



girl scouts   
of north east ohio

# Welcome

Annual Meeting  
April 9, 2022



girl scouts   
of north east ohio

# Call to Order

Annual Meeting  
April 9, 2022

## **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.

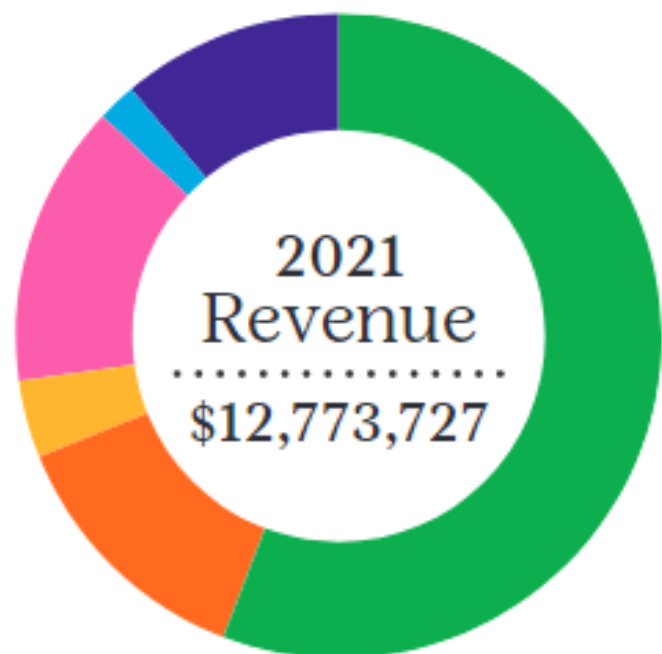


# Thank You

Board of Directors  
Board Development Committee  
Jane Christyson, CEO  
Membership Delegates  
National Delegates



**Treasurer's Report**  
Kate Asbeck, Board Treasurer



56%	Product Sales, net	<b>\$7,209,087</b>
13%	Public Support*	<b>\$1,710,243</b>
4%	Program Fees	<b>\$454,775</b>
14%	Investment Returns	<b>\$1,746,246</b>
2%	Retail Sales	<b>\$241,977</b>
11%	Miscellaneous**	<b>\$1,411,399</b>

\* Includes \$412,000 in Employee Retention Credits

\*\* Includes \$1,133,600 PPP Loan Forgiveness



	<b>46%</b> Troop-led programs	<b>\$4,840,465</b>
	<b>33%</b> Council-led programs	<b>\$3,543,855</b>
	<b>17%</b> Core Mission Support - HR, IT, Finance, Executive	<b>\$1,871,712</b>
	<b>4%</b> Core Mission Support - Fund Development	<b>\$456,206</b>



# September 30, 2021

## Assets

Cash & Short-Term Investments	\$5,675,868
Other Current Assets	406,913
Land, Building & Equipment <i>(net of depreciation)</i>	19,753,929
Restricted Investments	9,285,990
Other	196,500
<b>Total Assets</b>	<b><u><u>\$35,319,200</u></u></b>

## Liabilities and Net Assets

Current Liabilities	\$1,991,009
Long-Term Debt	2,724,487
<b>Total Liabilities</b>	<b>\$4,715,496</b>
<b>Net Assets</b>	<b>30,603,704</b>
<b>Total Liabilities &amp; Net Assets</b>	<b><u><u>\$35,319,200</u></u></b>





# FINANCIAL REPORT ANALYSIS

Financial condition is good. 2020-2021 results impacted by COVID-19:

- Program reductions including resident camp
- Reduced operating expenses
- Positive investment performance
- Forgivable government loan programs

2021-2022 operations showing improvement, but lingering effects of COVID-19 persist:

- Programs such as the Mall Lock-in have been eliminated or scaled back
- Government assistance programs are offsetting reduced revenue

Financial reserves, budget reductions, and government assistance will sustain GSNEO in good financial health through the 2023 product sale program.

Audited financial statements and Federal Form 990 online at [gsneo.org](https://gsneo.org)





## **Audit and Risk Management Committee**

Tami Bolder, Committee  
Member  
Reporting for Sandra Rapp,  
Committee Chair

- Auditor issued opinions stating:
  - The financial statements were fairly presented
  - There were no internal control weaknesses
- Auditors had no suggestions for improvements
- Insurance coverage is sufficient for identified risks, however all coverage for pandemics has been eliminated
- Computer network infrastructure, data, programs, and processes are well-protected
- One troop leader was arraigned in Cuyahoga County court on felony theft charges as a result of complaint filed by GSNEO.





# Community Engagement Committee

Co-Chairs:

Allison Baker

Laura Schultz, JD



## 2021 Women of Distinction Awards



### Event Results:

- 14 honorees
- 21 sponsors
- Over \$71,000** raised to support Girl Scout Scholarships and Financial Aid

Thank you to Event Chair Sandee Reid for your leadership in making our event a success!



**Sandee Reid**  
**VP Corporate Communications,**  
**Davey Tree**  
**Event Chair**

**May 6, 2021**  
11:30 am  
Intercontinental Hotel Cleveland

**Register for the event:**  
<https://e.givesmart.com/events/mpZ/>

**2022 Women of  
Distinction Awards**



**Sandra Rapp**  
SVP, CIO at TravelCenters of America  
Event Chair



**Betsy Kling**  
Chief Meteorologist, wkyc Studios  
Emcee

# 2022 Women of Distinction Honorees

## Women of Distinction

**Judge Theresa Dellick**  
*Mahoning County Juvenile Court*

**Jennifer Deutsch**  
*Park Place Technologies*

**Ka-Pi Hoh, Ph.D.**  
*The Lubrizol Corporation*

**Michelle P. Medina, MD, FAAP**  
*Cleveland Clinic Community Care  
Cleveland Clinic Lerner College of Medicine /  
Case Western Reserve University School of Medicine*

**Sondra Miller**  
*Cleveland Rape Crisis Center*

**Sherry Neubert**  
*The Goodyear Tire & Rubber Company*

**Tiffani Sutton**  
*The Cutting Board Academy*

**Karen Talbott**  
*Child Guidance & Family Solutions*

**Magistrate Jennifer D. Towell**  
*Akron Municipal Court*

**Judge Annalisa S. Williams**  
*Akron Municipal Court*



## Leaders of Tomorrow

**Jordan Anamasi**  
*Avon High School*

**Shelby Bennett**  
*Lake Ridge Academy*

**Nicole Kemer**  
*Midview High School*

## Advancing Women Award

KeyBank's Key4Women Program

**girl scouts**   
of north east ohio

*Congratulations to all of our 2022 Women of Distinction honorees! Our 2022 Women of Distinction Awards Event will take place on Friday, May 6, 2022. For more information visit [gsneo.org/wda](https://gsneo.org/wda).*

## Community Engagement Highlights

- Dessert First Gala raised over \$109,000 to support the Girl Scout Leadership Experience
- Support for camp projects:
  - Low Lodge patio at Camp LedgeWood
  - Bridges at Camp Timberlane
  - Capital improvements at Camp Sugarbush
  - Three AmeriCorps teams volunteered at GSNEO camps





## STEM Center of Excellence

- Launched Inner Family Campaign
- Continue to engage legislators in support of State of Ohio capital funding
- Expanded STEM Capital Campaign Steering Committee



# Properties Report

Cindy Skelton-Becker,  
Committee Chair





## Camp Timberlane



## Southern Bridge and Rainbow Bridge







## Camp Sugarbush

# Thanks to Capital Campaign Chairs

Mary Jeanine Pippino and Shelley Taylor



**Join Us May 1, 2022**  
Rededication at 1 pm  
Open House at 2 pm







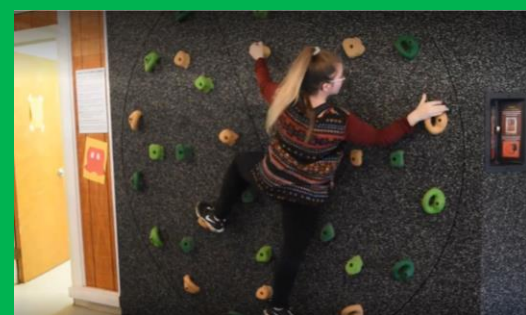
**Waterfront  
Pavilion  
with attached  
storage**



**Welcome  
pavilion  
adjacent to  
parking lot  
Cart storage  
and  
gathering  
space**



**Located in the Lodge**  
**Two people can climb at once**  
**One revolution is like climbing 20 feet !**







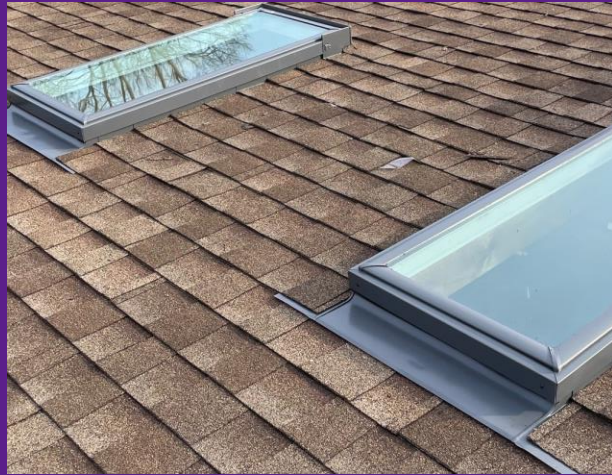
## Camp LedgeWood



## Girl Advisory Board (GAB) meeting at Camp Ledgewood









# Upcoming Project! Chalet Upgrades



New Ramp and Covered porch

Exterior Walls and ballasts

All new windows and doors, add shutters with trefoils

Walls interior: cover with plywood clear seal

All new Kitchen – cabinets, appliances, sinks, counters, walls, and flooring

Create a bathroom

Full door for outside entry to lofts



# **THE BHAG!**

STEM CENTER OF  
EXCELLENCE

at Camp Ledgewood

## **BUILDING SPACES**

**Lobby/Entry**

**Restrooms**

**Office**

**4 program spaces (30 participants in each)**

**Multipurpose**

**Wet lab**

**Workshop**

**Tech space**

**Telescope**

**Storage**

**Outdoor spaces, trails, and connections**

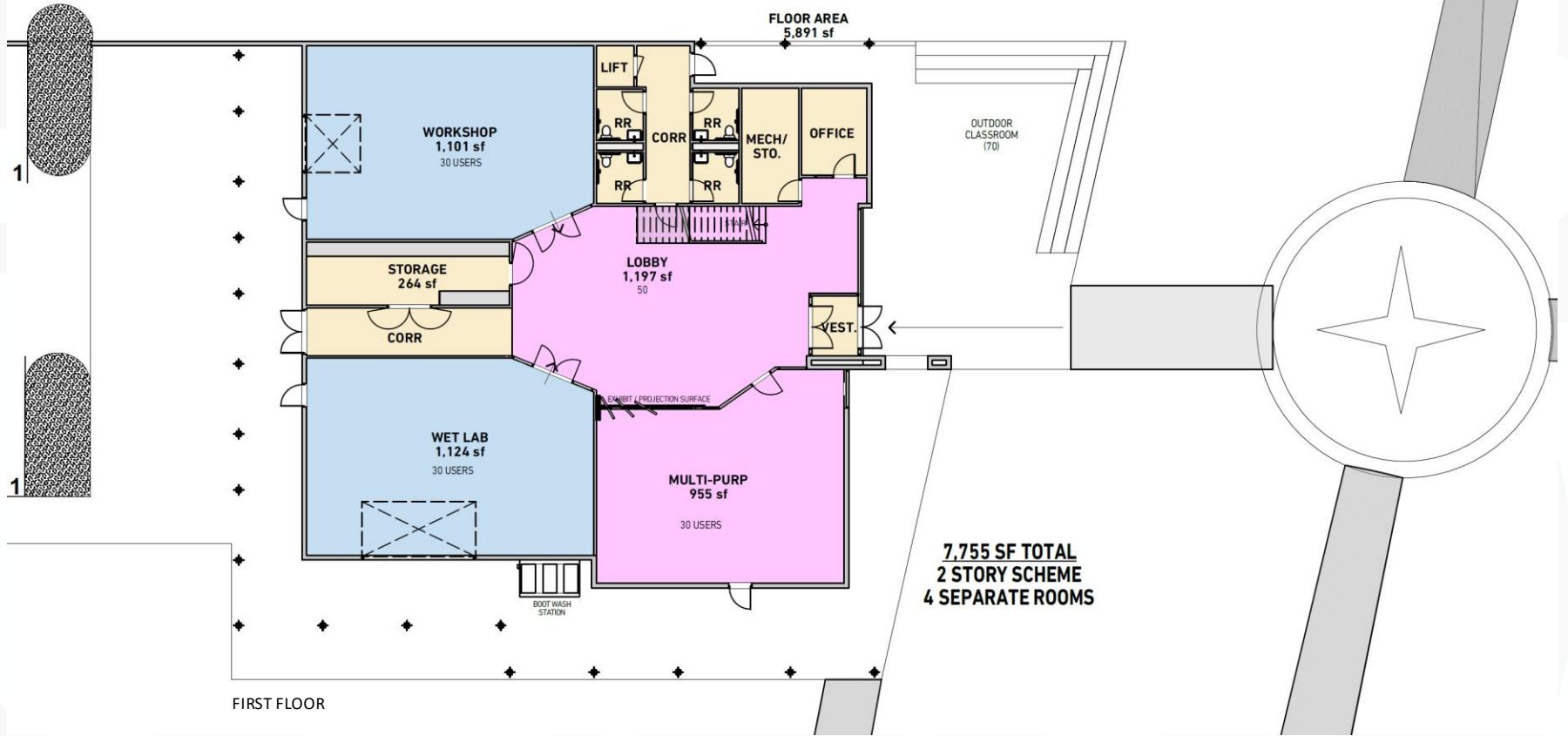


PARKING COUNT	
VISITOR PARKING.....	29
STAFF PARKING.....	10
OVERFLOW PARKING.....	49
<b>TOTAL PARKING.....</b>	<b>88</b>



STEM CENTER  
**CAMP LEDGEWOOD**  
 GIRL SCOUTS OF NORTHEAST OHIO  
 MARCH 2022





FLOOR AREA  
1,861 sf



SECOND FLOOR







**Strategic Initiatives  
& Special Projects Committee**  
Matt Inks, Committee Chair



# FY 21-23 Movement Strategy Overview

**BY 2025, GIRL SCOUTS WILL BE 2 MILLION GIRLS STRONG.**

We provide a connected, high-value experience that mobilizes champions of girls, represents all communities and gives girls a platform to change the world.




# Our GSNEO Strategic Cycle 2021-2023



**Prep Step**  
Review Current Strategy Position for Readiness & Create Teams

1/1/20-12/31/20




**Step 1**  
Environmental Scan / Current State Analysis

1/1/21-4/29/21



**Step 2**  
Identify Gaps & Initiatives



**Step 3**  
Finalize & Prioritize Initiatives



**Step 4**  
Finalize Roadmap Execute & Evaluate

4/30/21-9/30/23



Strategic Planning & Initiative Committee

Board Members, Council Leadership, Staff, Members, etc.

Sub-Committee Kick-Off 2/3; Sharing deliverables with Committee, Board, & Council for Feedback 3/22, 3/24, 4/10

Finalize Roadmap & Execute



# Executive Summary

- As a reminder on our strategic process, we formed committees focused on the six strategic priorities, that consisted of **14 volunteers, 7 board members, and 14 staff members** that met over **25+ meetings**
- Culminating in full **current state and gap analysis** that led to **focused vision statements**, and the active execution of **30 strategic initiatives** focused on each of our priorities with two elevated areas of focus around **STEM & Equity**
- This process has allowed staff and volunteers to **focus their resources** on the **top priorities** of our council
- The **collective team** has been hard at work on the **execution of our 30 initiatives**, and reports out **progress quarterly to our board** who reviews and ensures continued **alignment with our strategic priorities**
- In addition, our committee is **actively reviewing and refining our succession planning** process for **critical roles** to our council

## 2021-2023 Strategic Priorities

## 2021 – 2023 GSNEO Vision Statements

### Reach and Retain More Girls

GSNEO’s promise to girls and their families is to provide all girls in the council’s footprint the foundational Girl Experience. By leveraging partnerships and focusing on engaging marginalized communities, **we will offer varied, well-rounded experiences through supportive adult relationships in a girl-led, hands-on, shared learning environment.**

### Transform the Volunteer Experience

GSNEO’s promise to volunteers is to provide a diverse array of volunteer opportunities that are flexible and welcoming; **offer the support they need, when they need it, in a way that fits their busy lives;** and provide an experience where they feel connected to the power of the mission and thrive in a culture of appreciation.

### Relevant Brand

GSNEO is recognized as **the go-to organization for championing girls’ ambition from K-12 and creating a talent pipeline for innovation and technology industries in Northeast Ohio.** We will fulfill this vision by focusing on the following experiences and communication efforts: Highlighting STEM interest and achievements within local troops as a leading metric compared to other pillars; clarifying and communicating girls’ interests in activities compared to parents’ expectations; and continuing to build relationships with local businesses to be recognized as a pipeline of talent.



**2021-2023 Strategic Priorities**

**2021 – 2023  
GSNEO Vision Statements**

**Reimagine Revenue Sources**

GSNEO will build **an organization-wide culture of philanthropy with strong, diverse revenue streams and revenue streams less dependent on product sales.** To accomplish this, we will increase visibility of GSNEO in the philanthropic community; grow individual giving; increase the pipeline of planned gifts; execute capital campaigns on an ongoing basis; grow property rentals by outside groups substantially and expand program revenue.

**Effective Operations**

GSNEO **will maximize its use of resources to provide the most effective organization** by: Continuing to refine our business processes and develop a more efficient and effective staff structure; improve the infrastructure to efficiently support Movement goals; maintain or reduce management costs as a percentage of total costs and plan annual capital improvements budget, and annual debt repayments so that they may be funded without reducing operating reserves.

**Equity**

GSNEO’s commitment to diversity, equity, inclusion, and access is the shared responsibility of our members. **We are committed to provide an inclusive environment for all girls regardless of their socio-economic status, color of their skin, or other factors that contribute to inequity in the world today.** We envision an organization where: All girls are free to be themselves; diversity, equity, inclusion, and access drive decision-making and policy creation across our council jurisdiction; diverse board members, staff, and girl and adult members are actively recruited, retained, and supported; and we have collaborative external partnerships to support the needs of our members by creating a safe environment which promotes inclusivity.



## Key Next Steps

- Continue to execute on our strategic initiatives plan through the end of 2023 when we will begin our next strategic cycle.
- Finalize review and refine our succession planning process for our council's critical roles.



# **Questions/Feedback**

*For more detailed information on the Strategic Initiatives process please go to  
<https://www.gsneo.org/strategy>*



## **GSNEO STEM Advisory Committee**

Dr. Diana Bilimoria

Chair, STEM Advisory Committee  
GSNEO Board of Directors

Key Bank Professor and Chair of Organizational  
Behavior, Case Western Reserve University  
Weatherhead School of Management



## Select Committee Outcomes

- Badge Boss Programs
- Partner Programs
- Funded Initiatives
- Numerous connections and consultations with content experts



## New STEM Badges in 2021

Math in Nature Badges  
Digital Leadership

6,600+ STEM badges earned in  
MY21



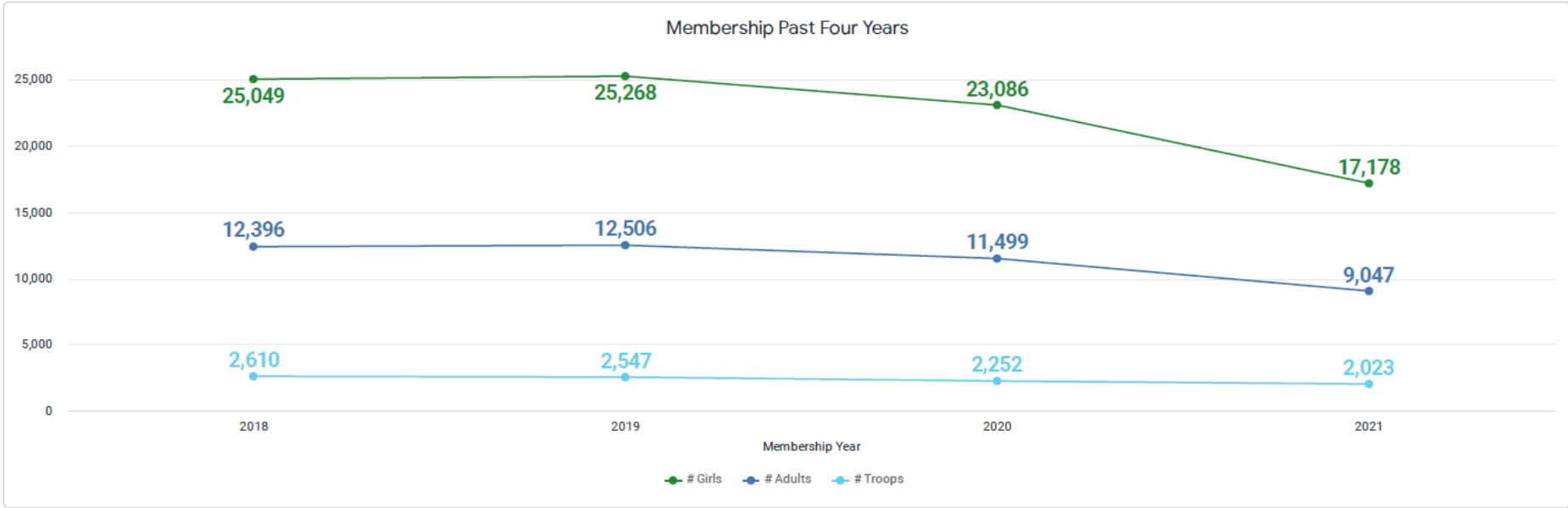


# Operations Report

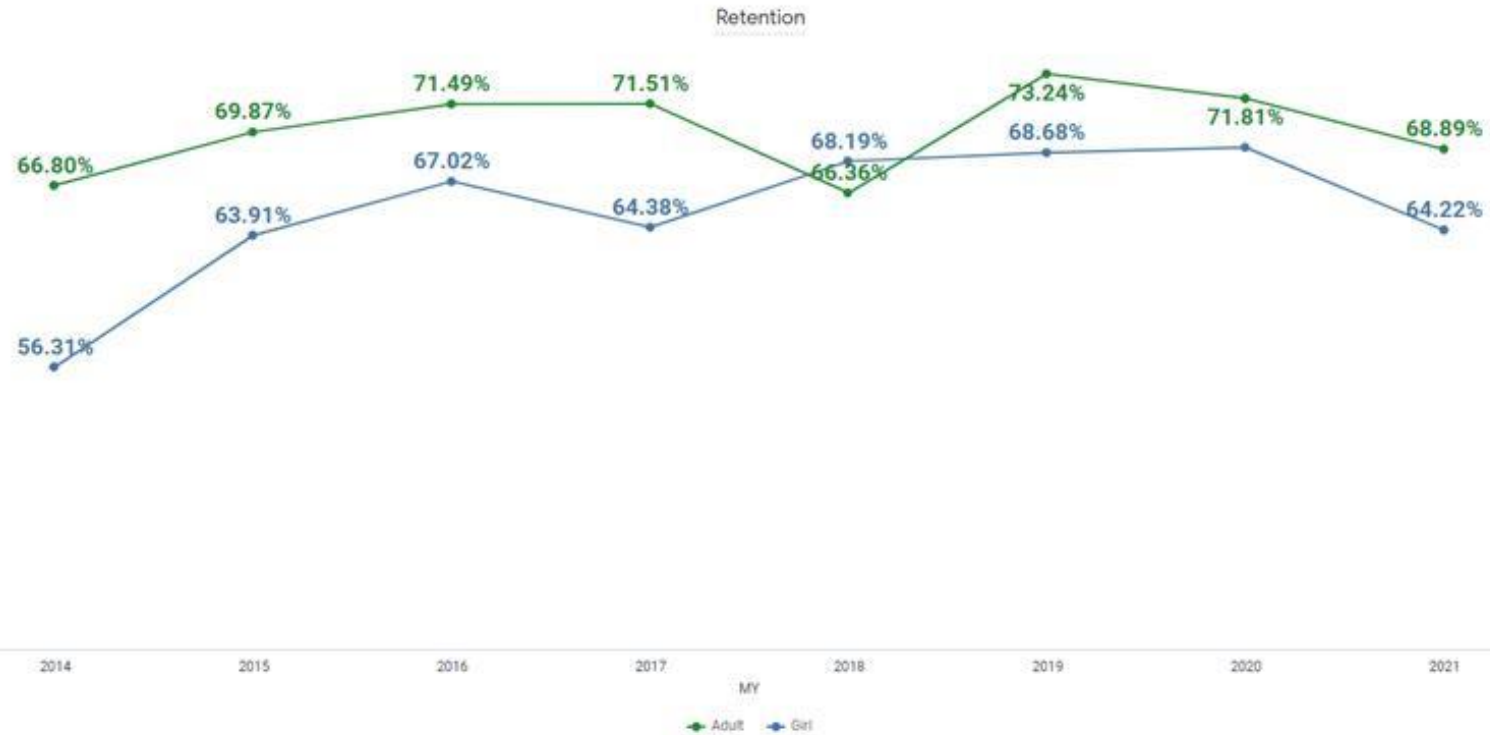
## Jane Christyson, CEO

# Membership Updates

# Membership 2018-2021



# Retention 2014-2021



# Year over Year Update 2022

As of 4/07/22		Girls	Adults	Lifetime	Total
Current Membership Year	2022 YE Likely goal	17,000	8,859		25,895
	2021 YTD	16,331	6,414	2,033	24,778
	2022 YTD	16,578	7,212	2,183	25,973
	Year over year % Change	1.51%	12.44%	7.38%	4.82%
	% of Goal	97.5%	106.1%		100.3%



# Visitors to GSNEO Properties



# Camp LedgeWood

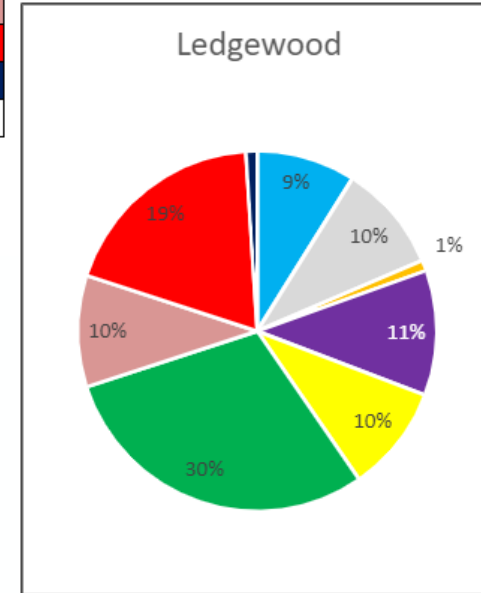
Actual Usage:  
Oct. 2020 – Sept 2021

## LedgeWood

139	H
151	T
15	S
175	E
150	L
462	V
156	N
296	C
16	M
1560	

Holiday	9%
Troop	10%
SU	1%
Program/Training	11%
Closed for Season	10%
Vacant Cabins	30%
Vacant Non-Cabin sites	10%
Summer Camp Programs	19%
Maintenance	1%
Total Sites LedgeWood	100%

52 weeks represented  
30 Sites available



# Camp Sugarbush

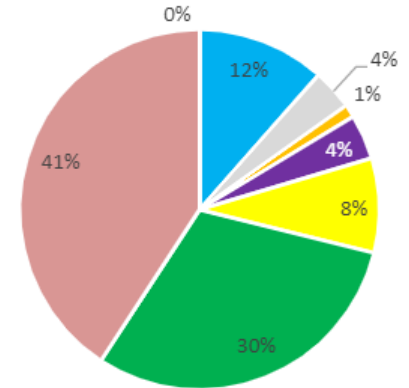
Actual Usage:  
Oct. 2020 – Sept 2021

## Sugarbush

60	H	Holiday	12%
19	T	Troop	4%
6	S	SU	1%
21	E	Program/Training	4%
44	L	Closed for Season	8%
158	V	Vacant Cabins	30%
212	N	Vacant Non-Cabin sites	41%
0	C	Summer Camp Programs	0%
0	M	Maintenance	0%
520		Total Sites Sugarbush	100%

52 weeks represented  
10 sites available

## Sugarbush



# Camp Timberlane

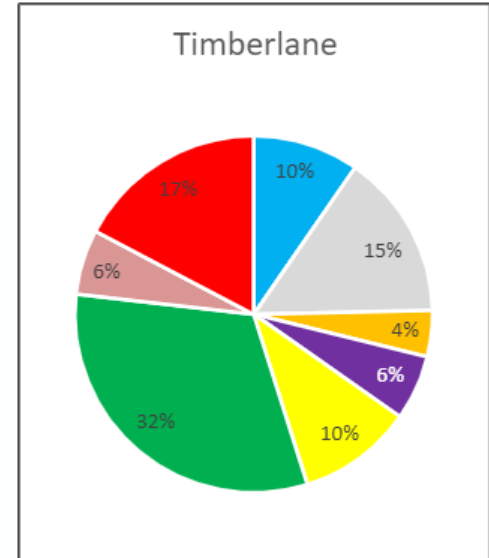
Actual Usage:  
Oct. 2020 – Sept 2021

## Timberlane

85	H
133	T
37	S
52	E
92	L
280	V
52	N
153	C
0	M
884	

Holiday	10%
Troop	15%
SU	4%
Program/Training	6%
Closed for Season	10%
Vacant Cabins	32%
Vacant Non-Cabin sites	6%
Summer Camp Programs	17%
Maintenance	0%
Total Sites Timberline	100%

52 weeks represented  
17 sites represented



# Day Pass Uses for All Camps, MY2021

2021	Ledgewood	YOY	Timberlane	YOY	Sugarbush	YOY	Total	YOY Total
Adults	785	-3.4%	222	-41.7%	113	105.5%	1120	-10.3%
Girls	1115	55.7%	434	14.2%	222	344%	1771	54.5%
Total	1900	24.3%	656	-13.8%	335	219%	2891	20.7%

2020	Ledgewood	YOY	Timberlane	YOY	Sugarbush	YOY	Total	YOY Total
Adults	813	545%	381	415%	55	17%	1249	406%
Girls	716	210%	380	304%	50	-52.8%	1146	166%
Total	1529	328%	761	353%	105	-31.3%	2395	253%

2019	Ledgewood	YOY	Timberlane	YOY	Sugarbush	YOY	Total	YOY Total
Adults	126	-	74	-	47	-	247	-
Girls	231	-	94	-	106	-	431	-
Total	357	-	168	-	153	-	678	-



# Recruitment Updates



**2020-2021 Goal:** 1,900 new girls in traditional volunteer-led troops.

**2020-2021 Actual:** 2,099 (199 above goal)

- Leveraged Extended Year Membership targeting Pre-K-5
- Held Staff-led virtual and in-person events
- Targeted marketing
- Digital advertising
- Direct mail
- Boosted Facebook events and advertised on Eventbrite
- Held summer outdoor events to close out the membership year

# Volunteer Support and Services



**2021 Service Unit  
Team Volunteers**

97 Service Unit Directors  
89 SU Product Distribution Managers  
70 SU Treasurers  
69 Troop Mentors  
60 SU Registrars  
58 SU PR Coordinators  
12 SU GSLE Coaches  
2 SU Juliette Coordinators

**457 SUT Volunteers in 123 Service Units**



**2021 Service Unit  
Renewal Goals  
Reached**

100% - 110% - 7 SU's

90% - 99% - 10 SU's

80% - 89% - 23 SU's

70% - 79% - 11 SU's

**51 out of 123 SU's reached at least 70%  
of their renewal goal that was set for  
the MY21 year**

In 2020-2021 we engaged our members in exciting renewal incentives such as VIP Girl Scouts, and Super Troop activity incentives!



Which allowed us to **retain 12,246 girls and 4,934 adults** for the 2022 membership year!

As of April 7:  
310 Girls have renewed  
147 Adults have renewed

# Spring Renewal for Membership Year 2023 has begun!



Kristen Bell  
and Girl Scouts:  
Paint Your  
World Purple



Join or renew  
for a fun  
virtual event!



Through our ongoing collaboration with Penguin Random House, actress, singer, and author Kristen Bell will join Girl Scouts for a national virtual event in May 19. This experience will be exclusive to Girl Scouts.

Kick off a new year of Girl Scouting and save your spot by May 13 at [girlscouts.org/purple](https://girlscouts.org/purple)

**Happy National  
Volunteer  
Appreciation Month!**



**Kudoboard link:**  
<https://www.kudoboard.com/boards/51LzYKYP>

# Volunteer Recognition Celebration



Girl Scout Formal Attire + Hiking Boots = Priceless!



Forever Green Class of 2021

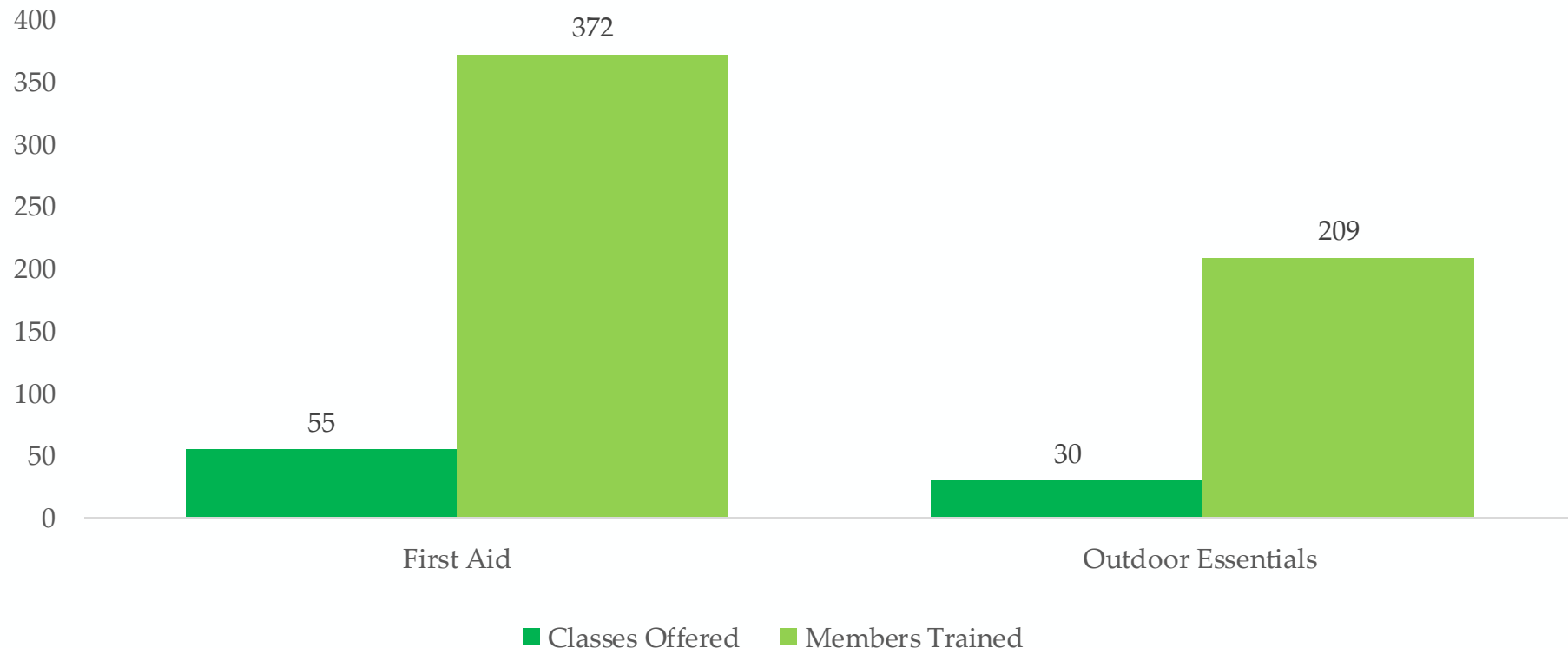


Social Justice Seeker Committee members receiving GSNEO Award



Volunteer Recognition Committee

# First Aid & Outdoor Essentials Year 2021



# First Aid & Outdoor Essentials Year 2021





## A.L.E. 2021

August 10-14, 2021  
Camp Ledgewood

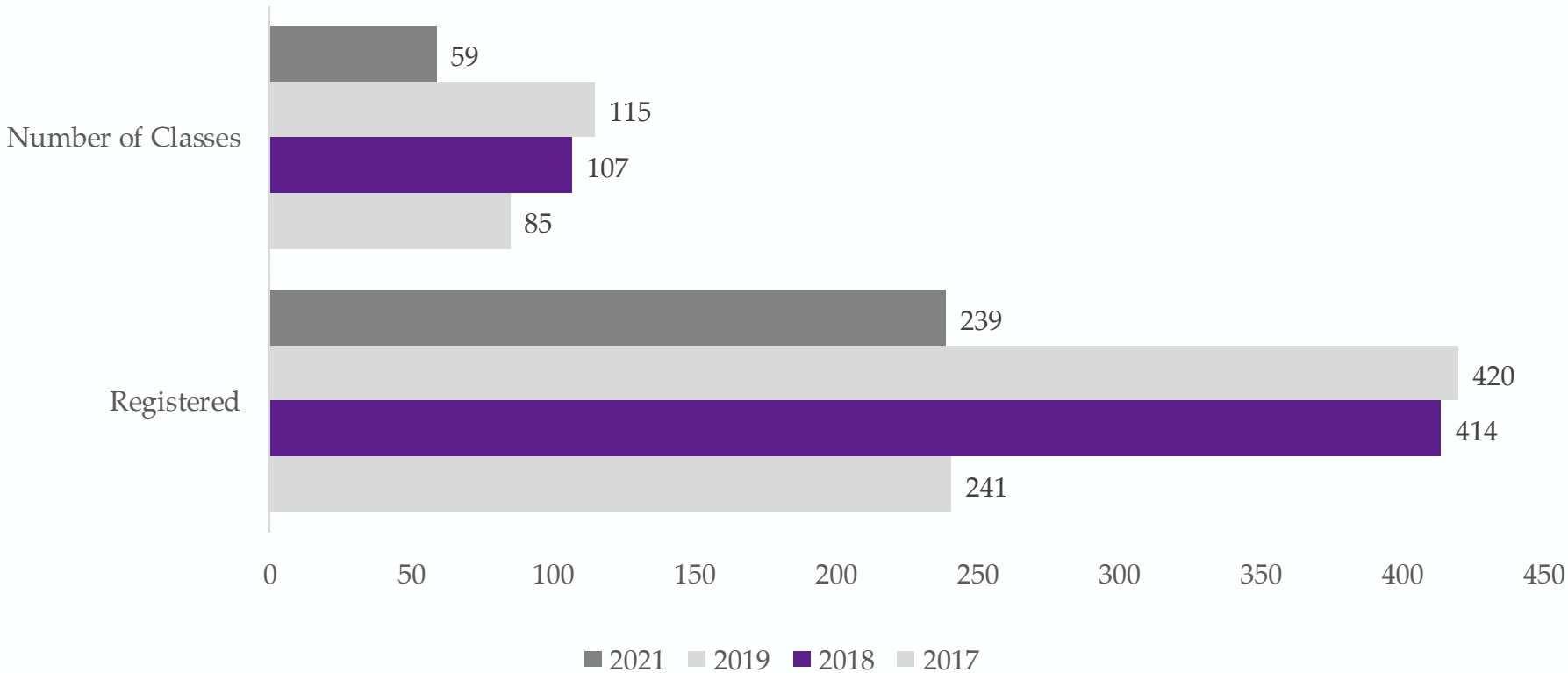


# A.L.E. 2021

August 10-14, 2021  
Camp Ledgewood



# A.L.E Over the Last 5 Years



# Adult Learning Experience (A.L.E.) 2022

Rise Together  
August 10-13, 2022  
Camp Ledgewood

Registration is now open!

As of April 7,  
166 Adult have registered for 709 courses

Save the Date:  
August 10-13



RISE TOGETHER - A.L.E. 2022



## Service Unit Team Kickoff

August 2021  
Camp Ledgewood

60 Service Unit Team members attended & 45 Service Units represented



# Service Unit Team Kickoff

August 2021  
Camp Ledgewood

60 Service Unit Team members attended & 45 Service Units represented



# Service Unit Team Kickoff

August 2021  
Camp Ledgewood

60 Service Unit Team members attended & 45 Service Units represented



## **New Leader Onboarding**

### **2021 MY**

- 414 – New Leaders, Admins, Program Guides
- 227 – Attended Welcome to the Service Unit Orientation (volunteer led)
- 124 – Attended New Leader Orientation Webinar (Staff Led – started in April 2021)

### **April 2021**

- First SU Troop Mentor Roundtable Discussion Webinar held (virtually)

### **August 2021**

- New resources were created and launched to support new leader onboarding for staff and SU teams for the 2022MY

### **September 2021**

- First SU Troop Mentor training held, and new training modules added to gsLearn



**Juliettes**  
*(Individually Registered Girls)*

**2021 MY**

- 950 – Registered Juliettes at GSNEO
- 83 – Juliettes requested sales materials for the 2021 Cookie Program

**August 2021**

- Juliette Chaperone – New Volunteer role created for Juliette caregivers
- Service Unit Juliette Coordinator – New SU Team role created for volunteers to support and engage Juliettes at a local level
- Launch of the ‘Juliette Gazette’ Quarterly Newsletter

**October 1, 2021**

- 368 Juliettes had renewed for the 2022 MY (38%)



# **Girl Experience**

# Program Highlights

## Let's Talk Social Justice!

**RISE UP!** *A Broadway-inspired how-to for making the world a better place*

**Social Justice Seeker:** *GSNEO's new racial equity and social justice program*



# Program Highlights



**2021 Gold Award Celebration:**  
*A beacon to light the way*

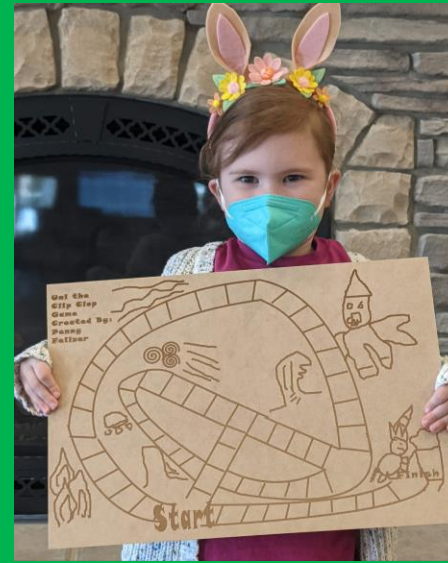
*[gsneo.org/goldaward](https://gsneo.org/goldaward)*

# Program Highlights

## STEM - It's Everywhere!

**AmericaMakes:** *Additive manufacturing for girls and adults*

**Shooting Stars:** *Learning about the systems developed for Artemis, the space craft scheduled to take women to the moon*



**Get Outdoors!**

**Cadette Camp Craze:** *Girl-led, camp weekend. Choose a track and have a ball!*

**Summer Camp 2021:** *We're back!*



# Program Highlights



# Product Sale





## 2021 Magazine & Snack Program

The theme this year for the Magazine & Snack Program was “Rise Up” and our Girl Scouts did just that!

- We had 2781 girls participate – down 3% from 2020
- Total sale of \$657,342 which is a 5.5% increase from 2020
- Annabelle C, a Daisy from Troop 80232 in Geneva won Pebbles the Penguin. All girls who sold over \$250 were entered into a drawing to win the 4’ mascot



## 2022 Cookie Program



The Cookie Program launched January 1, 2022 with the theme Climb with Courage and a new cookie - Adventurefuls!

- We had 11,691 girls participating, up 106% from last year
- Total sales ended up 21.5% higher than 2021
- Digital Cookie had a 20.1% increase in sales from 2021
- Little Brownie Baker had production issues due to Covid, so we were unable to receive our full order of Adventurefuls and S'Mores, although other varieties were available for re-order

# **National Convention 2023**

# NCS & Phenom Convention 2023

NCS: July 18-20

Phenom Convention: July 20-22

Disney World Florida, USA

Registration: Spring 2023



# State of Ohio Girl Scout License Plate: Available soon!



# Questions & Answers

# Quorum Report



## **Election Results**





# Judith Matsko

Board Chair

# **New Business**



# Turning Over the Gavel



**Adjournment**

**Thank You**

