



2025

Annual Report



Contents

3	A Message from the National President and CEO	26	Vision 2030
4	We Are Girl Scouts of the USA	28	In Their Own Words: Why I Give
6	Girl Scouts by the Numbers	34	Financials
10	Courage, Confidence, Character: Girl Scouting in Action	38	Leadership 2023–2026
14	Partnership for Impact	40	Donor List
22	Making the World a Better Place: Gold Award Girl Scouts		

A Message from the National President and CEO

Every day, in communities across the country and overseas, Girl Scouts are making the world a better place. Whether they are volunteering at animal shelters, cultivating community gardens, or working with elected officials to change government policy on issues they care about, Girl Scouts explore their worlds with purpose and joy. Along the way, they discover new passions, learn new skills, and build self-confidence while having tons of fun.

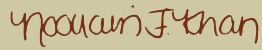
No other organization offers the breadth of programming that Girl Scouts does in the outdoors, STEM, life skills, and entrepreneurship. Girl Scouts have countless opportunities to develop personal values, make lifelong friends, and engage with adult volunteers who act as guides, cheerleaders, and mentors.

We are committed to making sure that the Girl Scout Movement's best days are still to come.

The past year has been a pivotal one for Girl Scouts. GSUSA, the National Board, 111 local councils nationwide, and USA Girl Scouts Overseas have collaborated as a unified Movement to shape an expansive and forward-looking vision for the future of Girl Scouting. Vision 2030 is a comprehensive and ambitious plan that builds on our

longstanding history, our three-year strategy, and our shared commitment to ensuring that Girl Scouting remains relevant and inspiring for today's girls—and tomorrow's. (You can read more about Vision 2030 on page 26.)

We are in a new era of Girl Scouting, and it is because of supporters like you that we can continue to deliver on our powerful mission for girls in compelling new ways. Through Girl Scouts, girls understand that they can do or be anything. They will continue to tap into the power within them as they make the world a better place, and we will continue to support them every step of the way.


Noorain F. Khan
National Board President
Girl Scouts of the USA




Bonnie Barczykowski
Chief Executive Officer
Girl Scouts of the USA



We Are Girl Scouts of the USA

Girl Scouts bring their dreams to life and work together to build a better world. Through programs from coast to coast and beyond, Girl Scouts of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges—whether they want to climb to the top of a tree or the top of their class, lace up their boots for a hike or advocate for climate justice, or make their first best friends. Backed by adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them. To join us, volunteer, reconnect, or donate, visit girlscouts.org.



The 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.

The 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.

**Members may substitute for the word God in accordance with their own spiritual beliefs.*

Girl Scouts by the Numbers

1M+

girl members

650K+

adult members

77K+

troops

196K+

lifetime members

67%

of women governors are Girl Scout alums.

44%

of the women serving in the 119th Congress are Girl Scout alums.

41%

of women representatives and delegates

57%

of women senators

1 in every 3 adult women in the United States was a Girl Scout at some point in her life.



A majority (52%) of women NASA astronauts (current and former) are Girl Scout alums.



3 out of the 3 women who have served as U.S. Secretary of State are Girl Scout or Girl Guide alums.

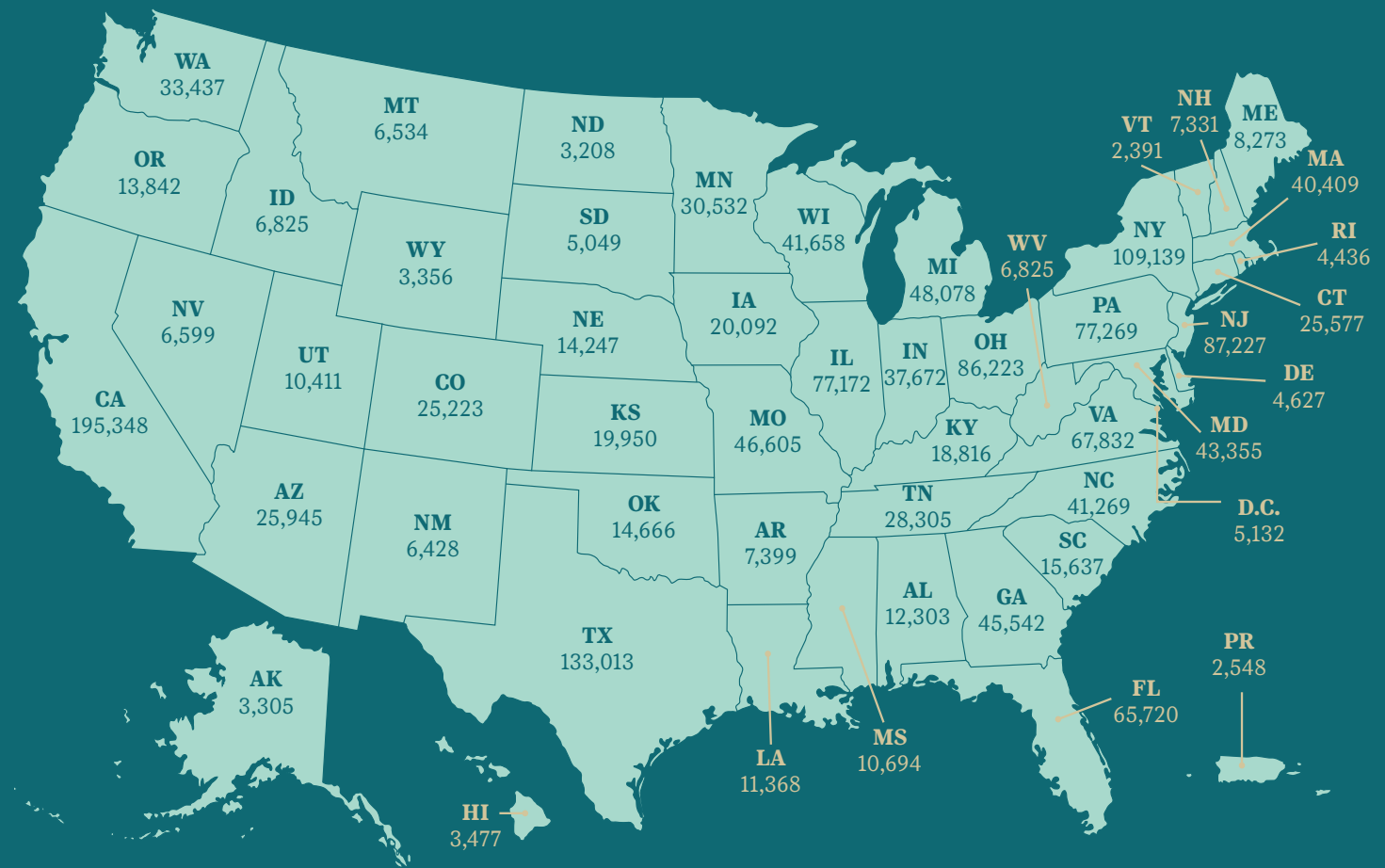


8 Fortune 500 CEOs are Girl Scout alums.



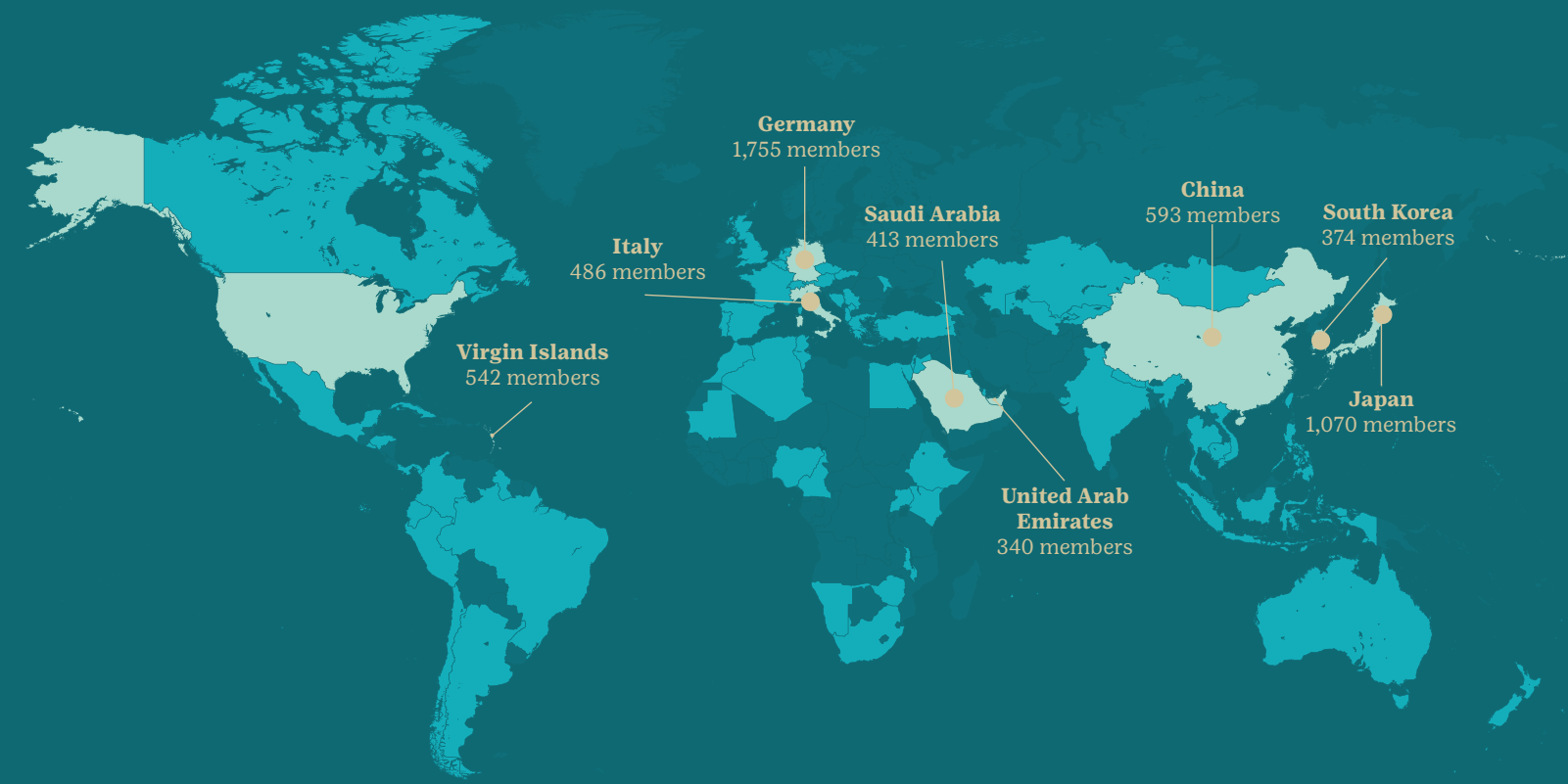
More than 50 million women are Girl Scout alums.

Girl Scouts by the Numbers



Girl Scouts is available in all zip codes and 83 countries.

Girl Scouts by the Numbers



4K+

adult members in USA
Girl Scouts Overseas

6K+

girl members in USA
Girl Scouts Overseas

- Countries with Girl Scout Members
- Top Countries by Girl Scout Membership

Courage, Confidence, Character

Girl Scouting in Action

Girl Scouts can do anything! They might be going on outdoor adventures, designing robots, honing their archery skills, or creating and completing community service projects, but no matter what they take on, Girl Scouts are showing the world the amazing things they are capable of. In 2025, we continued to offer an incredible variety of programming for girls to explore in STEM, the outdoors, entrepreneurship, and life skills—and girls are seizing every opportunity and rising to every challenge, from earning badges to pursuing their highest awards!



Girl Scouts earned
3.1M+

badges in total in
entrepreneurship, the
outdoors, life skills,
and STEM.

50K

Junior and Cadette
Girl Scouts earned
their Bronze and Silver
Awards, teaming up to
make a difference in
their communities.



Nearly 3K Girl Scouts earned their Gold Award.

Gold Award Girl Scouts contributed more than 287K hours and invested more than \$2M toward creating long-term solutions to community issues they are passionate about.

They completed projects focused on education, children's issues, health, environment and sustainability, life skills, and more. Additionally, after receiving over 1,400 applications, we proudly recognized 110 Gold Award Girl Scouts with a \$5,000 GSUSA Gold Award Scholarship.



Girl Scouting in Action

430K+

Outdoor badges were earned.

67%

of Girl Scouts participated in outdoor activities.

On September 13–14, GSUSA and the National Association of State Park Directors celebrated the seventh annual **Girl Scouts Love State Parks** event. 60K Girl Scouts from 50 states, representing 110 councils, participated in 702 events and self-guided experiences.

675K+

environmental stewardship-related actions were taken through the Girl Scout Tree Promise initiative.

43%

of Girl Scouts attended camp (overnight or weekend camping), and an additional 11% participated in trips lasting two nights or more.

33K+

Girl Scouts Love the Outdoors Challenge activity sheets were downloaded.



Girl Scouting in Action

12 Girl Scout DreamLabs are open across the country. DreamLabs provide welcoming, hands-on programs in STEM, entrepreneurship, life skills, and the outdoors, offering an easy and engaging experience with Girl Scouts that often leads to ongoing participation.



Partnership for Impact

Girl Scouts' partners help bring the Girl Scout experience to life. From supporting girls' digital well-being and helping them build their STEM skills to encouraging their entrepreneurial aspirations and providing scholarships for our highest award earners, our corporate and institutional partners are creating opportunities for life-changing impact for Girl Scouts in communities across the country and the world.



Thanks to a historic \$30 million grant from Lilly Endowment Inc., GSUSA is accelerating efforts to help more girls across the country build character and confidence, understand their worth, and develop strengths that will help them thrive.

Expanding character development programs and increasing the number of girls who have access to them is being made possible through Character Development Through Youth Programs. This is a Lilly Endowment initiative designed to help youth-serving organizations create, test, implement, and sustain strategies that support character development in the young people they serve in chapters and affiliates throughout the nation. GSUSA is one of eight organizations funded through this initiative.

GSUSA's grant-funded efforts include improving access to Girl Scouts, removing barriers to participation, and supporting the cultural competency needed to serve all girls equitably. Through a variety of experiences and leadership development programming, Girl Scouts of all backgrounds and abilities can be unapologetically themselves and strengthen their own personal character development.



Lilly Endowment's commitment to character development is not new; they have been a longtime supporter of the Girl Scout Movement, including councils in Indiana, where their generosity has helped thousands of girls discover their strengths and lead with courage. Today, that legacy continues on a national scale.

We are grateful for Lilly Endowment's generosity and the commitment to helping Girl Scouts amplify our character-building programs to further our reach and impact across the country.

Partnership for Impact



Girl Scouts is proud to partner with Google to support the digital well-being of today's girls. Through this collaboration, we are helping families and caregivers navigate the complex digital world while empowering girls to develop healthy relationships with technology.

Together, we launched the digital well-being resource hub on [girlscouts.org](https://www.girlscouts.org)'s Raising Awesome Girls blog, to provide families, caregivers, and girls with the tools they need to foster healthy online habits and strong mental well-being. The resources feature content centered on real challenges and questions parents are searching for. We also collaborated on the new "Be Internet Awesome Family Challenge," which helps all girls learn to be thoughtful digital citizens. The Challenge guides them in using technology more intentionally—on their own and together with their families.

By educating and empowering families and caregivers to confidently guide their children's online interactions, Girl Scouts and Google are laying the foundation for safer, more positive digital experiences for girls. This partnership also connects girls with Google volunteers and other supportive adults who can serve as mentors in their digital lives. Because girls are strongly influenced by their peers, helping them become digital leaders creates a ripple effect, promoting a more inclusive and uplifting online culture for all.



At our kickoff event in Washington, DC, Ruth Porat, Google's CIO and a proud Girl Scout alum, shared powerful advice to inspire girls to continue to lead with courage, confidence, and character—both online and offline.



General Motors remains a driving force behind innovation in Girl Scouts' STEAM (science, technology, engineering, arts, and mathematics) programming, and their generous support is enabling us to update our National Program Portfolio. This bold refresh ensures the program is modern, inclusive, and accessible, equipping learners with future-ready STEAM skills and updated automotive programs. It also provides Girl Scouts with essential design, engineering, vehicle technology, car care, and road safety skills that encourage independence, confidence, and real-world readiness.

"General Motors is proud to partner with Girl Scouts to ignite curiosity and expand access to STEAM learning. Together, we're empowering young leaders with the skills and confidence to imagine bold possibilities and thrive in the rapidly evolving world of mobility and technology."

Telva McGruder
General Motors, Executive Director Global ME Body

Partnership for Impact



From foundational STEAM activities for Daisies through the Girl Scout Experience Box to advanced automotive badges for teens exploring mechanics, GM's partnership spans the full leadership journey, offering everything from engineering deep dives to practical skill-building activities in road safety. Their subject matter experts work closely with our program team to guide curriculum development, lending real-world expertise that makes learning authentic and impactful.

Together, GSUSA and GM are building the next generation of innovators and leaders: Girl Scouts who are prepared to identify opportunities and make a big impact on the world.

Partnership for Impact



Thanks to Adobe’s generous support, Girl Scouts is equipping girls with the creative, digital, and communication skills they need not only for successful careers but for authentic self-expression. As the national sponsor of the Girl Scout Cookie Program®, Adobe inspires girls to think boldly and creatively as they pursue their entrepreneurial goals.

Through educational content on the Digital Cookie® platform, girls learn responsible design, online communication, and digital fluency—skills that fuel confidence and leadership in today’s technology-driven world. This partnership reflects a shared commitment to providing girls with the resources and mindsets to become confident creators and innovative leaders, blending creativity with entrepreneurship in ways that prepare them for the future while celebrating their individuality.

“At Adobe, we believe creative skills are fundamental to unlocking potential and preparing young people to thrive. We’re proud to support Girl Scouts in helping the next generation share their stories with confidence.”

Amy White
Global Head of Corporate Social Responsibility and Social Impact Communication, Adobe



Partnership for Impact



The Waverley Street Foundation is a catalyst behind Girl Scouts’ work to expand equitable access to the outdoors and nurture girls’ leadership in environmental stewardship. Together, over the past few years, we have created new opportunities for girls in communities that have historically faced barriers to outdoor education. By offering camp experiences across the United States and internationally, we’re ensuring all girls can discover nature as a place of belonging, exploration, and growth.

This partnership strengthens girls’ environmental leadership by supporting programs that deepen their community problem-solving skills. Through Gold Award projects, girls can examine environmental challenges in their communities, design sustainable solutions, and lead initiatives that make a meaningful impact.

At the same time, Girl Scouts and the Waverley Street Foundation are investing in the systems that sustain long-term change. Our work together strengthens the outdoor workforce pipeline through targeted training programs, improves the technology and infrastructure that expand equitable camp access and tracking, and increases opportunities for girls to participate in global conversations, including at the UN Commission on the Status of Women. This partnership is creating powerful, scalable pathways for girls everywhere to grow as leaders, climate stewards, and change-makers.



For more than 20 years, the Kappa Delta Foundation has provided scholarships to Gold Award Girl Scouts, helping these young leaders who have earned Girl Scouting’s highest honor kick-start their futures, achieve their goals, and make a difference. Across the Girl Scout Movement, Gold Award Girl Scouts collectively dedicated more than 300,000 hours to creating long-term solutions for issues like food insecurity, mental health awareness, and cultural preservation.

Beyond scholarships, Kappa Delta members serve as volunteers, guiding and mentoring Girl Scouts across the country on their leadership journeys and reinforcing the importance of integrity and friendship. Chapters host confidence-building and anti-bullying events, International Day of the Girl celebrations, and other empowering activities that inspire girls to lead with courage and compassion. This enduring partnership exemplifies how investing in girls today creates leaders who will change the world tomorrow.



Partnership for Impact



DHL Supply Chain supports Girl Scouts’ logistics programming and the Gold Award, empowering girls to build real-world skills and lead with confidence. Through the Solutions Superstar program, girls strengthen their problem-solving and teamwork skills while exploring careers in logistics. This commitment extends to the Gold Award, where DHL Supply Chain champions young leaders whose projects create lasting community impact.

flamingo

Flamingo partnered with Girl Scouts to develop a Body Appreciation curriculum, backed by research and built alongside subject matter experts and the girls themselves. The curriculum equips girls with the tools to practice self-care, build genuine confidence, and navigate the pressures around appearance that girls face today. This collaboration reflects a shared commitment to girls’ holistic well-being.



Amazon Web Services strengthened GSUSA’s digital infrastructure, enabling secure, scalable technology solutions that power mission-critical programs. This investment ensures councils, volunteers, and girls nationwide have seamless access to resources that inspire leadership and learning.



Nike’s sponsorship of Girl Scouts’ sports programming brought athletic opportunities to girls living on military bases worldwide. From soccer and archery to flag football, these experiences help girls build courage, teamwork, and perseverance. Through programs like Once Upon a Champion and the Strong Girl Scout Series, Nike is empowering girls to lead with confidence on and off the field.

Partnership for Impact



Gold Award Girl Scouts



In 2025, nearly 3,000 girls earned their Gold Award, the highest achievement in Girl Scouting! The 2025 class of Gold Award Girl Scouts completed projects that addresses an issue of national and/or global significance and demonstrates extraordinary leadership and measurable, sustainable impact. Through earning their Gold Award, these Girl Scouts discovered the power they have to create the future they want for themselves and others. And as they took action to transform their world, they gained tangible, real-world skills and showed they are the leaders the world needs.

They became innovative problem solvers, empathetic leaders, confident public speakers, and focused project managers, setting themselves apart from their peers through their perseverance and grit.

In 2025, we awarded 110 Gold Award Girl Scouts a GSUSA Gold Award Scholarship of \$5,000. We are excited to spotlight six 2025 GSUSA Gold Award Scholarship recipients who demonstrated impressive leadership, innovation, and dedication to creating impact in their communities and beyond.

2025 GSUSA Gold Award Scholarship Recipient Spotlights



Anika Saladi
Girl Scouts of Western Ohio

Anika's project was about increasing bystander CPR knowledge and confidence, especially among youth. She led free, accessible emergency response training for middle school students and community members and she partnered with a fire department and a medical center for the training.



Kassandra Nikols
Girl Scouts of Utah

Kassandra's project focused on raising awareness among parents and caregivers about the importance of comprehensive eye exams for infants before age one, with an emphasis on free resources. She collaborated with pediatric professionals and public health organizations to create pamphlets, a video, and social media content, and made lasting updates to Utah's Baby Your Baby website. She also distributed over 700 pamphlets across 22 locations and was able to reach parents online.

2025 GSUSA Gold Award Scholarship Recipient Spotlights

2025 GSUSA Gold Award Scholarship Recipient Spotlights



Phoebe Pan
 Girl Scouts of Nation’s Capital

Phoebe created an educational initiative aimed at girls ages 12–15 to increase exposure to AI, highlight women role models, and make learning resources accessible. She launched a website featuring beginner-friendly AI learning modules, resources, and original content. She also shared a short education video on real-world AI applications subtitled in multiple languages and highlighted profiles of women in AI around the globe. Phoebe also facilitated seven workshops (in person and online), reaching over 100 girls worldwide, making materials accessible via Youtube as well.



Olivia Trader
 Girl Scouts of Gulfcoast Florida

Olivia helped peers make informed decisions when choosing a college. She raised awareness of the Clery Act, a federal law requiring colleges to disclose campus crime statistics, by creating a research paper on the topic, developing a user-friendly website, creating a council patch program, starting a College Safety and Awareness Club at her school, and hosting self-defense workshops.



Sarah Goring
 Girl Scouts of Greater Atlanta

Sarah worked with SafeCare, a national child maltreatment prevention program, to create a text messaging protocol for SafeCare providers to use with participating parents. Her goal was to keep families engaged between weekly SafeCare sessions, reinforce parenting lessons, and offer encouragement. She worked with the organization to ensure the messaging was accessible, clear, and aligned with all four SafeCare modules. Her protocol is now being used by over 900 providers nationwide.



Rayne Thompson
 Girl Scouts-Arizona Cactus-Pine

Rayne created inclusive spaces and activities for neurodivergent children, aimed at addressing overstimulation in group settings. She also created Neurodivergent Box Kids and a sustainability handbook in order to ensure that the programming she designed could be replicated in the future. Her aim was to ensure that all individuals are able to participate in activities, regardless of neurodiversity.

Vision 2030

Vision 2030 is our bold and exciting plan for the future of Girl Scouting. In activating this vision, we will revolutionize engagement with our Movement, amplify our impact, and secure tomorrow for generations of girls.



In 2023, GSUSA commissioned research among families who were not yet part of Girl Scouts to gain deeper insight into what parents want for their daughters and better understand girls' own wants and needs.

The findings told us that parents want their girls to be confident and empowered, to be full of self-worth, and to have access to a broad array of experiences that enable them to lead happy and successful lives.

In other words, they are looking for exactly what Girl Scouts provides.

Insights from this research directly informed the development of our Movement strategy in 2024 and our objectives to increase diversity in Girl Scouting, create dynamic ways of engaging with Girl Scouts, develop a compelling and widely understood value proposition, and ensure financial stability that will enable a strong Movement. All of this work ladders up to one overarching strategic objective: to have more girls and families choose Girl Scouts as the place to learn, grow, and connect.



Vision 2030 is an expansion on this three-year Movement strategy and offers a path for how we will transform Girl Scouts over the next five years. As we activate this vision:

Girls will lead their own way, charting their own unique path as a Girl Scout and unlocking their full potential as they find the power within them.

Families and caregivers will appreciate the variety of programs and engagement options.

Leaders and volunteers will find it easy and rewarding to cultivate a flexible environment where all girls feel a sense of belonging.

And Girl Scout alums will be eager to pay it forward and ensure girls can engage in their own way.

By 2030, we will be serving more members, our brand experience will align to our brand promise for girls in every zip code and around the world., and our Movement will be financially strong, with balanced and diverse revenue growth.

Vision 2030 is all about building a more equitable, accessible Girl Scouts. Through this work, we will revolutionize engagement with our Movement, making it easy, flexible, and accessible for all girls to be Girl Scouts; we will amplify our impact, ensuring that we're the trusted resource for girls' evolving needs; and we will secure tomorrow as responsible stewards for future generations of girls who can enjoy the benefits of all that Girl Scouts has to offer.

In Their Own Words

Why I Give

Our community of supporters is as inspiring as the girls we serve. Here, donors reflect on the values, experiences, and hopes that motivate their generosity and sustain the legacy of Girl Scouts.



“

Girl Scouts has enriched my life, as it continues to enrich the lives of millions of girls, volunteers, and donors. My Girl Scout journey began in 1959 as a Brownie in Germany. Being an American but never having experienced the States, I saw being a Brownie as something “real” American girls do. Two decades later, being gently pressured by my Oklahoma-based employer to take on a leadership role in the community, I joined the board of the local Girl Scout council. This led to an invitation to join the National Board, where I served three terms.

Under Girl Scouts’ “big tent,” we learn that what unites us is big enough to surmount our differences. We have experiences that stretch us. We are offered the chance to make a difference

in the lives of others. These three constants—along with my confidence in our current leadership and direction—are why I continue to support Girl Scouts as a regular donor.

Patricia Romines

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“

Girl Scouts of the USA played an important role in my childhood, beginning as a Brownie and culminating when I earned the ‘First Class’ Award, the highest award at the time, in my senior year of high school. In 2003, when my two daughters, born in France, were old enough to be enrolled in USA Girl Scouts Overseas (USAGSO), the choice was one that I made, not only to expose them to an American approach to problem solving and community service, but to help them to develop skills to be confident goal-setters and future leaders.

My involvement as an adult Girl Scout has included volunteering with USAGSO Paris in multiple capacities and serving two terms on the Overseas Council of Advisers. The decision to include

USA Girl Scouts Overseas in my legacy plan, as well as on my list for yearly charitable donations, is my way of giving back to an organization that gave so much to me and continues to do so for many young women.

Carol Weiss Pouchol



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“

Growing up, Girl Scouting was a family affair. My sister was a Brownie from 1966 to 1968, and at the end of her first year, her leader decided to move to the Junior troop. Our mom wanted to make sure there was still a troop for my sister, so she became the Brownie leader of Troop 1174, Hemlock Council, State College, Pennsylvania. She was going to stay until I finished Brownies in 1972 but instead ended up being the leader of that same troop for 47 years!

What Mom got from Girl Scouting was incredibly important to her, and she passed that on to us. I was a Girl Scout all the way through to the Senior level and volunteered with Mom’s troop while I was in college. My dad was also involved! In addition to supporting all my mom’s Girl Scouting endeavors, he was an architect and did some design work for Golden Pond campground.

When I interview for jobs, I often say “I’m a good Girl Scout. I help where I am needed.” Once a Girl Scout, always a Girl Scout!

Mom and Dad are gone now, but I do my part to support the organization, by buying cookies (of course!) and keeping our mom’s Girl Scout legacy alive.

Keri Brown Wilson



”

“



Girl Scouts is an incredibly important organization to me. My daughter has been a Girl Scout since she was a Brownie, and both of us are incredibly dedicated. How dedicated? Well, we sold a thousand boxes of Girl Scout Cookies two years in a row! I've always loved the idea of a “club” for girls and young women to be able to learn such a broad spectrum of skills. I also think it's important for girls to experience travel and have adventures in the outdoors.

Maria Simons

”

“

I give to Girl Scouts because I believe strongly in the power of the Girl Scout program. Through Girl Scouts, I developed planning and leadership skills, I was challenged, and I achieved great things. I learned the value of other cultures and worked with girls from a variety of backgrounds. I relished being out-of-doors, in nature, through camping. I experienced amazing adventures!

I have been a Girl Scout since I was old enough to join, which was second grade, and my whole family participated. My father was a Girl Scout, serving on the council board before I was old enough to join. My two younger sisters became Girl Scouts, my mother served as a leader, and my brother sometimes tagged along. I became a lifetime member a number of years ago.

Girl Scouts made a huge difference in my life. It taught me about the incredible adventures you can have in the outdoors and at camp and that I can

be a leader. I was a camper, a primitive camper, a counselor in training, a troop leader taking girls camping, and later, a summer camp director.

I give so girls can continue to learn leadership skills, appreciate the natural world, have fun with friends, and learn to live peacefully with others in a multicultural world. And I give so Girl Scouting will always be there for girls.

Julie Crawford

”



Financials

Consolidated Statement of Financial Position

Year ended September 30, 2025, with summarized comparative financial information for 2024.

Assets

	2025	2024
Cash and cash equivalents	\$66,285,000	\$33,670,000
Accounts receivable, net of allowance for credit losses of approximately \$66,000 in 2025 and \$83,000 in 2024	2,368,000	3,443,000
Inventories, net	7,156,000	8,058,000
Prepaid expenses	3,846,000	5,467,000
Investments	197,953,000	184,768,000
Contributions and deferred gifts receivable, net	1,622,000	1,790,000
Funds held in trust for others	634,000	625,000
Overfunded pension liability	232,000	-
Property and equipment, net	27,272,000	31,875,000
Total assets	\$307,368,000	\$269,696,000

Liabilities and Net Assets

	2025	2024
Liabilities		
Accounts payable and accrued liabilities	\$12,590,000	\$14,153,000
Pension liability	-	615,000
Loan facility	7,000,000	10,000,000
Funds held in trust for others	634,000	625,000
Deferred revenues:		
Membership dues	40,037,000	27,226,000
Other	8,566,000	14,548,000
Total liabilities	68,827,000	67,167,000
Net assets		
Without donor restrictions:		
Operating fund	29,301,000	32,691,000
Pension fund	(22,588,000)	(22,875,000)
Board-designated	124,999,000	116,894,000
	131,712,000	126,710,000
With donor restrictions:		
Purpose restricted	76,511,000	45,533,000
Time-restricted for future periods	402,000	395,000
Perpetual in nature	29,916,000	29,891,000
	106,829,000	75,819,000
Total net assets	238,541,000	202,529,000
Total liabilities and net assets	\$307,368,000	\$269,696,000

Consolidated Statement of Activities

Year ended September 30, 2025, with summarized comparative financial information for 2024.

Operating revenues

	Without Donor Restrictions	With Donor Restrictions	2025 Total	2024 Total
Membership dues	\$38,047,000	-	\$38,047,000	\$39,361,000
Girl Scout merchandise gross profit	21,858,000	-	21,858,000	22,656,000
Royalty income	12,211,000	-	12,211,000	11,688,000
Gifts, grants, and bequests	4,959,000	47,777,000	52,736,000	18,004,000
Contributions of nonfinancial assets	1,718,000	-	1,718,000	-
Training/meeting revenue	6,015,000	-	6,015,000	6,035,000
Investment income allocation	4,793,000	2,415,000	7,208,000	7,229,000
Software maintenance	4,806,000	-	4,806,000	4,936,000
Other	3,819,000	181,000	4,000,000	3,069,000
Total operating revenues	98,226,000	50,373,000	148,599,000	112,978,000
Net assets released from restrictions	23,541,000	(23,541,000)	-	-
Total operating revenues	121,767,000	26,832,000	148,599,000	112,978,000

Operating expenses

	Without Donor Restrictions	With Donor Restrictions	2025 Total	2024 Total
Program services				
Comprehensive council support	40,139,000	-	40,139,000	36,510,000
Girl program development and adult learning opportunities	49,685,000	-	49,685,000	46,637,000
Brand promotion and external engagement	19,618,000	-	19,618,000	19,430,000
Total program expenses	109,442,000	-	109,442,000	102,577,000

	Without Donor Restrictions	With Donor Restrictions	2025 Total	2024 Total
Supporting services				
Fundraising	3,383,000	-	3,383,000	3,705,000
Management and general	9,862,000	-	9,862,000	9,558,000
Total supporting services	13,245,000	-	13,245,000	13,263,000
Total operating expenses	122,687,000	-	122,687,000	115,840,000
Operating deficit	(920,000)	26,832,000	25,912,000	-

Nonoperating revenue, gains and losses

	Without Donor Restrictions	With Donor Restrictions	2025 Total	2024 Total
Endowment contributions	-	10,000	10,000	20,000
Change in value of deferred gifts	-	6,000	6,000	67,000
Change in value of charitable gift annuities	(17,000)	-	(17,000)	97,000
Contributed advertising revenue	-	-	-	34,841,000
Contributed advertising expense	-	-	-	(34,841,000)
Net investment income (loss) in excess of income allocation	6,492,000	4,162,000	10,654,000	20,195,000
Pension (loss) gain other than service cost	(840,000)	-	(840,000)	(1,364,000)
Other nonoperating pension charges	287,000	-	287,000	(1,026,000)
Total nonoperating revenue, gains and losses	5,922,000	4,178,000	10,100,000	17,989,000
Change in net assets	5,002,000	31,010,000	36,012,000	15,127,000
Net assets, beginning of year	126,710,000	75,819,000	202,529,000	187,402,000
Net Assets, End of Year	\$131,712,000	\$106,829,000	\$238,541,000	\$202,529,000

Leadership 2023–2026

National Board *

Officers

Noorain F. Khan
National President

Diane Tipton
Treasurer

**Jeanne Kwong
Bickford**
1st Vice President

Mary Ann Altergott
Secretary

Trooper Sanders
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