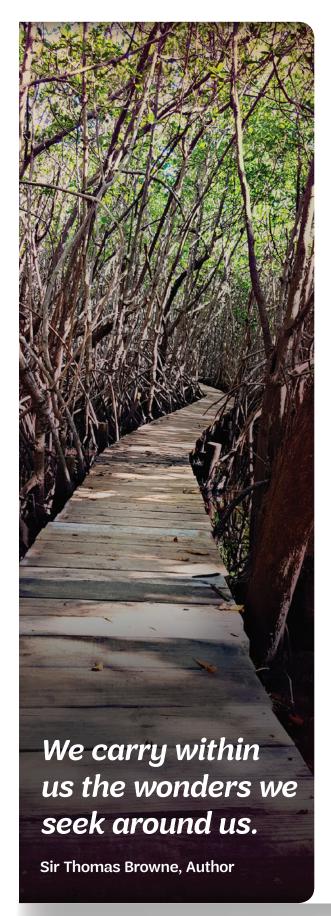


# WE BELIEVE IN THE POWER OF



**ANNUAL REPORT** 2016-2017

## LETTER FROM THE BOARD CHAIR AND CEO



When you want to appreciate all that is wonderful around us, look at things through the eyes of a child. There is a unique appreciation for the little things and a simplicity to the things that bring children joy. We saw this firsthand as we watched Girl Scouts of all ages take their first steps on the newly rebuilt catwalk at Camp Welaka. They stepped tentatively at first onto the three-foot wide path, but were quickly engaged by everything around them—the wildlife, the water, and the way the mangrove trees had grown up around them, but still left room for the path. They were only a few steps in before you could hear them singing and squealing with delight. There is no doubt that a love of the outdoors was sparked in more than one girl that day.

We also saw it at the National Council Session in Columbus—it's that moment when a girl realizes that she is part of something bigger than her Troop, her Service Unit, or even her Council. She is part of a Movement, a sisterhood—a place where she might meet her lifelong best friend, develop a love of the outdoors during a visit to camp, or find the passion that will one day be the foundation of her career.

This year was full of transition—new Council leadership, a renewed commitment to outdoor education and program, and the fulfillment of long-time commitment to find a new administrative home. The Council completed the strategic plan that will take us through 2020 and will position us to bring leadership experiences to even more girls. Our emphasis on corporate and community partnerships will only enhance these efforts. We are off to a great start, but there is so much more to do.

The work of our volunteers is not to be underestimated, or undervalued. You are our most powerful and valuable resource, and we are grateful for the opportunity to work alongside you. There is no doubt that, together, we will make a difference in the life of every girl we serve. We will bring out the Go-getter, Innovator, Risk-taker, Leader in all of them. And we will watch in awe as they make their world a better place.

Sincerely,



Jorna Brown-Burton

Board Chair



Lisa Y. Johnson
Chief Executive Officer

Girl Scouts practice leadership with grit like a go-getter, problem solve like an innovator, embrace new challenges like a risk-taker, and show empathy like a **leader**.

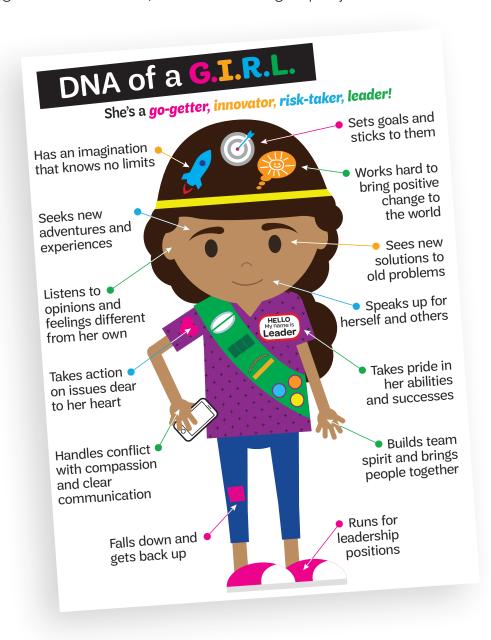
# Believe in the Power of G.I.R.L.

Believe in the Power of **G.I.R.L.** represents the leadership potential of every parent and professional, adult and adolescent—every Girl Scout. Leadership skills have been at the heart of our Movement since day one, when Juliette Gordon Low brought the first Girl Scouts together in Savannah, Georgia. Indeed, leadership is at the very center of our Girl Scout DNA.

It is the power to empower one's self. It is the power that every member at Girl Scouts has and demonstrates through action each day.

At Girl Scouts, we're all about practicing everyday leadership, preparing girls to empower themselves, and *promoting* **G.I.R.L.** (Go-getter, Innovator, Risk-taker, Leader) experiences. Because girls who practice leadership like a Girl Scout are more likely to reach their full potential.

Potential that is realized by practicing grit like a **go-getter**, problem solving like an **innovator**, embracing new like a **risk-taker**, and demonstrating empathy like a **leader**.





# GO-GETTER

She's bold, honest, and determined to succeed. In her mind failure is no reason not to get back up and try again, and again, and again. That explains why half of all U.S. businesswomen were Girl Scouts.



**Elizabeth M.**Senior Girl Scout

# Why Girl Scouts?

Girl Scouts unleashes the G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader) in every girl, preparing her for a lifetime of leadership—from taking a nighttime hike under the stars to accepting a mission on the International Space Station; from lobbying the city council with her troop to holding a seat in Congress; from running her own cookie business today to tackling cybersecurity tomorrow.

Our Girl Scout Leadership Experience is a one-of-a kind leadership development program for girls, with proven results. It is based on time-tested methods and research-backed **programming** that help girls take the lead—in their own lives and in the world.

The inclusive, all-female environment of a Girl Scout troop creates a safe space where girls can try new things, develop a range of skills, take on leadership roles, and just be themselves.

Girl Scouts takes the potential of girls, combines it with robust skill-building programming, and adds caring adult mentors and strong female role models. We offer the best leadership development experience for girls in the world—one that is designed with, by, and for girls.

Total number of girls

Total number of adults

**Troops** 

**Using Volunteer Systems**, the **43 GSSEF** staff users captured and responded to over 4,000 inquiries from members and customers.

**322** Troops used the Volunteer Tool Kit (VTK) to create an annual Year Plan to manage troop activities including badge work, completion of Girl Scout Journeys, trips, programs, and of course, the Girl Scout Cookie Sale Program!

**GSSEF** achieved **80%** of the annual membership goal by December 31. 2016 (First time ever for the Council!)

Reached 97% of our girl membership goal of **11,000** 

Reached 97% of our adult membership goal of **5,200** 

#### **MEMBERSHIP BY COUNTY •**

**5576** girls • **2634** adults **BROWARD** PALM BEACH 3359 girls • 1658 adults

• **248** adults **MARTIN 513** girls



ST. LUCIE **INDIAN RIVER** OKEECHOBEE 113 girls · 42 adults

**908** girls • **330** adults **248** girls • **118** adults



Thinking outside the box is her specialty, so she's always looking for a creative way to take action. A clear correlation: **75 percent of current female senators were Girl Scouts.** 



**Lily B.**Brownie Girl Scout

# Recognizing Our Volunteers

Our volunteers inspire girls to try new things, take on challenges, and build community. They lead by example, being a mentor, cheerleader and role model for girls throughout their time as a Girl Scout. They help bring out the **Go-getter**, **Innovator**, **Risk-taker**, and **Leader** in every girl, and find it in themselves along the way.

56
Appreciation Pin



19 Honor Pin



Thanks Badge



5
Thanks Badge II



195



**Volunteer of Excellence** 

6 Family Award



120 Community Award



418

**TOTAL** number of Volunteer Recognition Awards presented

## Giving Back Through Community Service

Community service is one of the core elements of the Girl Scout mission – to make the world a better place. Each year, hundreds of troops and thousands of girls embrace what is means to be a **G.I.R.L.** (**Go-getter**, **Innovator**, **Risk-taker**, **Leader**) and use that power to make a difference in their local community.

74,699

**Total Number of Community Service Hours** 

## Favorite Community Service & Take Action Projects:

- 1 Collection projects (food pantries, Operation Christmas Child & military care packages)
- 2 Visiting elderly patients, retired veterans and sick children
- 3 Animal shelters and pet rescues (walking animals & other shelter projects)
- 4 Beach, park and school cleanups



## **Baby Basics**

Girl Scouts throughout the Council collected items for babies in need. In October 2016,

**1394** Girl Scouts participated and collected **4502** items.



## Feeding Florida Together

Girl Scouts throughout the Council partnered together to make a impact on hunger. Girls collected food for local food pantries. In April 2017, we had **1349** girls participate and collect **8091** items.



Courageous and strong, she's keen to try new things and embrace the unfamiliar. It's no wonder that **nearly all of the 40 women who have flown in space were Girl Scouts.** 



# Learning is Fun the Girl Scout Way

612
Participants

451

**Participants** 

479
Participants

2008
Participants

480
Participants

**227**Troops

## Spooky Movie Mania

Held October 29-30, 2016 at Westfield Broward Movie Theater in Plantation. Girls enjoyed a spookacular night making new friends and putting their creativity to work for a ghoulishly glamorous costume contest.

### Welaka Winter Wonderland

Held December 3, 2016 at the Pine School in Hobe Sound (due to the Hurricane impact at Camp Welaka). Participants learned about cultural diversity through educational activities focused on religious holidays of several cultures.

## Cookie Rookie and the Great Cookie Campfire

Held January 15, 2017 at the Rivera Beach Community Center and Camp Elmore. Girls tasted the brand new S'mores cookie, brainstormed marketing ideas, and learned about financial literacy goal setting to create a successful cookie sale.

## Mall Madness

Held February 25-26, 2017 at Coral Square Mall in Coral Springs with a Renaissance theme. 1,425 Girl Scouts earned badges during Mall Madness 2017 on a variety of renaissance-themed topics ranging from woodworking, gems and jewelry making and medieval history. Attendees also participated in a service project with Operation Christmas Child-Samaritan's Purse, bringing donations for the shoeboxes given to children in need.

## Journey in a Day

Held April 22, 2017 at Camp Nocatee in Clewiston. This sold out program allowed participants to do an entire Journey in one day. Girls completed the *It's Your Story, Tell It* Journey series, learning how to strengthen her sense of self and boost her capacity to seek and meet challenges in the world.

## Summer Funshine

More than a quarter of all troops (an increase of 7.9% over last year) earned the Summer Funshine patch. This means more are actively engaging in Girl Scouts as a year-round experience!



She's confident, responsible, and committed to changing the world. Here's proof: Every year, **Girl Scouts** collectively spend more than **75** million hours improving their communities.



**Brianna R.**Junior Girl Scout

# Cooking with Duffy's

In 2017 we expanded on our amazing partnership with Duffy's Sports Grill and Duffy's Foundation and created a Cooking with Duffy's badge program. Utilizing the talents of Duffy's team of creative culinary and hospitality specialists, we created four badge programs that allowed girls the chance to take over the Duffy's Culinary Arts Studio and earn their grade level legacy cooking badge.





# Congratulations to the Gold Award Girl Scout Class of 2017

The Girl Scout Gold Award is the highest award that a Girl Scout in grades 9-12 may earn. Someone once described the Gold Award as being "what you really want to be remembered for" in Girl Scouting. For many, the leadership skills, organizational skills and sense of community and commitment that come from "going for the Gold" set the foundation for a lifetime of active citizenship.



#### **KATELYN BESU**

Troop 10306
Caring for His Kids

#### **NICOLE DELANO**

Troop 40098 From Seashell to Shining Seashell

#### **ALYSSA GUARINIELLO**

Troop 10717 3D Factory

#### **AMBER LANGAN-CANNON**

Troop 10892 Today's Teen Challenge

#### **DANIELLE LARAIA**

Troop 10536 Littles Remodeled

#### **JULIA MURPHY**

Troop 10534

BRACE Yourself for College

#### **SERENA RAMPERSAD**

Troop 20417 Feeding Palm Beach County-One Mango at a Time

#### **TARA SCHULMAN**

Troop 10892 Stage It!

#### **JULIA VALENTE**

Troop 20417
Free Library

#### **EMILY WALKER**

Troop 30420 The Biggest Treat is Having Something to Eat



10

girls completed the Girl Scout Gold Award, representing over **800** hours of service.



98

girls completed the Girl Scout Silver Award, representing **4900** hours of service



67

girls completed the Girl Scout Bronze Award, representing over **1340** hours of service.

# **GOLD AWARD**

### **SERENA RAMPERSAD**

**Troop:** 20417

**Hometown:** Royal Palm Beach

**Project Title:** Feeding Palm Beach County - One Mango at a Time

Serena's project was designed to help food insecure families in Palm Beach County. With the partnership of Cros Ministries, Rotary Club and the Palm Beach Extension Agency, Serena worked to reinvigorate a dying mango grove maintained by Cros Ministries. She collaborated to identify the best choice of mangos to plant and secured a donation of twenty new mango seedlings to plant at the grove in Lantana. Now that the organization is able to glean and distribute mangos again, Serena also developed recipe cards to show the families creative and delicious ways to use the fruit.



#### **GRANT HIGHLIGHTS**

#### Children's Services Council St. Lucie County

- Served 750 girls in St. Lucie County through community partner agencies such as Boys & Girls Club, 21st Century After School Programs, & Title I SLC schools. The curriculum includes the Girl Scout Leadership Experience, STEM, and Anti-Bullying program components. 80% of participating girls who complete the five-week session increase their knowledge of personal safety and maintaining a positive lifestyle. 90% of girls participating in STEM learning activities show an increase in understanding of science, technology, engineering, and math principles. 90% of the participants are able to identify bullying practices and learn methods to stop bullying during their five week sessions.

Palm Beach Sheriff's Office - Serving 50 girls at Lake Worth Middle School and L.C. Swain Middle School, Girl Scouts of Southeast Florida delivers the evidence-based Be A Friend First intervention program, which deals with relational aggression among girls. Six sessions include hands-on activities, group discussions, role-play exercises, and creative self-expression. The majority of girls (65% or more) participating in BFF demonstrate a stronger awareness and understanding of bullying behaviors and gain important leadership and resolution skills. These competencies support girls in modeling pro-social behavior and educating and inspiring others to act. As a result, girls completing BFF ultimately help prevent bullying in their schools, homes, and communities, resulting in the increased safety within each of these arenas.

Hobe Sound Community Chest - Through the generosity of the Hobe Sound Community Chest, Girl Scouts of Southeast Florida initiated an assertive campaign to promote the lifechanging rewards of volunteering in Girl Scouts; building leadership to form new troops and facilitating a cooperative learning environment to deliver the Girl Scout Leadership Experience in conjunction with Take Action projects which benefit the Hobe Sound Community. The grant provided opportunities to troop members that, because of their financial status, they would not have otherwise been able to experience. In December, girls traveled to Coral Springs to see "The Nutcracker." For many of these girls, this was their first exposure to experience the excitement of watching a live dance performance in person.



Well before Girl Scout Cookies were produced by licensed bakers to sell nationally, Girl Scouts baked and sold cookies on their own. Our girls were entrepreneurs going as far back as 1917!

During the 2017 Cookie Sale Program, we celebrated the 100th anniversary of the first known instance of Girl Scouts selling cookies and learning the basic skills and acumen they need to be leaders in business and sales, manage their personal and family finances, and gain self-sufficiency and confidence handling money.

Beside all the favorites and the gluten-free Toffee-Tastic, GSSEF also offered a **new S'mores cookie** to commemorate the 100th anniversary. It's a s'mores-inspired crunchy graham sandwich cookie with creamy chocolate and marshmallow-y filling that became the best selling first year cookie in history.

The 2017 Cookie Sale was a **record setting year**. More than 7,100 girls sold 1,585,655 boxes of Girl Scout Cookies earning more than \$1.16 million dollars in proceeds. Girls then turned those dollars into amazing experiences, once in a lifetime trips and fun-filled troop adventures. Many of them also reinvested what they earned right back into their local community. One of the troops donated a portion of their cookie earning to Decoding Literacy. They decided on this charity after one of the girls in our troop revealed she had dyslexia.



# **RAISING FUNDS**

\$22,630

**GOLF TOURNAMENT** 

October 22, 2016 Abacoa Golf Club -**50** golfers \$126,745

#### **EMERALD AWARDS**

February 25, 2017 The Beach Club

**170** guests, gave **6** awards to Palm Beach women in the areas of STEM, Healthy Living, Environmental Leadership,

\$37,562

#### THIN MINT SPRINTS

April 2017

Three races - Hollywood, West Palm Beach, & Stuart,

900 runners



# Taking It to the Extreme

Our cookie sellers set lofty goals, and through the skills they learned during the 2016-2017 Girl Scout Cookie Sale Program, became members of the Extreme Team. To qualify to be a member, a girl must sell a minimum of 1,000 boxes of Girl Scout Cookies.

THIS YEAR, 179 GIRLS SOLD 252, 402 BOXES OF COOKIES COMBINED!

# Congratulations to our 2017 Extreme Team

Leila Abdallah Dalia Abed Kendall Anglin \* Mia Aquilo Danica Arce \* Cylise Ault \* Karina Ault Niyah Austin \* Isabella Avallone Emily Aycock \* Ashley Backus \* Ashley Bebee Sara Bilbaud Alexis Billeci \* Ainsley Blackwood \* Samantha Boles \* Haydn Bonner \* Savanna Borrow \* Madilyn Brackett \* Megan Britt Zoie Broecker Hannah Bruder \* Jayna Brunner \* Alycia Burchfield \* Sydney Byk \* Giovanna Campos Gracie Canedy \* Julia Carranza Isabella Chenet \* Cireh Collins \* Madelene Cox Kate Dahlmeier \* Jennifer Daks \* Sarah Davis Isabella Deforge \* Kayleigh Delapena Grace Depalma \* Delaney Dewitt \* Hannah Dickinson Grace Dix Veronica Dockum Kayleigh Eisenman Daley Eisenmann \* Catherine Eldred Marzana Espenscheid Caitlyn Evans Elizabeth Farmer \* **Ashley Fitts** Ana Fontecchio \* Kavla Frowd Kyleigh Gardner Alisha Garnsey \* Morgan Gold \* Neida Gomez-Diaz Katherine Gould Saya Greason \* Alexis Green Shelby Gronvold \* Katie Hale Bailey Hanlon \* Paige Hazera \* Ivy Heath \* Jaryxa Heredia Gabriella Hidalgo Jayana Hodgson \* Julia Hofacker \* Haylie Homa \* **Brooke Hoover** Addison Horn Ella Howell Rose Hughes Destynie Huynh Stephanie Ingersoll \* Summer Irwin \* Genesis Jackson \* Alexzandria Jalik \* Abbigail Jalik Ja'kiyah Jefferson Ella Johnson Jenna Johnstone Kyla Keaton \* Emily Kennedy \* Amanda Kerry Alexandra King \* Avery Kite \* Rachel Kludy Amanda Kopelman \* Mary Kostelnik\* Evelyn Kostelnik

Kalliopi Kyramarios \*

Inari Larios Sandra Laufer Ember Lloyd \* Isabella Lombardo \* Tobi Margolis Paola Marquez Sarah Martin Leilani Mascolo \* Hailey McCullough \* Kaylee McGinnis \* Hailey McKeel Horbach \* Shylei McKillip \* Megan McLaughlin \* Courtney McMillan \* Chelcy McNally \* Arianna Merritt \* Alyssa Migliorino Krista Mikulec Elizabeth Miles-Dean Elizabeth Moreno \* Mia Morningstar \* Annabella Morse Kayla Neil Zoe Nichelson Skilyn Nieves \* Janai Oladapo Genesis Olivo Jaedyn Oren \* Angel Owen Alexa Parramore \* Molly Patrick \* Deja Patterson \* Alyson Pavlica Casey Perry Chrystal Pico \* Mia Pignatone Phoenix Rafael \* Peyton Raub \* Sophia Revis Shelby Riker Madison Rocker \* Kiara Rodriguez\* Gabrielle Rose \* Kiara Russo \*

Kristen Russo

Sophia Rutigliano \* Linda Saraniti \* Sydney Schumacher Faith Scott \* Abby Seale Cadence Shore \* Sabrina Sillence \* Milana Silva Mya Simpson Ayla Singer \* Bre Ann Singleton Joselyn Smeal \* Abigail Smith \* Veronica Sordelet \* Adrianna Spotts \* Emily St. Hilaire Lyndi Stettner \* Chloe Stewart Leah Strachman Lindsay Stumer Madison Susman Emma Thomson Leah Vanbommel \* Genevieve VanCamp \* Sarah Veller \* Janilynn Vernati\* Heidi Maria Victoria \* La'Crystal Walker \* Anijah Walker **Kayley Watkins Ashley Weiss** Addison White \* Samantha White \* Lydia Williams \* Jazlynn Williams Bianka Wilson Jordan Winick Camryn Wisdom Charlotte Wisnioski \* Lillian Withrow Launa Woods \* Kaydence Wright \* Amanda Wysocki \*

Giana Rutigliano \*

# **TOP SELLER**





## FINANCIALS

		2017		2016
Public Support and Revenues				
Public Support				
Contributions (Individual, Corporate & Foundation Gifts)	\$	339,009	\$	430,638
United Way Campaigns		26,439		26,677
Government Grants		92,582		88,028
Special Events Revenues		57,249		70,269
Total Public Support		515,279		615,612
Program-Related Revenues				
Program-Related Services				
Product Sales		5,726,056		5,492,600
Cost of Sales		(1,932,529)		(1,809,526)
Net Product Sales		3,793,527		3,683,074
Program Fees		313,090		430,486
Merchandise Sales				
Gross Receipts		282,857		393,251
Direct Costs		(150,321)		(228,660)
Net Merchandise Sales		132,536		164,591
Total Program-Related Revenues		4,239,153		4,278,152
Other Revenues				
Interest and Dividends		56,079		45,155
Realized Gain/(Loss) on Investments		122,596		(14,105)
Unrealized Gain/(Loss) on Investments		75,284		159,391
Rental Income		10,704		57,506
Gain/(Loss) on Disposal of Assets		3,018,062		1,179
Miscellaneous Income		63,545		22,467
Total Other Revenues		3,346,270		271,593
TOTAL PUBLIC SUPPORT AND REVENUES		8,100,702		5,165,356
_				
Expenses Program Services		2 955 /21		2 067 686
		3,855,431	_	3,967,686
Supporting Services				
Management and General		413,495		419,030
Fundraising		447,708		517,175
Total Supporting Services		861,203		936,205
TOTAL EXPENSES		4,716,634		4,903,891
Change in Net Assets		3,384,068		261,465
Net Assets at Beginning of Year		5,644,085		5,382,620
Net Assets at End of Year	\$	9,028,153	\$	5,644,085

## **DAISY'S CIRCLE**



Girl Scouts of Southeast Florida launched Daisy's Circle, a monthly giving club for people who want to provide quality experiences for girls and volunteers on an ongoing basis. Over time, GSSEF has learned that traditional, one-time gifts, while vitally important and much appreciated, are inconsistent from year-to-year. One of the advantages of monthly giving is that it is consistent and predictable. By making a monthly contribution, Daisy's Circle members will know that they give girls inspirational role models, offer them a place to gain practical life skills, give them outdoor adventures to build self-esteem, and provide opportunities to develop confidence and positive values.



## Thank you to our Donors

A very special thank you to everyone who generously supported Girl Scouts of Southeast Florida in 2016-2017. Your financial investments are integral to our success. The following donors contributed \$250 or more this past year.

A-1 Moving & Storage

Ms. Nancy Amato

AmazonSmile Foundation

**American Express Foundation** 

Anonymous

Bank of America

Barnes & Noble Booksellers

The Batchelor Foundation, Inc.

Broward Center for the Performing Arts

**Broward County Sheriff's Office** 

Ms. Lorna Brown-Burton

Burger 21

Linda Miller-Cahill and Edward Cahill Cancer Treatment Centers of America

**Carpenter Contractors of America** 

**CAS Realty** 

Charles D. Bert Fund of the Community Foundation of Broward

Children's Services Council of St. Lucie County

Chipotle Mexican Grill

Cigna Foundation

Cohen Norris Wolmer Ray Telepman Cohen Attorneys at Law

Ms. Shauna Coolican

**Coral Springs Community Chest** 

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Honda Classic - Children's Healthcare Charity

Honda Classic, Birdies For Children

Ms. Laureen Hunter Ms. Sue Hutcheon

Illinois Tool Works Foundation-ITW Illustrated Properties Charities, Inc.

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Toshiba Business Solutions Florida Town of Palm Beach United Way, Inc.

**Truly Nolen** 

Ms. Beverly Turner

UBS Financial Services, Inc.
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Ofelia Utset and Tom Kodadek 🧩

Valley National Bank Mr. Jeffrey Vanier <sup>♣</sup> Walmart Foundation

Mr. and Mrs. James Webert Mandy and Jimmy Winkle

Women's Foundation of Palm Beach County

Ms. Lisa Wulf 🏶

We apologize to anyone inadvertently left off this list.

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



## **BOARD OF DIRECTORS**

**ELECTED FEBRUARY 2017** 

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Tami Donnally

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6944 Lake Worth Road Lake Worth, FL 33467

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