

BETTER TOGETHER

After two years of isolation, social distancing, and divisiveness in our nation and our world, the Girl Scout organization has proven to be a beacon for others, a role model to show how everything is better when we work together.

Our team here at Girl Scouts of Colorado adopted the phrase “Better Together” to embody our culture, both in the workplace and in the Girl Scout Movement. It’s a philosophy that has been a large part of the 110-year history of the Girl Scout organization. We have always valued inclusivity and cooperative learning; collaboration and lifting one another up. Better together is a core value reflected in the words of our Girl Scout Promise and Law: “Help people at all times.”

Girl Scouts as young as 5 years old say it at the beginning of every troop meeting. And, they practice it at every outing—they help others, they serve their community, they support each other, they work together. They are better together.

Older Girl Scouts build on this tenet of doing good and giving back by seeking out problems to fix. They work with community partners, they lobby their legislators, they find comfort in their safe space and supportive sisterhood. They are better together.

Girl Scout volunteers, no doubt, are also better together as they are quick to lend a hand to other volunteers and anyone in need. They too share in a sense of belonging and a community of support.

At Girl Scouts of Colorado, we recognize that we’re better together. Every single volunteer, every member, donor, alum, staff member, and community partner make up the fabric of who we are. And, we are all better together.

This year, we had the opportunity to work with several like-minded organizations focused on making the world a better place and supporting girls and women as leaders in that world. The power of one girl’s dream is amazing; but pair that with the support of thousands of Girl Scout sisters, caring adult role models, and community partners invested in her success, and she’ll take her world-changing powers to the next level.

We are better together.

Some of the community partnerships that helped expand access and opportunities for Girl Scouts in the 2020–21 membership year:

- **Lockheed Martin Women’s Impact Network** taught Girl Scouts about goal-setting, networking, and branding.
- **Children’s Hospital Colorado** helped caregivers to recognize the warning signs that their children might be struggling due to pandemic pressures.
- **Arrow Electronics** challenged Girl Scouts to innovate and create a prototype of their idea out of recycled Girl Scout Cookie boxes.

- **CBS4** invited Girl Scouts to share what makes them tough cookies and featured several in TV commercials.
- **Colorado State University Society of Women Engineers** teamed up with Girl Scouts of Colorado for a hands-on STEM experience.
- **Random Acts of Kindness Foundation** taught Girl Scouts how to make kindness the norm and truly change the world, one kind act at a time.
- **Colorado Parks and Wildlife** helped Girl Scouts explore the varied and beautiful state parks while practicing the principles of environmental stewardship.
- **National Mental Health Innovation Center** gave Girl Scouts meditation skills through virtual reality headsets as part of the Sisterhood of Support programming.
- **Mindfulness & Positivity Project** worked with Girl Scout volunteers to bring mindfulness into troop meetings and with caregivers to explore how mindfulness can have a positive impact on their girls’ mental wellbeing.
- **HealthONE** invited Girl Scouts to take a journey to the wide world of healthcare careers.
- **Colorado School of Mines Society of Women Engineers** gave girls a hands-on STEM experience.
- A new partnership, brought to life by the sale of our Magic Sky Ranch property to the **University of Denver** in September, is beginning to take shape and will create many opportunities that we’re excited to bring to girls in the near future.

This list is, by no means, complete as we continuously connect with additional partners to provide programming and opportunities for Girl Scouts across the state.

Exciting opportunities are on the horizon, including our partnership with College Invest. The new Inspiring Futures by CollegeInvest series introduces girls to women in a wide variety of careers, and the Future Me patch program coming this fall will seed college savings plans with \$100 for each young Girl Scout who completes it.

Thank you, to all of our community partners, donors, members, and alums for believing in the power of girls, and for being better together!



Leanna Clark, CEO
Girl Scouts of Colorado

MAKING A DIFFERENCE

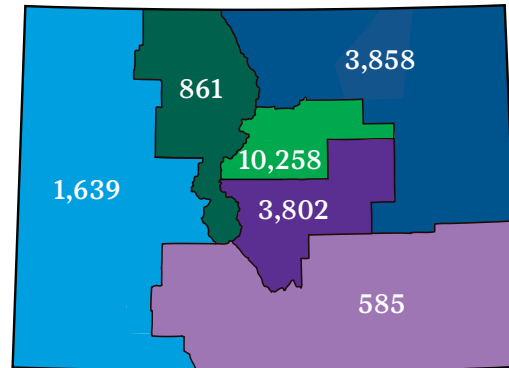
Girl Scouts bring their dreams to life and work together to build a better world.



Membership

In 2020–2021,
14,834
 girl members
 had the opportunity
 to have a life-changing
 experience with the help of
8,717
 adult members
 across the state,
5,284
 of whom are
 volunteers.

Regional Membership



- **Denver Metro**
7,227 girls, 3,031 adults (2,611 volunteers)
- **Western Slope & Southwestern Colorado**
1,103 girls, 536 adults (464 volunteers)
- **Pikes Peak**
2,275 girls, 1,527 adults (873 volunteers)
- **Pueblo & Southeastern Colorado**
402 girls, 183 adults (157 volunteers)
- **Northern & Northeastern Colorado**
2,355 girls, 1,503 adults (869 volunteers)
- **Mountain Communities**
601 girls, 260 adults (209 volunteers)

Membership by Grade Level

- **Daisies**
2,849
- **Cadettes**
2,694
- **Brownies**
3,958
- **Seniors**
899
- **Juniors**
3,755
- **Ambassadors**
552

Outreach Programs

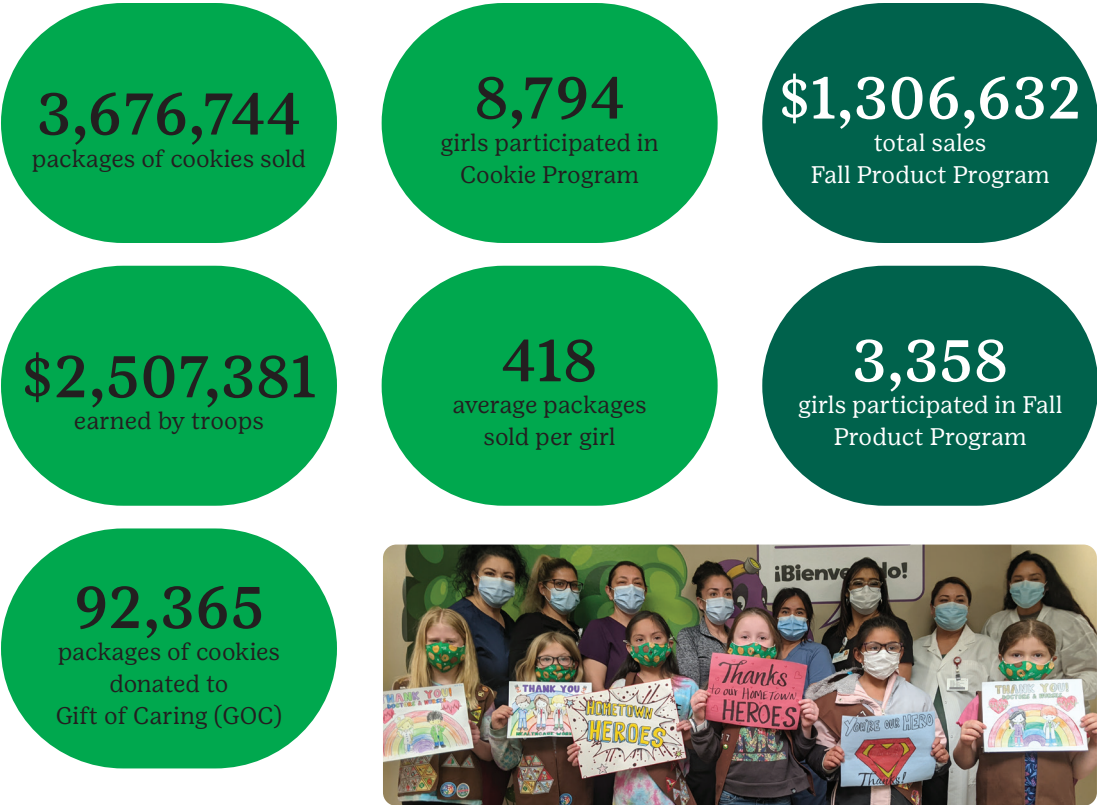
447
 girl members
 were served through
 outreach programs

46
 site visits
 to school/community
 locations

MAKING A DIFFERENCE

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Product Program



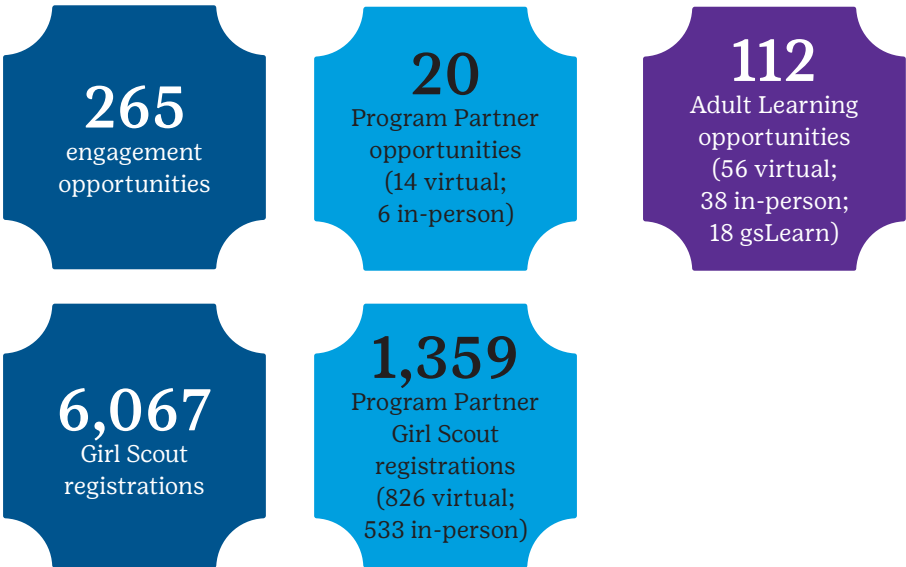
Highest Awards



Outdoor Program

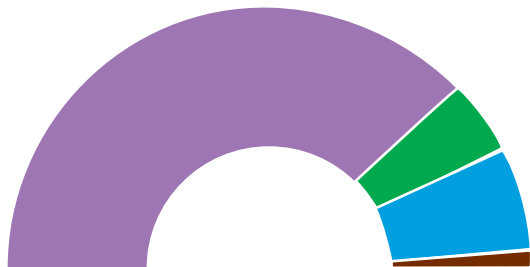


Virtual Program



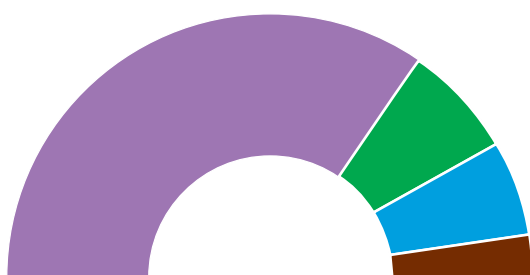
FINANCIALS

Support & Revenue



Product Program, net	\$7,706,513	75.1%
Fees	\$976,640	9.5%
Contributions & Special Events	\$1,351,902	13.2%
Other	\$222,438	2.2%
Total	\$10,257,493	100%

Expenses



Services to troops & girls	\$8,168,574	69.2%
Events & Camps	\$1,598,440	13.5%
Management	\$1,419,017	12.0%
Development	\$622,914	5.3%
Total	\$11,808,495	100%

Change in Net Assets

Change in net assets from operations	(\$1,551,452)
Funding of National Girl Scout Retirement Plan	(\$561,194)
Gain on sale of property held for sale	\$1,290,298
Gain on extinguishment of PPP loan	\$1,248,127
ERT income	\$794,200
Other non-operating activity	\$15,838
Change in net assets with Retirement Plan and other non-operating activity	\$3,051,595
Net assets, beginning of year	\$28,422,354
Net assets, end of year	\$31,473,949

