

**girl scouts**  
of montana  
and wyoming



# 2017 Annual Report



## The Girl Scout Mission

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

## 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.



Dear Girl Scout Family and Friends:

Girl Scouts across Montana and Wyoming are big thinkers, groundbreakers, and role models. Our girls design robots, start garage bands, and improve their communities – and yes, they sell the best cookies on the planet. When she's a Girl Scout, she's also a G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader). Every day, our Girl Scouts unleash the power of G.I.R.L. to make amazing things happen.

- G.** Go-getters are bold, honest, and determined to succeed. That explains why half of all U.S. business-women were Girl Scouts.
- I.** Innovators think outside the box. A clear correlation: 75 percent of current female senators were Girl Scouts.
- R.** Risk-takers are courageous and strong. It's no wonder that nearly all of the 40 women who have flown in space were Girl Scouts.
- L.** Leaders are confident, responsible, and committed to changing the world. Here's proof: Every year, Girl Scouts collectively spend tens of millions of hours improving their communities.

Thank you for investing in our G.I.R.L.'s, and helping every Girl Scout discover her courage, her voice, and the power she has to make the world a better place. With your support, every Girl Scout is gearing up to make the world a better place. Thank you so much for partnering with us to make it happen!

Yours in Girl Scouting,



A handwritten signature in black ink that reads "Sally J. Leep".

Sally J. Leep  
Chief Executive Officer



A handwritten signature in black ink that reads "Al Parisian".

Al Parisian  
GSMW Board Chair

# 2017 Membership

**8,978**  
Girls

**2,256**  
Adult  
Volunteers

**659**  
Lifetime  
Members

**79**  
Counties

**245,000**  
Square  
Miles



# 5 Ways Girl Scouts Builds Leaders

Guided by supportive adults and peers, girls develop their leadership potential through age-appropriate activities that enable them to discover their values, skills, and the world around them; connect with others in a multicultural environment; and take action to make a difference in their world. These activities are designed to be girl-led, cooperative, and hands-on-processes that create high-quality experiences conducive to learning.

## 5 Benefits of Being a Girl Scout



### **STRONG SENSE OF SELF**

Girls have confidence in themselves and their abilities, and form positive identities.



### **POSITIVE VALUES**

Girls act ethically, honestly, and responsibly, and show concern for others.



### **CHALLENGE SEEKING**

Girls take appropriate risks, try things even if they might fail, and learn from mistakes.



### **HEALTHY RELATIONSHIPS**

Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.



### **COMMUNITY PROBLEM SOLVING**

Girls 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.

# 100 Years of Girl Scouts Selling Cookies

2017 marked 100 years of Girl Scouts selling cookies. It was a spectacular year for the girls of GSMW as they sold more than 1.35 million boxes of cookies! Contributing to these sales was the launch of the new Girl Scout S'mores®. Girl Scout S'mores, released for the special centennial celebration, were the most popular cookie to launch in the 100 years of Girl Scouts selling cookies! Not only are these cookies delicious, they are all natural and embossed with five outdoor badges. Now joining legendary classics like Thin Mints® and Samoas®, delicious Girl Scout S'mores will make a triumphant return to the lineup for the 2018 cookie season.



# STEM & Outdoor Programming

In July, Girl Scouts of the USA introduced 23 new badges in STEM (science, technology, engineering, and math) and the outdoors, areas girls are not typically encouraged to explore outside of Girl Scouting. Through hands-on and age-appropriate experiences for girls as young as five, Girl Scouts is both enhancing the important outdoor opportunities the organization is known for and addressing the lack of exposure many girls have to STEM. In fact, Girl Scouts are almost twice as likely as non-Girl Scouts to participate in STEM (60 percent versus 35 percent) and outdoor activities (76 percent versus 43 percent). With the introduction of 23 new badges, which marks the largest programming rollout in almost a decade, Girl Scouts can create algorithms, design robots and racecars, go on environmentally conscious camping trips, collect data in the great outdoors, try their hand at engineering, and so much more.



# The Great American Eclipse

August 21, 2017



Over 150 Girl Scouts, staff and their families along with many non-Girl Scouts attended the GSMW Eclipse Event at Camp Sacajawea from August 19-21. The weekend included Girl Scout activities such as a flag ceremony, songs, games, obstacle course and much fun in the art barn.



Our special guest NASA speaker, Dr. Wendy Holforty (pictured, left) inspired the girls and their families with her presentation “Your Attitude Determines Your Altitude” about responsibility and perseverance. Wendy has been a Girl Scout for over 50 years and is a Lifetime Member based in California.

While total solar eclipses aren’t rare (they occur twice every 3 years on average), a total eclipse of the sun--that can be seen from the American West Coast to the American East Coast--occurs less frequently. In fact, the last time a total solar eclipse was visible from coast to coast was almost 100 years ago, on June 8, 1918!

On Sunday, Mady Parks (pictured right with CEO Sally Leep), our Girl Scout guest from Santa Rosa, CA gave our participants the opportunity to learn all about a total solar eclipse and view the daytime and nighttime sky – many got to see Saturn. Mady Parks and the Sonoma County Astronomical Society donated an Orion 6-inch Telescope to Girl Scouts of Montana and Wyoming. Participants learned more about the eclipse through creating solar ovens, constellation keychains, moon phase Oreos and solar paper photos leading up to the main event of the weekend, the total solar eclipse. Monday, August 21st held clear skies and a perfect day to view this once in a lifetime event.



After witnessing a partial solar eclipse back home in Austria, the Lutz-Kutschera family (Laura, Gerda, Caroline and Georg) sought out a place to see the 2017 total solar eclipse. As Girl Scouts, Laura for 7 years, Caroline for 3 years and Gerda for 2 years, they knew Casper Mountain was the place to be on August 21st. They travelled 24 hours from Vienna, Austria to San Francisco, California, drove to Phoenix, Arizona then took a plane to Casper, Wyoming to view the eclipse at Camp Sacajawea.

## Statement of Financial Position

for the year ending September 30, 2017

ASSETS	
Cash and cash equivalents	\$1,646,588
Accounts receivable (net)	34,503
Inventory	69,624
Prepaid expenses and other assets	24,520
Property and equipment (net)	1,789,452
Investment accounts	<u>5,358,739</u>
Total Assets	<u><u>\$8,923,426</u></u>
Liabilities and Net Assets	
Accounts payable	\$56,712
Accrued payroll, payroll taxes and leave	136,300
Other payables	<u>17,778</u>
Total Liabilities	<u>210,790</u>
Net Assets	
Unrestricted	7,207,579
Temporarily restricted	1,327,922
Permanently restricted	<u>177,135</u>
Total Net Assets	<u>8,712,636</u>
Total Liabilities and Net Assets	<u><u>\$8,923,426</u></u>

## Statement of Activities

for the year ending September 30, 2017

Public support and revenue	
Public support	
United Way	21,694
Contributions, foundations and other	<u>428,122</u>
Total public support	<u>449,816</u>
Revenue	
Program service fees	173,337
Product sales, retail, fundraising (net)	2,958,724
Investment income and other	<u>503,641</u>
Total Revenue	<u>3,635,702</u>
Total Public Support and Revenue	<u>4,085,518</u>
Expenses	
Program services	2,768,186
Management and general	381,236
Fundraising	<u>72,206</u>
Total expenses	<u>3,221,628</u>
Net Assets	
Change in net assets	<u>863,890</u>
Net assets, beginning of year	<u>7,848,746</u>
Net assets, end of year	<u><u>8,712,636</u></u>

# Direct and Indirect Benefits to Girls

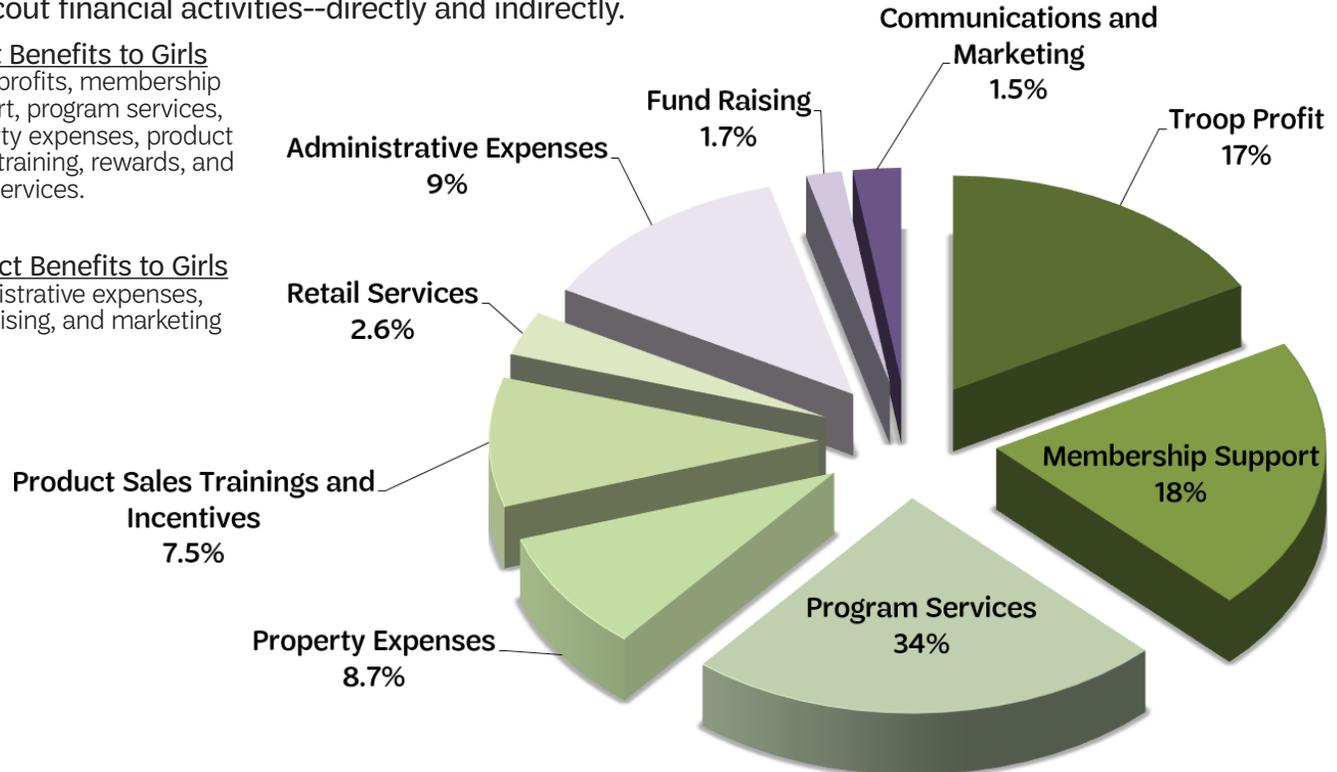
Girls are the ultimate beneficiaries of revenue from Girl Scout financial activities--directly and indirectly.

## Direct Benefits to Girls

Troop profits, membership support, program services, property expenses, product sales, training, rewards, and retail services.

## Indirect Benefits to Girls

Administrative expenses, fundraising, and marketing



# G.I.R.L.s In the Outdoors

One of the foundations of Girl Scouts is an appreciation for nature and exposure to the great outdoors. Activities such as hiking, camping, canoeing, and archery offer girls opportunities to have exciting, girl-led outdoor adventures while learning important skills that teach valuable life lessons, like self-reliance, leadership, and perseverance.

When Girl Scouts get outside, they:

- Discover that they can better solve problems and overcome challenges
- Develop leadership skills, build social bonds, and are happier overall
- Become team players and care more about protecting our environment

Last year, 508 girls at GSMW experienced the outdoors through resident camp. More than 500 girls participated in a council sponsored outdoor program and 1,385 girls earned one or more of the 34 outdoor badges available.



# International Travel

Traveling with Girl Scouts is a cultural eye-opener that provides girls with worldly experience and increased confidence.

Last July, GSMW partnered with EFTours to offer an international trip to Belize. Eight girls enjoyed a cultural adventure in Central America as they toured the mainland and islands of Belize and learned about its people and history. These world travelers exercised every aspect of G.I.R.L. (Go-getter, Innovator, Risk-taker, and Leader) as they participated in adventures such as a jungle hike, cave tubing, scuba diving and zip-lining.

As an added bonus, Girl Scouts were able to earn high school or college credits on their trip to Belize!



# In a world full of boys' clubs, give her one of her own. Give her **Girl Scouts**.

- Only Girl Scouts brings a century's worth of time-tested methods and research-backed programs that speak to the strengths of girl leadership development.
- All “scouting” experiences aren't created equal! At Girl Scouts, girls come first. Our proven program outcomes are unique to the Girl Scout experience, and no girl will ever play a secondary role in our Movement.
- What's behind our success? The Girl Scout Leadership Experience, a one-of-a-kind, proven leadership development program that pairs girls with strong, caring female role models and mentors who prepare them to take the lead from age 5 to 18 and into adulthood.





## Invest in Girls. *Change the World.*

A new report from the Girl Scout Research Institute, The Girl Scout Impact Study, shows that participating in Girl Scouts helps girls develop key leadership skills they need to be successful in life. Compared to their peers, Girl Scouts are more likely than non-Girl Scouts to be leaders because they:

- Have confidence in themselves and their abilities (80% vs. 68%)
- Act ethically and responsibly, and show concern for others (75% vs. 59%)
- Seek challenges and learn from setbacks (62% vs. 42%)
- Develop and maintain healthy relationships (60% vs. 43%)
- Identify and solve problems in their communities (57% vs. 28%)
- Take an active role in decision making (80% vs. 51%)

Importantly, what girls gain through Girl Scouting positively affects all areas of their lives. For example, Girl Scouts do better than their non-Girl Scout peers in the classroom, earning better grades and aspiring to higher educational attainment, and are more likely to seek careers in STEM, law, and business—industries in which women are underrepresented. And the benefits of Girl Scouting are not exclusive to any particular demographic, which means that no matter where girls live or what their age or background, Girl Scouts can help them develop to their full potential and excel in all aspects of life.

A special thank you to the volunteers who invest their time and energy, and to all of our donors who financially invest in girls. We would not be the organization we are today without the support of our volunteers, community members, foundation, and business leaders who believe in our mission.



 POWERED BY GIRL SCOUTS