

girl scouts
of north-central
alabama



2019 Annual Impact Report



Message from our Board Chair and CEO

Dear Friends of Girl Scouting,

Leadership experiences are what makes Girl Scouts unique. From her first day as a Girl Scout Daisy, she begins the journey in an all-girl environment making decisions and working as a team. As she progresses, our program taps into her natural curiosity and helps her fine tune her leadership skills and grow in confidence. One day she will change the world!

Our annual report doesn't just provide facts and figures, it demonstrates that Girl Scouting works. As you turn each page, you will see Girl Scouts throughout our council and how this program has impacted their lives. Girl Scouts is where girls are first, and it's the reason we remain the best leadership experience for girls. With your support and dedication, we will continue to build girls of courage, confidence and character, who lead from the front and change the world!

From the boardroom to the courtroom and everywhere in between, only Girl Scouts has the experience and program to give girls the tools they will need to become leaders.

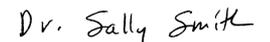
Thank you for your continued support.

Yours in Scouting,




Karen Peterlin, CEO GSNCA




Dr. Sally Smith, President GSNCA



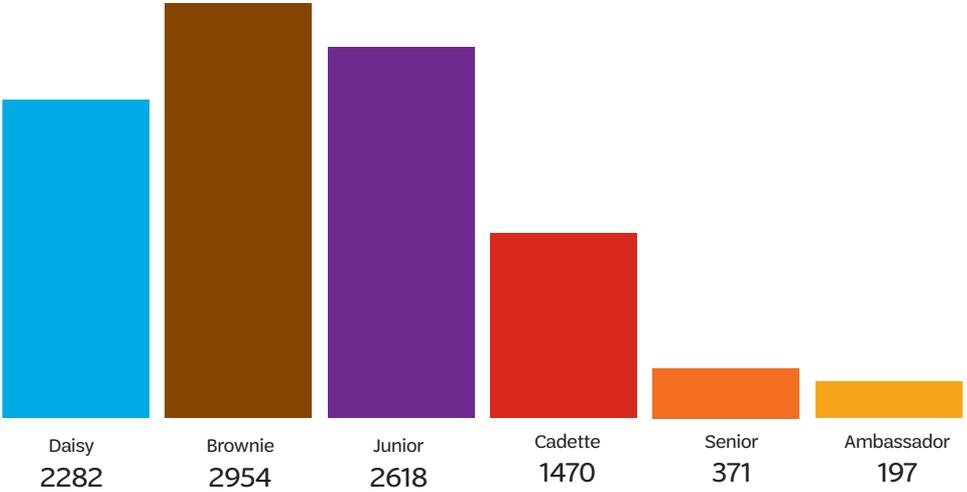
Serving communities in North-Central Alabama, we have girls reaching their fullest potential in cities, towns and communities.

9,991 Girls

2,256 | Volunteers

1,650 | Adult Members

Our Council received a national honor for membership growth



36 Counties
5 Service Centers
4 Camps



OUTDOOR

Since the beginning of Girl Scouting, outdoor experiences have been fundamental to the Girl Scout movement. When girls spend quality time outdoors, they thrive physically, emotionally, and intellectually.

Through Outdoor Programming, girls develop the kind of outdoor skills it's hard to get anywhere else. Skills like building a campfire, pitching a tent, archery, rock climbing, and more.

This past year GSNCA hosted "Find Your Adventure" for Daisies and Brownies and introduced hundreds of new Girl Scouts to the outdoors.



1,745 girls participated in 20 programs and earned 2,789 badges.



STEM

A majority of girls are more confident in their science and math abilities after participating in Girl Scout STEM (Science, Technology, Engineering, Math) programs. Working together to solve problems and tackle new challenges builds the industry's female leaders of the future.

Through our STEM programming, Girl Scouts of every age see how they can actually improve the world.

STEM Fest was held for a second year at Camp Coleman in Trussville, AL in September 2019. Over 350 Girl Scouts visited 26 different STEM stations. Combining the outdoors and STEM is a natural fit for Girl Scouts and helps them to see that all things are connected.



1,838 girls participated
in **12** programs
and earned **3,273**
badges in STEM.



LIFE SKILLS

Everything girls do in Girl Scouting is designed to help them grow into well-rounded adults equipped to successfully meet the future. As they grow up and become more independent, Girl Scouts gain confidence in their ability to handle life's challenges.

From learning about art, financial literacy, advocacy and leadership, girls can explore their interests through our Life Skills Programming.

The second annual Girl Scout Leadership Summit was held on the campus of Samford University in Birmingham, Alabama this past August. Over 625 girls, leaders, volunteers, mentors and exhibitors participated in this one-day conference.



975 girls participated in 14 programs and earned 6,841 badges.



ENTREPRENEURSHIP

Research shows that girls are becoming entrepreneurs, developing financially stable futures, and using their skills to make a big impact on the world.

The Girl Scout Cookie Program is the largest girl-led business in the U.S. It prepares girls to learn, lead and succeed, while making it possible for them to embark on amazing adventures. By selling Girl Scout cookies and Fall nuts and candies, girls learn to set and achieve goals, work with people and hone ethical business skills.

All proceeds from the Cookie Program stay local and help Girl Scouts of North-Central Alabama provide amazing experiences for girls, operate and maintain over 1000 acres of camp grounds and property and provide financial assistance to members.



1,349,538 Boxes of
Cookies Sold - **33,860**
Nut Candy and Magazines
Sold - **5,156** girls participated
and **2,841** badges earned.



Highest Awards

Imagine taking on some of the biggest challenges and problems our planet faces – and helping solve them. The Girl Scout Bronze, Silver and Gold Awards are awarded to Junior, Cadette, Senior and Ambassador girls who display leadership while engaging in projects that benefit their communities. These amazing Girl Scouts provided over 8,306 hours of service to their local communities.



Gold Award

Twenty-two extraordinary Girl Scouts were recognized in 2019 for their projects. These awards gave girls a chance to make a sustainable impact on issues they care about. Here are their projects.

Name	City	Project
Holly Brown	Birmingham	Picnic for the Kids
Ella Burch	Owens Cross Roads	Lending a Voice to the Cancer Struggle
Abigail Courtenay	Birmingham	Outdoor Classroom
Lydia Estes	Birmingham	The Message is Clear
Rachel Estreicher	Birmingham	Reachable Resources for Non-Reading Students
Mary Margaret Freeland	Mountain Brook	Label to Know
Emma Green	Huntsville	Little Happiness
Ashlyn Krupp	Madison	GEARing Up with Girls
Marie Naylor	Birmingham	Nutritious Snacks for Kids at The First Light Shelter
Taylor Player	Birmingham	Four Little Girls Patch Program
Grace Richardson	Bessemer	Project Aquarius
Megan Schmitz	Owens Cross Roads	Benches for Dogs
Rory Smith	Madison	Active Shooter Training for the Elderly
Sydney Urquhart	Birmingham	Financial Freedom Club
Skylar Walker	Atlanta	Spreading the Wor(I)d
Lillian Whitesell	Vinemont	Music is Magic
Kayla Whitmark	Madison	Horses for Heroes
Shania Williams	Huntsville	If you can dream it you can be it
Hannah Grace Williams	Athens	Athens Bible School E-Waste Policy
Katie Wilson	Alabaster	Reading From the Heart
Bailee Woodall	Eva	Be Unique
Amanda Woods	Hartselle	Service standards of Flag etiquette

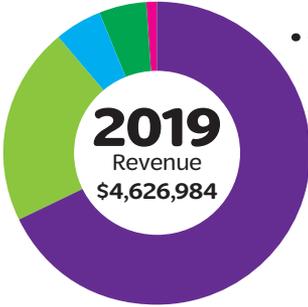
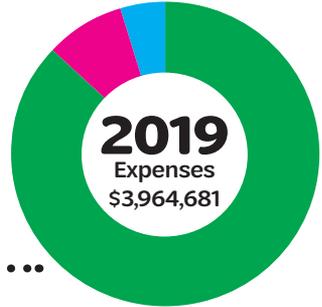
Girl Scouts of North-Central Alabama 2018-19 FINANCIALS

*For our full 990 and Audit, please visit bit.ly/gsncafinancial

Expenses

Total \$3,964,681

- 87% Program Services **\$3,446,491**
- 8.4% Administrative **\$332,556**
- 4.6% Fundraising **\$185,634**



Revenue

Total \$4,626,984

- 68% Product Program & Retail Sales **\$3,143,386**
- 21% United Way/Charitable Contributions **\$973,717**
- 5% Program Fees **\$229,483**
- 5% Rental & Investment Income **\$239,087**
- 1% Other/Special Events **\$41,311**



United Way remains a leader by bringing together hundreds of community partners to tackle complex issues in our communities. We are a proud partner of the United Way.

Chilton County United Way
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 Northwest Alabama
United Way of West Alabama



BOARD OF DIRECTORS

Dr. Sally Smith President	Elizabeth Deason Tammy Driskill
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Carol Covell Delegate Coordinator	Kristi Smith Ellie Sternberg-Lastinger
Linda Albritton Michael Butts Sheri Cain Nancy Colin Onna Cunningham	Girl Liaisons Ella Burch Kailey Eagly Joya Peasant Ayona Roychowdhury

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Karen Peterlin CEO
Laura Elliott
Chief Girl Experience
Officer
Nicole Fults
Chief Operating Officer
Jennifer Sholund
Chief Development
and Communications
Officer
Gina Walley
Chief Financial Officer

Corporate and Foundation Donors

\$25,000+

Brasfield & Gorrie General Contractors LLC
The Caring Foundation
Charles A. Hamilton Charitable Trust
Jefferson County Commission
Wells Fargo Foundation

\$5,000 to \$24,999

Danny's Home Maintenance
Girl Scouts of the USA
Mercedes Benz U.S. International
Reese Phiifer Jr., Memorial Foundation
Publix Super Markets Charities, Inc.
Samford University
Vulcan Materials Company Foundation

\$1,000 to \$4999

Adamson Ford
Alabama Power Company
Bradley
Cadence Bank
Community Foundation of Greater Birmingham
Community Foundation of West Alabama
EBSCO Industries Inc.
Honda Manufacturing of Alabama, LLC
Kiwanis Club of Gadsden
Arthur H Lee Charitable Trust
Morgan Stanley
Mountain Brook Kappa Delta Alumnae Association
Protective Life Corporation
Regions Financial Corporation
ServisFirst Bank
Sleeping Giant Veterinary Clinic
Society of Women Engineers Birmingham Section
Troop 116 Girl Scouts
US Space & Rocket Center

Up to \$999

3M
Alabama Power Foundation, Inc.
Alabama State Bar
All American Metal Components
Amazon Smile
Bryant Bank
Busy Bee Food Mart
Children's Health System
Coca Cola Bottling Company United Inc
Exchange Bank of Gadsden

ExpoDisplays
FedEx Madison
First Southern Bank
Floors, Inc.
Fraternal Order of Police - Decatur Lodge 46
Gadsden Cultural Arts Foundation
Gadsden Regional Medical Center
Gadsden Service Guild
Generations Primary Care
Georgiana Davis Lodge 338
Girl Scout Troop 30067
Grace House Ministries, Inc
Greater Gadsden Area Tourism
Green Snake Lawns Inc
H&R Block
Hokes Bluff Drug Shoppe
Holiday Inn Express/Summi Investments Group of GA
Hull Property Group
IBM Employee Services Center
International Paper
J&D Auto/Tire Service LLC
Jacksonville State University
Lakeside Pharmacy
Mosier Inc
Nesbitt Electric LLC
Nucor Steel Tuscaloosa, Inc.
Pilgrim's Pride
Pitts Sutherland & Eckl PC
Rainey Mortuary Service
Regions Bank
Renasant Bank
Samford University
Southwire Company
Spire Inc
St. Vincent's Hospital/Ascension
State Farm Companies Foundation
Stillman College
Synovus Trust Company NA
Target Corporation
Tennessee Valley Authority
The Factory
The Radiology Clinic, LLC
The Westervelt Company
The Willow Tree
Truist
UAB Neurobiology Department
Vulcan Park Foundation
Walmart #433
Wayfarers
Women and Gender Resource Center

Individual Donors

\$1000 and up

Alice M. Williams
Arnold L. Steiner
Beverly C. Phifer
Carol M. Johnson
Catharine J. Parker
Catherine S. Jones
Charles R. Nash
Cynthia Smothers
Elizabeth G. Deason
Everett Holle
Gillian W. Goodrich
Helene W. Hibbard
Jean M. Downs
Jennifer Sholund
Karen Peterlin
Karen S. Wales
Kay H. Henderson
Kevin A. McNamee
Kristi L. Smith
Linda D. Albritton
Margaret J. Vann
Roberta Needham
Sheri M. Cain
Virginia G. Walley

\$250 to \$999

Andrea M. Wales
Anne M. Moman
Carol C. Covell
Carole M. Pizitz
Catherine M. Payne
Cheryl D. Hoard
Christine M. Megill
Claudette Smith
Elizabeth A. Gable
Ginger G. Hanson
Harold W. Ripps
Hugh W. Underwood
Jean Hill
Julia Ann Fleming
Laura D. Elliott
Luke Cates
Lynn Worrell
Martha G. Lavender
Pamela Copeland
Pat Duke
Ralph Quarles
Rebecca Rothman
Sally B. Smith

Sally D. Barnett
Tamera S. Driskill
Yvonne L. Simms

Up to \$249

Adrian Marsalis-Solomon
Aimee Canterbury
Alan R. Dimick
Allison Ciamarra
Amy Anderson
Amy Conger
Amy E. Baggett
Amy Matheson
Andrea A. Booker
Andrea R. White
Angela Hines
Ann Marie Hutson
Ann Short
Anna J. Singer
Anne Senft
Anne W. Mitchell
Annetta W. Nunn
Anonymous
Ardine Buchanan
Arthur A. Sabia
Ashley C. Pendleton
Audrena Mitchell
Barbara Humphrey
Bela Patel
Betty C. Fan
Betty J. Cleckley
Brian McCarthy
Brooke B. Finney
Brooke O'Brien
Camille B. Williams
Carmella Anderson
Carmen Anderson
Carol C. Sims
Carole D. Mackin
Catherine G. Roberts
Catherine Kamran
Charles A. McCallum
Charles K. McVay
Christi Mayo
Christie King-Ray
Christina A. Ross
Christopher Robinson
Christy Brandon
Courtney E. Fitzpatrick
Cynthia C. Branham

Danielle Oliver
Darcy Harbaugh
Darlene Negrotto
Dawn C. King-Stanley
Dawn Pumpelly
Debra H. Goldstein
Debra K. Tews
Deck Burnette
Donna C. Rodgers
Donna M. Gill
Dorothy E. Thompson
Douglas Cooper
Dulce Rivera
Dylan Patterson
Easty Lambert-Brown
Elaine Beck
Eleanor Griffin
Eleanor S. Lienau
Elise Penfield
Elizabeth D. Burgess
Elizabeth H. Huntley
Elizabeth M. Simpson
Ellen M. Sternberg-Lastinger
Ellen S. Robinson
Emma J. Melton
Enslin L. Crowe
Erin M. Casey
Flora Y. Blackledge
Garrett C. Chapin
Gina R. James
Ginny L. Thornton
Glenn Powell
Gloria A. Dennard
Greanna R. Barrow
Gwendolyn R. Deierhoi
Hannah Wallace
Harold L. Abroms
Harriett S. Littlepage
Heather B. New
Heather Pike
Heidi C. McKinney
Helen Smith
Hilty St Denis
Holly D. Beck
Holly J. Gunn
Hugh A. Stump
Inge K. Gilchrist
Isabel W. Rubio
Ives B. Ort
Ivy Butler
Ivy D. Albert
Jacqueline G. Gardner
Jacqueline Wuska

James L. Jolly
Jan McDonald
Janet Geist
Jay Patton
Jennifer Buchanan
Jennifer Burnaman
Jennifer D. Bilyeu
Jennifer D. Walker
Jennifer Jackson
Jennifer Zickos
Jerry Rickles
Jessica L. Kimbrough
Jessica V. Payne
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Joan R. Smith
Joan R. Smith
Joanna G. Jacobs
Johnnie M. Knott
Jonathan Selzer
Judith B. Owings
Judith E. Cullinan
Judy D. Steinhebel
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Kathleen R. Byington
Kathryn A. Balogh
Kathryn D. Smith
Katiya McKinney
Katrina Elmore
Kim Crenshaw
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Kimberly B. Cook
Kimberly J. Searcy
Kimberly Selzer
Kristin M. Martin
Kristina Smith-Speegle
Lamonica Sims
Lanita Sailsman
Latisha Hawkins
LaToya Hicks
Laurie Burgess
Leslie Mayo
Lindsay E. Henley
Lindsey Cotton
Lindsey N. Barnett
Lisa A. Brunegrift
Lucie Bynum
Lydia R. Marcus
Lynn E. Dobrunz
Margaret K. Sgarlata
Margaret S. Hale
Martha B. Keller

Mary E. Howard
Mary George Howell
Mary Nell Smalley
Mary P. Simpson
Mary Sottolare
Mary Wood
McCain Foster
Megan Latham
Meghan Shaltes
Melinda Farzaneh
Michael B. Scroggins
Michael Ivey
Morgan N. Lavender
Nancy A. Miller-Borg
Nancy C. Goedecke
Nell B. Skidmore
Nettie R. Robinson
Nicole Fults
Noble Naugle
Olivia Newsome
Onna Cunningham
Patricia D. Dreher
Patricia Martin
Patricia Presley
Patsy N. Howell
Peggie F. Myles
Racheal Hunter
Rachel H. Barrett
Rachel Robertson
Rebecca Clikas
Richard B. Funk
Richard B. Jones
Robert Perodeau
Robin Gremillion
Robin Huguley
Rosanne Lecroix
Rosemarie J. Caillier
Ruth F. Dailey
Samantha Weaver
Samuel G. Parks
Sandra J. Kelton
Sandra K. Littleford
Sarah J. Edwards
Sarah Meeder
Sarah Stutsman
Serise R. Rooks
Shannon M. Wesley
Sharon Burrow
Sharon H. Butler
Sheri L. Robinson
Shontay Wyatt
Shunna M. Cannon
Stephanie Nix

Steven A. Brickman
Steven H. Hobbs
Susan A. Jordan
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Suzanne McCool
Suzanne O. Hart
Tamara N. Canup
Tammy J. Montgomery
Tasha Washington
Teresa Mason Pool
Tina H. Upshaw
Tonya S. Sails
Tyniya E. Haney
Valerie P. Zeiger
Vanessa West
Verta B. Meherg
Wanda S. Paul
Wendi M. Peters
Wilnita L. Stuckey
Yuliya S. Ostapenko

***Juliette Gordon Low Society
Members - Planned Gifts***

Erik and Eva Andersen
Dianne Belk and Lawrence
Calder
Pamela Copeland
Kimberly Crafton
Sarah Edwards
Kay Hayden Henderson
Paula Lott
Karen Peterlin
Yvonne Simms
Jennifer Sholund
Claudette Smith
Alice M. Williams



VOLUNTEERS

Our volunteers are essential to delivering the best Girl Scout leadership experience to girls, and we are grateful for their service. We provided our volunteers with hands-on and online support through training, online tools and resources to help plan their troop meetings and one-on-one mentoring opportunities. Last year, 3,900 volunteers provided their time, talent and treasures to our 9,900 girls.

Because of donor support, our volunteers have access to online tools: the Volunteer Toolkit (VTK). The VTK is a planning tool for troop leaders.

Volunteers are an essential part of Girl Scouting. Last year we recognized adult volunteers, community leaders and organizations for their service to Girl Scouts.





THE GIRL SCOUT PROMISE

*On my honor, I will try:
To service 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.*

Tuscaloosa Service Center

2121 9th Street, Suite B
Tuscaloosa, AL 35401
T 205-759-5421 OR
800-734-4541

Florence Service Center

4050 Helton Dr. Suite 210
Florence, AL 35630
T 205-764-0331 OR
800-734-4541

Cottaquilla Service Center

2508 Cottaquilla Road
Anniston, AL 36207
800-734-4541

Birmingham Service Center

105 Heatherbrooke Park Drive
Birmingham, AL 35242
T 205-980-4750 OR
800-734-4541

Huntsville Service Center

1515 Sparkman Drive NW
Huntsville, AL 35816
T 256-883-1020 OR
800-734-4541


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