

Second Century Partner Program 2025 – 2026



A Legacy of Leadership in Miami & the Keys



For over 100 years, Girl Scouts in Miami and the Florida Keys have been dreaming big and doing good. From protecting our unique ecosystems to addressing food insecurity in their neighborhoods, Girl Scouts have always been at the forefront of community leadership.

Founded in 1923 by the first troop in Coconut Grove, **Girl Scouts of Tropical Florida** has grown into the leading organization for girl development in the region. Today, we serve nearly 3,000 girls across Miami-Dade and Monroe Counties, empowering them with the skills, confidence, and support to lead in their communities and beyond.

Current Impact: Miami-Dade & the Keys

3,000 girls in 173 troops supported by 1,500 volunteers/adult members



Girls from nearly every zip code in Miami-Dade and the Keys, with 600 girls in fully subsidized troops in under-resourced communities



Over 100 girl programs hosted annually

15 Gold Award Girl Scouts

13 Silver Knight nominees

2,000 trees planted at Camp Mahachie in the past two years



Florida Girls Are at a Crossroads

The Challenge:

According to the State of the Florida Girl Report*, today's girls face unprecedented pressures:

Emotional Wellness:



Nearly half of all girls in Florida report feeling so sad or hopeless for at least two weeks in a year that they stop participating in regular activities.

Mental Health Access:



Over 50% of Florida youth in need of mental health services are not receiving them—many of them girls.

Academic & Social Pressures:



Girls are navigating intense competition in school, family expectations, and the influence of social media.

STEM Gender Gap:



Women make up 47% of the workforce but only 28% of STEM jobs.

The Opportunity:

Girl Scouts of Tropical Florida is uniquely positioned to meet these challenges head-on with:

Safe, Supportive Spaces:



Troops offer a community where girls feel seen, heard, and valued.

Emotional Resilience:



Our programs build confidence, connection, and coping skills.

Environmental Stewardship:



We're introducing girls to careers in sustainability, restoration, and climate adaptation.

STEM Leadership:



Through our STEM Pledge, we're preparing 2.5 million girls nationwide to lead in fields like cybersecurity, robotics, and environmental science.

*Girls Scouts of Florida Association, of which Girl Scouts of Tropical Florida is a member, commissioned the State of the Florida Girl Report. Learn more at floridagirlscouts.org.



The Girl Scout Leadership Experience

The Girl Scout Leadership Experience has **four key areas** that form the foundation of our program for girls. Each is designed to help girls look at our world and change it for the better. In doing that, they make new friends, challenge themselves with new experiences, create their own adventures, and develop skills and confidence that will serve them all their lives.

STEM

Girls explore hands-on activities in science, technology, engineering and math that spark curiosity and learning.

Outdoors and the Environment

Through camping, hiking, and environmental stewardship, girls develop resilience, leadership, and a deep appreciation for nature.

Life Skills

From financial literacy and civic engagement to healthy living and communication, girls gain practical skills to navigate life with confidence and purpose.

Entrepreneurship

Through the iconic Girl Scout Cookie Program, girls learn goal setting, decision making, money management, communication, and business ethics—skills that last a lifetime.





Why Become a Second Century Partner

Your partnership enables us to:

- Underwrite nearly 100+ Council-wide programs a year
- Charge minimal fees for our programs and membership (< \$25)
- Fully subsidize troop participation for over 600 girls in 16 low-income Miami-Dade communities
- Support ongoing property maintenance and restoration of three properties in Miami & the Keys
- Engage your employees, family members, or colleagues in impactful and fun volunteer experiences they will bond over and enjoy
- Align your brand with the positive values and impact of Girl Scouts

Be Part of the Legacy: By becoming a Second Century Partner, you are investing in the future of South Florida—one girl at a time.

Together, we can ensure that every girl has the opportunity to lead, thrive, and make a difference.

Signature Girl & Adult Programs



GIRL PROGRAMS

Girl Fest (September 27) - A celebration of Girl Scouts for current/prospective families and the entire Tropical Florida community. This event features vendors, community partners and troops.

Cookie U (December 7) - The Girl Scout cookie program is the largest girl-led business in the world where 100% of the proceeds stay local. At Cookie U, girls learn all the skills they need to launch their successful cookie business.

Cast Iron Chef (March 14) - An outdoor cooking competition where girls learn about healthy eating, food safety, outdoor cooking techniques and develop a recipe judged by local chefs.

Highest Awards (June 7) - Celebrate girls earning their highest awards in Girl Scouts.



ADULT EVENTS

Campfires to Cocktails - November 8, 2025

Join us at Camp Mahachie, Girl Scouts' 77-year-old property in Coral Gables, for a fun adult evening of food, drinks, and interactive Girl Scout activities.

Lifetime of Leadership Reception - TBD

Honor the professional accomplishments and community impact of Miami-Dade women and men who make the world a better place.

\$100,000 Benefactors

Marketing & Recognition Benefits

- Prominent logo placement on GSTF Website, including Home and Supporter Pages
- Opportunity to serve as presenting sponsor of signature adult event
- Logo inclusion in donor e-newsletters (5,700 subscribers)
- 1 dedicated article in donor and alum e-newsletter (5,700 subscribers)
- 1 dedicated social post (9,000 followers)
- Check presentation at signature event
- Speaking opportunity at signature adult event

Adult Event Benefits

- Logo inclusion on the following event materials
 - Campfires to Cocktails (includes 2 VIP tickets & 10 event tickets)
 - Lifetime of Leadership Reception

Engagement Opportunities

- 2 customized team building and/or volunteer events at Camp Mahachie
- Opportunity to develop co-branded Girl Scout patch for Girl Scout series or program
- Complimentary attendance to Adult Troop 305 event for up to 12 individuals

\$50,000 Advocates

Marketing & Recognition Benefits

- Prominent logo placement on GSTF Website, including Home and Supporter Pages
- Opportunity to serve as presenting sponsor of signature girl program
- Logo inclusion in donor e-newsletters (5,700 subscribers)
- 1 dedicated article in donor and alum e-newsletter (5,700 subscribers)
- 1 dedicated social post (9,000 subscribers)
- Speaking opportunity at signature girl event

Adult Event Benefits

- Logo inclusion on the following event materials
 - Campfires to Cocktails (includes 2 VIP tickets & 8 event tickets)
 - Lifetime of Leadership Reception

Engagement Opportunities

- 1 customized team building and/or volunteer event at Camp Mahachee
- Opportunity to develop co-branded Girl Scout patch for Girl Scout series or program
- Complimentary attendance to Adult Troop 305 event for up to 10 individuals

\$25,000 Champions

Marketing & Recognition Benefits

- Logo placement on GSTF Website Supporters Page
- Logo inclusion in e-newsletters (10,000 subscribers)
- 1 social post (9,000 subscribers)

Adult Event Benefits

- Logo inclusion on the following event materials
 - Campfires to Cocktails (includes 2 VIP tickets & 6 event tickets)
 - Lifetime of Leadership Reception

Engagement Opportunities

- 1 team building and/or volunteer event at Camp Mahachee
- Opportunity to develop co-branded Girl Scout patch for Girl Scout program
- Complimentary attendance to Adult Troop 305 event for up to 8 individuals

\$10,000 Trailblazers

Marketing & Recognition Benefits

- Logo placement on GSTF Website Supporters Page
- 1 social post (9,000 subscribers)

Adult Event Benefits

- Logo inclusion on the following event materials
 - Campfires to Cocktails (includes 2 VIP tickets & 4 event tickets)
 - Lifetime of Leadership Reception

Engagement Opportunities

- 1 team building and/or volunteer event at Camp Mahachee
- Opportunity to develop co-branded Girl Scout patch for Girl Scout program
- Complimentary attendance to Adult Troop 305 event for up to 6 individuals

\$5,000 Leaders

Marketing & Recognition Benefits

- Logo placement on GSTF Website Supporters Page

Adult Event Benefits

- Logo inclusion on the following event materials:
 - Campfires to Cocktails (includes 2 VIP tickets and 2 event tickets)
 - Lifetime of Leadership Reception

Engagement Opportunities

- 1 team building and/or volunteer event at Camp Mahachee
- Complimentary attendance to Adult Troop 305 event for up to 4 individuals

\$2,500 Supporters

Marketing & Recognition Benefits

- Logo placement on GSTF Website Supporters Page

Adult Event Benefits

- Logo inclusion on the following event materials:
 - Campfires to Cocktails (includes 2 VIP tickets)
 - Lifetime of Leadership Reception

Engagement Opportunities

- Complimentary attendance to Adult Troop 305 event for up to 2 individuals

Second Century Partner Program 2025 – 2026

Benefit	Benefactor (\$100K)	Advocate (\$50K)	Champion (\$25K)	Trailblazer (\$10K)	Leader (\$5K)	Supporter (\$2.5K)
Presenting sponsor of signature adult event with speaking opportunity	✓	✗	✗	✗	✗	✗
Check presentation at signature event	✓	✗	✗	✗	✗	✗
Presenting sponsor of signature girl program with speaking opportunity	✓	✓	✗	✗	✗	✗
Dedicated article in donor & alum e-newsletter (5,000 subscribers)	✓	✓	✗	✗	✗	✗
Prominent logo on GSTF website Home Page	✓	✓	✗	✗	✗	✗
Dedicated social post (9,000 followers)	✓	✓	✓	✗	✗	✗
Logo in e-newsletters (10,000 subscribers)	✓	✓	✓	✗	✗	✗
Co-branded Girl Scout Patch Opportunity	✓	✓	✓	✓	✗	✗
Team-building / Volunteer event at Camp Mahachie	2 events	1 event	1 event	1 event	1 event	✗
Logo on GSTF website Supporters Page	✓	✓	✓	✓	✓	✓
Logo on adult event materials	✓	✓	✓	✓	✓	✓
Complimentary Tickets to Adult Signature Events	2 VIP + 10 General	2 VIP + 8 General	2 VIP + 6 General	2 VIP + 4 General	2 VIP + 2 General	2 VIP
Complimentary Troop 305 Event Tickets	12	10	8	6	4	2

2024-2025

Second Century Partners as of August 2025

Advocates (\$50,000)



Champions (\$25,000)



Holloway Family
Foundation



Trailblazers (\$10,000)



Emily & Kenneth
Furton



The Leibowitz &
Greenway Family
Charitable Foundation

The Musa-Mena
Family



Leaders (\$5,000)



The Cerrone Family
Foundation



Bill and C. Patricia
Cruz



Judy Aronson
Jameson

Cindy Lerner and
Robin Lerner



Sheila Aronson
Shapiro



Peggy and George
Wingard

Supporters (\$2,500)



Evelyn B.
Enrione



Deborah
Koch

Dawn
Javersack



The
Miami
Foundation

Lisa
Palley



Gloria M.
Velazquez



WILLIAMSON
CADILLAC

Angelica "Kiki"
Zayas

Let's Connect!

For more information or to confirm your Second Century Partnership, please contact Haley Karl, GSTF director of development, at hkarl@girlscoutsfl.org or (847) 800-6592.



www.girlscoutsfl.org



@GSCTF



@GirlScoutsTropicalFlorida



Girl Scouts of Tropical Florida