

**girl scouts**  
of kentuckiana

**CEO Report  
2025 Annual Meeting**

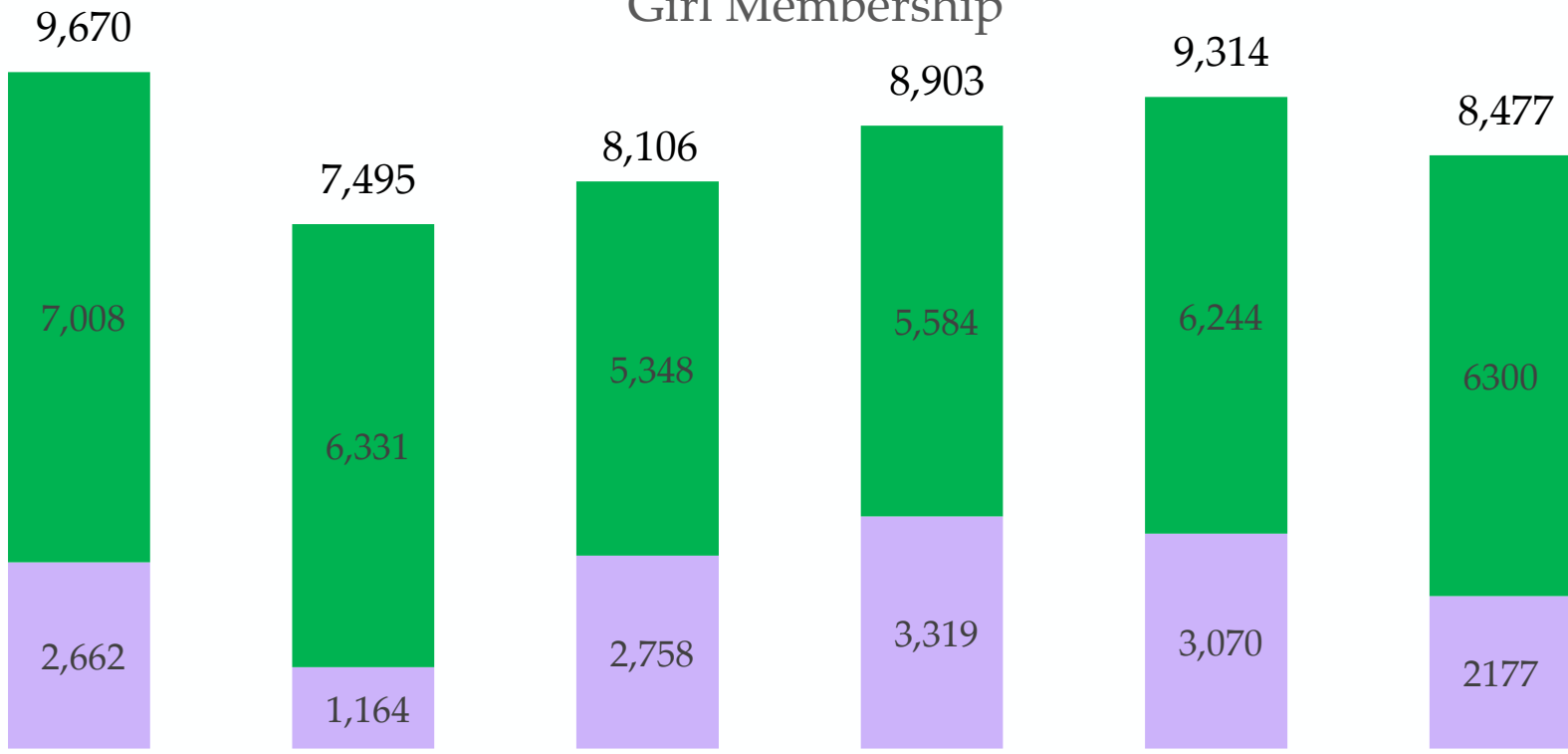


**Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.**

Goal: Rebuild to 9,595 Girls by 9/30/2025.

8,717 on 3/31/2024

### Girl Membership



9/30/2020      9/30/2021      9/30/2022      9/30/2023      9/30/2024      As of 3/31/2025

■ Renew      ■ New



## **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.

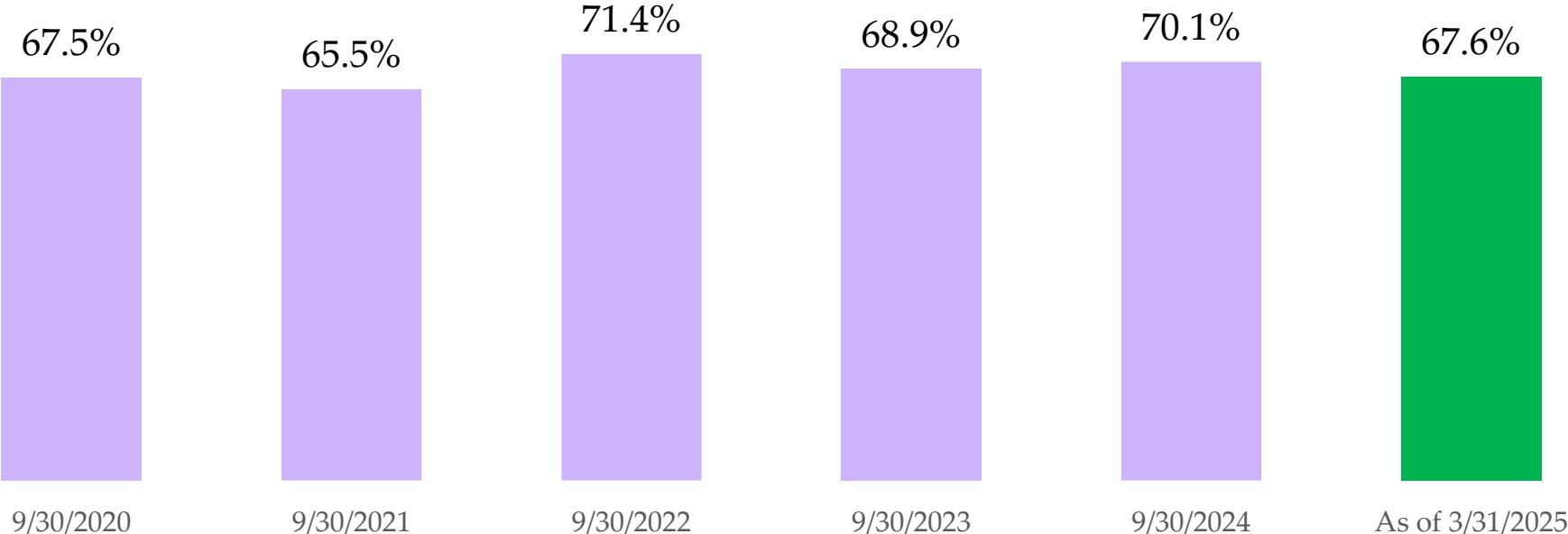


## Strategy: Sense of Belonging

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

69.8% on  
3/31/2024

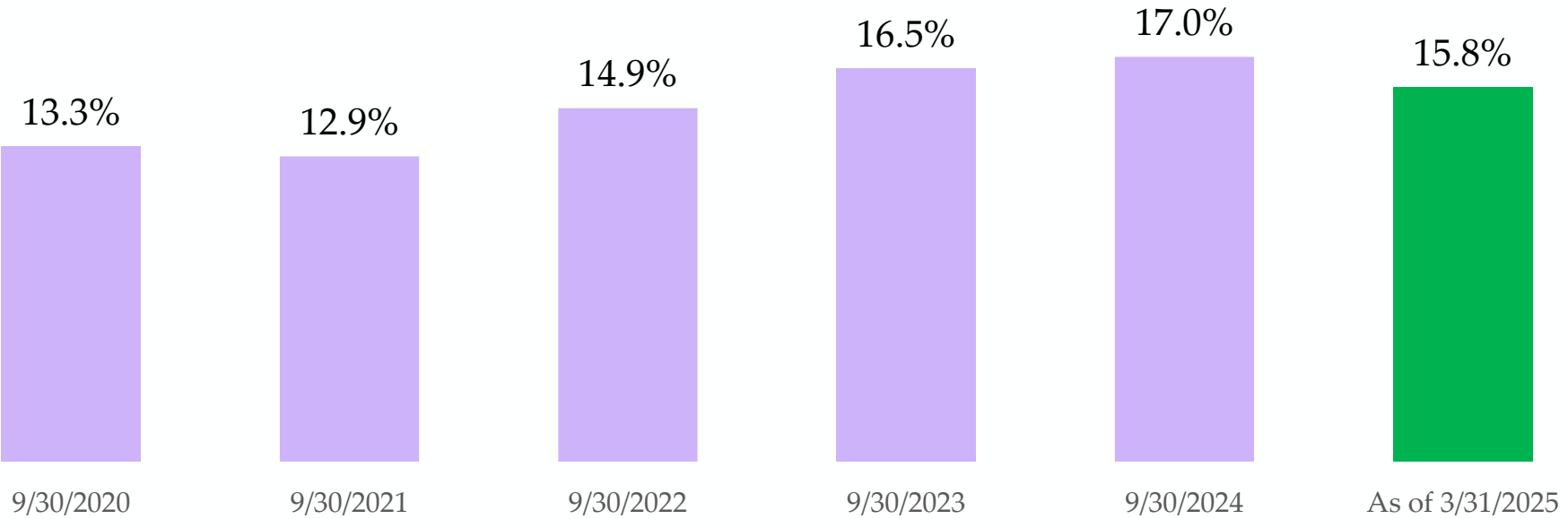
# Girl Retention



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

Girl Population  
24.1% BIPOC

### Girl Membership BIPOC Rate



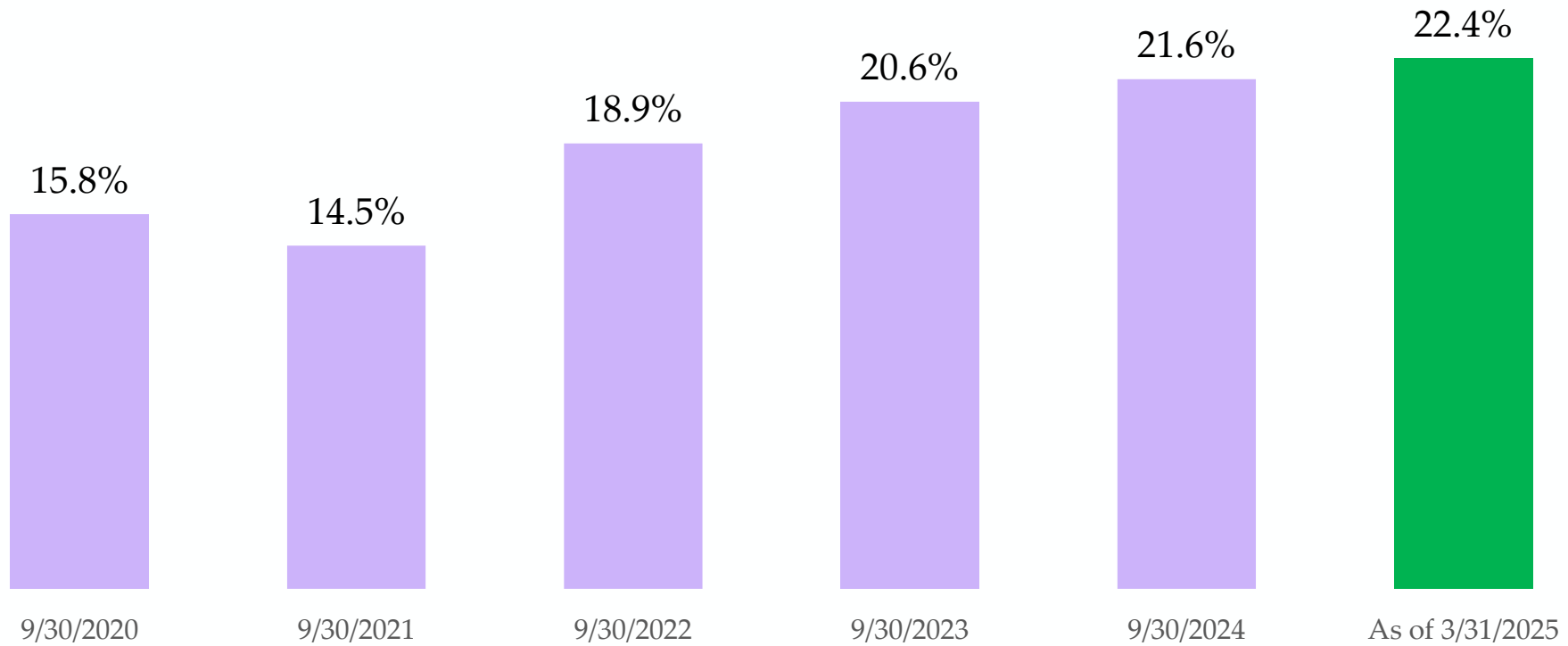
• \*BIPOC stands for Black, Indigenous, (and) People of Color



# Goal: Grow BIPOC rate through new girl recruitment.

Girl Population  
24.1% BIPOC

## New Girl Membership BIPOC Rate



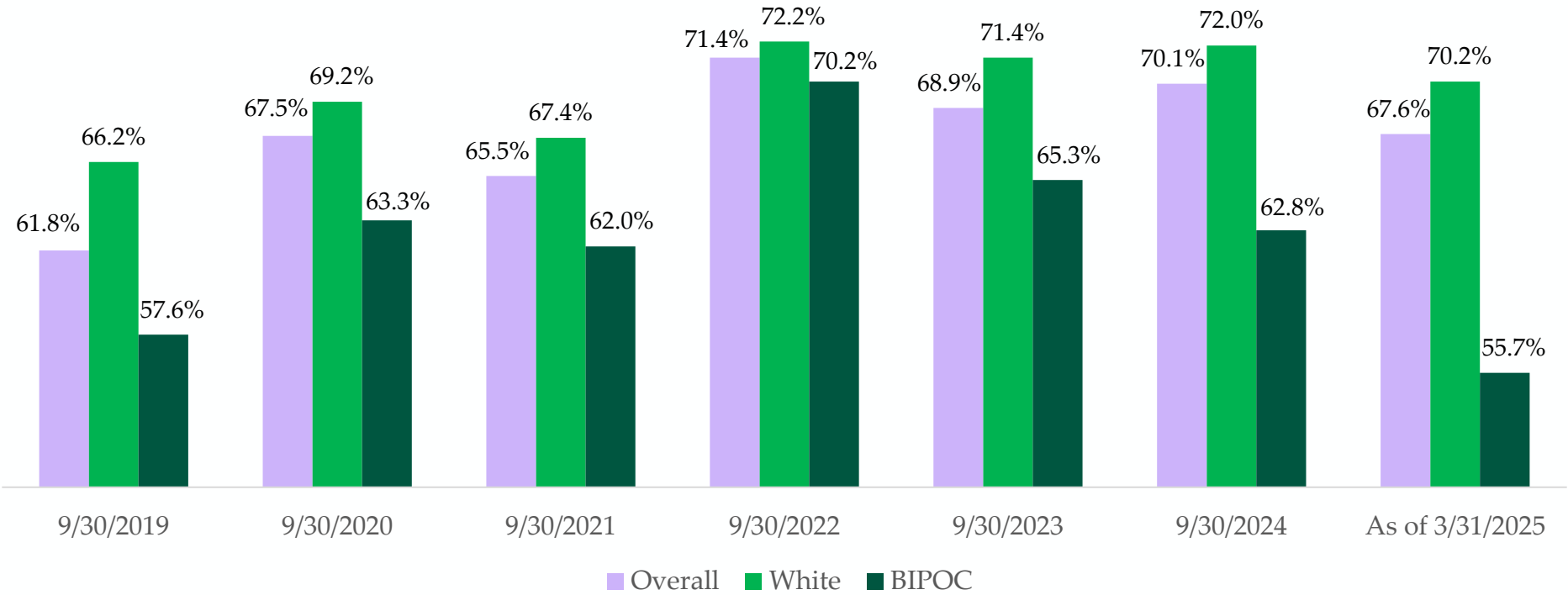
• \*BIPOC stands for Black, Indigenous, (and) People of Color





# Goal: Eliminate disparity between BIPOC and white girl retention.

## Annual Retention



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





## Strategies: Volunteers & Volunteer-Staff Partnership

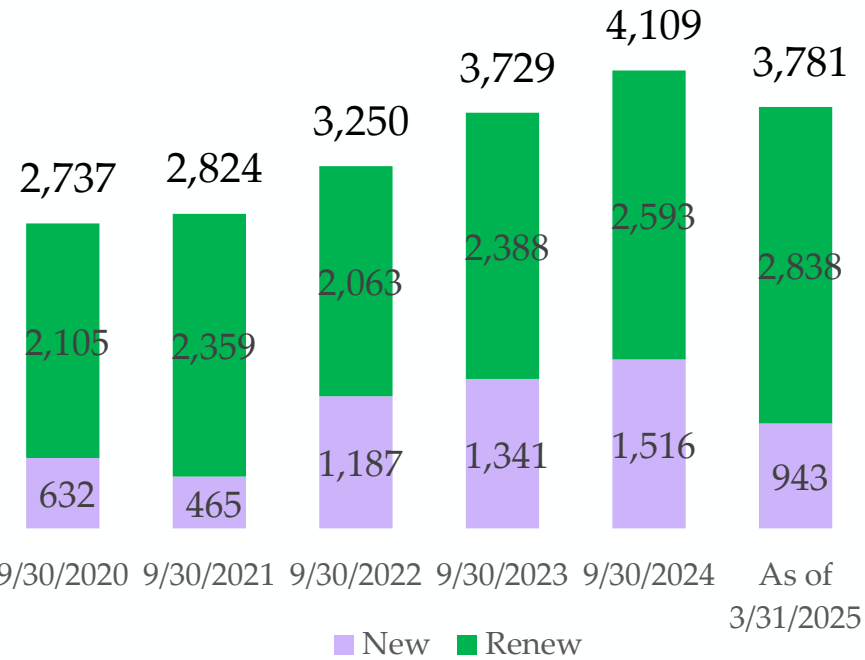
Recruit and support volunteers to ensure they can effectively lead Girl Scouts.

Nurture and support the volunteer-staff partnership.

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

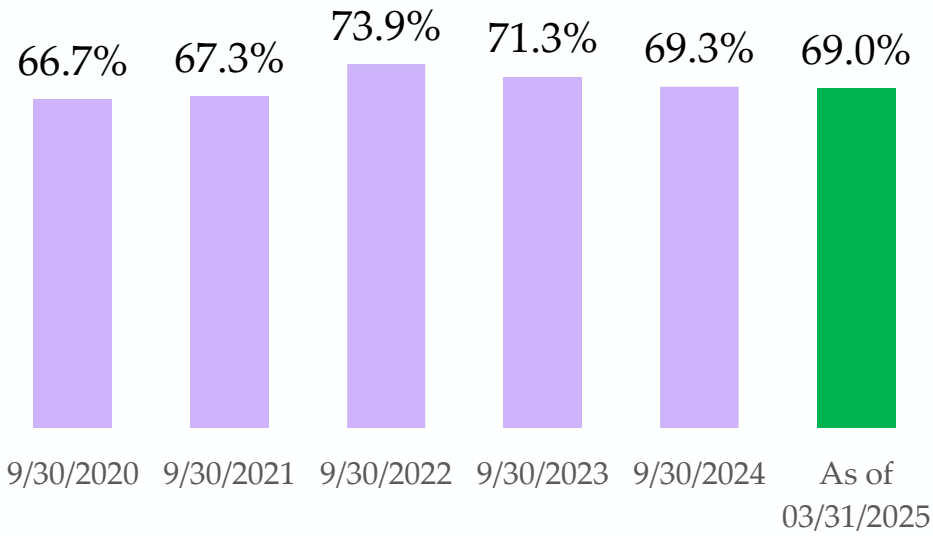
## Volunteer Membership

Adult Members in Volunteer Roles



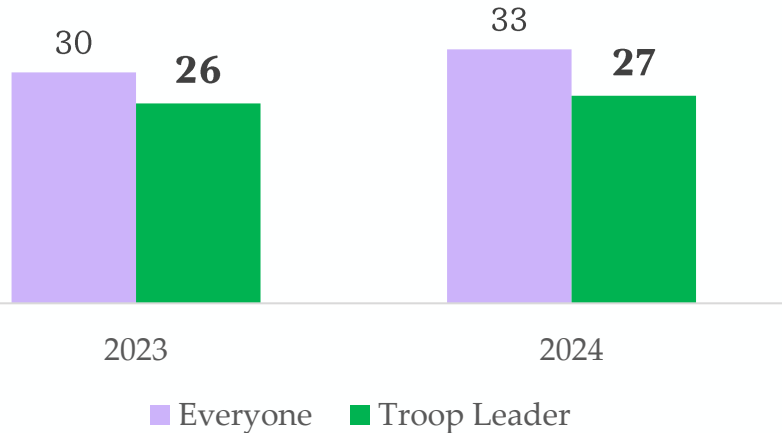
## Volunteer Retention

Annual Adult Members Only

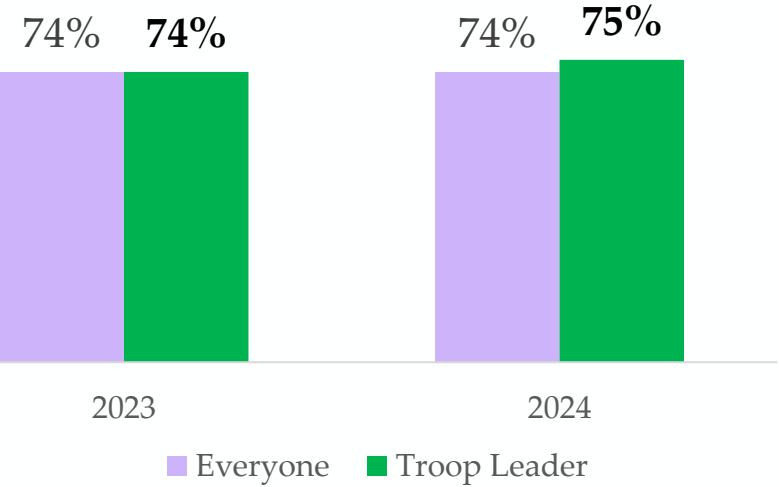


# Culture of Engagement Survey Data

Everyone: How Likely Are You to Recommend Volunteering with Girl Scouts to Others



Everyone: Satisfaction with Girl Scout Experience



This survey was modified substantially in 2023 which increased participation and connected demographic and participation data for filtering and year over year comparisons.



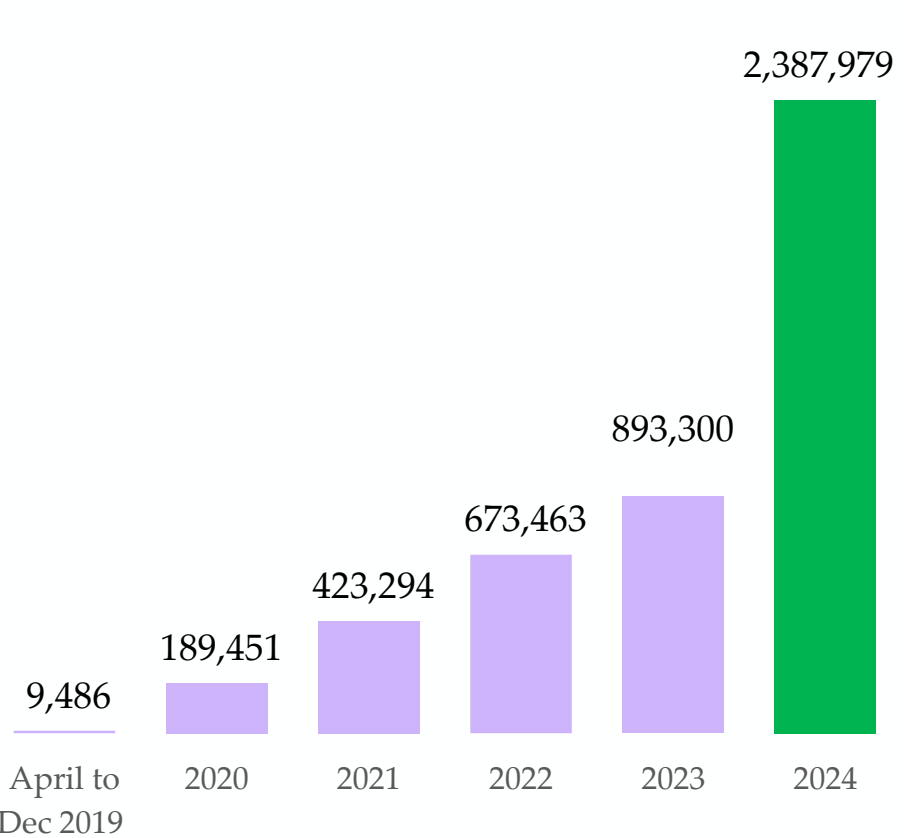


## Strategy: Communication Strategies

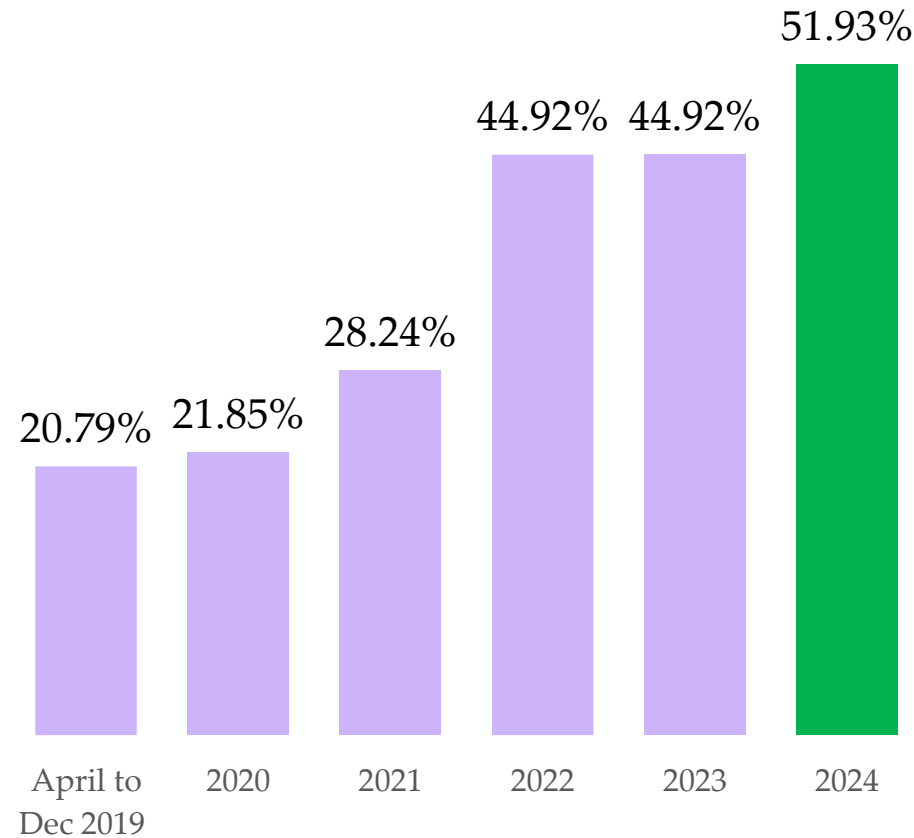
Develop, evaluate, and pursue communication strategies that improve results.

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

## Social Media Reach



## Email Open Rate





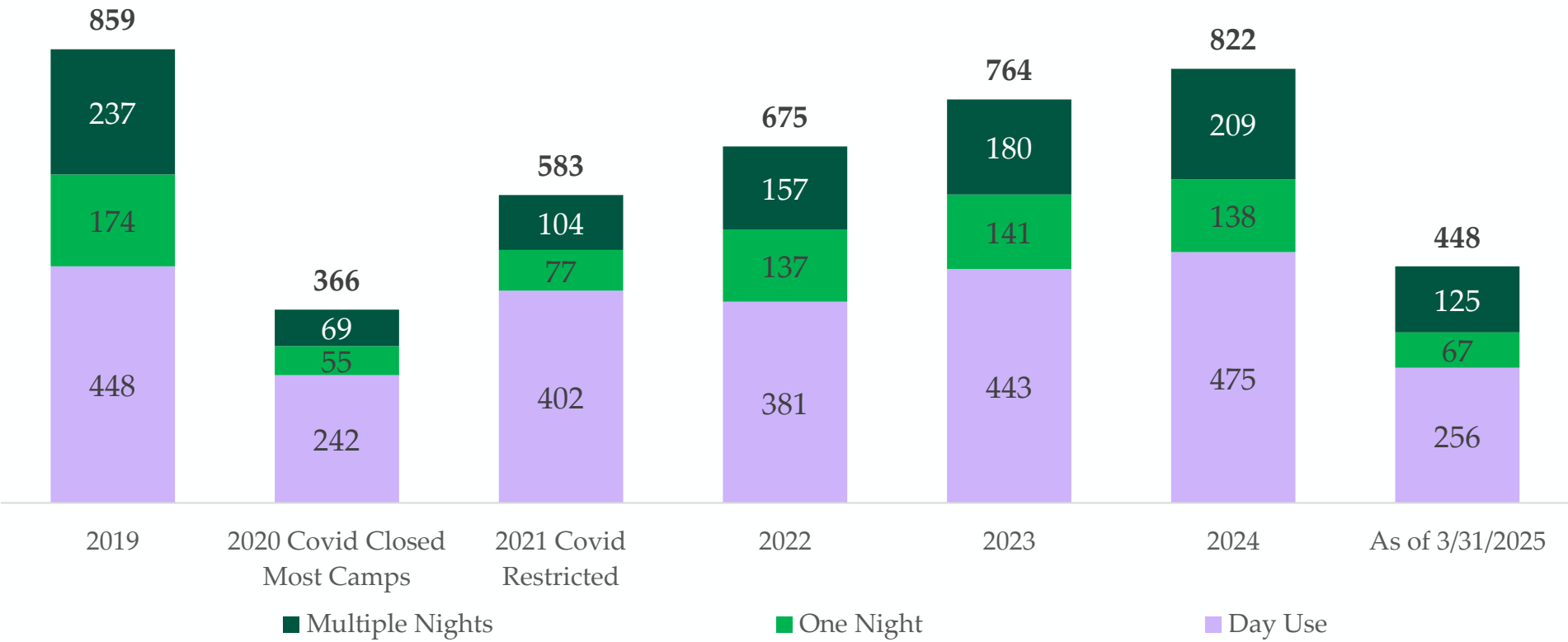
## Strategy: Camps and Property Utilization

Increase Girl Scout utilization of GSK camps and properties.

# Goal: Grow Camp Reservations by Girl Scouts

439  
on 7/31/2023

## Camp Property Reservations



■ Multiple Nights

■ One Night

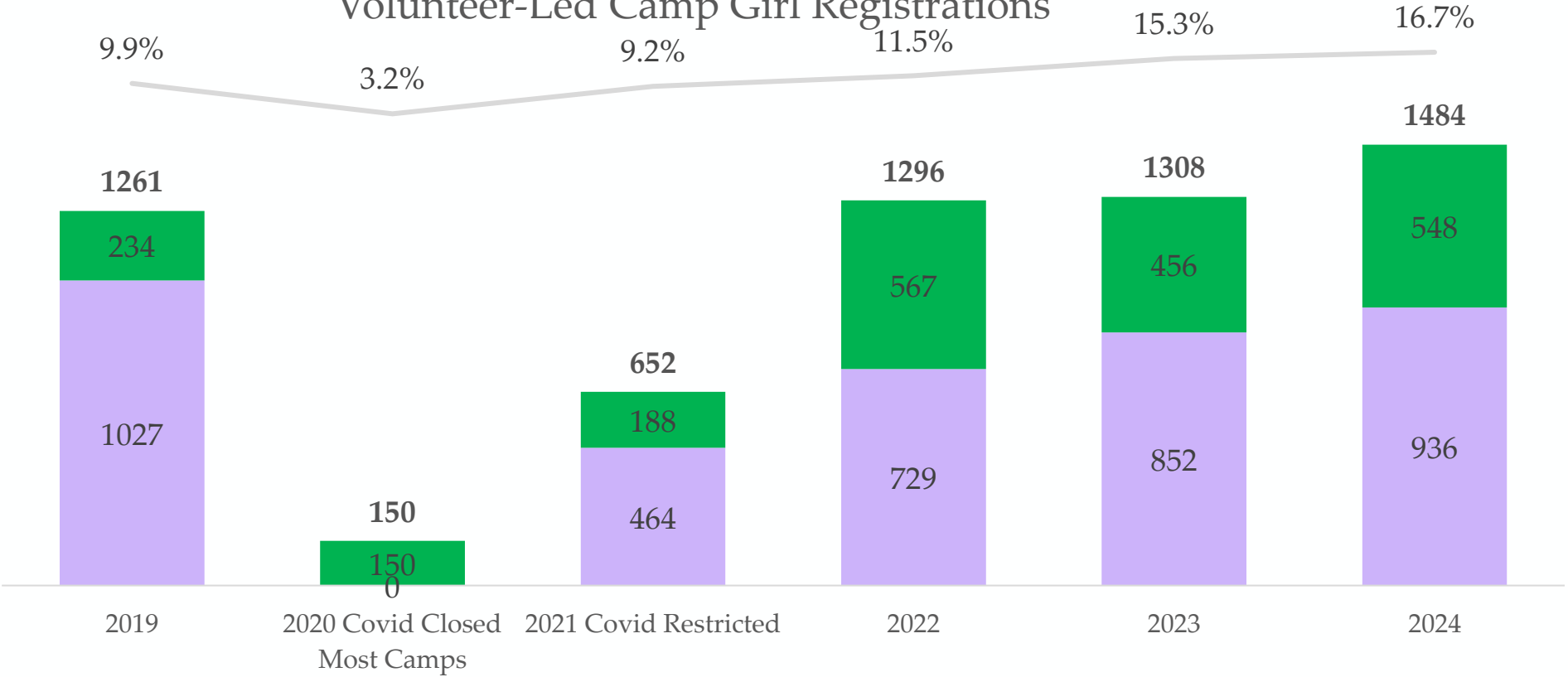
■ Day Use





# Goal: Grow Volunteer-Led Day Camps and Camporees

## Volunteer-Led Camp Girl Registrations



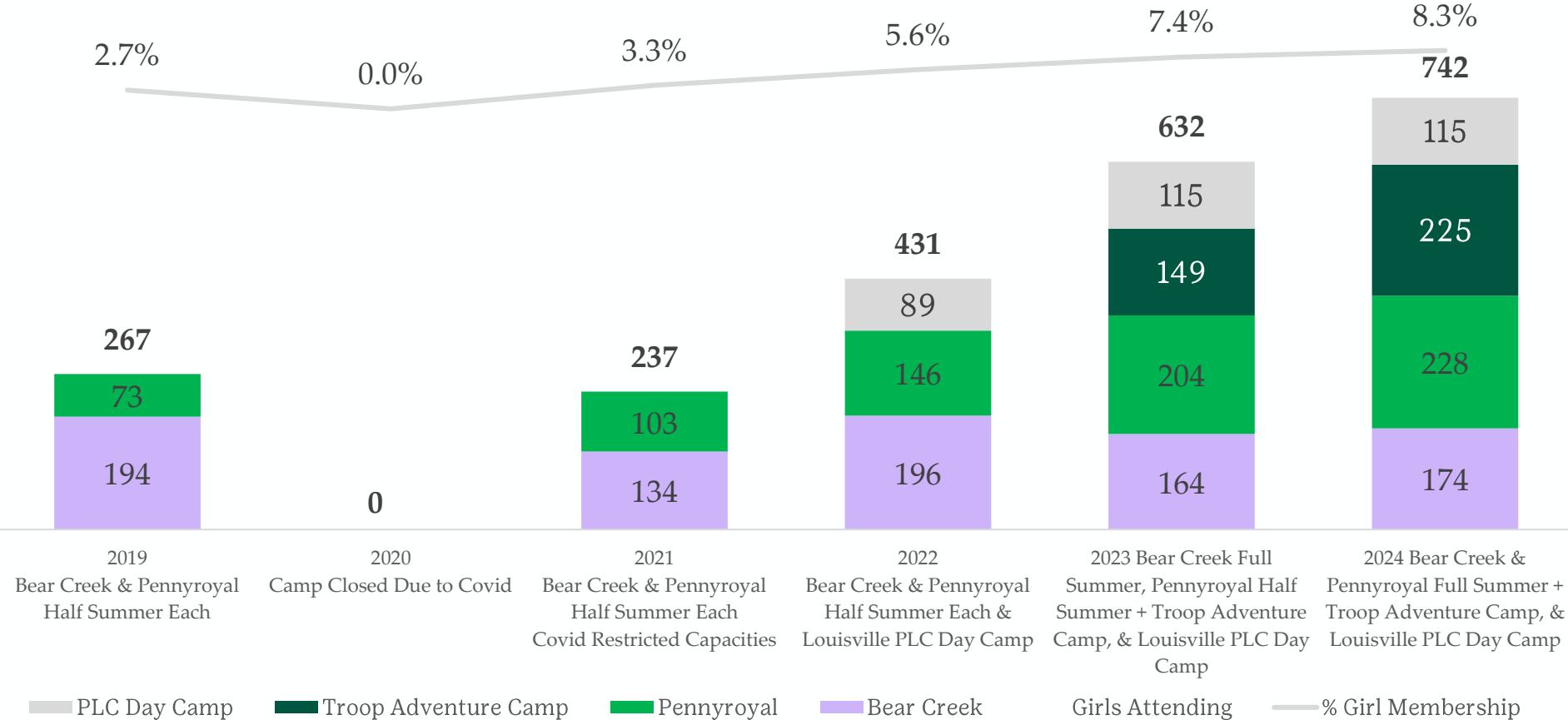
In 2023, Great Scoutdoors hosted an eclipse camp at Lincoln State Park instead of their 2<sup>nd</sup> Pennyroyal session.

■ Camp Shantituck    
 ■ All Other GSK Properties    
 — % 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
2024	\$4,728,081	1,407,754	239
As of 03/31/2025		1,257,868	221
<b>2025</b>	<b>Goal = \$4,501,463</b>	<b>Goal = 1,420,020</b>	<b>245</b>



# Goal: Grow Budget Relieving Fundraising

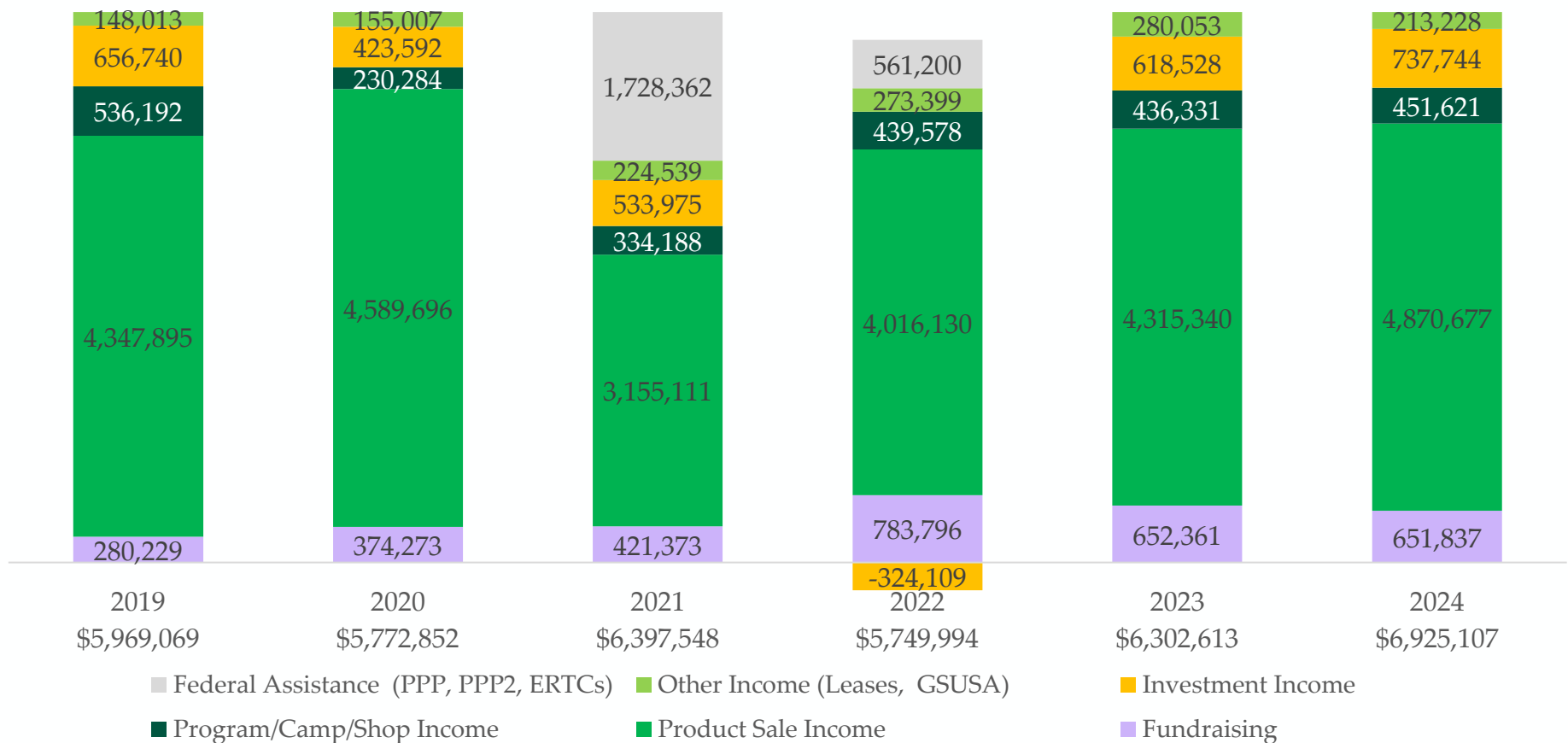
Calendar Year	Revenue (Growth)
2018	\$223,413
2019	\$278,231 (24.5%)
2020	\$374,273 (34.5%)
2021	\$421,373 (12.6%)
2022	\$518,796 (23.1%)
2023	\$608,021 (17.2%)
2024	\$613,617 (1.0%)
2025	<b>As of 4/17/2025 = \$411,679 (65% of Goal) Budget Relieving 2025 Year End Forecast = \$630,000</b>

\$1 Million Camp Shantituck Pool Campaign: \$888,496 Raised as of March 17, 2025.



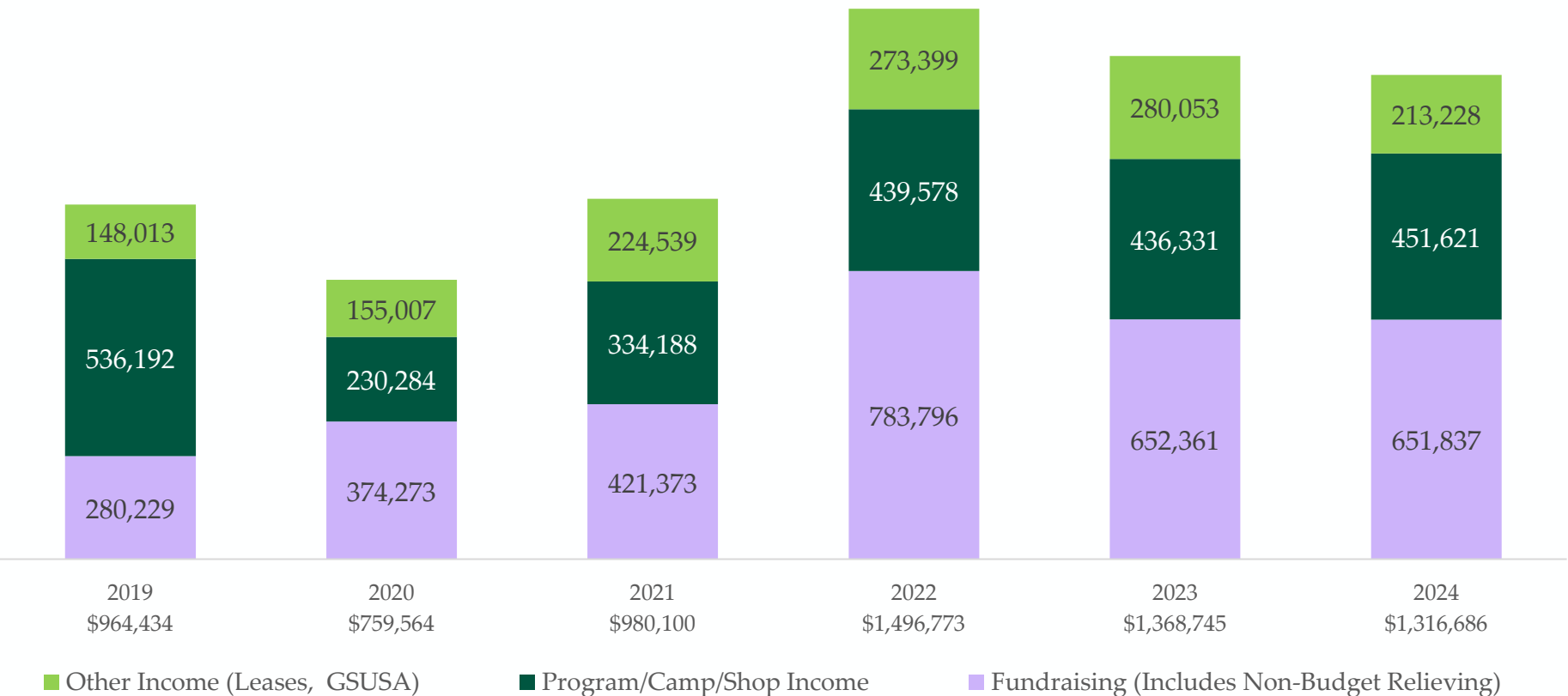
# Goal: Grow and Diversify Revenue

## Council Audited Financial Revenue Stream: Percent of Total



# Goal: Grow and Diversify Revenue

## Council Audited Financial Revenue Stream: Growth Targets



■ Other Income (Leases, GSUSA)      ■ Program/Camp/Shop Income      ■ Fundraising (Includes Non-Budget Relieving)

