

# 2024 Annual Report

*The statistics in this report pertain to our membership year from October 1, 2023 to September 30, 2024.*

## Membership

6,674

Girl Members

22%

1,443 Daisies (Grades K-1)

26%

1,746 Brownies (Grades 2-3)

21%

1,413 Juniors (Grades 4-5)

19%

1,268 Cadettes (Grades 6-8)

7%

454 Seniors (Grades 9-10)

5%

345 Ambassadors (Grades 11-12)

4,832

Adult Members

1,804 lifetime members

1,436 troop leaders

639 active troops

## Awards



40 girls earned the Girl Scout Gold Award, which requires a minimum of 80 leadership hours, totaling over 3,200 hours of service



132 girls earned the Girl Scout Silver Award, which requires a minimum of 50 leadership hours, totaling over 6,600 hours of service



131 girls earned the Girl Scout Bronze Award, which requires a minimum of 20 service hours, totaling over 2,620 hours of service



Kenna Talhelm of Alamance County and a member of Girl Scout Troop 40607 was selected as a National Gold Award Scholarship recipient from Girl Scouts of the USA (GSUSA). For her Girl Scout Gold Award project, which was titled "Cleaning Waterways Through Stormwater Education," Talhelm hosted creek clean-ups where the focus was education and addressing the root cause of the issue. She created informational flyers and a website that act as resources for the public to learn about proper pet waste disposal, among many other ways they can help combat water pollution.

The GSUSA Gold Award Scholarship recognizes one outstanding Gold Award Girl Scout from each of the 111 councils across the United States. Recipients are selected based on their project exemplifying the core components of the Girl Scout Gold Award and demonstrating extraordinary leadership that drives lasting change within the community and beyond. Talhelm was awarded a total of \$5,000 in scholarships monies.

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[www.girlscoutsp2p.org](http://www.girlscoutsp2p.org)

[www.CampLikeAGirl.org](http://www.CampLikeAGirl.org)

### Asheville Service Center

37 College Place  
Asheville, NC 28801

### Gastonia Service Center

3826 S New Hope Road, Unit 4  
Gastonia, NC 28056

### Hickory Service Center

208 Union Square NW, Suite 101  
Hickory, NC 28601

### Triad Service Center

3300 Battleground Avenue, Suite 404  
Greensboro, NC 27410

Connect with us to see how Girl Scouts Carolinas Peaks to Piedmont is making the world a better place!



We gratefully acknowledge support from volunteers, families, foundations, businesses and corporations and the community, including United Way.



# Outdoor Experiences

865 girls participated in weekend programs at camp

302 girls attended equestrian programs at Circle C Equestrian Center

902 campers stayed overnight at our camp properties for a troop camping trip

773 campers stayed overnight at our camp properties for a service unit camporee

1,865 Riding-Instructor-In-Training volunteer hours were worked at Circle C Equestrian Center

506 girls attended summer camp and experienced the outdoors in a variety of ways- from boating and archery to climbing walls and horseback riding



*We hosted a special summer camp session, Land of Waterfalls, at Camp Pisgah. Campers grades 6-12 got to sample activities being offered in our council-sponsored GSUSA Destinations: Land of Waterfalls 2026 We are excited to share the beauty and adventure of Pisgah National Forest with our Girl Scout sisters across the nation.*

# Life Skills Experiences

1,158 girls participated in GSCP2P programs

319 girls participated in community partner programs

1,273 girls participated in GSCP2P Council Patch Programs

461 volunteers participated in training and adult enrichment courses

45 volunteers and staff trained in Youth Mental Health First Aid

Five girls attended GSUSA *Destinations*

## Camp Improvements

Camp Ginger Cascades

- ♦ Smoothed, added gravel and re-established drainage ditches to improve road conditions
- ♦ Replaced worn and damaged mattresses throughout camp

Camp Pisgah

- ♦ Reconfigured boat shed and waterfront layout
- ♦ Replaced worn and damaged mattresses throughout camp

Keyauwee Program Center

- ♦ Refurbished and rededicated Wake Robin Troop House
- ♦ Replaced worn and damaged mattresses throughout camp

Circle C Equestrian Center

- ♦ Full roof overlay and gutter replacement for covered arena
- ♦ RPM Partners donated a construction trailer which will be used as additional program space at the barn. Jim Fox donated an electrical up fit for the barn, so the trailer has power.



*GSUSA Destinations provides individual Girl Scouts a chance to travel with Girl Scouts from all over the country. This year, girls from our council attended Wildlife Geysers and Mountains: A National Park Adventure; Adventure & Forestry in the Wild West; Tall Ship Sailing School; and Pacific Exploration in STEM.*

# Entrepreneurial Experiences

## Fall Product Program

1,521 girls participated

42,657 total products sold

28 was the average number of products sold per girl

\$64,076 paid to troops



15 girls achieved Steller Seller status by selling 3,000+ packages of cookies, earning the exciting opportunity to choose between a weekend experience in Atlanta, GA, or receiving \$400 off a 2024 GSCP2P summer overnight camp session. The weekend was filled with adventure, including a thrilling day at Six Flags and an unforgettable pool party featuring a Glow-in-the-Dark celebration.

## Cookie Program

4,650 girls participated

1,641,714 total packages of cookies sold

353 was the average number of packages sold per girl

\$1,290,161 paid to troops

23,451 packages donated through our council's annual service project, Cookies for a Cause. To date, 479,660 packages have been donated to men and women in our U.S. military here and overseas, local food banks and cause agencies.

\$15,500 in scholarships were awarded to 8 girls, including the top three cookie sellers council-wide for the year

# Leadership

## 2024 Board Officers

Carolyn Brickey, Board Chair, *Forsyth, NC*  
Trish Johnson, Board Vice Chair, *Catawba, NC*  
Sarah Hudson, Board Treasurer, *Forsyth, NC*  
Karen Bartlett, Board Secretary, *Swain, NC*

## 2024 Board Members

Jan Donahue, *Guilford, NC*  
Molly Gross, *Catawba, NC*  
Sandy Hoffer, *Cherokee, NC*  
Sara Means, *Henderson, NC*  
L. Doris Patrick, *Guilford, NC*  
Jenn Muckelvaney, *Buncombe, NC*  
Brenda Newsome, *Randolph, NC*  
Caryl Sinfield, *Guilford, NC*



We introduced a new opportunity for Girl Scouts to serve as Girl Board Members and inducted Alexandra Heavener and Willa Stoutner at our Annual Meeting in April that was hosted in Greensboro.



Congratulations to Kerina Salce for being our 2024 Cookie Program Top Seller! Kerina was awarded a \$2,500 scholarship for her exemplary business skills along with 7 other Girl Scouts who were awarded scholarships at our annual Girls Empowering Opportunity (G.E.O.) event at Wet n' Wild Emerald Pointe.

# Financial Highlights

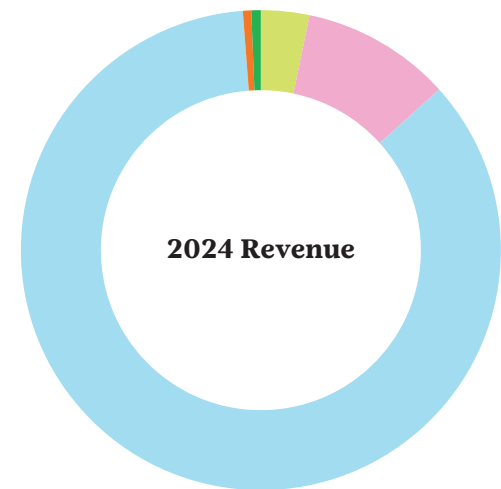
- GSCP2P Finance Strategy time horizon extended
- Significant investment in camp improvements and talent
- Cash position and asset liquidity aligned with GSUSA standards
- Continued rebuilding of philanthropic capacity
- GSUSA pension payment to sundown in 2028
- Continued right-sizing of GSCP2P multi-use service centers
- Significant enhancements to internal finance practices



The Her STEMtastic Future giving campaign launched in April 2024 to support the development of resources and programming that exposes girls to career pathways in science, technology, engineering and math.

Thank you to Piedmont Natural Gas and the Duke Energy Foundation for the generous support and gift of \$8,500 for the wrapping and future interior uplift of our new STEM Van. This van will allow us to bring STEM to girls in all parts of our council and we can't wait to hit the road!

The following information is based on unaudited financials as our audit will be completed in May 2025.



- Contributions and Grants
- Program Revenue (includes troop proceeds payments)
- Product Sales (is the net after Cost of Goods Sold for Cookies, Fall Product and Retail)
- Investment Revenue
- Miscellaneous Revenue



- Salaries and Benefits
- Management and General
- Programs and Services
- Depreciation
- GSUSA Pension

## Statement of Activities

Contributions and Grants .....	\$ 244,477	Salaries and Benefits .....	\$ 3,317,691
Program Revenue .....	\$ (755,509)	Management and General.....	\$ 930,318
Product Sales.....	\$ 6,412,169	Programs and Services.....	\$ 2,164,873
Investment Revenue.....	\$ 42,039	Depreciation .....	\$ 213,040
Miscellaneous Revenue .....	\$ 47,735	GSUSA Pension .....	\$ 361,476
<b>Total Revenue and Support.....</b>	<b>\$ 5,990,911</b>	<b>Total Expenses .....</b>	<b>\$ 6,987,398</b>
		<b>Change in Net Assets.....</b>	<b>\$ (996,487)</b>

## Statement of Financial Position

Cash and Investments.....	\$ 4,264,214	Total Current Liabilities .....	\$ 958,319
Other Assets .....	\$ 377,745	Total Non-Current Liabilities .....	\$ 620,446
Property and Equipment .....	\$ 4,238,619	Total Liabilities.....	\$ 1,578,765
<b>Total Assets.....</b>	<b>\$ 8,880,578</b>	Total Net Assets .....	\$ 7,301,813
		<b>Total Liabilities and Net Assets ..</b>	<b>\$ 8,880,578</b>