



# 2023-2024 Annual Report





# A Letter from Tula & Lisa

## 2023-2024 BOARD OF DIRECTORS

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Tula Hudson-Miller

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LaChish Rigg

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Lauren Sterlacci

Ofelia Utset

Denise Valz

Ashley Vertuno

### Girl Advisory Board Members

Eliani C.

Ronica D.

Victoria V.

Autumn W.

#### Making the world a better place.

We know that when a girl becomes a Girl Scout, magic happens. Maybe she forms a friendship that will last a lifetime. Maybe an activity will spark an interest that becomes her passion, her field of study, or even her career. She will appreciate the environment and understand her role in preserving it. She will know the impact she can have as her own best advocate, or an advocate for others. She will be more likely to vote, to volunteer, to lead. Because she IS a Girl Scout.

We served almost 7,000 girls this year, including more than 2,200 new Girl Scouts. This would not have been possible without the unwavering commitment of our volunteer leadership who bring Girl Scouts to life for girls across our six counties. Volunteers are the heartbeat of Girl Scouts, and we are so grateful for your partnership each and every day.

Girl Scouts participated in council-planned and partner programs across our STEM, Outdoor, Life Skills and Entrepreneurship program pillars, with something to spark every girl's interest. And that's in addition to the amazing programs offered by their troops and their service units. They took to the water for a Girl Scouts at Sea immersive experience, cruising to the Bahamas while learning all about the many careers in the cruise industry. They dove (figuratively) under the sea to learn all about ecology, biology and conservation during our annual STEMapalooza.

Our iconic, and much anticipated Girl Scout Cookie Sale had almost 4,000 entrepreneurial Girl Scouts running their

own businesses and setting records. Girls sold an average of 371 boxes, and our top seller sold 4,859 boxes. More than 64,000 boxes were donated to the brave women and men serving our country through our Cookies for the Military program. And troops earned more than \$1.3 million in proceeds from product sales, which helped fuel their Girl Scout experiences.

We celebrated 17 new Gold Award Girl Scouts this year and awarded \$21,500 in scholarships to some incredible young women off to pursue higher education. An additional 120 Girl Scouts earned Bronze Awards and 76 earned Silver Awards—these projects represent 6,300 hours of service, which doesn't include the other service work they do with their troops and beyond.

Our Annual Emerald Awards events in Palm Beach, Broward and Martin Counties honored women who exemplify leadership and who are role models for girls. Combined, they raised more than \$220,000 to ensure that girls have the opportunity to reach their full potential and become the leaders of tomorrow. Incredible partnerships with corporations, foundations, organizations, and individuals continue to strengthen our ability to reach and serve girls.

As we take a moment to reflect on the highlights and successes of the year, we are also looking forward with a commitment to growth, innovation, and impact for the girls we serve today, and all the girls we haven't yet met. We welcome your collaboration as we continue this important work because together, we can do so much more.



*Tula Hudson-Miller*

**Tula Hudson-Miller**  
Board Chair



*Lisa Y. Johnson*

**Lisa Y. Johnson**  
Chief Executive Officer

# Member Engagement



This has been another year of friendship, wonder, and discovery. Every Girl Scout has their own curiosity, dreams, and talents. They're learning to take risks, trust themselves, and team up with others for good, creating a place they want to live in and strive to make better every single day. Girls explore their strengths, take on new challenges, and can always be themselves, regardless of background or ability. Girl Scout of Southeast Florida continues to empower the problem solvers, go-getters, dreamers, and doers who are creating a better future for us all.

$$\begin{array}{lcl} \text{Girl Members} & + & \text{Adult \& Lifetime Members} \\ 6,928 & + & 3,926 \\ \hline & = & 10,854 \\ & & \text{Total Members for 2023-2024} \end{array}$$

**67.9%** MY24 **Girl Renewal.**

**69.7%** First year girls retained, **an increase from 63.2% in 2023.**

**.4%** Total Membership **increase from MY23.**

**1.4%** Total Adult Membership **increase from MY23.**

**6.25%** Total Lifetime Membership **increase from MY23.**

**218** Troops **renewed their Girl and Adult Memberships** during Early Bird 2024.

**17%** of our total girl membership (more than 1,185 girls) **receive financial support towards their Girl Scout Leadership Experience.**





# Member Experience



More than  
**10,088**

customer cases (inquiries and questions) were processed by the Customer Care team. On average, our Customer Care team receives **6,000 cases per year**.



>**150**

new leaders attended either an **in-person or online training** this year.



>**1,000**

gsLearn courses were **completed by volunteers**.

## RECOGNIZING VOLUNTEERS

**99 Volunteer Recognition Awards** presented in 2024.



**22**

**Appreciation Pins**



**4**

**Honor Pins**



**7**

**Thanks Badges**



**2**

**Thanks II Badge**



**3**

**Family Award**



**3**

**President's Awards**



**58**

**Volunteer of Excellence**

## LIFETIME SERVICE AWARD

### Charles Michelson

Girl Scouts has a long and proud tradition of volunteer service; individuals who volunteer in dozens of capacities influencing the lives of thousands of girls each year. Inspired by these volunteers, Girl Scouts of Southeast Florida introduced the Lifetime Service Award in 2014 to recognize individuals who have made extraordinary contributions to the Girl Scout mission through consistent and far-reaching acts of volunteerism that has resulted in strengthening of the organization.

This year we presented the **2024 Lifetime Service Award to Charles Michelson**, AIA, ACHA, LEED AP, president of Saltz Michelson Architects in Ft. Lauderdale. His involvement with Girl Scouts started almost 25 years ago when he volunteered his

professional expertise for a property task force that would successfully add a ramp to cabins at camp so they could become accessible to members with differing mobility needs.

Thinking his involvement with Girl Scouts was a one time opportunity, his mind was forever changed when he met the father of a Girl Scout who got her wish of experiencing camp for the first time as it was now accessible because of a ramp Michelson helped build.

Michelson is a former Board Member of Girl Scouts of Broward County and currently serves as a member of the Finance Committee for Girl Scouts of Southeast Florida.



# Advancement

## PARTNERING TOGETHER

This year, we partnered with Marine Industries of Palm Beach County through their Palm Beach International Boat Show Gives Back grant to launch an innovative marine environmental education and career exploration initiative.

Through hands-on experiences at Camp Welaka and partnerships with organizations like The Reef Institute and Margaritaville Cruise Lines, girls gained invaluable exposure to marine science, environmental stewardship, and maritime careers. Our signature Girl Scouts at Sea program provided unprecedented access to real-world marine industry experiences, allowing girls to explore potential career paths from marine biology to maritime operations.

Funding from Palm Beach International Boat Show Gives Back enabled Girl Scouts of Southeast Florida to reach over 800 girls through these transformative marine education and career exploration programs, fostering the next generation of environmental leaders and maritime professionals.



## RAISING FUNDS TO SUPPORT GIRLS

We proudly hosted three amazing Emerald Awards events this year that brought together sponsors, donors, and community supporters to celebrate and experience the power of Girl Scouts. With events in Martin, Palm Beach, and Broward counties, we were able to highlight the success of the honorees as role models and changemakers within their communities. At the same time, enhancing the commitment of individuals and organizations towards uplifting women and focusing on community involvement. These events raised crucial funds that directly support the girls in our communities, ensuring that they have the resources and opportunities they need to thrive and become tomorrow's leaders. We extend a heartfelt thank you to these generous communities whose unwavering support fueled the success of these events, making a lasting impact on the future of girls in our region.



**EMERALD AWARDS**  
MARTIN COUNTY

**Attendees: 130**

**Funds Raised: \$34,000**



**EMERALD AWARDS**  
PALM BEACH COUNTY

**Attendees: 307**

**Funds Raised: \$123,465**



**EMERALD AWARDS**  
BROWARD COUNTY

**Attendees: 170**

**Funds Raised: \$65,000**





# Fueling the Future of Girls

The transformative impact of Girl Scouts of Southeast Florida would not be possible without the generous support of our donor community. Through monthly sustaining gifts, major contributions, grants, and event sponsorships, our supporters have demonstrated their belief in the power of Girl Scouting to transform lives and strengthen communities. This support allows us to foster resilience, drive innovation, and provide foundational leadership opportunities that will serve girls their entire lives. And we aren't just preparing girls for the challenges of tomorrow but are actively engaging girls to discover and implement the solutions they need today.

We are profoundly grateful to our major donors whose transformative gifts have enabled us to expand our reach and deepen our impact across Southeast Florida. Their visionary support has made it possible to enhance our programs, maintain our facilities, and provide financial assistance to ensure Girl Scouting is accessible to all girls. Each and every gift strengthens our foundation and ensures a sustainable future where we can reach even more girls.



**Thank you to our  
63 Daisy's Circle members,  
whose total giving last year was  
\$36,365.35**



## GRANTS, FOUNDATIONS, AND SPONSORS

Our work to build girls of courage, confidence and character who make the world a better place would not be possible without the generous support of our corporate and foundation partners, and community leaders who support our programs and events throughout the year. The success of our Emerald Awards celebrations across Broward, Martin, and Palm Beach reflects the generous spirit of our event donors, whose support recognizes the achievements of exceptional women in our communities while investing in the future

of girls. Our program partners ensure that girls have access to amazing leadership development programs across many fields of interest, including STEM, the Outdoors, Entrepreneurship, and Life Skills.

We are proud to recognize the following sponsors who have invested in creating opportunities for girls across Southeast Florida to discover their potential and develop essential leadership skills.

### **\$50,000+**

Florida Power & Light  
Palm Beach County Sheriff's Office  
Palm Beach County Youth Services Department

### **\$25,000-\$49,999**

Amazon.com  
Children's Services Council of St. Lucie County  
HCA East Florida Division  
Palm Beach International Boat Show Gives Back Fund  
Publix Super Markets Charities  
State of Florida - Department of Education  
UKG

### **\$10,000-\$24,999**

Comcast  
Hobe Sound Community Chest, Inc.  
Hooters Restaurants of South Florida

### **\$5,000-\$9,999**

Baptist Health South Florida  
Charles D. Bert Fund of the Community Foundation of Broward  
Cox Science Center and Aquarium  
Duffy's Foundation  
Fiserv  
Lois Pope Life Foundation  
Mary Alice Fortin Foundation  
PNC Financial Services Group  
The Monica and Douglas Taylor Foundation  
UBS Financial - Sue Hutcheon

### **\$2,500-\$4,999**

Charities Aid Foundation America  
City of Boynton Beach  
First Horizon Foundation  
Illustrated Properties Charities, Inc.  
Illustrated Properties - Virginia Spencer  
J.M. Rubin Foundation, Inc.  
LaCroix Sparkling Water, Inc.  
Linda Strutt Consulting  
One Parking  
Palm Beach Community Trust Fund  
Proffitt Management Solutions  
Shark Wake Park  
Southern 441 Nissan

### **\$1,000-\$2,499**

Florida Blue  
Gina Rose Montalto Memorial Foundation, Inc.  
GL Homes  
Israel, Israel & Associates, P.A.  
John and Nellie Bastien Memorial Foundation, Inc.  
Right Management  
Stephanie Richards, CAMS  
TekCollect  
Valley Bank  
Velocity Community Credit Union

### **\$500-\$999**

Alice & Olivia LLC  
Ballentine Partners, LLC  
Brinker International  
Cigna Health and Life Insurance Company  
Fidelity Charitable  
Flanigan's Seafood Bar and Grill  
JSS Marketing and PR  
Kendra Scott LLC  
Northrop Gruman  
Tammy Stefanovic  
United Way of Central Indiana



We apologize to any donor inadvertently left off this list.



# Entrepreneurship

## S.M.A.R.T. COOKIE

January 20, 2024

Palm Beach Convention Center

Through the S.M.A.R.T. (savvy, motivated, artistic, responsible, technical) Cookie program, Girl Scouts earned their Cookie Entrepreneur Family Pin while gaining skills and knowledge to take on this year's Cookie Program like a boss. Girls engaged in interactive workshops led by cookie experts that highlighted the five essential skills gained through their participation in the Girl Scout Cookie Program: decision making, people skills, money management, business ethics, and goal setting.

244 girl and 143 adult participants

## MALL MADNESS

March 9, 2024

Coral Square Mall

Our annual Mall Madness event offered 1,450 Girl Scouts and adults a much-deserved night of fun and excitement. This overnight extravaganza transformed the mall into a non-stop celebration, featuring shopping sprees, delicious snacks, high-energy games, creative crafts, and plenty of Taylor Swift-themed fun! From jamming to hits like Shake It Off to bonding over shared experiences, this event perfectly captures what it means to be a Girl Scout: working hard, celebrating victories, and creating memories that last a lifetime

1,450 total girl and adult participants

## GIRL SCOUTS AT SEA

August 3-5, 2024

Margaritaville at Sea

Our first ever international program launched with roaring success! We were joined by 52 Girl Scouts and their families for our Girl Scouts at Sea program. While on board the cruise, girls spent time learning all about the different careers and challenges staff face while operating a cruise. We had guest speakers including the Captain of the ship. We also explored STEM components like using stars to navigate and the engineering needed to run a large cruise ship.

52 girl and 59 family participants

## COOKIE PROGRAM

Thanks to 3,939 girls, 416 troops, and all the volunteers, family, and friends that support them, the 2024 GSSEF Cookie Program continued to grow while providing girls with incredible opportunities to learn how to run their very own businesses. Girl Scouts put the five entrepreneurial skills they learned into action and "embraced possibility" to achieve their goals.

This year girls sold 1,461,662 boxes of cookies, a 2.49% increase over last year. Of the more than 1.4 million boxes, 526,134 of them were sold through Digital Cookie making this the most boxes sold through the online platform.

# Product Sale



## GSSEF TOP SELLERS

These three girls sold a total of 13,733 boxes of cookies combined!



Amelia P.

Troop 24341

Sold 4,859 boxes



Sadie S.

Troop 10804

Sold 4,578 boxes



Leah W.

Troop 42036

Sold 4,296 boxes

## THANK YOU TO OUR PLATINUM CORPORATE COOKIE CONNECTION SPONSORS

These sponsors generously donated \$1,500 or more as a part of our Corporate Cookie Connection Program.



## EXTREME TEAM

336 girls reached Extreme Team status in 2024 selling a combined total of 494,245 boxes of cookies. This was 34% of our 2024 Cookie Season total.

212 girls sold 1,024+ boxes  
49 girls sold 1,524+ boxes  
75 girls sold 2,024+ boxes, joining the CEO Extreme Team

Girls that attended S.M.A.R.T. Cookie had a 95% higher per girl average during the Cookie Program (727 vs 371 boxes) than girls that did not attend the program.



# Life Skills

## MENTAL WELLNESS PATCH PROGRAM

We received a \$40,000 grant from GSUSA and HCA Healthcare partnering with NAMI to deliver brand new programming to Girl Scouts in our council centered around mental wellness for Juniors, Cadettes, Seniors, and Ambassadors. We delivered this programming in a variety of ways including in person programming with our local HCA Florida Healthcare partners, virtual programming, and a Badge in a Box offering for program to be delivered at the troop level. We also included information and resources for adults.

<b>Badge in a Box</b>	460 girl participants
<b>Be Kind to Your Mind</b>	21 girl and 14 adult participants
<b>Virtual Programming</b>	16 girl participants
<b>The Power of You</b>	22 girl and 20 adult participants

*519 total girl participants and 34 adult participants*

## ART FEST

**August 17, 2024**

Young at Art

Girl Scouts used their resources wisely and created treasure from trash at ArtFest. Girls had the opportunity to make jellyfish out of plastic bags and recycled materials, developed beautiful art tiles that when put together created an under the sea mural, and learned how to weave their own sustainable fabric with Dr. Gabby Wild. Young at Art allowed our sustainable artists to put their mural and jellyfish in their museum window as an art installation.

*94 total girl and adult participants*



**95% of girls at Art Fest want to try new things even though they may not be good at them.**

**96% of girls want to make the world a better place.**



# Outdoors

## ROCK THE NOC!

**March 16, 2024**

Camp Nocatee

Girl Scout families and friends celebrated music, art, and self-expression during our 3rd annual outdoor festival Rock the Noc. Everyone had a rockin' good time exploring the camp property while trying all the great activities Camp Nocatee has to offer like archery, hiking, s'more making and more. The day concluded with a live concert at Founders Hall.

*108 total girl and family participants*

## SUMMER CAMP

**June-July, 2024**

Camp Welaka

Camp Welakasaurus was in full T-riffic swing with dinosaur themed activities, friendship, and personal growth as we welcomed girls to experience camp. We partnered with The Reef Institute to provide curriculum about one of the oldest living fossils, coral. We also welcomed Johnathan Dickenson State Park Rangers to show girls all about the ecological history of Welaka and explore the living descendants of the dinosaurs that live on property now. Day Campers enjoyed water and art themed activities with lots of traditional camp fun too. We continued to expand our Summer Camp sessions and developed our first Camp 2Gether offering, designed to encourage girls and families to explore and get comfortable with Camp Welaka.

*189 girl participants*



**96% of girls tried something new at camp last summer.**

**98% of girls made new friends!**



# S.T.E.M.

## STEMAPALOOZA

May 5, 2024

Loggerhead Marine Science Center

Girl Scouts dove under the sea to learn all about ecology, biology, and conservation during our STEMapalooza event. Various non-profit partner experts such as Sharks4Kids, The Reef Institute, and The River Center were invited to host activities to teach girls all about how our oceans need our help and how amazing and diverse the underwater world is.

144 girl and 105 adult participants



## BEHIND THE MAGIC

July 27, 2024

Disney's Epcot

Girl Scouts traveled to Disney's EPCOT to step into the shoes of Disney Imagineers and attend the Technology of Disney Parks workshop. Girls got to spend the morning working in groups while getting an inside look at how Disney Imagineers dream, design, and use technology to enhance the guest experience by immersing them in our stories. From audio-animatronics to light and sound effects, students learned why technology is the most valuable and most challenging tool to integrate into daily theme park operations. Girl Scouts got to go behind the scenes and look at how some of the rides work and meet the teams it takes to keep them running smoothly.

25 girl participants



97% of girls said they enjoyed STEMapalooza and would attend this event again.

95% of girls said that they can be leaders.



# High Awards

This year a total of 213 local Girl Scouts earned the highest national service awards by designated grade level. When a girl decides to earn a national High Award, she researches an issue facing the community, hones her leadership skills – then builds a team and a plan to address it. Collectively, this group of girls invested 6,300 hours of service back into communities with far-reaching impact and plans for sustainability.

120 Bronze Awards (4-5th Graders)

76 Silver Awards (6-8th Graders)

17 Gold Awards (9-12th Graders)

## SILVER AWARD SHOWCASE

October 15, 2023

Doubletree by Hilton

GSSEF hosted a remarkable celebration of achievement and community at our Silver Award Showcase where we honored 76 outstanding Girl Scouts who earned their Silver Award, the highest honor for Cadettes. The event was attended by 194 enthusiastic guests, including family, friends, and supporters, all gathered to recognize the exceptional contributions of these young changemakers. Each Silver Award Girl Scout completed a meaningful project that addressed a community need, showcasing the innovative spirit and leadership at the heart of Girl Scouting. It was a truly inspiring day, highlighting the profound impact our Girl Scouts are making in their communities.

## GOLD AWARD CEREMONY

May 11, 2024

The Kravis Center

GSSEF hosted our annual Gold Award Ceremony & Celebration providing a platform to honor the extraordinary accomplishments of our Girl Scouts who have earned the prestigious Gold Award, the highest national recognition in Girl Scouting. This year, we celebrated the achievements of seventeen remarkable Gold Award Girl Scouts and proudly awarded eight scholarships.



Rachel Kludy earned her Gold Award with her project "Hispanic and Latino Engineers of Tomorrow," where she created and hosted a series of virtual workshops designed to encourage Hispanic and Latino middle and high school students to pursue a career in engineering.



# Community Service

## SUMMER SERVICE SHINDIG

June 1, 2024

Camp Welaka

Summer Service Shindig has completed its second successful year at Camp Welaka giving girls and adults the opportunity to give back to local organizations and their communities. They packed 120 bags for pediatric and cancer patients at HCA Florida Healthcare, 100 hygiene bags for the unhoused with The Beauty Initiative, donated items to The Hands and Feet organization supporting foster children and families, created and donated dog and cat enrichment toys for Furry Friends, and so much more.

## FEEDING FLORIDA TOGETHER

April 2024

Community service is at the heart of being a Girl Scout. Each spring GSSEF provides girls and troops an opportunity to work together to organize food drives and feed our communities as part of our council-wide community service project, Feeding Florida Together. Girls are encouraged to learn about issues facing their community like food insecurity and to research local organizations that assist with addressing these programs.

Number of Girl Scout Participants: 925

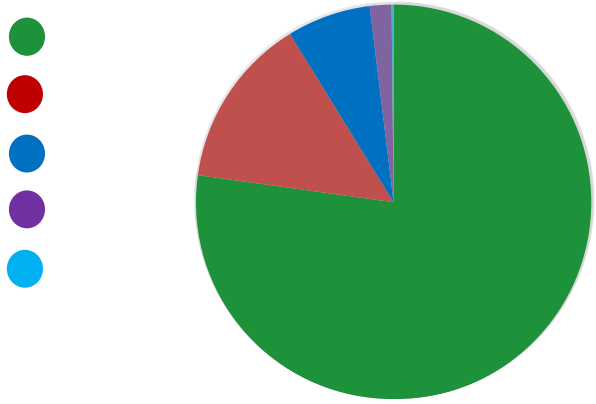
Number of pounds donated: 9064.3 lbs



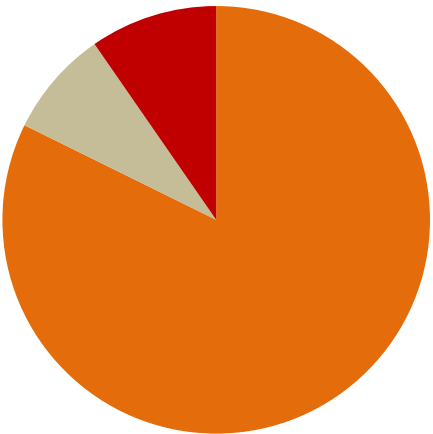
# Finances

For the Year Ended September 30, 2024

77.19%	Product Sales Program, net	\$4,536,960
14.03%	Public Support	\$824,600
6.84%	Program Fees	\$402,224
1.78%	Council Shop Sales, net	\$104,291
0.17%	Other income	\$9,802
	<b>Operating Income</b>	<b>\$5,877,877</b>
	<b>Investment Returns</b>	<b>\$808,115</b>



2024 TOTAL REVENUE \$6,685,992



2024 TOTAL EXPENSES \$5,710,315

### ASSETS

Cash and cash equivalents	\$3,416,787
Designated cash	\$500,000
Investments	\$5,747,289
Donor Restricted Cash & Investments	\$65,858
Other Current Assets	\$323,483
Property and equipment, net	\$4,806,429
Right of use assets, net	\$75,056

**TOTAL ASSETS \$14,934,902**

### LIABILITIES AND NET ASSET

Current Liabilities	\$723,923
Long-Term Debt	\$259,865
<b>TOTAL LIABILITIES</b>	<b>\$983,788</b>
Board designated	\$500,000
Undesignated	\$13,385,256
Donor Restricted	\$65,858

**NET ASSETS \$13,951,114**

**TOTAL LIABILITIES & NET ASSETS \$14,934,902**

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



**girlscouts**  
of southeast florida

**Administrative Headquarters**

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