



girl scouts
of orange county

2024 Annual Report

Invest in Girls. *Change the World.*

2024 Annual Report

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Skills Learned in Girl Scouts Saved a Life

A summer pool party nearly turned tragic when a teenage boy almost drowned, but thankfully, Girl Scout Senior Ivy sprang into action. Using the skills she learned in Girl Scout First Aid Training, Ivy performed chest compressions on her friend, ultimately saving his life. In honor of her heroic act, Ivy was awarded the distinguished Medal of Honor, a national accolade presented by Girl Scouts of the United States of America (GSUSA). The Santa Ana teenager received the prestigious medal at her hometown's City Council meeting, where Santa Ana Mayor Valerie Amezcuca also honored Ivy's bravery and quick-thinking with a Certificate of Recognition for her Outstanding Act of Heroism.



"I learned I can actually stand up and do the right thing, even when I am under pressure."

*-Ivy N., Age 15, Santa Ana, Troop 1255
2024 GSUSA Medal of Honor Recipient*

Board of Directors

OFFICERS

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Board Director

Christine Mueller, *1st Vice Chair*
Capital Group

Lisa Perrine, *2nd Vice Chair*
Cibola Systems

Jeff Winston, *Secretary*
Retired I.T. Executive

Azeem Dhalla, *Treasurer*
Dhalla CPA, A Professional Corporation

Vikki Shepp, *CEO*
Girl Scouts of Orange County

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Sharon Klein, *Blank Rome, LLP*

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Todd Priest, *Todd Priest and Associates (TP&A)*

Michele Richards, *Orange County Fair & Event Center*

Gabriela Robles, *St. Joseph Community Partnership Fund*

Clarissa Serpas, *SoCalGas*

Remy Yamaguchi-Hernandez, *Consultant*

GIRL ADVISORY MEMBERS

Rebekah Cline

Urja Parmar

Tayva Veal

MESSAGE FROM GIRL SCOUTS OF ORANGE COUNTY'S

Board Chair and CEO

Dear Friends,

At Girl Scouts of Orange County, we are committed to building girls of courage, confidence, and character who make the world a better place. Empowering girls today requires more than just a village—it takes a movement, and you are a vital part of that movement. Together, we are shaping the leaders of tomorrow.

As Juliette Gordon Low, our founder, once said, “Ours is a circle of friends united by ideals.” This circle is stronger than ever, with over 15,000 Girl Scouts joining forces to make a lasting impact. We are grateful for your role in helping us achieve this.

In 2024, we saw a 3.6% increase in membership, bringing our community to over 15,000 girls. We also launched new initiatives to better serve our girls, including the STEM-focused Makerspace at the Argyros Girl Scout Leadership Center and the GSOC Resource Hub, which provides tools for camping, STEM, and sensory kits.

As a nonprofit, we rely on philanthropy and cookie sales to fund our programs. Rising costs, especially in cookie production, led us to make the difficult decision to reduce our workforce by 11%. Despite these challenges, we remain committed to delivering high-quality programs that empower every Girl Scout.

As we close out 2024, we are filled with hope for the future. With your continued support, we are poised to empower more girls, create more leaders, and make the world a better place. Thank you for being an essential part of the Girl Scout Movement.

Together, we are making a difference.



Vikki Shepp, Ed.D.
CEO



Christine A. Scheuneman
BOARD CHAIR

Girl Scouts builds girls of
Courage, Confidence, and Character,
who make the world a better place.

Who We Are:

OVER 15,000 GIRLS AND
10,000 VOLUNTEERS AND ADULT MEMBERS
REPRESENTING EVERY ZIP CODE IN ORANGE COUNTY
SUPPORTED BY DONORS & PARTNERS



Rooted in Community, Growing with Purpose: A Year at the Santa Ana Girl Scout Center

Since it opened in June of 2023, our Girl Scout Center in Santa Ana has become a place of connection for local Girl Scouts. With a full-time, bilingual, and bicultural staff, the center offers STEM education resources and a welcoming space where our Girl Scout community can connect, learn, and thrive through diverse and meaningful programs. The center has hosted events like Girl Boss Day Camp, Summer Movie Night, and a vibrant Day of the Dead Celebration, each one celebrating leadership, culture, and fun. It also plays a key role in our Girl Scout Cookie Program, serving as a Cookie Cupboard—a pickup location for troops participating in Girl Scouts' iconic Entrepreneurship Program.

- Hosted 266 Troop meetings, Summer Day Camps, Service Unit meetings, volunteer trainings, and parent workshops.
- Home to 19 Troops and 360 Girl Scouts

And we're just getting started! Our goal is to keep expanding and welcoming more girls to Girl Scouts. Our center fosters a spirit of inclusivity, learning & growth, and deepens connections with existing members while attracting new ones.



Mighty & Maravillosa: Every Girl Belongs

At Girl Scouts, we believe every girl is mighty and marvelous—and that every girl deserves to know she belongs. To help share that message, Girl Scouts of Orange County was selected to participate in a targeted GSUSA media campaign focused on reaching Orange County's Hispanic community. Presented in both Spanish and English, the inclusive ads appeared on premium streaming platforms, Facebook, Instagram, and billboards across Santa Ana and Anaheim. The campaign not only raised awareness and built trust in these communities—it also helped boost membership in Santa Ana, Anaheim, and throughout the county.

To ensure every girl could say yes to Girl Scouts, we also provided financial assistance to Girl Scouts and Volunteers—because no girl should ever be left out.

GIRL SCOUTS WORKS!

Girl Scout alums are more likely than non-alums to:

Attain higher levels of education and management positions at work

Volunteer and contribute to causes they support

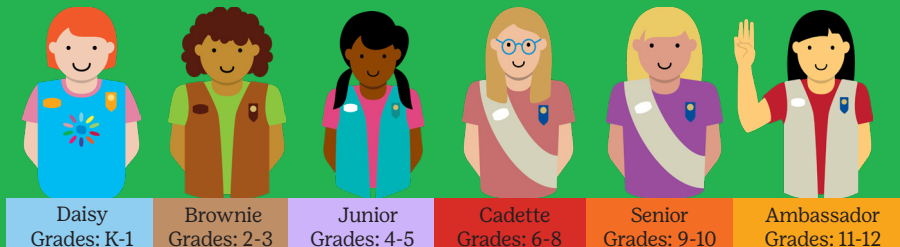
Be civically involved

Exhibit leadership attributes and hold more leadership roles

Be more satisfied with life—personally, professionally, and financially

As Girl Scouts earn badges and patches, connect with their sister Girl Scouts, and have fun, their superpowers — leadership, innovation, creativity, resilience — shine. Their Girl Scout values lead them to be kind, compassionate, and stand up for others. Girl Scouts also step up to give back. They lead service projects to help those in need and take action to positively impact our community and beyond.

Girl Scouts helps girls discover their best selves!



From kindergarten through 12th grade, girls gain important skills in areas that form the foundation of the Girl Scout Leadership Experience: STEM (science, technology, engineering, and math), outdoors, life skills, entrepreneurship, and the arts.



Girl Scouts Making the World Better

When her high school history class barely touched on Asian American Pacific Islander (AAPI) history, Kai knew she had found her Gold Award project and a way to make the world a better place. For Kai, the lack of AAPI education was deeply personal. She was born in China and raised by adoptive Japanese American parents in Southern California, and she felt being practically excluded from the curriculum sent the wrong message. Kai took matters into her own hands and developed an educational project aimed at building an anti-racist future and developing more respect and empathy for everyone of AAPI heritage.

Where there is a will, there is a way. To make her ambitious goal a reality, the lifelong Girl Scout collaborated with Long Beach Unified School District, California State University, Long Beach, and college professors. The result is a free, college-credit Asian American Pacific Islander Ethnic Studies course aimed at high school students that's currently offered by California State University, Long Beach.

Her AAPI course radically differs from the traditional AAPI topics taught in most high schools and history books. It examines contemporary and relevant issues, including political activism, public policy, as well as pop culture—all topics Kai believes are important in creating a more positive world. Kai's project has the potential to extend far beyond the Long Beach campus. Her course and all its interactive lesson plans are available as free resources for educators nationwide through the Diversify Our Narrative website.



“By developing cultural awareness and encouraging critical discussions, we can avoid misunderstandings and create a space of acceptance and friendship between communities.”

- Kai Y., Gold Award Girl Scout, Age 18, Anaheim, Troop 881
2024 GSUSA Gold Award Scholarship Recipient

Outdoors



Nature sparks curiosity, boosts confidence, and creates unforgettable memories—and Girl Scouts discover all its wonder through exciting outdoor adventures and hands-on exploration. Whether at Camp Scherman, at a park, along the coastline, or at GSOC's headquarters, Girl Scouts have a blast learning new outdoor skills, making friends, and connecting with nature in meaningful ways.

Girl Scouts Love State Parks

GSOC proudly joined other councils from around the country in GSUSA's Girl Scouts Love State Parks program. This year, we teamed up with California State Parks, a government agency dedicated to preserving our state's extraordinary biological diversity, and we focused on showing love to our own Bolsa Chica State Beach, the Bolsa Chica Wetlands and Chino Hills State Park. More than 350 Girl Scouts and dedicated volunteers attended our events. Highlights included a beach clean-up, scavenger hunt, educational guided tours of the wetlands and parks to learn about their biodiversity and habitats, a State Park K9 demonstration and lifeguard drills.



Camp Scherman

This year, 1,381 Girl Scouts enjoyed the glorious outdoors at our 700-acre "home in the mountains." From traditional sleepaway camps to weekend camp adventures for families, troops, and parent/child pairs, the opportunities for adventure at Camp Scherman offered unforgettable, exhilarating experiences. Girl Scouts bonded as they climbed the Tower of Power, rode horses (a girl favorite), kayaked on the lake, shot arrows in our archery area, and made life-long friends and unforgettable memories. As always, GSOC subsidized the cost for all camp goers.



GSOC Day Camps

After last year's successful launch of GSOC's Outdoor Day Camps, they are back... even bigger and better! The Day Camps, which are based at our Irvine headquarters and the Argyros Girl Scout Leader Center (GSLC) in Newport Beach, were filled with all kinds of thrills and adventures. In Irvine, girls got to pet reptiles and learn about their habitats. They enjoyed skateboarding lessons and field trips to Wild Rivers Waterpark. In Newport Beach, we expanded our partnership with the city and went from offering a 5-Day Boating Camp to two full weeks, so Girl Scouts could learn about water safety, sailing, and kayaking. Our Day Camps even featured an exciting new collaboration with Community Programs. We provided financial assistance so even more girls could experience the joy of the outdoors. Coupled with our outstanding Volunteer-led Day Camps, more than 1,400 Girl Scouts joined in on Day Camp fun!



Camp Updates

The revitalization of Camp Scherman continues, and we're thrilled to announce the addition of solar panels. We'll soon officially be "green." Construction began in September and will be completed in 2025. The solar panels will offset our electricity bill by 50 – 60%, which is a substantial savings. In addition, we'll also be replacing outdated lighting and installing cost-effective LED lights at camp.

"Camp Scherman has been a wonderful experience for my girls. They have always returned home eager to share their experiences, including the fun they had, the challenges they overcame, and the fears they conquered."

- Cindy Cline, Girl Scout parent and Troop Leader

STEM



GSOC is inspiring the next generation of female innovators through our extensive science, technology, engineering, and math (STEM) program. We know that girls benefit in countless ways when they are introduced to STEM and participate in hands-on projects and experiences. Our all-girl program encourages critical thinking, creativity, and innovation in a safe space, so girls gain confidence in their abilities to tackle complex problems, develop a strong sense of empowerment and self-belief. We are proud to be breaking down gender barriers and helping create a future, where all voices contribute to solving global challenges.

Giving Young Innovators a Makerspace of Their Own

In August, we opened our new STEM-focused Makerspace at the Argyros Girl Scout Leadership Center in Newport Beach, exclusively for Girl Scouts. This is the first youth-focused Makerspace in Southern California—and currently the only Makerspace in California dedicated to increasing female engagement in STEM. Designed for hands-on exploration and creativity, the space features tools like a 3D printer, laser cutter, and Cricut machines, offering 15,000 Girl Scouts the chance to innovate and explore STEM. The Makerspace helps girls develop critical skills like problem-solving, and troops can reserve the space anytime or sign up for monthly Maker Nights.



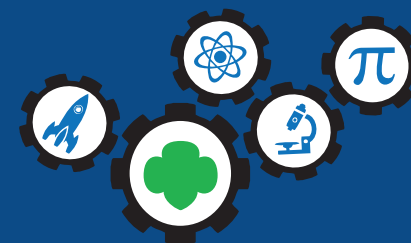


Girls Day at the Track

Senior and Ambassador Girl Scouts learned about racing aerodynamics and structural design with an exclusive pass to the Long Beach Grand Prix, hosted by PNC Bank and the Chip Ganassi Racing Team. The girls watched race cars zoom by at 185 mph, met IndyCar driver Scott Dixon, and toured the racing paddocks, where they spoke with female crew members about careers in motorsports.

Fairy Houses

Daisies, our youngest Girl Scouts, were introduced to the world of engineering by building their very own fairy houses. They could not have been more excited or prouder to show off their creations made of recycled cardboard, sticks, leaves, glitter, and even feathers. A “life-sized” fairy explained basic structural elements and helped the girls understand how engineering plays into making a structure with a floor, walls and roof, even one as small as a fairy house. All the Girl Scouts earned their Think Like an Engineer badge.



Girl Scouts of Orange County STEM Consortium

Thanks to the generosity of STEM Consortium sponsors, OC Girl Scouts are exploring Science, Technology, Engineering, and Math and recognizing the importance and power of STEM for their future success.

2024 Members

Broadcom Foundation
(Founding Member)

Blank Rome, LLP

Capital Group

Cox Communications

Edwards Lifesciences
Foundation

Kaiser Permanente

Municipal Water District of
Orange County

Parker Aerospace

Samuel P. Adams Trust

Western Digital



STEM Expo, led by GSOC's STEM Patrol Volunteers

GSOC hosted another out-of-this-world experience with our 8th Annual STEM Expo at Orange Coast College, drawing over 300 attendees. Junior and Cadette Girl Scouts explored STEM through 35 exhibitor booths, including hands-on activities with TAE Technologies, The Energy Coalition, Chapman University Robotics, and W.I.S.E. Women Investing in Security and Education. The day also featured a Planetarium show and a visit to the OCC Aquarium.



Entrepreneurship



Girl Scouts of all ages build their business savvy, learn financial literacy, and hone their entrepreneurship skills through badge programs, online learning, and the Girl Scout Fall Product and Cookie Programs.

Girl Scouts develop five skills essential to leadership, success, and life: goal setting, decision making, money management, people skills, and business ethics.

Above: Cookie Crew Girl Scout Volunteers help plan and host GSOC's Annual Cookie Kickoff event, where hundreds of their sister Girl Scouts build business savvy and practice the five essential skills of the Cookie Program.



MY FIRST COOKIE BUSINESS

In February, Girl Scout Daisies got an introduction to the Cookie Program at Pretend City Children's Museum. They visited stations set up throughout the museum and learned the 5 entrepreneurial skills from Cadette Girl Scouts. The Daisies practiced asking customers to buy cookies at a pint-sized booth, counted money, and gave out change. They even "knocked on doors" to introduce themselves as Girl Scouts selling cookies to potential customers. Way to go, future girl bosses!



“This year, I learned that hard work and determination will help you reach your goals and even beyond. The most important goals I set for myself are to follow the Girl Scout Promise and Law and to be a sister to every Girl Scout.”

- Gabriella A., Troop 5491, San Clemente

COOKIES BY THE NUMBERS*

8,825

girls participated



2,154,012

packages of cookies sold

908

troops participated

908



37,321+ packages of cookies
donated to military and food banks

7,024

packages sold by
Top Entrepreneur
Gabriella A.,
Troop 5491

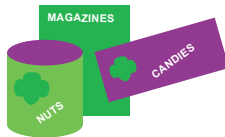
**Reflective of the 2024
Cookie Program*

The **average troop earned \$1,396** to help fund activities, such as Take Action projects, travel, Camp Scherman, membership renewal, Journey books and Girl Guides, uniforms, badges, and more.



At the Top Entrepreneur Celebration, Girl Scouts that sold 1000+ cookie packages were treated to a special, one-of-a-kind celebration at the Honda Center, home to the Anaheim Ducks. As a reward for their fantastic work, the Girl Scouts had a blast hitting the ice at the indoor arena and playing broomball before watching the players in action at a Ducks game.

FALL PRODUCT BY THE NUMBERS**



56,573 packages of nuts, candies,
magazines, tumblers, personalized products,
and Bark Boxes sold

1,984

girls participated



451

troops participated

451



3,798+ packages of nuts and candies donated
to the military and food banks

***Reflective of the 2023 Fall Product Program*



2024 Top Cookie Entrepreneur Gabriella A. from Troop 5491 in San Clemente serves as a Mission Messenger, speaking to the media about the Girl Scout Cookie Program at the 2024 Mega Delivery.

Life Skills



Investing in life skills unlocks a girl's potential to lead, connect, and thrive in an ever-changing world. GSOC is committed to offering a wide range of experiences and topics including mental wellness, civic engagement, career exploration and volunteerism, which help girls develop confidence, resilience and the courage to step forward, use their voice and make a difference.



Year of Service: Meals on Wheels

Giving back is core to the Girl Scout mission of making the world a better place. Each month, we partner with a different community service agency to provide Girl Scouts with diverse opportunities to contribute. By engaging in activities like Year of Service, girls become proactive contributors to their communities and develop a sense of responsibility, empathy, and a deeper understanding of their role in society. This year a record number—1,791 Girl Scouts—participated in Year of Service. In November, through a partnership with Meals on Wheels OC, Girl Scouts brought holiday joy and cheer to senior citizens.



They delivered more than 400 gift bags and tags filled with gifts, led a holiday story-time, sang holiday songs, and made friendship bracelets as they connected with the older generation.

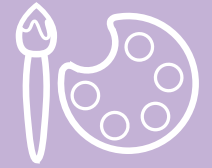
Commission on the Status of Women Conference

The Commission on the Status of Women (CSW) is a global body within the United Nations (UN) that works to promote gender equality and the empowerment of women. In March, four GSOC Girl Scouts were invited to New York to participate. This life-changing experience strengthened their conviction that diplomacy and sisterhood are powerful tools for justice. A special thank you to Zonta International whose grant helped empower female ambition on this trip.

“I learned the power of advocacy and the impact of raising one’s voice, regardless of whether you are directly impacted by the problem.”

- Aarna M., Age 15, Troop 3460

Arts, Entertainment, and Hospitality



We are in our second year of an all-encompassing Arts program. Our goal is to go beyond the traditional Arts experiences offering Girl Scouts an array of diverse, powerful outlets for self-expression and self-discovery. GSOC offered 65 program experiences and served over 1,300 girls. They had a blast participating in our exclusive lineup of incredible events. Some experiences were all about creativity. Some centered around career exploration. Others expanded their cultural awareness. All were geared toward elevating personal growth, increasing skills and future success.

Exclusive Culinary Experience at Knife Pleat



In June, Girl Scouts had an exclusive, culinary career exploration experience at Knife Pleat, a contemporary French restaurant in the Penthouse of South Coast Plaza. 25 Girl Scouts toured the kitchen where Michelin-starred Chef Tony Esnault works his culinary magic. They also met Yassmin Sarmadi, the savvy restaurateur behind Knife Pleat, who shared career advice and revealed she's a former Girl Scout who still uses her skills in both her personal and professional life.

UC Master Gardeners and Girl Scouts Give Bees a Chance

GSOC partnered with UC Master Gardeners to offer unique eco-learning experiences for Girl Scouts. These creative and educational events in July, August and October were all about getting your hands “dirty” for the benefit of the environment and the world. Girls made pollinator-friendly mini gardens, learned composting with kitchen scraps, propagated drought-tolerant succulents, and created “living works of art” by decorating pumpkins with moss and succulents.

Highest Awards

Bronze, Silver, and Gold Award Girl Scouts build a better today and tomorrow.

Girl Scouts shine brightest when they're making the world a better place.

GSOC is proud to recognize 476 Bronze, Silver, & Gold Girl Scouts who contributed 15,000 hours of service and impacted more than 923,000 people through planning and delivering more than 200 unique "take action" projects to improve our communities and create lasting change.

GSOC is proud of their efforts to make the world a better place.



Over the years, 3,000 Orange County Girl Scouts have earned the esteemed Girl Scout Gold Award – the highest achievement a girl can earn in Girl Scouting. Girls who earn this prestigious award identify an issue within their community, innovate a solution, create a detailed action plan, and spend a minimum of 80 hours bringing it to fruition. As these remarkable young women take sustainable action to transform their world, they gain tangible, real-world skills and prove they are the leaders that our schools, communities, and workplaces need.

 **107**
GOLD AWARD
GIRL SCOUTS
9th - 12th grade girls

 **149**
SILVER AWARD
GIRL SCOUTS
6th - 8th grade girls

 **221**
BRONZE AWARD
GIRL SCOUTS
4th - 5th grade girls

Highest Award counts as of 12/1/23.

“As I had the opportunity to teach young girls the basics of computer science and basketball, I realized that changing the demographics of the computer science industry and professional basketball starts with empowering the young women in my local community. Earning my Gold Award allowed me to develop a multitude of valuable skills, but, even more, I am grateful that the girls took home the knowledge that they can achieve anything.”

-Gabrielle D.,
2024 GSUSA Gold Award Scholarship Finalists
& GSOC Gold Award Scholarship Recipient



View our Highest Awards Yearbook, featuring Bronze, Silver, and Gold Award Girl Scouts, at www.girlscoutsoc.org/gogold.





Girl Scouts is a safe space for **EVERY** Girl!

We have an unwavering commitment to serving all Girl Scouts—from every social, cultural, socio-economic, intellectual, and developmental sphere, including those with visible and invisible challenges or limitations. Inclusion, Diversity, Equity, and Accessibility (IDEA) is always top of mind with everything we do. As part of this commitment, GSOC is proud to be the first Girl Scout council in the United States to receive the Sensory Inclusive Certification from KultureCity®, the nation's leading nonprofit on sensory accessibility and acceptance for those with invisible disabilities.

As part of the certification, GSOC staff received training from leading medical and neurodivergent professionals on recognizing girls with sensory needs and accommodating their sensory sensitivities. In addition, we also offer Sensory Bags that troops can borrow that can help promote calm and relaxation for neurodivergent Girl Scouts who find themselves overstimulated, anxious, or feeling overwhelmed.

Sensory Bags are equipped with:

- Noise-canceling headphones
- Strobe-reduction eyeglasses
- Verbal Cue Cards, a self-regulation resource
- Spanish-language GSOC materials and collateral
- Weighted lap pad
- Fidget tools



“The sensory bags help me a lot at events. They help me by providing fidgets that can help me keep calm and I am very appreciative of that. I love that there are quiet spaces for people like me to have moments of calm when needed. I am so grateful that these resources are available to all Girl Scouts and families at our Girl Scouts of Orange County events.”

- Mara C., Girl Scout Junior

Philanthropy:

A Community Supporting Girls

Through the generous support of individual and corporate donors as well as community partners, GSOC can keep providing transformative experiences for Orange County girls. As a nonprofit, donations allow us to serve more, create new programs, and ensure that every girl can be a Girl Scout.

Promise Circle

The Promise Circle is a devoted group of donors who are committed to ensuring 15,000+ Orange County Girl Scouts have the tools to develop their full potential. The Promise Circle was launched in 2020, and today we are 56 members strong. In 2024, we welcomed a new co-chair, Julie Farbaniec. Julie joins Muff Tennyson in helming this sustaining group of donors who come together several times a year to network and build engagement.



Trefoil Trot

Hundreds of Girl Scout supporters laced up their sneakers and hit the pavement at our 2nd Annual Trefoil Trot Community Walk at Wild Rivers in Irvine. Participants celebrated the Girl Scout spirit during a 5K walk around the water park. Following the Trefoil Trot, participants gathered for some Girl Scout family fun in the outdoor festival area which included building cookie case “forts,” face painting, learning nautical skills, like knot tying and so much more. A huge thanks to ABC7 News Reporter David Gonzales who served as emcee.

Voice for Girls 2024

Presented by U.S. Bank

Girl Scouts of Orange County hosted its 13th annual Voice for Girls forum on Friday, May 3, at the Newport Beach Country Club. The event attracted 250 business, community, and education leaders across Orange County. The annual think-tank raises money for Girl Scouts and aligns local leaders with our vital mission to support girls in reaching their full potential.

Keynote speaker, Olympic Gold Medalist Tara Lipinski, captivated the audience as she shared how she handled the intense pressure of competing on the global stage as a teenager, life since the Olympics including her long struggle with infertility, and the actionable steps she’s taken throughout her life to improve her mental health and well-being. Tara’s conversation was led by recent Gold Award Girl Scout Alum Katelyn Saiki.



Volunteers:

The Heart and Soul of Girl Scouts

More than 10,000 strong, GSOC's adult volunteers ensure the movement flourishes. They shine as a positive force, helping shape girls' lives and empowering them to believe in themselves and the valuable gifts they offer the world. This year, we saw an increase in the number of adults helping pave the way for our Girl Scouts and, to everyone, we say Thank You for all you do.

Volunteer Conference

Last August GSOC hosted our annual Volunteer Conference (VolCon) at the Yorba Linda Community Center, bringing together volunteers for a day of learning and connection. Attendees participated in 24 dynamic workshops, including a session on troop budgeting presented by WISE®—Women Investing in Security & Education. Thanks to the generous support of GSOC Board Member Dr. Darla Holland, the conference was offered at no cost to volunteers.



Thank you to sponsors Farmers and Merchants Bank, Dr. Darla Holland, Board of Directors, Newport Harbor Elks Lodge #1767, and Blue Sky.

Listening Tour

Led by GSOC's Chief Operating Officer, Christina Salcido, we launched a Listening Tour to give our volunteers a platform to share their thoughts, concerns, and ideas. Volunteers spoke — and we listened. In response, we:

- Increased support for Service Units by providing additional funding and restructuring key celebration events to encourage greater local community participation.
- Separated recognition events by presenting adult awards at GSOC's Annual Board of Directors Meeting and hosting a dedicated Green & Gold Celebration to honor Orange County graduating Girl Scouts.
- Simplified policies and procedures to make it easier for members and volunteers to navigate and engage with the organization.



Adult Recognition Event

In March, we honored the dedication and impact of our adult volunteers at GSOC's Annual Meeting. Volunteers who received national recognitions from Girl Scouts of the USA were celebrated for their exceptional service.

Throughout the year, Service Units also hosted recognition events to thank volunteers who went above and beyond in their roles. We're grateful to every adult who gives their time, heart, and leadership to grow the next generation.





Girl Scout Juniors Explore Rocket Science

Blast off! Junior and Cadette Girl Scouts enjoyed out-of-this-world fun with GSOC's Rockin' Rockets event. Girls built and designed their own model rockets, learned about the rocket launch process from aerospace engineers, and saw their rockets lift off at STARBASE Los Alamitos at the Joint Forces Training Base. This event was hosted by GSOC's volunteer STEM Patrol.



Financials*

Fiscal Year Ended September 30, 2024

STATEMENT OF FINANCIAL POSITION (AUDITED)

As of September 30, 2024

Assets	\$15,784,006
Liabilities	1,866,290
Net Assets	13,917,716
Total Liabilities and Net Assets	\$15,784,006

STATEMENT OF ACTIVITIES (AUDITED)**

For the fiscal year ended September 30, 2024

OPERATING

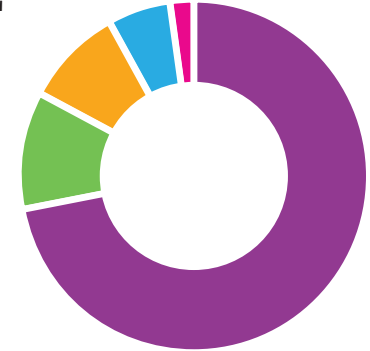
Total Support & Revenue***	\$12,046,794
Total Functional Expenses	(16,269,521)
Change in Net Assets	(4,222,727)

NONOPERATING

Net Transfers from Friends of the Girl Scouts Trust (FOGST)	1,740,251
Change in Net Assets	1,740,251
Total Change in Net Assets	(2,482,476)
Net Assets, Beginning of Year	16,400,192
Net Assets, End of Year	\$13,917,716

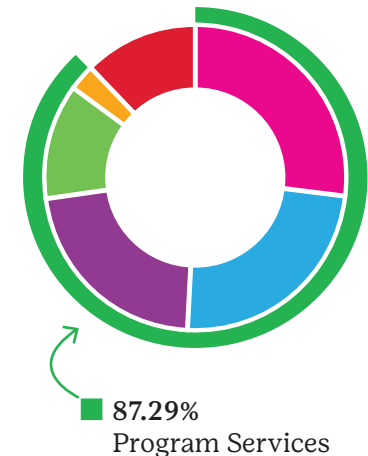
2024 REVENUE***

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



2024 EXPENSES

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



* Excludes Friends of the Girl Scouts Trust (FOGST). FOGST manages funds for capital expenditures, operating reserves, restricted endowment funds, and cash flow. At September 30, 2024, there were \$21.48 million in assets held by the trust.

**Audited Financial Statements will be available at www.girlscoutsoc.org/financials after March 1, 2025.

***Total Revenue in chart includes Total Support & Revenue.

Juliette Gordon Low Society

The Juliette Gordon Low Society is a distinguished group of friends who make Girl Scouts part of their legacies and a beneficiary of their estate plans.

Erik and Ava Andersen
Becky Bailey-Findley
Glenn and Kathryn Baldwin
Alan Slipson and Leeora Beck
Lawrence Calder and Dianne Belk
Diana Brookes
Karin Carlson
Beth Carroll
Barb and David Christensen
Ann Crane
Larry and Sophie Cripe
Betsey Olenick Dougherty
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Donor Spotlight: Christine Mueller



Christine Mueller joined Girl Scouts when she was 5 years old. Decades later, Christine remains connected to Girl Scouts because she knows the impact it has on girls' lives. "Girls need a girl-centric place that understands their specific needs, a place to explore and figure out who they are and how they can add value. Girls really don't have anywhere else to do that," Christine says.

In 2018, Christine joined GSOC's Board of Directors. She serves as 1st Vice Chair and has taken on pivotal roles as Chair of the Governance Committee and the Property Task Group (PTG). Her leadership within the PTG is instrumental in maximizing the use of GSOC's properties ensuring these valuable resources fully benefit Girl Scouts.

As a former Gold Award Girl Scout, Christine gives back by volunteering as a Gold Award Liaison—a true labor of love. She dedicates her time to conducting interviews, reviewing project proposals, and guiding girls to strengthen their ideas so they can succeed. Christine helps them to 'take action' and achieve the highest honor in Girl Scouts.

Christine's dedication goes beyond sharing her time and expertise—she also gives generously as a founding member of the Promise Circle, established to promote consistent annual giving that ensures the sustainability and growth of Girl Scout programs. As a nonprofit, GSOC relies on philanthropy to fuel its impactful experiences in STEM, the Arts, Outdoors, Life Skills, and Entrepreneurship. Through her support, Christine advances the Girl Scout mission.

"Girl Scouts of Orange County changes girls' lives. I have a heart for service and love the Girl Scouts," Christine says. "A core value for me is giving back. When you have all you need and more, you have an obligation to give back."

Christine's "giving back" philosophy is straightforward yet powerful: service matters and philanthropy matters.

If you want to leave your legacy for current and future generations of Girl Scouts through the Juliette Gordon Low Society, please contact Fund Development by email at fund.dev@girlscoutsoc.org or call 949-461-8800.

Thank you for investing in girls, who will change the world!

Your support enables Girl Scouts of Orange County to offer more girls opportunities to excel and lead. We gratefully acknowledge all of our generous donors.

(Donors listed contributed during our fiscal year from October 1, 2023 to September 30, 2024.)

\$100,000+

Anonymous
Hamir Family Charitable Trust

\$50,000-\$99,999

The Capital Group Companies, Inc.
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Southern California Edison
Todd Priest and Associates
Zonta Club of Newport Harbor

We are deeply grateful to philanthropist MacKenzie Scott for her \$2.8 million donation to Girl Scouts of Orange County. Her gift is helping to ensure that every girl across Orange County has access to Girl Scouts' life-changing experiences.

\$2,500-\$4,999

Anaheim Ducks Foundation
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Gifts In-Kind

Valued at \$500 or more

\$100,000+ Value

Angels Baseball

\$25,000-\$99,999 Value

Cox Business

Wild Rivers

\$5,000-\$24,999 Value

The Disneyland Resort®

Quickset

\$2,500-\$4,999 Value

Anonymous

Blue Sky/WAAV

Garden Grove Elks Lodge #1952

Orange County Fair & Event
Center

Orange County United Way

\$1,000-\$2,499 Value

Kim Amaral

Fullerton Elks Lodge #1993

Gina McLeod

Santa Ana Elks Lodge #794

Mike and Karen Warter

\$500-\$999 Value

Ken and Peggy Kerr

Melody Nunez

Dorothy Schaller

Gloria Williams

Community Partners

Agencies, companies, organizations, and individuals who contributed to the advancement of GSOC's mission, outside of cash or recognized in-kind donations.

ABC Bakers

Aliso Viejo Community
Association

Amigos de Bolsa Chica

Anaheim Achieve - Anaheim
Family YMCA

Anaheim Elementary School
District

Anaheim Elementary School
District- Anaheim Elementary
Succeeds

Arts & Learning Conservatory

Beyond the Reflection

Big Brothers Big Sisters of Orange
County & IE

Binky Patrol, Inc.

Bionerds

Blank Rome Collaboration

Block the Blaze John Wayne
Cancer Foundation

Bloom Foundation

Blue Sky

Boeing Leadership of So Cal

Bolsa Chica Conservancy

Bolsa Chica Ecological Reserve

Bolsa Chica State Beach

Bookit N Go

Bowers Museum

Bradford Renaissance Portraits

Brea Mall

Brea-Olinda School District

Brizio Pizza Lake Forest

Broadcom Foundation

Buena Park School District

Buena Park School District-
Titans ASES

Bytes and Bots

CA State Parks

Cal Fire Riverside

Campdocs

Capistrano Unified School District

CC Creations

Centralia Elementary School
District

Chance Theater

Chapman University

Chase Bank

Child Creativity Lab

Chino State Park

CHOC (Children's Hospital Orange
County)

Chuck Jones Center for Creativity

Chuy's Tacos

Circle K International at Orange
Coast College

Circle K International CSUF

Circle K International UCI

Cirque Du Soleil

City of Aliso Viejo

City of Brea

City of Buena Park

City of Fullerton

City of Huntington Beach

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College Wise

Congressman Lou Correa

Crisanta Knight Series (Geanna
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Cynthia Karim- Special Effects
Makeup

Cypress Elementary School
District

Dale Carnegie of Orange County

Dave & Buster's

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Discovery Cube

Disney VoluntEARS

Disney Youth Programs

The Disneyland Resort®

Downtown Brea

Dragon Kim Foundation

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First Tee of OC

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School District

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Garden Grove Unified School
District

GEARup4Youth

Gelson's Markets

G-Force

Green Hat Society

Grocery Outlet

Guide Dogs of the Desert

Home Goods

House of Thrive

Human Options

Huntington Beach City School
District

IHOP

Illumination Foundation

Irvine Key Club

Irvine Unified School District	Newport-Mesa Unified School District	Pretend City Children's Museum	STEMup4Youth
JOANN	Nonscriptum LC	PricewaterhouseCoopers	Strawberry Festival
Kaiser Permanente	Northrop Grumman Corporation	Project Access Inc.	Synergo
Kindness Rocks Project	Nurdle.org Patrol	Ralphs	Taco Bell Foundation
Knife Pleat	OC Fair and Event Center	Rancho Santa Margarita Landscape and Recreation Corporation (SAMLARC)	Taco Mesa
Knott's Berry Farm	OC Habitats	REI Huntington Beach	TAE Technologies
Kona Ice	OC Master Gardeners	REI Laguna Hills	Target
La Habra School District	OCC Sailing	Richard Nixon Presidential Library	TCCDC/Empowered Scholars
Ladera Ranch Community Services (LARCS)	Ocean View Elementary School District	Robotics Society of Southern California	TechMD
Laguna Beach Unified School District	Octane Foundation for Innovation	Roman Catholic Diocese of Orange	The Crisanta Knight Series
Laura's House	OMID	RTX	The Energy Coalition
Learn to Surf	ONE LOVE Foundation	Saddleback Valley Unified School District	The Irvine Company
Letters Against Isolation	One Warm Coat	Sam's Club	The Perfect Impression
Little Free Library	OneOC	San Onofre School	Thrill The World OC
Live Shoot-1 Professional Photography	Operation Christmas Child	Sandy Feet Initiative	TK Burgers
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Los Alamitos Unified School District	Orange County Animal Care	Santa Ana Unified School District	Tustin Unified School District- Expanded Learning Program
Los Angeles Angels of Anaheim	Orange County Children's Theatre	Santa Ana Unified School District - Engage360 Program	UCI Health-Pediatric Burn Prevention
Los Angeles Sparks	Orange County Crime Lab	Savanna School District	Unidos South OC
Lowe's	Orange County Hispanic Chamber of Commerce	SchoolsFirst Federal Credit Union	University of California, Irvine
M2 Media	Orange County Rescue Mission - Village of Hope	Science Scoop	UPLIFT Youth Foundation
Magnolia School District	Orange County School of the Arts (OCSA)	Second Harvest Food Bank	UPS
Magnolia Science Academy	Orange County Soccer Club	Segerstrom Center for the Arts	Urban Workshop
Marina Park Sailing and Boating Center	Original Pancake House	Shakespeare By the Sea	US Army Corps of Engineers, Los Angeles District
Masjid Alansar (West Coast Islamic Center)	OWLS of Fullerton	Sheldrick Wildlife Trust	US Bank
Mater Dei Performing Arts	Pacific Ballet Theatre	Skate Dogs	Vista Condor Global Academy
Maximum Balloons	Pacific Coachways	Skills IRL	Volcano Burgers
Meals on Wheels Orange County	Pacific Dental Services	Smart & Final	Vons
Miss Gee's Sweets	Pacific Life Volunteers	Social Assistance Program for Vietnam	Walmart
Miss Sherri's Creative Arts	Pacific Marine Mammal Center	Society of Women Engineers (SWE-OC)	Western Digital
Mothers Against Drunk Driving - MADD	Pacific Symphony Youth Ensembles	Soluna, Powered by Kooth	Westminster School District
Municipal Water District of Orange County	Parker Aerospace	South Coast Repertory	Whole Foods
NABOW	Party City	Sprouts	Wholesome Choice
NEGO Jessie Joy Reese Foundation	Pavilions	St. Paul's Lutheran Church	Wild Rivers
Newport Dunes	PetCo	Staples	WISE (Women Investing in Securities and Education)
Newport Harbor Elks Lodge #1767	Pinwheels for Peace	STARBASE	Women & Wheels - Cruisin' For A Cure
Newport Landing Whale Watching (Newport Whales)	Play-Well TEKnologies	Starbucks	
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Promise Circle

Girl Scouts of Orange County thanks our generous Promise Circle supporters who connect with and invest in the incredible, life-changing efforts of our organization. We are united in our mission to help build confident, resilient girls who dream big and, in turn, change the world for the better.

Launched in 2020, Promise Circle stakeholders help to ensure the sustainability of the benefits girls gain through the Girl Scout Leadership Experience.

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Julia & George Argyros
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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.

Mission

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

Vision

Girl Scouts of Orange County
creates the *best* leadership development
experiences for *all* girls in Orange County.

girlscouts 
of orange county

9500 Toledo Way, Suite #100
Irvine, CA 92618

Visit us at www.girlscoutsoc.org

     /girlscoutsoc



Spark a Love of Reading!

Troop 2383 saved their cookie proceeds for two years to make their dream come true. The Girl Scouts could have bought anything they wanted but what they wanted was to give back. The girls donated a Book Vending Machine stocked with some of their favorite books to Newport Beach Elementary. The best part? The vending machine doesn't work with cash. Students who promote kindness, integrity, and other core values are rewarded by school administrators with a special gold token which they can use to select their book of choice. Turns out, Troop 2383's act of kindness is a reward for spreading kindness.