

**girl scouts**   
of kentuckiana

**CEO Report  
2024 Annual Meeting**



**Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.**

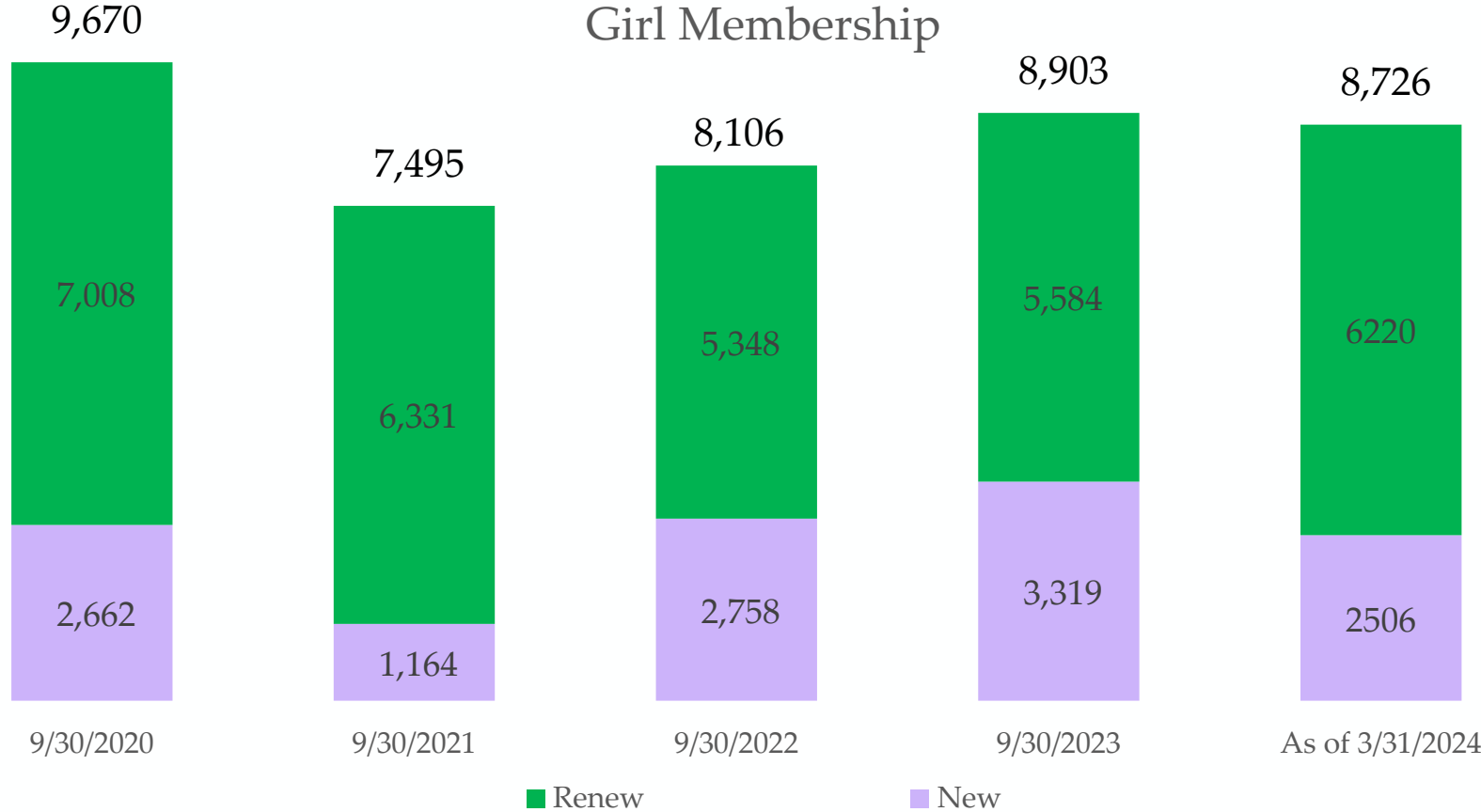
## Girl Membership

Without girls, we cease to exist.  
Our goal is to build back to 9,800 girls by 9/30/2024.

**Goal: Rebuild to 9,000 Girls by 9/30/2023 and 9,800 Girls by 9/30/2024.**

8,334 on  
3/31/2023

### Girl Membership



## **Our Strategic Vision – Taking Us into the Future**

Girl Scouts of Kentuckiana provides the Girl Scout Leadership Experience in relevant, fulfilling, and fun ways by optimizing volunteers, staff, properties and technology. We are an organization where differences among people are present, welcomed, fully engaged, and appreciated. Working together, we grow our impact to create positive outcomes for and with Girl Scouts.



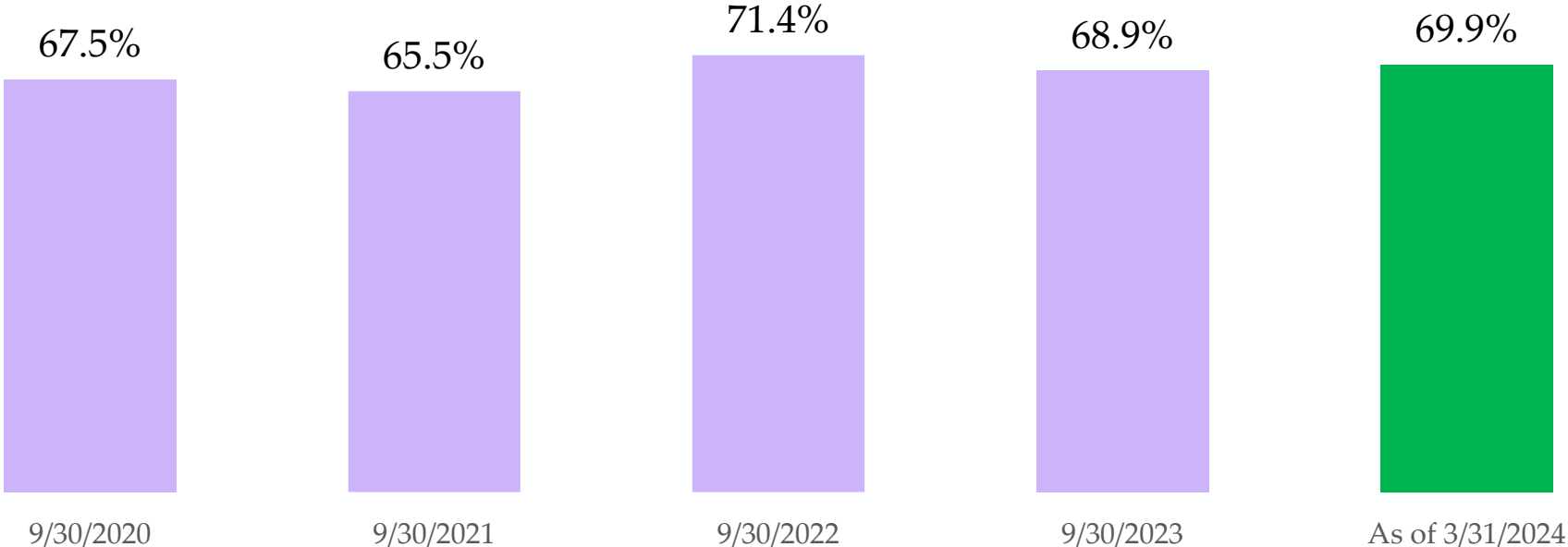
## Strategy: Sense of Belonging

Grow the sense of belonging for all Girl Scouts of Kentuckiana.

**Goal: Rebuild to 9,000 Girls by 9/30/2023 and 9,800 Girls by 9/30/2024.**

68.4% on  
3/31/2023

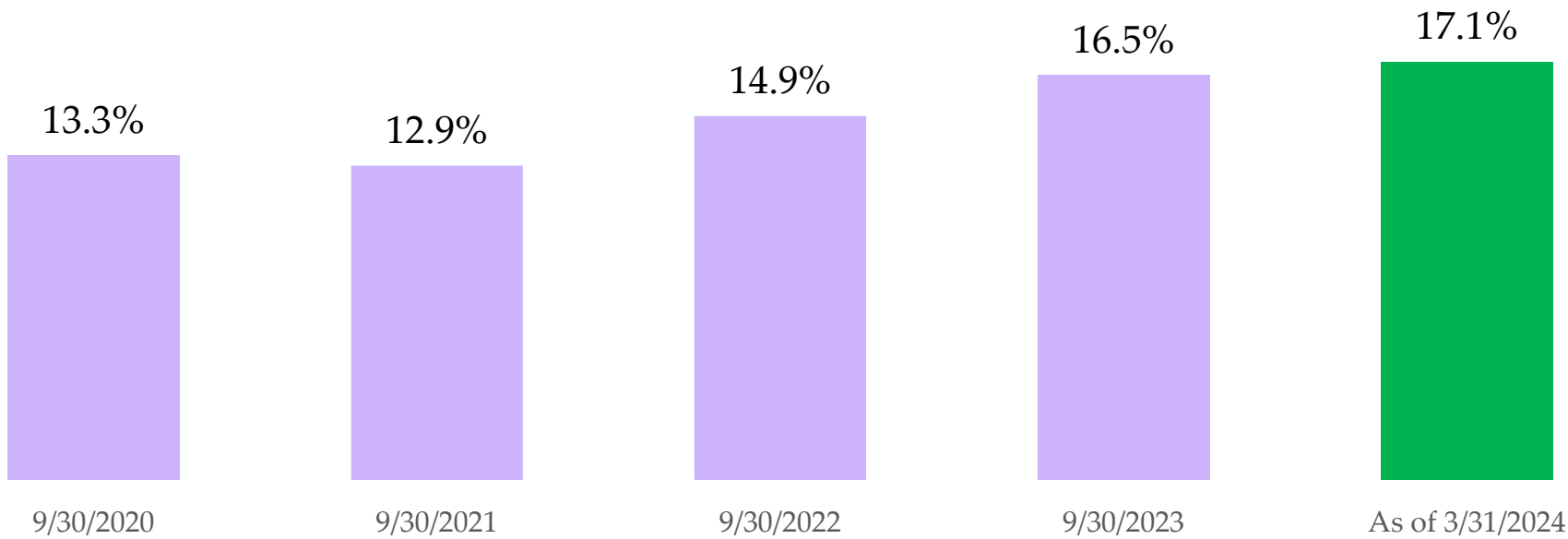
### Girl Retention



**Goal: Reflect the diversity of the communities we serve.**

Girl Population  
24.1% BIPOC

Girl BIPOC Rate

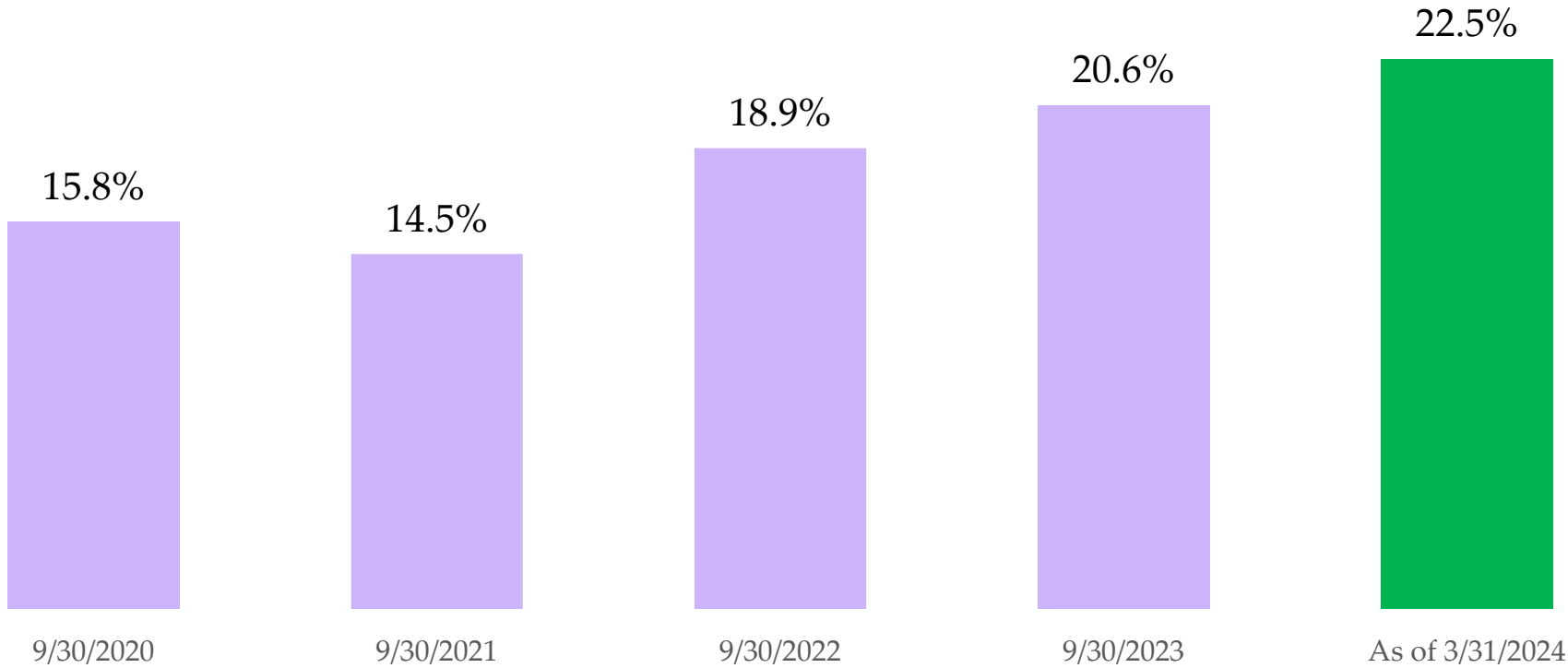




**Goal: Grow BIPOC rate through new girl recruitment.**

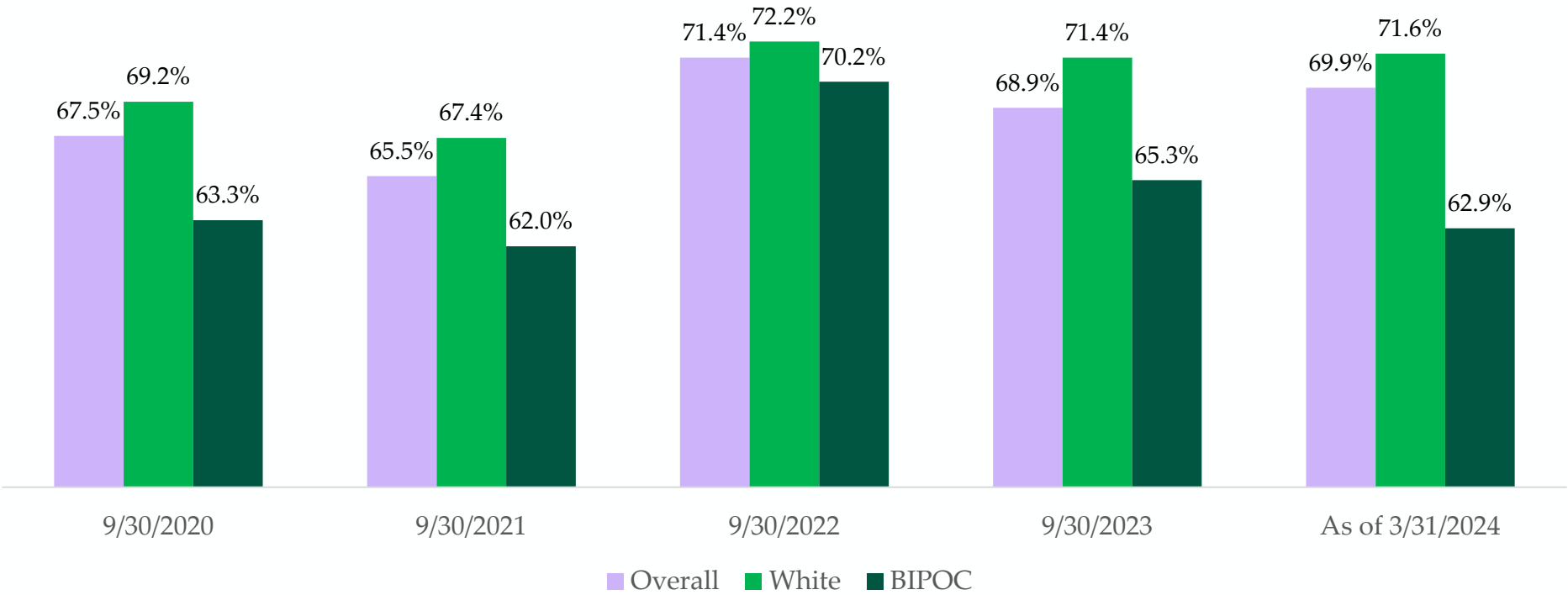
Girl Population  
24.1% BIPOC

### New Girl BIPOC Rate



# Goal: Eliminate disparity between BIPOC and white girl retention. 68.4% Overall, 70.8% White, & 64.0% BIPOC on 3/31/2023

## Annual Retention



\*BIPOC stands for Black, Indigenous, (and) People of Color





## Strategies: Volunteers & Volunteer-Staff Partnership

Recruit and support volunteers to ensure they can effectively lead Girl Scouts.

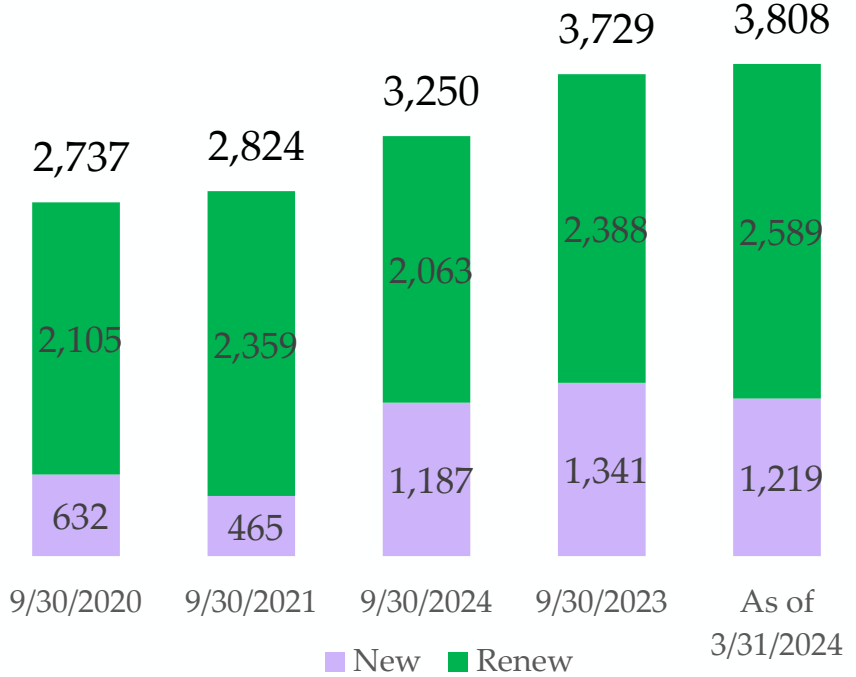
Nurture and support the volunteer-staff partnership.

# Goal: Recruit and Retain Volunteers to Ensure We Deliver a Quality Girl Scout Experience

3,376 & 69.0%  
on 3/31/2023

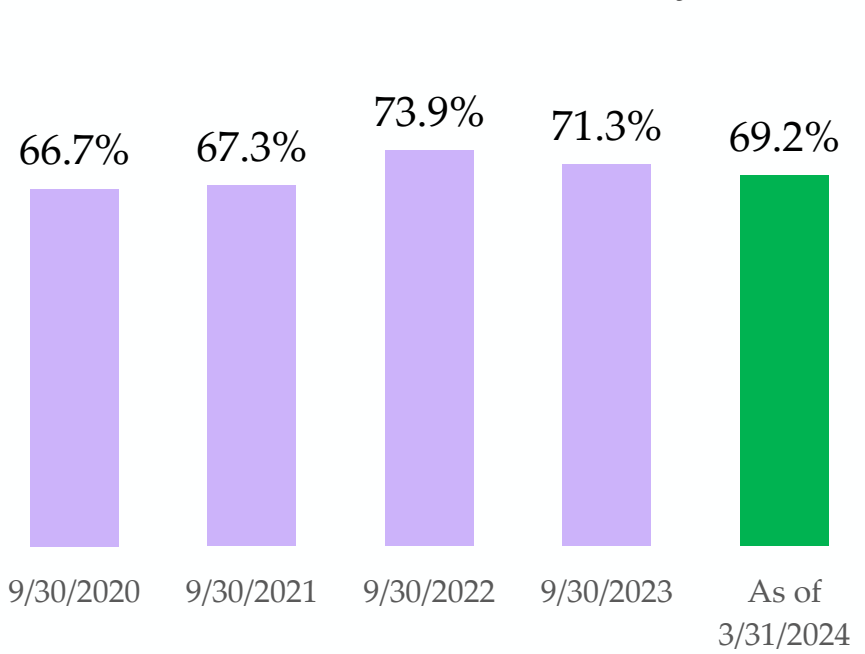
## Volunteer Membership

Adult Members in Volunteer Roles



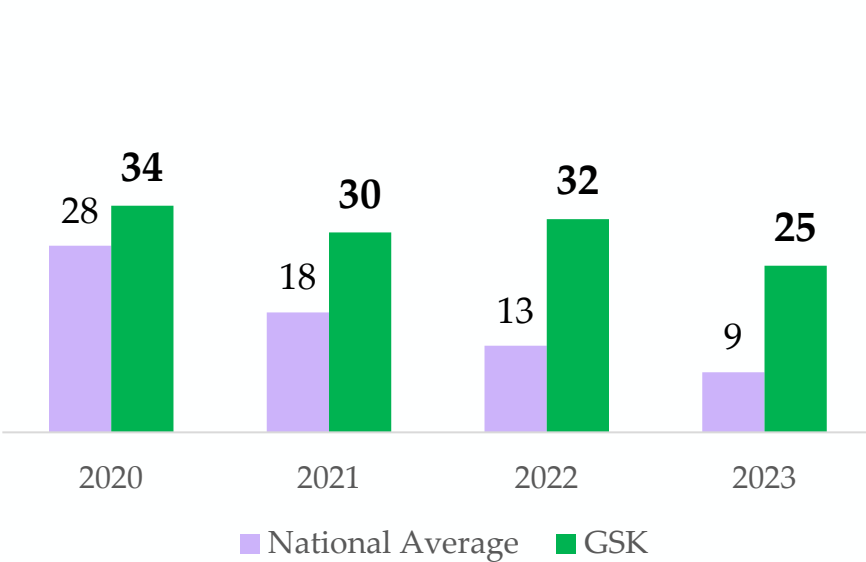
## Volunteer Retention

Annual Adult Members Only

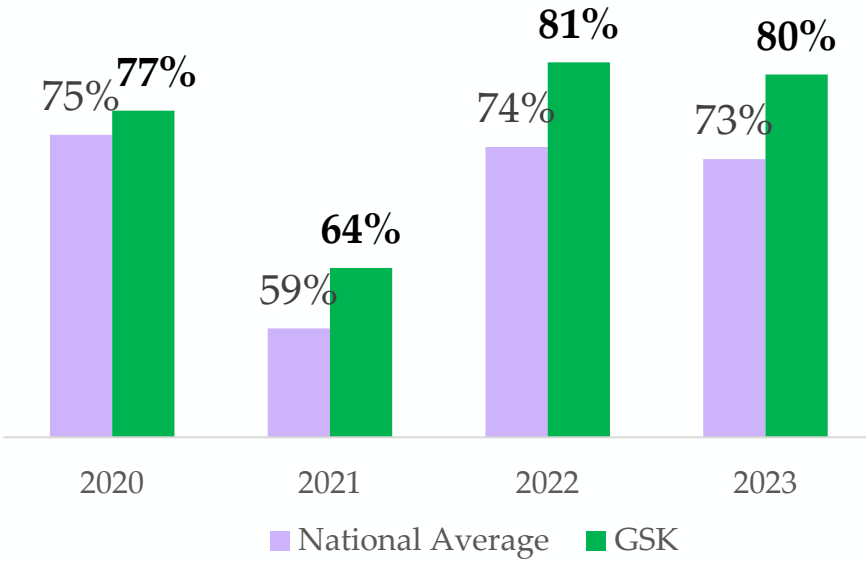


# Goal: Score Higher Than National Average in Girl Scout Voices Count Survey

## Troop Leader: How Likely Are You to Recommend Volunteering with Girl Scouts to Others



## Troop Leader: Satisfaction with Girl Scout Experience



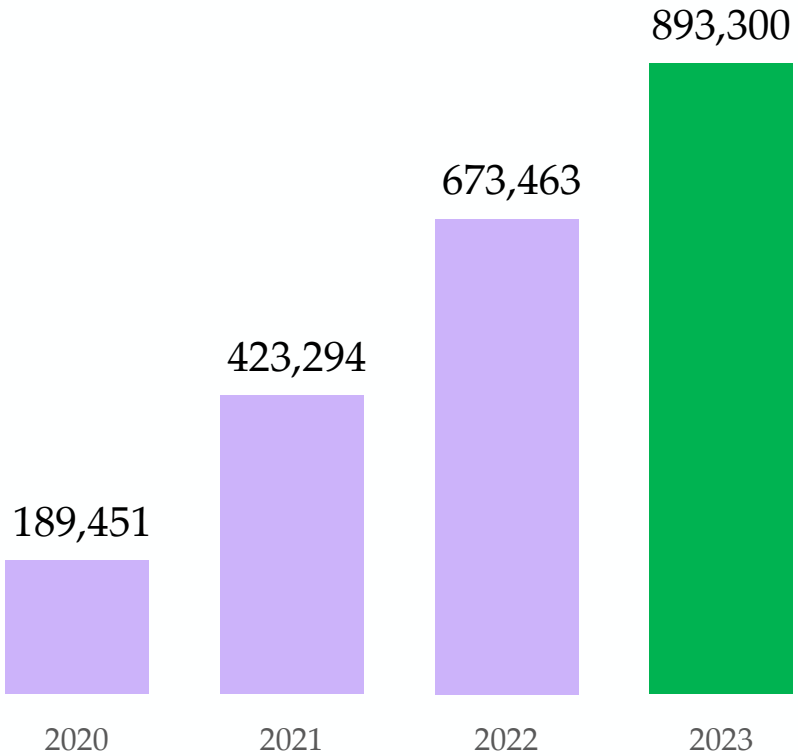


## Strategy: Communication Strategies

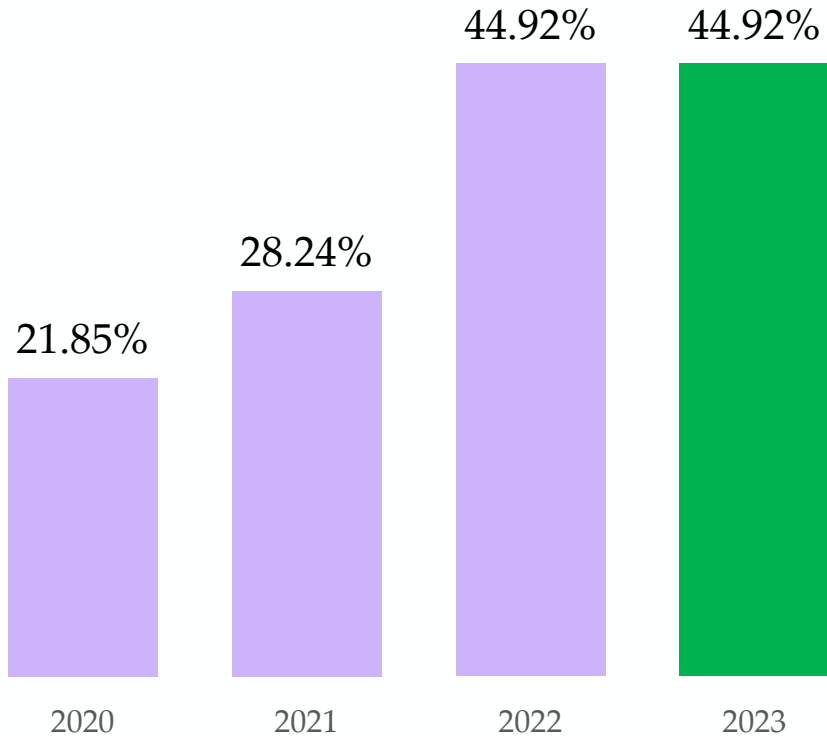
Develop, evaluate, and pursue communication strategies that improve results.

# Goal: Grow Our Reach Utilizing Social Media & Email Open Rates

## Social Media Reach



## Email Open Rate





## Strategy: Camps and Property Utilization

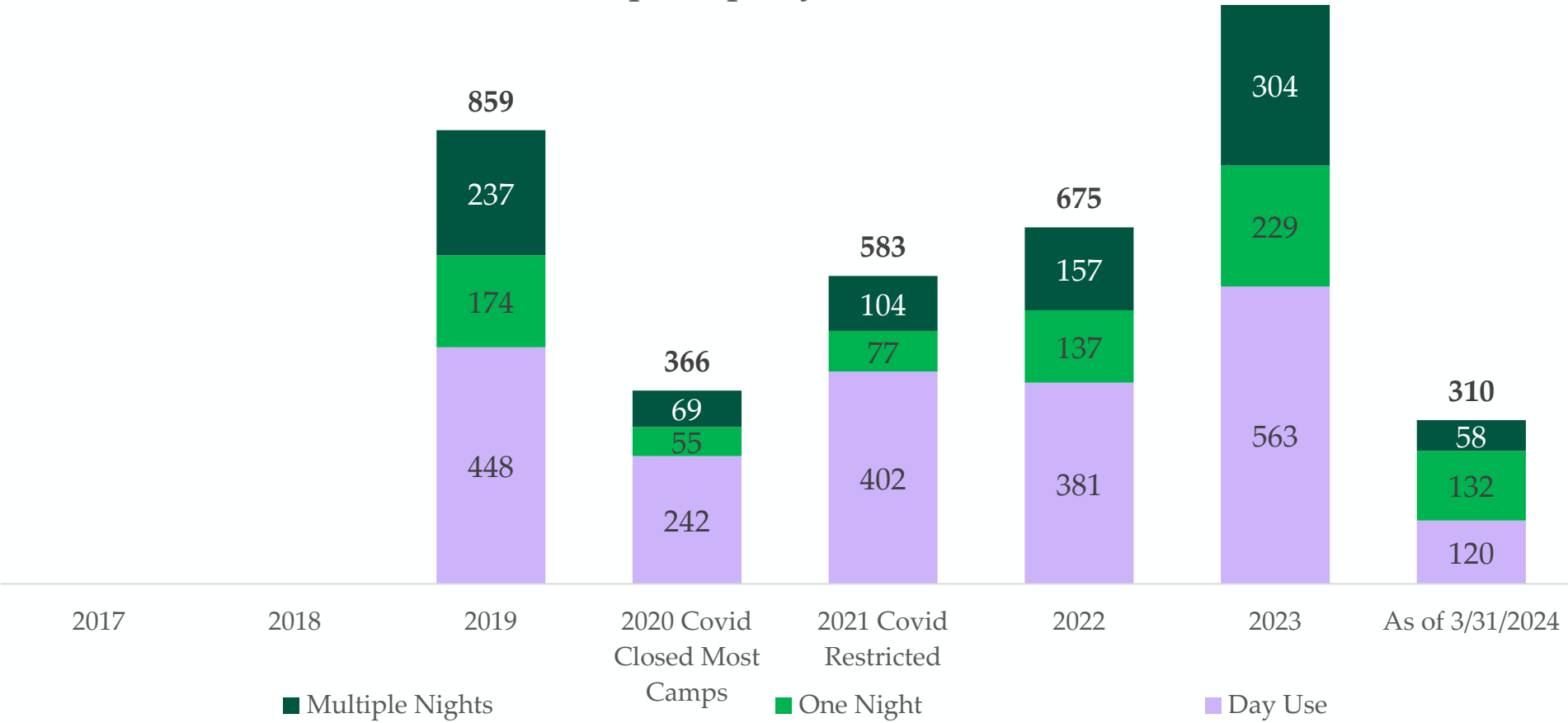
Increase Girl Scout utilization of GSK camps and properties.



# Goal: Grow Camp Reservations by Girl Scouts

553  
on 3/31/2023

## Camp Property Reservations



■ Multiple Nights

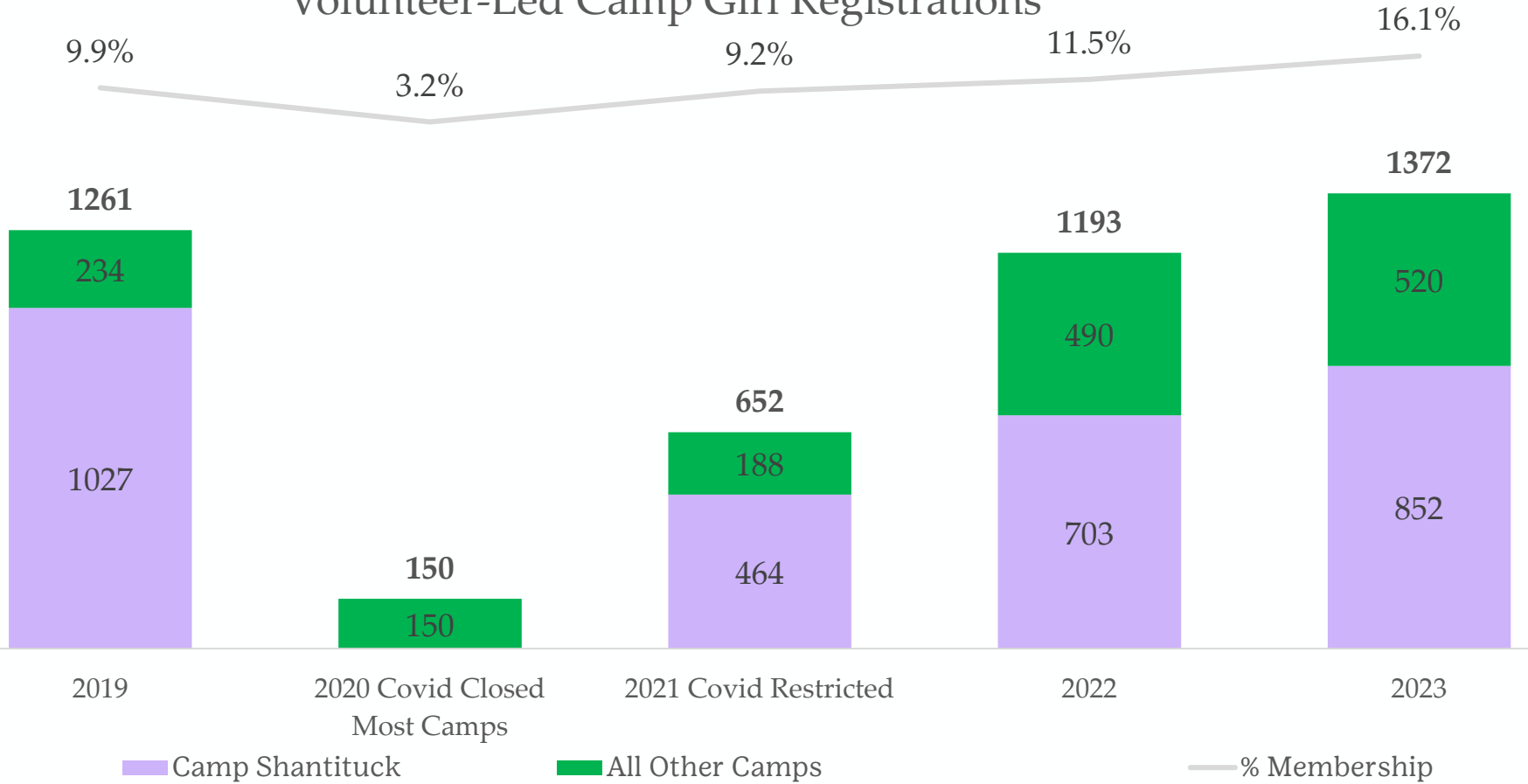
■ One Night

■ Day Use



# Goal: Grow Volunteer-Led Day Camps and Camporees

## Volunteer-Led Camp Girl Registrations



Camp Shantituck

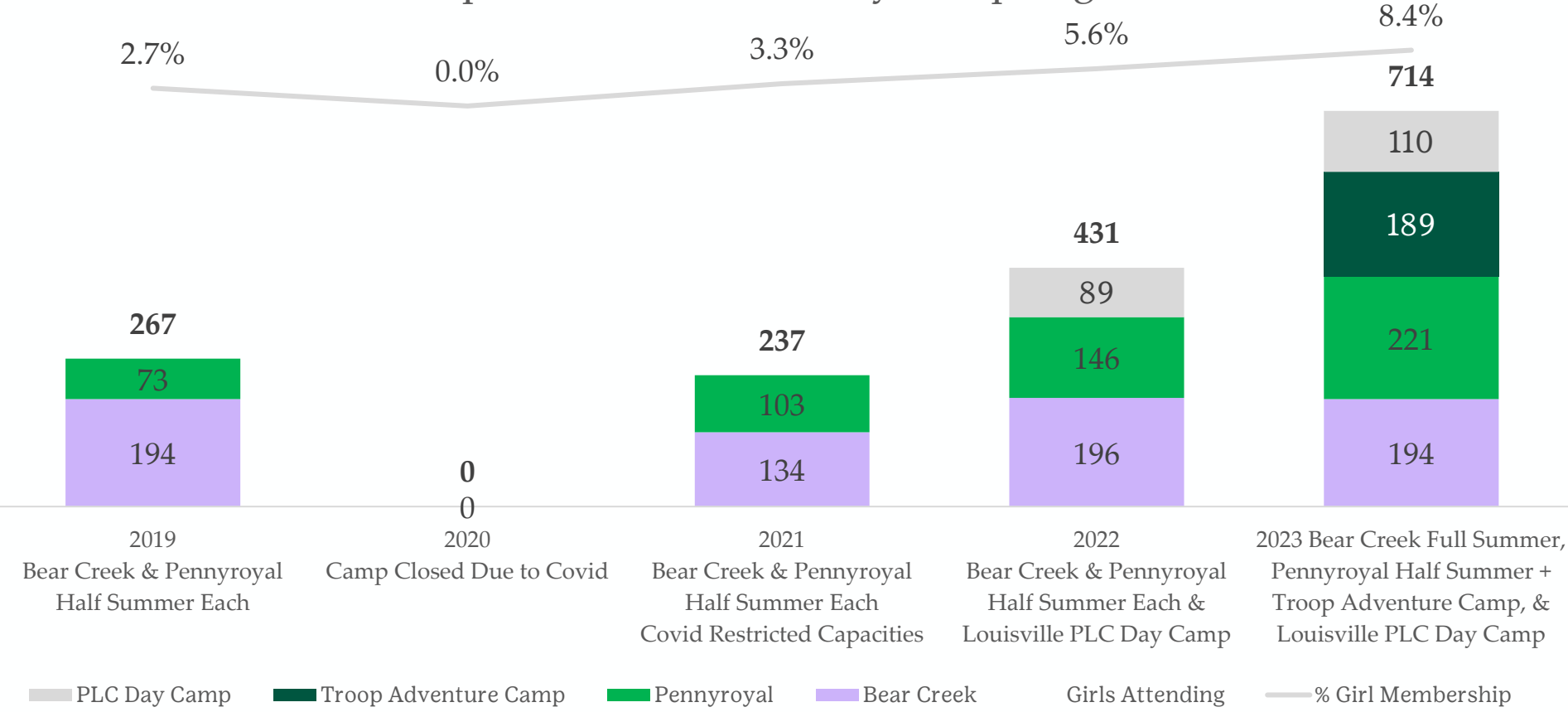
All Other Camps

% Membership



# Goal: Grow Staff-Led Camps

## Resident Camp & Louisville PLC Day Camp Registrations





## Strategy: Grow and Diversify Revenue

Grow and diversify revenue that supports the goals of GSK.

# Goal: Grow Product Sale Income

Calendar Year	Product Program Revenue	Packages Sold	PGA
2019	\$4,347,895	1,444,735	189
2020	\$4,589,696	1,483,810	201
2021	\$3,155,111	1,150,036	251
2022	\$4,016,130	1,449,239	274
2023	\$4,315,340	1,546,096	261
As of 4/1/2024	\$4,630,000	1,409,070	239
<b>2024</b>	<b>Goal = \$4,962,044</b>	<b>Goal = 1,508,220</b>	<b>245</b>



# Goal: Grow Fundraising

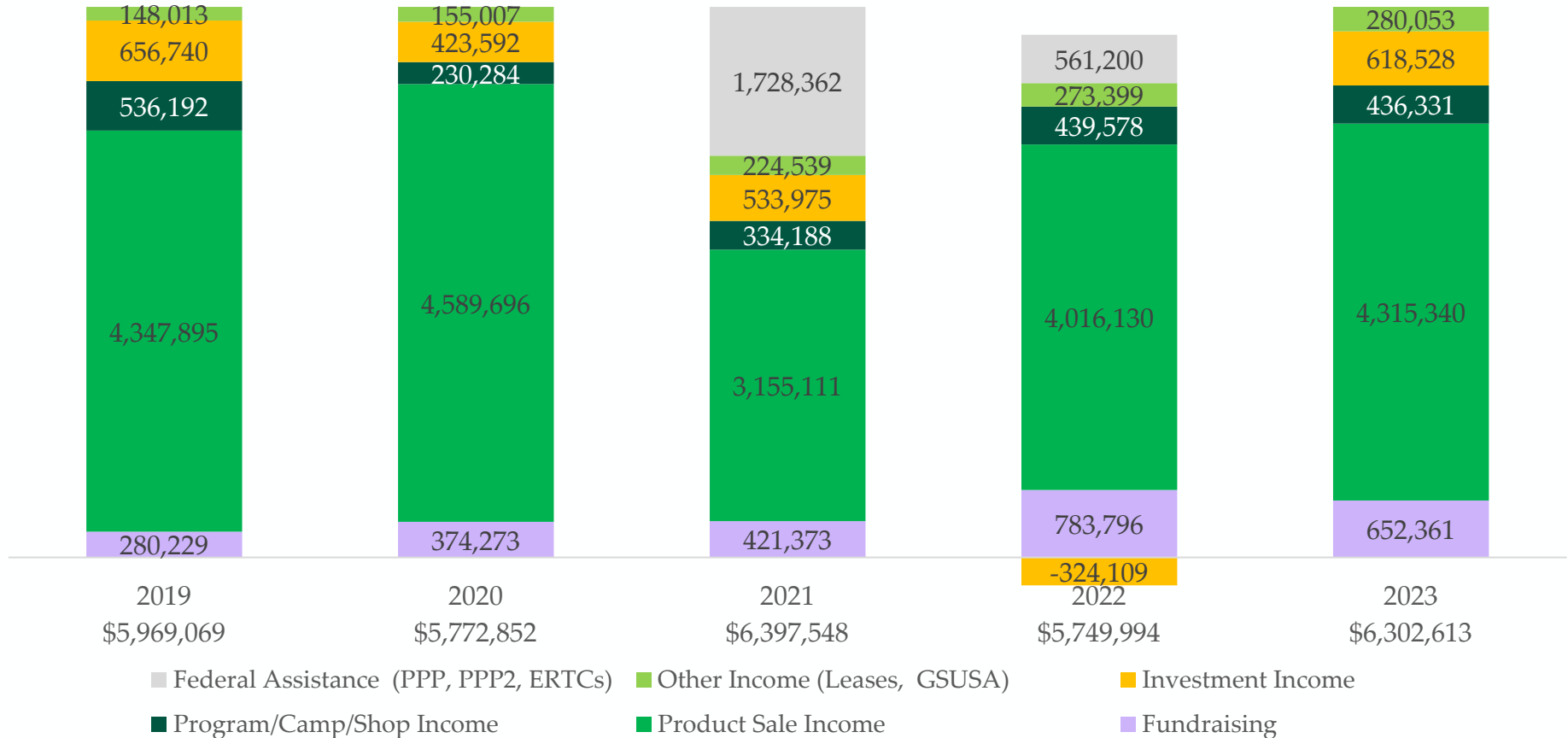
Calendar Year	Revenue (Growth)
2018	\$223,413
2019	\$278,231 (24.5%)
2020	\$374,273 (34.5%)
2021	\$421,373 (12.6%)
2022	\$518,796 (23.1%)
2023	\$608,021 (17.2%)
2024	<b>As of 2/29/2024 = \$220,402 (36.7% of Goal)</b> <b>Goal = \$600,000 (14.0%)</b> <b>2024 Year End Forecast = \$600,000</b>

\$1 Million Camp Shantituck Pool Campaign: \$489,412 Raised as of February 29, 2024.



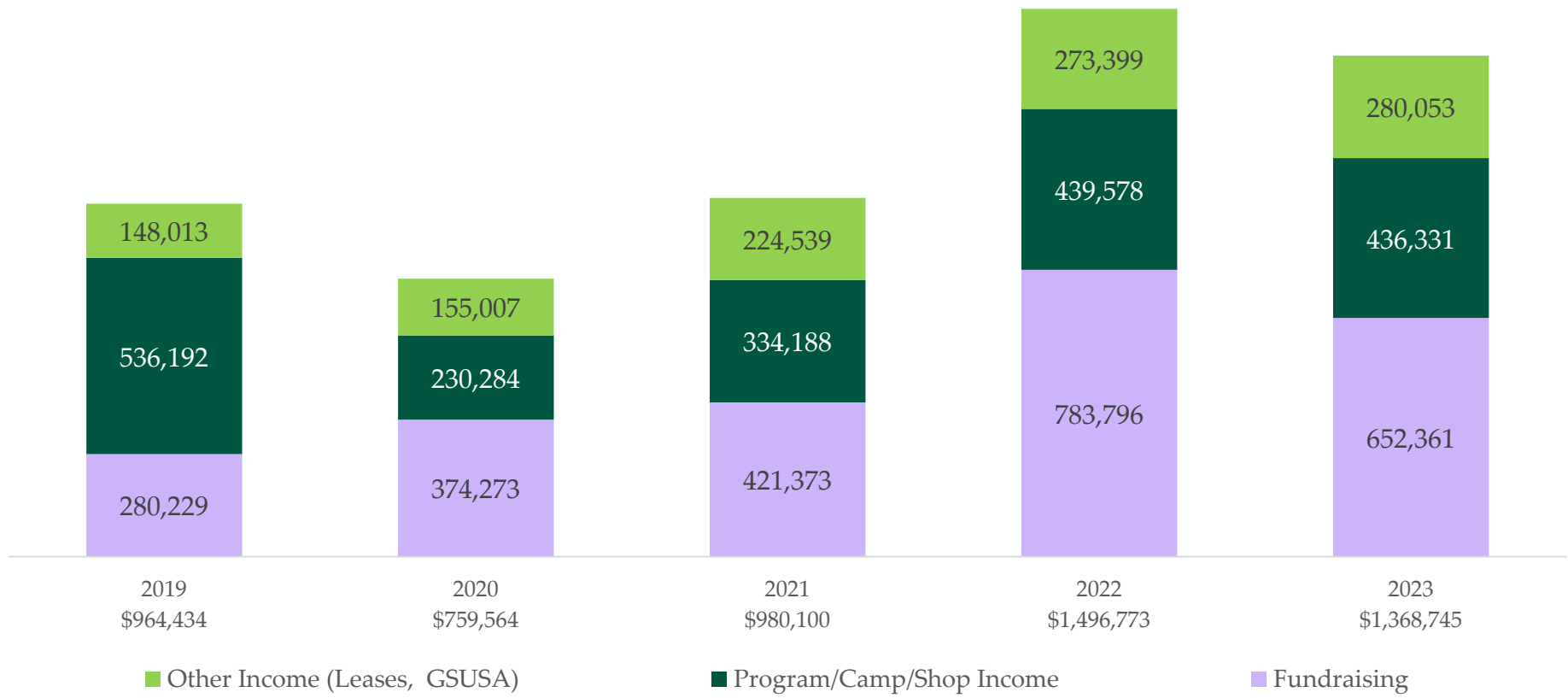
# Goal: Grow and Diversify Revenue

## Council Revenue Stream: Percent of Total



# Goal: Grow and Diversify Revenue

## Council Revenue Stream: Growth Targets



■ Other Income (Leases, GSUSA)

■ Program/Camp/Shop Income

■ Fundraising

