

girl scouts of north-central alabama



2023
Annual Report



On my honor

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.

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.



"Ours is a circle of friendships
united by ideals."

~ Juliette Gordon Low

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

What We Do



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 (GSNCA) 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.

Diversity, Equity, Inclusion and Belonging

Girl Scouts of North-Central Alabama (GSNCA) fosters belonging and respect for all girls. GSNCA empowers all girl and adult members and staff to reach and exceed their potential and make the world a better place. The Girl Scout Promise and Law ensures that GSNCA provides diverse, equitable and inclusive experiences. GSNCA remains committed and unified in these ideals.

Board of Directors



Board of Directors Officers 2022-2023

Onna Cunningham	President
Blair Liggins	1st Vice President
Melissa Morrison-Ellis	2nd Vice President
Kristi Smith	Secretary
Sandra Edwards	Treasurer
Danielle Oliver	Delegate Coordinator



Onna Cunningham, Board President, GSNCA

Onna was named President of the Board for Girl Scouts of North-Central Alabama in the spring of 2021. She previously served five years as a member-at-large and Chair of the Fund Development & Communications Task Group. Onna is a marketing executive in the tech space, having acted as partner, entrepreneur, and founder in various agencies, studios, and start-ups over the past 15+ years. Currently, Onna is the SVP of Marketing for EBSCOlearning, an EdTech platform and division of EBSCO Information Services.

A daughter of Blount County, Alabama, Onna grew up without access to Girl Scout programming but watched the organization from afar. When her daughter turned five it was an immediate "Yes!" to registering her as a Girl Scout. Onna's hope for GSNCA is to bring the Girl Scout Leadership Experience to every single girl in North-Central Alabama.

Board of Directors 2022-2023

Sarah Baggs	Pam Rhodes
Rebecca Walker Benjamin	Claudette Smith
Staci Boackle	Meredith Smith
Dr. Victoria Bowen-Boman	Adrian Solomon
Shunna Cannon	Gayla Suddarth
Nancy Colin	Dr. Karen Thompson-Jackson
Elizabeth Deason	Tina Upshaw
Ramona Graffeo	Amanda Bradley Witteck
Jenny McLeroy	

Meet the Team



Karen Peterlin

Chief Executive Officer

Karen has been a Girl Scout for over 45 years as a girl member to adult volunteer and finally as a professional staff member. Karen joined GSNCA as CEO in 2015. She has a distinguished history of service in the U.S. Army prior to working for Girl Scouts and other non-profit organizations. Karen has received many awards and professional accolades; as a girl, she earned the highest girl award in Girl Scouts, First Class, and is proud to be a Gold Award Girl Scout.



Laura Elliott
Chief Mission
Delivery Officer



Anna Ogburn
Chief Development &
Communications Officer



Gina Walley
Chief Financial
Officer

Leaders in Action!



Year at a Glance

girlscouts
of north-central
alabama



11,971

girl and adult members in
North-Central Alabama!

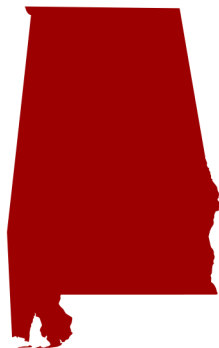


19

Gold Award
Girl Scouts

36

counties
served!



2,048

underserved girls
participated in an
outstanding
Girl Scout Experience
through community
outreach programs!



48

Silver Award
Girl Scouts



107

Bronze Award
Girl Scouts



6,523

hours of community
service hours completed
for take-action projects!



33

girl and adult members
earned the President's
Volunteer Service Award!



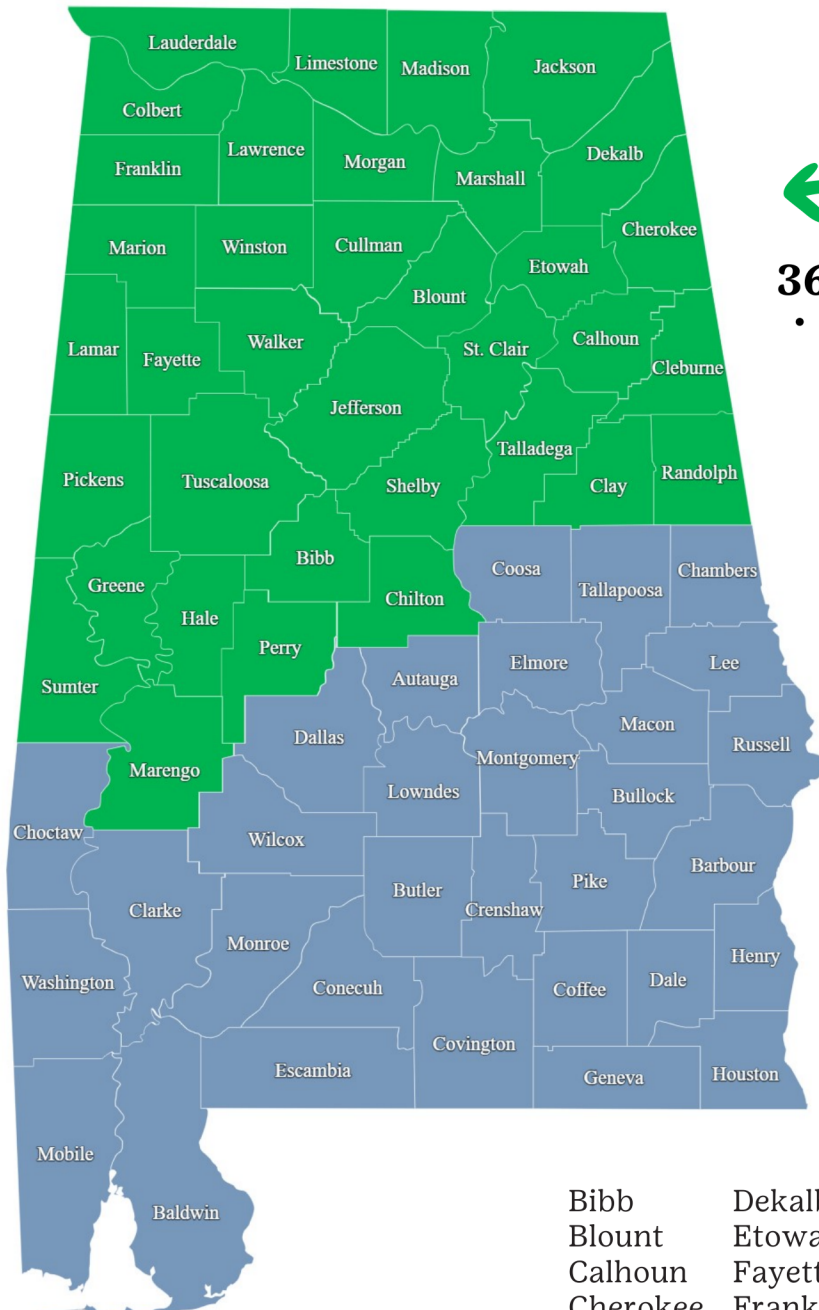
1 Girl Scout DreamLab
property acquired!

365

days of
Girl Scouts
changing
the world!



Service Map



36 counties served!

- Counties in green indicate service area

Bibb	Dekalb	Lauderdale	Pickens
Blount	Etowah	Lawrence	Randolph
Calhoun	Fayette	Limestone	Shelby
Cherokee	Franklin	Madison	St. Clair
Chilton	Greene	Marengo	Sumter
Clay	Hale	Marion	Talladega
Cleburne	Jackson	Marshall	Tuscaloosa
Colbert	Jefferson	Morgan	Walker
Cullman	Lamar	Perry	Winston

Camp Properties



Camp Gertrude Coleman in Trussville, Alabama,

is situated on approximately 140 acres along the Cahaba River and has provided outdoor adventure for thousands of Girl Scouts since 1925. Camp Gertrude Coleman consists of 34 wooden structures and is one of the longest continually operating Girl Scout camps in the nation. The camp has been in continuous operation since it opened in 1925, including during World War II when most camp facilities closed, and was listed in the Alabama Register of Landmarks and Heritage in 2013.



Camp Trico in Guntersville, Alabama,

is situated on 110 acres on the shores of beautiful Lake Guntersville, just 40 minutes southeast of Huntsville and less than an hour northwest of Gadsden. With over a mile of shoreline directly on Lake Guntersville, Camp Trico is GSNCA's premier location for water activities including swimming, canoeing, kayaking, tubing, sailing, watersports, water skiing, and stand-up paddleboards.



Camp Cottaquilla in White Plains, Alabama,

is located on 1600 acres of pristine unspoiled forest between Jacksonville and Anniston. Established in 1948, it's the largest of Girl Scouts of North-Central Alabama's properties. With its mountainous terrain and Appalachian flora and fauna, Camp Cottaquilla is the perfect spot for a variety of outdoor experiences. The property includes a sheltered private lake making Camp Cottaquilla an ideal place for girls to learn paddling skills, fishing, and much more.



Kanawahala Program Center in Chelsea, Alabama,

is located on 600 acres, just 33 minutes southeast of Birmingham and little more than an hour from Tuscaloosa. Kanawahala Program Center has a fully stocked 40-acre private lake surrounded by mountains and serenity. A Junior Olympic sized swimming pool, piers, and waterfront boat storage facilities provide for a variety of activities including swimming, canoeing, kayaking, watersports, and stand-up paddleboards.

Membership

girl scouts
of north-central
alabama



11,971 Total Membership

8,395 Girl Members + 3,576 Adult Members



New friendships.
Exciting adventures.
Making a difference.

2,320 Daisies

2,428 Brownies

1,800 Juniors

1,190 Cadettes

393 Seniors

264 Ambassadors

Lifetime Members

963

When you join as a lifetime member,
\$25 of your membership fee will fund a
year of Girl Scouting for a member in
your local community.

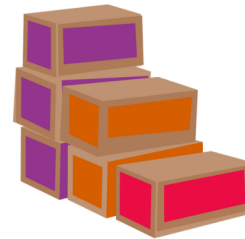
Product Programs

girl scouts
of north-central
alabama



The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world. Not only is the cookie program fun, but it also helps Girl Scouts learn life and leadership skills.

3,851 Girl Scouts sold cookies
1,261,303 packages of cookies sold
15,963 packages donated



Through the Cookie Program, Girl Scouts learn five skills that are essential to leadership, to success, and to life.



Goal Setting



Decision Making



Business Ethics



Money Management



People Skills

Fall Product Program

The Fall Product Program is a Friends and Family program offering nuts, chocolates, magazines, and more. Through this program, troops have the opportunity to easily earn proceeds to help begin their year of Girl Scouts!



Flagship Girl Events



Cybersecurity Challenge: Save the Moon Base

West Alabama, January 28

Through learning cybersecurity skills in a futuristic escape room environment, Girl Scouts identified hackers, solved puzzles, traced the origin of a cyberattack, and secured the safety of a moon.

North Alabama Leadership Summit

North Alabama, March 25

Exclusively led by girls, for girls, this half day conference provided girls the opportunity to explore STEM careers, meet mentors, and focus on leadership development.

GirlCon

*Girl Scout Destinations,
May 5 -6*

During this unique pop culture program, Girl Scouts explored arts, science, and literacy through hands-on learning tracks in Storytelling, Costume, or Gaming.



Girl Scout Leadership Summit

Central Alabama, August 26

Enjoying their 6th annual conference and expo, Girl Scouts explored professional careers, met mentors, and focused on leadership development and this year's theme of civic engagement.

Partners & Donors



gsnca



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 Calhoun 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 Northwest Talladega County
United Way of Randolph County
United Way of West Alabama

Girl Scouts of North-Central Alabama is fortunate to partner with multiple United Ways and United Givers Funds across our Council's jurisdiction, whose generous funding supports the Girl Scout Leadership Experience.

The Girl Scout Leadership Experience

The Girl Scout Leadership Experience identifies three “keys” to leadership:



Discover:

Girls understand themselves and their values and use their knowledge and skills to explore the world.



Connect:

Girls care about, inspire, and team with others locally and globally.



Take Action:

Girls act to make the world a better place.

Girl Scout experiences are girl-led whenever possible and encourage comprehension by implementing both experiential learning and cooperative learning. These three processes promote the fun and friendship integral to Girl Scouting.



GSNCA employee
giving = 100% participation

Partners & Donors



Before a Girl Scout sails around the world or designs their own fashion line, they need to believe they can do it. Invest in our local Girl Scouts and make those dreams a reality. Then watch as they discover new interests and chase their dreams—with the pride of knowing you helped make it possible.

Gold Level Donors

*Those who have donated
\$10,000+*

Charles A. Hamilton Charitable Trust
Blue Cross and Blue Shield of Alabama
Coca-Cola Bottling Company United, Inc.
The Daniel Foundation of Alabama
Girl Scouts of the USA
Publix Super Market Charities, Inc.
Raytheon Technologies
Vulcan Materials Company Foundation



Silver Level Donors

*Those who have donated
\$2,000 - \$9,999*

Aerojet Rocketdyne Foundation
Arthur H. Lee Charitable Trust
Benevity Community Impact Fund
Traci Bennett and Mandeville Family
Birmingham City Schools
City of Trussville
Community Foundation of Greater
Birmingham
ERC, Incorporated
Estate of Sarah Catherine W. Murphy
Gillian W. Goodrich
Madeleine M. Hill
Kappa Delta - Zeta Chapter
Magnolia Steel Company, Inc.
Medical Properties Trust LP
Mercedes-Benz U.S. International, Inc.
Anne M. Moman
Palmer & Cay LLC
ServisFirst Bank
Society of Women Engineers
Birmingham Section
Synovus Trust Company NA
Target Corporation
Toyota Motor Manufacturing,
Alabama, Inc.
The Westervelt Company

Partners & Donors



Bronze Level Donors

*Those who have donated
\$500 - \$1,999*

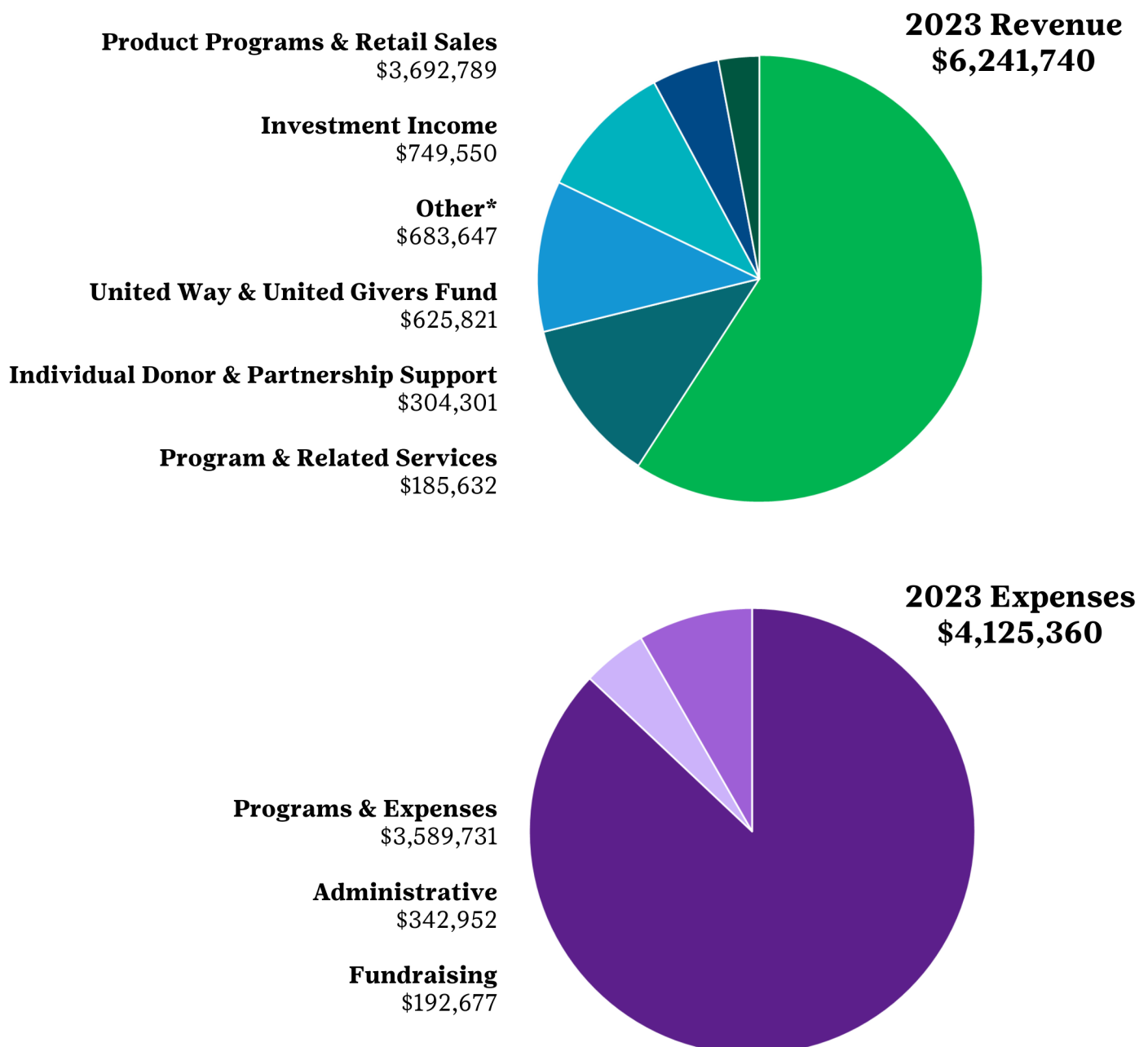
Alabama School of Cyber Technology
and Engineering
Amerex Corporation
Auburn University at Montgomery
Bay Pine Holding, LLC
Rebecca W. Benjamin
Booz Allen Hamilton
Borland Benefield P.C.
Brasfield & Gorrie General
Contractors, LLC
Steven A. Brickman
Bryant Bank
Sheri M. Cain
Capstone Kids Pediatric Dentistry, Inc.
Charities Aid Foundation of America
Cierra Sather - Jennings
Colsa Corporation
Community Foundation of Greater
Huntsville
Dentons Sirote PC
Laura Elliott
Gadsden Service Guild
Gadsden State Community College
J.H. Berry & Gilbert
Jeremy Gordinier
Kay H. Henderson
Daniel Iron
J & M Tank Lines
Sharon V. Jay
Jefferson State Community College
Catherine S. Jones
Kiwanis Club of Gadsden
Kiwanis Club of Gadsden Foundation
Kiwanis Club of Tuscaloosa
Blair Liggins

Massey, Stotser & Nichols P.C.
McAbee Construction, Inc.
Christine M. Megill
Milo's Tea Company
Charles R. Nash
Danielle Oliver
Catherine J. Parker
Catherine M. Payne
Peco Foods, Inc.
Karen Peterlin
Premier Service Company, Inc.
Qualis Corporation
Kathleen and Randall Quarles
Randall - Reilly, LLC
Redstone Federal Credit Union
Robins & Morton
Kristi L. Smith
Sarah B. Smith, DVM
Hugh W. Underwood
United States Air Force Recruiting
Service Detachment 1
The University of Alabama
The University of Alabama at
Birmingham, Office of Administration
The University of Alabama in Huntsville
Tina H. Upshaw
Cameron M. Vowell
Wallace State Community College
Wayfarers
Women in Defense - Tennessee Valley
Chapter

Financials



Investing in local Girl Scouts turns dreams into realities.



*includes \$483,915 – ERTC; \$171,750 – Gain on sale of fixed asset

Highest Awards



*Girl Scouts are the dreamers and the doers who take
“make the world a better place” to the next level.*



19 Gold Award Girl Scouts

Gold Award Girl Scouts change the world! Girls tackle issues they are passionate about to drive lasting change in their communities and beyond. Girls demonstrate extraordinary leadership through “Take Action” projects that provide opportunities to build and oversee volunteer teams while meeting measurable goals that will impact people's beliefs, attitudes, assumptions, and behaviors.



48 Silver Award Girl Scouts

Girls earning the Silver Award are organized, determined, and dedicated to improving their community by using their knowledge and leadership skills to make a difference.



107 Bronze Award Girl Scouts

Earning a Bronze Award involves girls actively exploring their community to identify an issue, plan and execute a project to address the issue, and to spread the word about the project.

GIRL SCOUT DreamLab

Girl Scout DreamLab Vision

Make the empowering Girl Scout experience accessible to an ever-growing community.

Girl Scout DreamLab Purpose

Provide girls with space to make their dreams a tangible reality for today and tomorrow.



Dream it. Do it.

Becoming one of the first in the United States and the first in the Southeast, our Girl Scout DreamLab will open in Vestavia Hills, Alabama. Girl Scout DreamLab is a place for girls across Alabama to develop new friendships, enjoy richer experiences, seek bigger adventures, and master new skills.

Next Steps:



- Complete property renovations
- Fundraising
- Naming opportunities
- Community partnerships



Contact Us



Birmingham Corporate Complex

7705 North Lake Drive
Trussville, AL 35173

Florence Service Center

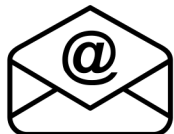
4050 Helton Dr. Suite 210
Florence, AL 35630

Huntsville Service Center

1515 Sparkman Dr. NW
Huntsville, AL 35816

Tuscaloosa Service Center

3601 Stillman Blvd.
Tuscaloosa, AL 35405



Communications Email

communications@girlscoutsnca.org

Human Resources Email

hr@girlscoutsnca.org

Donor Relations Email

development@girlscoutsnca.org

Shop Email

retail1@girlscoutsnca.org

Customer Care Email

customercare@girlscoutsnca.org



Council Emergency Number

1-205-453-9540

General Number

1-800-734-4541

Donor Relations Number

1-205-937-3674



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girlscoutsnca.org



youtube.com/GSNCA



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Our Year of Fun!

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