

girl scouts 
of north-central
alabama



2024
Annual Report



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.

**Members may substitute for the word God in accordance with their own spiritual beliefs.*

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 of North-Central Alabama builds girls of courage, confidence, and character who make the world a better place.

Vision

Girl Scouts of North-Central Alabama will be the best leadership, character development, and service program for all girls. GSNCA will be the organization of choice for volunteers who will empower and inspire girls to lead and explore their passions to make a lasting impact on their community.

GSNCA Senior Staff

Karen Peterlin - Chief Executive Officer

Laura Elliott - Chief Mission Delivery Officer

Anna Ogburn - Chief Development & Communications Officer

Gina Walley - Chief Financial Officer

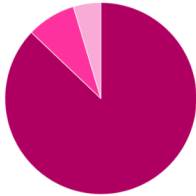
Board of Directors

| | |
|-------------------------|------------------------|
| Sarah Baggs | Jenny McLeroy |
| Rebecca Walker Benjamin | Melissa Morrison-Ellis |
| Staci Boackle | Danielle Oliver |
| Sheri Cain | Pamela Rhodes |
| Shunna Cannon | Claudette Smith |
| Nancy Colin | Kristi Smith |
| Onna Cunningham | Meredith Smith |
| Sandy Edwards | Gayla Suddarth |
| Ramona Graffeo | Karen Thompson-Jackson |
| Tyler Hatcher | Tina Upshaw |
| Blair Liggins | Amanda Bradley Witteck |

Officers

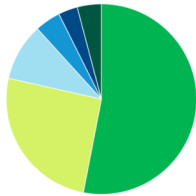
| | |
|-----------------------------|--------------------|
| Onna Cunningham..... | President |
| Blair Liggins..... | 1st Vice President |
| Melissa Morrison-Ellis..... | 2nd Vice President |
| Kristi Smith..... | Secretary |
| Sandra Edwards..... | Treasurer |

2024 Financials



Expenses: \$4,460,639

- GSNCA Programs: \$3,885,111
- Administrative: \$368,854
- Fundraising: \$206,674



Revenue: \$6,582,331

- Product Programs & Retail Sales: \$3,492,468
- Investments: \$1,676,211
- United Ways & United Givers Funds: \$640,883
- Individual Donors & Partnerships: \$287,583
- Programs & Related Services: \$215,512
- Other: \$269,674

Partners & Donors

United Way & United Givers Fund

Jackson County United Givers Fund
United Givers Fund of DeKalb County
United Way of Athens-Limestone County
United Way of Central Alabama
United Way of Cullman County
United Way of East Central Alabama

United Way of Etowah County
United Way of Marshall County
United Way of Morgan County
United Way of North Talladega
County
United Way of West Alabama

Partners & Donors

Gold Level Donors *(Donated \$10,000+)*

Blue Cross and Blue Shield of Alabama | Estate of Jean Caldwell | Charles A. Hamilton Charitable Trust | Coca-Cola Bottling Company United, Inc. | Girl Scouts of the USA | Hugh Kaul Foundation | Publix Super Market Charities, Inc. | Raytheon Technologies | Susan Mott Webb Charitable Trust | Tuscaloosa City Schools | Vulcan Materials Company Foundation | Warrior Met Coal/United Way of West Alabama

Silver Level Donors *(Donated \$2,000 - \$9,999)*

Arthur H. Lee Charitable Trust | Booz Allen Hamilton | Brassfield & Gorrie General Contractors LLC | City of Trussville | Gillian W. Goodrich | Madeleine M. Hill | Kappa Delta - Zeta Chapter | Mercedes-Benz U.S. International, Inc. | Anne Moman | Milo's Tea Company Inc. | Palmer & Clay LLC | Reece Phifer Jr. Memorial Foundation | ServisFirst Bank | Society of Women Engineers, Birmingham Section | Synovus Trust Company NA | Tuscaloosa Ford

Bronze Level Donors *(Donated \$500 - \$1,999)*

Alabama School of Cyber Technology and Engineering | ABS Business Systems | Amerex Corporation | Athens State University | Automated Storage | Bay Pine Holding, LLC | Rebecca W. Benjamin | Blake Advertising | Borland Benefield P.C. | Steven A. Brickman | Bryant Bank | Sheri M. Cain | Capstone Kids Pediatric Dentistry, Inc. | Tess K. Cordle | Jeff Chunn | Cierra Sather-Jennings | Civility LLC | Dentons Sirote PC | Laura Elliott | Fluid Solutions LLC | Gadsden State Community College | J.H. Berry & Gilbert | Jeremy Gordinier | J & M Tank Lines | Sharon V. Jay | Jones Family Fund | Kiwanis Club of Gadsden | Kiwanis Club of Tuscaloosa | April Lane | Karen Layng | Regan and Blair Liggins | Koko D. Mackin | Lee Marlow | Medical Properties Trust LP | Christine M. Megill | Hattie & Charles Nash | Danielle & Michael Oliver | Catherine J. Parker | Tim Parker | Catherine M. Payne | Karen Peterlin | Premier Service Company | Theodore H. Propp | Kathleen and Ralph Quarles | Redstone Federal Credit Union | Regions Financial Corporation | Robins & Morton | Kristi L. Smith | Sarah B. Smith, DVM | The Steiner Foundation | Trussville Disc Golf Course | Tina H. Upshaw | Ginger & Hugh H. Underwood | University of Alabama at Birmingham | The University of Alabama | Wallace State Community College | Wayfarers | Wells Fargo

2024 FACT SHEET

108



Bronze Awards
Earned

\$1.2M+



Packages of Cookies Sold

55



Silver Awards
Earned

\$139K

Invested in Events
by Community
Partners &
Corporate Sponsors



1,064

New Members
Added

26



Gold Awards
Earned



2,375

Girls Served
through Outreach

\$181K

Provided in Financial
Assistance &
Scholarships

2,058

Girls Attended
Council Events

746

Girls
Participated
in Summer
Programs



7,510

Hours of Community
Service for Girl-Led
Take Action Projects



Our Year of Fun!