

Annual Report 2025





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



Dear Girl Scout Community,

There is a moment you can see it. A girl who was once unsure begins to trust her voice. She raises her hand. She shares an idea. She steps forward instead of holding back. It does not always happen all at once, and it does not always look the same for every girl, but when it does, it is powerful. It is the moment she begins to understand what she is capable of, and it is why Girl Scouts matters as much today as it ever has.

That growth does not happen by chance. It happens because someone creates the space for it. Across our council, volunteers are the ones who show up day after day to guide, encourage, and believe in girls through every step of their journey. They lead troop meetings, cheer girls on during cookie season, and help them navigate challenges both big and small. More importantly, they remind girls that they belong, that their ideas matter, and that they are stronger than they think.

As we look to the future, we are building something that reflects the very best of what Girl Scouts can be. Our new Leadership Center will be a place where girls can walk in and immediately feel inspired to explore, create, and lead. It will bring together hands-on learning, new experiences, and opportunities for connection that expand what is possible for every girl we serve. This space represents more than growth for our organization. It is a commitment to ensuring that girls across our community have access to experiences that prepare them not just for today, but for whatever comes next.

This past year, we have continued to reach girls across our region with programs that build confidence, strengthen skills, and open doors to new opportunities. Because of the generosity of our donors, the dedication of our volunteers, and the belief of our community, we are able to meet girls where they are and support them as they grow into leaders in their own lives. The numbers shared in this report reflect that progress, but behind each one is a story of a girl discovering her strength, her voice, and her place in the world.

We are grateful for every person who makes this work possible. When you invest in Girl Scouts, you are investing in moments that shape a girl's future and, in turn, the future of our communities. Thank you for believing in her, for standing beside us, and for helping us create a world where every girl has the opportunity to lead with courage, confidence, and character.



Wendy Dordel
Chief Executive Officer, GSGC



Lauren Todd
Board Chair, GSGC



Board of Directors

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Amanda Hegeman	

Follow us on Social Media

Instagram:

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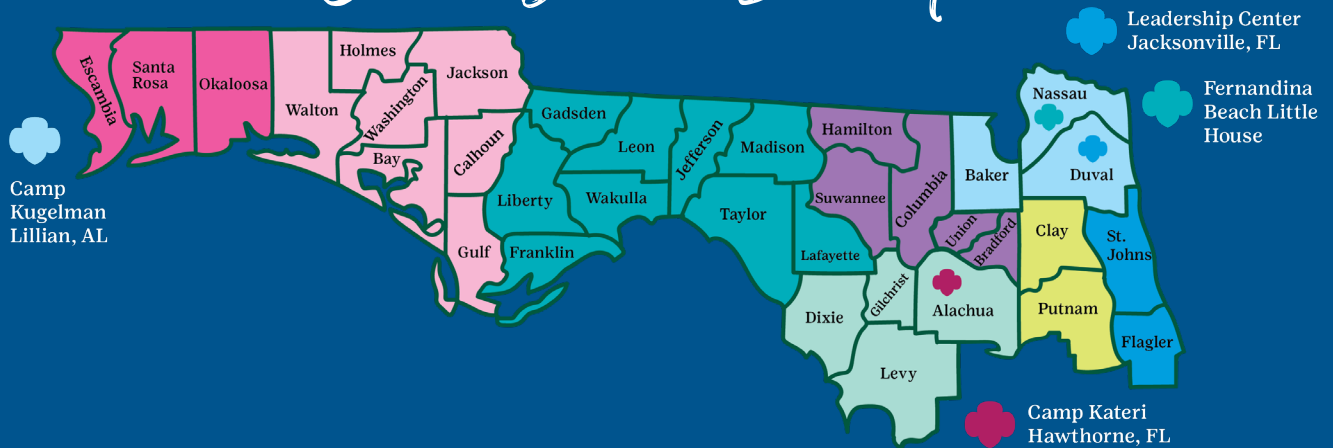
TikTok:

GirlScoutsGatewayCouncil

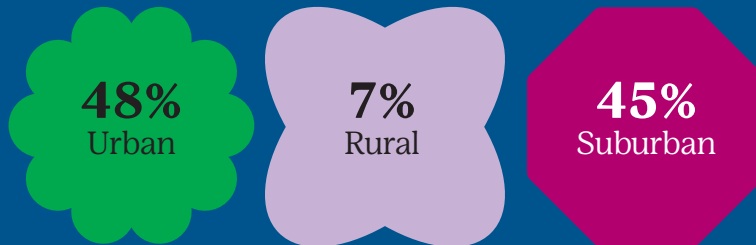
Leadership Center

10550 Deerwood Park Boulevard
Building 300, Suite 309
Jacksonville, FL 32256
(New office location as of May 5, 2026)

Our Girl Scouts



Overview of Gateway Council by Population Category



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

“ My favorite thing about being a Girl Scout Leader, is the opportunity to allow girls to learn things that normally they wouldn't think about. Possibly future work opportunities in the fields not normally dominated by women.

-Tammy Kirk, Girl Scout Volunteer ”

We are Girl Scouts

We are a community where girls are seen, heard, and valued for exactly who they are and who they are becoming. In every troop meeting, camp experience, and leadership opportunity, girls are building confidence through action. They are trying new things, finding their voice, and learning that their ideas and contributions matter. Surrounded by supportive peers and dedicated volunteers, they are growing in ways that extend far beyond any single experience, shaping how they show up in school, in their communities, and in the world.

We are also a network of people who believe in the power of girls. Volunteers, families, donors, and community partners come together to create opportunities that open doors and expand what is possible. From meaningful service projects to entrepreneurial experiences like the Girl Scout Cookie Program, girls are gaining the skills and confidence to lead with purpose. Together, we are not only preparing girls for the future, we are building a generation ready to shape it.

“My favorite part of being a Girl Scout is the camping adventures with my troop and selling cookies, of course! I also went to Wild Adventures recently and had so much fun laughing and hanging out with my friends.”

– Azalea, Brownie Girl Scout

Girl Scout by Program Grade Level

Ambassadors
(11th-12th grade) **266**

Seniors
(9th-10th grade) **355**

Cadette
(6th-8th grade) **1191**

Juniors
(4th-5th grade) **1517**

Brownies
(2nd-3rd grade) **1932**

Daisies
(K-1st grade) **1574**

12,398
Members

Girls and Adults



35
Counties
Served



Ways to be a Girl Scout

Every girl who wants to be a Girl Scout deserves the access and opportunity to fulfill that dream. Girl Scouts of Gateway Council is removing barriers so all girls within our council can participate in life-changing leadership development programming and create a strong foundation filled with meaningful connections, strength-building challenges and a sense of belonging. Girl Scouts of Gateway Council offers a variety of unique experiences to connect with Girl Scouts in our community. Whether a part of a troop, an independent Girl Scout or a grant-funded troop, we are committed to ensure all girls, everywhere have access to the Girl Scout Leadership Experience.



Volunteer-led Programming

Volunteer-led (77%)

Led by a volunteer—usually a parent or caregiver of one of the members in the troop.

Caregiver-led Programming

Juliettes (3%)

Individual Girl Scouts guided by a mentor.

Community Programming

Community Outreach (20%)

Delivering programs to girls in under-served areas through community centers and schools.

80% of girls

20% of girls





Top Five
Council out of 111
GSUSA councils
nationwide



1,581,360
Packages of
cookies sold



187
Girl Scouts earned
their Bronze,
Silver or
Gold Awards



385
Camp
registrations



7000
Packages of
cookies sold by
top cookie seller



173
Programs offered
in the four
Girl Scout
program pillars

Guiding the Next Generation

Volunteer Spotlights



Azaria Newberry
Co-Leader

Meet Azaria Newberry! As a dedicated Girl Scout Co-Leader of Troop 3040 in Panama City, Azaria has spent the past two years guiding girls on their Girl Scout journey and making unforgettable memories along the way!

For Azaria and her daughters, being a part of Girl Scouts has been their favorite experience, filled with growth, friendship, and fun.



Jessica Berger
Co-Leader

From Girl Scout to Leader! Meet Jessica Berger, a proud Girl Scout alum and Co-Leader of Troop 709 in Gainesville! For over 8 years, Jessica has been guiding girls on their Girl Scout journey with passion and dedication.

Her story comes full circle as she was inspired by her own mom's leadership. She's now co-leading her daughter's troop and loving every moment.



2025 Adult Recognition Awards



Volunteer Excellence Pin

- Alexis Langieri, Community 4
- Elizabeth Whitney, Community 5
- Lori Fulford, Community 9
- Mary Anthony, Community 4
- Mikey Langieri, Community 4



Volunteer Appreciation Pin

- Heather Bass, Community 9
- Lynn Mitchel, Community 5



KeTurah Poole Troop Leader

Meet KeTurah Poole, a Troop Leader, powerhouse mentor, and champion of “little people” everywhere! For the past 6 years, she’s been co-leading multi-level Troop 11214 in Tallahassee with heart, creativity, and a passion for raising confident, compassionate young leaders.

KeTurah believes in building up well-rounded humans and Girl Scouts has been the perfect place for her to do just that. From thinking outside the box to creating unforgettable experiences, her impact is felt in every badge earned and every girl empowered.



Laura Bogert Troop Leader

Meet Laura Bogert, a proud Girl Scout alum and dedicated leader of Troop 41202 in Dixie County, where a legacy of leadership runs deep in her family. Once a Girl Scout herself, Laura later became a troop leader for her daughter and now proudly leads her granddaughter’s troop, representing three generations of courage, confidence, and connection. She credits Girl Scouts with helping her feel a true sense of belonging as a child, and she is committed to creating that same inclusive, supportive space for every girl she leads. Laura reminds her troop that bravery doesn’t have to be big to matter—being brave looks different for everyone, and what matters most is having the courage to try.



Scan each QR code to view their story in their own words.



Gateway Compass Award

Jennifer Clarke, Community 9
Ellen Finnelli, Community 9
Cindy Laukert, Community 4



Community Trailblazer Award

American Legion Post 382
Nominated by:
Tamara Wilhelm

Financial Scholarships

We're proud to offer assistance so that all girls can participate in the Girl Scout experience.

Memberships
Provided
1,811

Uniforms
Supplied
2,221

Camp
Assistance
\$12,000

Programs
Awarded
\$5,320

How We're Funded

Our funding comes from five primary sources:

Product Programs

Sweets and Treats and Girl Scout Cookie program sales

Programming Fees

Participation fees for camp, events, and other programs

Philanthropy

Charitable donations and grants from individuals, corporations, foundations, and other partners

Retail

Girl Scout Shop proceeds from the sale of badges, uniforms, gifts, supplies, and merchandise

Other Income

In-kind contributions and miscellaneous revenue such as rental revenue



By the Numbers

\$7,372,880

Total Revenue

\$5,412,357

Product Program Sales

\$799,736

Public Support

\$380,686

Program Service Revenue

\$108,471

Merchandise Sales

\$671,630

Investment & Other Income

\$7,676,015

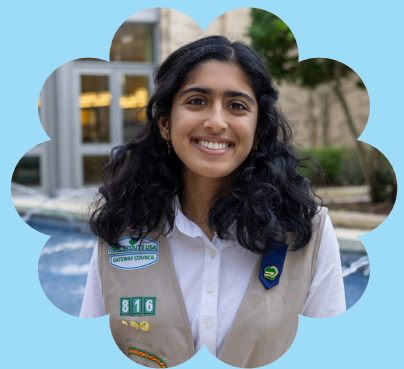
Total Operating Expenses

\$6,080,302

Girl and Volunteer Programs

\$1,595,713

Supporting Services





“My favorite part of Girl Scouts are all the friendships I have made within Girl Scouts. A memory I’ll never forget is going to Savannah, Georgia with my troop!”
- Madison, Cadette Girl Scout



Gateway Council Leadership Center

Because every girl deserves
a place to lead

The Leadership Center represents a bold step forward for girls in our community. It is being thoughtfully designed as a place where curiosity is encouraged, ideas are explored, and leadership takes shape in real time. Inside this space, girls will have opportunities to engage in hands-on experiences that build confidence and practical skills, while also discovering new interests and passions. It will be a place where learning

“The Leadership Center represents more than a building. It is a bold investment in girls, in innovation, and in the limitless potential of the next generation of leaders. The future is bright, and we are building the space where it will unfold.”

– Wendy Dordel, CEO

feels dynamic, where collaboration is natural, and where girls are inspired to see themselves as leaders. More than a new facility, the Leadership Center will serve as a gathering place for connection and growth. Troops will come together, volunteers will be equipped with enhanced training and resources, and community partners will bring new opportunities directly to girls. This shared space will strengthen the Girl Scout experience by creating more access to high-quality programming and by making it easier for girls across our region to participate, engage, and thrive. At its core, the Leadership Center is an investment in the future. It reflects a commitment to ensuring that every girl has the opportunity to develop the confidence, skills, and sense of belonging she needs to succeed. The impact of this space will extend far beyond its walls, shaping not only the experiences girls have today, but the leaders they will become tomorrow.

Want to learn more and how you can support?



Our Donors

Girl Scouts of Gateway Council relies on the generous support of corporations, foundations and its many friends and partners to maintain the high level of programs and services it offers to girls and adults. We are grateful for the support that made our work and mission of building girls of courage, confidence and character possible in 2024. With sincerest appreciation and gratitude, we recognize those who invested in Girl Scouts of Gateway Council through annual operating or program support from October 1, 2024 to September 30, 2025.

Community Partners

Coca Cola Gainesville	McKnight & Hollinger Insurance Agency
CSX Corporation	Mercedes Benz USA, LLC
Denmont Consulting	Minuteman Press
Dream Finders Homes	Nonprofit Center of NE Florida
Driver McAfee Hawthorne & Diebenow	Pittman Law Group, P.L.
Florida Blue	The Baldwin Group
Hakimian Holdings	The Fiorentino Group
HCA Caring for the Community	Trophy Nut Company
HCA North Florida Hospital	UF Health Shands
iVenture Solutions, LLC	USable Life
James Moore and Company	Vystar Credit Union
Mayo Clinic	Wells Fargo Advisors Financial Network
McDonald's of Gainesville	

Government and Civic Partners

Alachua County	Rotary Club of Pensacola
City of Gainesville	St. Johns County
City of Jacksonville	United Way of North Central Florida
Florida Department of Education	United Way of St. Johns County
Rotary Club of Gainesville	

Grants

Bank of America Charitable Foundation	Publix Super Markets Charities
D.W. McMillian Foundation	The Community Foundation for Northeast Florida
Jacksonville Jaguars Foundation	The Heal Foundation
Jager-Sumner Family Charitable Fund	Wells Fargo Foundation
Johnson & Johnson Foundation	Women's Giving Circle (Community Foundation of North Central Florida)
Pamphalon Foundation, Inc.	
Pledgeling Foundation	

Individual Donors

Aisha Arbuckle	Dawn Burgess-Krop	Martha E. Barrett
Alena K. Lawson Bennett	Deborah A Powell	Melissa Orth
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Allison Brandenburg	Ester Smith Tibbs	Monica A. Jacoby
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Danielle Hawkins-Wright	Lynn Mitchell	Wendy Dordel
David and Carol Messerlie	Marshelly Stephens	Yemi Sokumbi

Memorials and Tributes

In Memory of Patricia Cowdery

Kathryn G Cowdery

In Memory of Clarice Dalton

Michael Dalton

Sena Finklea

Jane Floyd-Bullen

Rebecca Hoover

Danielle Owens

Leland Wykoff

Margaret Zenner

In Memory of Molly Kendrick

Alexander Sandroni

In Memory of Jacqueline Sykes

Jeanne Pernesky

Lauren Richey

In Honor of Harriet Barrett

Martha E. Barrett

In Honor of Johnson Hagood Pace Jr.

Margaret P. Chancey

girl scouts 
of gateway council

Leadership Center
10550 Deerwood Park Boulevard
Building 300, Suite 309
Jacksonville, FL 32256

New Office Location as of May 5, 2026