

# 2025

Annual Report

*Together We Rise*

October 2024 – September 2025



girl scouts  
of central texas





## A Message From the CEO

A girl doesn't discover her power all at once. It happens gradually—through experiences that stack up, building trust in herself one moment at a time.

Maybe it starts when she tries something new and realizes she can handle it. Then she speaks up in a group, and people actually listen. She leads a project that matters to her. She stands up for what she believes in, even when it's hard. Each experience whispers the same truth a little louder: *You can trust yourself.*

At Girl Scouts of Central Texas, we don't create that power—it's already there, waiting. We offer a consistent, nurturing space where Girl Scouts can find it, test it, and learn to rely on it.

This year, through outdoor adventures, skill-building programs, and communities where members can show up as their authentic selves, we've watched them build the kind of confidence that lasts. Not because of one breakthrough moment, but because of the steady accumulation of experiences that teach them: *I belong here. My voice matters. I can figure this out.*

Because here's what we know: girls don't need us to tell them who to be. They need us to walk beside them—program after program, challenge after challenge—as they learn to trust themselves enough to become everything they have the capacity to be.

Thank you for standing with us in this mission. Your commitment ensures that every Girl Scout has the chance to dream big, take bold steps, and shape a future filled with possibility.

Sincerely,

**Paula Bookidis**  
Chief Executive Officer  
Girl Scouts of Central Texas

# Our Mission

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



# Our Members

12,086

Total Girl Scouts Served

2,234

Girl Scouts Served Through School and Partner Programs

10,289

Total Adult Members

85%

of Central Texas Girl Scouts say they know they can do important things.\*

1,723

Troop and Service Unit Leader Volunteers

*"My daughter loves her troop! The friendships, the hands-on activities, and the chance to learn about her community have all been huge for her. It's exciting to watch her grow more confident and curious each year."*

—Girl Scout caregiver\*

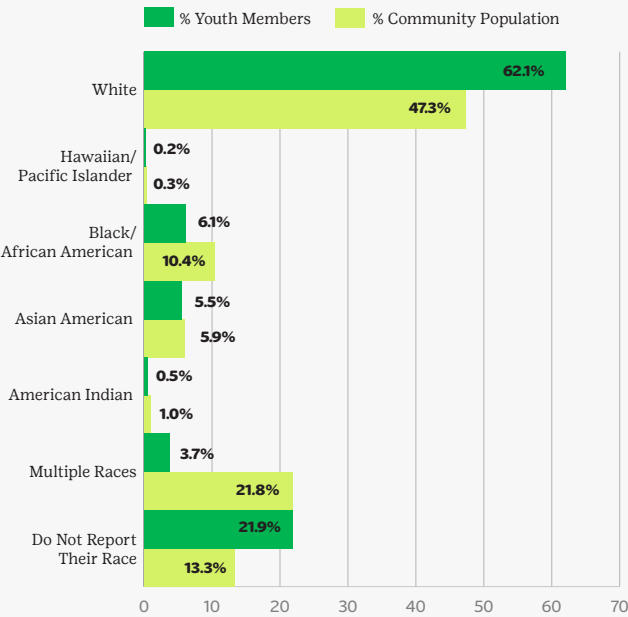
*"Girl Scouts is special for many reasons: it creates an environment of acceptance and friendship, it encourages us to step outside our comfort zones with leadership activities, and it leads us to participate in activities we normally wouldn't attend or consider."*

— Girl Scout youth member\*

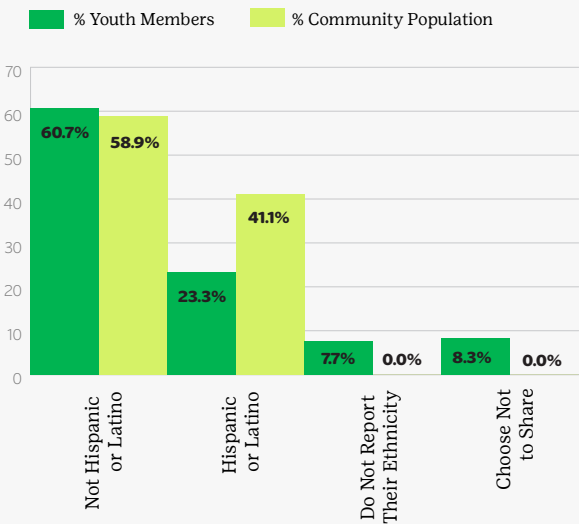
# Members' Race and Ethnicity

We serve our community best by championing every girl, in every home, in every area of our council. Together, we create a space where everyone belongs.

## Racial Representation



## Ethnic Representation



\* Girl Scouts of Central Texas Voices Count 2025, an annual survey of Girl Scout youth members, caregivers, and volunteers.

# Our Programming

86%

of Central Texas Girl Scouts say that because of Girl Scouts, they are doing activities that they would not have done otherwise.\*

*“At Girl Scouts, she’s learning about independence and overcoming fears among her peers and in a supportive environment.”*

– Girl Scout Caregiver\*

*“My daughter has had so much fun making friends and doing Girl Scout activities. She has been learning about setting goals and earning badges. She wants to continue learning new skills and making memories with her friends”*

– Girl Scout Caregiver\*

62%

of Central Texas Girl Scouts say that they try new things, even if they are afraid of making mistakes.\*

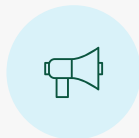


## STEM

**Benefit:** Girl Scouts increase their confidence in STEM

**4,528** council-led experiences

**9,090** badges, journeys, and patches earned



## Outdoors

**Benefit:** Girl Scouts develop connections with the natural world

**2,516** council-led experiences

**9,137** badges, journeys, and patches earned



## Life Skills

**Benefit:** Girl Scouts form positive identities

**4,268** council-led experiences

**16,034** badges, journeys, and patches earned



## Entrepreneurship

**Benefit:** Girl Scouts learn goal-setting skills

**7,328** members gained business skills through the Girl Scout Cookie Program

**5,612** badges, journeys, and patches earned

## What Central Texas Girl Scouts Do\*

84%

Earn patches or badges

72%

Participate in community service or Take Action projects

71%

Attend field trips

66%

Go camping with their troop

61%

Improve their financial literacy

28%

Participate in civic activities

22%

Travel with their troop

*“I’ve done things in Girl Scouts that I thought I would never do, like I went camping for the first time. We got to smash geodes, and do archery, and cook hamburgers.”*

– Girl Scout Youth Member\*

\* Girl Scouts of Central Texas Voices Count 2025, an annual survey of Girl Scout youth members, caregivers, and volunteers.

# Where Adventure Begins

## CONNECTING GIRL SCOUTS TO NATURE AND COMMUNITY

In September, hundreds of Girl Scouts across Central Texas visited state parks to identify animal tracks, hike, experience a bit of Texas history, and explore the outdoors. This is the magic of Girl Scouts Love State Parks Weekend.

Each year, this signature initiative opens the door to outdoor adventure for members and their families across the country. It's more than a weekend in nature. It's where Girl Scouts find their confidence, discover environmental stewardship, and realize the great outdoors can be both accessible and welcoming.



## The Impact in Central Texas

This year, Girl Scouts Love State Parks Weekend reached new heights:

- **26 events** brought the outdoors to life in 11 state parks across Central Texas
- **252 Girl Scouts** joined us for adventure and exploration
- For **33% of participants**, this was the first council-led event they've ever joined, many taking their first steps into the larger Girl Scout community outside their troop



## Looking Ahead

Every great journey begins somewhere. For hundreds of Central Texas Girl Scouts, it began in our state parks—where nature becomes a classroom, strangers become friends, and potential becomes possibility. As we continue expanding these opportunities, we're not just introducing members to the outdoors. We're showing every girl the world is waiting for her.



## Because of Girl Scouts

**+72%**

of members develop  
a strong sense of self\*

**+71%**

of members act ethically and  
show concern for others\*

**+54%**

of members communicate feelings  
and resolve conflicts constructively\*

**+50%**

of members seek challenges\*

**+50%**

of members engage in  
community problem solving\*

*"My oldest  
daughter loves Girl  
Scouts, believing it enriches  
her life socially, and through  
the different experiences and  
unique opportunities it provides.  
My youngest daughter is just  
getting started and loves her troop,  
their meetings, and all the various  
activities. Girl Scouts has been a  
true gift to our family."*

– Girl Scout caregiver



## Community Problem Solvers

**87%**

of Central Texas Girl Scouts  
want to make the world a  
better place to live in.\*

**73%**

of Central Texas Girl Scouts  
say it is important to them to make  
a difference in their community.\*



\* Girl Scouts of Central Texas Voices Count 2025, an annual survey of Girl Scout youth members, caregivers, and volunteers.

# Higher Awards

Girl Scouts are encouraged to go above and beyond to make a difference in their community and the greater world. The skills and experiences they gain along the way set them up for special recognition through the Gold, Silver, and Bronze Awards.



**Bronze Award**

**396**

Girl Scouts Awarded

**7,920**

Hours of Community  
Problem Solving



**Silver Award**

**93**

Girl Scouts Awarded

**4,650**

Hours of Community  
Problem Solving



**Gold Award**

**20**

Girl Scouts Awarded

**1,600**

Hours of Community  
Problem Solving



## Bronze Award Spotlight: How One Junior Girl Scout is Making a Difference

### Young Leaders Creating Community Impact

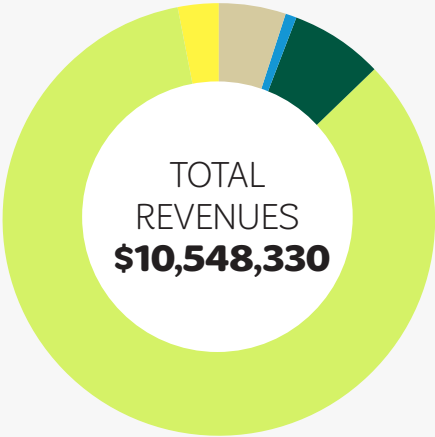
Girl Scouts in grades four and five are already changing their communities for the better. Junior Girl Scouts are proving that age is just a number when it comes to making a difference! The Girl Scout Bronze Award—the highest honor available to Junior Girl Scouts—empowers these young leaders to identify community needs they're passionate about and develop creative solutions as a team.

### Meet Rania: Stitching Hope for Those Experiencing Homelessness

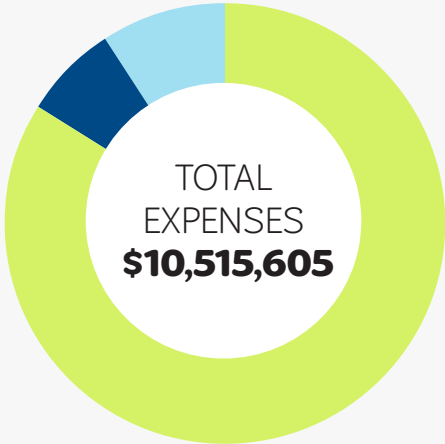
Rania A. earned her Bronze Award through a project that combined creativity with compassion. Working collaboratively with friends, Rania led a quilting initiative to support The Charlie Center, an organization providing essential services to people experiencing homelessness.

With “Heartfelt Growth” as her inspiration, Rania’s project did more than just create a beautiful quilt—it transformed her. Through this journey, she developed new sewing skills, strengthened her leadership abilities, and built meaningful teamwork techniques. Most importantly, she gained deeper empathy by connecting her handiwork to real human needs in her community. This powerful combination of skill-building and service is exactly what the Girl Scout Bronze Award represents. When young people lead with their hearts, the entire community benefits.

# Statement of Activities



Investment Income	\$543,342	5%
Special Events	\$71,901	1%
Contributions	\$771,274	7%
Programs	\$8,827,136	84%
Other Income	\$334,677	3%



Programs	\$8,794,009	84%
Fundraising	\$750,632	7%
Management	\$970,964	9%

## Statement of Financial Position (For the year ended September 30, 2025 - Audited)

### Assets

Current Assets .....	\$12,924,405
Fixed Assets.....	\$5,604,431
Restricted Investments .....	\$1,741,124
<b>Total Assets</b>	<b>\$20,269,960</b>

### Liabilities

Current .....	\$1,208,403
Long Term.....	\$193,116
<b>Total Liabilities</b>	<b>\$1,401,519</b>

### Net Assets

Without Donor Restrictions.....	\$16,948,384
With Donor Restrictions .....	\$1,920,057
<b>Total Net Assets</b>	<b>\$18,868,441</b>
<b>Total Liabilities and Net Assets</b>	<b>\$20,269,960</b>

## Helping Others is Her Favorite Thing

*"The best thing I did in Girl Scouts this year was earn my Silver Award. I created a mental health resource page for people living in Austin. **I wanted to make mental health support more accessible, especially for youth and underserved communities.** I spent time researching local resources like free counseling services, crisis hotlines, youth programs, and community clinics, and organized everything into one easy-to-use webpage.*

*What made this project so special was **knowing that it could help someone feel less alone and more empowered to seek help.** Mental health is something I care deeply about, and through this project, I learned how to take action in a way that directly serves my community. It reminded me that **even as a teen, I can be part of the solution—and that's exactly what Girl Scouts is about.**"*



## Community Programs      Investment

Discovery Girls .....	\$422,924
Gamma Sigma.....	\$83,668
Girl Scouts Beyond Bars.....	\$48,019
SISTERS.....	\$225,930
Tech Girls.....	\$96,485
<b>Total</b>	<b>\$877,028</b>

## Financial Aid

Camperships .....	\$13,549
Registration .....	\$69,868
Uniforms.....	\$648
Events.....	\$11,578
Scholarships.....	\$16,500
Troop Sponsorships.....	\$31,602
<b>Total</b>	<b>\$143,746</b>



## SISTERS Hit the Road: Exploring College Pathways

Last summer, 14 high school Girl Scouts from the SISTERS program embarked on an unforgettable College Knowledge road trip, visiting Texas A&M University, Blinn College, and McLennan Community College. Along the way, they discovered new possibilities for their futures—and experienced many “aha” moments.

One of the biggest surprises? Learning that community colleges offer sports, clubs, and strategic pathways to

four-year degrees—all while saving thousands on general education courses. Participants lit up as they explored certificates and associate degrees that could launch their careers. At Texas A&M, they felt the true Aggie spirit and saw firsthand the comprehensive support systems that help students thrive.

### What is SISTERS?

SISTERS—Stay in School to Enjoy Real Success—is a Girl Scouts of Central Texas initiative serving middle and high school girls in schools where dropout rates have historically been high. The program provides experiences and tools that help members build bright futures through education, leadership, and mentorship.

This year’s College Knowledge trip focused on agricultural schools and community colleges, opening eyes to opportunities many had never considered. For these 14 Girl Scouts, the journey wasn’t just about visiting college campuses—it was about envisioning what’s possible and taking steps toward success.

# More Than Cookies: Building Confidence, One Box at a Time

Ask any Girl Scout what they remember most about their Girl Scout experience, and chances are, the cookie program will be at the top of the list. It's not just about the Thin Mints and Peanut Butter Patties (though those don't hurt). It's about what happens when a Girl Scout sets a goal, makes a plan, and discovers they have what it takes to achieve something meaningful.

This year, 7,318 Girl Scouts across Central Texas rolled up their sleeves and dove into the cookie program—and in doing so, they became entrepreneurs, money managers, marketers, and confident communicators.

## Preparation Meets Opportunity

Long before the first box is sold, Girl Scouts are learning. In fall 2024, we distributed 2,000 cookie rally kits to service units across the region and hosted energizing rallies at our council headquarters, equipping them with the tools and knowledge they need to run successful cookie businesses. From setting goals to tracking inventory to crafting their sales pitch, Girl Scouts learn that success doesn't just happen—it's built through preparation and practice. The results speak for themselves:

***"Cookie season was the best thing! I set a big goal this year to sell 1,250 boxes and earn my trip to summer camp. It was special because I worked hard and met my goal."***

***"Cookie season was a special one this year because I set a very high goal, and through hard work and dedication, I exceeded my goal."***

***"I really love selling cookies because it helps me learn how to deal with money and run a business. I also learned how to advertise products and work with customers."***

Fundamental skill-building is baked into every feel-good moment: financial literacy, goal-setting, resilience, customer service, and the kind of grit that serves members well beyond cookie season.



## Leading the Next Generation

For older Girl Scouts in our Cookie Captain Program, the experience goes even deeper. Middle and high school Girl Scouts step into mentorship roles, guiding younger members through their first cookie season. They learn to communicate across age groups, solve problems on the fly, and lead with patience and encouragement. It's leadership development in action.

## The Bigger Picture

The cookie program is often a Girl Scout's first taste of what they're truly capable of; it teaches them that hard work pays off, that they can confidently speak with strangers, that a "no" is just an opportunity to try again. Perhaps most importantly, they learn that when they believe in themselves and put in the effort, there's very little they can't accomplish.

One cookie sale at a time, our Girl Scouts are building the foundation for a lifetime of confidence and success.



# Girl Scouts of Central Texas

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Girl Scouts of the U.S.A.  
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