



# 2024

Annual Report

*Life Ready*

October 2023 – September 2024





## A Message From the CEO

You know her. She's that quiet girl in the back of the classroom. Put her in a Girl Scout troop, and something magical happens. Over time, she's learning to use her voice, to work with others, and to respect and accommodate others' needs while she speaks up for her own.

This transformation isn't magic—it's the Girl Scout difference.

When a girl joins a troop and finds herself surrounded by friends who cheer her on, she tries things she never thought she could do, like programming a robot or camping under the stars. When she succeeds, her confidence soars. When she fails, she learns that setbacks are just stepping stones to success.

Through cookie season, she discovers she can talk to anyone about anything. That skill? It's going to help her nail job interviews and lead business meetings. When she earns badges in science and technology, she stops thinking of these fields as "not for girls" and starts seeing them as exciting career possibilities.

But the real beauty of Girl Scouts? It's about more than just learning new skills. It's about becoming the kind of person who sees a problem and thinks, "I can fix that." The kind of person who brings others along on the journey. The kind of person who makes the world a better place.

Because Girl Scouts isn't just about who she is today—it's about who she'll become tomorrow. And Girl Scouts are life ready.

Thank you to every caregiver, volunteer, community partner, and donor who commits their time, talent, and treasure to support Girl Scouts of Central Texas.

Sincerely,

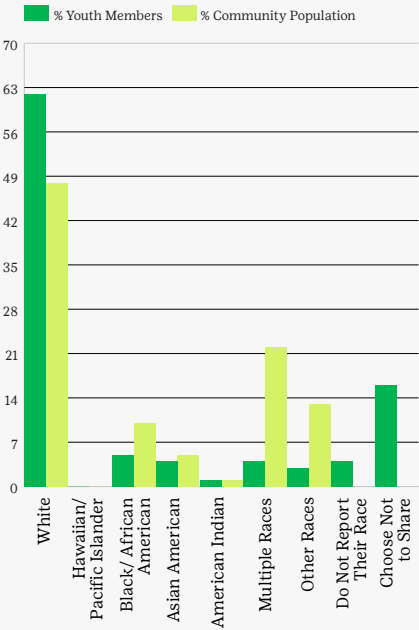
A handwritten signature in black ink that reads "Paula Bookidis". The signature is fluid and cursive, with a long horizontal line extending from the end.

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

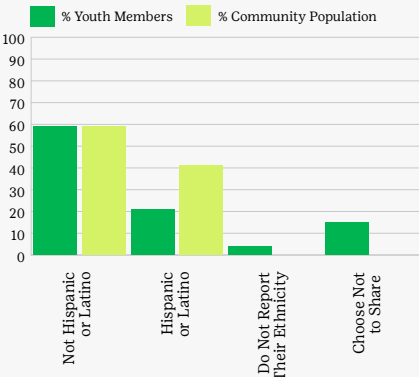
# Members' Race and Ethnicity

Girl Scouts of Central Texas (GSCTX) is committed to building an environment where diversity, equity, inclusion, and belonging are shared values among all Girl Scouts. Girl Scouts is a community where everyone can make the world a better place while embracing their own leadership experience.

## Racial Representation



## Ethnic Representation



# Our Mission

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



# Our Members

12,865

Total Girl Scouts Served

2,395

Girl Scouts Served Through School and Partner Programs

10,510

Total Adult Members

68%

of Central Texas Girl Scouts Have Confidence in Themselves and Their Abilities\*

2,190

Troop and Service Unit Leader Volunteers

“Girl Scouts makes me feel that I can do a lot more things in the world.”

–Junior Girl Scout\*

“Growing up in Girl Scouts gave me opportunities to discover my interests, shape my worldview, and lead others in sisterhood, vitally shaping how I tackle challenges on a large scale, and in my everyday life.”

– Alexandra G., Recent Girl Scout Alum and Gold Award Girl Scout

\* Girl Scouts Voices Count 2024, an annual survey of Girl Scout youth members, caregivers, and volunteers.

# Our Programming

76%

of caregivers say Girl Scouts gives their child experiences they would not have had otherwise.\*

*"I love that she is exposed to so many new experiences, explores various skills, and learns new things."*

– Girl Scout Caregiver\*

*"My daughter loves the outdoors, protecting the environment, and connecting with her friends. I love the leadership, life skill building, and independence."*

– Girl Scout Caregiver\*

72%

of caregivers say Girl Scouts was a great learning experience for their child.\*



## STEM

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

**6,335**  
council-led experiences

**7,906** badges, journeys, and patches earned



## Outdoors

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

**2,490**  
council-led experiences

**9,166** badges, journeys, and patches earned



## Life Skills

**Benefit:** Girl Scouts form positive identities

**3,924**  
council-led experiences

**16,732** badges, journeys, and patches earned



## Entrepreneurship

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

**7,937** members gained business skills through the Girl Scout Cookie Program

**6,225** badges, journeys, and patches earned

Girl Scouts across Central Texas earned 40,029 badges, journeys, and patches during our 2024 membership year, gaining experience and hands-on practice with team building, problem solving, coding, camping, cultural awareness, fostering positive relationships, helping their communities, and more.

## When She Explores, Her World Gets Bigger

## What Central Texas Girl Scouts Do\*

92%

Earn patches or badges

72%

Try lots of different activities

68%

Go on field trips

71%

Participate in community service or volunteering

64%

Enjoy the outdoors and camping

50%

Go on overnight trips

\* Girl Scouts Voices Count 2024, an annual survey of Girl Scout youth members, caregivers, and volunteers.





# Volunteers Make It Happen

They're more than volunteers. They're dream-builders, confidence-boosters, and future-shapers. Our volunteers create safe spaces where girls discover their potential.

*"I am especially grateful for my troop leaders who always believed in me and continually pushed me forward,"* says Mia S., whose journey to confident leader exemplifies the transformative power of great mentorship.

## The Challenge We Face

Volunteer rates across the United States have declined steadily for a decade. Yet the need for strong role models has never been greater. That's why in 2024, Girl Scouts of Central Texas took action to strengthen our volunteer support system.

## Reimagining Leadership Support

Our commitment to volunteers includes:

- A streamlined, intuitive new troop leader onboarding process
- Enhanced resources and training materials
- New Troop Coach mentorship guidelines
- Peer support networks organized by service unit size

These changes aren't just about making volunteering easier—they're about empowering our leaders to change lives.

*"Teaching me and my troop how to devote ourselves to every activity, even ones that didn't seem important at first, taught us perseverance and responsibility,"* reflects Ashlyn S., whose troop leader helped shape her character through seemingly simple weekly activities.

## Looking Forward

As we move into 2025, we're doubling down on volunteer support. Because when troop leaders feel supported, girls thrive.



## Because of Girl Scouts

**+68%**  
build confidence\*

**+49%**  
seek challenges\*

**+69%**  
act ethically and show concern for others\*

**+53%**  
communicate feelings and resolve  
conflicts constructively\*



*"Before I was in Girl Scouts, I was an extremely shy person who could not stand up for myself. After being a Girl Scout, I was able to learn more about how to be independent and confident in my abilities."*

– Ayesha H.,  
Recent Girl Scout Alum

## Community Problem Solvers

**71%**

of Girl Scouts in Central Texas engage in  
community service and volunteering.\*

**29%**

Girl Scouts are 29% more likely than their non-Girl Scout  
peers to engage in community problem-solving.\*

*"The Girl Scout program has helped me understand the importance of being a part of the local community. Throughout Girl Scouts, I have been involved with many Take Action Projects to confidently say I have made a lasting impact on my community."*

– Ashlyn S., Gold Award Girl Scout



\* Girl Scouts Voices Count 2024, 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 girls gain along the way set them up for special recognition through the Gold, Silver, and Bronze Awards.



### Bronze Award

**261**

Girl Scouts Awarded

**5,220**

Hours of Community  
Problem Solving



### Silver Award

**152**

Girl Scouts Awarded

**7,600**

Hours of Community  
Problem Solving



### Gold Award

**19**

Girl Scouts Awarded

**1,520**

Hours of Community  
Problem Solving

## The Timeless Magic of Girl Scout Camp



For over a century, Girl Scout camp has been a rite of passage—a place where girls push their limits, test their resilience, and discover the transformative power of nature.

### 75 Years at Camp Texlake

In 1949, the first Girl Scouts arrived at Camp Texlake, our now 455-acre oasis on the shores of Lake Travis. Since then, tens of thousands of girls have swum, hiked, roasted marshmallows over the fire, and learned to navigate the great outdoors with the support of our camp counselors.



### A New Chapter at Bluebonnet Shores

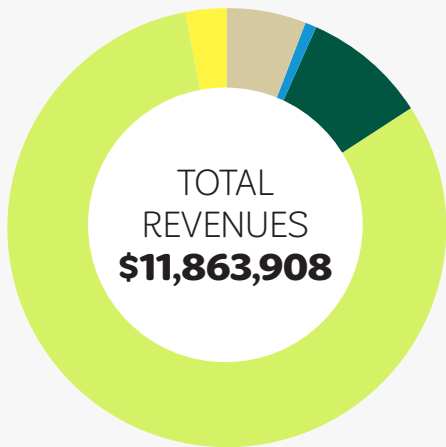
This year, we celebrated the rededication of our camp on Lake Belton as Bluebonnet Shores Girl Scout Camp—a name chosen by the very girls we serve. It's a powerful symbol of our commitment to expanding access to the transformative experience of Girl Scout camp.

### The Lasting Impact

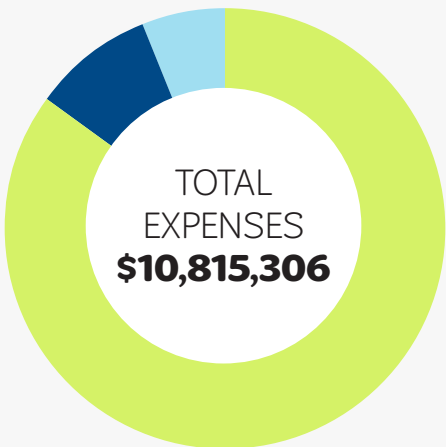
In 2024 alone, over 6,000 girls engaged with our camp programs, leaving with memories, friendships, and life skills that will propel them forward. In fact, girls who attend camp are 49 percent more likely to remain active in Girl Scouts the following year. The confidence, resilience, and sense of community they gain are invaluable.

As we look to the future, we're doubling down on making outdoor experiences as accessible as possible. Because for generations of Girl Scouts, camp has been a place to find their true selves—and we're not about to stop that tradition.

# Statement of Activities



Investment Income	\$672,844	6%
Special Events	\$66,516	1%
Contributions	\$1,056,080	9%
Programs	\$9,674,637	82%
Other Income	\$393,831	3%



Programs	\$9,142,710	85%
Management	\$1,005,252	9%
Fundraising	\$667,344	6%

## Statement of Financial Position

(September 30, 2024 - Audited)

### Assets

Current Assets .....	\$13,200,097
Fixed Assets .....	\$5,715,811
Restricted Investments .....	\$1,578,109
<b>Total Assets</b>	<b>\$20,494,017</b>

### Liabilities

Current .....	\$1,306,806
Long Term .....	\$351,495
<b>Total Liabilities</b>	<b>\$1,658,301</b>

### Net Assets

Without Donor Restrictions .....	\$16,947,701
With Donor Restrictions .....	\$1,888,015
<b>Total Net Assets</b>	<b>\$18,835,716</b>
<b>Total Liabilities and Net Assets</b>	<b>\$20,494,017</b>





# Expanding Opportunities for More Girls



Living just 10 minutes from a major Texas university, some girls in Austin never imagine themselves in college.

*"I attend a magnet school in a different part of town. The kids at my school take college prep classes and join activities I've never even heard of. In my neighborhood, we don't get those resources,"* says Margareth, a local high school student and member of Girl Scouts Gamma Sigma program.

- Hands-on career and college exploration that helps girls understand their options
- Leadership activities that build college resumes
- Campus visits that make college feel real

*"Most of these girls will be the first in their family to go to college,"* says Irma, a Gamma Sigma troop leader. *"Education is the key to everything."*

*"Because of Girl Scouts, we can go to college and pave a future our families never knew was possible. You don't have a choice when you don't know your options. We should have a choice to go to college "*

– Margareth



## Girl Scouts is changing that story.

Through our Gamma Sigma program, we're not just showing girls college is possible—we're helping them get there:

### Community Programs

### Investment

Discovery Girls .....	\$494,141
Gamma Sigma .....	\$97,600
Girl Scouts Beyond Bars.....	\$98,079
SISTERS.....	\$193,160
Tech Girls.....	\$109,515
<b>Total</b>	<b>\$992,495</b>

### Financial Aid

Camperships .....	\$10,862
Registration .....	\$66,465
Uniforms .....	\$961
Events .....	\$14,622
Scholarships.....	\$16,000
Troop Sponsorships.....	\$37,0945
<b>Total</b>	<b>\$146,005</b>

# Girl Scouts of Central Texas

## Board of Directors

### Officers

Jennifer Alaniz Zoghby  
Board Chair

Leslie Midgley  
Secretary

Annette Booker  
Board Vice Chair

Felicia Wright Roark  
Treasurer

### Members at Large

Debra Brock  
Shelley Clifford Brophy  
Socar Chatmon-Thomas  
Suzanne Copeland  
Trish Ferguson  
Luisa Gaviño Martinez  
Vicki Gildon  
Heather Hildebrand

Bill Houston  
Missy Kittner  
Jennifer Landa  
Isis Martinez  
Nicole Schwartz Nett  
Shelly Peacock  
Alison Pond  
Natia Rage

Sheila Reddy  
David Reynolds  
Shay Ralls Roalson  
Rina vonFrisch  
Amber Walker  
Kimberly Watson-Hemphill  
Raquel Williams  
Patricia Hayes Workman

## Donors

### \$50,000+

Applied Materials  
City of Austin - Austin Public Health  
Deloitte Foundation  
Google Ads  
Girl Scouts of the U.S.A.  
H-E-B Tournament of Champions  
Charitable Trust  
Samsung  
The Vanderstucken Charitable Trust

### \$25,000-\$49,999

Cooper Foundation  
Wells Fargo Foundation

### \$10,000-\$24,999

A + Federal Credit Union  
Anonymous  
Blue Bell Creameries  
Carol K. Engler Foundation  
Cathy and Dwight Thompson Foundation  
City of Marble Falls  
City of San Angelo  
Georgia B. Lucas Fund  
Mary Ellen Kent Bunyard  
Family Foundation  
Maxwell Locke & Ritter PC.  
Shamrock Foundation  
Waldon H. and Adele Orr Charitable Trust

### \$5,000-\$9,999

3M Foundation  
American Electric Power Foundation  
Amplify Austin  
Annette Booker  
Debra L. Brock  
Socar Chatmon-Thomas  
City Limits Nissan  
Department of the Army  
Joe DiQuinzio  
Ethicon Johnson and Johnson  
Luisa Gavino-Martinez  
Harriett Gully Beadle Foundation  
Patricia Hayes Workman

James Donald Orr Charitable Trust  
Melissa Kittner  
Jennifer Landa  
Isis Martinez  
Leslie Midgley  
H-E-B (San Angelo)  
NXP Semiconductors  
Nancy and Michael Ohlendorf  
Judge Janet P. Patterson  
Shelly Peacock  
Alison Pond  
David Reynolds  
Stephenville Evening Lions Club  
Stylecraft Builders, Inc.  
Nicole Schwartz Nett  
Toyota of North Austin  
United Way of Concho Valley  
Rina VonFrisch  
Amber Walker  
Kimberly Watson-Hemphill  
Raquel Williams  
Felicia Wright Roark  
Jennifer Alaniz and Jeriad Zoghby

### **\$1,000-\$4,999**

America's Best Local Charities  
Anonymous  
Apple Computer  
Astound Broadcast  
Atmos Energy Corporation  
Nicole Baidon  
Mick Beaver  
Paula Bookidis  
Nancy Bratcher  
Broadway Bank  
Stacie Butler  
Sarah and Earnest Butler Family Fund  
Lorrie Ann Button-Edelson  
The Carlson Law Firm, P.C.  
Kelli Carlton  
Chicago Community Foundation

Cirrus Logic  
Cisco Systems  
City of Fredericksburg  
Meredith Clarke  
Shelley Clifford Brophy  
Suzanne Copeland  
Craftsman Hardwood Flooring  
CWS Apartment Homes, LLC  
Dell Technologies, Inc. - Women In Action  
Dell - Workplace Giving  
Bailey Dermanci  
Lisa K. DeWeese  
Kenneth Ely  
Enterprise Holdings Foundation  
Toyota Foundation  
Far Horizon Coffee  
Patricia Ferguson  
Firefly Consulting  
FIRST in Texas  
Frost Bank  
Gene Haas Foundation  
Girl Scouts Central Bell Service Unit  
Goodfellow Combined Spouses Club  
Sams Thrift Store  
Google - Workplace Giving  
Gunter Charitable Trust Fund  
Jonathan Haefner  
Hera Health  
Higginbotham  
Housing Authority City of Austin  
Bill Houston  
I-Pex USA, LLC  
Idea Auto Group - Toyota and Subaru  
Impact Assets Inc.  
INDECO  
Jim Bass Ford, Inc.  
John Deere  
Andrew Jones  
Jeanne Kendrick  
Legacy Electric  
Linda Goss State Farm

Lions Club of Bryan College Station  
Adam Loewy  
Kelly Ditmore Mahmoud  
Jen Mauldin  
Flora McArthur  
Robert McGeachin  
Lisa Ivie Miller  
Mitas Electronics  
Emily Moreland  
Randy Glenn O'Reilly  
Diane Olbert  
Becky Park  
Paycom  
Linda Pelton  
Lenora Pool  
Qualcomm  
Barbara and Joseph Rallo  
Lisa and Jason Reifsnider  
The RJN Foundation, Inc.  
Cherisse Robison  
Sam's Club #4948  
Samsung Employee Giving  
San Angelo Area Foundation  
Alice Scarbrough  
Douglas Seaton Brown  
Shell Oil Company Foundation  
Vesta Shubert  
Jare Smith  
Texas Instruments, Inc.  
Texas Land Title Association  
Lisa Thompson  
Sarah Thompson  
Thrivent  
University Federal Credit Union  
University Presbyterian Church  
Walmart #3569  
Walmart #8259  
Walmart #8661  
Walmart Sam's #4948  
Mary Ann Watson  
Kim Wells