



ANNUAL REPORT 2020

girl scouts 
of north east ohio



Dear Supporters of Girl Scouts,



Girl Scouts of North East Ohio has been part of the Northeast Ohio community for years, changing and growing alongside our girls, volunteers, and families. Though we've seen a lot in our more than 100 years of service, what we've experienced this past year has been especially challenging. Thanks to our community of passionate donors, dedicated volunteers, and hard-working staff, we've weathered these challenges while continuing to champion the potential within every girl in Northeast Ohio.

Just like the greater community, our organization has endured cataclysmic setbacks that most of us never expected to experience. We made several difficult decisions to curtail Girl Scout programming and operations, including canceling our 2020 in-person camp programs. Although still festive, and an appropriate recognition for our treasured members and volunteers, our annual ceremonies were replaced with online recognitions. To keep our organization fiscally healthy, large fundraising events were either postponed or moved to a virtual setting.

Despite these recent challenges and losses, we are grateful to continue serving girl leaders through our endlessly inspiring volunteers, heartfelt donor generosity, and innovative programs and staff. As part of our caring community, we thank you for your solidarity.

As we move forward, we choose to celebrate our strengths and core Girl Scout values of resiliency, learning from setbacks, and making the world a better place. As always, we are committed to making Girl Scouts possible for all girls, families, and volunteers. We will continue to offer girls the same leadership benefits and skills for success that Girl Scouts always aims to provide. The strategies that we develop now will make our programming more accessible and well-rounded, while preparing us to overcome future obstacles.

Yours in Girl Scouting,

Judith Matsko
Chair, Board of Directors

M. Jane Christyson
Chief Executive Officer



This photo was taken pre-COVID

BOARD OF DIRECTORS

Judith Matsko – *The Byzantine Catholic Eparchy of Parma*
Chair

Chris Venditti, MBA, CSSBB – *Cardinal Health*
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Kate Asbeck, Retired Finance Executive
Treasurer

Cindy Skelton-Becker – *Nordson Corporation*
Secretary

DIRECTORS-AT-LARGE

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Matthew Inks – *KeyBank*

Kathy Moock – *Community Volunteer*

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Karen Stock, PhD – *Walsh University*

Kristina Wilson – *TCF Bank*

Chris Walker – *FirstEnergy*

Chris Young, MSN, MBA, RN, NEA-BC – *Akron Children's Hospital*

GIRL DIRECTORS-AT-LARGE

Charity Boley

Ava Kress



This photo was taken pre-COVID



OUR MISSION

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.

GIRL SCOUT LAW

I will do my best to be:
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong,
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.



YEAR AT A GLANCE

TOTAL MEMBERS 34,585
GIRL MEMBERS 23,086
ADULT MEMBERS 9,533
LIFETIME MEMBERS 1,966

LEVEL BREAKDOWN

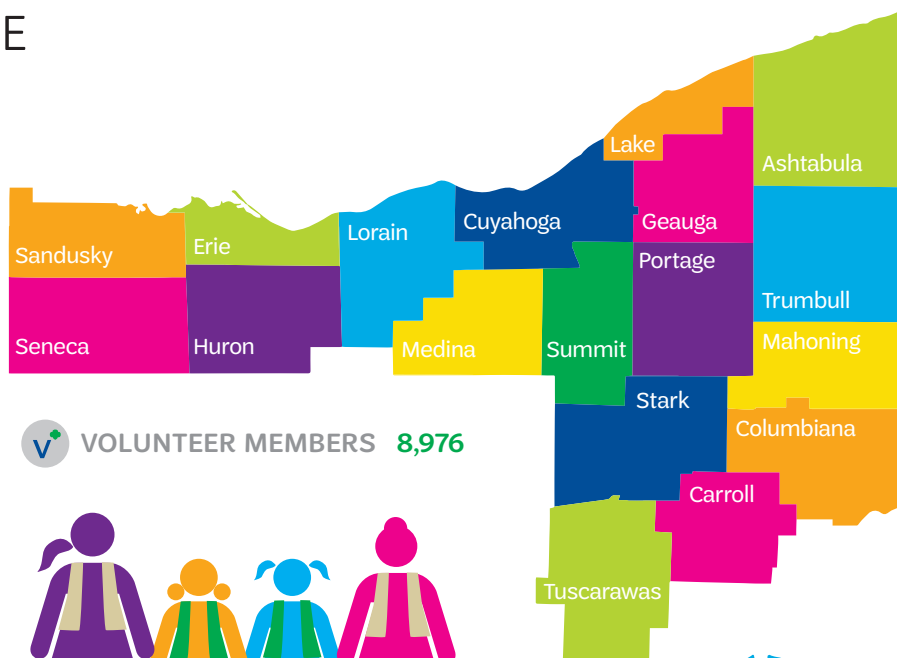
DAISY 5,474
BROWNIE 6,513
JUNIOR 5,339
CADETTE 3,946
SENIOR 1,071
AMBASSADOR 710
UNKNOWN 33

ETHNICITY BREAKDOWN

HISPANIC OR LATINO 950

RACE BREAKDOWN

WHITE 15,086
BLACK OR AFRICAN AMERICAN 1,695
TWO OR MORE RACES 1,043
OTHER RACES 457
ASIAN 222
AMERICAN INDIAN OR ALASKAN NATIVE 40
HAWAIIAN OR PACIFIC ISLANDER 54
NOT REPORTED 2,649
CHOSE NOT TO SHARE 1,840



VOLUNTEER MEMBERS 8,976



Program participation

12,566

332

Council-sponsored programs

653

Summer Camp participants



Gold Award Girl Scouts



Silver Award Girl Scouts



Bronze Award Girl Scouts

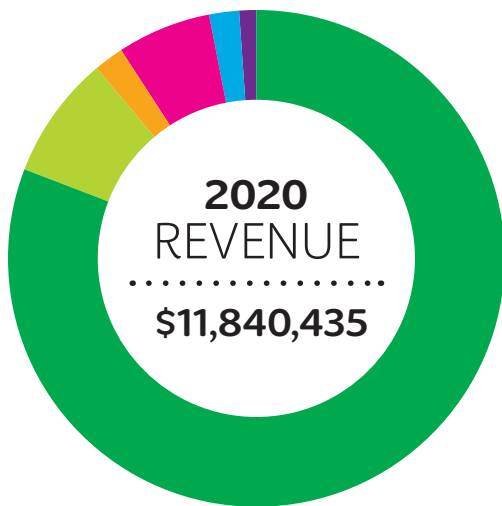


1,234 girls served by staff-led troops



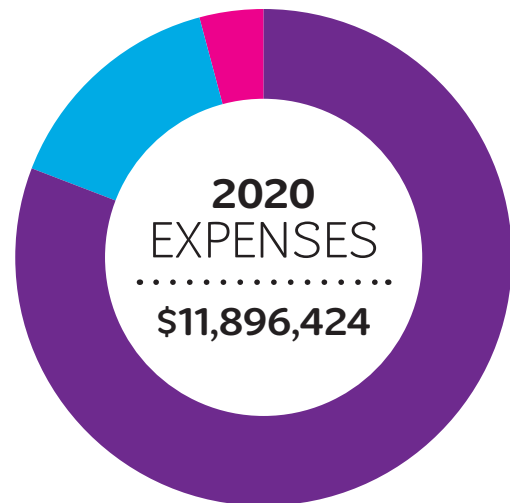
\$31,000
awarded to graduating high school seniors

- 27 Virtual Camp at Home offerings = 200 participants
- 70 Family Activity Kits sold
- 19 Badge in a Box offerings = 263 participants
- 1 Community Day Camp = 121 participants



81%	Product Sales, net	\$9,564,216
8%	Public Support	\$960,411
2%	Program Fees	\$283,786
6%	Investment Returns	\$669,919
2%	Retail Sales	\$283,358
1%	Miscellaneous	\$78,745

81%	Programs	\$9,600,880
15%	Core Mission Support - HR, IT, Finance, Executive	\$1,749,117
4%	Core Mission Support - Fund Development	\$546,427



The audited financial statements and Federal Form 990 are located in the "Our Council" section of our website at gsneo.org.

ASSETS

Cash & Short-Term Investments	\$4,746,252
Other Current Assets	\$499,944
Land, Building & Equipment (net of depreciation)	\$20,282,090
Restricted Investments	\$8,014,778

TOTAL ASSETS **\$33,543,064**

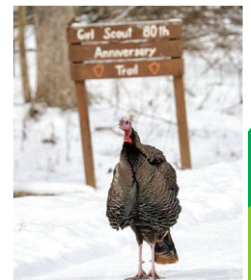
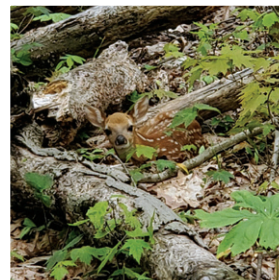
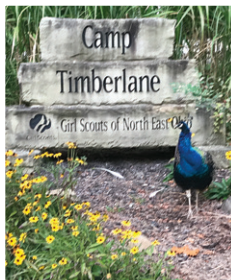
LIABILITIES AND NET ASSETS

Current Liabilities	\$2,171,347
Long-Term Debt	\$2,829,502

TOTAL LIABILITIES **\$5,000,849**

NET ASSETS **\$28,542,215**

TOTAL LIABILITIES & NET ASSETS **\$33,543,064**





COOKIE PROGRAM

2020 Top Selling Cookies



594,786
Thin Mints



410,038
Samoas



388,359
Tagalongs



278,850
Do-si-dos

2020 Girl Scout Cookie Stats

2,378,621 total packages of Girl Scout Cookies sold

16,705 girls sold cookies

54 girls sold more than 1,000 packages

3,000 packages sold by top seller

60,406 packages donated to military through Operation: Sweet Appreciation

121,210 packages donated to local Health Professionals and First Responders



Using Digital Cookie, customers may order cookies online, pay for orders with a credit card, and have cookies delivered to their home or charity.

364,971 total packages sold with Digital Cookie



How the Cookie Crumbles

- **30.0%** Product Sale Program, including cost of cookies
- **25.0%** Membership and Troop Support
- **17.5%** Payments to Troops
- **14.5%** Outdoor and Other Girl Program
- **9.25%** Administration
- **3.75%** Volunteer Programs

PROGRAM HIGHLIGHTS



This photos were taken pre-COVID



The Year Began...

A sell-out crowd of 3,130 gathered for the **2020 Mall Lock-in "Out of This World"** event – with activities that connected with our Space Science badges. Troops created banners to show their "out of this world" style, learned about space exploration with several NASA displays, made pocket solar systems, calculated their age and weight on other planets, watched the movie Planet 51, and danced and played all night long!

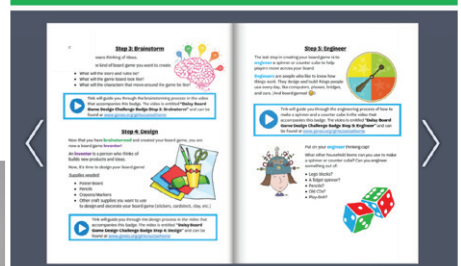
Then Our World Changed

As COVID-19 began to impact communities worldwide, and our state went into a lockdown to slow the spread, our in-person program opportunities were sent into a tailspin. We had to quickly pivot to figure out what could be shifted to a virtual experience and what could be postponed to a later date.

Our team jumped into action to create a plan to make sure girls remained connected to Girl Scouts while we navigated this global pandemic together. Three days after we canceled in person experiences, we launched our Girl Scouts At Home webpage and our first virtual Facebook Live nature hike experience! Our first event received over 3,000 views within the first day. We even hosted virtual camp open houses for Camps Ledgewood, Sugarbush and Timberlane on Facebook Live. Additionally, virtual Badge and Journey videos were posted three times a week with supply lists, to encourage our girls to join the fun.



Game Board Design Challenge

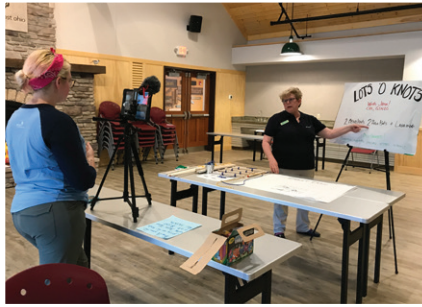


Camp Ledgewood Virtual Open House





PROGRAM HIGHLIGHTS



Summer Camp

During the first week of March of 2020, GSNEO saw record breaking registrations for summer camp. New and experienced campers alike were excited to spend their summer at our camp properties, making new friends and experiencing all the fun that camp has to offer. By the second week of March, our country went into lockdown in an attempt to flatten the COVID-19 curve, leaving the fate of summer camp uncertain. By the end of April, GSNEO made the difficult decision to cancel in-person summer camp and to adapt as many of our programs as we could to a virtual platform. Within 6 weeks,

GSNEO camp staff devised plans and curriculum for a Facebook Live “Camp in Campout” summer camp kickoff event that included former GSUSA CEO Sylvia Acevedo as the keynote speaker, 25 virtual “Camp at Home” programs that would span 6 weeks through June – July, 5 differently themed “Family Activity Kits” so families could

experience a little summer camp fun together in their homes, and 14 “Badge in a Box” options for girls to earn outdoor and camp themed badges on their own.

Would “Camp at Home” be successful? Could camp possibly adapt to a virtual platform? These were some of the many questions we faced as we pivoted to make summer camp available to girls. As camp staff led virtual sessions with 200 GSNEO and out-of-state Girl Scouts who signed up for the programs, we quickly learned that camp is not just a place, but a feeling. Though we were all apart, looking at each other in the now so familiar Zoom Squares, campers and counselors were still able to discover, connect, learn, laugh, and grow together – all the things that make summer camp the magical experience that it is. GSNEO is proud to have provided girls with an opportunity to socialize with their peers and continue to make lasting camp memories. Thank you to all of our “Camp at Home” campers who participated in our arts and crafts, virtual hikes, kitchen STEM experiments, Zoom all-camp campfires, and everything in between. You made the summer of 2020 unforgettable!



Grant Funded Initiatives

In 2020, with funding support from Cuyahoga Metropolitan Housing Authority (CMHA), we engaged 196 girls in Girl Scouts by providing enrichment programming for girls in grades K-8 at several of their sites. Our troops met weekly to earn badges and learn about computer programming, the engineer design process, how to be of service to your community and more through our Girl Scout badge and Journey curriculum.



These photos were taken pre-COVID



These photos were taken pre-COVID

Several girls in CMHA troops return year after year, excited to continue their Girl Scout experience with their friends. This continued engagement has helped support some truly amazing girls. Dar'riel, for example, has been with Girl Scouts since she was little and has grown in her confidence over the years. In 2020, she was honored with the MyCom Youth Community Service Award for volunteering in the Central neighborhood. She learned early on that using her voice and actions can make the world a better place.

As our older Girl Scouts grow into leadership roles through our program, they become comfortable mentoring younger Girl Scouts. Every year, we offer fun experiences to recruit Daisies to start their Girl Scout experience and encourage our older girls to assist with activities and help mentor girls on their Girl Scout journey.

As March arrived and we began to deal with the effects of a global pandemic, Girl Scouts looked a little different. Our Grant Funded Initiatives team met this challenge head on and continued to offer experiences throughout the summer months by delivering themed activity bundles and supplies to complement virtual meetings and mailing self-directed Family Activity and Badge in a Box kits to keep girls engaged.

Badge in a Bundle

After a successful summer launch of DIY Badge in a Box kits, the team wanted to keep the momentum going and retool the idea for a fall launch with a 'new and improved' kit. Badge in a Bundle gives girls an opportunity to complete badges while having all the necessary supplies at their fingertips. This fall, 11 Badge in a Bundle DIY kits were launched using the new Democracy Badges, as well as Daisy Eco-Learner, Brownie Trail Adventure, Junior Camper, Cadette Trees, and Senior Sky.





2020 WOMEN OF DISTINCTION AWARDS EVENT

The 9th annual Women of Distinction Awards Event celebrated ten extraordinary women, three remarkable Girl Scouts, and two outstanding organizations in a virtual program with record-breaking attendance. Honorees were nominated by the public and anonymously selected based on the incredible courage, confidence, and character they exemplify in their workplaces and communities. Former Woman of Distinction (class of 2019) and GSNEO Board Member Kathy Moock served as the 2020 Event Chair.

The 2020 Women of Distinction Awards Event raised over **\$68,000** to support Girl Scout scholarships and financial aid.

Women of Distinction Honorees

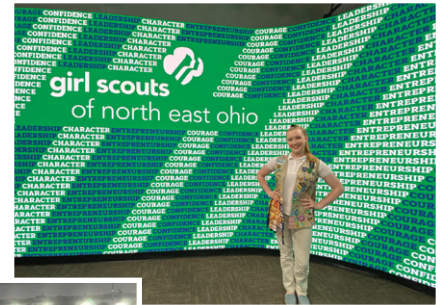
- ◆ Ramona Hood - FedEx Custom Critical
- ◆ Nancy Kachmarik - Avient Corporation
- ◆ Andrea Margida, MS - The Valentine Project & TechGrit
- ◆ Sandra L. Reid - The Davey Tree Expert Company
- ◆ Tari S. Rivera - Regency Construction Services, Inc.
- ◆ Sara Shookman - wkyc studios
- ◆ Ellen M. Stephens, SHRM-SCP - The Sherwin-Williams Company
- ◆ Gina Vernaci - Playhouse Square
- ◆ Elizabeth Walters - Summit County Council
- ◆ Amy Zell - Youngstown Area Goodwill Industries & Oak Hill Collaborative

Advancing Women Award Honorees

- ◆ Hyland
- ◆ Women's Endowment Fund of Akron Community Foundation

Leaders of Tomorrow Scholarship Recipients

- ◆ Olivia Johnson
- ◆ Ava Kress
- ◆ Megan Ward



1,200+
views/streams



Views on at least
3 continents

- US/North America
- Europe
- Asia



Money raised is
equivalent to

- 2,752 Girl Scout memberships
- 172 camperships
(including supplies)



\$3,255
in donations
doubled
(with day-of match)



Girl Scouts Rise to the Challenge of a COVID-19 World

Girl Scouts is continuing to serve girls in our community in this unprecedented time. With the dedication of our staff, volunteers, and girls we are keeping the Girl Scout fire burning. In April 2020 we launched the #GSNEOPositivityProject to share the efforts our girls are making throughout our council to make the world a better place. Whether it is donating cookies to our first responders and healthcare workers, virtual visits to nursing homes with recordings of songs and skits, or leaving uplifting messages for strangers to find, our girls are making a difference in their communities.

Our troops found creative ways to sell cookies and make a positive impact in their communities. Troop 50419 completed a virtual cookie booth, where family and friends sponsored boxes of cookies to be donated to local healthcare workers. Ohio Governor Mike DeWine spotlighted Troop 71268 during one of his press conferences in April. This Junior Girl Scout Troop sold cookies that were donated to the Ohio Turnpike plazas to provide a special treat for truck drivers delivering goods during the COVID-19 crisis. We are so proud of the resiliency, ingenuity, and determination of our Girl Scout members.

We also had some very generous donors who stepped up to purchase large amounts of cookies that positively impacted our Cookie Program. Giant Eagle/GetGo provided cookies to teachers in the greater Cleveland area. The Mt. Sinai Foundation provided cookies to healthcare workers who were on the front lines of the pandemic in Northeast Ohio. Cardinal Health purchased cookies for their warehouse workers. An anonymous donor stepped forward to provide cookies at the Akron-Canton Regional Foodbank.



Thank you to all the troops, donors, and community members who helped Girl Scouts thrive during this difficult year.



ANNUAL GIVING

To all our supporters - thank you for investing in our girls!

We extend our deepest appreciation and gratitude to each and every donor to Girl Scouts of North East Ohio. Your generous contributions have enabled us to provide life-changing programs to our girls. The gifts recognized below were received between October 1, 2019 and September 30, 2020.

If you notice an error, please contact the Fund Development department at 330.983.0430 or funddevelopment@gsneo.org

◆ 5-9 Years Giving

★ 10+ Years Giving

\$50,000 & Up

Cuyahoga Metropolitan Housing Authority★

F.W. Albrecht Family Foundation

\$25,000 - \$49,999

FirstEnergy Foundation★

Giant Eagle Foundation

Girl Scout Camp Timberlane Fund at the Community Foundation of Lorain County★

Huntington-Akron Foundation

\$10,000 - \$24,999

The Adda M. Bartlow Endowment Fund at Stark Community Foundation◆

Akron Community Foundation★

Anonymous

The AT&T Inc. Fund at the Cleveland Foundation

The Clara Weiss Fund★

The Community Foundation of Lorain County★

The Estate of Elsie Sickafoose

The George Gund Foundation◆

Girl Scouts of Erie Shores Endowment Fund at the Community Foundation of Lorain County

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The Hoover Foundation★

The Lincoln Electric Foundation★

Little Brownie Bakers★

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Mt. Sinai Health Care Foundation

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Nordson Corporation Foundation◆

The Norton Family Foundation◆

Ohio Department of Natural Resources, Division of Parks & Watercraft

United Way of Sandusky County, Inc.★

United Way of Summit & Medina◆

William Haynes Trust◆

\$5,000 - \$9,999

Ann D. Black Charitable Trust◆

Anonymous★

Aurora One Fund★

Georgianna Bonds Family- Anna Belle, Bryan, Sandy, and Stephen◆

Mr. John R. Buta◆

Cleveland Clinic◆

The Cleveland Intellectual Property Law Association

The Davey Tree Expert Company

Findley Youth Trust 2★

First National Bank

Florence Crittenton Services Fund at the Cleveland Foundation

George L. and Genevieve D. Moore Family Fund

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Key Private Bank◆

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Nordson Corporation

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Say Yes to Education Cleveland

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Sisler McFawn Foundation◆

Sisters of Charity Foundation of Cleveland

The Stocker Foundation◆

Tiffin-Seneca United Way★

United Way of Greater Cleveland★

United Way of Tuscarawas County, Inc.★

United Way Services of Northern Columbiana County★

United Way of Youngstown and the Mahoning Valley★

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William & Minnette Goldsmith Foundation

Women's Endowment Fund of Akron Community Foundation

The Youngstown Foundation Mahoning Valley Sports Charities Fund

\$1,000 - \$4,999

Akron Children's Hospital★

The Albert W. and Edith V. Flowers Charitable Foundation★

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Findley Youth Trust 1

FirstEnergy Service Company

Gertrude Orr Trust Advised Fund◆

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The I.J. Van Huffel Foundation◆

The Laub Foundation★

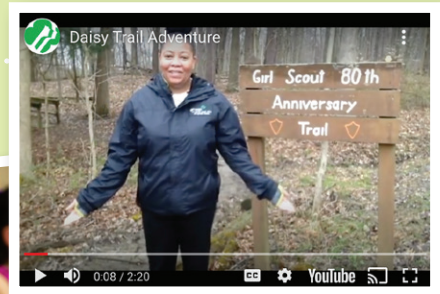
The Lubrizol Corporation

Donor Spotlight

Girl Scouts at Home

The COVID-19 pandemic had GSNEO's staff scrambling for supplies we never thought we'd need—ring lights and headsets for Zoom meetings, industrial sanitation sprayers recommended by the CDC for camp equipment, and so much hand sanitizer!

During a typical year, GSNEO offers dozens of programs to members every month where girls can earn badges or learn a new skill. When we could no longer meet safely in person with our Girl Scout sisters, GSNEO created Girl Scout at Home to bridge the gap. This online resource contains videos, activity sheets, and everything a girl would need to earn specific Girl Scout badges at home. Our staff stepped up to create this content, filming on their phones and working through weekends to get videos uploaded for our members. Funders in the community stepped up as well, unrestricted grants and providing support for Girl Scouts at Home, including: the George Gund Foundation, the Florence Crittenton Services Fund of the Cleveland Foundation; and Akron Community Foundation.



AKRON
COMMUNITY
FOUNDATION
ENRICHING LIVES SINCE 1955



CLEVELAND
FOUNDATION

THE
GEORGE
GUND
FOUNDATION

The Lubrizol Foundation
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New London United Way
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Summit County Department of Job and Family Services
The Timken Company Charitable and Educational Fund, Inc.
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United Black Fund of Greater Cleveland
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United Way of Greater Lorain County
United Way of Greater Stark County
United Way of Southern Columbiana County
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\$500 - \$999

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Dr. Victoria Kress
Ms. Deborah Kroupa
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Ms. Judith E. Matsko



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★ 10+ Years Giving

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 The Michelson Foundation Charitable Trust★
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\$250 - \$499

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 Eastside Landscaping
 Google Ad Grants
 Heidelberg Distributing Company
 Mr. Jeff Kline
 Mr. and Mrs. Jonathan and Lizbeth Kohler
 Kendra Scott
 Lowe's Home Improvement Store #0605
 Lowe's Home Improvement Store #2500

Gifts In Memory

In Memory of Gerd Beck
 Ms. Judith Suchocki
 In Memory of Janice Benes
 Mr. Fred Doob
 In Memory of Lynn Blood
 Mac Sauer
 In Memory of Terri Larkin Casey
 Mr. Greg Little
 In Memory of Brownie Chimera
 Amy Vojta
 In Memory of Heather Day
 Ann Manby
 Mr. and Mrs. Andrew and Janice Raynor
 In Memory of Betty "Sparky" DeStefano
 Diane I. DeStefano
 In Memory of Susan First
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 Woody and Michele McCallum
 Robert Norwalk
 Heidi A. Pelger
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 Lynn Sullivan
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 Kathy Johnson
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 The Rebecca M. Lewis Trust
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 In Memory of Christine Pierce
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 In Memory of Dr. Katherine Hoyt Price Blount
 DeWine Family Foundation

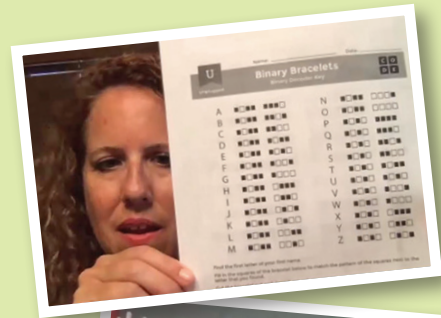
Donor Spotlight

Virtual Programming at Horizon Education Centers

GSNEO has a commitment to making Girl Scouts accessible to every girl who wants to participate. We seek out grants annually to bring Girl Scouts to communities where families live below the poverty line. Our staff form troops at local schools and community centers, then meet with them over a series of weeks to complete activities and earn Girl Scout badges. When the COVID-19 pandemic shuttered schools and caused a slew of program cancellations, our staff had to find a new way to reach this population of girls who may not have reliable access to internet at home for virtual programming.

Thanks to grants from the Community Foundation of Lorain County, Nordson Corporation Foundation, and the Norton Family Foundation; we partnered with Horizon Education Centers this year to bring Girl Scouts to girls in Lorain and Elyria. While the Centers were open to students, state restrictions still barred outside vendors from being in the building, so we worked with the teachers to visit their classroom through the computer. For one hour every week, at 5 centers across the county, girls gathered in a room and worked on Girl Scout badges with Ms. Susan. They were able to interact with Ms. Susan through Zoom meeting software while Horizon employees helped with hands-on activities.

These Girl Scouts completed their "Think Like a Programmer" Journey, learning about how programmers use computational thinking to solve problems. The photos above are from the Binary Bracelet activity, where grade-schoolers learn about algorithms. With a sheet explaining Morse code for various letters in the alphabet, girls found the first letter of their first name. They then used colored beads to "spell out" the letter on a bracelet. This lesson helps girls understand programming: a series of commands will get you a result.



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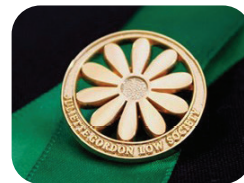
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We have established the Juliette Gordon Low Society to thank and honor friends of Girl Scouting who have chosen to make Girl Scouts of North East Ohio part of their legacies and a beneficiary of their estate plans. With their foresight and planning, these donors are crucial to ensuring that our Council will be able to provide future generations of Girl Scouts with opportunities to reach their fullest potential.

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Badge Boss Spotlight

Badge Boss Angela

Designing, building, and racing balloon-powered cars is all in a day's fun for Badge Boss Angela. Through the Girl Scouts of North East Ohio Badge Boss program, Angela became an expert in how Girl Scout Brownies could earn their Race Car Design Challenge Badge. As part of the program, Badge Boss Angela volunteered with troops (like Troop 70557!) for a special badge-earning workshop that not only taught girls how to design and test a car, but also how to think like an engineer.



This photo was taken pre-COVID





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