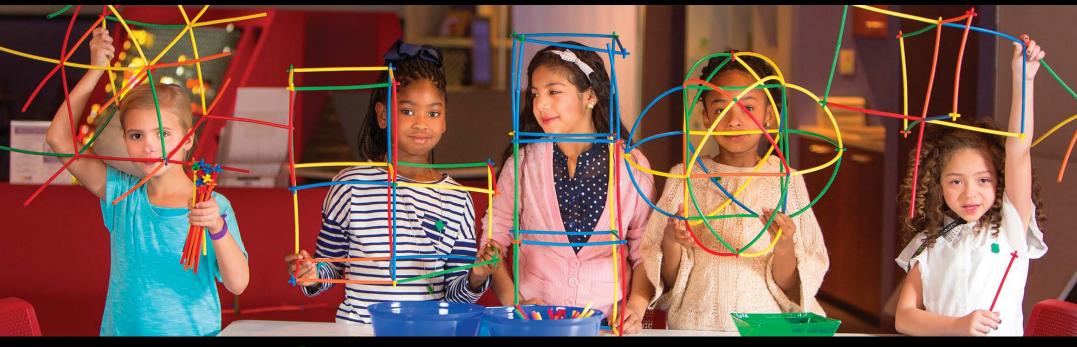


2014 Annual Report

2015 Calendar





Invest in girls. Change the world.

Message from the Board President and CEO



Ann Carrasquillo, Board President president@gsgcf.org



Sue Stewart, CEO sues@gsgcf.org

We know that Girl Scouting works! Our promise to girls is to inspire them to develop courage, confidence, and character, and to take action to make the world a better place. The Girl Scout Promise and Law are the foundation of our commitment to girls, their families, and the community. Throughout our 103 year history, while times have changed, the importance of our model - girl led, volunteer delivered, service to the community - is more important than ever.

During the 2013-14 school year, Girl Scouts had many positive experiences thanks to the adults in their lives. From parents and caregivers who drove them to meetings and trips, to volunteers who shared their time and expertise, to the many donors who made sure there was opportunity for everyone to participate and who supplied needed uniforms, Journey and badge books, programs and college scholarships....Thank you for changing the life of a girl and letting her know she matters.

Did you know?

Girl Scouts of Gulfcoast Florida, Inc. has a story to tell, through this newly designed annual report. We want you to know how proud we are of every girl who wears her membership pin and everyone who is committed to inspiring her to be, and do, her best.

If you didn't know, you will now. Throughout this report you will find quotes from girls and volunteers, and data from the renowned Girl Scout Research Institute.*

If you really want to know the benefits and importance of the Girl Scout Movement, do what we do every day...we ask a girl. With a big smile, she will tell you about her time with friends, learning new skills, having fun, and making a difference. She will talk about her Cookie Business (did you know our girls rank in the top five councils in the country on per girl average sales?) and how she and her "team" set goals to share their proceeds with those in need AND to go on an adventure or long-planned trip.

We know, and now you do too. Girls matter, and Girl Scouting works!

*Statistical data collected by the Girl Scout Research Institute is presented for informational purposes only and does not necessarily imply a specific position by Girl Scouts of the USA or Girl Scouts of Gulfcoast Florida, Inc. on a given issue. www.girlscouts.org/research

With special appreciation to Ann Carrasquillo, Board President, who will complete her service to the Board of Directors in January, 2015. Ann led the council as President. First and Second Vice President, National Council Delegate, Advancement Committee Chair, and Board **Development Committee** member. For her service to the council and others, she is the recipient of the Appreciation Pin and the President's Award. She served as the Chair of the CEO Search Task Group, and is a member of the Juliette Gordon Low Society. Did you know that Ann began her commitment to community service as a Girl Scout and Girl Scout Leader?

Thank you, Ann!

Girl Scout Gold Award®

The Girl Scout Gold Award is the highest and most prestigious award that Girl Scout Seniors and Ambassadors can earn. A project must involve a minimum of 80 hours and include the following steps: identifying an issue, investigating it thoroughly, getting help and building a team, creating a plan, presenting the plan, gathering feedback, taking action, and educating and inspiring others. It is more than just a good service project - it encompasses organizational, leadership, and networking skills.

2014 Girl Scout Gold Award Recipients



Ciara Bennese



Lindsev Bethanv



Susan Flores



Alexis Jenkins



Avnee Mistry



Jasmine Morgan



Nichole Peal



Kelsev Pecenka



Hataitava Rohan



Jennifer Sillars



Shelby Sorrell



Samantha Wood



Lindsay Wheeler Kaley Wright

Girl Scouts Young Women of Distinction

14 Girl Scout Gold Award

Girl Scout Silver Award

136 girls earned the Girl Scout Bronze Award

girls received the Dr. Elinor Crawford Girl Scout College Scholarship

56 girls earned the Journey Summit Award

78 girls earned Religious Recognition

To learn more about these outstanding young women visit our website

at www.gsgcf.org

Invest in girls. Change the world.



S	M	T	W	T	F	S
January				1 New Year's Day Council offices closed	2	3
4	5	6	7	8	9 Pre Orders for Girl Scout Cookies start TODAY!	10
11	12	13	14	15	Council offices closed in observance of Dr. Martin Luther King Jr. Day	17
18	19 Dr. Martin Luther King Day National Day of Service	20	21	22	23	24 GSGCF Annual Meeting of the Council 9:30 a.m 12:30 p.m.
25	26	27	28	29	30	31



Girl Scouts are more engaged in school, understand the value of academic success, and develop important problem solving skills.







There's more to
Girl Scout Cookies
than what's in the box.

When a Girl Scout participates in the Cookie Program, she's building a lifetime of skills and confidence. She learns goal setting, decision making, money management, people skills, and business ethics—aspects essential to leadership, success, and life.

"If someone says you can't do it, don't believe them. Just keep going, you'll make it."

Emma T., Girl Scout
 Junior and Top Cookie
 Entrepreneur – Sold
 4,267 boxes





90% of girls say it is important for them to learn how to manage money but only 12% surveyed feel confident making financial decisions. 85% of Girl Scouts expressed that the Cookie Program taught them money management skills such as developing budgets, handling money, and taking orders.





S	M	T	W	T	F	S
National Girl Scout Cookie Weekend	2 Read Across America Day	3	4	5	6	7
8 Daylight Savings Time begins (spring forward) Girl Scout Sunday International Women's Day	9	10	11	Happy 12 Birthday GIRL SCOUTS! Celebrating 103 Years	13	14 Girl Scout Sabbath
15 Cookie Program ends	16	17	18	19	20 First Day of Spring	21
22	23	24	25	26	27	28
29 Palm Sunday	30	31	March Go			



3 out of 4 girls believe they have become a leader in more activities with their friends, classmates, as well as their community, due to the Girl Scout Leadership Experience.







S	M	T	W	T	F	S
April			1 National Child Abuse Prevention Month	2	3 Good Friday	4 Passover begins
5 Easter	6	7	8	9	10	11 Friends, Sun & Fun (Big Girls Day at Camp)
12 National Volunteer Appreciation Week	13	14	15	16	17	18
19	20 Gold Award Reception	21	22 Girl Scout Volunteer Day Earth Day	23 Gold Award Reception	24 Arbor Day	25
26	27	28	29	30		



More time spent in Girl Scouts is correlated with a positive sense of self, contributing to the well-being of others, and optimism about the future. 95% of Girl Scout volunteers agree that they make a difference in the lives of girls because they volunteer with Girl Scouts.





S	M	T	W	T	F	S
May		Telef Gener Tropp at Paracricing Friendland			1	2
3	4	5 National Teacher Day	6	7	8	9
10 Mother's Day	11	12	13	14	15	16 Armed Forces Day
17 Young Women of Distinction Awards Ceremony	18	19	20	21	22 Council offices closed in observance of Memorial Day	23
24	25 Memorial Day	26	27	28	29	30
31	Did You	Acknowledging th		rd, a number of univer		to

offer scholarships unique to Gold Award recipients, and girls who enlist in the U.S.

Armed Forces may receive advanced rank in recognition of their achievements.









In order to provide a safe, fun, and fufilling experience for girls, Girl Scout volunteers have access to training opportunities to become certified in skills such as lifeguard, canoeing and kayaking, camp, first aid, CPR, and archery.









Women who were in Girl Scouts are more likely to vote and be civically engaged than those who were not. Today, 67% of girls are interested in politics and 84% of girls say "I am smart enough to have a career in politics."











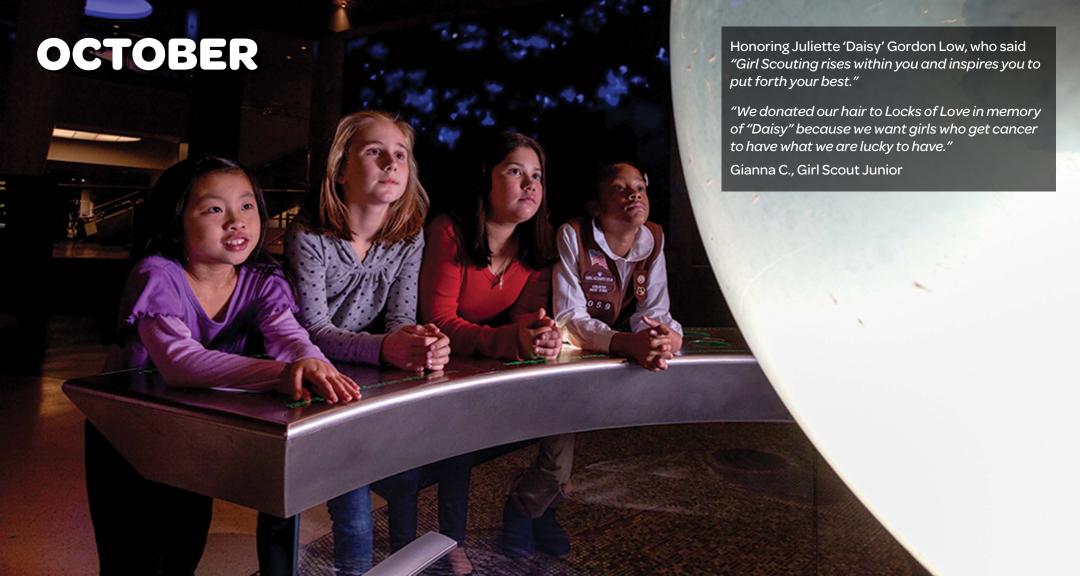


Women who were Girl Scouts are more likely to vote and volunteer in their communities, more likely to get a college degree, and earn a higher income.



Like us on Facebook!
Get the latest updates at
Girl Scouts of Gulfcoast Florida, Inc.





S	M	T	W	T	F	S
October				1 Start of a new Girl Scout Year!	2	3
4	5	6	7	8	9	10
11	12 Columbus Day	13	14	15	16	17
18	19	20	21	22	23	24
25 National Make a Difference Day	26	27	28	29	30	31 Juliette Gordon Low's Birthday Girl Scout Founder's Day Halloween



Girl Scouts founder, Juliette Gordon Low's birthday is October 31. Juliette said of Girl Scouts, "Right is right, even if no one else does it. The work of today is the history of tomorrow and we are it's makers."









Girl Scouts and Girl Scout alumni embody volunteerism and philanthropy. It is in the Girl Scout mission to make the world a better place and written in the Girl Scout Promise to help people at all times. To serve others is inherent in a Girl Scout.





S	M	T	W	T	F	S
December		1	2	3	4	5
6 Hanukkah begins	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22 First Day of Winter Council offices closed	23 Council offices closed	24 Council offices closed	25 Christmas Day Council offices closed	26 Kwanzaa begins
27 Home for the Holidays Alumnae Event	28	29	30	31 New Year's Eve	TOP IS NOT THE PARTY OF THE PAR	S S S S S S S S S S S S S S S S S S S



By participating in the Girl Scout Leadership Experience, girls will learn to think critically, communicate persuasively, understand and practice empathy, create healthy relationships, and learn new skills. 89% of parents say that their daughter acquires a greater variety of experiences from Girl Scouts than she does from other extracurricular activities.

The Girl Scout Leadership Experience

Girl Scouts is the premier leadership organization for all girls in grades K-12. Our mission is to build girls of courage, confidence, and character, who make the world a better place. This is accomplished with and by girls and adults through the Girl Scout Leadership Experience. This nationally recognized program is specifically designed to appeal to girls, and is focused on three keys to leadership: Girls DISCOVER themselves and their values; CONNECT with others; and TAKE ACTION to make a difference in their communities and world.

84%

of Girl Scouts have developed a strong sense of self. 78%

of Girl Scouts have developed positive values. 82%

of Girl Scouts have worked to advance diversity. 83%

of Girl Scouts feel connected to their communities. 78%

of Girl Scouts feel empowered to make a difference in the world.

addition

70% of respondents rated their experience in Girl Scouts as a 5 out of 5

22% of respondents rated their experience in Girl Scouts as 4 out of 5

77% of respondents said they planned to join Girl Scouts again next year



Results of the Girl Scouts of Gulfcoast Florida Spring Troop Survey, conducted council-wide in April 2014.

Strength of Sisterhood

When a girl or adult volunteer joins Girl Scouts of Gulfcoast Florida, they are not only connecting locally as a member of one of the council's 10 counties, they have become a member of the world's largest girl-serving leadership organization. Welcomed by a sisterhood of more than 3.2 million Girl Scouts and 59 million alumni across the United States, USA Girl Scout Overseas, and 10 million Girl Scouts worldwide in 145 countries - they have joined an American institution.

Girl Scouts • 2013-2014

6,754
Girl Members

Girls in grades K - 3 3,740

Girls in grades 4 - 8 2,522

594
Girl Scout Troops

Girls in grades 9 - 12 370

Unreported

122

of parents believe that Girl Scouts offers new experiences that are fun and exciting

of parents say Girl Scouts has been a positive activity for their daughter

90% of parents say that because of Girl Scouts, their daughter is more confident





Adult Volunteers • 2013-2014

2,785
Adult Members

Volunteers received local and national awards

Volunteers received GSGCF's Green Angel Award

786
Girl Scout Leaders

Volunteers received GSGCF's Volunteer of Excellence Award

4 Volunteers received the GSUSA Appreciation Pin

928 Girl Scout adult volunteers participated in a variety of training and certification courses

230 Girl Scout volunteers attended Troop
Leadership Trainings / courses

173 Girl Scout volunteers attended Outdoor Leadership Trainings / courses

Financial Empowerment

Girl Scouts are tomorrow's leaders and philanthropists today! They are eager to positively impact their future and their communities. From planning trips to museums, striving to learn more about governmental processes, giving back to community non-profit organizations, and lending a helping hand at coastal cleanups, girls are motivated to make a difference. Many of these travel, service project, and leadership opportunities are funded through the Girl Scout Product Sales Programs which teach essential business skills like goal setting, decision making, money management, people skills, and business ethics.

Fall Product Sale \$297,528

1,928
Girl Scouts
participated

280 troops participated

6% increase

To learn more about the Girl Scout Product Sales Programs visit our website.

www.gsgcf.org

Girl Scout
Cookie Program
\$4,505,464

41,673 packages sold for the Mints for the Military program

\$751,366 Earned by Girl Scouts for their troop

Average number of packages sold per Girl Scout participating



5,053 Girl Scouts

Girl Scouts participated

500 troops participated

145
COOKIE LEADERS
Girls who sold over
1000 Packages

75% developed people skills

80% set goals of girls

85% learned money management skills

83% developed business ethics

How the Cookie Crumbled



 Cost of Cookies
 \$1.00

 Cost of Sale
 .03

 Troop Profit
 .68

 Girl Awards
 .16

 Service Units
 .02

 Operations
 2.11

 Total Price of Cookies
 \$4.00

93,864

1,126,366
Packages Sold

2.9% increase

Investing in Girls

Personally meaningful gifts from individuals and alumni, Girl Scout families, foundations, corporations, civic and social groups, and United Ways demonstrate that girls matter and are valued by the community. Investing in girl leadership yields great returns not only for today, but for tomorrow. Girl Scouts of Gulfcoast Florida, Inc. is a chartered member of Girl Scouts of the USA, a national membership organization. Membership dues are paid to the national organization to support the Girl Scout Movement as a whole, the Girl Scout Research Institute, advocacy, national program initiatives and the award winning Journey programs.

Girl Scouts of Gulfcoast Florida, Inc. responsibly stewards all donations and planned gifts to directly support girls, volunteers, and the Girl Scout Leadership Experience throughout the ten county region. We are grateful for the generosity of our donors. Thank you.

Gifts October 1, 2013 - September 30, 2014

Fundraisers By Friends of Girl Scouts



Tracy Lux: Bridge and Brunch



Juliana Meek: Midcentury Modern Meal

Dr. Elinor Crawford College Scholarship Fund 2014

Dr. Flinor Crawford

Endowment Fund

Linda Ezzell • Margaret Simone Sandi Stewart

Government Grants

Florida Department of Education

To host or lead an event to support girl leadership contact development@gsgcf.org.

Businesses, Corporation Matching Gifts, Volunteer Hours and Donations, and In-Kind Support

A+ Skills Tutoring

Alliance for the Arts, Fort Myers

Artis Naples

Virginia A. Bailey

Baird Foundation, Inc.

Bank of America Matching Gifts Bayside Balloons, Danielle Rachel

Bouchard Insurance

Costco, Fort Myers

Margaret Dahl

Discount Awnings, Inc.

Fidelity Investments
Florida Power and Light Company

game on Nation

Grimaldi's Pizzeria

Brigadier General Jim Hesson (Ret)

Maurine Martin

Shannon McGinnis

Alicia Meyer

Omega Office Systems, Inc. Patrick Neale & Associates

Pepsico Foundation

Publix Super Markets Charities, Inc.

Purpose Journey

SouthTech

Truist

U.S. Bank Foundation Walmart Foundation Wynn's Catering

Investing in Girls • Gifts October 1, 2013 - September 30, 2014

Foundations and Civic Organizations

American Legion Auxiliary Unit 110 Annette J. Hagens Memorial Foundation Bank of America Client Foundation Big Cypress Chapter Daughters of the American Revolution Cape Coral Community Foundation Charlotte Community Foundation Collier County Bar Foundation Cypress Lodge #295 F&AM Daniel R. and Anne M. Harper Foundation **Enterprise Holdings Foundation** Franklin G. Berlin Foundation, Inc. Gerald A. & Karen A. Kolschowsky Foundation, Inc. Getzen Family Charities, Inc. Harold C. and Jacqueline F. Bladel Foundation, Inc. Jerome & Mildred Paddock Foundation

Junior League of Fort Myers
Kiwanis Club of Bradenton
Foundation, Inc.
Kiwanis Club of Longboat Key
Manatee Community Foundation

Martin Foundation, Inc.
Naples Chapter, Sons of the
American Revolution

Naples Doll Club

Publix Super Markets Charities, Inc. Rotary Club of Lakewood Ranch

Rotary Club of Sarasota Bay

Foundation, Inc.

Sarasota Kiwanis Foundation

Sarasota Manatee National

Organization for Women

Sebring Lions Club, Inc.

SunTrust United Way Campaign

Swift Family Foundation, Inc.

The Community Foundation

of Collier County

The Edward E. and Lillian H.

Bishop Foundation

The India Benton Lesser Foundation

The Jelks Family Foundation, Inc.

The Mary E. Parker Foundation

The Plantation Community Foundation

The Tarr Charitable Family Foundation

Venice-Nokomis Rotary Club

Vern and Florence Martin Trust

Virginia White Clark Fund

Wilson-Wood Foundation

Tributes

In honor of Ann Carrasquillo

Mary Ewalt Linda Ezzell

In honor of Dr. Elinor Crawford

Anne A. Miller

In honor of Kate O'Brien

Colleen Murphy

In honor of The S'mores

Barbara Donnelly Mary Ellen Felker

Ruth Getzen Isabel Norton

Grace Tyner

In honor of Sue Stewart

Caroline Kidston Nancy Baldiga

In honor of Linda Lee Williams

Jesslin Williams

In memory of Norman Dery

Frances A. Robine

In memory of Norman Dery

and Mario LaMendoza

Marsha D. Alleman

In memory of Maribeth Hamilton

Meridith Coen

In memory of Barbara Hoggatt

Bonnie B. Liljequist

In memory of Edna Jane Peeples

Susan R. Stewart

In memory of Marylou Singer

Cynthia Gackle

In memory of Kappie Spencer

Carol Spencer

In memory of Michelle Robins, designated for DeSoto County

St. Edmund's Episcopal Churchwomen

In memory of Nyla Ulanski

Barbara H. Meek

Acknowledging the support of our donors is important to us. If you have a correction or question, please feel free to contact development@gsgcf.org.

Investing in Girls • Gifts October 1, 2013 - September 30, 2014

Juliette Gordon Low Society



New Members February 11, 2014

Seated (L to R): Betty Ethal, Dr. Elinor Crawford, Sue Stewart

Standing (L to R): Stacy Carbone, Linda Getzen, Sandi Stewart, Marilyn Arnall, Sue Garland, LaTasha Armstead, Ann Carrasquillo, and founding members of the Juliette Gordon Low Society Dianne Belk and Lawrence Calder



Planned Gift Intentions, Bequests and Trusts

LaTasha Armstead Reneé Armstrong Marilyn Arnall Dianne Belk and

Lawrence Calder Legacy Fund

Stacey Carbone Ann Carrasquillo

M. Chester Cole Trust *

Dr. Elinor Crawford

Elisabeth Ethal *

Sue Garland Linda Getzen Cecelia Hill Tracy Lux Juliana Meek

Vincent and Anna Mae Pasqua Trust *
Joseph P. and Janet H. Rhein Trust

Sandi Stewart
Susan R. Stewart
Jean H. Williams Trust *

* deceased

The Board of Directors wishes to recognize and thank Dianne Belk and Lawrence Calder for advancing the Girl Scouts of Gulfcoast Florida, Inc. Planned Giving Program with their leadership gift through The Dianne Belk and Lawrence Calder Legacy Fund Challenge, resulting in fourteen new planned gift intentions August 2012-September 2014.

Girl Scout Leadership Programs Funded By United Ways

United Way of Central Florida (Highlands and Hardee Counties) United Way of Charlotte County

United Way of Collier County

United Way of Lee, Hendry, Glades and Okeechobee Counties United Way of South Sarasota County, Inc.

United Way Suncoast (Sarasota County)

Individual Gifts Through United Way Designations

United Way of Greater Philadelphia and Southern New Jersey United Way of Central Florida (Highlands and Hardee Counties) United Way of Collier County

United Way of Lee, Hendry, Glades and Okeechobee Counties United Way of Manatee County, Inc.

United Way Suncoast (DeSoto County)

United Way Suncoast (Sarasota County)

United Way Suncoast (Tampa Bay Area)



~ Individual donor recognition can be found at www.gsgcf.org/give ~

Financial Report

Statement of activities for the year ended September 30, 2014

INCOME

United Ways	\$	152,718
Contributions and Events		213,840
Government Grants		20,297
Program Fees		42,458
Facility Rental		31,010
Shop Income		96,765
Investment Income/(Loss)		206,442
Product Sales	2	2,783,646
Total Income	\$:	3,547,176

EXPENSES

Program	\$ 2,905,413
Service to Girls (Indirect)	355,173
Resource Development	255,759
Total Expenses	\$ 3,516,345
Net Results	\$ 30,831

Note: Gain of \$362,994 before Depreciation of \$458,812 and Investment Realized and Unrealized Gain of \$126,649.

Financial statements are available on our website and by request.

Girl Scouts of Gulfcoast Florida, Inc. was independently audited for 2014 by Kerkering Barberio & Co.

Council Facilities

- Searcy G. Koen Regional Girl Scout Campus of Girl Scouts of Gulfcoast Florida, Inc., Sarasota, including:
 - ♦ Lorraine G. Gunn Council Headquarters
 - Gulfcoast Event and Conference Center of Girl Scouts of Gulfcoast Florida, Inc.
 - ♦ William G. and Marie Selby Wetlands
 - ♦ The Ann and Alfred Goldstein Girl Scout Shop
- Service Center, Fort Myers
- Camp Honi Hanta, Bradenton
- Camp Caloosa, North Fort Myers
- Bradenton Girl Scout House
- Sebring Girl Scout House
- Venice Girl Scout House
- Arcadia Girl Scout House
- Charlotte Girl Scout House
- Collier Girl Scout House



2013 - 2014 Officers of the Board of Directors:

Ann Carrasquillo, President
Stacey Carbone-DeLoynes, First Vice President
Christine Yekel, Second Vice President
Richard Cyphers, Secretary
Mary Disher, Treasurer
Susan R. Stewart, CEO - Ex Officio

2013 - 2014 Board Development Committee

Reneé Armstrong - South Central Region Bonny Eads Dery - Southern Region Rae Dowling - Northern Region Violeta Huesman - Northern Region Lori Jackson - South Central Region Juliana Meek - Southern Region

Members at Large

LaTasha Armstead
Marilyn Arnall
Carie Call
Bonny Eads Dery
Rae Dowling
Carolyn Griffin
Cecelia Hill
Tracy Lux
Jessica Macera
Colleen McGue
Juliana Meek
Beatriz Paniego-Béjar

Girl Representatives

Katie Dunn-Rankin Gillian Palino Abigail Schulte



2014 Girl Scouts of Gulfcoast Florida, Inc. Board of Directors

Invest in a girl and she will change the world!

In memory...



Betty Ethal, Executive
Director of the Girl Scouts of
Gulfcoast Florida, Inc. council
from 1966 to 1977, died on
November 12, 2014 at the
age of 96. Betty exemplified
leadership and advocacy on
behalf of girls and women
throughout her life. She

served as the Executive Director of several Girl Scout councils and was one of two women chosen to serve Girl Scouting internationally in New Guinea and Australia in 1962. Betty was a board member, community volunteer and active participant in the American Association of University Women, UN Women, Women's Resource Center and Trinity College Alumni Association. She was the recipient of the Thanks Badge. Betty was instrumental in the development of Camp Chanyatah, the Bicentennial Project of 1976 (environmental leadership), site selection for Camp Caloosa and she initiated the Sanibel Shelling program with longtime friend Dr. Elinor Crawford. Betty will be remembered as a pioneer for women in executive positions and as a person of integrity who changed our world.



4780 Cattlemen Road Sarasota, Florida 34233 Non-Profit Organization U.S. Postage PAID Manasota, Florida 34260 Permit No. 355

Girl Scout Mission Statement

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

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.

*Members may substitute the word God with the word(s) that accurately reflects their spiritual beliefs.

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.