

## Girl Scouts of Eastern Iowa and Western Illinois

### Stewardship Report

Fiscal Year (FY) 2023

The Stewardship Report provides an update on the efforts of the council for FY 2023. To guide our council's course of action, a Strategy Plan was built around the council's five strategic focus areas; Quality Girl Scout Delivery Models, External Marketing, Diversity, Equity and Inclusion (DEI), Financial Future, and Talent (Staff & Volunteers). FY 2023 was our council's final year with this strategy plan, from 2020-2023.

In 2023, the council gathered input from key groups of volunteers, families, girls and communities to develop our new strategy plan for FY 2024-2026. Focus groups, listening sessions, survey results and strategy sessions led to the development of our future strategy.

Here is the strategic impact made in FY 2023:

#### Strategic Focus Area - Quality Girl Scout Delivery Models

Strategic Focus Area Objective - Create and deliver a quality Girl Scout model to meet the needs of market segments.

National Alignment – Reach and retain more girls, Transform the volunteer experience, and Equity

#### Key Areas of Impact:

##### Strategic Area: Quality Girl Scout Delivery Model

###### Membership Year 2023

- 10,607 girl members, 62.2% girl retention
- 8.5% Girl Market Share, 8<sup>th</sup> in the nation
- 3,248 adult members, 81.3% retention is 11<sup>th</sup> in the nation
- 791 new adult members, 69.7% adult retention without Lifetime members
- 1,959 Daisy Girl Scouts in volunteer-led areas and 1,214 Daisies in community outreach

###### Community Engagement

- Volunteer-led areas exceeded goal with 7,086 Girl Scouts, 86 above goal.
- 4 regions exceeded goal, 2 achieved above 90% of goal even with staffing transitions.
- Renewal of 3,891 girls in CEM areas, 60.9% of girls renewed for 2023-2024.
- 95.6% of renewal goal of 4,068 girls. Renewal sets up a successful membership year for 2023-2024!

###### Community Outreach

- Staff-led sites reached goal of serving more than 3,500 Girl Scouts.
- Special heritage month programming continued with Black History in February and Women's History Month in March, with in-person programming for the school year.
- Partnered with Hoover Elementary in Cedar Rapids and AmeriCorps for Girl Scouts during the school day with 30 girls participating this year. Plan to serve all girls at Hoover next year.
- Secured funding from Spring Forward, Stepping Stones, and the Martin Luther King (MLK) Center in the Quad Cities for girl membership/program supplies.
- Renewed partnership with Fred Becker Elementary in Waterloo to serve all girls this school year. Girl Scouts is serving all girls at 8 of 11 schools in Waterloo with the highest rates of free/reduced lunches.
- S'mores outdoors provided 30 girls from Waterloo Schools, the MLK Center in Rock Island and the Boys and Girls Club in Dubuque an outdoor overnight experience at Camp Little Cloud. McElroy Trust provided support to help fund this program.

## Girl Experience

- Girl Experience hosted Daisy Girl Scout 1st Events in every region of the council in fall 2022.
- Held Halloweekend with over 700 Girl Scouts and their families for a fun day at Camp Liberty.
- Learn to Lead had 59 middle and high school Girl Scouts for a weekend leadership conference in November 2022.
- Journey in a Day regional events in April and May 2023 served 250 Daisies and Brownies and 102 Juniors across 12 locations.
- In FY 23, over 213 events were offered across the council.

## Product Sales

- 2022 Fall Product Program increased 17% in gross sales over 2021.
- Increased Cookie Sale Program in 2023 to 7% over previous year, with 24,361 packages for Care to Share and Troop Participation at 82%.

## Net Promoter Score:

Girl Scout Voices Count is a survey sent from the national organization to our girls, parents and volunteers. Our council strives to provide a great Girl Scout experience and great service to retain Girl Scouts year after year. It is important to have this feedback from our membership.

Part of the survey is a Net Promoter question of would you recommend. The Net Promoter Score is calculated based on the promoter responses with a high 9 or 10 and subtracting detractors anyone who responded 6 or lower.

- Girl Net Promoter Score declined from 31 to 22.
- Parent Net Promoter Score went up from 20 to 23.
- Volunteer Net Promoter Score went up from 15.6 to 17.

## Girl Satisfaction:

Another area asked about in the Girl Scout Voices Count survey is Satisfaction.

- Girl Satisfaction was 81%, slightly below national at 83%. From GSVCS 2023, 96% of GSEIWI youth indicated they feel safe in Girl Scouts and 90% indicate that being at Girl Scouts makes them happy.
- Parent Satisfaction declined slightly from 76.7 to 75%. This is above the national rate of 74%.
- Volunteer Satisfaction went up 6% from 71 to 77%. This is above the national rate of 74%.

## Outcome Indicators:

Outcome results are captured in the Girl Scouts Voices Count survey. The longer time a member is in Girl Scouts the more they experience to achieve the Girl Scout outcomes.

- Sense of Self - the outcome indicator for our council was at 64 in 2023 and the national average for this outcome is 68.
- Positive Values - the outcome indicator for our council was at 63 in 2023 and the national average is 66.
- Challenge Seeking - the outcome indicator for our council was at 39 in 2023, slightly ahead of the national average of 47.
- Healthy Relationships was 44 in 2023. The national average for this outcome is 50.
- Community Problem Solving - the outcome indicator for our council was 45 in 2023. The national average for this outcome is 45.

## Strategic Focus Area - External Marketing

Strategic Focus Area Objective - Extend messaging to convey the impact of Girl Scouts to the broader community.

National Alignment – Reach and retain more girls, Relevant brand

### Key Areas of Impact:

#### Strategic Area: External Marketing

- Council website was redesigned and launched in summer 2023.
- Social media continues to provide impressions and media coverage highlights stories of Girl Scouts impact including high awards, donor gifts, and community service activities.

### High Awards Highlights for FY 2023:

*High Awards completed by February 2023 and recognized at Honoring Excellence in April 2023.*

- 83 Bronze Award Girl Scouts
- 33 Silver Award Girl Scouts
- 7 Gold Award Girl Scouts
- These high awards represent over 3,870 hours of impact in the community by area Girl Scouts.

## Strategic Focus Area – Diversity, Equity and Inclusion (DEI)

Strategic Focus Area Objective - Ensure our council keeps DEI as a priority and becomes a consistent way of work.

National Alignment – Equity, Reach and retain more girls, and Transform the volunteer experience

*Approved as a Strategic Focus Area by the Board of Directors in January 2021.*

### Strategic Area: DEIRJ

- 59% girl self-reported race, 57% girl self-reported ethnicity
- 75% adult self-reported race, 69% adult self-reported ethnicity
- Monthly DEI newsletters are sent out to staff to increase awareness of timely DEI topics.
- DEI patch program had a soft release in 2023 to troops with a final version to be included in fall 2023 troop resources.

## Strategic Focus Area - Financial Future

Strategic Focus Area Objective - Strengthen funding to sustain the organization, now and in the future.

National Alignment – Reimagine revenue sources, Effective Operations

### Key Areas of Impact:

#### Strategic Area: Financial Future

##### Finance and Fund Development

- Secured a \$50,000 gift from Bechtel Trust in December 2022 and a \$35,000 grant from Transamerica in March to support outdoor programs for girls.
- Diversified sales include shops in Quad Cities, Cedar Rapids, Trading Post and online. Shops continue to do pop-ups at events and are open the first and third Saturdays each month for customer accessibility.
- Women of Distinction in Burlington brought in \$25,552 with 185 guests. Another \$650 was given to support girls going to camp.
- GLAMP overnight fundraiser at Camp Liberty in September 2023 raised \$38,000.

##### Property and Outdoor Experience

- Rebuilt unit and renamed to Woodlands, renovated Campfire Cabin, enhanced cabins at Horseshoe Bend and replaced bridge at camp entrance at Camp Liberty.
- Renovated Whispering Pines and Four Seasons cabin, installed memorial and new entrance in advance of Camp Little Cloud Open House and Ribbon Cutting in May 2023.
- Courage, Confidence, and Campfires event in April had 37 volunteers and staff receive training in Archery, Climbing Wall, Zip Line, and Outdoor Skills.
- Launched ThinkReservation system and developed facility rental usage reports. Transitioned summer camp registration to CampDocs in January 2023.
- Trees Forever recognized our council with a statewide award in April 2023 for the council implementation of the Tree Promise Initiative.
- Day of Caring volunteers from Unity Point completed several projects in our Cedar Rapids location in May 2023.
- Staff from across the council completed a staff spring work day to prepare Camp Liberty for the upcoming season. Staff were able to come out for a day at camp during the summer to help and see camp in action!
- Equestrian Weekend Riding had a successful spring and is nearly full for fall riding.
- 880 campers attended overnight camp at Camp Liberty. 307 attended Camp Liberty for the first time.

### Strategic Focus Area - Talent (Staff & Volunteers)

Strategic Focus Area Objective - Invest in the development of staff and volunteers to retain essential talent.

National Alignment – Transform the volunteer experience, Effective operations and Equity

#### Key Areas of Impact:

#### Strategic Area: Talent (Volunteers and Staff)

##### Volunteer Development and Recognition

- Released two new awards this year, Rising Star and Sustained Service, in partnership with Volunteer Recognition Committee resulting in over 200 volunteers achieving awards.
- Volunteers and Girl Scouts achieving High Awards (Bronze, Silver or Gold) were recognized at the Celebrating Girl Scouts Event in April 2023.

##### Staff Development and Recognition

- Sandler Foundations training for 11 staff and Sandler Management for 2 staff in FY 2023.
- November All Staff meeting included a leadership, motivation presentation from a representative of Transamerica, a corporate donor based in Cedar Rapids, IA. March All Staff meeting included mental health training from NAMI, benefit training with Holmes Murphy, and interactive “elevator pitch” training.
- Staff recognition is part of each staff meeting and throughout the year. A holiday celebration was held in December 2022 and a family picnic will be in August 2023.
- Quad Cities Staff participated in QC Corporate Games in partnership with Visit Quad Cities in June and July.
- Participated in National Convention with a delegation, a council-level travel opportunity for Girl Scouts and volunteers, and 23 staff attending.

#### Strategy Plan FY 2024-2026

- In 2023, input was gathered from many sources and shaped the Strategy Plan for 2024-2026.
- Four strategic areas emerged; volunteers, funding, community impact and programs/services.
- Infused in our strategy is being innovative, intentional and impactful.
- Inclusion and a sense of belonging is important to Girl Scouts. Reaching out to girls and families, being welcoming of all and understanding of differences. Diversity, Equity and Inclusion continues to be an area of growth for our organization.
- Girl Scouts seeks to have Influence on our communities through awareness of the needs of girls, opportunities, and the presence Girl Scouts have in our communities.