



Powered by GIRL SCOUTS 2019 ANNUAL REPORT



A Letter from

Tammie Helmuth Chief Executive Officer

And

Lupita Renteria-Galvan Board Chair

Dear Girl Scouts,

We are on a mission to build girls of courage, confidence and character who make the world a better place. Over 9,000 girls in California's Central Coast will be strong, innovative leaders in our world. All because of the Girl Scout advantage.

At Girl Scouts of California's Central Coast, we know the importance of girl and women leadership, globally. We know that girls thrive in all-female environments along with the volunteers that help them achieve their goals. We want to celebrate the volunteers that help our girls every single day. We know the research shows that, in an all-girl environment, girls discover their passions, find their voice, and shine their absolute brightest. It's so exciting to see girls working together to build the bravery, confidence, and resilience that comes with taking risks, testing limits, creating opportunities, and serving others.

We know that every girl has the potential to lead with courage, confidence and character and that potential is made a reality because of the amazing experiences our volunteers provide our girls. We recognize that without each and every Girl Scout supporter we could not fulfill our mission each day. We want to thank our amazing volunteers for their service. Thank you for helping girls take action to improve their communities, travel to other counties, design robots, become entrepreneurs, explore the outdoors and so much more! Thank you to all of our volunteers, who for over 108 years have provided girls with the amazing life advantage of Girl Scouting!

Girl Scouts continues to thrive and we truly appreciate all of our incredible Volunteers!

Thank you!

Chief Executive Officer

Tammie Helmuth

Lupita Renteria-Galvan Board Chair



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Unleash Your Inner



• irl participation in programs 5,092



go-getter

Camp Conejo Day Camp - 300 Camp Serenity - 300

Girls Participated in Service Unit Summer Day Camps

1800+ total



Girls participated in Outreach Programs

Campers Overnighted at Camp Arnaz 3200+







GIRL SCOUTS, FOR ME, IS AN ORGANIZATION OF WOMEN WHOSE **PURPOSE IS MENTORING GIRLS TO EXPLORE THE WORLD, IDENTIFY NEEDS** OR PROBLEMS AND SEEK SOLUTIONS AS THEY SEEK TO FIND THEMSELVES AND THEIR PURPOSE IN LIFE.

-Eileen Murta. Los Osos



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)™, 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 problemsolving skills, earning better grades and achieving higher levels of education, enjoying the outdoors and more.

67% Overall Retention

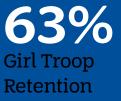




Membership

👕 n 2019, Girl Scouts of California's Central Coast (GSCCC), combined girl and adult membership reached over 14,000, with an overall retention rate at 67%.







Retention (above national average)

Adult Membership

Girl Scout Leadership Experience

At the core of the GSLE is a portfolio of engaging badge work and challenging activities such as 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 programs.

Additionally, GSCCC hosted 117 events - designed just for girls - so they could try new things in a safe and nurturing environment at our program centers and along the Central Coast. Programs like the Girl Surf Days, GSCCC Archery Patch Program, Tent or Treat, Daisy Outdoor Skills Day, Girl Code, Cooking with Critters, and many more, gave girls an active and healthy choice of adventure to capitalize on their inner G.I.R.L.

Through our Programs, Camps, and Training, we provided over 2693 Girls outdoor experiences across our Council. Girls explored hiking, backpacking, wildlife, and outdoor skills in all counties. We developed four new Councils Own Patches including Food for All, California Wildlife Treasure Hunt, Money Matters and Project Pollinate.

GSCCC opened three new program centers—The Oaks Mall Program Center, the SLO Center and the newly-remodeled D 'Arrigo Leadership Center.

We introduced two new clubs—the Adventure Club and Astronomy Club. The Adventure Club has over nine members who have completed over 27 outdoor adventures and challenges. The Astronomy Club, funded by GSUSA and NASA has over 35 members exploring STEM.

We rolled out a new registration platform—Doubleknot—with 585 users.

GSCCC Programs



117 EVENTS hosted by GSCCC



OVER 3000 GIRLS enjoyed Outdoor Experiences



Brownilympics

Adventure Club









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 2018-2019, we went camping and experienced the outdoors!

Over 3,200 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 22 programs which served approximately 559 girls and 103 adults.

We had another successful year of resident camp at Camp Athena (57 campers) in San Luis Obispo County and at our popular Camp Artemis (69 campers) held in the Santa Cruz Mountains. In each region, Service Units held incredible Summer Day Camps with a variety of themes like Camp Candyland, Music and Art Around the World, Reaching New Heights, and Once Upon a Camp, to give hundreds of girls a fun, active week in the outdoors.

Girl Scouts of California's Central Coast hosted a pop-up camp at The Oaks Mall from November 16-20, 2018 to support communities affected by the Woolsey Fire.

Approximately 300 children were served during the five days of the pop-up camp. Children participated in a variety of STEAM (science, technology, engineering, art, and math) activities.

Powering Opportunities for Girls

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 by participating in the Fall Program Sale, and the annual Girl Scout Cookie Sale Program.

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 throughout their lives. All of the net revenue raised through the Girl Scout Cookie Program—100 percent of it— stays with the council and troops.



108,850 total packages sold

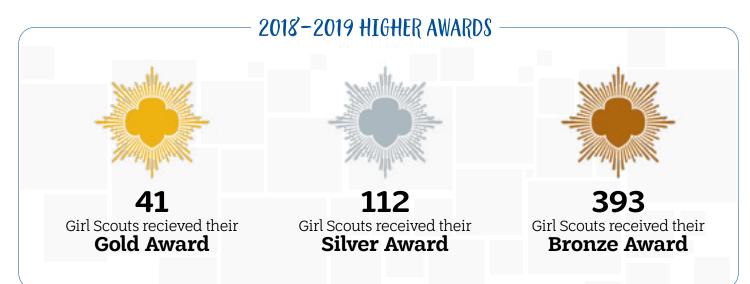
The annual nut/candy and magazine sale program held each fall is laced with fun, digital avatars and learning, and serves as an important troop start-up opportunity to fuel fall program activities. In 2018, x girls sold **\$762,725** in fall product sales with **\$137,558** in Troop and SU Profits..



t in 2019 **658** Troops Participating **5,340** Number of Girls Participating

Girl Scouts go for Bronze, Silver and Gold

High school Girl Scouts are making a global impact. As the highest award a Girl Scout can earn, the Gold Award encourages Girl Scout Seniors and Ambassadors to identify a problem locally or globally and design a sustainable project to address it. Girls who earn the Gold Award are regular recipients of college scholarships and are routinely recognized for their commitment toward leadership and service in their community.



Making a Difference

All Gold Award Girl Scouts from 2019-20

Isabella Blanco Taylor Burke Camilie Busco **Emily** Calkins Carissa Chapa Mollie Cobb Sarah Clench **Riley Dart** Sarah Donahue Denae Driskill Adriana Ferraro Emily Greene Lindsey Jackson Kaylee Jacques Alexandra Jones Kylah Kennedy Jessica Knight

Sydney Kuchta Vanessa Luna Megan Larson Kaylee Manzitto Lauren Markus Natalie McCaffery Madison Mok Jenna Naumann Isabel Pitstick Isabel Ponce Audrey Sauter Emma Scott Lauren Sinopoli Jenna Stuck Neha Thiyagarajan Jaymie Throop Alina Tong

Sarah Wang Rachel Wright Isabella Zavala Marina Zernik Laura Zwirn





warriors all over the world."



The Result: Lifetime of Leadership

Based on Girl Scouts of the USA's Voices Count Survey, Girl Scouts reported being able to access a variety of new programs, establishing healthy relationships, and growth in their leadership capabilities.

88% 97% LIKED/ HIGH/ LOVED **MEDIUM** Confidence, Integrity, Caring, How much did you like being Healthy Relationships, a Girl Scout this year? POSITIVE SENSE OF SELF 88% 980 HIGH/ AGREED/ MEDIUM A LOT Desire to make a positive Girl Scouts helped me be a difference, skills necessary to leader in more activities with do so, COMMUNITY PROBLEM my friends. SOLVING







Statement of Financial Position

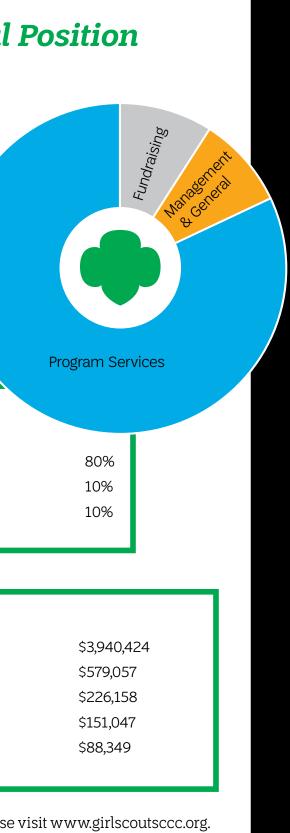
COSTS

- Program Services
- Fundraising
- Management & General

REVENUE

Product and Retail Sale - Net Public Support Program - Net Rents Investment

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



2019 Women of Distinction

Crystal Evans

Crystal Evans is a local Ventura County business owner of Conejo Awards in Thousand Oaks and Engraving Wizard in Simi Valley. Crystal was born and raised in Simi Valley and is an alumni of California Lutheran University. She graduated with a B.S. in Business Administration with an emphasis in Marketing. Crystal is involved in various community organizations, serving as ambassador for the Thousand Oaks Police Charitable Foundation, ambassador for the Conejo Valley Chamber of Commerce, and is on leadership for the chamber's Young Professionals group, Emerging Leaders. She was honored by the chamber as a 40 under Forty winner in 2017. Additionally, Crystal is an active Rotarian with the Rotary Club of Thousand Oaks and a board member for CLU's Community Leaders Association. She loves the community, mentoring other young professionals, and supporting Girl Scouts.



Janet Lunt has served on the GSCCC Heritage Committee since 1992. She has extensive Girl Scout experience, serving as leader of her daughter's troops, Day Camp unit leader, Adult Volunteer Trainer, and Outdoor Consultant. Janet has been active in all aspects of Girl Scout life, including leading Dutch Oven and SWAP workshops at camp, managing nut and cookie depots during product sales, serving as Santa Barbara Girl Scout shop manager, and participating in every Kaleidoscope Camporee from 1985 to 2004. Outside of Girl Scouts, she has been involved in numerous community organizations including the Northside Optimist Club of Santa Barbara and Optimist International Pacific Southwest District. Janet has received many recognitions from Girl Scouts for her years of service, including the Appreciation Pin, Outstanding Volunteer Pin, Thanks Badge, Honor Pin, Volunteer of Excellence, and more.

Danielle McCaffrey

Danielle enjoyed Girl Scouts as a girl, her fondest memories including earning her sewing badge and wearing her creation to school, participating in bicentennial ceremonies in a Betsy Ross outfit, and camping adventures. After earning a B.A. in Economics and Business Administration and a Masters in Education from Vanderbilt University, Danielle has worked in Human Resources, accounting, and marketing. She has enjoyed volunteering with the Junior League of Nashville, Minneapolis and Santa Barbara. In Santa Barbara, Danielle has been active on Parent Auxiliary Boards for her three children's schools, the Lobero Theatre Associates Board, a Girl Scout Leader since 2008, and on the GSCCC Board for the past two years. Since 2010, Danielle has been actively managing Hearing Services of Santa Barbara, a local Hearing Aid and Audiology Practice.







Sue Roth

Sue Roth's Girl Scout experience began as a Brownie, and she continued on to become a troop leader for her two daughters, training facilitator, Service Unit Manager, President of MBGSC Council, Director of Camp Artemis, and GSCCC Vice Chair of Membership. Some of her favorite Girl Scout memories include hosting New Zealand Girl Guides, a Steinbeck National Girl Scout Destination, national and international travels, and many exciting camping experiences. Sue is an involved community member, serving as past President of the Scotts Valley Unified School District, current President of the Santa Cruz County Board of Education, President of three PTAs, leadership in Boy Scouts of America and 4-H, and past Senior Warden of St. Philip's Episcopal Church. She has been the recipient of the Thanks Badge, Thanks II Badge, and the ultimate Outdoor Blue Jay Award for her outstanding efforts.

Maria Ventura

As public affairs manager for SoCalGas, Maria has used her resources and passion to make a difference. She has over 15 years of experience in both private and public sectors, with proven leadership in communications, community organizing, and government affairs. She frequently advances diversity initiatives and secured a SoCalGas grant for Alcanza a las Estrellas: Tardeada con Dunia Elvir (Reaching for the Stars with Dunia Elvir) to recruit more Latinas to join Girl Scouts. Maria serves on several community boards including the Boys and Girls Club of Greater Ventura, El Concilio, VCEDA, and the American Red Cross-Central Coast Region. She was named a "Latina of Influence" by Hispanic Lifestyle, and received Pacific Coast Business Times' "Top 50 Women in Business" and "Latinos in Business" awards for her outstanding accomplishments and commitment to improving the community.

Celina Zacarias

Celina L. Zacarias was born in Michoacán, Mexico and came to the United States at three years old. She became the first in her family to go to college, graduating from UCSB with degrees in Spanish Literature and Hispanic Civilization. She gained business training through careers at GMAC Mortgage, Wells Fargo and Cabrillo Economic Development Corporation, until she joined California State University Channel Islands in 2007. As Senior Director of Community and Government Relations, she advances the University's positive presence, government relations, and support for resources on local, national, and international levels. Celina currently serves on the Board of Directors of the Moorpark, Camarillo and the Oxnard Chambers of Commerce. She is presently the Chair of both the Oxnard and Camarillo Chambers of Commerce. She also serves on the Board of Directors of the VCEDA, VCCA, Ventura County Workforce Development, Women's Economic Roundtable, Leadership California and more. Her contributions to the community have resulted in awards including the 2018 Latina Leadership Award, 2012 Top Latina in Higher Education Award and the 2006 Top Woman in Business by the Pacific Coast Business Times, to name just a few.







Volunteer Recognitions

The Go-Getter Award

Carla Basaldua Nancy Beckstrom Michelle Blasingame Amy Bosso Sarah Bownlee Teresa Carter Tania Chavez Lesly Crable Sarah DoCouto Shelly Donahue Cathy Edler Coleen Elliott Marv Fittipadi Heather Fleshman Cystal Forbes Karen Gauthier Debbie Giles Jeanine Gonzales Stacy Hall Jessica Harper Tatiana Inouve Kimberly Kavett-Moore Melissa Kibrick Kari Kubanet Glenda Learn Carlissa McCann Caitlin McCord Stacy Moreci Jennifer Murphy Eileen Murta Jenny Nelson Rebecca Picek Danielle Romo Nicole Sadowsky Julie Sainz Lanet Sandoval Annie Serrano Vivian Solodikan Tacy Torres Emma Vetter Cheryl Willard

The Innovator Award

Kelly Berlingeri

The Risk-Taker Award

Tammy Adams Michelle Berard Nancy Cooper Sarah Crown Marisa Duran Heather Fleshman Janessa Gendron Bette Grace Karma Simmons Araceli Slicton Samatha Stewart

The Leader Award

Andreina Aguilera Jodie Argueta Karen Bauerle Sarah Brownlee Victoria Calle Danielle Dawson Shelly Donohue Katie Dornbos Jeanine Gonzales Kristina Gray Tammy Grodt Debi Lewis Heather Macleod-Schulz Alyssa Mendoza Karey Muller Michelle Oberle Kim Olsen April Ray Katrina Reppert Adrienne Stuck Carrie Therault Penelope Toll

Man Enough to be a Girl Scout

Wes Blair Craig Borstelmann Stewart Hall Mike Lilly Josh Parker James Yakel

The Art McLoughlin Award Casey Brooks

Heritage Pin

Nancy Emch Pay Johnson Janet Lunt Olive Moreno Karey Muller Ruth Pollack Carolyn Wood

Lead the Way

Amy Dobzynski Laura Zeferino

Super Service Unit

Award Judy Bradshaw Magee Sitolini

Regional Leader of

the Year Heather Daniells Michelle Larson Lisa McKinny

Girl Scout of the Year

Caleah Huston

Appreciation Pin

Sara Dalton Gabrielle Davila Gretchen Flaherty Jaime Kilgore Jenny Kraii Kim Lackie Robin Lilly Alyssa Mendoza Deena Peck Paula Sanford Stephanie Sean

Honor Pin Jennifer Martin

Thanks Badge

Angela Brooks Kathy Carrington Lisa Dart Poladian Tammy Elbaum Jessica Fequeron Jessica Garcia Vicky Grisham Sharon Hall Tammie Helmuth Karen Kennedy Michelle Kienitz Heather Knoedler

Volunteer of Excellence

Lisa Beasley Melanie Caspary Lesley Crable Kristin Escalle Dawn George Susan Grecian Kathleen Grisham Heidi Jameson Leah Kort Sonia Lin Gladys Ochango Vanessa Weber Brianna WIlcox Jennifer Woods

Adult Training

With a network of 27 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 244 girl Program Aides and 397 adults for a total of 641 individuals. Additionally, 512 webinars were held.

Volunteer Toolkit (VTK) is going strong! VTK is 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 '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!

641 Individuals Trained







Juliette Gordon Low Society



Juliette Gordon Low gathered a few girls to begin Girl Scouts 107 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 Members

The Estate of Audrey Abbey Dorothy Bramhall Argo Living Trust Lucillia Bezerra Boyd Mr. & Mrs. Charles & Marybeth Bontadelli Mr. Mark Boos Mrs. Nancy L. Bowker Marilyn Jean Bridgwood Living Trust Jane Butler Pam and Jim Cain Steve and Nellie Cardinalli Ms. Tanya Carelli Helen & Peter Carr The Estate of Leone G. Chamberlin Carol & Tad Church Hayley Civian Sharon Coleman Lorkowski Karen M. Darocy June Deome Rod Dewar Lisa & Patrick Dobbins William & Ann Donaldson Linda Evans Crystal Evans Marilyn Ferraro Floyd Gostlin Family Trust Nancy Carr Gordon Tammie & Mike Helmuth The Estate of Ardis O. Higgins The Estate of Ruth G. Hochman Jeanne S. Holmquist Deborah Ewan Howitt Kalpana Iver Gina & Steve Jaeger Shelley Klein Mr. & Mrs. Todd and Linda Kodet

Meghan Lopez Janet and Leon Mayou Danielle McCaffrey Gerald & Mary McCullough Art & Marilyn McLoughlin Kathryn O. Medley Gloria M. Miele, PhD Ms. Fidelia Moreno Karey and Peter Muller Ms. Martha Myszak Nicholas Family Survivor's Trust Ms. Mariann Novarina Ciara O'Donnell Frank F. Orr and Zoe Ann Orr Fund for Girl Scouts Martha Jane Pennington Family Trust Harini Pichumani Ruth & John Pierce Monta Potter Ted & Mary Randall Marcy Reed & Robert Weibezahl Suzanna & Don Roth Jody Skenderian Ms. Karen Skole Barbara Stokely Katherine Stoner Mary Story and Sylvia Hammond Florence Tonkin Beatrice P. Ward Maxine R. Waughtell Michelle Welsh William Stanley Johnson & Mary H. Johnson Trusts Cynthia Vernon Helen Yunker

Stewarding the Mission



Andrew and Phyllis D'Arrigo Leadership Center

Thanks to a generous donation from the D'Arrigo family, as well as local community support, we've transformed the Castroville office into the new Andrew and Phyllis D'Arrigo Leadership Center, a place where girls and volunteers hold meetings, attend trainings and participate in weekend programs, including The Lab for STEM Badge Workshops.

We would like to thank the following donors for funding the Andrew and Phyllis D'Arrigo Leadership Center: Andrew & Phyllis D'Arrigo Charitable Foundation, Hayward Family Foundation, Ocean Mist Farms, Valley Pride Inc., Boutonnet Farms Inc., Laguna Mist Farms, Sea Mist Farms, Quattrone Foundation, 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.

Fall Crawl 2019

Thank You Sponsors & Donors! Assisted Home and Hospice ph & Marv Hektne Insperity Palm Garden & Brendans M2M Media Premier America

We gratefully recognize our Community Support

Donations received 2018 - 2019

Silver Legacy Builder \$50,000 - \$99,999

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Character Builder

\$1,000 - \$2,499

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Friendship Builder \$250 - \$499

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Journey Builder \$100 - \$249

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Founders Circle

Founder's Circle Donors gave \$1,000 or more during the inaugral year of Girl Scouts of California's Central Coast

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Become a Lifetime Member



When you become a Lifetime Member, you support the programming that fosters courage, confidence, and character in girls, preparing them for a lifetime of leadership. Through Girl Scouts, girls are able to explore new avenues that inspire and fuel their wildest dreams. Whether this be public advocacy, exploring new technology, or building their own business, the sky is the limit. Girl Scouts can help change the lives of the girls we serve, especially for those who might not otherwise have had the opportunity. Purchase one for vourself or gift to a fellow Girl Scout lover **girlscouts.org/lifetime**.

Note: The new lifetime membership baseball hat is available for purchase for existing lifetime members!

Become a lifetime member today: girlscouts.org/lifetime.

22

Harriet H. Samuelsson Foundation

The perfect gift for that special someone ATETIMT MEMBER

A LEADERSHIP MANIFESTO FOR EVERY



I have the grit of a **GO-GETTER.**

I don't just dream. I do. I know what is required to achieve my goals. And nothing will stop me from getting right back up – again and again.

I have the curiosity of an **INNOVATOR.**

I don't just share ideas. I solve problems. I find connections and look for opportunities to make my world, your world, and our world better.



I have the courage of a **RISK-TAKER.**

I'm not fearless. I'm just confident that I can handle whatever comes my way. Every experience is an opportunity to learn and grow.



We're not for just any girl, but we are for every G.I.R.L.

Lead #LikeAGirlScout!

girl scouts of california's central coast

1500 Palma Drive Suite 110 Ventura, CA 93003 800.822.2427 girlscoutsccc.org

I have the heart of a **LEADER.**

I'm not a great leader because I have power over others. What makes me a great leader is my power to inspire others' greatness.