

USA GIRL SCOUTS OVERSEAS 2019 IMPACT REPORT

girl scouts 
usa girl scouts
overseas



LETTER FROM THE EXECUTIVE DIRECTOR OF USA GIRL SCOUTS OVERSEAS

Dear friends,

As USA Girl Scouts Overseas (USAGSO) moves into our 95-year anniversary, we are reminded of how much all girls deserve the opportunity to participate in inventive, confidence-boosting activities in judgement-free places. Girl Scouts is an inclusive, supportive community where girls are free to be who they want. No matter where girls are located in the world, they will find that Girl Scouts has always been a place for every girl.

During the 2019 membership year, USAGSO provided more leadership opportunities to more girls, with membership growing by more than 140 members over the previous year. Demonstrating those leadership skills, 484 Girl Scouts from all over the world earned one of Girl Scouts' three highest awards: 353 Bronze Awards, 110 Silver Awards,

and 21 Gold Awards. And over the summer, more than 170 girls experienced the wonder of camp through USAGSO's Camp Lachenwald and (the newly reinstated) Camp Tama. For some girls, this was their very first time zip-lining or building a campfire! USAGSO is here to ensure that they have these opportunities in a safe, girl-led environment.

We also remain committed to filling the need for female leadership by continuing to create these opportunities for girls throughout the world. The complexity of choices and decisions girls are called on to make each day will only continue to increase. But with all they learn through the Girl Scout Leadership Experience, they'll be able to practice different skills, explore their potential, and take on leadership positions. From Bahrain to Bangladesh, Nigeria to the Netherlands, and Mexico to Malaysia, whether she's building a robotic arm, coding her first app, or packing for her first hike, USAGSO will continue to build girls of courage, confidence, and character who make the world a better place.

In closing, I sincerely thank all USAGSO volunteers. It is your commitment to girls and your belief in Girl Scouting that makes all this possible. In addition, I thank our partners—our military and corporate sponsors, our program partners, and others! Your belief in the Girl Scout mission and dedication to supporting Girl Scouts means that nearly 12,500 girls in every corner of the globe took part in the Girl Scout Leadership Experience in 2019.

On behalf of our girls, volunteers, staff, and Council of Advisors, thank you for strengthening our future by supporting the number-one leadership development program for girls.



Yours in Girl Scouting,

A handwritten signature in black ink that reads "Margaret Renwand".

Margaret Renwand

“Scouting rises within you and inspires you to put forth your best.”

*—Juliette Gordon Low,
founder of Girl Scouts*



2019 MEMBERSHIP YEAR FINANCIAL INFORMATION

Membership by the Numbers



Total Membership for 2019

- Girls: **8,446**
- Adults: **3,114**
- Lifetime members: **913**

Regional Breakdown

- **Europe:** 31 countries in Europe have Girl Scouts
 - Germany has the highest number of Girl Scouts, with 2,191 members!
- **Asia:** 19 countries in Asia have Girl Scouts
 - Japan has the highest number of Girl Scouts, with 1,313 members!
- **Middle East:** eight countries in the Middle East have Girl Scouts
 - Saudi Arabia has the highest number of Girl Scouts, with 600 members!
- **Western Hemisphere:** 19 countries in the Western Hemisphere have Girl Scouts
 - (In a HUGE growth this year) St. Thomas in the U.S. Virgin Islands has the highest number of Girl Scouts, with 394 members!
- **Africa:** 17 countries in Africa have Girl Scouts
 - Nigeria has the highest number of Girl Scouts, with 101 members!

Revenue

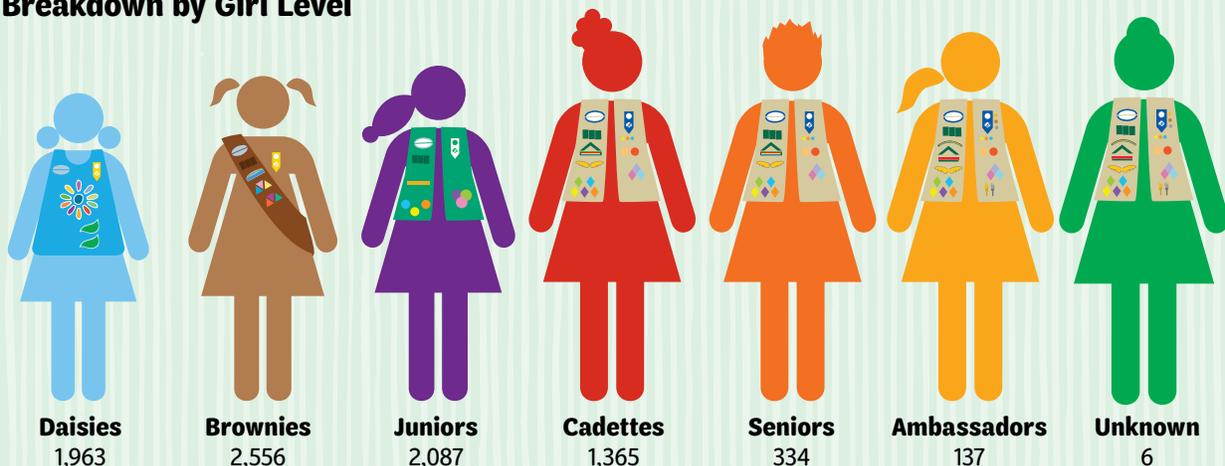
Item	Amount	Percentage of Total Revenue
Cookie sales	\$543,276	31.6%
Military funding	\$461,847	26.9%
GSUSA funding	\$399,921	23.3%
Program service fees	\$142,866	8.3%
Merchandise sales	\$108,806	6.3%
Donations	\$34,725	2%
Investment income	\$21,664	1.3%
Grants/special events	\$6,685	.4%
Grand Total FY19:	\$1,719,790	

Expenses

Item	Amount	Percentage of Total Expenses
Program-related expenses	\$1,091,787	63%
Administrative costs	\$635,227	37%
Grand Total FY19:	\$1,727,014	

In USAGSO's Western Hemisphere region, there are 841 Girl Scouts spread throughout Argentina, the Bahamas, Bolivia, Brazil, Canada, Colombia, Cuba, the Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Jamaica, Mexico, Nicaragua, Panama, Peru, Venezuela, and the U.S. Virgin Islands.

Breakdown by Girl Level



In 2019, USAGSO gave girls \$8,665 in financial aid toward memberships.



USAGSO MEMBERS GIVE BACK

When you support USAGSO, you're also supporting communities around the world, because our girls give back!

Highest awards are some of the greatest achievements a Girl Scout can earn.

All three awards—Gold, Silver, and Bronze—give girls the chance to do important things while working on an issue they care about, to inspire others, and to leave a lasting impression on their community. The Gold Award caps off the progression of highest awards. It demonstrates to colleges, employers, and the community that the girl who earned it is out there changing the world for the better.

In membership year 2019, 484 of our girls earned a highest award:



21
Gold Awards



110
Silver Awards



353
Bronze Awards

"I'm happy to financially support the work we do with a monthly recurring gift because it's important and life changing. As the largest girl-serving organization in the world, GSUSA plays a unique role in the continued success of women everywhere. The lifetime skills and relationships we are able to nurture impact us long after our Gold Award. Those skills stay with you. Building the leaders of tomorrow isn't just a byline—it's a mission. And one I'm so incredibly proud to support and be a part of."

—*Liza Boffen-Yordanov, member of USAGSO's Council of Advisors*

Gold Award Spotlight: Laura

When Laura was spending time in her home country of Colombia, she noticed that children attending a public kindergarten in the city of Lebrija did not have a place to play during recess. So she decided she was going to do something about it! Because Laura believed that every kid needs a place to play and develop mentally, socially, intellectually, and physically, she focused her Girl Scout Gold Award project on building a playground where these kindergartners could play freely and safely.



Our Girl Scouts donated over 50,000 hours to help make the world a better place through girl-led Take Action projects!



Girl Scout Cookie sellers donated hundreds of boxes to worthy causes!



USAGSO Girl Scouts Save Lives

Lorelei, a Girl Scout Brownie formerly living in Nansdietwchiler, Germany (who has since moved back to the United States), was awarded the Medal of Honor from USAGSO for saving her grandmother's life in May 2019. Upon finding her her diabetic grandmother unconscious, Lorelei placed glucose tablets in her grandmother's mouth to raise her blood sugar levels and, in doing so, saved her life. The Medal of Honor is given only to those Girl Scouts who display heroic acts beyond their degree of maturity and training.



USAGSO AND OUTDOOR ADVENTURES

Every summer, Girl Scouts from all over the world attend one of our summer camps—Camp Lachenwald in Germany or Camp Tama in Japan. USAGSO camps offer a wide variety of experiences and opportunities to develop new skills or hone existing ones, all while receiving the benefits of the Girl Scout Leadership Experience.

In summer 2019, 127 Girl Scouts attended Camp Lachenwald, where they explored the great outdoors with other campers and camp counselors from many different countries. In addition to learning how to build a campfire, they took part in a truly global experience learning about other cultures on Global Exploration Day.

USAGSO was happy to reopen Camp Tama in 2019 to 49 campers from nine countries! On one particularly exciting day at Camp Tama, 70 members from the Girl Scouts of Japan joined USAGSO to explore the great outdoors.



“I really love Camp Lachenwald because it is such a great experience for the girls in Europe and gives us opportunities to make lifelong friends.”

—Girl Scout camper, summer 2019

In Memory of Maxine

The magical memories of Camp Lachenwald continue to be strong for the women who were camp counselors there during the summer of 1973. They believe that their experiences were so memorable because they shared them with a very special camp director, Maxine Dowell. When Maxine passed away last year, her former camp counselors wanted to honor her memory by helping girls take in the magic of Camp Lachenwald themselves. This led to the establishment of a new scholarship, “In Memory of Maxine,” which supported two Girl Scouts in 2019 who applied for scholarships to camp.



In 2019, USAGSO supported camping for all girls by providing \$6,750 in scholarships.

“Camping was definitely my favorite part of Girl Scouts when I was younger. It was all about the friendships, leadership opportunities, and adventure. I clearly recall being terribly homesick my first time at resident camp, which was for two weeks. I told my parents that I was never going back to camp when they came to pick me up. But when the camp information came out the next year, I asked if I could go . . . I went every summer for two weeks until I was 16. That’s when I got my first job with Girl Scouts washing dishes at camp. And I was there every summer until I was 32!”

*—Margaret Renwand,
USAGSO executive director*

NEW OPPORTUNITIES WITH USAGSO

VIRTUAL TROOP: Developed in part with the generous funding of the World Foundation, USAGSO's virtual troop gave older girls one more pathway to participate in Girl Scouts. Led by experienced troop leaders, girls were given projects and a timeline to complete badges at home, while interacting with other Cadettes, Seniors, or Ambassadors from across the globe. The innovative forum allowed for discussions, online videos, and file exchanges, which created an interactive multimedia environment. The virtual troop leaders monitored the discussion boards and posts, checked in with the girls weekly, and posted videos or other supplemental information throughout the virtual troop experience.



**In 2019,
21 Girl Scouts
participated in
virtual troop!**

MORE MEMBERS, MORE POSSIBILITIES: Through further support of the World Foundation, USAGSO and the World Association of Girl Guides and Girl Scouts (WAGGGS) collaborated to expand Girl Guiding and Girl Scouting in Africa, specifically in Ethiopia and Mozambique, to reach new locations around the world through the virtual troop experience and to provide more camps in Germany, China, South Korea, and Japan. Because of this collaboration, more girls will gain those intangible qualities that are so endemic to personal development—courage, confidence, and character—and that also happen to be the cornerstone of the Girl Scout mission.



OUTDOOR CHALLENGE:

USAGSO knows that girls thrive in the outdoors—and our Girl Scout parents and volunteers wanted more time in the outdoors with their girls. Through Girl Scouts, girls learn that the outside can be fun for everyone and they develop both outdoor skills and a passion for nature. With this in mind, in 2019, we challenged our members—girls AND adults—to get outside and earn a patch through our **Outdoor Challenge**.



**164 Girl Scouts
completed a
USAGSO challenge**

In 2019, GSUSA released 30 new STEM badges and Journeys, allowing girls to discover space, cybersecurity, robotics, and more! To encourage participation in the new badges and Journeys, USAGSO challenged our members through an inaugural **STEM Challenge** to complete three new GSUSA STEM badges (or one badge and one Journey) to earn a brand new patch.

USAGSO PRODUCT PROGRAM

Membership year 2019 brought two exciting new opportunities to overseas Girl Scouts! The first was the initial launch of the Digital Cookie® platform. To scale the program, USAGSO limited the Digital Cookie sales to only military members living in the United Kingdom (with plans to go larger in 2020). For the second opportunity, we restarted cookie sales for our members living in the U.S. Virgin Islands.

- In Europe, 1,737 Girl Scouts sold 124,392 boxes of cookies.
- In the U.S. Virgin Islands, 239 Girl Scouts sold 18,828 cookies.
- In Asia, 780 Girl Scouts sold 90,096 boxes of cookies.
- In the United Kingdom, 54 Girl Scouts participated in Digital Cookie.



Thin Mints®
continue to be the best seller overseas, but Samoas® are a close second!

Girls sold or donated 233,316 boxes of cookies in 2019—talk about sweet!



USAGSO HAS THE BEST VOLUNTEERS

We ask a lot of our volunteers, and it's not unusual for them to dedicate hundreds of hours a year to Girl Scouts. It's this dedication to girls and the Girl Scout mission that makes Girl Scouting extraordinary. Girls are raising their hands, sharing ideas, and believing in their own inherent power right from the start—all because our volunteers show them every day what it means to be a leader.

In one overseas committee, 71 volunteers received an Appreciation pin to recognize their exemplary service in support of delivering the Girl Scout Leadership Experience.

USAGSO staff visited and trained over 600 volunteers and members in multiple overseas locations in 2019!

Thirteen volunteers received the Honor pin to recognize their exemplary service in support of delivering the Girl Scout Leadership Experience and its measurable impact on two or more overseas committees.



USAGSO Council of Advisors

Our Council of Advisors was created to support the work of fundraising, marketing/public relations, and strategic planning. The council provides input on matters of policy that directly concern the delivery of Girl Scout programming overseas.

The 2019 council members were:

Liza Boffen-Yordanof
Kristine D'Alesandro
Kathleen Fitzsimmons
Deb Kemper
Kathy Limbaugh
Jennifer McLin
Carol Weiss Pouchol
Amanda Zane Quenette
Valerie Russell
Rhonda Starghill
Danielle Ullner
Ráchel Roche Walton
Eric Warner

Because of you, girls are practicing different skills, exploring their potential, taking on leadership positions, and making a difference in their communities.

Being a Girl Scout helps girls thrive in five key ways. As a Girl Scout, she:

1. Develops a strong sense of self
2. Displays positive values
3. Seeks challenges and learns from setbacks
4. Forms and maintains healthy relationships
5. Learns to identify and solve problems in her community

USAGSO Donor Honor Roll

**Supporter of USAGSO for more than five years*

**Lifetime member of Girl Scouts*

•Girl Scout alum

Partner Circle (\$5,000+)

Global Impact Anonymous Donors
World Foundation for Girl Guides and Girl Scouts

Gold Circle (\$1,000+)

Discover Fund Management
Kathleen Fitzsimmons*
Susan Greer
Valerie N. Russell+ ♦
Eric L. Warner* +

Silver Circle (\$500+)

In Memory of Maxine Camp Counselors+ ♦
Brooke Bonno
John and Rebecca Kirkland♦
Deborah Lee
Adam Levine
Marilyn Mauer
Katherine Darke Schmitt
Kim Soriano

Bronze Circle (<\$500)

Jay Adams
Roel Arredondo
Bruce Askins
Sandra Auer
Lara Beasley
Christine Beeler
Liza Boffen-Yordanov* ♦
Brittney Briggs
Mary Burrell
Bethany Cecere
Sacha Charny
Beatrice Chestnut
Edward Cormier
Rhonda Cross
Erin Dahlin
Dana Dallas
Jennifer Davies
Terri Desch
Bert Dice-Goldberg
Tabitha Dismuke
Jackie Dutschke
Emily Edahl
Tina Famiglietti
Christine Felice
Marta Fonseca
Loren Fuller
Angela Gartland
Christopher Gartland

Teresa Gerry+ ♦
Kimberly Godwin
Kimberly Gorman
Jayne Harkins
Holly Hayner
Jennifer Homan
Yueshi Hong
Sherri-Lynn Jackson
Donald James
Joycelyn Johnson
Phillip Juengst
Joy Kaczor
Tamara Karl
Nadia Kendall-Diaz
Alisha Kravabloski
Zaida LaPorte+ ♦
Avery Larkin
Rachel Liell
Katherine L. Limbaugh
Tonya Lowery St. John+
Donald Lubecki
Melissa Markley
Jason Morgan
Alison Myska
Lee Nelson
Judy Oliver
Karen Ortiz
Stefanie Ortiz-Cidlik* ♦
Karrell Osbourne
Andrea L. Putwen
David Richter
Linda Ricklefs
Kristina Rico
Jennifer Smith
Joanne Smith
Lana Smith
Susan Snow
Micki Snyder
Cheryl Stadel-Bevans
Carol Stepien
David Swartwout
Julie Thomas
Sophia Tyler
Bill Wells
Kenneth Westlake
Angela Wigglesworth
Geoffrey Wright
Michelle Yelverton
Arthur Young III

THE JULIETTE GORDON LOW SOCIETY

It took one visionary woman to create Girl Scouts; it takes thousands of believers to carry the organization forward. Create a lasting impact on USAGSO! The Juliette Gordon Low Society honors individuals who have included USAGSO in their estate plans. The society comprises a diverse group of donors across a wide range of ages and income levels who have one common connection: a desire to ensure that Girl Scouting makes a strong and vital impact for years to come.

Everyone can add USAGSO in their estate plans and make a big difference. Simply include a gift in your will or trust, name us as a beneficiary of a life insurance policy or retirement account, or provide lifetime income for yourself and others through a charitable trust or charitable gift annuity.

If you would like to learn how you can become a member of the Juliette Gordon Low Society, please contact Katherine Nolan Brown at KNBrown@girlscouts.org. If you have already made a commitment, please consider telling us about this powerful gesture so we can thank you for your dedication to our mission and welcome you as the newest member to the prestigious Juliette Gordon Low Society.

USAGSO Members of the Juliette Gordon Low Society

Erik and Eva Andersen
Dianne Belk and Lawrence Calder
Liza Boffen-Yordanof
Kathleen Fitzsimmons
Laurie Menzel
Stefanie Ortiz-Cidlik
Cynthia Panzani
Margaret Renwand
Ráchel Roche Walton
Eric Warner

**Contact us at 800-467-0070 or
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PSC 705 Box 85
APO, AP 96338

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USA Girl Scouts Overseas
420 Fifth Avenue
New York, NY 10018

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.

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.

*Members may substitute for the word God in accordance with their own spiritual beliefs.