



2024 Annual Report

girl scouts 
of gateway council





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.

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.

Mission Statement

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

Instagram:

@girlscoutsgc

Facebook:

Girl Scouts of Gateway Council, gsgc

LinkedIn:

Girl Scouts of Gateway Council

TikTok:

GirlScoutsGatewayCouncil

A Message from our CEO

Courage. Confidence. Character.

These words are more than just part of our mission—they come to life in every Girl Scout experience. Whether it's a girl's first night away at Camp Kateri, the personal growth she gains from selling Girl Scout Cookies, or the pride she feels when she earns a Bronze, Silver, or Gold Award, these moments are shaping her into a leader. Each experience helps her discover her potential and build the courage to serve others.

At Girl Scouts of Gateway Council, our mission is to reach every girl by meeting them where they are—whether through empowering leadership programs, impactful community projects, or the simple joy of shared moments. This year has been filled with discovery, laughter, imagination, creativity, and above all, friendship.

Every Girl Scout has her own curiosity, dreams, and talents. She's learning to take risks, trust her gut, and team up with others for good. Girl Scouts create the world they want to live in and strive to make it better. They explore their strengths, take on new challenges, and can always be themselves, regardless of background or ability.

Thanks to the dedication of our staff and volunteers, who bring the Girl Scout experience to life for girls across our 35 counties, we've experienced growth. We welcomed 2,450 new Girl Scouts and their families into the Movement. And 3,874 girls renewed their memberships for another year of fun and learning. This would not have been possible without the strong community that surrounds our girls and supports them every step of the way.

The true measure of our success, however, is the impact we have on the lives of girls. According to the Florida Girl Report, Girl Scouts are more likely to pursue leadership roles—80% of them, in fact—and 62% are more likely to embrace challenges that help them grow. These numbers reflect more than just participation—they demonstrate how we are shaping the future by empowering problem solvers, go-getters, dreamers, and doers to make a lasting impact on the world.

The future is bright, and we're more committed than ever to providing every girl with the tools and support she needs to thrive. Through our partnerships with corporations, foundations, and individuals, we're able to expand our reach and ensure that every girl has the opportunity to build courage, confidence, and character.

Thank you for your continued support. Together, we're making a real difference in the lives of girls, today and for years to come.

Yours in Girl Scouting,

Wendy Dordel, CEO

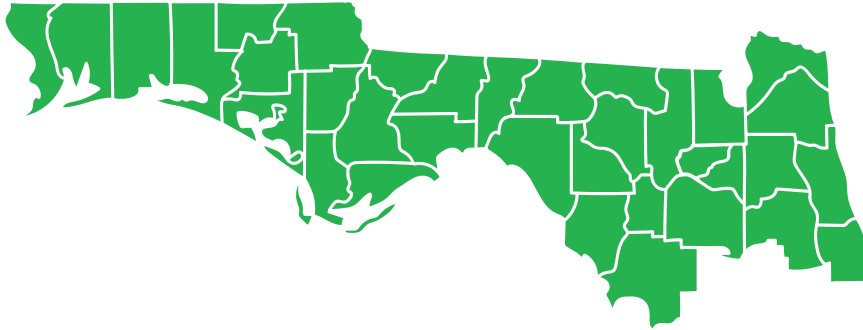
Girl Scouts of Gateway Council

7077 Bonneval Road, Suite 420, Jacksonville, FL 32216
877.764.5237 | gsgateway.org

Courage. Confidence. Character.

At Girl Scouts, girls don't just learn skills—they develop core values that will guide them throughout their lives. From building a strong sense of self to fostering healthy, supportive relationships, our girls gain the confidence to take on challenges and become leaders in their communities. With every new adventure, they also cultivate:

- A strong sense of self
- Positive values that shape their decisions
- Academic success and exciting career dreams
- Healthy, supportive relationships
- The courage to seek out challenges and solve community problems



Serving these 35 counties Alachua County, Baker County, Bay County, Bradford County, Calhoun County, Clay County, Columbia County, Dixie County, Duval County, Escambia County, Flagler County, Franklin County, Gadsden County, Gilchrist County, Gulf County, Hamilton County, Holmes County, Jackson County, Jefferson County, Lafayette County, Leon County, Levy County, Liberty County, Madison County, Nassau County, Okaloosa County, Putnam County, Santa Rosa County, St. Johns County, Suwannee County, Taylor County, Union County, Wakulla County, Walton County, and Washington County

Building Girls of Courage, Confidence and Character



Daisies | K-1
1,473



Brownies | 2-3
1,825



Juniors | 4-5
1,373



Cadettes | 6-8
1,074



Seniors | 9-10
364



Ambassadors | 11-12
215

Our Girl Scouts

6,324
Girl Scouts

5,457
Adult and Lifetime
Members

11,781
Total Girl Scout Members

3,464
Adult Members Serving
in Volunteer Positions

543
Girl Scout Troops

68
Community Development
Troops

1,465
Girls Served Through
Community Development
Programs

Our Pillars

The four pillars of Girl Scouts, STEM, Outdoors, Life Skills, and Entrepreneurship, equip girls with the tools they need to thrive today and lead tomorrow. Through hands-on experiences in science and technology, essential everyday skills, creative business ventures, and outdoor adventures, girls grow into confident, courageous leaders ready to make a difference in their communities and the world. Each pillar supports their development in a unique way, helping them discover their strengths and unleash their potential.

74
STEM Programs

88
Outdoor Programs

62
Life Skills Programs

16
Entrepreneurship
Programs

STEM: Exploring the Future



Girl Scouts understand that STEM is more than science and technology—it's a way to make the world a better place. When girls dive into STEM activities, they aren't just learning how things work; they're discovering how they can shape the future. Through hands-on programs in robotics, coding, app development, and cybersecurity, girls:

- Become confident problem-solvers and critical thinkers
- Gain self-assurance in their STEM skills and abilities
- Develop a passion for STEM subjects and an excitement to explore even more
- Understand how STEM opens doors to a wide range of career possibilities

Outdoors: Exploring Nature's Classroom



In a world where screens and schedules dominate, getting outdoors can be a challenge. But for Girl Scouts, outdoor adventures are an essential part of the experience. Hiking, camping, and exploring nature provide girls with the opportunity to unplug and connect with the world around them. When they step outside, they:

- Discover the power of perseverance as they tackle challenges
- Build leadership skills, form lasting friendships, and boost their happiness
- Learn the importance of teamwork and protecting the environment
- Gain a fresh perspective on life and develop a lifelong love for the outdoors

"I love everything about Girl Scouts. My favorite memory so far has been making s'mores at Girl Scout Camp."
—Emery, *Girl Scout Brownie*

Life Skills: Building Confidence for the Future



Through badges and hands-on experiences, Girl Scouts gain the tools to lead their best life. Whether it's learning how to stay healthy, advocating for others, or planning for a career, every Girl Scout develops the life skills she needs to thrive. By exploring topics like civic engagement, communication, and healthy living, girls:

- Build confidence to tackle challenges with a positive mindset
- Cultivate a strong sense of self and grow their self-esteem
- Experience a deeper sense of happiness by living according to their values

Entrepreneurship: Building the Leaders of Tomorrow



At Girl Scouts, every girl has the chance to develop entrepreneurial skills through one of the largest girl-led businesses in the world: the Girl Scout Cookie Program. Running this program teaches girls invaluable business skills, while also boosting their confidence and leadership abilities.

Whether they dream of starting their own business or simply want to build financial independence, the Girl Scout Cookie Program provides a strong foundation for success. Girls in the program:

- Learn to set and achieve meaningful goals, like selling cookies or managing their own business
- Build financial literacy by tracking sales, budgeting, and managing inventory
- Develop essential communication skills by engaging with customers and promoting their sales
- Strengthen leadership and teamwork skills, working alongside peers and mentors to reach common goals
- Gain resilience by overcoming challenges, problem-solving, and adapting to new situations

240

Total Programs Offered

4,890

Total Number of Girls Attending Programs

2,036

Unique Number of Girls Attending Programs

22

Camp Opportunities

481

Girls Attending Camp

40

Outdoor Programs not on a camp property

3,876

Girls Sold Cookies

1,746,069

Number of Boxes Sold

8,292

Boxes Sold by our Top Seller



Highest Awards

The Lasting Impact of the Girl Scout Gold Award:

Girls who pursue their Gold Award aspire to transform an idea and vision for change into an actionable plan with measurable, sustainable and farreaching results. Gold Award recipients report a more positive sense of self, are more engaged civically and in community service, have more confidence in their leadership abilities, and experience greater life satisfaction and success relative to their peers.



170

Bronze Awards
Earned



58

Silver Awards
Earned



13

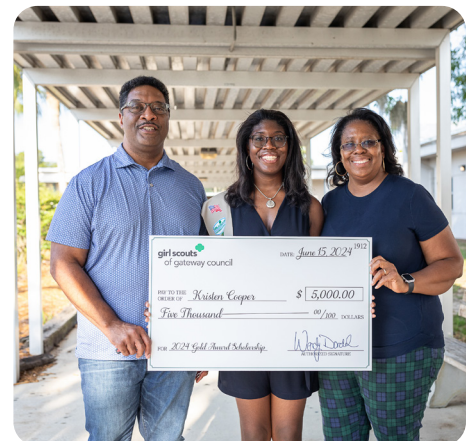
Gold Awards
Earned

1,040

Hours Spent on
Gold Award Projects



“This project helped me grow in so many ways. It helped me become more of a leader and showed me important life skills like communication with others and confidence.” –**Augustina**, *Gold Award Girl Scout*



Our Numbers



"I love everything about Girl Scouts! Playing fun games and activities with my troop is the best!"
–Raylon, *Girl Scout Brownie*



\$7,250,039
Total Operating Expenses

\$5,752,108
Girl and Volunteer Programs

\$1,497,931
Supporting Services

\$7,475,389
Total Operating Revenue

\$5,392,338
Product Sales

\$713,718
Public Support

\$94,633
Merchandise Sales

\$371,625
Program Revenues

\$903,075
Investment Income



Girl Scouts of Gateway Council
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impact the lives of girls, scan this QR code.