

2024 Impact Report

Girl Scouts of Greater Iowa

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2023-2024

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girlscouts
of greater iowa

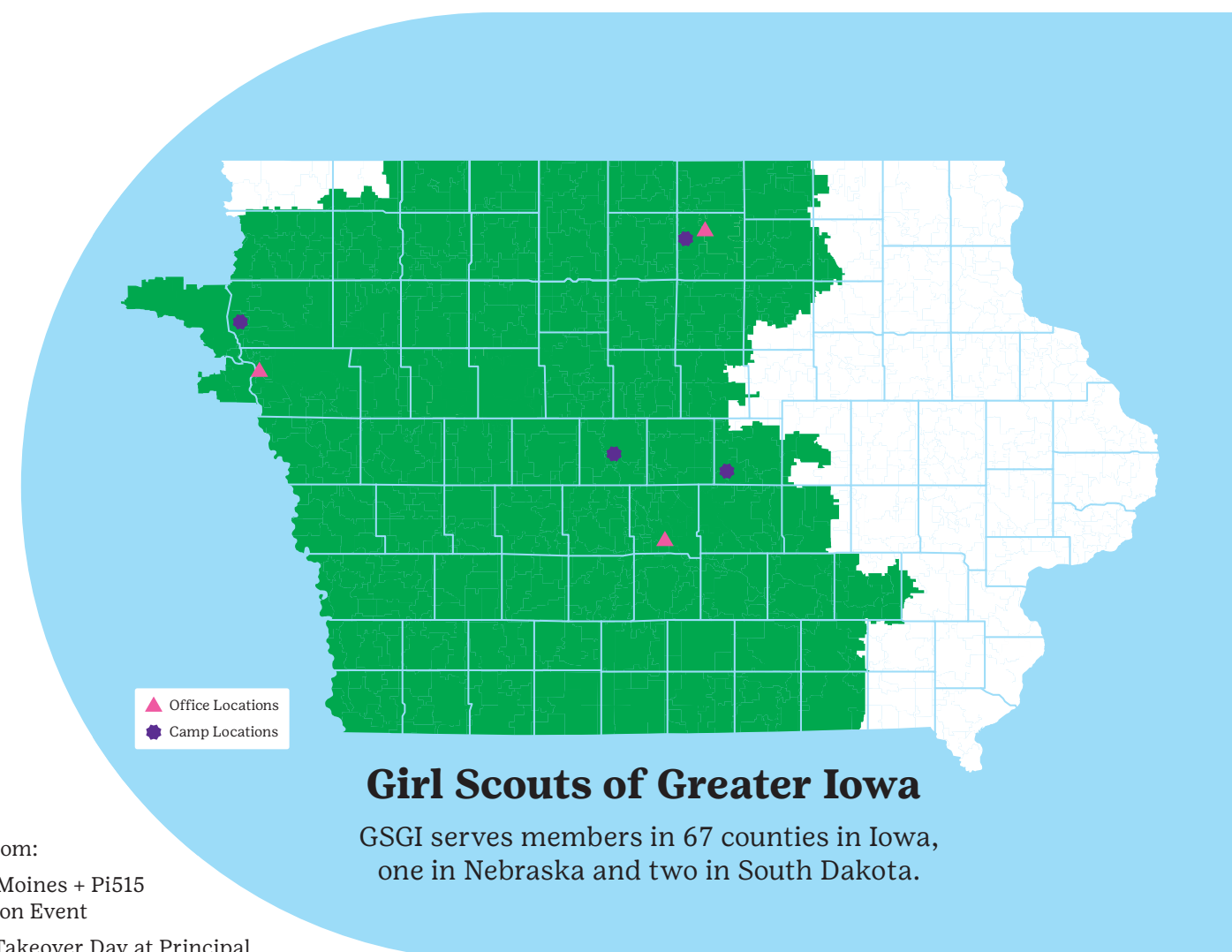


A note from our CEO...

At Girl Scouts of Greater Iowa (GSGI), we are proud to champion a mission that builds girls of courage, confidence, and character, who make the world a better place. This year, we saw the incredible power of our programs in action, as thousands of Girl Scouts embraced challenges, discovered new passions, and developed the leadership skills needed to succeed. None of this would be possible without you—our generous donors, partners, and supporters. Your belief in our mission fuels opportunities that change lives and create lasting impact. Thank you for helping girls reach their full potential through your support.

Beth Shelton

Beth Shelton, Chief Executive Officer, GSGI



Top to bottom:

Ballet Des Moines + Pi515
Collaboration Event

Girl Scout Takeover Day at Principal

Girl Scout Day at the Capitol

Camp Sacajawea

By the numbers



7,554
girl members
served

4,594
adult
members
served

617
Girl Scout
Troops

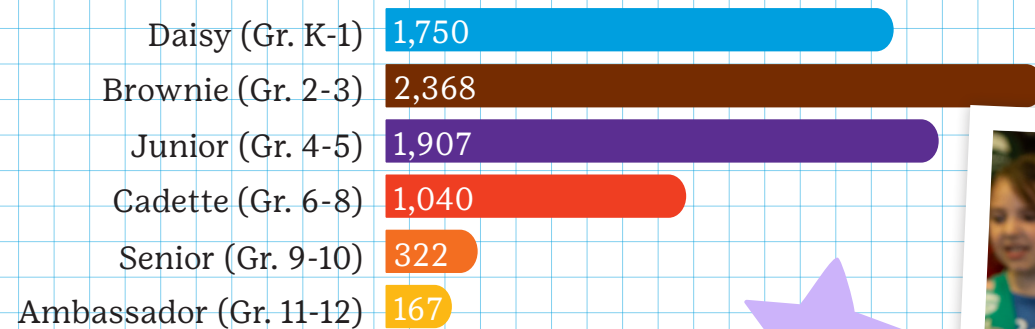
1,044
Lifetime
members

7,740
Girl Scouts
received
scholarships for
membership
fees, uniforms,
or camp

\$196,907
awarded in
scholarships for
membership

\$54,920
awarded in
scholarships for
Girl Scout camp

GSGI membership by Girl Scout level



216 Girl Scouts spent more than 6,690 service hours to complete their highest award projects, earning:

- 12 Girl Scout Gold Awards
- 55 Girl Scout Silver Awards
- 149 Girl Scout Bronze Awards

7,256
Girl Scouts experienced
our four camp properties.

Camp Tanglefoot | Clear Lake
Camp Sacajawea | Boone
Camp Juliette | Marshalltown
Camp Joy Hollow | Westfield

The five outcomes of Girl Scouting

Strong sense of self
Girls have confidence in themselves and their abilities, and form positive identities.

Positive values
Girls act honestly and responsibly, and show concern for others.

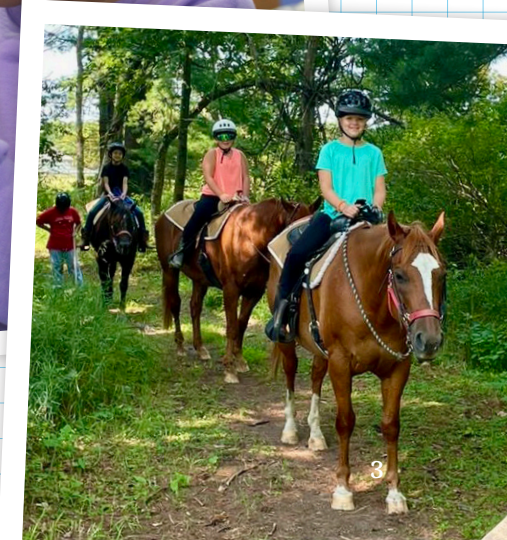
Challenge seeking
Girls take appropriate risks, try things even if they might fail, and learn from mistakes.

Problem solving
Girls desire to contribute to the world in meaningful ways, learn how to identify issues in their community, and how to take action to solve them.

Healthy relationships
Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.

4,696
Girl Scouts
participated in the
Girl Scout Cookie
Program

\$1,158,446
proceeds earned by
Girl Scout Troops
to help fund their
adventures



Outdoor adventures are for everyone

Research suggests that time spent in nature can help level health and well-being disparities between advantaged and disadvantaged youth.

Spending time outdoors is an essential part of the Girl Scout experience. At GSgi, we are committed to ensuring that youth from under-resourced communities can access all that Girl Scouts has to offer, regardless of circumstances.

Thanks to the support of Siouxland Women United, 40 Girl Scouts in Sioux City’s Mission Outreach program experienced transformative outdoor adventures in summer 2024. During a multi-day overnight at Mahoney State Park, the girls hiked, climbed, rode horses, explored nature, and participated in activities that built confidence, resilience, and friendship skills. Many tried activities for the first time, conquering fears and gaining pride in their accomplishments, from horseback riding to rock wall climbing, while also earning patches focused on mental wellness and emotional growth.



Left: Meadow games at Camp Tanglefoot.

Right: In June, more than 100 Girl Scouts from our Mission Outreach programs experienced the magic of Camp Sacajawea—many for the very first time. They explored the outdoors through activities like swimming, archery, hiking, and, of course, making s'mores around the campfire!

After coming home from camp, my daughter...

...is more independent

...has more confidence

...makes new friends more easily

...is more helpful at home

...is happier and more interested in the outdoors



**Responses from parent/guardian surveys in summer 2024*



Top: Tree climbing at Camp Sacajawea.

Middle: Waterfront activities like swimming, kayaking, canoeing, sailing, and corcling are some of our favorites! This year, we improved the waterfront at Camp Tanglefoot by adding more sailboats, a new water bottle filling station, improved stairway access, and upgraded lifeguard equipment.

Bottom: Camp Sacajawea hosted more than 2,500 Girl Scouts and their families for the Gimme S'more Mud Run, which celebrated ten muddy years in 2024.

Girl Scouts in STEM

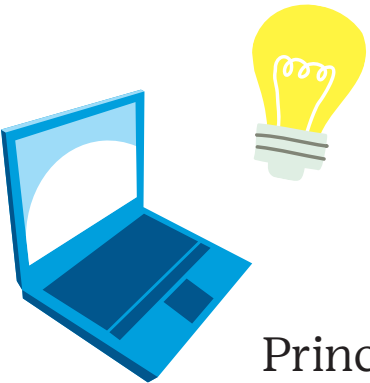
Meta partnership

By introducing Girl Scouts to different career paths, we remove invisible barriers that lead to the pervasive gender gap in STEM fields.

The Meta Community Action Grant enabled Girl Scouts of Greater Iowa to create a transformative STEM experience by funding virtual reality (VR) headsets and supporting the robotics club hosted at the Altoona Data Center. Through this grant, Girl Scouts explored robotics and VR, igniting their interest in tech fields. After gaining hands-on skills in coding, robotics, and VR, club members led an event to pass along their knowledge—teaching other Girl Scouts to build and program robots, navigate obstacle courses, and understand algorithms. Participants also experienced immersive learning with the VR headsets purchased through the grant, making cutting-edge technology accessible and inspiring a new generation of tech-savvy Girl Scouts.



Left: Girl Scouts give their newly designed robots a test run.
Right: Girl Scouts work with Meta employees to design and build robots.



Principal Takeover Day: Exploring careers and launching DataSetGOLD

The Girl Scout Takeover Day at Principal event gave girls in grades 6–12 a unique opportunity to explore careers and learn from female leaders at Principal Financial Group. The day featured interactive sessions with women leaders, a Girl Scout alum panel, hands-on activities, and community service projects. Girl Scouts also attended a screening of New York Children’s Film Festival short films and participated in a community impact session, building skills in leadership, creativity, and civic engagement.

This event also marked the launch of our DataSetGOLD program, introducing girls to the exciting world of data science. Through this partnership, they will discover the basics of data science, explore innovative tools and techniques, and gain insights into how data scientists solve real-world problems. Girl Scout Takeover Day at Principal inspired Girl Scouts to envision bold futures and embrace their potential as confident leaders and changemakers.



“What leadership means to me is compassion, empathy, and just love for what you do. This [event] meant so much to me and I think I can use it in school and just in life in general.”

Josephine H., Ambassador Girl Scout

Top right: Attendees identified community needs and shared ways they could be addressed through community service projects.
Bottom left: Attendees upcycled t-shirts into reusable bags to donate to Des Moines area shelters.

Girl Scouts practice business leadership

Building confidence through the Girl Scout Cookie Program

Girl Scouts learn life and leadership skills when they participate in the Girl Scout Cookie Program, the world's largest girl-led entrepreneurial program. The Girl Scout Cookie Program allows participants to practice five key skills: goal setting, decision making, money management, people skills, and business ethics. By developing these skills at a young age, Girl Scouts can move seamlessly from cookie booths to board rooms. Those who participate in the cookie program are better prepared for future career successes and are more likely to help reduce systemic gender disparities including wage gaps and lack of representation in business leadership.

When you purchase your favorite Girl Scout Cookies, you are directly supporting girls in your community. 100% of the cookie proceeds stay local and help Girl Scouts grow as leaders—while funding life-changing experiences. Whether they're choosing their favorite badge activities, contributing to the thousands of hours of local community service, or advocating for change with local legislators, Girl Scouts are using cookie proceeds to create real, positive impact in their own communities.

The Girl Scout Cookie Program allows participants to practice five key skills:



Clockwise from top:

- Because of cookies, Troop 1270 enjoyed learning the art of pottery painting.
- Troop 535 participating in the Girl Scout Cookie Program.
- These girls LOVE Girl Scout camp! They also have learned to be more independent with customers over the years, count money and change, and get return customers due to excellent customer service!
- Troop 30061 making memories at Girl Scout camp.
- Ambassador Quinn used entrepreneurial skills (learned through the cookie program) like marketing, money management, and customer service to start their own crochet business.
- Troop 625 with one of their many cookie booths.

Girl Scout Gold Award

Girl Scouts take action to make a lasting impact when they earn their Girl Scout Gold Award. Gold Award Girl Scout alums report that the Gold Award process helped them develop essential twenty-first century employment skills, giving them a boost in their academic and professional lives. They also affirm that the Gold Award helped them get into college or graduate programs, earn scholarships, and secure jobs.

87% of Gold Award Girl Scouts agreed that earning their Gold Award gave them skills to help them succeed professionally.

72% of Gold Award Girl Scouts said earning their Gold Award helped them get a scholarship.

99% of Gold Award Girl Scout alums take on leadership roles in their everyday lives.

Impacting the local community

Kayla Pocernich receives \$5,000 GSUSA Gold Award Scholarship

After learning her school’s requirements to pass out specific fruit items at lunch regardless of whether or not a student would eat the fruit, Kayla set up a donation project to help combat food waste and get the food donated to local food pantries.

“I recognized this enormous food waste happening at my school and decided to organize and set up the fruit donation project. The project collects uneaten pieces of fruit at lunch and donates them to food pantries.”



2024 Girl Scouts of Greater Iowa Gold Award Girl Scouts

Derika Andrus | Dallas Center, Iowa
Halloween Decorations for Brenton Arboretum

Taylyn Angus | Nevada, Iowa
Medical Supply Kits for Ecuador

Lian Antunez | Macedonia, Iowa
Music Department Assistance

Madeline Bengel | Norwalk, Iowa
Volunteer Plan

Faith Daters | Haverhill, Iowa
City of Haverhill Lending Library

Harley House | Ankeny, Iowa
Camo Care Kits

Adrian Kifer | Grinnell, Iowa
Change Starts with Us

Georgia Mitchell | Clive, Iowa
Volunteer Retention Plan

Emily Olson | Waukee, Iowa
Brenton Arboretum Scenery Adventure

Kayla Pocernich | Ankeny, Iowa
Fresh Fruit Collection

Josie Schauls | Des Moines, Iowa
The Art of Expression

Kimberly Smith | Macedonia, Iowa
Founding a Riverside Jr. Optimist Club



Mission Outreach

The Mission Outreach program ensures that Girl Scouts is accessible to economically disadvantaged and historically underserved girls. By addressing barriers and creating opportunities, we bring Girl Scout experiences to more girls, fostering leadership, adventure, and success. **GSGI's Mission Outreach program serves 916 girls across 16 communities.**

Troop 535

Launched in Fall 2023, Troop 535 welcomed 12 new Girl Scouts! This bilingual troop serves a majority Spanish-speaking community, with some families communicating exclusively in Spanish. Led by GSGI's Bilingual Community Outreach Coordinator in partnership with Capitol View Elementary, the troop creates a welcoming space for all.

Girl Scouts and EMBARC

Partnerships with other youth-serving organizations benefit everyone when girls learn and grow. This year, through a GSGI partnership with EMBARC, more than 60 girls explored STEM, life skills, and entrepreneurship alongside their families. Their program concluded with a family day where more than 100 girls and their parents participated in activity stations with their girl, including: STEM experiments, pollinator garden creations, a Girl Scout retail shop tour, and friendship bracelet making. For most, this was their first experience with Girl Scouts.



Left: EMBARC tree climbing day.
Right: Troop 535's tortilla-making lesson.



Clockwise from top:
Members of Troop 535 host a cookie booth.
Exploring bat wings on a trip to the Science Center.
Spending time in the Learning Garden at EMBARC Experience Day.
Making SWAPS at EMBARC Experience Day.
Reading to animals during a visit to the Animal Rescue League.

Girl Scout Mission

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

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.

