



Promise • Purpose • Proud

20
25

Annual Report

girl scouts

of gulfcoast florida



The 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 for the word God in accordance with their own spiritual beliefs.

The 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.

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Message from the CEO and Board President

Promise • Purpose • Proud

For more than a century, Girl Scouts has built a nationwide sisterhood that empowers girls with the courage, confidence, and character to make the world a better place. Within our council, girls discover their strengths, connect with others, and take action to create positive change.

Our 2025 theme—“Promise, Purpose, and Proud”—captures who we are and what drives us forward.

Promise: Understanding the Challenges Girls Face

In January, we unveiled the groundbreaking State of the Florida Girl Report to dozens of community members and changemakers at our Sarasota headquarters. This study revealed the critical challenges facing girls across our state—in academics, physical health, mental wellness, and social well being.

Through the commissioning of this report, we are taking critical steps toward understanding the challenges girls face in our communities. We all know that girls are full of potential. But what this research confirms is that today's girls are facing unprecedented struggles.

By sharing these findings, we reaffirm our promise to advocate for girls and ensure every girl has the support she needs to thrive.

Purpose: Inspiring Learning, Leadership, and Achievement

This year, Girl Scouts of Gulfcoast Florida honored 413 Girl Scouts with 576 awards at our Young Women of Distinction ceremony.

- 6 Girl Scouts earned the Gold Award—the mark of the remarkable—for completing projects that advanced conservation, campus safety, mental health, and hunger relief. The Gold Award is the highest achievement in Girl Scouting, recognizing girls who demonstrate extraordinary leadership, vision, and dedication through sustainable projects that create lasting change in their communities—and in their own lives.
- Also through the Highest Awards Program, we also celebrated 11 Silver, and 74 Bronze Award Girl Scouts who demonstrated leadership, organization, and commitment to creating lasting change in their communities.
- 65 Journey Summit Awards, celebrating girls' mastery of hundreds of skills and completion of more than 195 Take Action projects that strengthened their communities; and 77 Religious Recognitions, honoring girls' commitment to living the Girl Scout Promise and Law while exploring the connection between their faith and values.
- 244 Cookie Entrepreneurs who sold over 1,000 boxes each—including record-breaker Grace Pabalan, who achieved an incredible 8,060 boxes in a single season.
- More than one million boxes of Cookies sold, with 41,000 boxes donated to local first responders and military heroes through the Gift of Caring program. The funds raised through the Cookie Program empowered girls to lead community service projects,



Juliana Meek, Board President
Mary Anne Servian, CEO

explore educational opportunities, embark on international travel, and make a direct difference for those in need.

Proud: Building Connections and Community

Throughout 2025, our girls and volunteers embodied the pride of Girl Scouting through service, learning, and innovation. We launched Media Marvels, a new girl-led media group that empowers Girl Scouts to share their stories with the world. Together, our girls and staff celebrated more than 200 media appearances across online, print, and broadcast outlets, amplifying the good happening across the Gulfcoast.

Volunteer engagement remained a top priority for our council. Two Outdoor Weekends of Learning & Sisterhood (OWLS) at Camp Honi Hanta offered training, outdoor certifications, and personal growth opportunities that deepened the spirit of sisterhood.

Our partnership with FGCU's Kappa Delta sorority has continued to flourish, with six collaborative events promoting mentorship and community impact.

From beach cleanups to mental health advocacy, girls across our region continue to lead with compassion and creativity—living the Girl Scout Promise every day. Together, we are promising a better tomorrow, living our purpose boldly, and standing proud of all that our girls, volunteers, and supporters have achieved.

With heartfelt gratitude,

Mary Anne Servian, Chief Executive Officer

Juliana Meek President, Board of Directors Girl Scouts of Gulfcoast Florida



Gold Award Girl Scouts

The Girl Scout Gold Award is the highest and most prestigious award that Girl Scout Seniors and Ambassadors can earn. We are proud to recognize the 2025 Gold Award Girl Scouts.



[Click on each name to view their Gold Award Video.](#)



[Harley Cross](#)
Community Food Pantry



[Krysta Fowler](#)
BAT-vocate



[Reagan Graham](#)
Heart and Sole



[Victoria Morton](#)
Pet Resource Central



[Dakota Partelow](#)
Valerie's House



[Olivia Trader](#)
College Safety and Awareness

2025 Young Women of Distinction Awards Ceremony

It's the most exciting event of the year! This annual celebration highlights the accomplishments of girls from across the council. On May 18, 2025, we recognized a combined total of 413 girls from across the council who received more than 575 awards and recognitions.

6 girls earned the Girl Scout Gold Award

11 girls earned the Girl Scout Silver Award

74 girls earned the Girl Scout Bronze Award

7 girls earned the Dr. Elinor Crawford Girls Scout College Award

1 girl earned the Lyndi Cyphers Memorial College Scholarship

65 girls earned the Journey Summit Award

77 girls earned Religious Recognitions



Our Membership

What started as a single troop in Savannah, Georgia, has blossomed into the largest girl-serving organization in the world. This vast sisterhood includes 3.2 million Girl Scout members across the United States, and 10.8 million Girl Guides in 153 countries. Girl Scouts of Gulfcoast Florida proudly serves girls in ten counties including: Manatee, Hardee, Highlands, Sarasota, DeSoto, Charlotte, Glades, Lee, Hendry, and Collier. From girl members to adult volunteers to proud Girl Scout alum, together we embody the strength of sisterhood.

3,830
Girl Members

1,914
Adult members

707
Lifetime members



= 6,451
Total members

We would also like to recognize our wonderful volunteers for the 2024-2025 membership year. We had a total of 259 troop leaders and 390 co-leaders dedicate their time to build girls of courage, confidence, and character who make the world a better place!



Congratulations!

Charlotte 12
(Englewood)
Service Unit

Gold Level
Service Unit
Stretch Challenge

Financial Report

~ INCOME ~	
United Ways	\$ 33,290
Contributions & Events	\$ 430,790
Program Fees	\$ 90,650
Facility Rental	\$ 130,496
Retail On-Line Income	\$ 38,253
Investment Income/(Loss)	\$ 728,187
Product Sales	\$ 3,984,035
Loss on Assets Disposal	\$ (113,040)
Other Income	\$ 11,022
TOTAL INCOME	\$ 5,333,683

~ EXPENSES ~	
Program	\$ 3,672,156
Service to Girls (Indirect)	\$ 618,649
Resource Development	\$ 141,713
Expenses	\$ 4,432,518
Net Results Before Depreciation and Pension Arrearage	\$ 901,165
Depreciation	\$ (397,465)
Pension Arrearage	\$ (120,348)
FINAL NET RESULTS	\$ 383,352

Girl Scouts of Gulfcoast Florida, Inc. was independently audited for 2025 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 Boardwalk and Wetlands
- Camp Honi Hanta, Bradenton
- Camp Caloosa, North Fort Myers
- Arcadia Girl Scout House
- Collier Girl Scout House



Entrepreneurship = Financial Empowerment

Through Girl Scout experiences, girls get a jump start on establishing an entrepreneurial mindset. By participating in Mags & Munchies Fall Product Program and Girl Scout Cookie Program, they develop essential skills, such as money management, business ethics, and goal setting, while simultaneously earning money to support their troop activities and community service projects. Given this experience, girls learn the tools, attitudes and behaviors needed to become tomorrow's successful female entrepreneurs and caring philanthropists.

Girl Scout Cookie Program

2,618 Girl Scouts participated

241 troops participated

396 average number of packages sold per Girl Scout participating

244 outstanding girl entrepreneurs (over 1,000 packages sold)

\$854,188 troop proceeds

\$10,356 service unit proceeds

\$223,410 girl rewards

\$20,154 redeemed cookie credits

41,587 packages donated through the Gift of Caring program

1,035,656 packages sold



girl scouts of gulfcoast florida

Fall Product Program

1,079 Girl Scouts participated

23 outstanding girl entrepreneurs (over 100 items sold)

\$45,472 earned by Girl Scout troops

\$10,297 girl rewards

1,289 Gift of Caring donations

21,862 nuts/candy sold

1,936 magazines sold

974 Tervis, BarkBox, personalized items, candles sold



Business Partner Program



Thank you for your support!

We would like to thank our 2025 Business Partner Program participants. The following businesses supported local Girl Scouts by purchasing 12-16 cases (144-192 packages) of cookies through the Business Partner Program. Their support helped girls reach their high goals. If you would like information on being a business partner contact us at customercare@gsgcf.org.





Juliette Gordon Low Society

Planned Giving Donors

As of September 30, 2025

Sylvia Acevedo	Richard Cyphers	Barbara Lewis	Roberta Rodgers
Erik & Eva Andersen	Rae Dowling	Tracy P. Lux	Shakira Rolle
LaTasha Armstead	Linda Getzen	Jessica Macera	Tracy Seider
Renee Armstrong	Marie Graziosi	Colleen McGue	Mary Anne Servian
Marilyn L. Arnall	Carol B. & Jules Green	Juliana C. Meek	Florence Stephens
Connie Bennett-Martin	Ashley Harris	Alisa Peters	Susan R. Stewart
Yvonne Bras	Bonita Horne	Megan Pierce	Brenda Tate
Dianne Belk & Lawrence Calder	Karen Huebner	Patricia Ramthun	Christine B. Yekel
Ann M. Carrasquillo	Christine Jennings	Kelly Reed	

Grants and Foundation Supporters

Received October 1, 2024 – September 30, 2025

Girl Scouts of Gulfcoast Florida wishes to acknowledge the generosity of the following foundations and civic and community organizations for directly supporting girls through program scholarships, fully funded troops, volunteer trainings, and other needs focused on the delivery of a quality Girl Scout Leadership Experience.

Athena Progressive Giving Circle	Girl Scouts of the USA	Suncoast Credit Union Foundation
Bank of America Client Foundation	Give Lively Foundation Inc.	Swift Family Foundation, Inc.
Blackbaud Giving Fund	Gulf Coast Community Foundation, Inc.	The Parrish Foundation
Charlotte Community Foundation	Harmon-Meek Gallery Fund	The Patterson Foundation
Collaboratory	JP Morgan Chase Foundation	United Way Lee, Hendry, & Glades Counties
Collier Community Foundation	Jules and Carol B. Green Fund	United Way South Sarasota County
Community Foundation of Sarasota	Leila and Steven M. Gompertz Donor Advised Fund	United Way of Central Florida – Highlands & Hardee Counties
Fidelity Charitable	Lewis & Leona Hughes Fund	Vern and Florence Martin Charitable Trust
Fred & Louise Goebel Charitable Foundation Fund	Louis & Gloria Flanzer Philanthropic Trust	Walmart Foundation
Gerald A. & Karen A. Kolschowsky Foundation	Marilyn Harwell Legacy Fund	Zonta Foundation of Southwest Florida Inc.
Getzen Family Charities, Inc.	Paul & Anne Finstad Fund II	
	Selby Foundation	

United Way Allocation Grants

Received October 1, 2024 – September 30, 2025

United Way of Lee, Hendry, and Glades Counties

United Way of South Sarasota County, Inc.

United Way of Central Florida – Highlands & Hardee Counties



Corporate Community Partners and Event Sponsors

We would like to recognize our long-time community partner Publix Super Markets Charities who supported us throughout the year and made possible the Gold Award Luncheon, Young Women of Distinction Awards Ceremony, and Service Unit Kick-Off & Adult Recognition event. Additionally, we would like to thank the following for their support of girl programming and leadership opportunities.

Benevity Community Impact Fund

Florida Everblades

Florida Power & Light

Kiwanas Club of Fort Myers

Naples Pelican Bay Rotary

Nathan Benderson Park

Conservancy

Office of the Sheriff, Lee County

Peace River Quilters' Guild, Inc.

Publix Super Markets Charities, Inc.

Qualcomm

Rotary Club of Fort Myers

Rotary Club of Lakewood Ranch



PUBLIX SUPER MARKETS
CHARITIES



FPL®



Children's World



**BENDERSON
DEVELOPMENT**

utc



The Girl Scout Mission

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



2024-2025 BOARD OF DIRECTORS

The Board of Directors of Girl Scouts of Gulfcoast Florida, Inc. is comprised of community members with a variety of skills and perspectives. Members represent a range of ages and reflect the racial, ethnic, religious, and other diverse demographics present within the council's geographic area.

President: Juliana Meek

Vice President: Ashley Harris

Treasurer: Vikki Caradonna

Secretary: Joyce Rollins

Chief Executive Officer: Mary Anne Servian
Ex Officio

Members at Large

Karin Bleyer
Richard Cyphers
Sally Daisomont
Bonny Eads Dery
Kathryn Mlsna
Jennifer Reid
Mackenzie S.

Appointed Girl Representative

Zoe M.

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of gulfcoast florida

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Connect With Us!



Rallyhood is our place to connect, share resources, and get inspired with Girl Scout families, volunteers, and council staff! Get connected today!



Visit our website to see how Girl Scouts take the lead to change the world!

www.gsgcf.org