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Annual Report

Girl Scouts of Northeast Texas



girl scouts 
of northeast texas

“Girl Scouts has the power to give every girl a place where she belongs, feels safe, and can achieve her dreams”

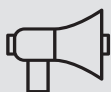


A word from
the CEO

Our Mission

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Four Pillars of Girl Scouting



Life Skills



STEM



Outdoors



Entrepreneurship

There is nothing better than seeing girls ride horses at Camp Bette Perot or experience an “ah-ha” moment at The STEM Center of Excellence at Camp Whispering Cedars. I love reading about the innovative Gold Award projects that are changing the community and seeing our Girl Scouts stand up for what they believe is right in their world. I look forward to cookie “mega drop” each year where we distribute thousands of boxes of Girl Scout Cookies to our girl bosses. And I really love handing out my CEO patch to each Girl Scout I meet.

But the magic of Girl Scouts is in the connections. When girls find their place of belonging in a group of sister Girl Scouts, the look on their faces, the giggles, and the sense of calm remind me why we care so much about this organization. Girl Scouts has the power to give every girl a place where she belongs, where she can feel safe, and where she can achieve her dreams. For many girls, Girl Scouts is the one place they can go that gives them that sense that they are worthy, they are strong, and they have what it takes to make our world a better place.

Today, we are re-imagining Girl Scouts to meet that need for each and every girl. From our commitment to equity and inclusivity, to our investment in people and places, to the way we are thinking about how we show up in new-to-us communities, Girl Scouts of Northeast Texas is committed to being the best version of itself because that’s what girls deserve.

Today’s girls need this sisterhood more than ever. The social and emotional values practiced at Girl Scouts, the confidence each girl develops and the independence she earns—these are filling a gap that will ensure every girl is wholly ready for her future. Thank you for being part of this work with us. I am inspired by the work you do and the energy you bring to building girls of courage, confidence and character who make the world a better place.

Sincerely,

A handwritten signature in black ink that reads "Jennifer K. Bartkowski". The signature is fluid and cursive.

Jennifer K. Bartkowski
Chief Executive Officer

Troops with Mentors pilot program finds success with Bachman Lake Together in West Dallas

Over the past three years, GSNETX has invested in internal and external research to better understand the needs of our non-member families—especially in communities where we do not yet have a strong presence. Many families in communities like the Bachman Lake area of Dallas are unfamiliar with Girl Scouts. The values of Girl Scouts resonated with families, but did not see themselves or their culture reflected in our organization. GSNETX is on a mission to re-imagine Girl Scouts for today’s families. Through multiple conversations with families and leaders at Bachman Lake Together, and with other key community partners, an idea took shape, and the Troops with Mentors delivery model launched.

In a mentored troop, a GSNETX staff member works with a school or community organization to identify interested families and engage parents. The staff meets with families to understand their needs and to co-create an experience that adds value for the girls in the community. This often means looking at barriers to access—from joining, to program delivery, to financial support, program supplies, and day-to-day experiences and interactions with our staff. Staff are assigned to help volunteers start a troop—meeting with them regularly to ensure they have a troop year plan, understand how a troop meeting flows, and how to deliver the Girl Scout Leadership Experience. A GSNETX staff mentor supports troop meetings and activities for the first full year, with a transition plan during the second year of membership.

This pilot program began with a partnership with Bachman Lake Together (BLT), an organization that works to unite the community and prepare children for success in school and in life. This troop has 29 active girls, 25 families, 12 leaders, and 13 extra adult volunteers. Participants have enjoyed family events at The STEM Center of Excellence, participated in First Aid training, and are excited for their first camping trip in 2023.

Through focus groups and other research, GSNETX discovered that language is often a barrier in forming new troops. Because of this pilot program, the



organization has doubled down on producing Spanish language materials for volunteers and families. New resources include a new leader support kit, badge curriculum, and bilingual mentors.

Together with our community partners and schools, GSNETX is breaking down language, transportation, and financial barriers to engage more families in Girl Scouts.

2022 Highlights



Mental Health

- Served 2,271 girls through the Okay to Say and Resilient Ready Strong patch programs
- 35 staff certified in Mental Health First Aid
- 85 volunteers trained in social & emotional development and mental health awareness



DEI

- Re-launched Committee on Community Engagement
- Completed 16 staff IDEA training courses for 22.5 training hours per staff member
- Invested \$14,000 in 64 translated resources, a 12-fold increase year over year.
- 1,462 girls earned our council's own Hispanic Heritage Month patch.
- Trained camp staff in gender equity, crisis communications, and inclusion for Summer Camp 2022, as well as other trainings around community engagement.



STEM

- Hosted our first national Destinations camp, welcoming high school girls from 16 different states.
- 177 girls attended STEM Center day camp
- Hosted over 1,000 co-ed youth in STEM Center field trips
- Launched woodworking and jewelry programming at the MakeHer Space
- Expanded programming and dedicated the Kathleen G. Putrah Connected Botany Space



Outdoor Leadership

- Served 4,836 girls and adults in school-year weekend troop camping activities
- Served 884 campers, 200 youth leaders and 258 volunteers in volunteer run Day/Twilight camps
- Welcomed 907 girls to summer resident camp at Bette Perot and STEM Center



Other Highlights

- Served 19,102 girls and 6,966 volunteers
- Celebrated 135 Gold Award Girl Scouts, 264 Silver Awards, and 408 Bronze Awards
- Distributed 487 new leader start-up kits and refined new leader on-boarding processes
- Cookie program achieved \$13.4M in gross revenue, with 2.7M packages sold and 288 per girl average

Statement of Activities

Revenue

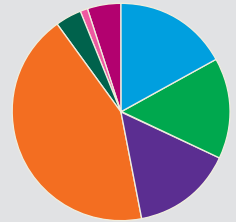
Annual giving/contribution	\$4,150,488
One-time gift - MacKenzie Scott	\$3,800,000
In-kind contributions	\$3,899,380
Cookie and Fall Product Program, net	\$10,965,933
Program and camping fees	\$943,308
Sales of merchandise, net	\$299,951
Investment and other income	\$1,347,440
Total public support and revenue	\$25,406,500

Expenses

Services for girls and adults	\$16,945,757
Management and general operating	\$1,888,451
Fundraising	\$1,043,436
Total expenses	\$19,877,644

Change in net assets	\$5,528,856
Net assets at beginning of year	\$24,399,779
Net assets at end of year	\$29,928,635

Revenue



Annual giving/
contributions:
17%

One-time gift -
MacKenzie Scott
15%

In-kind
contributions
15%

Cookie and Fall
Product Program,
net:
43%

Program &
camping fees
4%

Sales of
merchandise,
net:
1%

Investment and
other income/(loss):
5%

Statement of Financial Position

Assets

Cash and cash equivalents	\$9,988,452
Investments	\$2,083,347
Accounts and pledges receivable	\$1,271,361
Inventory and other	\$869,495
Long-term notes receivable, net	\$9,340,550
Land, buildings and equipment, net	\$20,905,780
Assets held for sale	\$106,488
Total assets	\$44,565,473

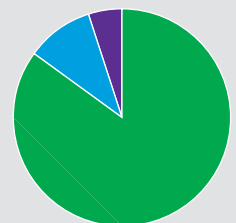
Liabilities

Accounts payable	\$244,341
Notes payable, net**	\$12,981,212
Deferred revenue	\$107,421
Other accrued liabilities	\$1,245,338
Custodial funds	\$58,526
Total liabilities	\$14,636,838

Net Assets

Without donor restrictions	\$28,377,600
With donor restrictions	\$1,551,035
Total net assets	\$29,928,635
Total liabilities and net assets	\$44,565,473

Expenses



Services for
girls and adults:
85%

Management and
general operating:
10%

Fundraising:
5%

**Includes \$1.5M in forgiven Paycheck Protection Program loan.

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Mental Health initiatives support summer camp

After COVID elevated mental health concerns, GSNETX mental health program manager, Brittany Kelly, was ready to make positive changes, especially for campers last summer. "We had a strategy to start the conversation before camp and provide tools to campers and staff during camp," she said.



Before camp: Each camper received a "Resilient, Ready, Strong" patch program in the mail. The mailer included discussion topics around how the camp experience might affect a girl's emotions. It also gave instruction on how to develop self-care techniques. Camp staff began developing new skills as well. During their two week onboarding, they received mental health awareness and suicide prevention training from the Grant Halliburton Foundation. They learned the signs of stress, depression, and warning signs of suicidal thoughts in youth. Staff learned how to help kids regulate emotions, what affects their behavior, and ways to deescalate when emotions are high.

“ Staff felt more confident in handling outbursts and successfully set limits and boundaries for campers and even for each other. ”

During Camp: Thanks to Verizon, each girl got a mindfulness kit, which included a breathing bracelet, glitter jar, and mindfulness cards. Village MD donated sensory putty for each girl as well as larger sensory kits used when transitioning between high-energy and low-energy activities. Fidgets, stress balls, sound machines, and coloring pages helped ease the transition.

Posters on walls throughout camp encouraged independent practice with affirmations and active mindfulness.

Staff continued to receive support through weekly tips and training reminders.

Upon the conclusion of camp this past summer, there were fewer reports of mental health struggles. Kelly feels that a few simple changes made all the difference.

"Educating our staff, making mindfulness part of the scheduled activities of the day, setting clear expectations, and rewarding good behavior helped us have a successful summer," she said.



We gratefully acknowledge our annual donors. Scan code to view the list.

Texas Community Youth Development grant provides for expanded service in Dallas schools

Deeper community connection.
Mentorship beyond the classroom.
Opportunities students have never had before. An investment from the State of Texas Community Youth Development (CYD) grant program made it all possible.

In November of 2021, Girl Scouts of Northeast Texas was one of sixteen non-profit recipients across the state of Texas of the CYD grant. The grant provided for mentoring, youth leadership development, and post-high-school readiness programming in five Dallas-area zip codes—including a partnership with Dallas Prestige Group to serve boys in the same zip codes.

The program offers girls traditional Girl Scout programming during the school day with program instructors deeply embedded in the student learning process.



"Our instructors will do small groups, and they'll support the girls at their soccer games or basketball games, and even do out-of-school mentoring," said program manager Destinee Merida. "They're building relationships and bringing the parent into the program, too."

A highlight of the year was the High School Youth Advisory Council. These selected students helped inform the programming and attended the annual



Youth Summit for CYD grant organizations at Huston-Tillotson University, a HBCU in Austin, TX. While there, the students stayed in a dorm and attended workshops on leadership skills and mental wellness. They networked with like-minded youth from across the state. For two of the four members of the Youth Advisory Council, this was their first time traveling outside of Dallas. The trip gave them a safe space to spread their wings and meet new people, opening their eyes to the possibilities that life can have.

"Since one of our Girl Scouts hadn't been out of Dallas before, she was attached to my side. She was anxious. I kept telling her to get out of her comfort zone and meet new people," Destinee said.

After a tough first day of watching the student sitting on the sideline afraid to speak up, on day two, Destinee noticed a shift in her confidence and participation.

"I looked up at lunch and she was in the middle of a crowd having a good time with friends! She even won one of the speakers prizes for asking a question in her session. She was definitely most improved, and I was so proud of her growth—for the growth I saw in all of kids." She said.



Watch the Youth Council's self-produced student analysis video

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Thank you for investing in girls!

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