

DREAM



LEAD



We're on a mission to build girls of ...

COURAGE

“Courage could be something as small as asking to leave to go to the nurse’s office at school, or it could be saving your family.”

– **Ilona Delaney**,
Girl Scout Ambassador,
2024 Changemaker
Honoree, and Bronze
Cross Recipient

CONFIDENCE

“I want to change how people think about others and change negativity to positivity.”

– **Anastacia Yang**,
Girl Scout Ambassador
and 2024 Changemaker
Honoree

CHARACTER

“Character is not necessarily who you are as a person, but it’s the change you can make through your actions.”

– **Havyn Moonen**,
Girl Scout Ambassador
and 2024 Changemaker
Honoree

CURIOSITY

“Curiosity is being someone who’s up for a challenge—whether it be big or small.”

– **Sumeya Mire**,
Girl Scout Ambassador
and 2024 Changemaker
Honoree

... who make the world a better place.

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Dear Friends of Girl Scouts River Valleys,

As we close the book on 2024, I am filled with immense pride and gratitude for the ways our community continues to champion the mission of Girl Scouts River Valleys (GSRV). This has been a year of transformation—a year where we boldly shifted the narrative and vision of what it means to be a Girl Scout beyond cookies, camp, and crafts: future-ready leaders we are building every single day.

Our proudest product? **Our Girl Scouts**. The courageous, confident, and compassionate young people who are stepping up to lead, innovate, and create change in their communities. They are thinkers, dreamers, and doers—growing into leaders of sound character who will shape tomorrow’s world for the better.

This year, we set ambitious goals—and together, we achieved them. We came within reach of our membership target, welcoming **16,648 youth members** into the Girl Scouts River Valleys family. Even more inspiring, **19.7% of our members now come from diverse communities**, a testament to our commitment to inclusivity and creating space for **EVERY** Girl Scout to find their voice and thrive.

At GSRV, transformation also means meeting challenges head-on. Whether it’s navigating shifts in our funding model or adapting to the evolving needs of today’s youth, we remain steadfast in our mission to deliver programs that matter. Our **Girl Scout Leadership Institute** is a powerful example of this transformation. Focused on workforce and leadership development and college and career readiness, it will equip girls with the tools, confidence, and connections they need to pursue their dreams and make meaningful contributions to the world.

Girl Scouts is a commitment—a commitment to investing time, energy, and heart into the leaders of tomorrow. And that investment is paying off. From building business acumen through the cookie program to engaging in cutting-edge STEM activities and community impact projects, our Girl Scouts are consistently proving their ability to rise to any challenge, ready to lead with integrity, courage, and resilience.

As we reflect on all that we’ve accomplished in 2024, I want to thank you—our families, volunteers, donors, and community partners—for believing in this mission and for walking alongside us. Together, we are shaping a generation of leaders who will **BOLDLY** create a better, brighter tomorrow.

With gratitude,

Marisa C. Williams
Chief Executive Officer

OUR IMPACT

In 2024, Girl Scouts River Valleys supported programming for **16,648 Girl Scouts** across our council.



6,068 VOLUNTEERS	121 COUNCIL STAFF
1,887 TROOPS	208 COMMUNITIES (Formerly known as Service Units)

19.7% of girl members identified as Black, Indigenous, or people of color (BIPOC).

4,790 New Girl Scouts joined in 2024.

MEMBERSHIP BY PROGRAM GRADE LEVEL

- 3,451 DAISY (K – 1st Grade)
- 4,616 BROWNIE (2nd – 3rd Grade)
- 3,953 JUNIOR (4th – 5th Grade)
- 3,098 CADETTE (6th – 8th Grade)
- 925 SENIOR (9th – 10th Grade)
- 612 AMBASSADOR (11th – 12th Grade)

25% of youth members received financial assistance to reduce access barriers.

Girl Scout members in our council were awarded a total of **\$507,000** in financial assistance.

PATHWAYS

15,045 Girl Scouts participated through volunteer-managed troops.

1,041 Girl Scouts participated in the ConnectZ program.

736 Girl Scouts participated through mentored troops.



12,600 Girl Scouts in the **7-county metro** and **4,000 outside the metro**.

LAUNCHING THE GIRL SCOUT LEADERSHIP INSTITUTE

In 2024, GSRV launched the Girl Scout Leadership Institute (GSLI) to empower teens in grades 9–12 by equipping them with the critical skills and impactful experiences needed to become confident, capable leaders. With this inclusive and affirming environment where each Girl Scout can develop a strong sense of self and explore their individual strengths, we know there is no limit to their success. Through GSLI, girls can find their voice, carve out their unique way of leading, and ultimately, kickstart their journey to make an impact in their communities!

GSLI was created to bridge the gap in programming for teen girls and help them find answers to their biggest questions through:

- Work and career exploration
- Leadership experience
- College preparedness
- Opportunities to build self-care and wellness practices



COURAGE



CHOOSING THEIR OWN ADVENTURE

This year **2,182 Girl Scout campers** chose to take the path of courage and find adventure in the outdoors. In 2024, we expanded council-led day camp options to help make our program more approachable for all—especially first-time camp goers—offering a range of STEM, adventure, and classic camp sessions.

Courage is fostered and exemplified throughout Girl Scout programming and in girls’ everyday lives. Summer camp gives youth that extra nudge to step into courage, whether it’s by trying a new activity like horseback riding, opting to bunk with new people, singing camp songs, or sharing stories around a bonfire.

ILONA’S COURAGE: THE LINK THAT SAVED LIVES

Senior Girl Scout Ilona Delaney demonstrated immense courage and quick thinking one summer afternoon when she jumped into Big Marine Lake after her mother and grandmother, saving both of them from drowning. This act of bravery ultimately earned Ilona a Bronze Cross Lifesaving Award from Girl Scouts of the USA, which was presented to her in spring 2024 alongside her naming and feathering ceremonies—both important rites of passage in her culture. Ilona is a member of the Red Lake Nation, an identity she wears proudly—in addition to her Girl Scout vest.

“Even though I’m scared of lakes and fish, I jumped in, we formed a human chain, and I swam against the wind and waves in choppy water to get us back to safety,” she shared. “I will forever be changed by this. I hope to educate others on what to do in this exact situation.”



2,182 GIRL SCOUT CAMPERS | 742 FAMILY CAMP PARTICIPANTS | 549 TROOP CAMP PARTICIPANTS | 454 CAMP SCHOLARSHIPS

Stepping Into Courage (and Chilly Lake Superior) at **Adventure Out** Camp

This July, Adventure Out campers (Senior and Ambassador Girl Scouts) embarked on an unforgettable two-week adventure up north. Starting from Bayfield, Wisconsin, they ferried to Madeline Island and explored the rocky shoreline at Big Bay State Park. The chilly waters of Lake Superior were no match for their adventurous spirits—they waded right in! Adventure Out camp was a full two weeks with action-packed day trips at Copper Falls State Park, tubing on the Namekagon River, and a visit to Duluth.



“ Our troop had a wonderful time at camp! We loved paddleboarding, troop time, the hammocks, and bonding at the bonfire! ”



“ Our camper enjoyed making new friends and is more confident in spending time away from home and away from family. The maturity and confidence is awesome to witness. ”

CONFIDENCE

The Cookie Program: A Building Block for Confidence

11,214 GIRL SCOUT ENTREPRENEURS

3.3M PACKAGES OF COOKIES SOLD

\$3.18M PROCEEDS EARNED
to support Girl Scout and troop activities, travel,
camp, highest awards and more

80,300 COOKIE PACKAGES DONATED
through the Cookie Care Program



From Cookie Booth to Cashier and Customer Service Team Member

This cookie season was Cece’s tenth year participating in the Cookie Program. From helping fulfill customer orders as a Daisy, to managing the cash box as a Junior, and eventually handling her troop’s booth inventory and cash-box balancing after each sale, Cece leveraged her time in cookie booths as work experience.

“I especially learned customer service skills and how to promote sales,” she shared, which helped her land a summer job at a water park as a cashier and as part of the customer service team (“launching” people down waterslides!). The skills and confidence she gained in the Girl Scout Cookie Program directly translated to her real-world work experience. With the funds she earned in her summer job, she paid for her school trip to Germany!

CONFIDENCE

Mai Time and Me Mai:

Multi-day Girl Scout summer camps focused on Hmong culture and identity for girls

“I was excited to be at a camp for girls who look like me. Some girls were like me, and some were different, but we all had one thing in common: We are all a part of the Hmong community.”
– Iris

“I liked how we used games to learn the language, worked together and met other Hmong kids.”
– Jade

“I think everyone should come and join us and eat the yummy food and learn Hmong. Learning was fun, because we get to play games while we learn.”
– Paige

“The fun part of camp was the games and learning about Hmong culture and mental health. I also learned Paj Ntaub (traditional cross stitching).”
– Annabelle



CHARACTER

IN SERVICE OF THEIR COMMUNITIES, GIRL SCOUTS BUILD THEIR OWN CHARACTER

The Gold, Silver, and Bronze Awards are the highest honors a Girl Scout can earn. In earning these awards, Girl Scouts are building their own character as they work to fill a need in the community.



CHARACTER

This past Highest Awards season, Girl Scouts **invested 15,410 hours** in service of their communities while earning:



14 GOLD AWARDS



131 SILVER AWARDS



378 BRONZE AWARDS

Featured Highest Awards Initiatives

Gold Award: Anushka Reduces Environmental Harm

Provided education for the public to bring awareness and lifestyle change around trashing and recycling in order to reduce harm to the environment.

“ I learned that although I am quiet and shy, I can be a leader and can present in front of a group of people. I also noticed that I am calm in stressful situations and when things don’t go quite the way planned and quickly come up with plan B. Another big thing I learned was that humor comes for me at the right time to diffuse stress. ”

– **Anushka K.**, Rochester, MN

Silver Award: Emmie and Elizabeth Clean and Restore a Cemetery

Cleaned headstones and installed new ones for graves without headstones in order to help people find their ancestors and improve record keeping.

“ I discovered that I am very skilled at communication with others and listening to feedback. ”

– **Emmie D.**, Winona, MN

“ I gained the courage to speak in front of a group. ”

– **Elizabeth G.**, Winona, MN

Bronze Award: Troop 18381’s Diverse Books for Kids

Increased the number of books with representation of LGBTQ+ characters, neurodivergent characters, and characters with disabilities in their school library.

“ It’s important for people to see themselves in stories and to see people unlike them, too (mirrors and windows). ”

– **Troop 18381**, 5th grade, Richfield, MN

In 2024, Girl Scouts River Valleys supported programming for **16,648 Girl Scouts** across our council.

Badges earned in 2024

11,337 STEM	11,624 OUTDOORS
9,874 ENTREPRENEURSHIP	25,014 LIFE SKILLS

4,460+ Girl Scouts engaged in council-hosted programs



Where Differences Are Honored

Girl Scouts is about fostering environments where everyone can thrive—a value that is embodied by local troop leader Shamika C. With an interest in celebrating diversity in all its forms, Shamika’s troop is intentional about creating space and participation pathways for neurodivergent and neurotypical Girl Scouts alike. They are deliberate about creating safe spaces where differences are honored, and everyone can learn from each other without fear of judgment.

Shadowing at Boston Scientific

Girl Scouts enrolled in our ConnectZ program went to Boston Scientific’s Arden Hills, MN location to explore careers with some of the women who work there. The Girl Scouts got a glimpse into the day-to-day work of biomedical engineers and a chance to explore potential career paths.

Science Museum Takeover

Hundreds of Girl Scouts “took over” the Science Museum of Minnesota last spring, getting access to the multitude of exhibits. Girl Scouts from all grade levels immersed themselves in hands-on activities, STEM demonstrations, and discovering the way things work. Thanks to the Science Museum of Minnesota for their partnership in making these opportunities possible for Girl Scouts!

An Epic Girl Scout Trip to Japan

Seventy-two Girl Scouts, ten chaperones, and four staff took an epic trip to Japan in 2024. From Disney Sea in Tokyo to Mount Fuji, Kyoto, Nara, and beyond, Girl Scouts leaned into curiosity, adventure, and wonderment and accomplished many “firsts” like leaving the country, flying in a plane, and taking public transit. The Girl Scouts overwhelmingly reported how proud they were of themselves after taking this trip!



FINANCIALS

FY2024 TOTAL REVENUE	\$20,555,000
PRODUCT SALES	\$12,695,000
CONTRIBUTIONS	\$1,908,000
GIRL PROGRAM DELIVERY FEES	\$1,175,000
RETAIL SHOP	\$274,000
INVESTMENT GAINS / OTHER	\$4,503,000

Girl Scouts River Valleys' financial statements are audited annually by certified public accountants, Baker Tilly US, LLP. Audited financial statements are available upon request and on Girl Scouts River Valleys' website.

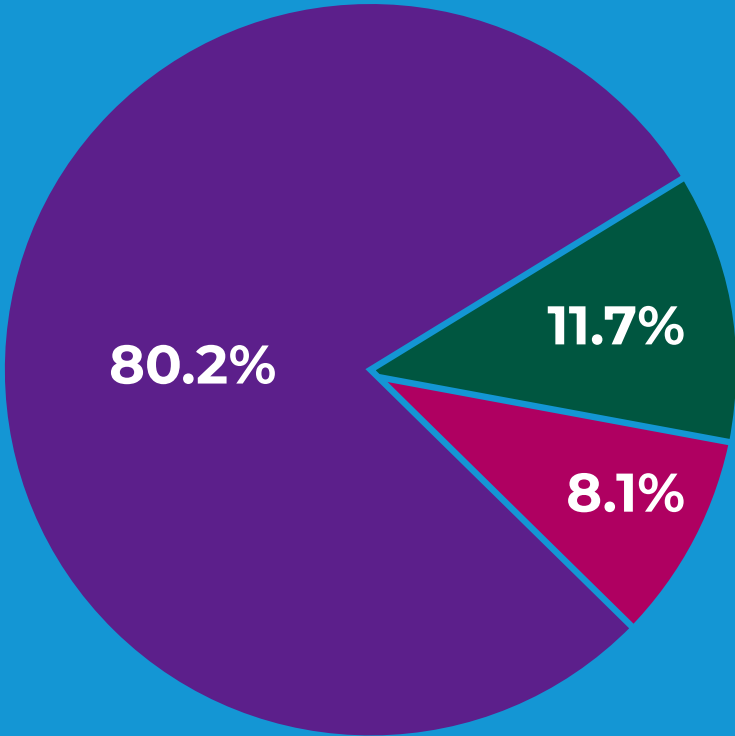


FINANCIALS

FY2024 Operating Expenses	\$19,303,000
Program Expenses:	\$15,474,000
Girl Leadership Development Program	\$8,684,000
Member and Volunteer Engagement	\$2,763,000
Camp Properties	\$3,149,000
Retail Services	\$677,000
Financial Assistance*	\$201,000
Administrative Expenses	\$2,272,000
Fundraising Expenses	\$1,557,000

*Total financial assistance awarded is \$507,000; financial assistance of \$306,000 is directly deducted from the appropriate revenue line items

Endowment Funds	\$12,480,000
Financial Assistance (includes travel scholarship)	\$855,000
Gold Award Scholarship	\$171,000
Juliette Gordon Low	\$4,133,000
Camp - Board Designated	\$5,207,000
General Purposes - Board Designated	\$2,114,000



FY2024 OPERATING EXPENSE SUMMARY

PROGRAM EXPENSES	80.2%
ADMINISTRATIVE	11.7%
FUNDRAISING	8.1%

THANK YOU SUPPORTERS

Thank you to our event sponsors and program partners for your impactful support of Girl Scouts River Valleys. Your generosity enables us to continue empowering youth in our region to know their worth and lead in their world.

\$100,000+



Hugh J. Andersen Foundation

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\$50,000 – \$99,999



\$25,000 – \$49,999



K.A.H.R. Foundation



THANK YOU SUPPORTERS

\$10,000 – \$24,999

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Thank you to the following troops for strengthening our council's mission with their financial support:

Girl Scout Troop 16707
Girl Scout Troop 57519

A special thank you to the Lakamaga Adult Education Conference for your gift in memory Don Lee of a bench for Camp Lakamaga

\$5,000 – \$9,999

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Scan the QR code to see a list of our Leadership Circle donors for Fiscal Year 2024.



Celebrating Changemakers

We are filled with gratitude for our generous sponsors, donors, supporters, and volunteers, our amazing host, Alexis Rogers, and our event vendors who helped make this celebration possible. This filled-to-capacity event was bursting with energy as hundreds of people committed to empowering youth leaders came together to celebrate. We heard from girls who are making positive change in their world, listened to a fireside chat on self-esteem, and saw firsthand how Girl Scouts is building the future of our communities and workplaces by fueling a pipeline of young people ready to take on the world.

Congratulations to the 2024 Girl Scout Changemakers:

Erika Binger
Ilona Delaney
Lili Hall
Damaris Hollingsworth
Ravyn Miller
Sumeya Mire
Havyn Moonen
Anastacia Yang

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- ✦ ✦ Joyce Walls
- Marisa C. Williams
- Judy Wright
- Pam Wurster
- ✦ Ebony Wyatt

ACTUALIZING OUR VALUES

Girl Scouts River Valleys’ employees support all aspects of Girl Scouting—from planning confidence-boosting experiences for youth, to facilitating the Cookie Program, to bolstering our stellar volunteers, to spending their summer hosting camp, to removing barriers to access ensuring every Girl Scout can thrive.

Our staff—together with our volunteers, Girl Scout families, donors, partners, communities, and supporters—make Girl Scouting possible.



STRENGTH IN NUMBERS

IN 2024 GIRL SCOUTS RIVER VALLEYS...

121
STAFF

10%
INCREASE IN STAFF
LEADERSHIP
OF COLOR

107
SEASONAL STAFF
HIRED TO SUPPORT
SUMMER CAMP
(representing seven countries;
USA, Mexico, Spain, UK, South
Africa, and China)

50
SEASONAL STAFF
HIRED TO SUPPORT
THE COOKIE
PROGRAM

Identified our top five CliftonStrengths

- 1. Relator
- 2. Developer
- 3. Empathy
- 4. Learner
- 5. Strategic

OUR GUIDING VALUES

Our guiding values are the principles that shape our culture, drive our behavior, and inform our decision-making. They ensure we remain committed to **equity, collaboration, transformation, joyful excellence, and centering youth and volunteers** in everything we do.



DEEPENING OUR COMMUNITY CONNECTIONS



ENGAGE THE BLOCK

For a second year, Girl Scouts River Valleys hosted Engage the Block, a community-centered event designed to build trust and deepen engagement with the communities surrounding GSRV service centers located in St. Paul and Brooklyn Center.

This year’s event welcomed over 70 attendees to a safe, family-friendly space filled with laughter, cultural celebration, and interactive activities. Highlights included live performances by House of Dance, poet Jandeltha Rae, Tina Jackson, and recording artist Lightk, along with activity stations like bouncy houses. Engage the Block continues to strengthen relationships and inspire joy!



OUR PURPOSE

Girl Scouts River Valleys’ purpose is to boldly lead as an anti-racist organization that uplifts and empowers every girl to know their worth and lead in their world. At Girl Scouts River Valleys, we are committed to providing a welcoming and inclusive environment for all Girl Scouts and their families.

THE 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.*

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.



Girl Scouts of Minnesota and Wisconsin River Valleys' mission is rooted in the values of equity, collaboration, transformation, joyful excellence, and centering youth and volunteers. Supported by more than 6,300 volunteers, Girl Scouts River Valleys delivers life-changing experiences to over 16,000 girls and gender-expansive youth across southern Minnesota, western Wisconsin, and one county in Iowa. One of 111 Girl Scout councils nationwide, Girl Scouts River Valleys strives to build girls of courage, confidence, character, and curiosity who are the bold, bright leaders of today and tomorrow.

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river valleys