

USA GIRL SCOUTS OVERSEAS 2020 IMPACT REPORT





LETTER FROM THE EXECUTIVE DIRECTOR OF USAGSO

Dear Friends,

It has been a year unlike any other. We witnessed history as the world responded to COVID-19, and we grappled with the profound ways in which our lives were impacted—each of us compelled to adjust to new realities.

In a world wrought by uncertainty this past year, one constant has been USA Girl Scouts Overseas (USAGSO). I am filled with pride and admiration for the resiliency and determination demonstrated by USAGSO girls, volunteers, parents, and staff. We worked together to evolve and meet the needs of girls all over the world in this especially unique moment in time.

Addressing the inability for many girls to meet in-person, one of the biggest adjustments we made this year was a pivot to more virtual programming. Launched in July, USAGSO's virtual programs engaged nearly 400 girls in its first three-month period. Additionally, the organization launched Girl Scouts at Home—a new platform that offers a wide variety of activities and videos to lead girls through their Girl Scout experience, wherever they are. These newly created opportunities have been, and will continue to be, essential to developing girls of courage, confidence, and character.

Reflecting those ideals, girls overseas pushed through the year's challenges to learn new skills, earn badges, and achieve highest awards. More than 8,000 girls all over the world, from Tunisia to Turkey and Argentina to Azerbaijan, enjoyed the opportunity to participate in inventive, confidenceboosting activities in judgement-free places with USAGSO. This includes the nearly 250 girls from all over the world who earned one of Girl Scouts' three highest awards: 194 Bronze Awards, 35 Silver Awards, and nine Gold Awards. The perseverance of these highest award recipients exemplifies what Girl Scouting is all about.

In these trying times, girls and the world need Girl Scouts more than ever. It's in that spirit that I thank you for all you've done, and will continue to do, to keep Girl Scouting vibrant and active. A special thanks also goes to our U.S. Military Partners, corporate sponsors, and program partners, whose belief in the value of Girl Scouting helped to provide formative opportunities to girls in more than 90 countries across the world this year.



Yours in Girl Scouting,

Vagaret Algundand

Margaret Renwand

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.

2020 council members:

Liza Boffen-Yordanov Kristine D'Alesandro, Chair Kathleen Fitzsimmons Deb Gerardi Kemper Kathy Limbaugh, Secretary Melinda Murphy Danielle Pierson Carol Weiss Pouchol, Vice Chair Franny Puente-Bonilla Valerie N. Russell Eric L. Warner Sjoujke Neil Amanda Chehrezad MemorieAnne Brown-Callendar

Those whose terms expired in 2019-2020

Rhonda Starghill Jen McLin Danielle Ullner Ráchel Roche Walton, elected to the GSUSA Board of Directors

USAGSO National Council Delegates and Alternates *

Kathleen Fitzsimmons Franny Puente-Bonilla Diane Boettecher Michele Miller Maureen O'Neill Josephine Waliszewski Juliana Diab Rebecca Dinari* Simone Jackson* Melissa Riederer* Penelope Riederer* Sarah Rose Walton*

MEMBERSHIP-BY THE NUMBERS

Total Membership for 2020



Total Membership for 2020

- Girls: 8,178
- Adults: 3,091
- Lifetime members: **956**

Regional Breakdown

(numbers are approximate)

- Europe: 4,300 Members across 29 countries
- Asia: 4,600 Members across 20 countries
- Middle East: 1,200 Members across 8 countries
- Western Hemisphere: 1,500 Members across 15 countries
- Africa: 400 members across 17 countries

Revenue

Item	Amount	Percentage of Total Revenue
Cookie sales	\$613,198	35%
Military funding	\$430,075	25%
GSUSA funding	\$342,576	20%
Program service fees	\$194,718	11.2%
Merchandise sales	\$76,253	4%
Donations	\$59,975	3.4%
Investment income	\$18,408	1%
Grants/special events	\$6,540	.4%
Grand Total:	\$1,741,743	

Expenses

Item	Amount	Percentage of Total Expenses
Program-related expenses	s \$1,019,440	66%
Administrative costs	\$740,581	34%
Grand Total FY20:	\$1,760,021	



CHANGING THE WORLD

Highest Awards

Every Girl Scout goes above and beyond to make a difference in her community and the greater world. The skills and experiences she gains along the way set her up for special recognition through the Gold, Bronze, and Silver highest awards. All three awards give girls the chance to do big things while supporting an issue they care about, but the Gold Award Girl Scouts are the dreamers and the doers who take "make the world a better place" to the next level.

In membership year 2020, 238 girls around the world earned a highest award:







9 Gold Awards

35 Silver Awards

194 Bronze Awards

Gold Award Spotlight: Abigail

Abigail earned her Gold Award by creating lessons on cyber safety, cyber bullying and how to seek help when feeling unsafe or bullied. Her project reached 324 6th grade students and more than 50 Girl Scouts in her community. Shortly after bridging up to adult membership, Abigail applied for and was invited to sit on the USAGSO Gold Award committee to review submissions and mentor the next generation of change makers. As a high school graduation gift, Abigail was presented a Lifetime Membership to her beloved Girl Scouts. It is clear Abigail sees her membership as much more than a title; for her, it's a responsibility.



Honor Troop & Honor Community

The Honor Troop and Honor Community Awards were established by USA Girl Scouts Overseas to recognize troops and overseas communities that make Girl Scouting an exceptional experience, setting themselves apart as role models.



39–Number of Honor Troops in 2020

•Total number of girls: 462 •Total number of adults: 92

5–Number of Honor Communities in 2020

- •Total number of girls: 364
- •Total number of adults: 32

PRODUCT PROGRAM

Girl Scout Cookie Program

When girls participate in the Girl Scout Cookie Program, they get more than life-changing experiences and adventure. They also develop essential life skills goal-setting, decision-making, money management, people skills, and business ethics.

The Digital Cookie platform helps girls to superpower their cookie sales as they go beyond the booth with mobile and online channels. With a limited USAGSO pilot launch in 2019, Digital Cookie expanded in membership year 2020 to include U.S. Girl Scouts living on military installations with APO/FPO address in Germany, Spain, Portugal, Italy, Belgium, the United Kingdom, the Netherlands, and the US Virgin Islands.

Unfortunately, the pandemic brought exceptional challenges in implementing the newly expanded Digital Cookie program, forcing the suspension of cookie booths for overseas cookie-selling communities. In response, USAGSO participated in the GSUSA Cookie Care campaign, which both offered to cover the costs for unsold cookies and provided customers the opportunity to purchase cookies online to be donated to first responders in overseas communities. We also provided members with contactless and socially distanced methods like virtual cookie booths and drive-thru cookie sales.

USAGSO looks forward to continuing to expand Digital Cookie in 2021!



Girls sold or donated **262,525** boxes of cookies in 2020 —talk about sweet!





In Europe, 1,276 Girl Scouts sold 122,731 boxes of cookies



In Asia, 678 Girl Scouts sold 87,875 boxes of cookies



In the U.S. Virgin Islands, 269 Girl Scouts sold 34,215 cookies



In Europe, 335 Girl Scouts participated in Digital Cookie and sold 17,704 cookies

OUTDOOR ADVENTURE





This year, in response to the global pandemic, USAGSO was forced to cancel its two summer camps—Camp Lachenwald in Germany and Camp Tama in Japan. But that didn't stop Girl Scouts all over the world from enjoying the great outdoors as part of a special Worldwide Camp-In.

Held in July, the global event was packed full of laughs, live sessions, videos and choose-your-own activities to celebrate summer camp at home. Counselors led girls through STEM, art, and outdoor fun, and an activity guide was distributed to help girls and their families set up a campsite, make campfire dinners in the oven, and provide other ideas on how to turn the Camp-In into a full-family affair!

Highlights included the largest-ever international singalong and campfire, featuring girls from Cairo to Kyoto, Panama to Paris, Lagos to London, Stuttgart to Singapore, and Beijing to Bangkok.



1,395 registrants from 56 countries

"We loved keeping track of where everyone was from (we made a list) and I plan on going over it on a globe."

-Worldwide Camp-In Attendee

NEW OPPORTUNITIES

Virtual Programming

In response to the pandemic, USAGSO created a series of virtual programs. Additionally, the organization launched Girl Scouts at Home—a new platform that offers a wide variety of activities and videos to lead girls through their Girl Scout Experience, wherever they are. Launched in July, USAGSO's 14 virtual programs engaged nearly 400 girls in its first three-month period. Programs included:

- Taste the World series
- Virtual Journeys
- Black Girls Matter series

Juliette Gazette

In order to bring programming to girls in remote locations and to those interested in participating in Girl Scouts on their own, USAGSO piloted the Juliette Gazette in May 2020. Individually Registered Member (IRM) Scouts around the world receive a free and interactive digital magazine

Volunteerism

Launched in July, gsLearn is an online training platform for Overseas Committee Management Team (OCMT) members and troop volunteers. New trainings offered include:

- USAGSO 101, Successful Leader Learning Series, and VTK Tutorials
- OCMT 101, Successful OCMT Learning Series, and Position Trainings (OCC, Secretary, Treasurer, Registrar, Cookie Manager, Recruiter)
- Enrichment offerings such as Adult Awards, cookie trainings, and more
- Instructor Lead Trainings (ILTs) and live sessions such as New Troop Leader Orientation, Return to In-Person Meetings, BOOM, and Troop Scoop

Virtual Troop

Launched in 2019, Virtual Troop is a way to engage older girls who may not have a traditional troop in their community. Many girls of this age are interested in pursuing their Highest Awards, and Virtual Troop is designed to help facilitate this goal. We currently serve all three older girl program levels: Cadettes, Seniors and Ambassadors, and are adding Brownies and Juniors in 2021. Virtual Troop has grown to include more than 50 girls across 15 countries.

gsLearn

highlights:

• 3,722 active users

• 2,018 courses

completed

walking them through the steps to earn a GSUSA badge-making Girl Scouting easy and accessible to all families. We look forward to releasing a full year of digital gazettes to USAGSO Girl Scouts next year!



400 airls

GIVING BACK-ACROSS THE GLOBE

All around the world, ordinary girls are doing extraordinary things through USA Girl Scouts Overseas. Your support ensures our girls can continue to give back to their communities. Here are some special ways they did just that in membership year 2020:

Destination: Tunisia

Girl Scout Juniors in Tunis used their bake sale fundraising money to commission Tunisia's first wheelchair swing. Thanks to the Girl Scouts' efforts, Tunisian children in wheelchairs enjoyed the soaring feeling of swinging for the first time.



Destination: Federated States of Micronesia

Pohnpei community troops 09201 and 09204 held a trash-a-thon and bake sale to raise money to purchase gifts for children and the elderly at a community hospital.





Destination: Panamá

As part of the Brownie Quest Take Action Project, Brownie Troop 30512 worked together with the Juniors of Troop 30519 to make more than 200 face masks. Masks were then donated to a local township in Panamá City, where they were distributed to members of the community receiving food donations.

Girl Scout Cookie sellers donated thousands of boxes to first responders in overseas communities!



Alum Spotlight: Denise Ford

Denise Ford has a wide range of skills acquired over a lifetime rich with job titles: nuclear submarine builder, special education teacher and, most recently, sculptor. But it's the skills acquired from a title of her youth—Girl Scout—that she says have proven to be invaluable over the decades.

"Girl Scouts gave me instructions for life," Ford says.

With an Air Force Service Member father, Ford spent some of her childhood overseas, including in the Azores Islands—a Portuguese archipelago in the North Atlantic Ocean.

"I was a Brownie back then," she says. "A long time ago. But I can still remember feeling that Girl Scouts was giving me a kind of power and confidence that I could do anything."

Dreaming of being a Cadette, like her big sister, Ford says she would sneak into her sibling's room at night to "borrow" her Girl Scouts Handbook, in which

she'd circle and underline fascinating passages illuminated by a dim hallway light.

"It was potent and powerful stuff to me," Ford chuckles. "I could find my way out of a forest! Dress a wound!"

In fact, the lessons she gleaned from the pages of that handbook and her Girl Scout experiences are something she attributes to her sense of professional fulfillment today.

"It takes a lot of courage to make a living in art," Ford says. "Girl Scouts gave me the courage to attempt something different. And I love what I do."



"Girl Scouts gave me instructions for life."

-Denise Ford, Sculptor and Girl Scouts Overseas Alum



Volunteer Highlights

Every day, volunteers help girls discover their full potential by providing opportunities that allow them to pursue their interests and passions, develop their own leadership style and skills, and build cross-cultural connections and relationships that last a lifetime. USA Girl Scouts Overseas cherishes our volunteers and recognizes the valuable contribution they make in developing girl leaders.

Once again, many of our volunteers went above and beyond this year, earning special recognition:

- Appreciation Pin: Recognizes exemplary service in supporting the delivery of the Girl Scout Leadership Experience in one Overseas Committee—45 recipients
- Honor Pin: Recognizes exemplary service in supporting the delivery of the Girl Scout Leadership Experience, having an impact in two or more Overseas Committees—11 recipients
- **Thanks Badge:** Honors an individual whose ongoing commitment, leadership, and service has had an exceptional impact on meeting the mission-delivery goals and priorities of USAGSO or the entire Girl Scout movement—**3 recipients**

Volunteer Spotlight: Amy Kennedy-Penuel, Thanks Badge recipient

In her 10 years as a volunteer with USAGSO, Amy Kennedy-Penuel has shown a steadfast commitment to creating exceptional Girl Scout experiences for members in every community she has touched. Highlights over her volunteer career include:

• **Maputo, Mozambique:** Amy successfully grew a community from zero members in 2018 to 33 members in 2020. She reached out to Embassy staff, networked with spouses and sent wide-reaching flyers to spread the word. After the project ended, she continued to support volunteers via email and provided them resources to ensure their long-term success.



- **Skopje, North Macedonia:** Amy single-handedly started a program in Skopje in 2014, which persists today with one small troop.
- **Moscow, Russia:** Over the course of her several years in Moscow, Amy grew and engaged the community, contributing to its current stronghold of 60 members.

Today, Amy serves as the Overseas Committee Chair for Beijing, where, over the course of two years, she grew the community from 115 to 184 members.

USAGSO Donor Honor Roll

*Supporter of USAGSO for more than five years +Lifetime member of Girl Scouts •Girl Scout alum

Partner Circle (\$5,000+)

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Veronica Wold Penny Wolfe Lydia Wolfe Jesslin Wood April Woods Amanda Workman Christine Wyatt Michelle Yelverton Jean Zamarripa-Lee Shenkuan Zheng Sarah Zwetzig Girl Scout Troop 60322 —North Holland

USAGSO Members of The Juliette Gordon Low Society

The Juliette Gordon Low Society honors individuals who have included USAGSO in their estate plans. 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.

Erik and Eva Andersen Girl Scout Movement-wide Challenge Planned Gift Dianne Belk and Lawrence Calder Girl Scout Movementwide Challenge Planned Gift Liza Boffen-Yordanof Amanda Chehrezad Kathleen Fitzsimmons Laurie Menzel Stephanie Ortiz Cynthia Panzani Ráchel Roché Walton Eric L. Warner Margaret Renwand

USAGSO Staff

Victoria Adams Katherine Nolan Brown Terry Browning Kelly Bullard Meagan Burton Lane Cook Emily Edahl **Cassidy Fields** Dawna Horton Jessica Keith Megan Johnson Veronica Johnson Melissa Mechur Gerold Moonev Jennifer Myer Silvia Piva Margaret Renwand Taryn Rimland Sandra Rivera Lynn Spreadbury Abigail Trafford Lydia Wolfe

Contact Us

1-800-467-0070 overseascustomercare@ girlscouts.org

Website: www.usagso.org

Facebook: www. facebook.com/usagso

Instagram: www. instagram.com/gsoverseas

Guam Girl Scouts

PO Box 10778 Tamuning, Guam 96931

Italy Office

USA Girl Scouts Overseas —North Atlantic Unit 31401 Box 123 APO AE 09630-1401

Japan Office

USA Girl Scouts Overseas —West Pacific PSC 705 Box 85 APO, AP 96338

New York Office

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