1315
3. Rockingham Co./Harrisonburg Troop 1297
4. Roanoke Valley Troop 453
5. Bedford Co. Troop 3040

TOP 3 SERVICE UNITS COOKIE ACHIEVERS

1. Charlottesville/Albemarle Co. Service Unit
2. Roanoke Valley Service Unit
3. Lynchburg/Campbell Co. Service Unit

ADULT & GIRL DEVELOPMENT

IN-PERSON TRAINING

201 TOTAL PARTICIPANTS

New Leader Orientation: 6	GSUSA Girl Scouts in the Outdoors: 12
GS106 Event Planning: 9	GSUSA Successful Leader Learning Series: 12
GS301a Planning Session: 2	GSUSA Volunteer Toolkit Tutorial: 41
GS301b Overnight (Camp Icimani): 11	GSUSA Zoom for Virtual Meetings: 12
GS301 a & b OE Weekend (Camp Sac): 6	GSUSA Zoom for Girl Scouts: 1
GS301a & b Backpacking Weekend: 3	GSUSA Who is the Recruiter: 13
Bronze Award Training: 5	GSUSA Supporting New Leaders & Startup Troops: 10
Silver Award Training: 72	GSUSA Fall 2020 Recruitment Campaign & Assets: 10
Gold Award Training: 70	GSUSA Effective Recruitment Tactics: 11
Finance Facilitator/SU Treasurer Training: 1	GSUSA Facilitating Virtual Troop Meetings: 9
Axe & Hatchet Throwing Level 1: 9	GSUSA Conducting a Plática: 12
Axe & Hatchet Throwing Level 2: 4	GSUSA Conducting an Animal Dance Party: 11
Training for Trainers: 3	GSUSA Conducting a Robot Building Party: 10

ONLINE TRAINING

896 TOTAL PARTICIPANTS


GS101: 133	GS102: 118
GS103: 35	GS104: 35
GS105: 248	
New Leader Orientation: 87	
GS201 Trips & Overnights: 31	
GS301a Planning Session: 15	
Bronze Award Training: 10	
Silver Award Training: 17	
Gold Award Training: 3	

2020 was tough! Even though we were not able to provide Outdoor Ed, Backpacking, CIT training or Wild Women's Weekend due to the pandemic, with the help of some awesome volunteers, we were able to update our Bronze, Silver, and Gold Award trainings to offer them virtually so girls could continue to do what they do best—make the world a better place!

COUNCIL COMMUNICATIONS

 **5,981 LIKES**
Total Likes on
Facebook
(16% increase)

 **306 FOLLOWERS**
Total Pinterest Board
Followers (11% increase)

 **384 FOLLOWERS**
Total YouTube
Followers (90% increase)

 **974 FOLLOWERS**
Total Instagram Followers
(32% increase)

EARNED PR LOCAL MEDIA IMPRESSIONS: 8.5 MILLION

SOCIAL MEDIA USAGE SURGED DURING COVID-19 PANDEMIC

Moving our Girl Scout programs to live and video streaming methods tremendously increased our social media analytics. All of our social media accounts saw a rise in usage; with an especially large increase of users on Facebook and YouTube.

WEBSITE USAGE INCREASED IN SPRING 2020

Normally after the cookie program finishes up in March, our website usage falls significantly for new visitors. Yet with the increase in Girl Scouts undertaking programs online, as well as the new Girl Scouts of the USA's "Girl Scout Cookies Care" program, our website experienced a huge jump in usage. For the first time ever, we had two webpages take the number one spot away from the homepage (www.gsvsc.org) for visits: Cookie Program 2020 (26%) and Girl Scouting at Home (22%).

NEWSLETTERS READERSHIP ROSE THROUGHOUT PANDEMIC

Our normal readership of The Girl Scout Connection newsletter hovered between 10-15%, but with the introduction of our Girl Scouting @ Home newsletter our open rate popped up into the 20% to 35% range. In addition, specialty emails regarding online programs, events and badge work had open rates between 35-65%.

THE GIRL SCOUT PROGRAM

The Girl Scout program is based upon the Girl Scout Leadership Experience (GSLE), a collection of activities and experiences, designed to build leadership skills. Leadership is often demonstrated in the face of adversity, and the challenges of the past year provided opportunities for growth and development. Unable to meet in-person, existing Girl Scout programs were adapted to be done at-home and enriching new virtual experiences were developed. The four program pillars which form the foundation of GSLE are Outdoors, STEM, Entrepreneurship, and Life Skills. The past year both required and enabled the development of new programming in all four pillars, reaching Girl Scouts in ways that weren't even dreamed of before.

VIRTUAL PROGRAMS

Infectious Disease Patch Program: **600+ participants**

Campfire Chats with CEO Nikki: **80 participants**

Future Voter Virtual Series: **69 participants**

100 Year Suffrage Centennial Virtual Event: **227 participants**

Vidcode: Coding for Good badges: **32 participants**

Camp-In/Camp-Out: **481 participants**

Virtual Subscription Box programs: **424 participants**

Badges & Fun Patches Videos: **200+ participants**

SUMMER CAMPS

Five of our volunteer-led camps went virtual the summer of 2020 and provided virtual programming for girls: taped and live sessions. This new camp experience allowed participation of girls from Virginia Skyline Council as well as Girl Scouts from around the state and nationwide AND Girl Guides from around the world!

DARK HOLLOW DAY CAMP

121 CAMPERS (FROM 10 STATES)

SUGAR HOLLOW DAY CAMP*

**1,345 CAMPERS (FROM 43 STATES;
1 TERRITORY; 10 COUNTRIES)**

TREFOIL ACADEMY OF MAGERY & SORCERY

71 CAMPERS (FROM 8 STATES)

GREENE VIRTUAL TWILIGHT STEM CAMP

88 CAMPERS (FROM 11 STATES)

FRIENDLY HOLLOW DAY CAMP

26 CAMPERS (FROM 6 STATES)

*Blue Ridge Outdoors magazine nominated Sugar Hollow Day Camp to the Best of the Blue Ridge 2020 list!

SKYLINE ADVENTURES

8 EVENTS

58 GIRLS

34 ADULTS

Adventurers is an action-oriented group of older Girl Scouts who are seeking exciting, stimulating activities to challenge their capabilities, broaden their horizons, and increase their self-confidence. It is for girls age 11-17 and in grades 6-12. Members often participate in kayaking, backpacking, hiking, archery, rock climbing, caving, axe throwing, riflery, challenge courses, travel, and other high-adventure activities.



HIGHEST AWARDS

2020 BETTY G NORRIS GOLD AWARD SCHOLARSHIP



2020 Betty G. Norris Gold Award Scholarship Recipient

Violet Neikirk

At Girl Scouts of Virginia Skyline Council, we offer a very competitive Gold Award scholarship. Violet Mae Neikirk is the winner of the 2020 Betty G. Norris Gold Award Scholarship, a \$2,500 academic scholarship. She hails from Pembroke and graduated from Giles High School. She is currently attending college at Shenandoah University. Her Gold Award project was titled: "The Well-Being of You and Me." She is a member of Girl Scout Troop 767, and is a girl member of the GSVSC Board of Directors. Violet shares: "All of my leadership skills, my character, and my confidence is a part of what Girl Scouts has taught me. I wouldn't be who I am without this organization."

OUR AWARD WINNING GIRL SCOUTS

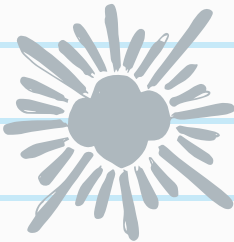
139 GIRL SCOUTS DEDICATED OVER 4,800 SERVICE HOURS TO THEIR LOCAL COMMUNITIES THROUGH TAKE ACTION PROJECTS THAT FOCUSED ON A VARIETY OF CAUSES.

The deadline for highest awards was extended this year due to COVID-19 restrictions so final numbers were not complete at the time of publication. These awards represent those received as of December 31, 2020.



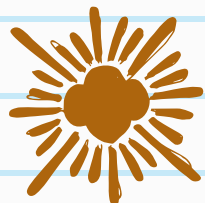
12 GOLD AWARD GIRL SCOUTS

2.3% of Senior/Ambassador Girl Scouts in Virginia Skyline Council earned this award and spent an average of 96 hours on their Take Action Projects. Projects undertaken included animals; arts, culture & heritage; education; environment & sustainability; health; healthy relationships; outdoors; and sports.



29 SILVER AWARD GIRL SCOUTS

3.4% of Cadette Girl Scouts in Virginia Skyline Council earned this award and spent an average of 51 hours on their Take Action Projects. Projects undertaken included animal aid; community relationships; education; environmental health/beautification; and health.



98 BRONZE AWARD GIRL SCOUTS

9.1% of Junior Girl Scouts in Virginia Skyline Council earned this award and spent an average of 22 hours on their Take Action Projects. Projects undertaken included animals; children's issues; disaster relief; elderly issues; environment & sustainability; military/veterans affairs; poverty; and recycling.



4 TRIUMPH AWARD GIRL SCOUTS

3.9% 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.



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, 2019 to September 30, 2020). 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 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.

JGL SOCIETY

Amberleigh Powell
Barbara & Gary Duerk
Chris Wilson
Dawn & Larry Wiese
Diane Grant
Dianne Belk and Lawrence
Calder Girl Scout Movement-
wide Challenge Planned Gift
Donna Holden

Dorothy "Dot" Blanchard
(decd)
Erik and Eva Andersen
Girl Scout Movement-
wide Challenge Planned
Gift
Gail Hassmer
HelenRuth Burch
Holli Drewry

Janet Bell Meiss (decd)
Jennie Sue Murdock
Kate Genaitis
Kerri Smith (decd)
Melissa Hildebrand
Nikki Williams
Patricia McMahan
Vicky & Roy Harte

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
Jeanne S. Lutze
Jennie Sue Murdock
Laraia Flores
Lynn L. Dodge
Pat N. Lucas

Patricia Kane
Patricia O. McMahan
Peggy A. Shifflett
Rosel H. Schewel (decd)
Susan E. Buerkel
Virginia "Jinx" Weary

DREAM BLDERS

TRIBUTES

IN HONOR OF AMY HUDSON
Chris Wilson

IN HONOR OF BARBARA THORNSBURY
Barbara Duerk

IN HONOR OF DEBBIE CLARK
Chris Wilson

IN HONOR OF DEBRA "PEANUT" SULLIVAN
Chris Wilson

IN HONOR OF DOROTHY MURPHY
Katie McDaniel
Don C. Murphy

IN HONOR OF GAIL HASSMER
Stephen B. Hassmer

IN HONOR OF HELENRUTH BURCH
Jeanne S. Lutze
Patricia O. McMahan

IN HONOR OF JAYSON HUDSON
Chris Wilson

IN HONOR OF JEANNE LUTZE
HelenRuth Burch
Patricia O. McMahan

IN HONOR OF JENNIFER PFISTER
Frank and Mary Santoroski

IN HONOR OF MARC JOHNSON
Ann C. & George Miller
Rebecca Duncan
Lynchburg/Campbell Co. Service Unit

IN HONOR OF MICHELE MORGAN
Katie McDaniel

IN HONOR OF REBECCA DUNCAN
Katie McDaniel
Troop 234

IN HONOR OF TERRI ASHBY
Courtland Meyer

IN HONOR OF TRACY CASTLE
Chris Wilson

TRIBUTES

IN MEMORIAM

IN MEMORY OF ANGIE MILLER
Ann C. Miller
HelenRuth Burch

IN MEMORY OF BARBARA PEZZANITE
Bonnie G. Dickerson

IN MEMORY OF BETTY POFF
Barbara Fox
HelenRuth Burch
Jane M. Garnett
Jane Taylor
Journey Church
Linda Hoffman
Patricia O. McMahan
Seung Park
Sharon Park
Steven M. Cooper
United Steelworkers of America

IN MEMORY OF CAROL BITNER
HelenRuth Burch

IN MEMORY OF EDITH BARKLEY
H. B. Barkley Jr.

IN MEMORY OF JACKIE "ROCKY" SLUSHER
Andrew M Bogdan
Betty Killgore
Bonnie G. Dickerson
Bridgette Hawkins
Charlotte Kagey
Connie Armstrong
Frank Harris
Gail Johnson
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Mary Metheny
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Ruth Bunt
Susan A. Bierwagen
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Tricia Teal
Virginia Newton
Wade Bobbitt
William K Jones

IN MEMORY OF JEANETTE COOLEY
Barbara Duerk

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Benham M. Black

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Jessie Brockman

IN MEMORY OF KERRI SMITH
Gabrielle A. Minnich
Judith A. Friant
Patricia O. McMahan

IN MEMORY OF MARGARET DALTON & WAYNE DALTON
Deborah S. Dalton
Nancy Breeding

IN MEMORY OF OSCAR THORNSBURY
Barbara Duerk

IN MEMORY OF SUE NICHOLS
Albert L. Nichols Jr.

MEMORIALS

FOUNDATIONS & UNITED WAYS

AmazonSmile Foundation
 Bank of America Charitable Gift Fund
 Better Living Foundation
 Charities Aid Foundation of America
 Charlottesville Area
 Community Foundation
 Community Foundation for
 Rockbridge, Bath and Alleghany
 Community Foundation of the
 Central Blue Ridge
 Community Foundation Serving
 Western Virginia: Ann & H. W. Huff
 Jr. Family Fund, Betty Grubb and C.E.
 Norris Fund, Community Impact
 Fund, Gael and Smith Cheney Fund,
 Phyllis and Jim Olin Fund, The
 Spetzler Fund, and Young Women's
 Life Experiences Fund

GE Foundation
 Greater Alleghany United Fund
 Greater Lynchburg Community
 Foundation: Charles F. Stevens
 Fund, Don and Frances Giles Fund,
 Ero Fund, Sackett-Graves Fund,
 and The Stowers Fund
 Helen C. Cobbs Foundation
 J & E Berkley Foundation
 Nelson County Community Fund
 Orange County's United Way
 Roanoke Women's Foundation
 State Farm Companies Foundation
 The Community Foundation of the
 New River Valley
 United Way of Asheville and
 Buncombe County, Inc.
 United Way of Central Virginia

United Way of Delaware
 United Way of Greater Charlottesville
 United Way of Greater Richmond &
 Petersburg
 United Way of Harrisonburg &
 Rockingham County
 United Way of Henry County &
 Martinsville
 United Way of New River Valley
 United Way of Northern
 Shenandoah Valley
 United Way of Roanoke Valley
 United Way of Staunton, Augusta
 County & Waynesboro (SAW)
 United Way of the Southern Tier
 United Way of Wythe County, Inc.
 Wells Fargo Foundation

CIVIC GROUPS

Bridgewater Ruritan Club
 Kiwanis Club of Danville, Inc.

Rappahannock County Lions Club Foundation
 Waynesboro Kiwanis Club

RESTRICTED DONATIONS

Abrum Drumwright
 Aimee Bell
 Allstate
 Amanda H. Armstrong
 Amanda O'Dell
 Amber Cooke
 Amy C. Roy
 Amy Hudson
 Andrea Babral
 Andrea Harrelson
 Andrew M Bogdan
 Angela Newsted
 Angela Newsted
 Ann C. Miller
 Anna Moncure Muncy
 Anne Costain
 Anne R. Bruno
 Anonymous
 Ashley Short
 Barbara Fox
 Benham M. Black
 Beth Raynes
 Betsy Day
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 Brian Harte
 Bridgette Hawkins
 Bridgewater Ruritan Club
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 Charlotte Kagey
 Charlottesville Area
 Community Foundation
 Charnika Elliot
 Chris Wilson
 Community Foundation
 of the Central Blue Ridge
 Community Foundation
 Serving Western Virginia
 Connie Armstrong
 Dawn and Larry Wiese
 Diane S. Grant

Don C. Murphy
 Donald W. Foss
 Donna J. Holden
 Dottie Mae Atkins-Neikirk
 Elena Stanton
 Elisabeth Copp
 Ellen Mitchell
 Emily Chaklos
 Frank Harris
 Friendship
 Gabrielle A. Minnich
 Gail E. Hassmer
 Gail Johnson
 George Bidanset
 Georgia Costain
 Ginny and Shields Jarrett
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 Greater Lynchburg
 Community Foundation
 Girl Scouts of the USA
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 Hannah Baran
 HelenRuth Burch
 Holli Gardner Drewry
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 Kris Stutsman
 LaKeshia Washington
 Lalor M. Earle
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 Linda Tassell
 Lydia Katherine Higgs
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 Madeleine Harvey
 Marion & Phillip Stump
 Marisa Taylor
 Marselle & Vickie Culpepper
 Mary Louise Armentrout
 Mary Metheny
 MaryJean Redon Levin
 Maya Rioux
 Melinda Gibson
 Melissa Pugh
 Melissa Stanley
 Meredith Underwood
 Michelle Brooks
 Molly Barkley
 Molly Hagan
 Nancy Breeding
 Nancy Lynn Bryant
 Nelson Co. Community Fund
 Nikki Williams
 Orange County's United Way
 Paula L. Prince
 Pearl V. Jamison
 Peggy L. Fletcher
 Pilgrims Pride Corporation
 Rappahannock County
 Lions Club Foundation Inc
 Rebecca Duncan
 Rebecca L. Bidanset
 Roanoke City Public Schools
 Roanoke Women's Foundation

Ruth Bunt
 Sarah M. Johnson
 Sarah Nucci
 Sesalie Price
 Sharon Nolley
 Shawn & Melissa Hildebrand
 Susan A. Bierwagen
 Susan LR Barker
 Taisha Steele
 TE Connectivity
 Teresa Cowdrew
 The Alleghany Foundation
 The Community Foundation
 of the New River Valley
 Theresa Schwarz
 Tim & Angie Ramsay
 Tricia & Kevin McMahon
 Tricia Teal
 Trinity Episcopal Church
 Troop 217
 Troop 234
 United Way of Central Virginia
 United Way of Henry County &
 Martinsville
 United Way of Rockbridge
 United Way of Staunton,
 Augusta Co. & Waynesboro
 United Way of Wythe County
 Vicky Harte
 Violet Mae Neikirk
 Virginia Newton
 Virginia Syptak
 Wade Bobbitt
 Waynesboro Kiwanis Club
 Wells Fargo
 Wells Fargo Foundation
 Educational Matching
 Gifts Program
 William K Jones
 YourCause

GIVING CIRCLES

TRIUMPH CIRCLE (\$10,000+)

Helen C. Cobbs Foundation
HelenRuth Burch
Janet Bell Miess Estate
Patricia and Kevin McMahon
Roanoke Women's Foundation

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

Jeanne S. Lutze
United Way of Henry Co. & Martinsville
Wells Fargo Foundation

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

Bank of Botetourt
Charlottesville Area Community:
Bama Works Fund
Community Foundation Serving
Western Virginia: Betty Grubb &
C.E. Norris Fund
Davenport & Company
Gail and James Hassmer
GE Foundation
Greater Alleghany United Fund
Greater Lynchburg
Community Foundation
Marion & Phillip Stump
The Community Foundation
of the New River Valley
Thrivent Financial
United Way of New River Valley
Virginia "Jinx" & Paul Weary

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

Allstate - Cybergrants
Amo & James Merritt
Anitra B. Webster
Audrey & David Hawkins
Better Living Foundation
Community Foundation of the
Central Blue Ridge
Diane & Steven Higgs
Emily & Daniel Crawford
Friendship
Ginny & Shields Jarrett
GREIF
Girl Scouts of the USA
H. B. Barkley, Jr.
Harris Ford Family Giving Fund
J & E Berkley Foundation
Jennifer Pfister & Michael Santoroski
Judith A. Friant
Kroger Mid-Atlantic Division
Nelson County Community Fund
Nicole Williams
Pat & Richard E. Lucas
Patricia & Edward Kane
Paula & Norman Prince
Pilgrims Pride Corporation
Susan E. Buerkel
TE Connectivity
United Way of Central Virginia
United Way of Roanoke Valley
United Way of Staunton, Augusta
County & Waynesboro (SAW)
Virginia Newton

TREFOIL CIRCLE (\$500-\$999)

Anonymous
Brian Harte
Community Foundation of the Central
Blue Ridge: Waynesboro Kiwanis
Club Fund
Debbey G. Roadcap
Hazel L. Bernard
Judy & Kent Schluskel
Katrina Goode & Robert Skelton
Kroger Community Rewards
Rappahannock County Lions
Club Foundation Inc
Roanoke City Public Schools
Shawn & Melissa Hildebrand
Susan M. Johnson
Troop 234
United Way of Wythe County, Inc.
Wells Fargo Foundation Educational
Matching Gifts Program

SKYLINE CIRCLE (\$100-\$499)

Albert Nichols
Althea & William Randolph
Amanda H. Armstrong

AmazonSmile Foundation
Amy & Jayson Hudson
Amy C. Roy
Andrew M Bogdan
Angela Newsted
Ann & Jacob Miller
Anonymous
Bank of America Charitable Gift Fund
Barbara & Gary Duerk
Benevity
Benham M. Black
Betty & Earl Snoddy
Beverly Waddell
Bonnie G. Dickerson
Bridgewater Ruritan Club
Carole & Joseph Anderson
Charlotte Kagey
Charlottesville Area Community
Foundation: Susan W. Davenport
and Edgar Spigle Fund
Chris Wilson
Christine Terry
Community Foundation for
Rockbridge, Bath and Alleghany
Community Foundation Serving
Western Virginia: Gael and Smith
Cheney Fund and Phyllis & Jim
Olin Fund

David & Kathy Firth
Deborah Beth Shapiro
Deborah S. Dalton
Debra & Sanford Giles
Don & Jenny Bradley
Don C. Murphy
Donald and Jean Foss
Donna & William Holden
Elaine & Don Roy
Emily Babb
Facebook
Frank & Mary Santoroski
Frontstream
Gabrielle A. Minnich
Heidi & Bill McCrory
Holli Gardner Drewry
Imperial Charitable Trust
James Madison University
Jane & David Garnett
Jane Taylor
Jennifer Anne Taylor
Jonette Dixon
Judith F. Hagadorn
Judith S Curtis
Kiwanis Club of Danville, Inc.
Kristina Koutrakos
Larry & Dawn Wiese
Libby Edwards-Allbaugh
Lillian Minix
Linda & E. Franklin Dukes
Linda G. Pearrell
Lori Wecker Balaban
Lynchburg/Campbell Co. Service Unit
Lynn J. Banks
Madeleine & Sanford Harvey
Marian B. Suter
Marisa Taylor
Marselle & Vickie Culpepper
Mary & Glenn Metheny
Mary & J. Eugene Kidd
MaryJean & John Levin
Melissa Pugh
Michelle Brooks
Nancy Breeding
Peggy L. Fletcher
Phyllis & Jonathan Newbill
Rebecca & George Bidanset
Rebecca & Thomas Duncan
Salem Red Sox
Sarah M. Johnson
Seung Park
Sharon Park
Stacey Porter
Stacey Robertson
State Farm Companies Foundation
Steven M. Cooper
Susan & Nicolas Barker
Target Corporation
Texas Roadhouse Charlottesville
Thom & Jodi Brodtkin
Tina McEnheimer
Tricia Teal
Trinity Episcopal Church
Troop 217
United Way of Delaware
United Way of Harrisonburg &
Rockingham County
United Way of Northern
Shenandoah Valley
United Way of the Southern Tier

Vicky Harte
Victoria Elizabeth Hodnett Trust
Virginia Lenz
Wade Bobbitt
YourCause

FRIENDSHIP CIRCLES (\$1-\$99)

Abby Tammen
Abrum Drumwright
Aimee Bell
Aimee Miller
Amanda O'Dell
Amber Cooke
Andrea Babral
Andrea Harrelson
Anna Clayton Bullock
Anna Moncure Muncy
Anne Costain
Anne R. Bruno
Anonymous
Archifa Chukka
Ashley Short
Barbara Fox
Beth & David Raynes
Beth M Powell
Betsy Day
Betty Killgore
Bridgette Hawkins
Carina Young
Carol Sandidge
Caroline Wilson
Carolyn and Alex Bell
Carrie Kessler
Carrie Souder
Catherine Williams
Charities Aid Foundation
of America
Charles Wright
Charnika Elliot
City of Staunton
Colin McElwain
Connie Armstrong
Courtland Meyer
Dana Good
Deirdre Kellner
Destinee Hinz
Diane S. Grant
Donna & Lonnie Tebow
Dottie Atkins-Neikirk & Jeff Neikirk
Elizabeth Copp
Elizabeth Anna Moncure
Elizabeth Elmore
Elizabeth O'Reilly
Elizabeth Webb
Ellen Mitchell
Lillian Minix
Erin Johnson
Frances Peterson
Frank Harris
Gail Johnson
GSVSC Archives Committee
Gwen Weaver
Hannah Baran
Harper & Kaitlin Loy
Heidi Marie Dearstyne
Janet Driscoll Miller
Jeannine & Craig Eddleton
Jennifer MacLaren
Jennifer Sue Burrell
Jerolyn Martin
Jessica Landseadl
Jessica Leann Brockman
Jessica Lehman
Jessica Tims
Joan Cliff
Joshua Erwin
Journey Church
Kai Duncan
Karen Ford & Richard Harris
Karen Robertson
Kathleen & Jack Foster
Kathleen Fort
Katie McDaniel
Kayla Hopkins
Keith Young
Ken Briggs
Kenneth Seay
Kimberly & Trip Dowd
Kimberly Charise Martin
Kris Seale
Kris Stutsman
Kristen & Thomas Dahl
LaKeshia Washington
Lalor & J.B. Earle
Laura & Ralph Burchett
Leslie & James Schweitzer
Linda & Robert Hoffman

Linda Tassel
Lydia Katherine Higgs
Marc & Virginia Johnson
Margaret & Richard Sperrazza
Martha & Steven Reilly
Mary & David Armentrout
Maya Rioux
Megan Nichole Cheresnowsky
Megan Stewards
Melinda & William Gibson
Melissa Stanley
Meredith Furst
Meredith Underwood
Michael & Lynne Hill
Michael Ronquest
Molly Barkley
Molly Hagan
Monique Van Landingham
Nancy & Paul Copley
Nancy Lynn Bryant
Nikki Newbauer
Noelle Dwyer
Olivia Carchia
Orange County's United Way
Oriental Trading Company
Pearl & Robert Jamison
Rebecca E. Ross
Rebekah Shmokler
Regenia Charapich
Robert Henning
Robin Marcato
Robin Pickard
Ruth Bunt
Sandra & Stanley Dunbar
Sandra Barbour
Sarah Nucci
Scottye Heilman
Sean Zirkle
Sena Magill
Sesalie Price
Sharon and George Nolley
Sierra Pearson
Southern Inn
Stephanie Micklem
Stephen & Susan Hassmer
Sue MacTavish
Susan A. Bierwagen
Susan Hodges
Taisha Steele
Teresa Cowdrew
Texas Roadhouse Lynchburg
Theresa Schwarz
Tim & Angie Ramsay
United Steelworkers of America
United Way of Asheville and
Buncombe County, Inc.
United Way of Greater
Charlottesville
United Way of Greater Richmond
& Petersburg
Violet Mae Neikirk
Virginia Syptak
Wells Fargo
William & Mary Lee Hendricks
William K Jones
Sarah Hellewell
Sarah Rock
Sena Magill
Sesalie Price
Shaena Rogers
Shanann Lovelace
Stephanie Micklem
Stephanie Ruddock
Stephen B. Hassmer
Sue MacTavish
Susan Hodges
Susan Taylor
Sydney McAfee
Taisha Steele
Thelma Crowder
Theodore & Elisabeth Copp
Tiffany Brutus
Tresica Colvin
Troop 19
Troop 1234
United Way of Greater
Philadelphia & Southern
New Jersey
United Way of Harrisonburg
& Rockingham County
Verna Tyler
Veronica Tingle
Vicky Harte
Victor Reyes
Victoria Harris
Violet Neikirk
Wendy Rodes
Yadi Weaver

FINANCIAL REPORT

INCOME

Operating Revenues, Gains, and Support

Cookie Program	\$ 1,933,134
Contributions	267,462
Fall Product Program	109,678
Other Income	80,405
Retail Sales	42,956
United Way Allocations	21,827
Program Service Fees	12,417
COVID-19 Relief Funding	10,000
Total Support & Revenue	\$ 2,477,879

Non-Operating Income

Contributions	\$ 36,386
Investment Return	115,907
Total Non-Operating Income	\$152,293

TOTAL INCOME **\$ 2,630,172**

EXPENSES

Operating Expenses

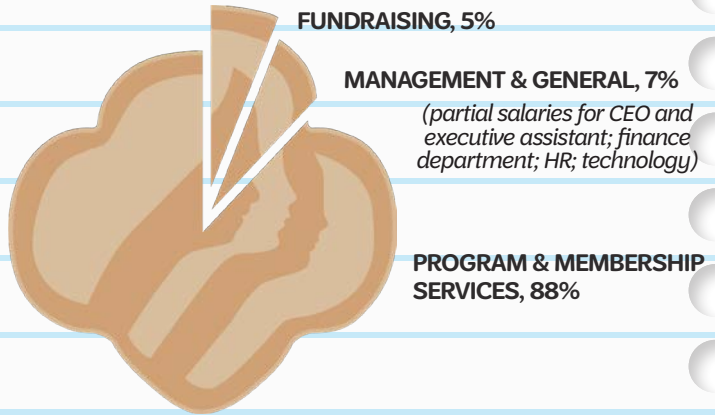
Program Services	\$ 2,378,085
Supporting Services:	
Management & General	194,063
Fundraising	144,493
TOTAL EXPENSES	\$ 2,716,641

NET ASSETS

Beginning	\$ 3,065,933
Ending	\$ 2,979,464
Change in Net Assets	\$ (86,469)

WHERE THE MONEY GOES

A comprehensive overview of allocation of all funds at GSVSC



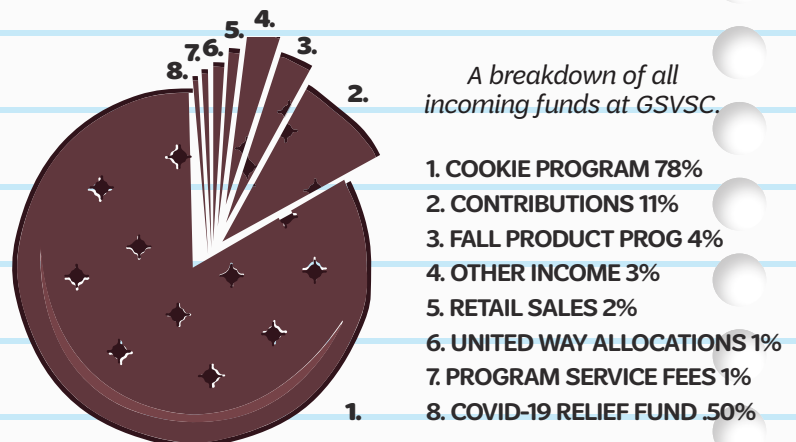
COST PER GIRL

The total \$608 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.



BOARD & SR LEADERSHIP

BOARD OF DIRECTORS

Dawn Watkins Wiese, Ph.D., *Chair*

Katrina Goode, *1st Vice Chair*

Karen Ford, Ph.D., *2nd Vice Chair*

Libby Edwards-Allbaugh, *Treasurer*

Diane Higgs, *Secretary*

Nikki Williams, Ed.S., *CEO*

BOARD MEMBERS

Georgia Costain, Holli Drewry, Charnika Elliott, Sarah Johnson, Violet Neikirk, Virginia Newton, Sesalie Price, Paula Prince, Ph.D., Taisha Steele, and Jennifer Taylor

AUDIT COMMITTEE

Misty Reed (Chair), HelenRuth Burch, Libby Edwards-Allbaugh, Jeanne Lutz, and Keith Young

BOARD DEVELOPMENT COMMITTEE

Virginia Newton (Chair), Jonette "MJ" Carpenter, Natalie Masri, Anna Moncure Muncy, Eve Noel, Leslie Schwitzer, Taisha Steele, and Lori Wimbush

FINANCE COMMITTEE

Libby Edwards-Allbaugh (Chair), Rennie Bruno, and Katrina Goode

FUND DEVELOPMENT & MARKETING COMMITTEE

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

PROPERTY COMMITTEE

Diane Higgs (Chair), Rebecca Duncan, Arlene Lee, Judy Moore, Amelie Smucker, and Sam Styers

MEMBERSHIP VOICE COMMITTEE

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

SENIOR LEADERSHIP TEAM

Nikki Williams, Ed.S., *CEO*

Jodi Brodtkin, *Chief of Staff*

Melissa Hildebrand, *Vice President of External Relations*

Sandra Barbour, *Business Director*

Molly Hagan, *Program Director*

Tina McEnheimer, *Finance Director*

Jennifer Pfister, *Marketing & Communications Director*

Megan Stewards, *Operations Systems Director*

girl scouts 
of virginia skyline

KEEP IN TOUCH!



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