



2019 ANNUAL REPORT



Every day, we see women breaking records, blazing trails, and opening doors once closed to them. Time after time we learn that these record breakers, trail blazers, and door openers shared a common experience in their childhood. They were Girl Scouts.

Girl Scouts has been filling the leadership and entrepreneurial pipeline since our very beginning. It's no coincidence that in America, **the majority of female astronauts and female tech leaders, 76% of current female senators, 52% of women in business, and all female secretaries of State are Girl Scout alumnae. 58% of female representatives elected to the 116th congress are also Girl Scout alums.**

We are the premiere girl leadership organization in the world, unleashing the **G**o-getter, **I**nnovator, **R**isk-taker and **L**eader (**G.I.R.L.**) in all girls. For nearly a century, Girl Scouts of Tropical Florida has built girls of courage, confidence, and character who make the world a better place. Serving Miami-Dade and Monroe Counties, we are passionate about providing tools for every girl to explore and reach her full potential and develop into strong female leaders for future generations in an all-girl, girl-led, and girl-friendly environment.

Our mission delivers and the research proves it. In 2017, Girl Scout Research Institute found that Girl Scouts shine above their non-Girl Scout peers in leadership, academics, career aspirations, and hope for the future. Girl Scouts, unlike their non-Girl Scout peers, exhibit a lift in their sense of self rather than a decline, and an increased desire to solve problems in their communities.

Girl Scouts are empowered to try new things and be successful because our organization is 100% girl-centered. **Girl Scouts is a place where girls are seen as trailblazers, not tagalongs.** Adult mentors and strong female role models, paired with our unparalleled experiences, show them they can be anything they want to be.

Thank you for your support and your commitment to the next generation of female leaders.

Yours in Girl Scouting,



Chelsea Wilkerson, MBA
CEO, Girl Scouts of Tropical Florida



Peggy Wingard
Chair, Board of Directors

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Go-getter, Innovator, Risk-taker and Leader (**G.I.R.L.**)

Who We Are

The world's largest leadership organization for girls.

Girl Scouts is the preeminent leadership development organization for girls. It is 100% girl led — designed with, by and for girls. Nationally, we're 2.5 million strong—1.7 million girl members and 750,000 adult members who believe in the power of every **G.I.R.L.** (Go-getter, Innovator, Risk-taker, Leader)TM to change the world.

In every residential US zip code and more than 80 countries.

With programs from coast to coast and across the globe, Girl Scouts offers every girl a chance to practice a lifetime of leadership, adventure, and success.

Serving nearly 3,500 girls grades K-12 in Miami-Dade and Monroe counties.

Girl Scouts of Tropical Florida serves girls in every zip code in Miami-Dade and the Keys. Our service area reaches from the northern border of Miami-Dade County all the way to the southernmost point of the continental United States in Key West.

We are as diverse as our community. With over 60% of girls served from moderate to low income households, our membership mirrors the demographics and socio-economic make-up of Tropical Florida.

What We Do

Girl Scouts prepares girls for lifetime of leadership, success, and adventure in a safe, no-limits place designed for and by girls.

Through the Girl Scout Leadership Experience—a collection of engaging, challenging, and fun activities—girls are able to earn badges, go on awesome trips, have their own business, explore science, get outdoors, and do community service projects. Girls gain important skills in four areas that form the foundation of the Girl Scout Leadership Experience:

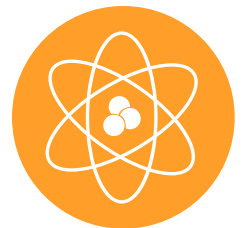
- Science, technology, engineering, and math (STEM)
- Outdoors
- Life Skills
- Entrepreneurship



OUTDOORS



STEM



LIFE SKILLS



ENTREPRENEURSHIP



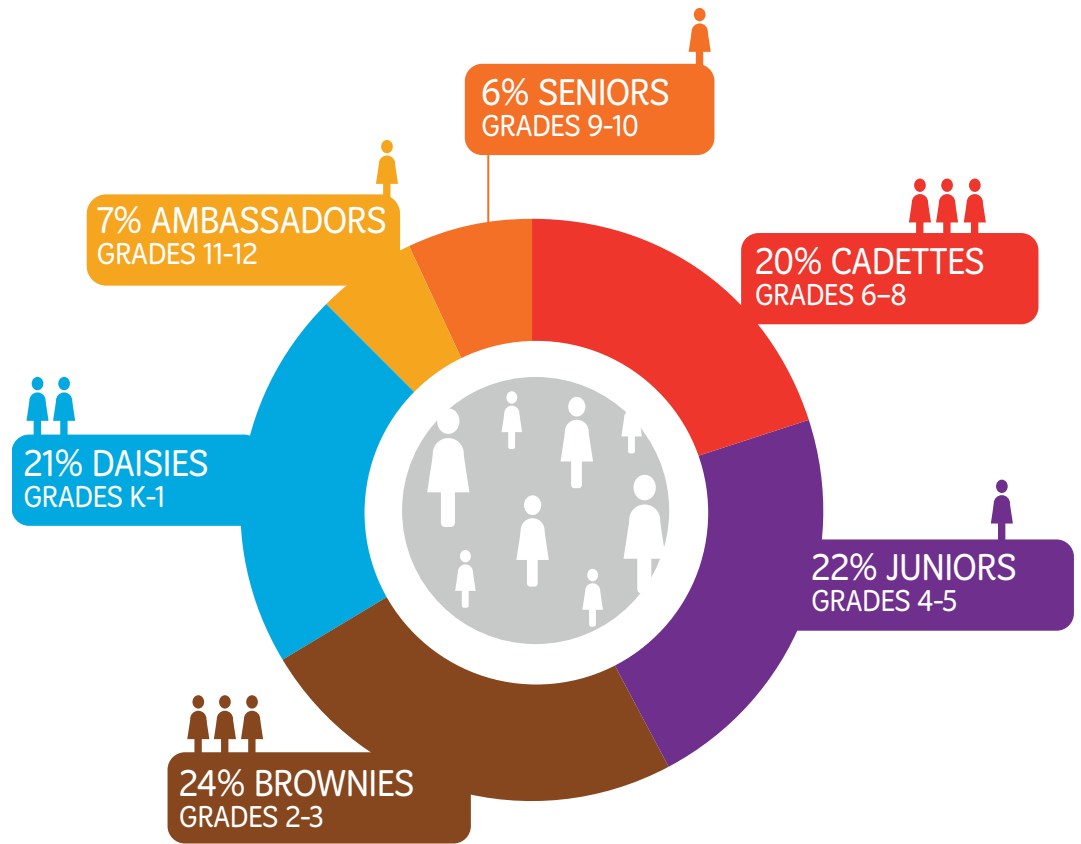
Girl Scouts is the place where girls grow into **G.I.R.L.s** – **G**o-getter, **I**nnovator, **R**isk-taker and **L**eaders.

It's where they build confidence. It's a place where they learn to be comfortable in their own skin. A place where they learn to take smart risks — and stand up for themselves and others. Your support of Girl Scouts makes this possible. Funding to Girl Scouts of Tropical Florida gives girls unique experiences that they can't get anywhere else — and offers them in an environment that is *girl-led, hands-on, and collaborative*.

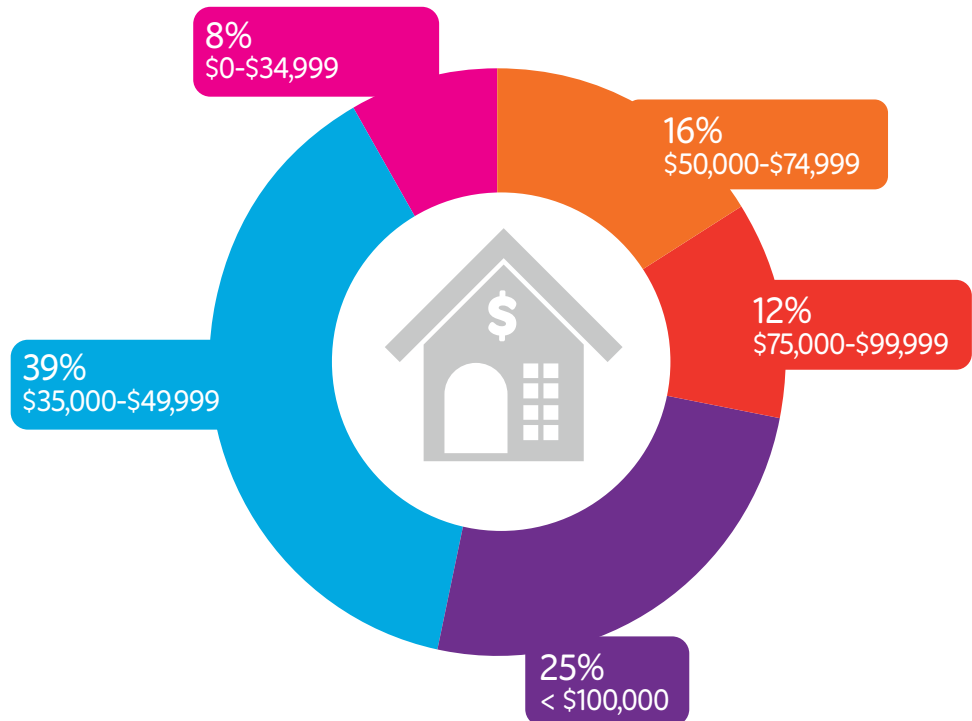
2019 Membership

5,700 Total Members

Girl – 3,385
Adult – 1,986
Lifetime – 329



HOUSEHOLD INCOME (MEAN CENSUS DATA)





2019 Financial Statements as of September 30, 2019

Statement of Financial Position

ASSETS

Cash and equivalents	\$	302,765
Receivable		40,601
Inventories		30,913
Investments		716,557
Other Assets		220,097
Property equipment, net		358,639

TOTAL ASSETS **1,669,572**

LIABILITIES AND NET ASSETS

LIABILITIES

Accounts payable and accrued expenses		130,353
Refundable advances		8,699
Deposits and other liabilities		8,472
Differed revenues		55,148

TOTAL LIABILITIES **202,672**

NET ASSETS

Without donor restriction		1,210,916
With donor restriction		255,984

TOTAL NET ASSETS **1,466,900**

TOTAL LIABILITIES AND NET ASSETS **1,669,572**

2019

Statement of Activities

PUBLIC SUPPORT, REVENUE AND GAINS

Cookie and products sales	\$	1,838,285
Contributions and grants		407,997
Retail Operations		123,046
Program and council service fees		178,486
Other income		41,918
Change in beneficial interest in trust		(11,953)

TOTAL REVENUE **2,577,779**

EXPENSES

Cost of Goods Sold		910,722
Functional expenses		
Program services		1,395,632
Supporting Services		
Management and General		403,194
Fundraising		242,068

TOTAL EXPENSES **2,951,616**

Net Income (loss) from Operating (373,837)

Non-Operating Income 101,047

CHANGE IN NET ASSETS **(272,790)**

Girl Scout Community Troops

Girl Scouts of Tropical Florida Community Troops address the need for proven, high-quality educational and leadership development opportunities for girls ages 5-17 who reside in low income communities and affordable housing developments in Miami-Dade County.

Who we serve

The program serves approximately 300 girls in 11 communities across Miami-Dade County during the school year, offering weekly after school/evening programs and weekend activities. All girls in the program come from low-income households. With additional financial support, Girl Scouts of Tropical Florida has committed to doubling the size of this program in 2020 from 300 to 600 girls.

How we implement Girl Scout Community Troops

Our Girl Scout Community Troops program is led by volunteers and Girl Scout staff through both weekly after-school meetings at community centers, parks or schools and also weekend activities. Girls engage in all parts of the Girl Scout Leadership Experience.

Benefits for girls who participate

Girl Scouts of Tropical Florida believes that all girls deserve the opportunity to develop into tomorrow's leaders. When girls participate in Girl Scouts, they benefit in five important ways:

- They develop a strong sense of self
- They display positive values
- They seek challenges and learn from setbacks
- They form and maintain healthy relationships
- They learn to identify and solve problems in their community

Community Troops are supported by:



2019 COOKIE PROGRAM



Inside: Delicious cookies for you

Outside: Amazing experiences for girls

The Girl Scout Cookie Program is narrowing the entrepreneurship gap between women and men by nurturing that go-getter spirit early on and equipping her with the confidence and know-how to dream big and do bigger.

The cookie program helps the next generation of young female entrepreneurs get an important taste of what it takes to be successful—teamwork, planning, and a positive outlook.

Because proceeds from the cookie program stay local, your purchases help the young entrepreneurs who sell Girl Scout Cookies in your community power new experiences for themselves and their troop.



\$292,716
Total troop proceeds 2019 Cookie Program

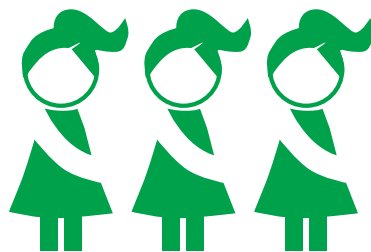
5 SKILLS The world's largest girl-led business teaches goal setting, decision making, money management, people skills, and business ethics

How our Cookie Crumbles



Involvement supported by 13 new Cookie Entrepreneur Family Pins

FAMILY



\$553

Average annual cost to serve each Girl Scout



\$125,000+/-

Funding for Community Troops annually



417,698
Boxes sold in 2019 Cookie Program

CAMPING
\$248,800
Yearly operating costs of GSTF's 4 camp properties

COOKIE COSTS ABSORBED
\$41,062
Increased cookie costs absorbed (not passed on to girls or customers) by GSTF since last retail increase in 2011

2,354

Girls participated in 2019 Cookie Program



Cost of 2019 girl and troop rewards (\$.10/box)

\$43,360

G.I.R.L. SPOTLIGHT



**REGINA
GALLARDO**
DORAL
TRAFFIC SAFETY 101

Regina knew that she wanted to address an issue in her own community. After meeting with a local city councilwoman, she decided to focus on traffic safety for her Girl Scout Gold Award project. She chose to address this problem by educating the children of the city's highly diverse population through a comic book. Regina enlisted help from city officials, fellow student artists, the Editor-in-Chief of the local newspaper, and learning services staff from Miami Dade College. Regina presented her completed comic book to city officials at a City Council meeting and they agreed to post the electronic version to the city website and print 200 copies, which were distributed to elementary school libraries. Regina also made presentations at local elementary schools and was named Ambassador of the city's traffic safety campaign.



Isabel Jaen
MIAMI
GO FLOW

Hoping to create a more period-positive environment in her school and provide accessible feminine hygiene products for those who may not be able to afford them, Isabel implemented a bi-annual collection drive for products and a Go Flow Ambassador program. Collected products fill Go Flow boxes placed in participating classrooms throughout the school. As Go Flow Ambassadors, fellow students wear pins on their backpacks to indicate that they carry hygiene products for anyone who needs them. Go Flow is sustained by the school and Isabel also created a website — www.go-flow.org — to promote the program and enable others to easily implement it in their own schools.



**MADELEINE
SALMAN**
CORAL GABLES
THE CITY BEAUTIFUL IS
SOLAR BEAUTIFUL

Madeleine noticed the construction in the downtown business district of her city and thought it would be a great opportunity to propose that the city install solar powered cell phone charging stations. She contacted a city commissioner and presented her idea. She then dedicated herself to researching solar energy, assembled a team of advisors, identified vendors and possible sources of funding, and created a presentation to promote her initiative. She presented her idea to the city's Sustainability Board and before the full City Commission meeting. Because of Madeleine's efforts, the city unanimously agreed to fund a pilot program to install cellular charging stations at a local park. The benches were installed in February 2019.



Lilian Walby

2019 Judge Edith Atkinson Award Recipient



Lilian Walby, Girl Scout for more than 56 years, received Girl Scouts of Tropical Florida’s 2019 Judge Edith Atkinson award for her ongoing dedication to the Girl Scout mission. Lilian has served as a member of the World Foundation of Girl Guides and Girl Scouts, the umbrella organization of WAGGGS and GSUSA.

Lilian’s journey with Girl Scouts began as a child in Denmark where she served as a Girl Guide. After moving to Miami in 1973, she connected with Girl Scouts of Tropical Florida and has been a dedicated volunteer and Girl Scouts advocate ever since. Always passionate about international travel and opening up the world to girls, she has designed numerous trips for girls and volunteers to the Girl Scout World Centers including leading month long trips to world centers in India, Switzerland, England, and Mexico.

Lilian was also instrumental in helping to fundraise and rebuild Camp Edith Macy, a Girl Scout training facility in New York where thousands of Girl Scout volunteers and staff gather every year.

“Girl scouting has always been a part of my life and will continue to be. It has taught me many things which have become an integral part of my personality. So much of who I am has come from the various ideals of the Girl Scout movement.”

Lilian’s commitment to making the world a better place extends beyond Girl Scouts of Tropical Florida. She has served in various volunteer positions with organizations such as The Barnacle Society, Dade Heritage Trust, New Neighbors, Pan Am Historical Foundation, United Way, Villagers, Inc., and World Wings International.

High Awards

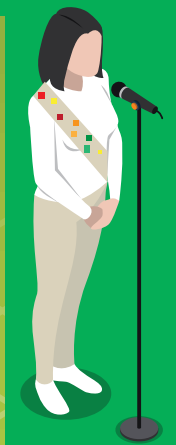
9 Gold Award Girl Scouts
57 Silver Award Girl Scouts

45

Total new badges released in 2019

95

Total GIRL programs produced



2 summer Camp locations

9 weeks total serving over 500 girls



10 adult training programs

96 adult volunteers at Summer Summit

Programs produced by pillar

STEM – 25%

OUTDOOR – 35%

LIFE SKILLS – 25%

ENTREPRENEURSHIP – 15%

THANK YOU

to our Program Partners

Code Ninjas

Comic Times

EcoAdventures

Low Art Museum

Frost Science Museum

Goldcoast 99s

Homestead Miami Speedway

Jungle Island

Marathon Marina

Miami Dade County Parks

Nature Postings

Pinecrest Gardens

UM Athletics



Corporate, Foundation & Government Donors

(OCTOBER 1, 2018 - SEPTEMBER 30, 2019)

We are grateful to the corporate, foundation, and government partners who supported our work this past year.

Amazon Smile	New Leaf Chiropractic Inc.
BAC Florida Bank	Publix Super Markets Charities, Inc.
Benevity	The Simon-Crair Group CPS's, P.A.
Broward Center for the Performing Arts	Skyscanner
Challenge Island Broward	Spirit Airlines Charitable Foundation
City of South Miami	Truist
Code Ninjas	United Way of Greater Knoxville
Community Bag and Giving Tag Program	United Way of Metropolitan Chicago
Coral Gables Community Foundation	United Way of Miami Dade
Great American	Wells Fargo
Girl Scouts USA	Your Cause, LLC Truste for HCA Caring for the Community
Homestead-Miami Speedway	
Janice Coakley Campaign, LLC	
Mercury Public Affairs, LLC	
The Miami Foundation	
Network for Good	

Girl Scout Troop Donors

(OCTOBER 1, 2018 - SEPTEMBER 30, 2019)

We are grateful to the Girl Scouts within Miami-Dade and Monroe counties for their support this past year.

Troop 17
Troop 89
Troop 460
Troop 836
Troop 1239
Troop 1807
Troop 1832
Troop 2763





Individual Donors

(OCTOBER 1, 2018 - SEPTEMBER 30, 2019)

We are grateful to the individual donors who supported our work this past year.

Terri Abascal	Lia Costa
Adriana Albornoz	Leatrice Damus
Alliete R. Alfano	Melissa Dietrick
Donna Alfano	Stephanie Doscher
Hadil Ali	Ingeborg Drozd
Jennifer Alonso	Robert DuBard
Katrina A. Alvarez	Jeanie Duck
Linda Alvarez	Michael Dunn
Sandrell Apatira	Samantha Durso
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Lois Auerbach	Antoinette Fisher
Gayle Bainbridge	Marisa Fort
Lotus Baker	Judith Frankel
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Liz Bayes Santos	Cristina Garcia
Heidi F. Befeler	Liza Garcia
Tracy Belew	Dana Goldman
Maria Benavides	Jackie Gonzalez
Jennifer L. Bennett	Antonio Gonzalez
Ivette M. Berisiartu	Corinne Grassini
Elaine Blattner	Beverly Greenberg
Rosa Bodoh	Nick Gunia
Nicole Boege	Gwendolyn Hanson
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Lindsay K. Bordenkircher	Ann House
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Jackie A. Keenan
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Preston Koch
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