

# YEAR OF THE GIRL

girl scouts  
of gateway council



Girl Scouts of  
Gateway Council  
2012  
Annual Report





The Girl Scout promise and law are shared by every member of Girl Scouts. The Girl Scout Promise is the way Girl Scouts agree to act every day toward one another and other people, and the law outlines a way to act toward one another and the world.

### 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.

### 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.

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



### A Message from the CEO

This is my final Annual Report as CEO of Girl Scouts of Gateway Council. As I prepare for my retirement and the council prepares for the arrival of a new CEO, it seems fitting to begin a new chapter during the dawn of the second century of Girl Scouting in the United States of America. There is much work to be done, but we have oh, so much to celebrate.

In 2012 we celebrated the 100th Anniversary of our movement in America, and in these pages you will see glimpses of our girls as we were throughout our history, and in the current day.

After nearly twenty years at my post here, girls who were just beginning their Girl Scouting adventure are now leading their lives and contributing to the world as Girl Scout Alumnae. Every day, new girls are joining our movement, heading out on the trails we have blazed for them.

Through the years it has been my pleasure to work – and play – alongside so many great leaders here in Gateway Council – board members, volunteers and staff. I will always remember my Girl Scout sisters and brothers, and cherish our time together building girls of courage, confidence, and character.

Once a Girl Scout, Always a Girl Scout

Yours –

Sandra “Sam” Tysver

CEO, Girl Scouts of Gateway Council



Girl Scouts of Gateway Council serves in 16 counties of North Florida: Alachua, Baker, Bradford, Clay, Columbia, Dixie, Duval, Flagler, Gilchrist, Hamilton, Levy, Nassau, Putnam, St. Johns, Suwannee, and Union.

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Gainesville, FL 32601  
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### Other Council Properties

Camp Kateri, Orange Springs  
Seminole Springs, Orange Springs  
North Fork Leadership Center, Middleburg  
Beaches Little House, Neptune Beach  
Fernandina Little House  
Palatka Little House







In 2012 we celebrated the 100th Anniversary of Girl Scouting in the United States of America. Girl Scouts' proud tradition dates back to founder Juliette Gordon Low, who in 1912 began the organization in Savannah, Georgia. During that same year she helped organize troops in North Florida, and by 1927 we had enough troops operating here to form a Girl Scout Council. From those earliest days Girl Scouts have been blazing trails and building young women into leaders of their community – and the world!

We celebrated Girl Scouts' 100th Anniversary in all corners of our council.

**Founder's Day**

To kick off the celebration year, Service Units hosted Girl Scouts Founder's Day Events.



Girl Scouts of Gateway Council and the Ritz Museum hosted **Courage, Confidence, Character – A history of Girl Scouting in the African American Community in Northeast Florida.**



During Girl Scout Week, Jacksonville's iconic **Friendship Fountain** glowed Girl Scout green, and many troops took the opportunity to celebrate, rededicate, and make new friends there.

# YEAR OF THE GIRL



Girl Scouts of the USA declared 2012 The Year of the Girl – in recognition of the powerful impact the Girl Scout program has on girls, volunteers and the communities we serve. In 2012 we served 13,485 girls and 5,408 adults, at the cost of \$412 per girl. We provided \$114,443 in financial assistance. We met our membership goals and honored our commitment to girls with a full menu of program activities, special events, leadership and camping opportunities.





### Sustaining the Mission

In 2012 we honored **100 volunteers** with a special Sustaining the Mission Award commemorating their continuing service to girls.



### Girl Scout Week

During **Girl Scout Week** Gainesville's Oaks Mall was the scene of a Girl Scout flash mob performing songs and choreographed dances. A rodeo, community festival, town centers, parks, city halls and city council meetings were the sites of Girl Scout events and celebrations throughout the council. Girls took active roles in services at churches, temples, and mosques in recognition of Girl Scout Sunday and Girl Scout Sabbath.

Public libraries throughout the council displayed posters, and Girl Scout history displays. Jacksonville Doll and Toy Society created a display of Girl Scout Dolls, Toys and Ephemera at the Main Branch of Jacksonville Public Library. Alachua County's main branch library hosted a display. Clay County and Beaches library showcases were filled with Girl Scout memorabilia and displays created by girls and volunteers.

### Campfire, Cocktails & Cookies

We hosted a special evening fundraising event in the Campion Courtyard at Episcopal School of Jacksonville – with the help of an active committee of community volunteers. 200 people attended, and generated approximately \$100,000 of support.



### Celebrate a Century

Thousands attended our signature event at the North Fork Leadership Center – enjoying a full weekend of activities, camping and entertainment.





## Girl Scout Leadership Awards

In 2012:

- **Girl Scout Bronze Award** – 256 girls invested a minimum of 20 service hours
- **Girl Scout Silver Award** – 86 girls invested a minimum of 50 service hours
- **Girl Scout Gold Award** – 6 girls invested a minimum of 80 service hours

All girls earning these awards used their leadership skills, organizational skills and sense of community and commitment to set the foundation for a lifetime of active citizenship and to fulfill a need within a girl's community.

Collectively, our council's 2012 leadership award recipients donated a minimum of 9,900 hours. The 2011 Independent Sector estimate for the value of a volunteer hour was \$21.79, which means our honorees' volunteer time was valued at \$215,721 – not counting the time of troop mates and adult volunteers who helped them achieve their goals. Congratulations to all our Girl Scout Leadership award honorees.



## Gold Award Recipients



**Louise Burton** of Troop 888 in Atlantic Beach created an elementary school program including informational materials and a blog to promote awareness of clean oceans and the dwindling sea turtle population.

"I hoped to impact local children to take better care of their oceans."



**Christina Grodell**, of Troop 127 in Jacksonville, developed Moving America's Youth program to help combat childhood obesity at a local elementary school.

"I learned that young children do not always understand the importance of a healthy lifestyle. By teaching them, I gain a sense of responsibility and purpose."



**Aliya Jenkins**, a ZIP Girl Scout from Jacksonville, provided much needed repair and refurbishing to the Westside Soccer Club. She re-sodded fields, painted, replaced damaged or missing equipment, and created a map of the fields so people could find their games easily.

"Because of this project I have become more active in my community and have been able to see things from a different perspective."



**Dana Ratcliffe**, a Zip Girl Scout from Ponte Vedra Beach, designed a memorial garden in honor of our nation's veterans at the Auxiliary of the American Legion.

"I wanted to let local troops and veterans know that they are respected for their service and the community is grateful for them."



**Joslyn Simmons**, of Troop 143 in Jacksonville, hosted a Sports 4 Life event and obtained donated sports goods to encourage fitness and healthy lifestyles to reduce childhood obesity.

"I learned how to network and gain resources to accomplish the things I need."



**Jessica Wells**, of Troop 783 in Orange Park, educated local high schoolers about the dangers of eating disorders.

"This issue is very important to me and I do not want to see teenagers go through the experience of an eating disorder."

## Alumnae

Girl Scout alumnae are living proof of the impact the Girl Scout leadership experience can have. For 100 years, Girl Scouts has done more than any other organization to provide leadership opportunities for girls. At any given point in time, approximately 10 percent of girls are Girl Scouts. Yet:

**80% of women business owners were Girl Scouts.**

**69% of female U.S. Senators were Girl Scouts.**

**67% of female members of the House of Representatives were Girl Scouts.**

**Virtually every female astronaut who has flown in space was a Girl Scout.**

**America's most accomplished women in public service, business, science, education, the arts and community life are Girl Scout alumnae.**

girl scouts  
alumnae association



## Girl Scout Cookies

7,405 girls voluntarily participated in the annual Girl Scout Cookie Sale Program In 2012, selling a total of 1,251,137 boxes of cookies—an increase of 4.5% over 2011!





## Donors

A special thank-you to each of you – individuals, families, corporations, foundations, United Ways and in-kind donors -- for your support. You make sure the Girl Scout Leadership Program is available to every girl in North Florida. You make a positive impact on girls' lives, and you break down barriers to participation by funding membership and program fees, camp and STEM activities, and more.

The following donors made financial gifts to Girl Scouts of Gateway Council between Oct. 1, 2011 and Sept. 30, 2012. This list does not including donations to the Endowment. They follow on page 13. (If we have omitted or misspelled your name, please accept our apologies and notify us at [jhirshan@girlscouts-gateway.org](mailto:jhirshan@girlscouts-gateway.org) so we can make the correction.

### Pearl (\$100,000+)

J. Wayne and Delores Barr Weaver

### Founders (\$50,000 - \$99,999)

The Lucy Gooding Charitable Foundation

### Visionaries (\$25,000 - \$49,999)

George M. Baldwin Foundation

### Leaders (\$10,000 - \$24,999)

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**United Way Support**

The following United Ways supported Girl Scouts of Gateway Council in FY 2012 with annual allocations, as well as designated gifts from individual United Way donors.

**Government Grants**

The following government entities provided funding for specific programs within Gateway Council.

Alachua County Board of Commissioners  
 City of Gainesville  
 City of Jacksonville  
 Gainesville Housing Authority  
 State of Florida Department of Education  
 Volunteer Florida (AmeriCorps)

**100th Anniversary Endowment Gifts**

As part of Girl Scouts of Gateway Council's celebration of the 100th anniversary, we set a goal to increase our endowment by \$100,000. As of Dec. 31, 2012, \$103,399 was given or pledged. Thanks to the following donors to the endowment fund:

Elise Beard  
 Lynette D. Beitz  
 Megan Benson  
 Stephen and Maria Blewitt  
 Damaris Bosques  
 Kristi and Adam Brandon  
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 John Burke  
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 Judith Maness  
 Peggy Marlatt  
 Rosemary McCorkle  
 Matthew Mendenhall  
 Reverend Johnson H. Pace, Jr.  
 Beverly Pappas  
 Mary Alice Phelan  
 Barbara Plyler  
 Antonia and Ronald Porterfield  
 Lori and Steve Richards  
 James A. and Sandra P. Hull-Richardson  
 Gloria and James Rinaman  
 Susan and Ray Rodgers

Lynda Schladant  
 Destani Shadrick  
 Jennifer Simmons  
 Elizabeth "Betty" Skinner  
 Kerrie J. Slattery and Paul Lambert  
 Nancy G. Smith  
 Robert Smith  
 Sandra Snyder  
 Diana and Robert Sorfleet  
 Tina Tabbot  
 Nancy B. Taylor  
 Sandra and Harold Tysver  
 Jane M. Upton and Robert S. Campbell  
 Lynn Watson  
 Marty Wenzel  
 Barbara Wingo  
 Ashley Young

**Juliette Gordon Low Society**

Named for the founder of Girl Scouting, the Juliette Gordon Low Society honors donors who have remembered Girl Scouts of Gateway Council in their wills, named the council as owner or beneficiary of a life insurance policy, included the council in a charitable trust or gift annuity, or made a gift to the Endowment Fund of \$5,000 or more. The Juliette Gordon Low Society ensures that future generations of girls benefit from the Girl Scout Leadership Program.

Martha Barrett  
 Sue Butts  
 Christine Clore  
 Dr. and Mrs. J. Lee Dockery  
 Choo-Hua J. Eng  
 Sophie H. Gilliland  
 Bryon Googins  
 Alicia Grant  
 The Grimes Companies  
 Mary Lane Hartshorn  
 The Steve and Gertrude Hellmuth Trust  
 David A. Hertz  
 Linda and Richard Hull  
 Jan and Bruce Lipsky  
 David and Martha Rader  
 Susan and Ray Rodgers  
 Elizabeth "Betty" Skinner  
 Nancy B. Taylor  
 Sandra and Harold Tysver  
 Linda Walker  
 Carolyn Munro Wilson  
 Barbara Wingo





**STATEMENT OF FINANCIAL POSITION**

September 30, 2012

<b>ASSETS</b>	
Cash	\$ 601,572
Investments	2,622,723
Accounts Receivables	135,155
Prepaid Expenses	64,904
Inventories	177,953
Plant, Property & Equipment (net)	11,299,987
<b>TOTAL ASSETS</b>	<b>\$14,902,294</b>

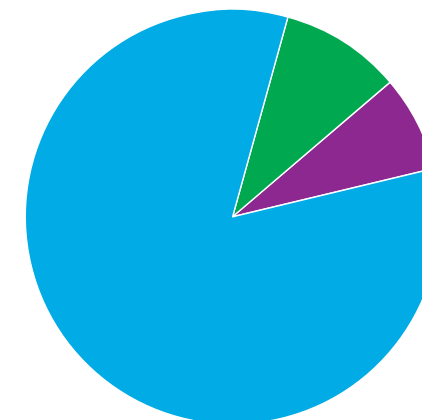
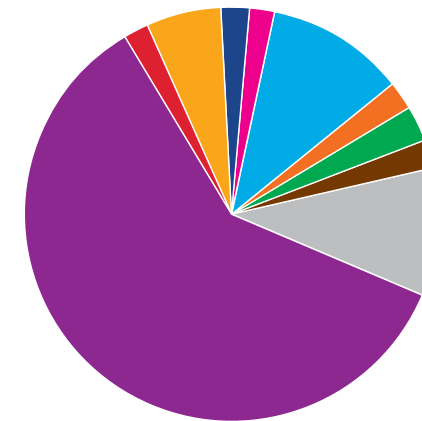
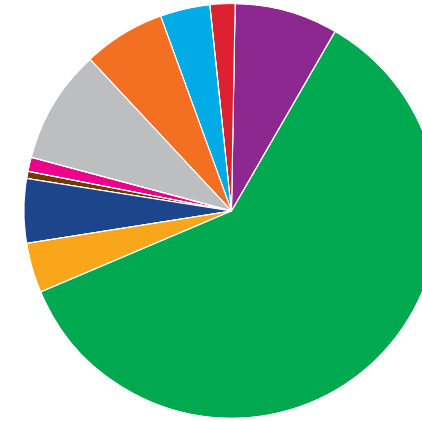
**LIABILITIES AND NET ASSETS**

<b>LIABILITIES</b>	
Accounts Payable	\$ 34,743
Accrued Expenses	7,713
Accrued Vacation	63,639
Deferred Revenue	14,201
Custodial Funds	3,662
Mortgage Payable	4,325,449
<b>TOTAL LIABILITIES</b>	<b>\$ 4,449,407</b>

<b>NET ASSETS</b>	
Unrestricted	\$ 10,183,648
Temporarily Restricted	9,399
Permanently Restricted (Endowment)	259,840

**TOTAL NET ASSETS \$ 10,452,887**

**TOTAL LIABILITIES AND NET ASSETS \$14,902,294**



**2011/2012 TOTAL REVENUE \$ 5,216,220**

**Public Support**

Contributions	\$ 474,461	9%
United Way	331,502	6%
Government Contracts/Grants	193,917	3.7%
Fundraising Events	107,324	2%

**Program**

Service Fees	421,581	8%
Product Sales (net of cost of goods sold of \$1,327,604)	3,148,408	60%
The Girl Scout Store (net of cost of goods sold of \$293,424)	201,102	4%

**Investments**

Realized Gain on Investments	264,241	5%
Other Investment Income (net of fees of \$15,302)	16,509	0.3%

**Other \$ 57,175 1%**

**2011/2012 TOTAL EXPENSES BY CATEGORY \$ 5,561,104**

Personnel	\$ 3,333,820	60%
Occupancy	584,230	11%
Depreciation	552,916	10%
Supplies & Incentives	351,615	6%
Travel	194,341	3%
Professional Fees	86,291	2%
Printing & Postage	116,398	2%
Financial Assistance to Members	114,443	2%
Insurance	113,498	2%
Miscellaneous	113,552	2%

**2011/2012 TOTAL EXPENSES BY FUNCTION \$ 5,561,104**

Program Services	\$ 4,633,687	83.3%
Management and General	521,386	9.4%
Fundraising	406,031	7.3%

**Unrealized Gain on Investments \$ 280,477**



# BE THERE SO SHE CAN BE HERE



**TOGETHER**THERE.ORG

In the past 30 years, there has been only a 1 percent increase of women in the U.S. Congress. If each of us gives a girl our time and support today, she can find the courage, confidence, and character she'll need to lead our country tomorrow.

**YEAR  
OF THE  
GIRL**

