

## **Girl Scouts**

# Annual Report



#### At Girl Scouts of Kentuckiana, we expand opportunity.

2024 was a remarkable year of connection, generosity, and growth. Thanks to the unwavering support of our volunteers, donors, staff, and community champions, more girls discovered the joy of belonging, tried new things, and stepped into leadership.

For the third year in a row, our youth membership grew, ending the membership year with a 4.4% increase and expanding our impact across the 64 counties we serve in Western Kentucky and Southern Indiana.

#### Every Girl Scout enters a world of possibility.

A perfect example is *Festival of the Arts*, our council's largest single event. In November, more than 2,200 Girl Scouts and volunteers gathered to explore 65 unique programs across Louisville and Southern Indiana. Now in its 51st year, the festival continues to spark creativity, confidence, and community—thanks to the hundreds of hands that bring it to life.

But 2024 wasn't defined by a single day. Throughout the year, we celebrate personal success stories from members, troops, and programs across our region. Donors invested more than \$613,000 to help make these moments possible, creating real, lasting impact:

- 3,240 girls and 1,455 adults received \$175,987 in financial assistance for membership.
- 269 girls received \$37,820 in camp and outdoor leadership scholarships.
- An additional \$373,103 was pledged through our Funding the Future campaign, including a \$75,000 matching-gift investment for 2025.

#### Momentum continues.

Thanks to generous support our *Pool Replacement Capital Campaign* at Camp Shantituck raised an incredible \$871,466—securing a vibrant future for aquatic fun and skill-building at camp, beginning in summer 2025. We also welcomed new members into the Juliette Gordon Low Society, a group of visionary donors committed to a sustaining legacy for generations to come.

Sponsor-funded programs like *Operation Sister and Wonders of Camp Shantituck* deepened the Girl Scout experience for both youth and volunteers. Through outreach events like *Free Family Fun at the Field* at Louisville's Lynn Family Stadium, we connected with new families in our communities to welcome more girls into our movement.

Now more than ever, we believe in the power and potential of girls. Through every badge earned, campfire kindled, and friendship formed, Girl Scouts of Kentuckiana builds girls of courage, confidence, and character who make the world a better place.

Supporters like you are the keepers of that promise—today, and for the future.

Yours in Girl Scouting,

Sharon Handy Board Chair

Maggie Elder CEO

## **Vision & Strategies**

The core of our work is our impact on girls. As we bring to life our vision, we are guided by a defined set of strategic priorities.

**Our Vision:** 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.

To fulfill our vision, our work in 2024 was based on six board-approved key priorities. The strategies continue into the 2025 calendar year, under ongoing leadership and evaluation from the board of directors.

#### **2024 Strategic Priorities**

- Nurture and support the volunteer staff partnership.
- Recruit and support volunteers to ensure they can effectively lead Girl Scouts.
- Grow the sense of belonging for all Girl Scouts of Kentuckiana.
- Increase Girl Scout utilization of GSK camps and properties.
- Grow and diversify revenue that supports the goals of GSK.
- Develop, evaluate, and pursue communication strategies that improve results.

#### It works.

Research indicates that Girl Scouts fare better in key measures of life success, compared to their non-Girl Scout peers.

Girl Scout alums demonstrate improved outcomes in education, financial stability, career, health, and leadership/civic engagement. **Our Mission:** Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.



Girl Scouts of Kentuckiana is for *every* girl.

Differences among people are present, welcomed, and fully engaged.

"To put yourself in another's place requires real imagination, but by doing so each Girl Scout will be able to love among others happily."

— Juliette Gordon Low



## What We Do: Delivering Impact

### Leadership experiences are what makes Girl Scouting unique.

Girl Scouts is the greatest leadership program for girls in the world.

We help every girl discover who she can be and what she can do, wherever she chooses to put her energy. A girl's leadership potential blooms among other girls where she can be herself and try new things. Adventures are girl-led. She learns by doing, and the learning is cooperative, not competitive.

Her leadership is powered by our legion of caring adult volunteers who invest their time and resources every day—inspiring every Girl Scout's ability to improve the world.

### **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.

### **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.

\*Members may substitute for the word God in accordance with their own spiritual beliefs.

### 2024 Camp Experiences

More than 2,300 Girl Scouts found adventure and new life skills in the great outdoors in 2024.

- 400 girls made lifelong memories during Overnight Camp.
- More than 100 girls attended Louisville PLC Day Camp.
- 220 Girl Scouts participated in Group Camping.
- Day Camps, led by treasured volunteers, welcomed more than 1,600 Girl Scouts, a 15% increase from 2023.

### Bringing Girl Scouting to All Girls

• Assistance funds often cover the costs for access to membership and programs.

38% of girls benefited from assistance, thanks to generous donors.

 In 2024, 3,200 girls and volunteers accessed cost-free memberships, totaling more than \$175,000.

### **Girl Leadership Experiences 2024**

- More than 5,600 Girl Scouts actively participated in council-sponsored Girl Scout events.
- We held 106 council wide adventures in 2024.
- Additionally, volunteers organized hundreds of local service unit or troop-level programs across our council.

### Membership Growth in 2024

We continue to have a high retention rate that is among the top Girl Scout councils in the US. Families understand the value that comes with membership!

- 68% of Girl Scouts renewed membership.
- 8,000 girl and 4,900 adult members belonged at the close of 2024.

## **Gold Award Girl Scouts**

#### Gold Award Girl Scouts are the dreamers and the doers who take "make the world a better place" to the next level.

The Girl Scout Gold Award is the highest honor a Girl Scout can achieve. The Gold Award is the mark of the truly remarkable—proof that not only can she make a difference, but that she already has. Seniors and Ambassadors who earn the Gold Award tackle issues that are important to them and drive lasting change in their communities and beyond.





Macy Casner

Troop 1236 • Southern Indiana Troop Leader: Missy Casner *Pet Memorial Garden* 

Macy planned and implemented the creation of a pet memorial garden to fulfill a need in her hometown of Seymour, Indiana. Her hope is that it provides solace and a peaceful place to heal and gain closure for those who have lost a pet. It includes statues, benches, perennial plants, shrubs, a bird bath, and engraved bricks. The Jackson County Humane Society has agreed to maintain the pet memorial garden so it can be enjoyed for many years to come.





#### Aurora Green

Troop 1494 • Heartland Troop Leader: Sandra Briles *Coexisting with Kentucky Snakes* 

Aurora addressed misconceptions and fears regarding snakes indigenous to Kentucky by engaging over 100 people through presentations at schools, the library and to Girl Scout troops and Scouting units. She spoke about both venomous and non-venomous snakes, what they do in the environment, misconceptions and common myths, how to exist with snakes, first aid for snake bites, snake relocation services, and then introduced them to a Ball python so they could see and touch a snake up close. Aurora shared her presentation and posters so they could be used at Girl Scout and Scout camps.





#### **Madeline Haller**

Troop 1280 • Metro Troop Leader: Katie Thomas *Nature Buddy Club* 

Madeline created the Nature Buddy Club to help children in her community gain environmental awareness and develop an appreciation for nature. Through a series of 11 meetings the club of children, aged 5–8, discussed environmental topics, explored the outdoors, and enjoyed handson activities. During the last meeting Madeline hosted a family nature walk so the kids could invite their siblings and parents to show them all the fun things they could find and identify.





**Ella Rain Harris** Troop 92 • Bear Creek Troop Leader: Gerry Harris *Middle School Board Game Club* 

Ella Rain created an afterschool Board Game Club open to middle school students from Murray Middle School, Calloway County Middle School, Eastwood Christian Academy, and homeschooled students held at the Calloway County Public Library. The club gives students a non-screen way to have fun and learn skills such as strategizing, counting, memory, taking turns, and sharing. She also donated games to the library so they can continue to offer the club. Since implementation, the group has expanded to high schoolers and an adult board game club has also been formed.





**Cameron Huggins** Troop 547 • Caveland Troop Leader: Amber Huggins *Houchens Hammock Unit* 

Cameron built a 12-person hammock unit at Houchens Program Center which increased the sleeping capacity at the camp by 26%. It is also a preferred sleeping option for many older Girl Scouts. She also created a tutorial video on how to properly and safely hang a hammock to assist campers. She held an open house where she demonstrated how to properly hang a hammock and then had participants try it for themselves.





#### Evie Palazzo

Troop 787• Metro Troop Leader: Cassandra Calkin

All Things 2 Wheels

Evie created a patch packet (All Things 2-Wheels) to share information about women in powersports. She hopes to create an understanding of the shortage of women in the sport and to help Girl Scouts realize that they are not limited because of the stigma that it's a "man's sport." Evie also hosted a Women in 2-Wheels event at CC PowerSports in Clarksville, Indiana, Girl Scouts who attended the event met with representatives from CC PowerSports and Sportbike Track Time to learn about careers within the industry, safety equipment used, the different types of riding, how the sport is "going green", and historical women in the sport. Evie continues to promote and distribute her patch program and the Women in 2-Wheels event will be hosted annually.





Rachel Provost Troop 365 • Metro Troop Leader: Debbie Stephens *Lunch Club Kids Camp* 

Rachel planned and implemented a backyard summer worship camp called Lunch Club for elementary school children in her neighborhood. The kids enjoyed games, crafts, and lessons. Each day the kids would bring their lunch to enjoy it together in community. Rachel made her lesson plans available through a website and shared them with GoMinistries in the Dominican Republic where she had previously completed a mission trip.





### Ella Stroud

Troop 141 • Southern Indiana Troop Leader: Maleah Stroud *Costume Closet* 

Ella created an inventory catalog for the costumes and accessories at the Clarksville Little Theater, a nonprofit in Clarksville, IN. Ella took photos of accessories, clothing, etc. and then uploaded photos and data such as quantity, description, and sizing in Google Sheets. This inventory has assisted the theater as they now have accurate information about their costumes to help them as they stage future productions. It also created an additional revenue stream as they know what costumes they have available to rent to other local theater companies. Ella also made a tutorial to teach others how to add to the catalog, so Clarksville Little Theater can use the system for years to come.



## Saluting our Bronze and Silver Award Girl Scouts



### **Bronze Award Girl Scouts**

When Girl Scout Juniors team up to make a difference in their community, they learn important leadership skills, discover new passions, and watch how seemingly small actions make a big difference. It all adds up to the Girl Scout Bronze Award—the highest honor a Junior can achieve.

Parker Acree Belle Baker Emma Basham Emery Bibee Aila Bogue Ailey Bramer Kaitlyn Brammer Peyton Catrambone Nora Davis Amelia Ellis Diana Feria Isabel Feria Zara Figg Kallianna Gau Ayla Grape Abigail Hall Morgan Hardy Hailey Hauke Rease Hawkins Louella Hettich Abby Hill Raegen Hodge Lyndsey Hoffman Kylie Kidwell Lily King Natalie Lisanby Claire Lewis Meredith Lewis Maggie Lyon Lainey Lyons Grace Maly Adelyn Manion Anna Martin Madison Mason Laynie Matney Phoebe Miller Carly Mullins Giuliana Passafiume Jane Reibert Madelynn Richie Everleigh Riggs Avery Ripperdan Charlotte Rodgers Kendyl Subartowicz Hannah Teplis

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Rebecca Avis Samantha Bell Abby Binkley Madalyn Brammer Emma Bratton Layla Broughton Kori Burchel Vivian Cook Kensley Cormney Nina Dietz Holly Dinsmore Madison Dragoo Emilee Gast

### **Silver Award Girl Scouts**

When Girl Scout Cadettes focus on an issue they care about, learn the facts, and take action to make a difference, they gain the confidence and skills that will catapult them to lifelong success. It all adds up to the Girl Scout Silver Award—the highest honor a Cadette can achieve.

Penelope Gibes Kayleigh Grady Audrie Hardin Jaz Hardin Gracie Harper Britton Henning Lucy Hinkle Sofia Hughes Katie Jackson Abigail Johnson Caroline Johnson Mackenzie Kortz Natalee Lange

Freya Lester Annalise Morton Elizabeth Oldaker Callie Patton Avery Pooler Madeline Provost Mia Pryor Margo Puffer Greta Raderer Briley Roberson Jackie Shoemaker Dena Sims Madyson Spires Isabella Thomas Annabelle Walter Adele Wilson Victoria Winburn Samantha Wolf Leah Workman Zoe Workman

## **Congratulations to our Graduating Seniors**

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**Evelyn** Palazzo Jazzmyne Parent Adelvnn Pharris Ansley Phillips **Erin Phillips** Sophie Popham Sydney Powell Madeline Quinlan Gabriele Ouinoñes Celia Reigelman Wren Riekhof Clara Riley Sofia Ritchie Mia Roberts Ruby Roberts Gabriella Robertson Luke Roney Jena Royer Gwyneth Schulte Addison Shafer Luella Sikorski Estella Smith Isabella Smith Rachel Smith Faith Solomon Molly Spiers **Isabelle Spurling** 

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## **Juliette Gordon Low Society**

Named for our founder, the Juliette Gordon Low Society honors friends who have included Girl Scouts in their estate plans, by naming Girl Scouts of Kentuckiana in their wills, living trusts, IRAs, and other life-income gifts. We appreciate their lifetime commitment to Girl Scouting.

To learn more about making your own planned gift to Girl Scouts of Kentuckiana, please contact Tonya Schweitzer, Chief Development Officer, at **tschweitzer@gskentuckiana.org**.

Lisa and David Actor Erik and Eva Andersen Girl Scout Movement-Wide Challenge Planned Gift Dianne Belk and Lawrence Calder Girl Scout Movement-Wide Challenge Planned Gift Vivian Blade Christina Boyle **Ria Chandler** Cecelia Cloos Ann Coffey Jessica Cohagen Meg Crosier Anna Easter **Ginny Edwards** Maggie Elder Fran Fach **Beth Freibert** Suzy Gessner Phyllis Gilman Tara Halcomb Mary Haylee Hancock Sharon R. Handy Judy Hunter Lillette and Terry Krise Terri Massev Sharon Mathis-Satterly Margaret Moorman Kerry Morris Nancy Northrop Judi Petty Susan Ragsdale Colleen Reeve Faline Hill Rodman Cindy Rosch Gail and Kurt Ruga Mary Sue Ryan

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#### In Memoriam

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Estate of Betty Holmes







## Promise 365

Girl Scouts of Kentuckiana invites you to join us in a campaign that ensures that we can provide Girl Scouting to all girls 365 days a year. For just \$1 a day (\$365 per year), anyone can be a partner in building girls of courage, confidence, and character, who make the world a better place.

Colleen+ and Mike Abate Lisa and David Actor^ Kris Adams\* Megan Murphy Aher Karlee Alexander\* Sherry Anderson<sup>^</sup> Lisa Bache **Carrie Barnett** Theresa+ and Kevin Batliner Ann Baumgartle\* and Randy Smith Christy A. Blandford Christina Boyle+ Cynthia+ and Jason Brown Anita\* and Michael Bullitt Dana Cantrell Carolyn and Greg Cardwell-Copenhefer\* Christine and Jay Castle Doris Cella Cecelia Cloos Richard and Willa Crafton Meg Crosier Jamie G. Shockley Davis Meredith\* and Josh De Renzo Ann Dever Beth Dlutowski Gary Dryden Michelle and Nick Eckhart Whit Elam\* and Lucas Elliott Maggie\* and Alex Elder Madonna Evans^ Fran and Dennis Fach^ Terri Franklin Lisa Freeman Beth L. Freibert Jan Galganski^ Phyllis and Tom Gilman Mary Louise Gorman Karen Grigsby Audra and Doug Grogg Tara Halcomb\* Mary and William Hamilton<sup>^</sup> Mary Haylee Hancock Sharon R. Handy+^ Jeane Hanley and Patti Bell^ Eleanor and Owen Hardy

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> **GIFT KEY** Council Staff \* Board of Directors + Joyce Seymour Leadership Fund ^

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**GIFT KEY** Council Staff \* Board of Directors + Joyce Seymour Leadership Fund ^

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Jennings County, IN Smokin Wheels BBQ Spinelli's Cafe Spotz Gelato Swope Family of Dealerships The Ram and Poni Thomason Holdings Inc. d/b/a Rent & Rave Travelin Toms Coffee Troop 2129

#### \$100-\$249

Amiracle Ade Lemonade Company Another Stop Photography Arctic Delightz Art of Balance 23S Bae's Baekery Bath Experts-Jacuzzi Bath Remodel Bee's Honey Tea Crochet Charlton Tax Service **Chunky Chicks Designs** LLC Cloud Candy **Community Foundation** of Louisville Costco Wholesale The Crafty Kat Davis Animal Clinic The Enchanted Aries **Encore School of Music** and Arts **F5** Enterprises Fairy Special Creations Festival King Flexo Wash LLC Ghost in Yellow Gimme Some Suga Signature Cotton Candy Godiva Goddess Art LLC Grav and White Law Handmade Heart Harrison County Rural **Electric Membership** Coop Heavenly Jewelry HomeGirl502 (Kentucky Select Properties)

Imperfectly Perfect The Joint Chiropractic-Okolona Office Kentucky Arts Academy **Kitty Wren Creations** Krall Kreations Louisville 3D Loyal Order of Moose Henderson Lodge #732 Loval Order of the Moose M14Hoops Louisville Mad City Windows and Baths Magpie Mary's Twisted Biscuits Mitzi Richardson Counseling Mom's Music Monaco Rose Online **Fashion Boutique** Order of the Silver Trefoil **Progressive Materials** Quality Pressure Wash **Raven's Creations** Reclaimmyway Renewal by Andersen / Heritage Installations **Rescued by Comics** The Savoy Company of Philadelphia SCOCOM, LLC Service Unit 657 Service Unit 659 Signarama Dixie T for Two Boutique Tattoo Envy Collective Troop 2032 **Uncharted Dexterities** Art United Way of Bartholomew County Verizon West Sixth Brewing Westport Service Unit 658 Women of the Moose Chapter #2001

#### **Up to \$99**

Ain't It Strange Allstate Insurance Foundation Another Realm Creations **B** Abell Services Hannah Coppernoll-Artist Crayon Kelly J. Fau Creates Her Best Foot Forward Invictus Omnia Jefferson County Clerk's Office **Kidd Kreations** La Societe Des 40 Hommes et 8 Chevaus Fourth District, Voiture Locale #1387 Little Blackbird Artistry Luminary Comity Metro Arts Community Center Microsoft Moonlit Souls Tarot Nanz & Kraft Florists Scottsville Chapter No. 60 M.F. Tease Tints & Prints Timeless Notes and Treasures Town and Country Homemakers Troop 1968 United Way of Northeast Florida US Bank Yum! Brands



## **Joyce Seymour Leadership Fund**

The Joyce Seymour Leadership Fund serves a dedicated purpose: providing girls access to leadership opportunities through adventure in the great outdoors.

Thanks to generous contributions from donors like you, 269 Girl Scouts received nearly \$38,000 in outdoor leadership expenses paid through the Joyce Seymour Leadership Fund in 2024. Opportunities supported by the fund include our Overnight Camps, Louisville PLC Day Camps, Volunteer-Led Day Camps, and other troop or member outdoor experiences.

This endowment fund is named in honor of Joyce Seymour, who is a Camp Shantituck staff alumna, Camp Director 1966–68, former Chief Executive Officer of Girl Scouts of Kentuckiana, and prior GSK board member. The Joyce Seymour Leadership Fund was established by dedicated past Overnight Camp counselors who share the vision that outdoor opportunities should be available to all Girls Scouts regardless of financial ability—for future generations to come.





## **Financial Information**

Statement of Activities (Unrestricted) for the Year 2024

Revenue and Public Support Product Sales	\$4,870,677	Revenue and Public Support
Investment Income	\$737,744	i usiic support
Contributions	\$651,837	
Program Fees	\$324,403	11%
Retail Sales and Other Revenue	\$340,446	_
Total Revenue and Public Support	\$6,925,107	9%
Expenses		
Program Services	\$5,714,516	5%
Management and General	\$843,656	70% 5%
Fundraising	\$255,926	
Total Expenses Change in (Unrestricted) Net Assets	\$6,814,098 \$111,009	
Capital Expenditures	\$313,937	
Financial Highlights for the Year 2024		Product Sales
Assets		
Cash	\$460,737	Investment Income
Receivables	\$6,710	<ul> <li>Retail Sales and Other Revenue</li> </ul>
Unconditional Promises to Give	\$102,965	Program Fees
Grants Receivable	\$143,694	
Prepaid Expenses	\$75,891	
Inventories	\$160,934	
Investments	\$9,140,721	
Beneficial Interests in Perpetual Trusts	\$2,624,873	
Land, Building, and Equipment, Net	\$7,855,848	
Right of Use Asset—Finance Leases, Net	\$ 37,064	
Right of Use Asset—Operating Leases, Net		Expenses
Total Assets	\$20,609,437	
Liabilities		
Line of Credit	\$0 \$141.055	
Accounts Payable and Accrued Expenses Accrued Vacation	\$141,055 \$222,843	12% 4%
Custodial Funds	\$39,948	
Deferred Revenue	\$96,492	
Security Deposits	\$14,523	
Notes Payable	\$2,795,945	
Lease Liabilities—Finance Leases Lease Liabilities—Operating Leases	\$38,395	
Total Liabilities	\$3,349,201	- 84%
Net Assets Without Donor Restrictions:		
Undesignated	\$4,736,751	Program Services
Board Designated	\$524,823	Management and General
Land, Building and Equip. Net of Mortgage	\$5,059,903	Fundraising
Total Net Assets without Donor Restrictions	\$10,321,477	
With Donor Restrictions:		
Restricted by Purpose or Time	\$3,106,777	
Restricted in Perpetuity	\$3,831,982 \$6,028,750	
Fotal Net Assets with Donor Restrictions Fotal Net Assets	\$6,938,759 \$17,260,236	
Total Liabilities and Net Assets	\$20,609,437	_

#### 17 2024 Financial Review

### Girl Scouts of Kentuckiana 2024 Board Members

**Board Chair** Sharon Handy

**First Vice-Chair** Terri Massey

**Second Vice-Chair** Ria Chandler

**Secretary** Simon Keemer

**Treasurer** Theresa Batliner Members at Large

Colleen Abate Christina Boyle Cynthia Miles Brown Laura Zanewicz Hatfield Lori Kimble Sharon LaRue Master Sergeant Samantha Lucas Claydean McCallon Charmaine Powell Ria Pruiett Danielle Stallard Wendi Tatum Lisa Thompson

Berard Tomassetti Kellie Watson Dr. Aimee Green Webb Daryl Williams

#### Girl Board Members

Alexandria Churchill Aiden Hair Justine Hester Danyelle Huffman Rayna Mandadi Kacee Sanchez Estella Smith

