



girl scouts of southeast florida

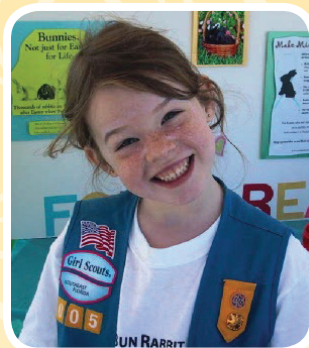
2010 ANNUAL REPORT





Message from our Board Chair and Chief Executive Officer

After spending our first year building a solid foundation for Girl Scouts of Southeast Florida, the 2009-2010 year was about strengthening that foundation, and positioning the Council for long-term growth and success. As the population of our Council continues to change, we are working quickly to adapt to ensure that we can continue to meet the needs of girls in the coming years.



Participation in Council programs continues to grow. Our Series Pathway brought a group of girls together to form a Girl Scout Chorus, and after weeks of practicing together, they gave a beautiful performance at the 2010 Gold Award Ceremony. Mega events continue to be very popular, with thousands of girls coming together to shop the night away, enjoy a movie marathon, and have a howling good time at Camp Creepy. Our website has grown in popularity, with almost 46,000 visitors and more than half a million page views this year. We also launched www.espanol.gssef.org, a site for our Spanish-speaking community and look forward to adding more content to this site in the future.

Product sales were also successful, with net cookie sale proceeds increasing four percent over 2009. Troops earned just under \$1 million and sold more than 26,000 boxes for the Cookies for the Military Program. Jessica Terkovich was recognized as the Council's Top Seller, with 1,893 boxes of cookies sold. Eighty-five girls became members of the Extreme Team, selling 1,000 boxes or more.

Advocacy has been a large part of our work this year. We have met with many of our local, regional and state representatives, sharing with them the important role that Girl Scouts is playing in the lives of more than 15,000 girls in our six counties. Girl Scouts of Southeast Florida was represented by both girls and adults during Legislative Days in Tallahassee, and we had the opportunity to talk with several elected officials about the challenges that girls are facing in today's complex world. We were also able to share how Girl Scouts is preparing girls in such areas as healthy living, science and technology, financial literacy and environmental leadership.

Working in partnership with community leaders, volunteers and staff, the Council embarked on a Strategic Learning Process to identify the Key Priorities that would guide our work for the next three years and would be a catalyst for attracting and engaging girls in a leadership experience that is fun, relevant and will inspire them to do great things. The four Key Priorities identified by the Strategic Learning Team are:

Marketing and Communication

Ensure the delivery of direct, compelling, accurate and consistent information to all stakeholders and customers.

Mission Delivery

Develop and implement a quality and consistent system for delivery of the Girl Scout Leadership Experience through outcome-based program Pathways.

Resource Development and Management

Secure and leverage diverse resources and partnerships to sustain our ability to fulfill our mission and continue to practice excellence in fiscal stewardship.

Organizational Ecosystem

Align all business systems, e.g., measurements and rewards, processes, structures, people and culture to support the organizational strategy.



Jessica Terkovich
2010 Top Cookie Seller



Henrietta Gurri McBee
Board Chair

H. M. Gurri McBee

Our staff team is now hard at work developing operational plans that streamline our efforts and support these priorities. We are looking very closely at ways to enhance our technology and our communications efforts to more closely meet the needs of the girls we serve and the volunteers who make the delivery of Girl Scout Program possible. We appreciate your support and look forward to the year ahead.



Denise W. Valz
Chief Executive Officer

Denise W. Valz





Programs

Programs offer great opportunities for girls to make new friends, learn new skills and simply have fun with other Girl Scouts. And throughout the year, Girl Scouts did just that. Through Program Pathways, thousands of girls took part in hundreds of programs around the Council.

GSSEF GOLD AND SILVER AWARD – CLASS OF 2010

The Gold Award is the highest award a girl may earn in Girl Scouting. In fact, with only five percent of girls completing the award nationwide, it is recognized the world over for the requirements of service, dedication and leadership. Girl Scouts may begin their path to achieving the Gold Award in the 9th grade and requires, on average, two years to complete the prerequisites and the award criteria and service project. GSSEF was honored to recognize 18 girls with this prestigious award in 2010. The Silver Award is the second highest award in Girl Scouting, for girls who are starting 6th grade – these amazing Girl Scouts will no doubt be member of a future Gold Award Class! This award requires an average of one year to complete, either as an individual or as the members of a group. GSSEF recognized 58 girls in our 2010 Silver Award Class.

EVENTS PATHWAY

GSSEF presented three “Mega” Events in 2009-2010 that hosted a total of 6,090 participants from all over our council! Camp Creepy is our only family-friendly event set at Camp Welaka with a fun, safe, Halloween-theme including hayrides, haunted houses, trick or treat trail, and just great family fun! It was held on October 16th and 17th. We hosted 2640 participants over the two nights. Movie Mania is an exciting night filled with popcorn, music, movies and friendship – where girls come wide-eyed and ready to spend the entire night “locked in” a movie theater – it’s a cinematic sensation every November hosting 925 participants. Mall Madness is held in February as a unique indoor camp-out where Journeys meet jammies! The event hosted 2525 participants who shopped, sang, danced, learned and played all night long!

CAMP CREEPY



MOVIEMANIA!



mall madness



List of Gold Award Recipients

Natalie Aguilar
Shelby Ball
Amber Barnett
Rachael Cinalli
Sarah Clutter
Danielle Gervais
Lindsey Goldstein
Debi Gray
Cassie Haley
Janet Holtfretter
Ashley McGowan
Kaylee Miller
Jordan Neely
Sarah Rountree
Rachel Rubin
Kara Ryker
Jennifer Tuck
Angelica Silva



CAMP PATHWAY

Girl Scouts love the out-of-doors! The renewed popularity of Camp Pathways has resulted in a five percent increase in the number of participants over the prior year. New programs like Scuba Diving and Friendship Core Camps complemented our already popular Brownie Blast-off and Daisy Safari, and additional sessions were added to accommodate sold-out attendance. The Council hosted 10 weeks of summer camp in 2010 (June - August) and experienced a 43 percent increase in attendance, serving 627 girls in five weeks of resident camps, four weeks of day camps, two weekend camps and two family-style campfires. With all of our themed Camporees, troop camping and program events held at camp, we served approximately 10,000 girls this year in a Camp Pathway!

IT'S YOUR
SUMMER
CAMP IT! 2010



Membership

There were a total of 15,134 registered girl members in 2009-2010. Despite a decline from the prior year, the Early Bird retention campaign (held April 15 through June 30, 2010) re-registered 6,074 girls out of approximately 12,000 eligible girls—an impressive 51 percent retention rate, which was 23 percent higher than the previous year. With strong retention strategies established, the membership team worked throughout the summer to produce exciting and age-specific promotional materials and messages to be used for the annual fall recruitment campaigns. A combination of advertising in all areas of the jurisdiction and fun prizes for the girls, including Trefoil silly bands, resulted in an increased number of girl registrations generated for the 2010-2011 year.

To better address the needs of the girls and adult volunteers locally, create efficiencies of resources and staff, and maximize recruitment and program offerings, the membership staff team was restructured in March, forming four Area Teams. These teams of staff and the adult volunteers from the service units in each area are now coordinating efforts to offer programs and increase girl recruitment. In addition, area focus teams were created to enhance collaboration and planning with other departments including program, recruitment and adult development and recognition. For the first time, a council-wide recruitment program entitled “Don’t Drop the Ball” was held in January for girls who had not registered during the fall. This opportunity provided an introduction to a year-round recruitment strategy that demonstrates that a girl can become a Girl Scout at any time during the year through any of the six program Pathways including camp, events, series, travel, troops, and virtual.



To further enhance the volunteer understanding and confidence with initiatives, a series of “Power of Pathways” workshops to inform returning adult volunteers of how the council is implementing program Pathways and year-round recruitment to increase girl membership was launched in May 2010. Together staff and volunteers are hand-in-hand on forward-focused recruitment efforts to reach girls of all ages throughout the council jurisdiction every day of the year!





Development

FAMILY PARTNERSHIP CAMPAIGN

Girl Scouts' annual membership campaign had a new look this year. Included with the fall registration materials was an invitation to participate in the campaign while also registering for Girl Scouting. As a result, almost \$4,000 in gifts were received from 150 families. Gifts for Girl Scouting are received and welcomed throughout the year, and as we approach the 100th Anniversary of Girl Scouting, we look forward to even more families participating.

PLANNED GIVING

Girl Scouts of Southeast Florida has been the beneficiary of community members' generosity through their estate gifts. We would like to pay tribute to the estate of William Groot for leaving a bequest to Girl Scouts.

FOUNDATION AND CORPORATE SUPPORT

The following foundations and corporations, each of which provided funding in excess of \$2,500, provided nearly \$400,000 in support of Girl Scouts of Southeast Florida for 2009-2010 year:

American Express Foundation

Anonymous

Ashdon Farms

AT&T

AutoNation

Board of County Commissioners, Broward County

Board of County Commissioners, Martin County

Boys & Girls Club of Martin County

C. Kenneth and Laura Baxter Foundation

Children's Services Council of Okeechobee County

Children's Services Council of St. Lucie County

Clear Channel

Community Foundation of Broward

Community Foundation for Palm Beach & Martin Counties

Coral Springs Community Chest, Inc.

Easton Sports Development Foundation

Florida Marlins Community Foundation

Hobe Sound Community Chest, Inc.

Girl Scouts of the USA

Kellogg's

Kirkwood Foundation

Kiwanis Clubs

Lawrence Sanders Foundation

Little Brownie Bakers

Palm Beach County Sheriff's Office

Publix Super Market Charities, Inc.

Seacoast National Bank

Southern Waste Systems

State of Florida, Department of Juvenile Justice

Toshiba Business Solutions of Florida

Wachovia Foundation

Wells Fargo Bank, N.A.

Wolf Foundation

WPTV News Channel 5



In addition, we would like to thank the following United Way Agencies for their combined support of \$90,000.

Indian River County

Palm Beach County

Martin County

Town of Palm Beach



10TH ANNUAL LUNCHEON AND SILENT AUCTION



More than 300 community supporters gathered for our 10th Annual Luncheon and Silent Auction at the Kravis Center for the Performing Arts Cohen Pavilion. In addition to the unveiling of the Kravis' bento box luncheon, guests were provided with a performance by Juliette Gordon Low and Girl Scouts Through the Ages. The vignettes illustrated the themes of courage,

confidence and character throughout the almost 100

years of Girl Scouting history. We again want to thank our generous sponsors who raised more than \$24,000 in support for the delivery of program to our 15,000 members.



ECOFEST

Keeping with the theme of this year's Journey – *It's Your Planet, Love It!*, and thanks to the generous support of Dr. Larry Kawa, Girl Scouts of Southeast Florida held EcoFest. Michelle Lindstrom and

Andrea Levenson lead the charge and developed an opportunity for community members and troops to participate in an expo of green businesses, activities, and events for all to learn about and join. Individual troops were invited to create eco-friendly games to lend festivity to the event. Highlights included an essay contest with an awards presentation by Palm Beach County Commissioner Steve Abrams, Shaklee partners providing samples of their H2O concentrated cleaning products, and the forestry department providing seedlings for planting.



Dr. Larry Kawa, DDS and the Girl Scouts of Southeast Florida

HOW CAN YOU HELP MAKE A DIFFERENCE?

While Girl Scouts make a difference in their communities all throughout the year, many partnering organizations are also trying to make a difference for Girl Scouts of Southeast Florida. In March, almost 3,000 families dined at Chili's on Girl Scout night, and the restaurant gave back \$1,600 to Girl Scouts. Bonefish Grill and Blue Martini served as sponsors for alumnae gatherings to provide an opportunity for adults to reconnect with other former Girl Scouts. These events generated more than \$1,200 in donations. Through our "Click to Make a Difference" campaign online at www.gssef.org, Girl Scout friends and families can support Girl Scouts simply by shopping and purchasing products they may already use. Shaklee and Arbonne users can order products with a portion of the proceeds coming back to Girl Scouts. A new partnership with www.CharityDine.com will allow shoppers to order discounted certificates for area restaurants with 25 percent of the purchase donated to Girl Scouts.





GIRL SCOUTS OF SOUTHEAST FLORIDA: STATEMENT OF ACTIVITIES

for the years ended September 30, 2010 and 2009

Public Support and Revenues

Public Support

Foundation, Corporate and Individual Contributions	\$339,064	\$269,369
Planned Giving	390,969	315,000
United Way Campaigns	89,843	93,381
Government Grants	58,668	123,207

Total Public Support

2009-2010	2008-2009
\$878,544	\$800,957

Special Events

Special Events Revenues	69,410	112,489
Less Costs of Direct Benefit to Donors	(41,388)	(50,851)

Net Special Events

\$28,022	\$61,638
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Program-Related Revenues

Program-Related Services		
Product Sales	4,832,835	4,711,472
Cost of Sales	(1,675,431)	(1,641,128)

Net Product Sales

\$3,157,404	\$3,070,344
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Program Fees	341,863	242,037
Merchandise Sales—Net	119,558	99,435

Total Program-Related Revenues

\$3,618,825	\$3,411,816
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Other Revenues

Interest and Dividends	29,613	45,630
Realized Gain (Loss) on Investments	(10,500)	14,709
Unrealized Gain (Loss) on Investments	77,511	(61,906)
Loss on Disposal of Assets	0	(48,861)
Rental Income	55,696	53,618
Miscellaneous Income	16,072	12,228

Total Other Revenues

168,392	15,418
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TOTAL PUBLIC SUPPORT AND REVENUES

\$4,693,783	\$4,289,829
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Expenses

Program Services

3,690,809	3,865,790
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Supporting Services

Management and General	444,425	484,195
Fundraising	307,168	345,388

Total Supporting Services

751,593	829,583
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TOTAL EXPENSES

4,442,402	4,695,373
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Change in Net Assets

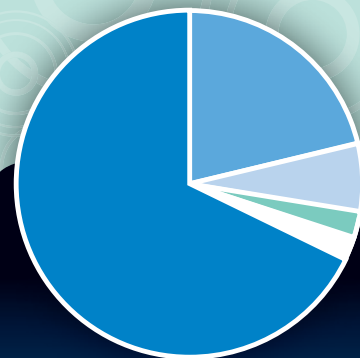
251,381	(405,544)
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Net Assets at Beginning of Year

4,572,337	4,977,881
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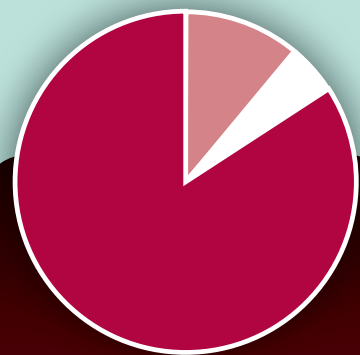
Net Assets at End of Year

\$4,823,718	\$4,572,337
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Revenues

● Product Sales	67%
● Public Support	19%
● Program Fees	7%
● Merchandise Sales	3%
● Investments & Other	4%
Total	100%



Expenses

● Program Services	83.1%
● Management & Administrative	10%
● Fundraising	6.9%
Total	100%

The statement of financial activities is a partial representation. For a full disclosure, please refer to our IRS Form 990, which can be found on the GSSEF website.





2009-2010 Board of Directors

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