

Message from the Board President and CEO



Rae Dowling, Board President



Mary Anne Servian, CEO

What an exciting year this has been for Girl Scouts of Gulfcoast Florida! We began with a nationwide search for a new CEO, and the ideal match was right here in our backyard. With extensive experience in nonprofit management and civic and political engagement, Mary Anne serves as a role model for our girls as she continues to raise awareness for the life-changing rewards of Girl Scouts.

We've had our challenges.

Together as Girl Scout sisters, we faced Hurricane Irma with great courage and reached out to help those in need. We've responded to ever-increasing marketplace competition by renewing our commitment to deliver the best leadership program in the world for girls—developed specifically for girls, by girls, and with girls—in an empowering all-girl, girl-led, and girl-friendly environment.

We've had our successes, too!

The biggest highlight of the year was the G.I.R.L. 2017 convention in Columbus. It was inspiring to see our council's Girl Delegates participate in the General Session and cast important votes related to the governance of Girl Scouts of the USA. The experience of 10,000 young women sharing their stories and passion for Girl Scouting was electric—there's a future president in that crowd!

We also added many new programs and badge offerings, including 23 STEM/ Outdoor badges. Our girls need to be prepared to assume leadership roles in every career path. These programs will fill the job pipeline in the most important sectors of our economy.

We sincerely want to thank every family, volunteer, and community supporter for helping facilitate each girl's quest to be

an outstanding young woman and future leader. Your gift of time, talent, and treasure enables Girl Scouts of Gulfcoast Florida to deliver high quality programs to all, including girls in underserved communities. The Girl Scout Leadership Experience allows every G.I.R.L. to unleash her inner power at a critical time in her life, preparing her for a lifetime of leadership. At any given moment, a G.I.R.L. might be a Go-getter, Innovator, Risk-taker, or Leader. Your invaluable support makes this possible for our 6,000 bright stars!

With much appreciation, Rae Dowling, Board President

Mary Anne Servian, Chief Executive Officer









Open only to girls in high school, the Girl Scout Gold Award represents the highest achievement in Girl Scouts. Projects require a minimum of 80 hours to complete, and must follow a rigorous series of steps, including 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. Gold Award Girl Scouts are changing the world—or at least their corner of it—one project at a time. Pictured below are Girl Scouts of Gulfcoast Florida's 2017 Gold Award Girl Scouts (not pictured: Shreya Mistry).



















Kimberly Brett

Jade Fischer

Nic

Nicole Holdgrafer

Sarah Kraus

Brittany Newman

Samantha Shaughnessy

Kiarra Womack

Cynthia Young

Courtney Zoller

Girl Scouts of Gulfcoast Florida's

2017 Young Women of Distinction

The Annual Young Women of Distinction is our favorite event of the year! On one Sunday each May, hundreds of girls, along with their family and friends, gather to celebrate their Girl Scout accomplishments. In 2017, we welcomed more than 1,300 attendees from throughout our ten-county area. In addition to the Gold, Silver, and Bronze Award Girl Scouts, we also recognized the top Cookie Entrepreneurs, along with girls who have earned the Journey Summit Award, Religious Recognitions, and the Dr. Elinor Crawford Girl Scout College Scholarship.

To learn more about these outstanding young women, visit our website at www.gsgcf.org

10

girls earned the
Girl Scout
Gold Award

8

girls received the Dr. Elinor Crawford Girl Scout College Scholarship

49

girls earned the Girl Scout Silver Award

girls earned the

Girl Scout

Bronze Award

241

girls earned the **Journey Summit Award**

206

girls earned **Religious Recognitions**



January



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
THE STATE OF THE S	New Year's Day				Pre-orders for Girl Scout	
	Kwanzaa ends				Cookies start TODAY!	
7	8	9	10	11	12	13
				Human Trafficking	Council offices closed in observance of	
				Awareness Day	Martin Luther King Jr. Day	
14	15	16	17	18	19	20
	Martin Luther King Jr. Day					
21	22	23	24	25	26	27
						Annual Meeting of the Council
						9:30 a.m 12:00 p.m.
28	29	30	31			
	Y 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1					
go-getter / innovator / risk-taker / leader				February Control Contr		
POWERED BY GIRL SCOUTS			DND		4/10/10/10	





POWERED BY GIRL SCOUTS

The Girl Scout Cookie Program helps girls develop essential life skills such as goal setting, decision making, money management, people skills, and business ethics.

February



	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 National Freedom Day	2 Groundhog Day	3
-	4	5	6	7	8	9	10
	4	5	0		0	9	10
							Girl Scout Cookies arrive and Cookie booths begin!
	11	12	13	14	15	16	17
				Valentine's Day			
		Lincoln's Birthday		Ash Wednesday	Susan B. Anthony's Birthday		
				Lent begins			
	18	19	20	21	22	23	24
					World Thinking Day	National Girl Scout	National Girl Scout
		Presidents' Day			Washington's Birthday	Cookie Weekend	Cookie Weekend
	25 National Girl Scout Cookie Weekend	26	27	28			
	GIRL go-getter / innovator / risk-taker / leader POWERED BY GIRL SCOUTS	The R	HUTSY SELL SELL SELL SELL SELL SELL SELL SE				







March



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Cookies Uy Janie		C.S. COOKTES!!	1	2	3
					Read Across America Day	
			The state of the s		Employee Appreciation Day	
4	5	6	7	8	9	10
				International Women's Day		
11	12	13	14	15	16	17
Cookie sale ends Girl Scout Sunday						Girl Scout Sabbath
Daylight Saving Time begins	Girl Scouts' Birthday					St. Patrick's Day
18	19	20	21	22	23	24
		First day of Spring				
25	26	27	28	29	30	31
					Good Friday	
Palm Sunday					Passover begins	
go-getter / innovator / risk-taker / leader POWERED BY GIRL SCOUTS					POLITICAL PROPERTY OF THE PARTY	TAJALUN OD



The inclusive, all-female environment of a **Girl Scout troop** creates a safe space where girls can try new things, develop a range of skills, take on leadership roles, and just be themselves.



go-getter / innovator / risk-taker / leader





Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Easter						Last day of Passover
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
Girl Scout Leader's Day						
Earth Day					Arbor Day	
29	30	Girl				
GIRL go-getter / Innovator / risk-taker / leader ◆ POWERED BY GIRL SCOUTS						



May



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 May Day	2	3	4	5
		Giving Challenge	Giving Challenge	National Day of Prayer		Cinco de Mayo
6	7	8 National Teacher Appreciation Day	9	10	11	12
13	14	15	16	17	18	19
Mother's Day		Ramadan begins (at sunset)				
Young Women of Distinction Awards Ceremony	21	22	23	24	Council offices closed in observance of Memorial Day	26
27	28 Memorial Day	29	30	31		
GIRL go-getter / innovator / risk-taker / leader POWERED BY GIRL SCOUTS				Processor of south		



June



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	SUMMER CAMP BEGINS! Visit www.gsgcf.org for more information	5	6	7	8 World Oceans Day	9
10	11	12	13	14	World Oceans Day	16
10	"	12	15	Flag Day Ramadan ends Eid al-Fitr begins	Eid al-Fitr ends	10
17	18	19	20	21	22	23
Father's Day				First day of Summer		
24	25	26	27	28	29	30
go-getter / innovator / risk-taker / leader POWERED BY GIRL SCOUTS			PERSON TO SERVICE AND ADDRESS OF THE PERSON TO S			







Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
			Council offices closed in observance of Independence Day			
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
Parents' Day						
29	30	31				
go-getter / innovator / risk-taker / leader POWERED BY GIRL SCOUTS						





At Girl Scouts, girls get to lead their own adventures (it's their world!) and team up with other girls in an all-girl environment.

They choose exciting, hands-on activities that interest them most.

August



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		G and and a social	1	2	3	4
5 National Friendship Day	6	7	8	9	10 National S'mores Day	11
12 International Youth Day	13	14	15	16	17	18
19	20 Eid al-Adha begins	21 National Senior Citizens Day Eid al-Adha ends	22	23	24	25
26 Women's Equality Day	27	28	29	30	31 Council offices closed in observance of Labor Day Cookie Dough expires	
go-getter / innovator / risk-taker / leader POWERED BY GIRL SCOUTS		O CONTRACTOR OF THE PARTY OF TH			mui 3	



Girl Scouts offers every girl a chance to practice a lifetime of leadership, adventure, and success.



September



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Labor Day	4	5	6	7	8
		11	10	12	14	15
9	10	11	12	13	14	15
Rosh Hashanah begins		Patriot Day				International Coastal
National Grandparents' Day		Rosh Hashanah ends				Cleanup Day
16	17	18	19	20	21	22
		Yom Kippur begins	Yom Kippur ends			First day of Fall
23	24	25	26	27	28	29
Girl Scout membership year ends. RENEW TODAY!	THE ROLL OF THE RO					go-getter / Innovator / risk-taker / leader POWERED BY GIRL SCOUTS

The Girl Scout Movement is made up of individuals who hold beliefs as varied as our nation itself.





October



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Start of a new Girl Scout Year! Child Health Day	2	3	4	5	6
7	8	9	10	11 International Day of the Girl	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27 National Make a Difference Day
28	29	30	31 Girl Scout Founder's Day Juliette Gordon Low's Birthday Halloween			dri scass
go-getter / innovator / risk-taker / leader POWERED BY GIRL SCOUTS	Fifting Control of the Control of th					



November



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 All Saints' Day	2	3
4	5	6	7	8	9	10
Daylight Saving Time ends		Election Day	Diwali			
11	12	13	14	15	16	17
Veterans Day						
18	19	20 Universal Children's Day	21	22 Council offices closed in observance of Thanksgiving Day	23 Council offices closed	24
25	26	27 Giving Tuesday	28	29	30	
go-getter / innovator / risk-taker / leader POWERED BY GIRL SCOUTS					ANTON	





Every day, Girl Scouts unleash the power of G.I.R.L. to make amazing things happen.

December



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				FAIR		1
2 Hanukkah begins	3	4	5	6	7	8
9	10 Hanukkah ends Human Rights Day	11	12	13	14	15
16	17	18	19	20	21 First day of Winter	22
23	24	25	26 Kwanzaa begins	27	28	29
	Christmas Eve	Christmas Day	Council offices closed	Council offices closed	Council offices closed	
30	31 New Year's Eve	Englewood Girl Scouts		people		GIRL go-getter / Innovator / risk-taker / leader ◆ POWERED BY GIRL SCOUTS

The Girl Scout Leadership Experience

Girl Scout program outcomes are measured through annual surveys administered in late spring. The survey questions have been professionally developed and tested by Girl Scouts of the USA. We are pleased to share the results from members of the Gulfcoast Florida Council, which illustrate how Girl Scouts perform better than their non-Girl Scout peers in the following five areas:

Sense of Self

have confidence in themselves and their abilities, and form positive identities (non-Girl Scouts, nationwide: 68%).

Positive Values 77%

act ethically, honestly, and responsibly, and show concern for others (non-Girl Scouts, nationwide: 59%).

Challenge Seeking 58%

take appropriate risks, try things even if they might fail, and learn from mistakes (non-Girl Scouts, nationwide: 42%).

Healthy Relationships

develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively (non-Girl Scouts, nationwide: 43%).

Community Problem Solving

desire to contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community, and create "action plans" to solve them (non-Girl Scouts, nationwide: 28%).



Strength of Sisterhood

Whether you are a new Girl Scout Daisy, a seasoned Girl Scout volunteer, or a proud Girl Scout Alumna, you are part of something bigger than yourself. You are part of a vast sisterhood, extending beyond your troop, service unit, and council, to the largest girl-serving organization in the world. You are part of a 100+ year tradition, sharing a bond with more than 2.6 million Girl Scouts across the United States, and 10 million Girl Scouts worldwide in 146 countries. You are part of an American institution.

Volunteers received

the GSUSA

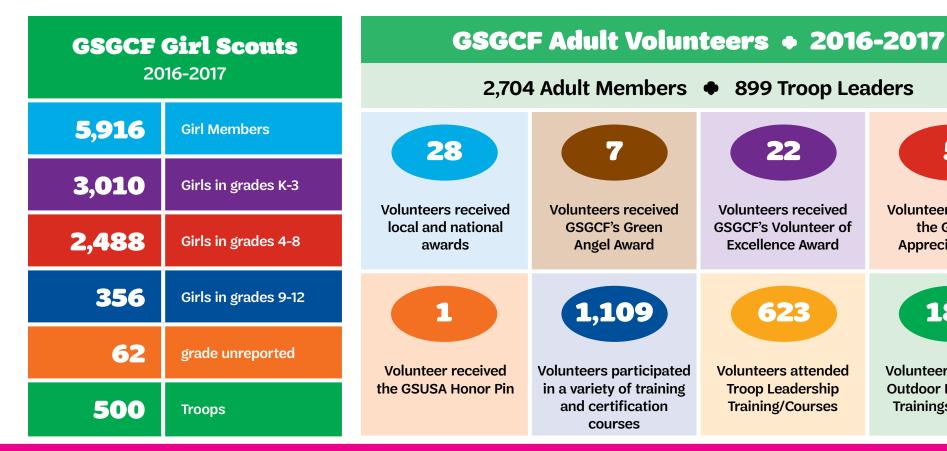
Appreciation Pin

187

Volunteers attended

Outdoor Leadership

Trainings/Courses



Financial Empowerment

Girl Scouting offers all girls—from kindergartners to high school seniors—the opportunity to build their business savvy and hone their financial literacy skills. Through the Fall Product Sale and Girl Scout Cookie Program, girls earn money to support their troop activities, community service projects, and sister Girl Scouts while developing five essential skills: goal setting, decision making, money management, people skills, and business ethics. Tomorrow's entrepreneurs are getting their start today—through Girl Scouts!

2017 Girl Scout Cookie Program

\$4,830,408 in cookies sold

1,181,349 packages sold

98,446 cases sold



4286 Girl Scouts participated

417 troops participated

Cookie Leaders (girls who sold over 1,000 packages)

average number of packages sold per Girl Scout participating

67,588 packages sold for the Mints for the Military program

\$767,877 earned by Girl Scouts for their troop

2017 Fall Product Program

\$306,441

382

troops participated

1,711

Girl Scouts participated

2,513

items sold for Troop to Troop program



Investing in Girls

When you make a donation to Girl Scouts, you are making an investment in girls' futures. You are helping us develop and provide quality programs for girls in a variety of areas, including financial literacy, healthy living, STEAM (science, technology, engineering, arts, and math), and environmental leadership. You are helping provide program scholarships for girls whose families are facing financial hardships. You are helping ensure that caring adult volunteers can receive free and low-cost training, giving them the tools they need to help build tomorrow's leaders. Most importantly, you are helping us develop girls of courage, confidence, and character, who make the world a better place. You are making an investment that yields long-lasting returns with amazing results!

Donations Received October 1, 2016 through September 30, 2017

For a listing of individual donors, please visit our website at www.gsgcf.org

Juliette Gordon Low Society ~ Planned Giving Donors

as of September 30, 2017

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Dianne Belk and Lawrence Calder, Lead Gifts

If you would like to learn more about the Juliette Gordon Low Society, please contact development@gsgcf.org, or call 941-921-5358.

Mary Anne Servian

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THANK YOU!

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In Honor of Veda Lococo - Troop 521 Genevieve Lococo

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In Memory of My Mother Christine B. Yekel

In Memory of Pat & Frank O' Day Mary Patricia O'Day







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.

Dr. Elinor Crawford Girl Scout College Scholarship Fund



Dr. Elinor Crawford

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Lavern Gaynor

Girl Scouts of Gulfcoast Florida, Inc., is a 501(c)(3) organization. Donations are tax-deductible as provided by law, less any goods and services received. 100% of the donation remains within our council jurisdiction.

GIRL SCOUTS OF GULFCOAST FLORIDA HAS COMPLIED WITH THE FLORIDA SOLICITATION OF CONTRIBUTIONS ACT, REGISTRATION #CH-183. A
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Financial Report

Statement of activities for the year ending September 30, 2017

INCOME

Total Income	\$ 4,878,801
Other Income	11,421
Product Sales	2,870,189
Investment Income	309,555
Shop Income	101,070
Facility Rental	28,468
Program Fees	55,651
Contributions and Events	1,408,957
United Ways	\$ 93,490

EXPENSES

Program	\$ 3,281,486
Service to Girls (Indirect)	444,860
Resource Development	226,923
Total Expenses	\$ 3,953,269
Net Results	\$ 925,532

Note: Gain of \$1,090,923 before Depreciation of \$420,663 and Investment Realized and Unrealized Gain of \$255,272.

HOW THE COOKIE CRUMBLED

Cost of Cookies	\$ 1.02
Cost of Sale	.03
Troop Profit	.66
Girl Awards	.21
Service Units	.01
Operations	2.07
Total Price of Cookies	\$4.00

Financial statements are available on our website at www.gsgcf.org and by request.



Girl Scouts of Gulfcoast Florida, Inc. was independently audited for 2017 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
- 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
- Collier Girl Scout House



Maintaining a healthy, safe, environment, where girls can take the lead!





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Organization
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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.

We would like to thank Publix Super Markets Charities and United Way for their continued support.



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