

girl scouts 
of kentuckiana

**CEO Report
2026 Annual Meeting**



Our Strategic Vision

It's what we'll be.

Our Mission

It's what we'll do.

Our Value Proposition

It's what we promise to the world.

Strategic Objective

It's what indicates our progress.

A world in which girls are confident, understand their worth and have the skills to thrive.

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

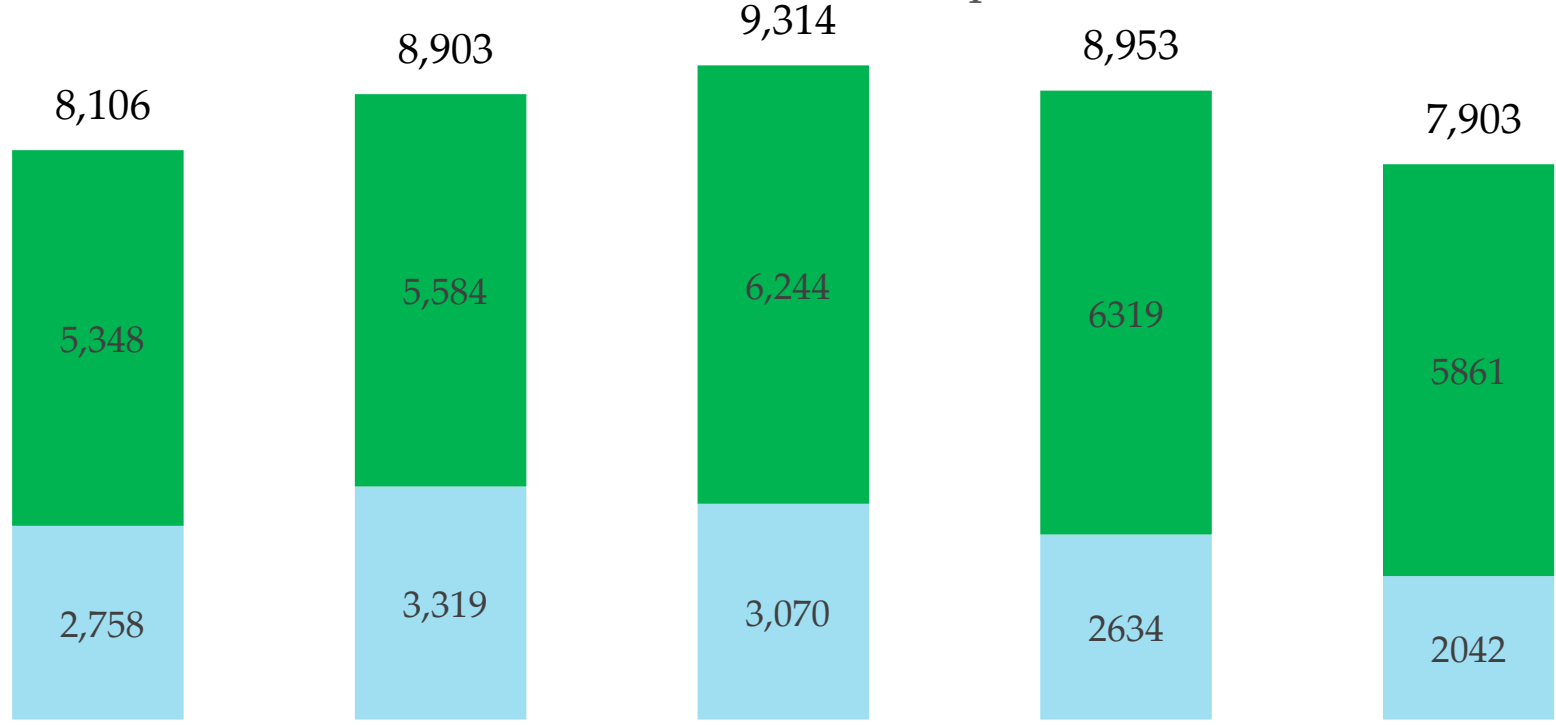
Life Ready – for today and tomorrow. We provide girls with the skills necessary to navigate life with purpose and joy.

More girls and families choose Girl Scouts as the place to learn, grow, and connect.

More girls and families choose Girl Scouts as the place to learn, grow, and connect.

8,465 on 3/31/2025

Girl Membership



GSUSA Price Increase to \$45

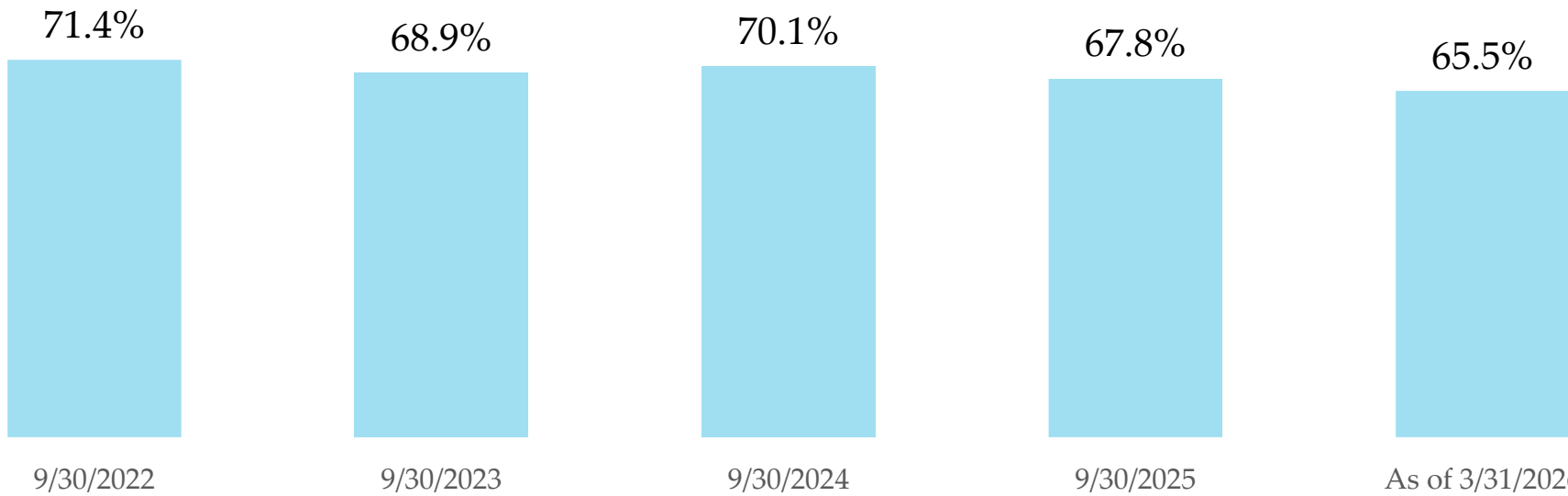
Renew New



More girls and families choose Girl Scouts as the place to learn, grow, and connect.

67.5% on
3/31/2025

Girl Retention



GSUSA Price Increase to \$45

Strengthen Girl Scouting

Focus on membership growth, belonging, community awareness of our value, and financial stability.

Optimize

Focus on volunteer support, the Cookie Program, and properties.



Strengthen Girl Scouting

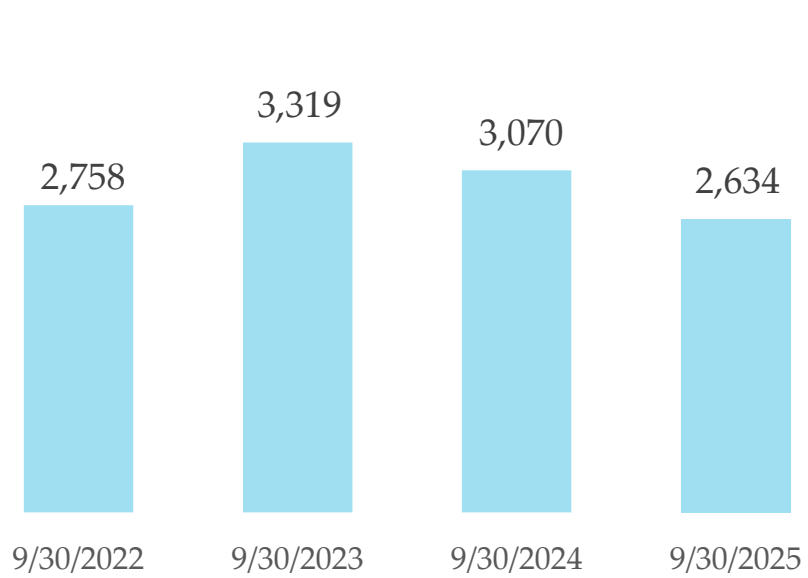
Pilot new ways for girls to be Girl Scouts.

Key 2025-26 Tactics:

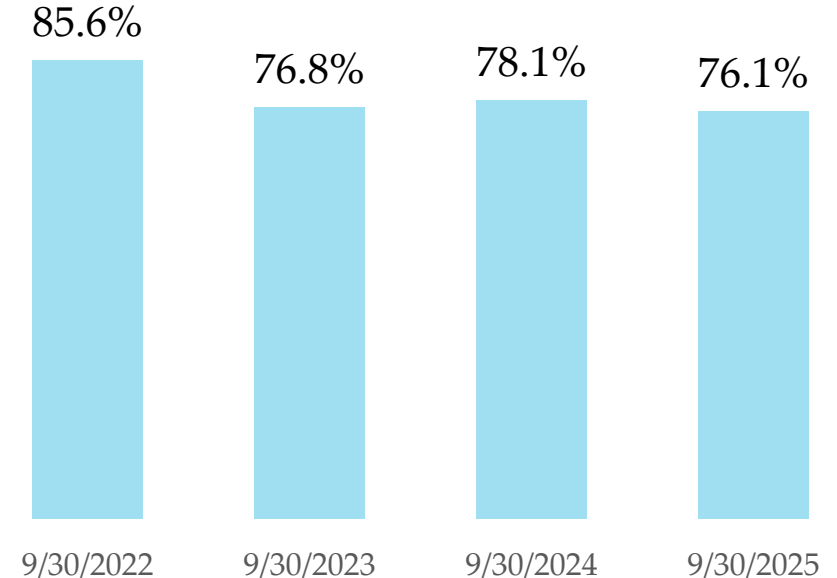
1. Utilize insights from Girl Scout Coalition of Indiana and GSUSA to deploy at least two pilots per year.
 1. Free Family Fun event
 2. Deployment of Casual Recruiters
 3. Paid Troop Facilitators
2. Foster a culture of innovation.

New Girl Membership & New Troop Leader Retention

New Girl Membership



New Troop Leader Retention Troop Leader & Troop Co-Leader





Strengthen Girl Scouting

Build community by providing intentional opportunities to enhance relationships and foster volunteer leadership development.

Optimize

Support troop leaders by providing experiences that are simpler and more rewarding.

Key 2025-26 Tactics

Strengthen

1. Ensure Membership Experience Coordinator (MEC) attendance at first troop meetings.
2. Host Troop Leader/Adult-only community-building events.
3. Offer mini grants to volunteers to host Girl Scout connection opportunities.

Optimize

1. Evaluate the multiple channels we use to communicate with Troop Leaders.
2. Maximize access to gsLearn.
3. Implement more intentional strategies to help Troop Leaders navigate milestones throughout the year.
4. Define and communicate what a successful troop looks like.
5. Leverage GSUSA Experience Boxes to support newly formed troops.



New Troop Data

Year	Season	New Troops Identified	Troops Active & Meeting	Troop Never Started / Already Disbanded	% Troops That Started
2024	Fall*	83	44	39	53%
2025	Spring**	44	30	14	65%
2025	Fall***	86	71	15	83%
2026	Spring (As of 3/26)	18	17	1	94%

*Problem Identified

**Membership Experience Coordinators started providing more assistance with 1st Troop/Parent meeting.

***New Onboarding Process Begins

Key:

- Spring = January-May Start
- Fall = June-December Start



Volunteer Membership & Retention

3,699 on
3/31/2025

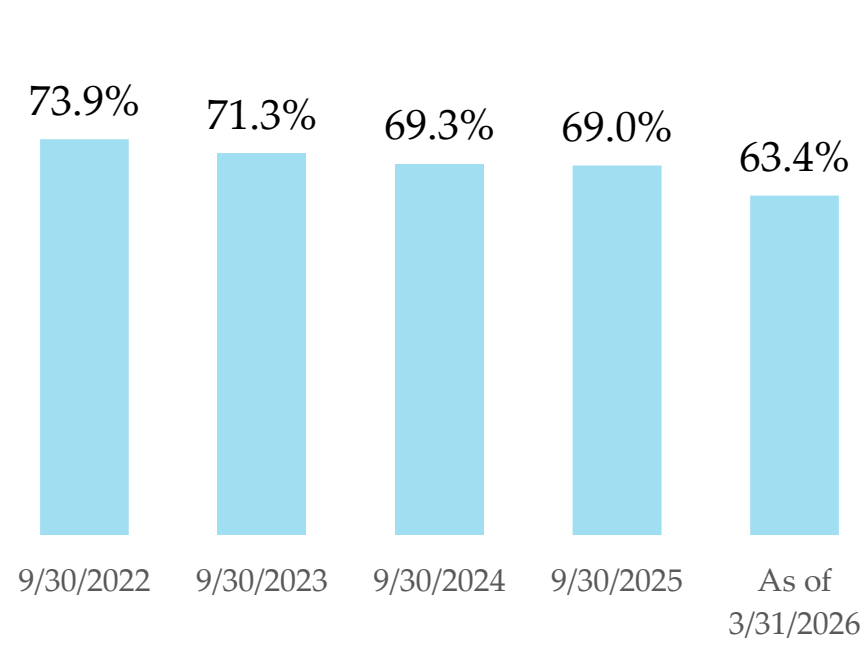
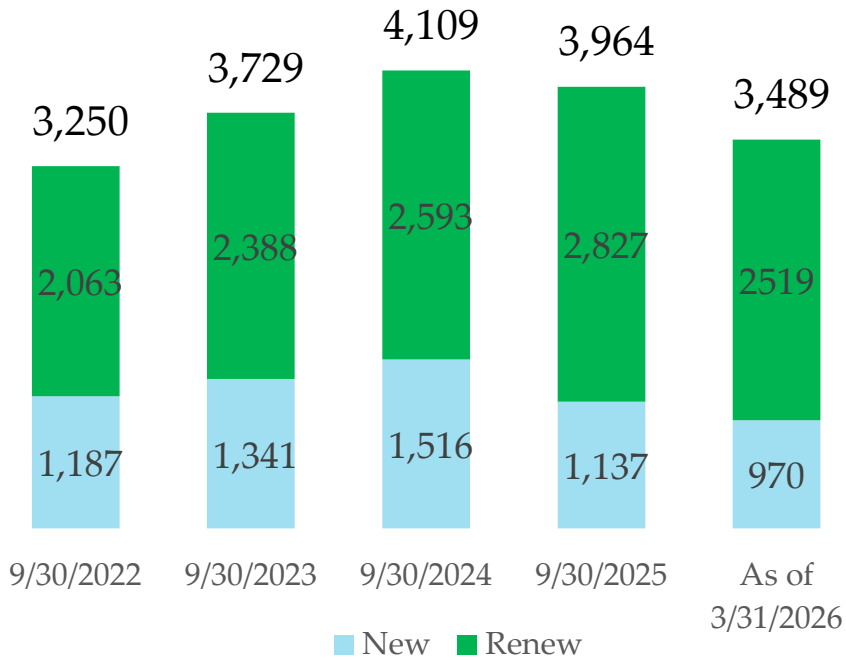
69.4% on
3/31/2025

Volunteer Membership

Adult Members in Volunteer Roles

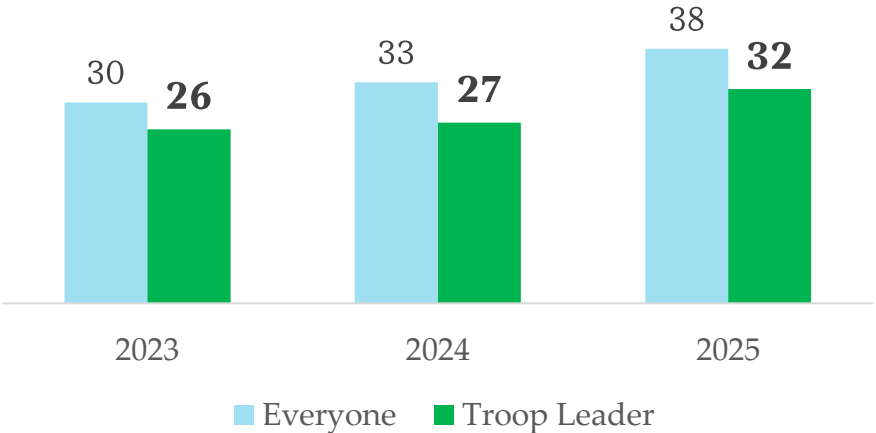
Volunteer Retention

Annual Adult Members Only

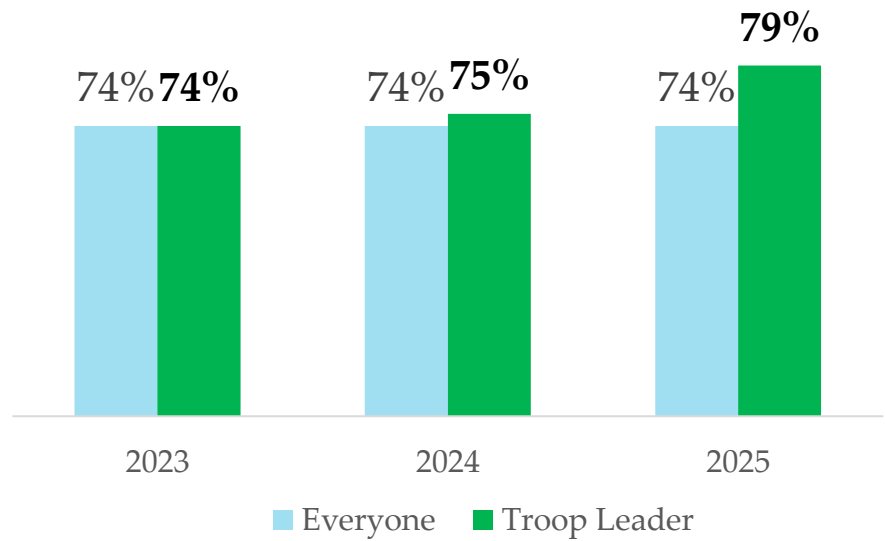


Adult Member Satisfaction from the Fall Culture of Engagement Survey

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



Everyone: Satisfaction with Girl Scout Experience

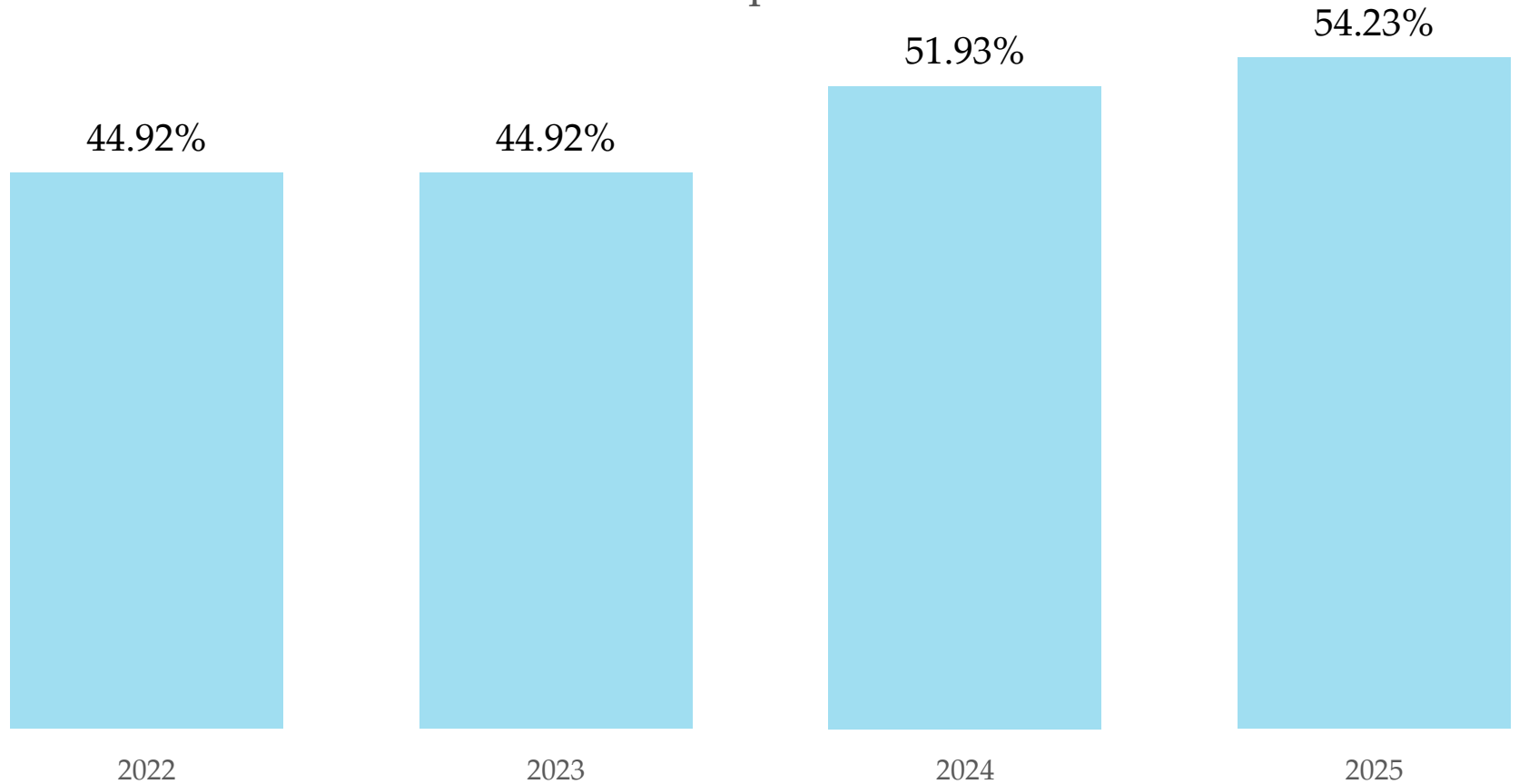


Sense of Belonging from the Fall Culture of Engagement Survey

Everyone: Please indicate your agreement with the following statements regarding your sense of belonging.

	2021	2023	2024	2025
Based on who I am, I feel heard.	74	72	70	71
Based on who I am, I feel respected.	87	83	79	79
Based on who I am, I feel valued.	82	77	72	75
The organization treats everyone with respect.	77	75	73	80
Perspectives like mine are included in decision making.	68	64	62	68

Email Open Rate





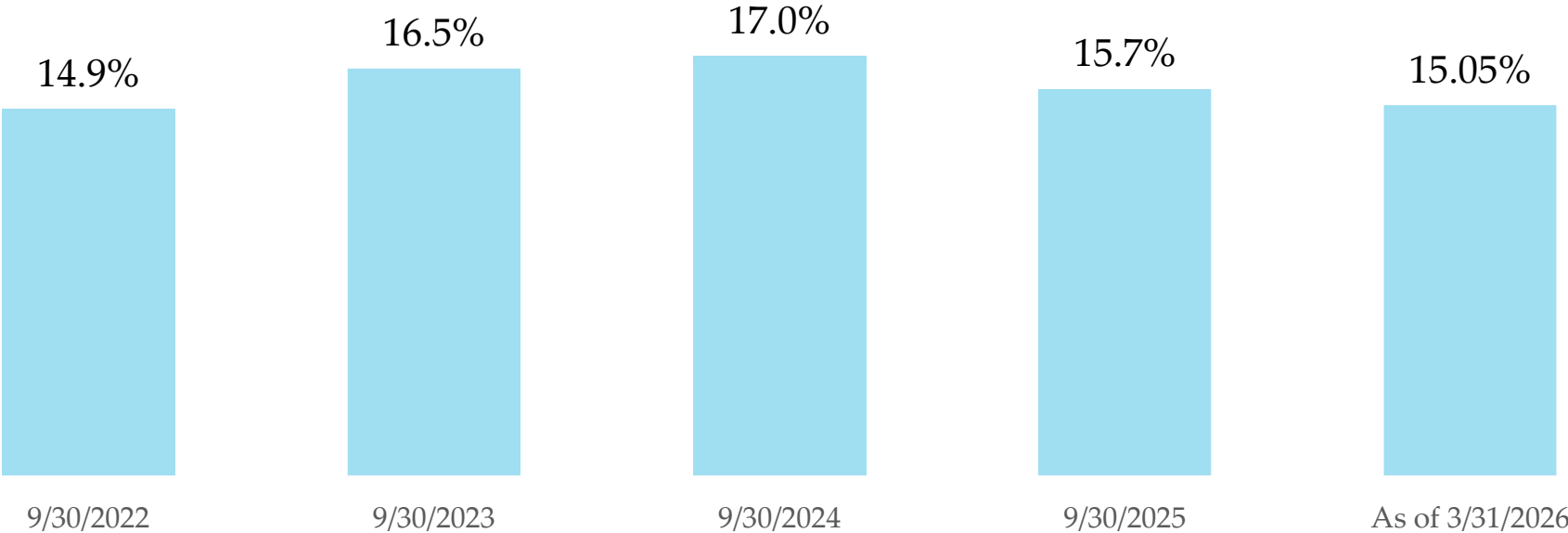
Strengthen Girl Scouting

Enhance our cultural competency and inclusivity.

Key 2025-26 Tactics:

1. Implement comprehensive cultural competency training for volunteers.
2. Co-create inclusive experiences with volunteers.

Girl Membership BIPOC Rate

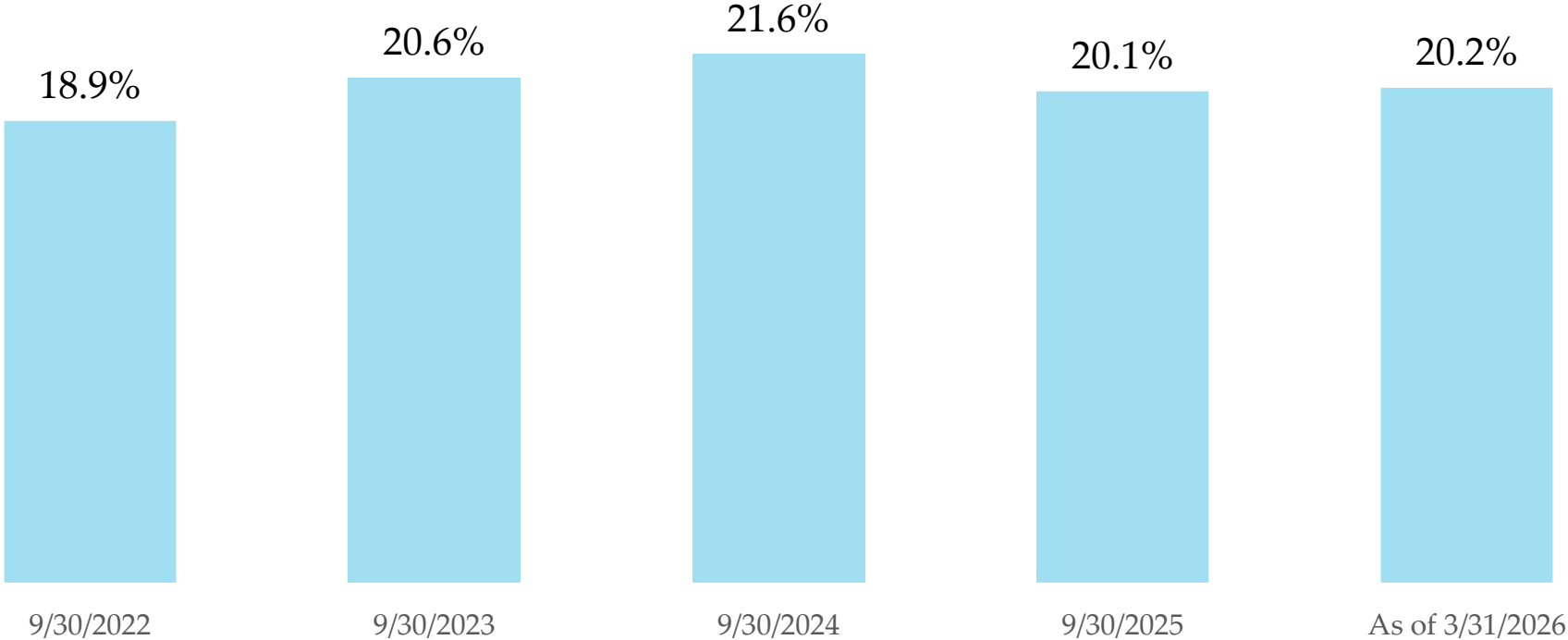


• *BIPOC stands for Black, Indigenous, (and) People of Color



Girl Population
24.1% BIPOC
20.6% on
3/31/2025

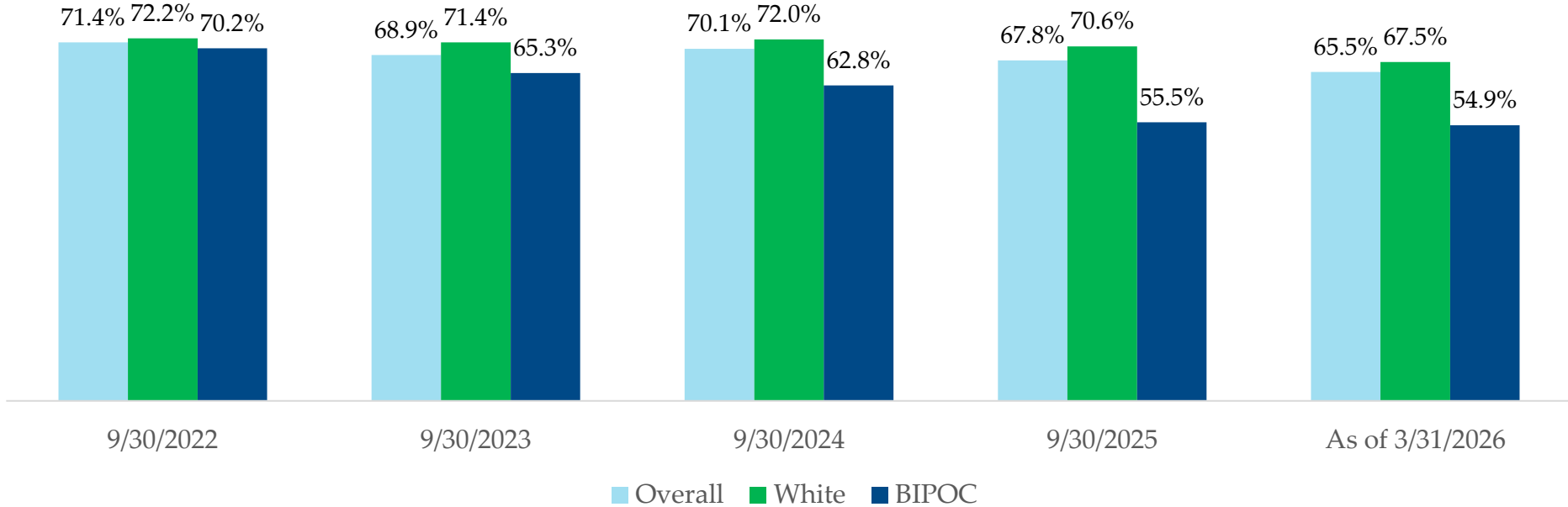
New Girl Membership BIPOC Rate



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



Girl Annual Retention



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



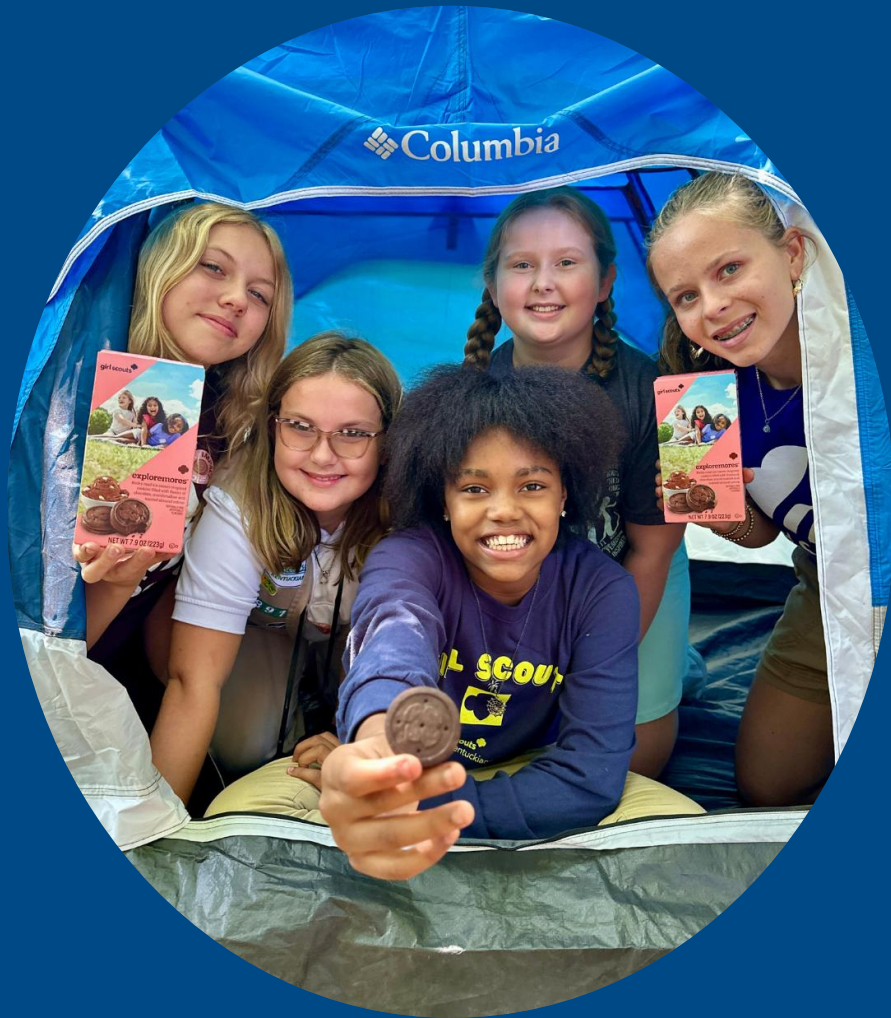


Strengthen Girl Scouting

Pursue funding to publish and promote State of the Girl reports in Kentucky and Indiana.

Key 2025-26 Tactics:

1. In partnership with the Girl Scout Coalition of Indiana, publish the fourth annual Indiana State of the Girl Report.
2. Pursue funding for the Kentucky State of the Girl Report.



Strengthen Girl Scouting

Strengthen financial stability through new funding and updated pricing on Girl Scout opportunities.

Optimize

Redesign the Cookie Program to maximize effective engagement.

Key 2025-26 Tactics

Strengthen

1. Implement new overnight camp pricing.
2. Further evaluate revenue potential from non cookie sellers.
3. Strengthen and grow budget-relieving fundraising.

Optimize Cookie Program

1. Delay the start of the program by two weeks.
2. Launch a new family participation workbook/guide.
3. Offer on-demand Troop Leader trainings and Q&A throughout cookie season.
4. Revise the reward structure by allowing older girls in multi-level troops to opt out of rewards, restructuring upper-level rewards for greater flexibility, and doubling the value of Kentuckiana Credits on pre-orders.

Product Sale Income & Cookie Metrics

Calendar Year	Product Program Revenue	Participation	Packages Sold	PGA
2022	\$4,016,130	72%	1,449,239	274
2023*	\$4,315,340	75%	1,546,096	261
2024	\$4,728,081	71%	1,407,754	239
2025	\$4,149,534	69%	1,279,182	224
2026 Goals	\$3,396,456	69%	1,159,200	224
2026 Actuals	Too Early to Determine	78%	1,277,915	231

The council is still purchasing and distributing the final rewards for the program, so revenue cannot be determined at this time.

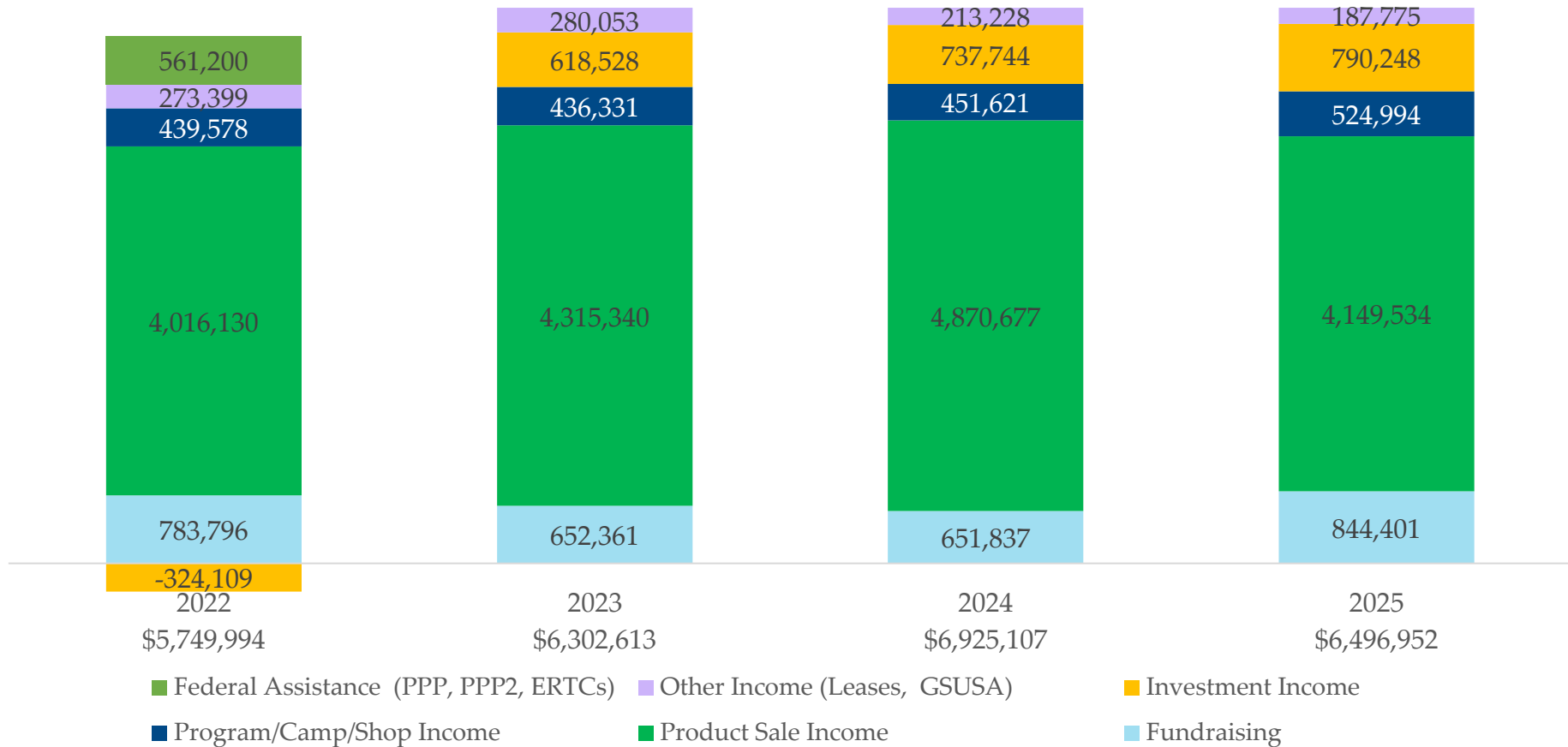
*Price Increase to \$6.00/Box & \$7.00/Specialty Box



Fundraising Income

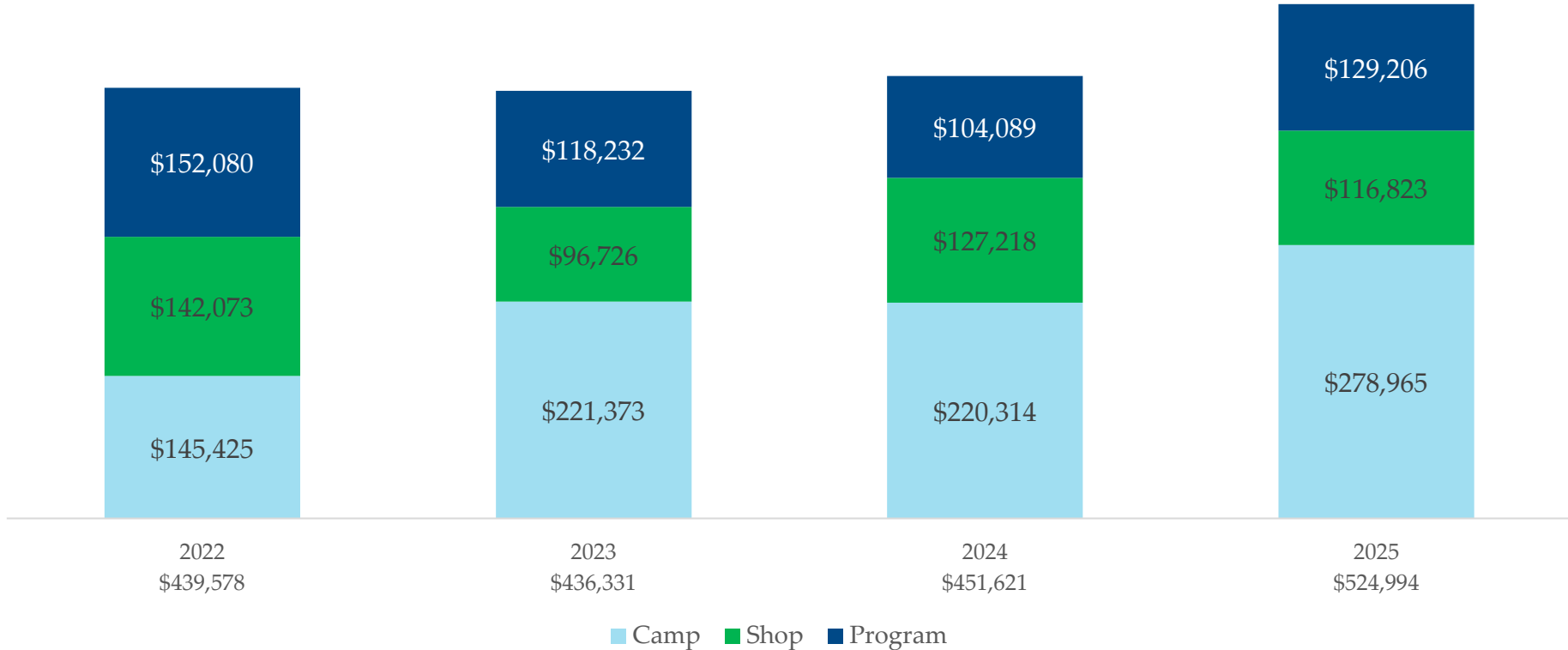
Calendar Year	Revenue (Growth)
2022	\$518,796 (23.1%)
2023*	\$608,021 (17.2%)
2024	\$613,617 (1.0%)
2025	\$646,122 (1.0%)
2026	As of 3/31/2026 Pledged or Paid = \$405,918 (60% of Goal) Budget Relieving 2026 Year End Forecast = \$675,000 These totals do not include the Site Team Fundraising Sustainability Dollars.

Audited Financial Revenue Stream: Percent of Total



\$715,413 in pool contributions is not included in the 2025 Fundraising number above.

Audited Program, Camp & Shop Revenue Breakout





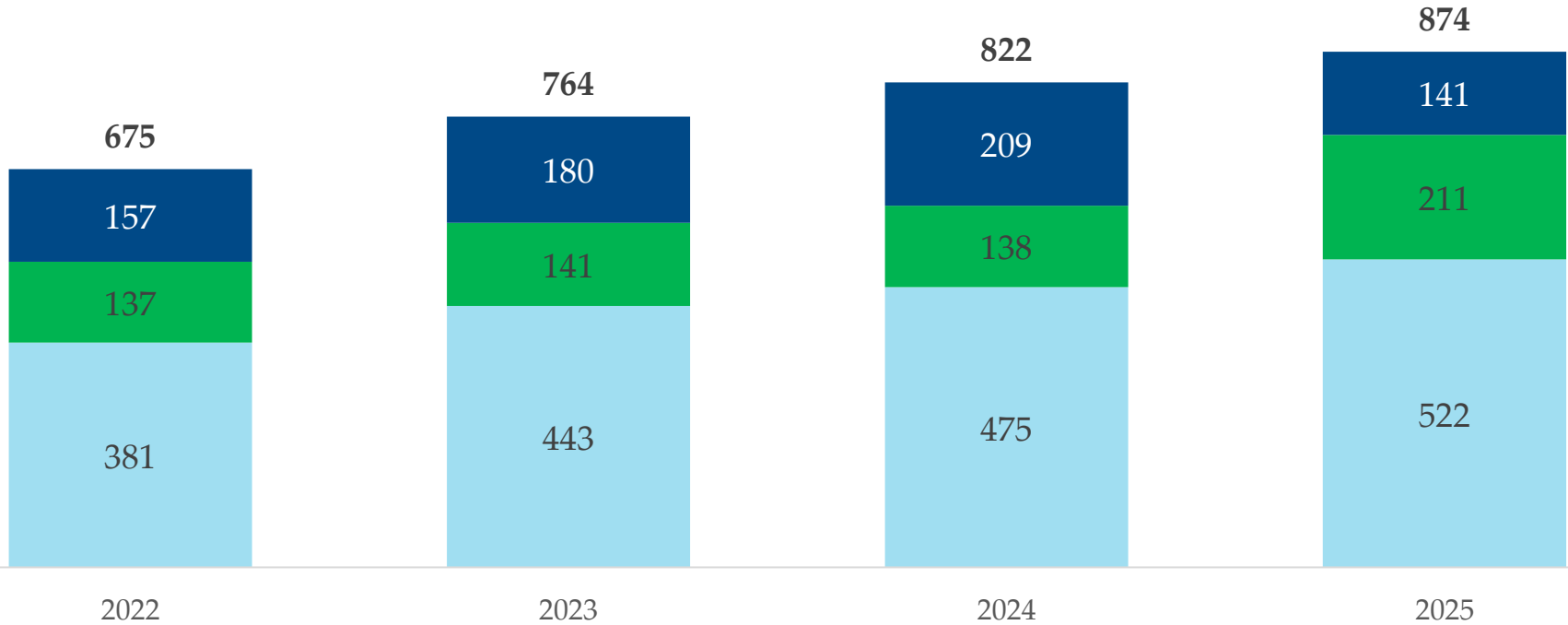
Optimize

Right size our property resources to maximize girl experiences.

Key 2025-26 Tactics:

1. Create and implement Camp Sustainability Plans in partnership with volunteer site teams.
2. Pursue the sale of the Louisville PLC.
3. Pursue closure of the physical shop.
4. Pursue rezoning the Shantituck house for offices.
5. Explore new locations for an office in Louisville, KY.

Camp Property Reservations



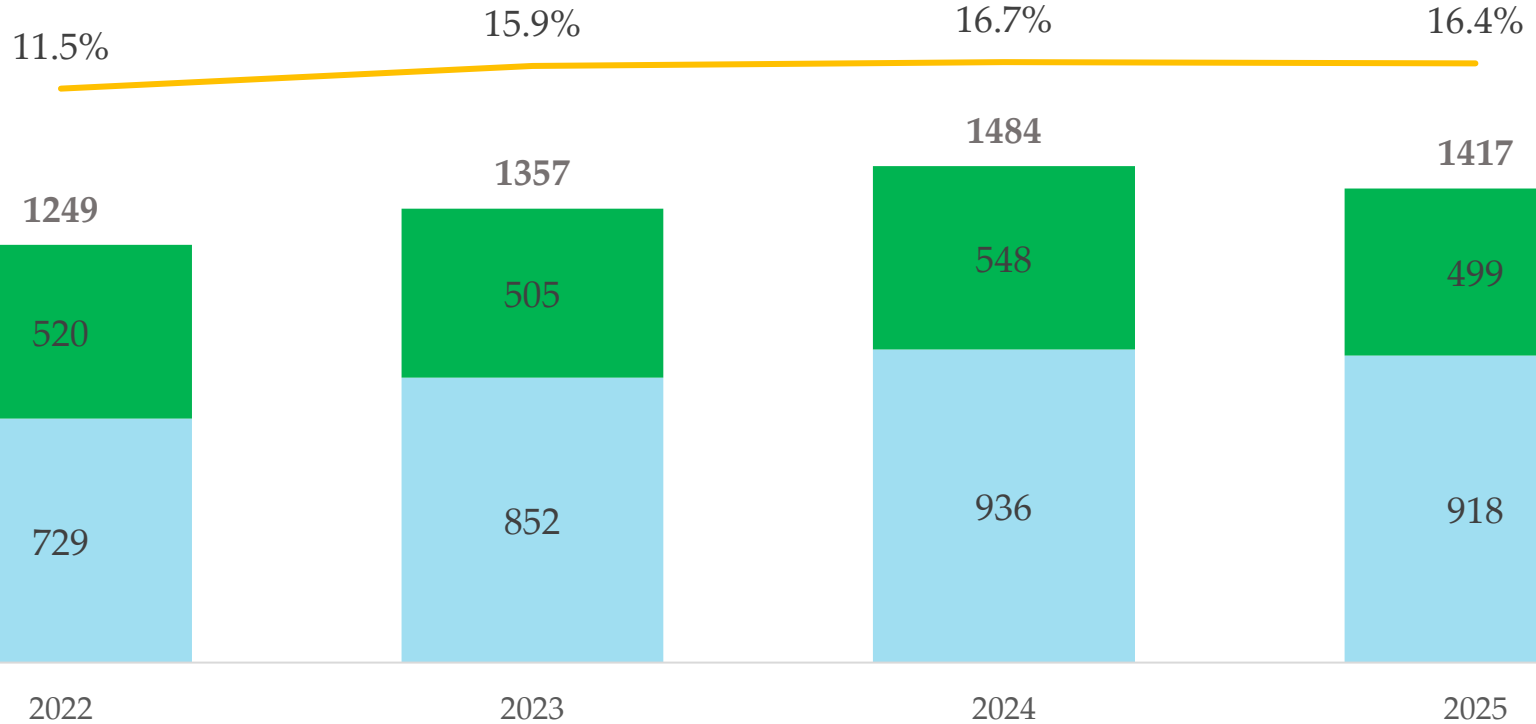
■ Multiple Nights

■ One Night

■ Day Use



Volunteer-Led Camp Girl Registrations



In 2025, Highview Camporee did not submit their attendance. In 2024, they had 38 girls.

■ Camp Shantituck

■ All Other GSK Properties

— % Membership



