

# State of the Council

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Girl Scouts of Orange County CEO

# Where We Are



15,000 Girl Members

10,000 Adult Members & Volunteers

Representing every Zip Code  
in Orange County





# Our Revenue



- **72% Net Product Sales**
- **11% Contributions & Government Relief Programs**
- **9% Program Fees**
- **6% Other Income**
- **2% Net Council Shop**



# Our Expenses



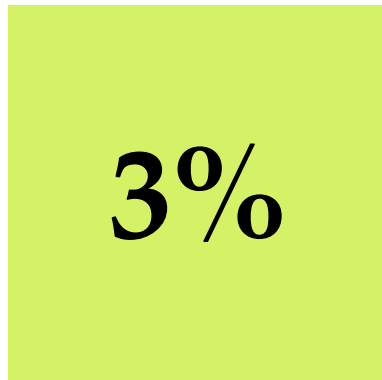
88% Program Services

12% Management,  
Fund Development  
& General



- 3% Communications
- 12% Properties  
(including  
Camp Scherman)
- 22% Volunteer  
Services
- 24% Membership  
Services
- 27% Girl Programs
- 12% Management,  
Fund Development,  
& General





# Communications

- Emails
- Website
- Social Media
- Advertising
- Public Relations
- and more





12%

# Properties

- Camp Scherman
- Program Centers
- Headquarters
- Maintenance
- Utilities







# Volunteer Services

- Recruiting and vetting
- Training
- Recognition
- Resources
- Conflict Resolution
- And more!





24%

# Membership

- Recruitment
- Renewal
- New Leader Support
- Outreach
- and more





27%

# Girl Programs

- Workshops
- Highest Award Support
- Events
- Day Camps
- and more!





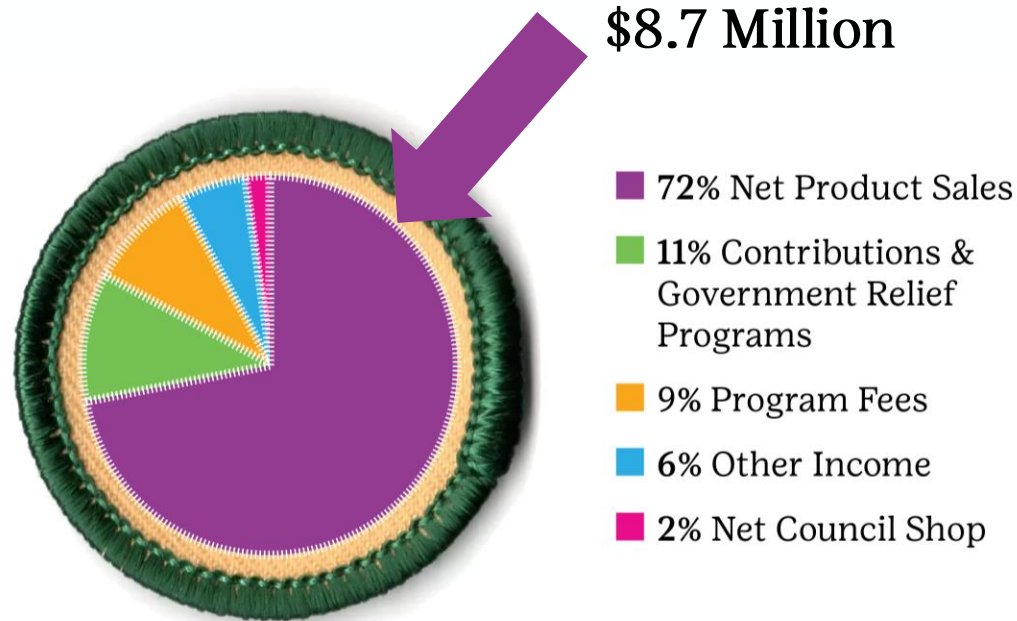


Girls  
are the  
center of  
everything  
we do.

# How is it funded?



# Current Revenue Mix





# *Future State:*

## *Maintain* Product Sales revenue

## *Grow* revenue, primarily in fundraising



- 45% Net Product Sales
- 45% Contributions
- 2% Program Fees
- 6% Other Income
- 2% Net Council Shop

# What We've Done



# What We've Already Done

- Staff Reductions
  - Consolidated C-Suite
- Reduced Budgets
- Rightsized Fees
- Implemented out of Council Pricing
- Streamlined processes and increased efficiencies

# What We're Doing



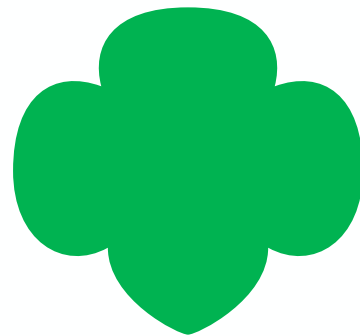
# What We're Doing

- Diversifying revenue streams
- Strategic Planning and Prioritization
- Growing our culture of philanthropy
- Ongoing evaluation of processes and efficiencies

# Togetherthere

Invest in girls.

Change the world.

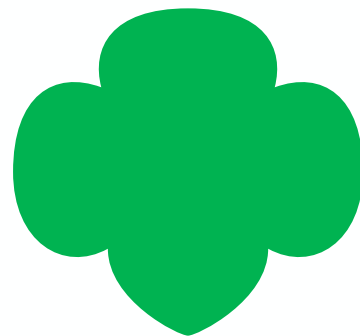


# Encourage Engagement

- Culture of Philanthropy
- Girl Scout Advocacy
- Active Participation

# Togetherthere

Invest in girls.  
Change the world.



Support Girl Scouts today!

