**girl scouts** of california's central coast

## **2017 ANNUAL REPORT**

### From the Board Chair and Chief Executive Officer

Dear Friends:

At Girl Scouts of California's Central Coast, we believe that when girls succeed, so does society. That's why we are committed to the one-of-a-kind Girl Scout Leadership Experience (GSLE). Time-tested and research-backed, GSLE outcomes provide compelling evidence that Girl Scouts are more likely than non-Girl Scouts to have greater social and emotional well-being. Because when girls are given a safe, all-girl environment to try new things and take on challenges, they cultivate important skills needed to take the lead in their own lives and the wider world. In 2017, Girl Scouts was ranked second on the World Value Index, a report that measures how audiences perceive and value a brand's purpose and mission. In other words, Girl Scouting works!

A network of community volunteers, along with engaged families, are key to these successful outcomes for girls. That's why we joined councils nationwide in 2017 to provide a new customer care and training department, along with a new Volunteer Toolkit to streamline planning for troop meetings and activities. To further engage volunteers, the voting membership approved the induction of a newly formed Member Connection Committee, which meets bi-monthly to provide member-level feedback and ideas for council stewardship to the Board and CEO. And, we made progress to soon start the renovation of what will be the new Andrew and Phyllis D'Arrigo Girl Scout Leadership Center in Castroville to better serve members

With this nurturing backbone of support, Girl Scouts not only participated, but also took the lead in a range of program activities in 2017—from kayaking, archery, and camping, to coding, robotics, trekking, advocating for wildlife and beyond! We partnered with MOXI, The Wolf Museum of Exploration + Innovation in Santa Barbara for an exciting new patch program, collaborated with Digital NEST to develop Girl CODE curriculum through a generous grant from Google.org to supply girls with laptops, and girls tested their orienteering and Dutch oven cooking skills at the biannual Kaleidoscope, a Girl Scout skill-building weekend camporee attended by nearly 2,000 members.

We also celebrated the 100th Year of Girl Scouts selling cookies which brought the debut of the new Girl Scout S'more Cookie.® In addition, Girl Scouts paved the way for year-round science, technology, engineering, and math (STEM) programming with the Girl Scout STEM pledge – a commitment to providing girls with skills for the 21st century workplace. And, we recognized 35 Gold Award Girl Scouts, the highest achievement in Girl Scouting.

We could not have made this progress without the unwavering support and dedication of our volunteers, families, community partners and donors who power every G.I.R.L. (Go-getter, Innovator, Risk-Taker, Leader)<sup>™</sup>. The case for Girl Scouting has never been stronger, and we are honored to lead this mission with you. Thank you!

Alelmith

Tammie Helmuth Board Chair



Jody Skenderian Chief Executive Officer





### **GIRL SCOUT PROMISE**

On my honor, I will try: To serve God and my country, To help people at all times, And to live by the Girl Scout Law.

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### **GIRL SCOUT LAW**

I will do my best to be honest and fair, friendly and helpful, considerate and caring, courageous and strong, and responsible for what I say and do, *and to* 

respect myself and others, respect authority, use resources wisely, make the world a better place, and be a sister to every Girl Scout.

••••••

### **BOARD OF DIRECTORS**

### 2016-2017

Tammie Helmuth—Board Chair Lupita Renteria-Galvan—Vice Chair Crystal Evans—Secretary Ashley Ogden—Treasurer

### **MEMBERS AT LARGE**

Dwayne Carey Hayley Civian Genevieve Evans-Taylor Keisha Frost Kalpana Iyer Mark Lisa Meghan Lopez Judy Mavroleon Susan Murata Jamie Ruffing Ryan Van Ommeren

### CEO

Jody Skenderian





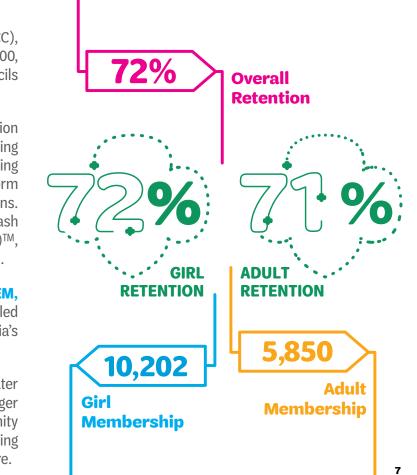
# **MEMBERSHIP**

In 2017, Girl Scouts of California's Central Coast (GSCCC), combined girl and adult membership reached over 16,000, with a retention rate above the national average for councils at 72%.

Girl Scouts is the first and largest girl-led organization in the world, and for over a century has been preparing girls in grades K–12 for everyday leadership by providing experiences to explore new interests, face challenges, form new friendships, and make lasting community contributions. Our proven approach gives girls the opportunities to unleash their inner G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)<sup>TM</sup>, prepare for a lifetime of leadership, and change the world.

Our programs encompass four pillars: Life Skills, STEM, the **Outdoors**, and **Entrepreneurship** to deliver girl-led activities to G.I.R.L.s across six counties along California's Central Coast.

Girl Scout alumnae display positive life outcomes to a greater degree than non-Girl Scouts including: having a stronger sense of self and positive values, exhibiting community problem-solving skills, earning better grades and achieving higher levels of education, enjoying the outdoors and more.







# **GIRL SCOUT** LEADERSHIP EXPERIENCE

At the core of the GSLE, is a portfolio of engaging badge work, and challenging activities like getting outdoors, taking field trips, exploring science and performing community service.

To support this foundation, adult volunteers led girls through activities in troops and amazing regional Service Unit-hosted events.

As well, GSCCC hosted 410 events - designed just for girls - so they could try news things in a safe and nurturing environment at our program centers and along the Central Coast. Programs like hooked on fishing and surfing, First Aid, hiking at Pinnacles, cooking a harvest-to-table pizza lunch, and many more, gave girls an active and healthy choice of adventure to capitalize on their inner G.I.R.L.

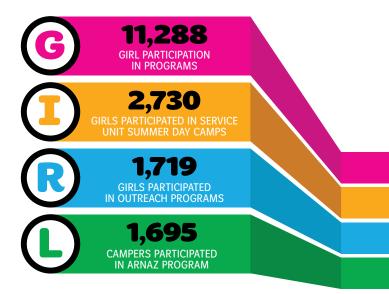
Spring brought the popular annual Brownilympics event where 417 Daisies and Brownies participated in a day of sports in Thousand Oaks and Simi Valley with the support of 50 volunteer dads.

With our pledge to help girls grow in STEM, we debuted Girl CODE at Camp Arnaz through a Google.org grant, and in partnership with Digital NEST of Watsonville, which provided laptops and introduced 150 girls to coding activities.

## UNLEASHING HER INNER G.I.R.L. STEM • ENTREPRENEURSHIP LIFE SKILLS • OUTDOOR

Presented in-part by the Harriett H. Samuelsson Foundation, we also hosted Tent or Treat as part of a Go-Green initiative at Camp Arnaz with over 300 attendees.

And, rocket scientist-turned Girl Scouts of the USA national CEO, Sylvia Acevedo, visited when we teamed up with The Wolf Museum of Exploration + Innovation in Santa Barbara to offer a councils-own MOXI patch.







Innovator
R. Risk-Taker
L. Leader

**G.** Go-Getter



### CAMP LIFE IS THE BEST LIFE





Girl Scout outdoor programs are designed to help girls build confidence, develop an appreciation for nature, and prepare for higher adventure. And, in 2016-2017, we went camping and experienced the outdoors!

Over 3,000 Girl Scout and outside group campers overnighted at **Camp Arnaz** - the council's beautiful 36-acre camp property located on the outskirts of Ventura. Camp Arnaz was also the backdrop for 59 programs which served approximately 1,705 girls and 706 adults.

We expanded older-girl leadership resident camp with the debut of **Camp Athena** in San Luis Obispo County to join our popular **Camp Artemis** held in the Santa Cruz Mountains.

In 2017, we also held the much anticipated biannual **Kaleidoscope** camporee in Santa Barbara County with over 1,066 girls and 507 adults participating. Girls competed in Dutch oven cook-offs, knot-tying, orienteering and more, while learning new outdoor skills and having a blast tent-camping with other Girl Scouts!

In each region, Service Units held incredible **Summer Day Camps** with a variety of themes like *Welcome to the Jungle* to give hundreds of girls a fun, active week in the outdoors.

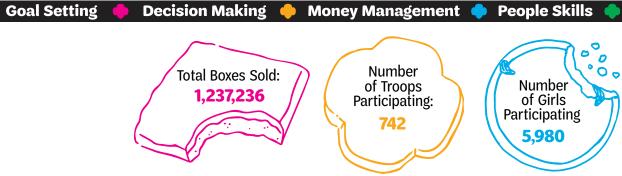




### **ENTREPRENEURSHIP**

Each year, our communities come together in support of the work of the council, and more importantly to help girls learn what it means to actually lead a business during participation in the Fall Program Sale, and the annual Girl Scout Cookie Sale Program.

In 2017, we celebrated 100 Years of girls selling Girl Scout Cookies with the introduction of the NEW Girl Scout S'mores™ cookie. A century ago, girls started participating in what would evolve into the largest entrepreneurial training program for girls in the world, the Girl Scout Cookie Program. Selling Girl Scout Cookies not only helps Girl Scouts earn money for fun, educational activities and community projects, but also plays a huge role in guiding girls to discover their inner G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader) as they learn five essential life skills that will stay with them forever. All of the net revenue raised through the Girl Scout Cookie Program-100 percent of it- stays with the council and troops.



### Troop and Service Unit Profit in 2017: \$1,130,200

The annual nut/candy and magazine sale program held each fall is laced with fun, digital avatars and learning, and serves as an important troop start-up opportunity to fuel fall program activities. In 2016, 485 participating troops with 2,835 girls sold \$613,932 in nuts/candy, and \$139,119 in magazines.

### **Business Ethics**

## **THE RESULT:** A lifetime of leadership



How much did you like being a Girl Scout this year? LIKED/A LOT 91%

Confidence, Integrity, Caring, Healthy Relationships **POSITIVE SENSE OF SELF** 

> Girl Scouts helped me be a leader in more activities with my friends. AGREED/A LOT

I know I will graduate from high school/college. A LOT/EXACTLY ME 93%/95%

2017 GSRI - GSCCC GIRL REPORT - GIRL SCOUT VOICES COUNT SURVEY; N=774



### **COMMUNITY OUTREACH**

Grants, corporate contributions and individual gifts provide a vital pathway to serve girls. Grantmakers support programming in Santa Cruz, Monterey, San Benito, Santa Barbara and Ventura Counties. GSCCC's Alisal Program Center in Salinas, offers a grant-funded after-school program that builds girls' leadership and academic skills.

Thanks to a generous grant from Google.org, and Girl Scouts of the USA, the council purchased laptops for coding literacy, computer science, and problem-solving workshops for 500 girls – at least 50% of the girls served by these programs are lowincome. In Ventura County, program supported by the Amgen Foundation and Edison International help girls to build Science, Technology, Engineering and Math (STEM) skills.

Our donors' generosity helps us to ensure that girls do not get left ouf of the Girl Scout Leadership Experience because of financial limitations.

## **Adult Training**

With a network of 29 volunteer Service Units throughout the council, these volunteers are our dedicated community partners in Girl Scouting. Service Unit leadership combined with council training, support troop leaders in delivery of the Girl Scout Leadership Experience. During the year, we trained 685 girl Program Aides and adults, and held a total of 455 in-person and live trainings. In 2017, we also unveiled the new Volunteer Toolkit (VTK), a digital and mobile device-friendly resource for troop leaders to manage troops, plan and download meeting plans, and engage parents/guardians and girls. This new 'administrative assistant' app for Kindergarten through fifth-grade troops contains all of the content a volunteer needs to have a successful troop leader experience. By making the planning process easier and faster, volunteers have more time to do the things they love - spending time with girls!

## **2017 Volunteer Recognitions**

Honoring Girl Scout Volunteers for providing high achievement and exemplary service to make a difference.

RECIPIENT

Kathy Brown Ray Pulliam

Laurie Bend

Pam Cain

Kimberly Reiland

Tammy Jepsen

Casey Brady

Kimberly Cook

Ken Hobmann

Jayme Pulliam

Kristin Escalle

Brian Yasui

Jennifer Murphy

#### SERVICE UNIT

155 – Coastal Redwoods 250 – San Benito 250 – San Benito 356 – Monterev Bav 356 – Monterey Bay 550 - Orcutt 550 – Orcutt 553 – Valley of the Flowers 660 - Thousand Oaks 660 – Thousand Oaks 660 – Thousand Oaks 250 – San Benito 452 – San Luis Obispo

#### AWARD

Volunteer of Excellence Appreciation Appreciation



### SERVICE UNIT

- 453 Monarchs by the Sea
- 453 Monarchs by the Sea
- 550 Orcutt
- 550 Orcutt
- 550 Orcutt
- 553 Valley of the Flowers
- 553 Valley of the Flowers
- 553 Valley of the Flowers
- 650 Island View
- 650 Island View
- 660 Thousand Oaks
- 555 Costa de Oro

#### RECIPIENT

Maria Bueno Tania Chavez Angie Blackburn Kimberlee Ouinonez Melinda Roio Angela Brooks Dawn Scearcv Penny Toll Lvnette Kuchta Marcia Thompson Karen Kennedy Carol Engle

### AWARD

Appreciation Thanks Badge

## **FUNDING SOURCES**



## HOW GSCCC USED RESOURCES WISELY



To view financial statements, please visit www.girlscoutsccc.org





## FORK IT OVER 2017

## **THANK YOU SPONSORS AND DONORS!**

Assisted Home Health & Hospice Foundation

California Lutheran University

Mary & Joseph Hektner Insperity DBA Greater Houston Golf Charity

Elise & William Kearney

Logix Federal Credit Union

Montecito Bank & Trust

**Premier America Credit Union** 

Borge Riis-Vestergaard

Sports Academy

# **STEWARDING THE MISSION**

Thanks to generous gifts from donors, Girl Scouts of California's Central Coast is able to reach deeper into our communities to serve girls.

## THIRD ANNUAL FORK IT OVER FUNDRAISER

Presented by Premier America Credit Union in 2017. Fork It Over was held in August at the Palm Garden Hotel in Thousand Oaks. All proceeds benefited the Girl Scout Leadership Experience (GSLE) across the six counties served by GSCCC. Notable chefs from restaurants created Girl Scout cookieinspired appetizers and desserts in sweet and savory food pairings. Fork It Over ticket sales support what girls love about Girl Scouts including participating in troops, camping and the outdoors, developing leadership skills, STEM-related activities, and so much more!



Thanks to a generous donation from the D'Arrigo family, as well as local community support, we're transforming the Castroville office into the new Andrew and Phyllis D'Arrigo Leadership Center, a place where girls and volunteers can hold meetings, attend trainings and participate in weekend programs. The project is slated for completion in 2018.

We would like to thank the following donors for funding the Andrew and Phyllis D'Arrigo Leadership Center: Andrew & Phyllis D'Arrigo Charitable Foundation, The Nancy Eccles and Homer Hayward Family Foundation, Ocean Mist Farms, Valley Pride Inc., Boutonnet Farms Inc., Laguna Mist Farms, Sea Mist Farms, Ouattrone Foundation, Nancy Ausonio, Don & Barbara Chapin, D'Arrigo Bros. Co. of California, Mark Boos, Borzini Accounting & Consulting, LLP; California Giant Berry Farms, Bette Grace, Janet and Leon Mayou, Gerald & Mary McCullough, Art & Marilyn McLoughlin, Margaret D'Arrigo, Cynthia Vernon & Monta Potter, IMPOWER, Salinas Valley Chamber of Commerce, Scudder Roofing Company, Lions Club of Freedom, Sheila Dundon, Rabobank, and Kalah & Robert Bumba.

## DONOR APPRECIATION EVENTS

We held a Donor Appreciation luncheon at Fisher's restaurant in Hollister. Members of the Juliette Gordon Low Society, GSCCC donors and The Community Foundation came together for great company and great food, and to discover more about giving opportunities. In Ventura County, we held a Donor Appreciation event at Camp Arnaz. Our guests enjoyed dinner and received a tour of the camp grounds. We ended a fun evening with S'mores around a roaring campfire!

### **ANDREW AND PHYLLIS D'ARRIGO** LEADERSHIP CENTER





## **JULIETTE GORDON LOW SOCIETY**

Juliette Gordon Low gathered a few girls to begin Girl Scouts 106 years ago. In her memory, the Juliette Gordon Low Society was established to thank and honor friends of Girl Scouting who choose to make Girl Scouts part of their legacies and a beneficiary of their estate plans.

Juliette Gordon Low Society events: *Camp Arnaz in Ventura and Marina Library in Monterey* 

## **JULIETTE GORDON LOW SOCIETY MEMBERS**

The Estate of Audrey Abbey Ricardo & Maria Arada Dorothy Bramhall Argo Living Trust Lisa Bennett Charles & Marybeth Bontadelli Mark Boos Nancy L. Bowker Lucillia Bezerra Bovd Jean & Richard Brennan Marilyn Jean Bridgwood Living Trust Jane Butler Pam & Jim Cain Steve and Nellie Cardinalli Tanya Carelli Helen & Peter Carr Leone Chamberlin The Estate of Leone G. Chamberlin Monika & Robert Chappell Carol & Tad Church Hayley Civian Brian & Anne Congleton Frank Conte Karen M. Darocv June Deome Sue & Rod Dewar Lisa & Patrick Dobbins Ann Donaldson William & Ann Donaldson Crystal Evans Linda Evans Marilvn Ferraro Kiesha Frost

Lupita Renteria-Galvan Nancy Carr Gordon Shirley Gorman Bette Grace Katherine Hambey Mary Story and Sylvia Hammond Tammie & Mike Helmuth Esteban & Ofelia Hernandez The Estate of Ardis O. Higgins The Estate of Ruth G. Hochman Jeanie Holmquist Deborah Ewan Howitt Kalpana Iver Gina & Steve Jaeger William Stanley Johnson & Mary H. Johnson Trusts Todd and Linda Kodet Marguerite Larson Laura Maher Beau Marchant Mary Jo May Janet and Leon Mayou Janet Mayou Dick McCoun Gerald & Mary McCullough Mary McCullough Beverly A. McKinney Art & Marilyn McLoughlin Art McLoughlin Kathryn O. Medley Gloria M. Miele, PhD Stephanie Milton Gloria Moore

Fidelia Moreno Gary & Lynn Myers Martha Myszak Nicholas Family Survivor's Trust Sergio Noriega Mariann Novarina Frank F. Orr and Zoe Ann Orr Fund for Girl Scouts Martha Jane Pennington Family Trust Harini Pichumani Ruth & John Pierce Monta Potter Cheryl & Richard Pozzi Mary Randall Ted & Mary Randall Sue Roth Suzanna & Don Roth Jody Skenderian Karen Skole Donna Stofer Barbara Stokely Katherine Stoner Florence Tonkin Cvnthia Vernon Beatrice P. Ward Marcy Reed & Robert Weibezahl Michelle Welch Mike & Courtney Welles Michelle Welsh Mary C. Woodard





# **2016-2017 COMMUNITY SUPPORT**

#### Gold Legacy Builder \$100.000 and above

Andrew & Phyllis D'Arrigo Charitable Foundation The Nancy Eccles and Homer M. Hayward Family Foundation

#### Silver Legacy Builder \$50,000 - \$99,999 Girl Scouts of the USA

#### Bronze Legacy Builder \$25,000 - \$49,999 Ann Padden-Rubin

Lauralie and J. Irvine Fund, Stephen and Madeleine Conran Fund, and the Maureen Bradford Fund of the Community Foundation for Monterey County

Nancy Buck Ransom Foundation Wood-Claevssens Foundation

### Legacy Builder \$10.000 - \$24.999

Ann Jackson Family Foundation City of Salinas Community Development Block Grant Edison International Frank & Denise Ouattrone Foundation Harden Foundation Harriet H. Samuelsson Foundation Nancy Ausonio The Amgen Foundation

#### Courage Builder \$5,000 - \$9,999

Boutonnet Farms, Inc. D'Arrigo Bros. Co. of California Don & Barbara Chapin Insperity DBA Greater Houston Golf Charity Laguna Mist Ocean Mist Farms Pacific Premier Premier America Credit Union Sea Breeze Harvesting The Herbert & Gertrude Latkin Charitable Foundation Vallev Pride

#### Confidence Builder \$2,500-\$4,999

Art & Marilvn McLoughlin Assisted Home Health & Hospice Foundation Elise & William Kearnev Logix Federal Credit Union Montecito Bank & Trust Rod Dewar Ruth Steres Pollack Sea Mist Farms The Charitable Foundation United Way San Benito United Way of Santa Barbara County

#### Character Builder \$1.000 - \$2.499

Alexander F. Victor Foundation Ausonio Family Fund of the Community Foundation for Monterev County Big Sur International Marathon Borge Riis-Vestergaard California Lutheran University Col. George C. Woolsev Chapter -Military Order of the World Wars (MOWW) Dirk, Tammy & Maris Gentry ECHO - Employees Charity Organization of Northrup Grumman Fidelity Investments Charitable Gift Fund Kathleen M. Frahm M2 Media Group Mariann Novarina Mark Boos Mark P. Lisa Mary & Joseph Hektner SoCal Gas Company Super Delicious Hayride of Horror

Trophy Nut Company United Way of San Benito County c/o United Way of Santa Cruz County Zorus P. & Judith A. Colglazier

#### Community Builder \$500 - \$999

Carol & Daniel Benson Charles J. Kamphausen Danielle and John McCaffery Elks Lodge # 2504 - Oceano Farmers Group, Inc Freedom Lions Club Genevieve Evans-Tavlor Ginger Pollack Harry B. Robins, USN (RET) Heather Vesterfelt Joanne Taylor-Johnson Jody Skenderian Judy Mavroleon Kalpana Iver Karen Skole Kristi and Girls Troop 10109 Mann Packing Co., Inc. Northern California Tennis Foundation Pathfinder Logistics Renee & David Athey Ron & Carol Eastwood Santa Cruz Rotary Club Sports Academy Susan Kubica Suzanna & Don Roth Umpgua Bank United Way of Monterey County Ventura County Community Foundation c/o Limoneria Foundation Fund Vicki & Bob Hazard YourCause, LLC

#### Friendship Builder \$250 - \$499

Barbara Archibald Carol & William Gordon Charles & Marybeth Bontadelli Christine Steele City of Camarillo David & Myra Albrecht Charitable Gift Fund Dwavne Carev Elaine Williams Erin Langton Field Esther & David Howells Gina & Steve Jaeger Greenheart Farms Hilarv McLeod Karen Chrisman Kathrvn O. Medlev Keisha Frost Kimberly Rawson Lisa Heminway Waste Management Marv Randall Masonic Lodge #204, Salinas Michelle Kelly Miss Helen Yunker Pacific Gas & Electric Patagonia Patricia & Hal Kelban Rabobank, N.A Susan Rivera Tammie & Mike Helmuth Tetra Tech TRUIST Journey Builder \$100 - \$249

Amv McEntee Anonymous Donors - Southern Hub Arlene Haffa Carolvn Wood-Austin Crystal Evans Cvnthia Vernon

Danielle Gresham Deborah Lipp & Paul Broeker Dixie Wilson Emkay Forest Emma & Steven Vetter Frederick & Lynda Evans Gail & John Bowen **Geoffrev Harris** Gerald & Joan Olsen Gloria Hamblin & Bryan McQueeney H. William & Roxana Keland Harmony Rodriguez Hayley Civian Heidi Honevman Helen & Peter Carr Hollister Veterans of Foreign Wars. Post #9242 Ike's Pump Drilling, Inc. Jamie Ruffing Janet & Leon Mayou Janice Ford & D.B. Jr. Goins Jennifer & Ronald Fernandez Jessica Sanchez Joshua Mukai Karen & Robert Draper Katherine Stoner & Michelle Welsh Kathleen Paulson Kay & Angelo Micalizio Kenneth Schrader Larry Brooks Lenore & Tom Harris Leslie Turrini-Smith Linda & Edward Harris Lisa Whitlock Lvnn Herrick Manuela & Norm Kolpin Marcy Reed & Robert Weibezahl Mark & Theresa Franklin

Marsha Hill Mary Ann Lange Mary Grey Max Malin Michael & Laurel Marion Michelle Montrov Mister Softee Nancy Emch Pamela & James Cain Paul Brocchini Paula and Joe Hoffman Peggy Rothschild Richard & Shirley Erlin Robert & Lisa Berry Shaw Robert & Marv Gene Rvan Robin & Gregory Rose Robin Mathews Johnson Rvan Van Ommeren Salina Gonzalez Sandra P. Fischbein Scott & Alison Lindberg Seth Silver Sheila Walsh Shervl Wolcott Shirley Baird Sue Gionfriddo Susan and Edward Abair Susan Murata Susan Vivell Tanva Carelli Teresa Estrada-Mullanev Teresa Miron United Way of San Luis Obsipo County United Way of Ventura County Virginia & Larry Littrell Vivian & Peter Solodkin Wayne & Linda Cruzan



# 2016 - 2017 Gold Award Girl Scouts

Monica Abonce Lydia Bachman Nicole Bastanchury Colette Bradley Kayla Bueno Olivia Cain Alison Canton Alexandra Carriera Sara Challgren Natalie Comfort Emily Donahue Zoe Doucette Brooke Fairfield Lindsay Filgas Allison Fisher Allison Gennette Erin Haar Justine Johnson-Yurchak



**girl scouts** of california's central coast

Capri Krug Sahar Maghsoudloo Amy Megowan Lauren Midyett Lauren Moeller Seva Patel Meghann Quinn Emily Ramirez Marisa Sachau Katherine Sontag Olivia Sophos Erin Steckline Laura Stuck Morgan Truemper Akshaya Venkatesh Lindsey West

## **girl scouts** of california's central coast

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