



CREATING HIGHER IMPACT 2018

A GIRL SCOUT YEAR IN REVIEW



Dear Girl Scout Family and Friends,

It has been an incredible year filled with membership growth, new programs, and plans for the future at Girl Scouts of Ohio's Heartland!

The year began with G.I.R.L. 2017, a convention for more than 10,000 attendees that highlighted our council and all of Ohio to the entire nation. This was a catalyst for many positive things including GSUSA's recognition of total membership growth for the second consecutive year and third consecutive year of growth in adult membership.

The Girl Scouts Grows program donated more than 2,000 pounds of produce to local food pantries, with more than 1,500 girls participating. The Tree Tappers Maple Syrup program continued its growth with programming for nearly 400 girls and a community festival with 229 participants at Camp Ken-Jockety.

Guests had the opportunity to experience a touch of camp in September as we launched our signature fundraising event, Urban Campout. With a sold-out crowd of 250 community members and supporters at Camp Ken-Jockety, we raised \$70,000 for Girl Scouts of Ohio's Heartland programs.

Girl Scouts sets girls up to be the change-makers of tomorrow. Through our programming, girls learn by doing and gain the skills that prepare them for a lifetime of leadership. The 2018 Impact Report highlights how our girls are exemplifying the go-getter, innovator, risk-taker, and leader characteristics while they develop into the leaders of tomorrow.

Our council's advancement is in large part thanks to our volunteers and supporters who make these successes and growth possible.

Yours in Girl Scouting,

Julie Holbein
Chair, Board of Directors

Tammy H. Wharton
Chief Executive Officer

A Peek into the Future

Science, Technology, Engineering, and Math (STEM) are a key priority for Girl Scouts of the USA (GSUSA). In alignment with GSUSA's STEM Pledge to put 2.5 million girls in the STEM pipeline by 2025, Ohio's Heartland Council is working on a transformational initiative titled Dream Big; aimed at reaching more girls and providing higher impact programs.

Dream Big will give girls in both rural and urban communities a safe space to learn and grow while being immersed in STEM and the outdoors. Girls in K-12 will have that crucial access to learn the skills they will need to be successful in their future careers.

1,627 TOTAL TROOPS

221 NEWLY FORMED TROOPS

1,936 NEW VOLUNTEERS

MEMBERSHIP

COMMUNITY OUTREACH
PROGRAM GIRLS

2,658 · 14%

INDIVIDUALLY
REGISTERED GIRLS

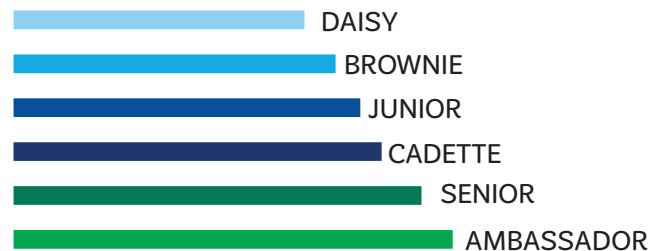
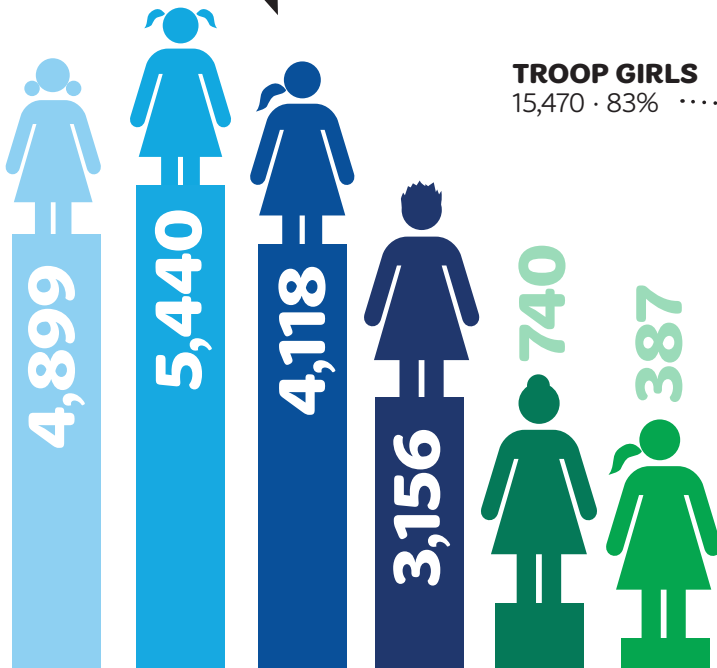
627 · 3%

TROOP GIRLS

15,470 · 83%

18,755
GIRLS SERVED

MEMBERSHIP
BREAKDOWN
BY LEVEL



BADGES AND PATCHES

Badges, patches, and other insignia on a girl's uniform signify her interests, participation in activities, and the amazing achievements she has accomplished as a Girl Scout. Earning insignia is a great way for a girl to learn new skills, remember every adventure, and show the world that she can do it all.

41,520

TOTAL BADGES

9,265

TOTAL PATCHES

472 TOTAL PROGRAMS



167

OUTDOOR
EDUCATION
PROGRAMS



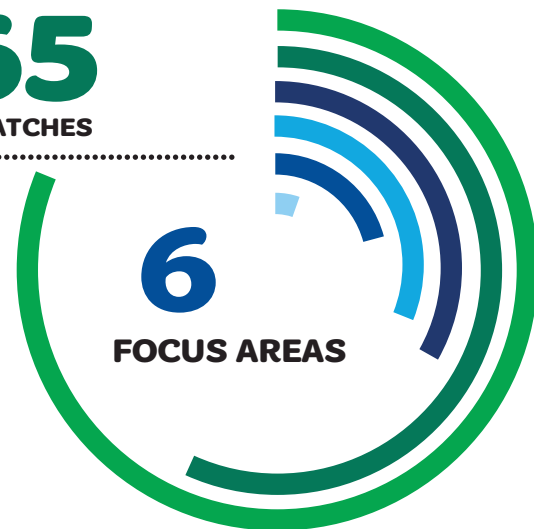
109

STEM
PROGRAMS



71

ARTS &
HUMANITIES
PROGRAMS



6

FOCUS AREAS



53

ADVOCACY &
ENGAGEMENT
PROGRAMS



64

HEALTH &
WELLNESS
PROGRAMS



8

FINANCIAL LITERACY
& ENTREPRENEURSHIP
PROGRAMS

5,045
TOTAL JOURNEYS
COMPLETED



GOLD AWARD
GIRL SCOUT
**OLIVIA
GATCHALL**

HIGHEST AWARDS

**"I'M EXCITED TO
HEAD TO COLLEGE
IN A COUPLE OF
YEARS WITH THE
CONFIDENCE
AND SKILLS I'VE
LEARNED FROM
THIS PROJECT."**



OLIVIA'S STORY

For her Girl Scout Gold Award Olivia Gatchall created Just Treats and Suites to address accessibility issues through the fun tradition of trick-or-treating. "It makes me sad to see a friend sitting at home in their costume on Halloween handing out candy because they didn't have the strength to walk from house to house, or because the sidewalks are not accessible by their wheelchair," she said.

Just Treats and Suites employed the use of more than 40 volunteers who hosted sensory-friendly, accessible suites at a La Quinta Inn for families local to Mansfield, Ohio. In its inaugural year the event served 21 children with special needs along with their families. The attendance doubled in the second year. Those in attendance said it was a fun opportunity for their children to enjoy a safe and accessible trick-or-treating event. They added that they otherwise would not have been able to trick-or-treat with their children because of the cold weather, accessibility, and safety. Olivia also created the candy corn cone to signal to parents of children with special needs that a site is accessible, sensory friendly, and offered allergy-free treats and educated her community about the significance of the cone as a marker of sensory-friendly Halloween treats to encourage its usage.

Just Treats and Suites also has a Facebook page that continues to share tips for including all kids in trick-or-treating and utilizing the candy corn cone to show locations are accessible, sensory friendly and offer allergy-free treats.

Olivia said, "I hope that those impacted by the Just Treats and Suites campaign not only recognize there are ways they can include those with special needs in this activity but also in other everyday activities. I've learned to be more empathetic and to better communicate and interact with people with a variety of disabilities, including children who use wheelchairs and those with speech impairments, deafness, or blindness. I discovered that some disabilities are visible, while others are a little more difficult to detect, but all people deserve respect. I look forward to continuing to advocate for people with disabilities by using my problem solving and engineering skills to create adaptive devices and ways to make everyday activities accessible for everyone. I'm excited to head to college in a couple of years with the confidence and skills I've learned from this project."

Just Treats and Suites is entering its third year and will be taken over and facilitated by a local community group in Mansfield, Ohio.



GOLD AWARDS
Seniors/Ambassadors



SILVER AWARDS
Cadettes



BRONZE AWARDS
Juniors

DID YOU KNOW?

Earning one of Girl Scouting's highest awards represents a lasting difference a girl has made in her community or the world.

COOKIE PROGRAM

2,33



12,112

GIRLS PARTICIPATED

192

AVERAGE SOLD PER GIRL

COOKIES SOLD BY VARIETY

TAGALONGS
16.7%

SAMOAS
18.6%

THIN MINTS
27.5%

DO-SI-DOS
12.6%

TREFOILS
8%

GIRL SCOUT S'MORES
8%

SAVANNAH SMILES
5.3%

TOFFEE-TASTIC
3.4%

Donated Cookie Packages

3,287

PACKAGES DONATED TO
THE MID-OHIO FOOD BANK

57,321

PACKAGES DONATED TO
OPERATION SALUTE

▲10%
INCREASE
OVER 2017



31,512

COOKIE PACKAGES SOLD

6,805

COOKIE BOOTHS

FALL PRODUCT PROGRAM

THE FIVE SKILLS

Through participation in the Girl Scout Fall Product and Cookie Programs, the next generation of entrepreneurs get an important taste of success by developing these five critical skills.

GOAL SETTING



DECISION MAKING



MONEY MANAGEMENT



PEOPLE SKILLS



BUSINESS ETHICS



DIGITAL COOKIE

In the third year of the Digital Cookie Program, girls supercharged their businesses by using online channels to sell cookies.



3,927

GIRLS PARTICIPATED

▲151% INCREASE OVER 2017



36,431

PACKAGES SOLD

▲19% INCREASE OVER 2017

11,777

PACKAGES DONATED TO OPERATION SALUTE THROUGH DIGITAL COOKIE

PARTICIPATION

3,620

GIRLS

633

TROOPS

AMOUNT SOLD

74,156

NUT AND CANDY ITEMS

5,172

MAGAZINE SUBSCRIPTIONS

2,814

UNITS DONATED FOR
THANK YOU NUTS TO THE MILITARY



PROGRAMS

GIRL SCOUTS GROW

897 GIRL PARTICIPANTS
IN TAKE HOME PROGRAM



1,099 GIRL PARTICIPANTS AT
CAMP KEN-JOCKEY



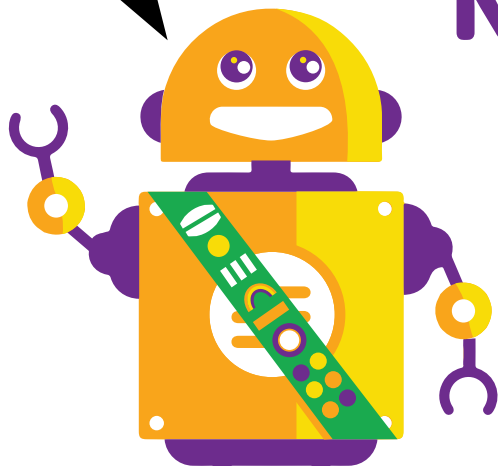
2,337 POUNDS

OF FRESH PRODUCE DONATED TO CHURCHES,
FOOD PANTRIES, SOCIAL SERVICES, THE
SALVATION ARMY, FRIENDS, AND NEIGHBORS

Participants were from Chillicothe all the way to Mansfield

MAKE ZONE

AT ZANESVILLE SERVICE CENTER



LAUNCHED IN PARTNERSHIP WITH BATTELLE ON

NOVEMBER 3, 2018

Council Programming in the
Make Zone connects girls to:

35 BADGES

12 JOURNEYS

TREE TAPPERS

626 TOTAL PARTICIPANTS

397 GIRL PARTICIPANTS

68 GALLONS OF
SYRUP PRODUCED

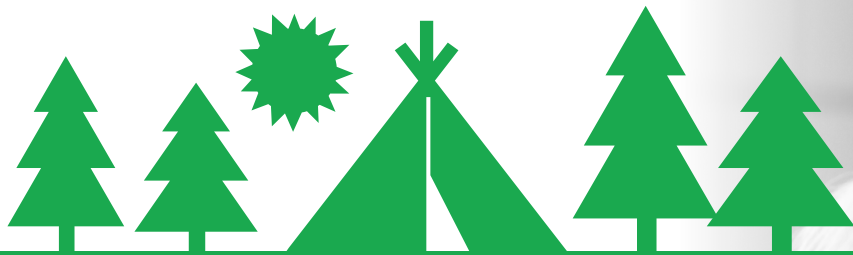


LEARNING OPPORTUNITIES INCLUDED...

Maple Chef Jr., Tree Tapping, Basic Maple Syrup
Course, Girl Scouts Tree Tappers Festival, and a
Community Tree Tappers Festival

SUBJECTS COVERED

- coding
- engineering
- woodworking
- electricity and circuits
- robotics (two kinds)
- maker movement
- careers in STEM



DAY CAMP

9

WEEKS

23

SESSIONS

2,323

GIRLS PARTICIPATING



RESIDENT CAMP

9

WEEKS

64

SESSIONS

1,054

GIRLS PARTICIPATING



**INTERNATIONAL COUNTRIES
REPRESENTED BY STAFF**

England
Ireland
Poland

Scotland
Turkey
Wales

CAMP



ALUM

ONCE A GIRL SCOUT
Always a Girl Scout

RECONNECT | CELEBRATE | SHARE

Join our Alumni Association.
Learn more at gsoh.org/alumni

Join the Alum Facebook group at:
facebook.com/groups/GSOHAlum/



Our founder, Juliette Gordon Low, had a vision to create an organization that would prepare girls to enter the world with courage, confidence, and character. In order to carry out her vision and create the Girl Scouts, Juliette sold her strand of pearls to fund the organization. It is with this act of philanthropy in mind that Girl Scouts of Ohio's Heartland named this individual giving society after the pearls that were instrumental in creating the organization we know and love today.

The Pearl Giving Society recognizes and honors individuals who have made a cumulative contribution of \$1,000 within a year. Thank you to all of our generous donors for ensuring that girls will continue to benefit from the Girl Scout experience.



In March 1912, Juliette Gordon Low recruited a few girls to begin the Girl Scouts. Juliette's outstanding leadership was matched by her stewardship when she converted the carriage house of her home into the first Girl Scout National Headquarters, and she gifted the property to Girl Scouts in her will.

Juliette's bequest was the beginning of planned giving to Girl Scouts. In her memory, Juliette Gordon Low Legacy Society was established to thank and honor individuals who choose to make Girl Scouts part of their legacy and a beneficiary in their estate plans.

DONORS

2017 PEARL SOCIETY MEMBERS

These donors gave \$1,000 or more from October 1, 2017-September 30, 2018

Glen and Shakila Ali Ahrens
Sally Bernhardt
Michele Bertoia
Jacquie Bickel
Kelly Braganza
Molly Crabtree
Michelle D. Cramer
Don and Suzanne Cruickshank
Tracy Elich
Amy Franko
Eileen S. Goodin
William Heffner

Julie Holbein
Dan Hunt
Joyce B. and David Johnson
Stella Keane
"Casey" Kerr
Gale King
Richard D. Kline
Cathy Lanning
Kathy Lowrey Gallowitz
"Tak" Lowe
Sarah Martin
Heidi H. McCrory

Linda Miller
Barbara Poppe
Jennifer Reimer
Anne Powell Riley
Melinda Prickett
John L. Skolds
Teresa Smith
Christie L. Vargo and Carol Davis
Molly E. Watts
Tammy H. Wharton
Annette L. Whittemore

JULIETTE GORDON LOW LEGACY SOCIETY MEMBERS

Anonymous (2)
Shakila Ali
Erik and Eva Andersen Girl
Scout Movement-wide
Challenge Planned Gift
Emma M. Barr*
Dianne Belk and Lawrence Calder
Girl Scout Movement-wide
Challenge Planned Gift
Melvin Busch, Jr.*
Betty Clark*
Wayne and Ruth M. Cook
Sara H. Cowgill*
Nancy Cruickshank
Ruth L. Crumrine*
Susan Dunlap Marr*
John C. Elam*
Tracy A. Elich

Jesse Eyeman*
Anna G. Ferguson*
Rosemary Flowers*
Emmett J. France*
Amy Franko
Rebecca F. Fraundorfer*
Eileen S. Goodin
A.L. Gregg*
Nellie Hatfield*
Julie Holbein
Logan Holl*
Walter E. Hoover*
Imogene G. Howland*
Louise Kling*
Thelma and John G. LeBrun*
Arline and Clay Littick*
Kathryn Lowrey Gallowitz
Anna J. Lytle*

Theodore R. Magnuson*
Marcella Niehaus Mahrt*
Louis McClain*
Mary Jane and Donald McClurg*
Heidi Hansen McCrory
Phyllis Milks*
Mary Ann Moeffert*
William B. and Norma Moore*
Donald Robbins*
Della Selsor*
Barbara P. and Larry Smith*
Burton Stevenson*
Buell F. Webster*
Tammy Wharton
Annette L. and Lyle Whittemore
George Wooster*
Mabel Wurster*

*Deceased | Please advise of any omissions to give@gsoh.org

URBAN CAMPOUT



On Friday, Sept. 28, 2018 Girl Scouts of Ohio's Heartland welcomed 250 guests to Camp Ken-Jockety for Urban Campout! This new signature fundraising event gave guests the opportunity to experience a touch of what our girls do at camp all year long. Throughout the evening, guests enjoyed a variety of activities and camaraderie. The Andy Shaw Band set the mood as attendees sampled food from Milo's Catering and sipped beverages from Middle West Spirits, North High Brewing, and Heidelberg Distributing. Guests were able to get an up-close look at the stars thanks to our friends at Columbus Astronomical Society, try their hand (and aim) at sling shots, create seed packets for Girl Scouts Grow, and send off a paper lantern into the night sky. Roasting marshmallows over a campfire to create a gourmet s'more topped off the evening.

Community leaders, distinguished business partners, and volunteers celebrated this sold-out inaugural year, where \$70,000 was raised to support Girl Scouts in central Ohio. With your support, girls are building their courage, confidence, and character and making the world a better place.

A SPECIAL THANK YOU TO OUR SPONSORS

GOLD SPONSOR

L Brands Foundation

SILVER SPONSORS

Glen and Shakila Ali Ahrens
AEP Foundation
Huntington
Nationwide

BRONZE SPONSOR

AT&T
Macy's
Medical Mutual of Ohio
OhioHealth
OPC
Park National Bank
PNC

Porter Wright Morris & Arthur LLP
Rockbridge Capital
Worthington Industries

FRIENDS OF GSOH

Cramer and Associates
Elizabeth Seely



SAVE THE DATE

URBAN CAMPOUT 2019

Friday, Sept. 27 2019
6:30 p.m. – 10 p.m.
Camp Ken-Jockety



DONOR SPOTLIGHT



Homeless Families Foundation, located in Columbus and serving families on the west side of the city, houses the Dowd Education Center that provides STEAM (science, technology, engineering, arts, and math) focused academic programming for children in grades K-8 along with after-school and summer programming.

Since 2004, the Center has housed Girl Scout Troop 325. Twice each month, these 35 girls join their troop leadership volunteer, Alonzo Ali, for a troop meeting. Alonzo and the girls have learned through activities such as: cooking, building birdhouses, sewing, and participating in a derby race. The girls recite Pledge of Allegiance as well as recite the Girl Scout Law before each meeting. However, one thing was missing from their Girl Scout experience. The girls did not have a vest with their troop number, badges, or patches.

Alonzo's goal was to have each girl receive a Girl Scout uniform and in 2018, through the generous donation of Barbara Poppe, every girl received a uniform to display her badges and wear proudly at each meeting.

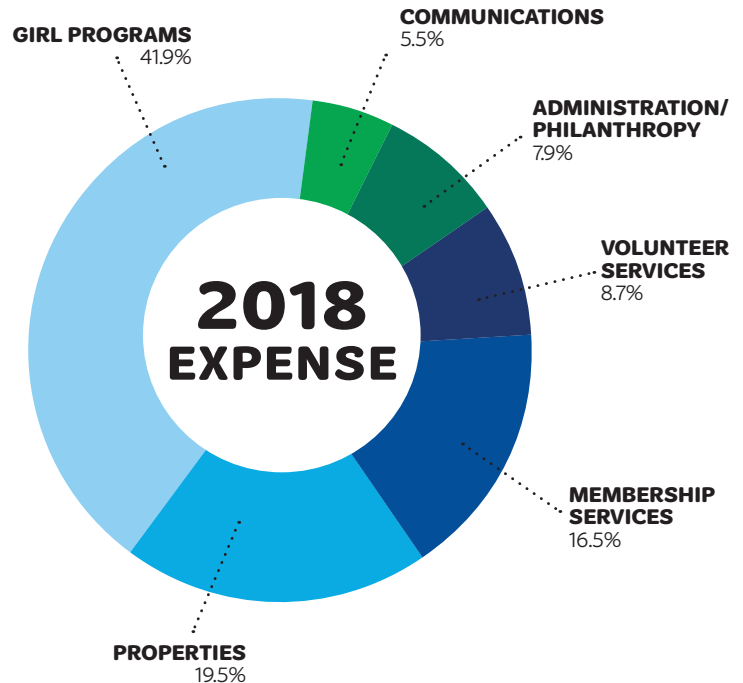
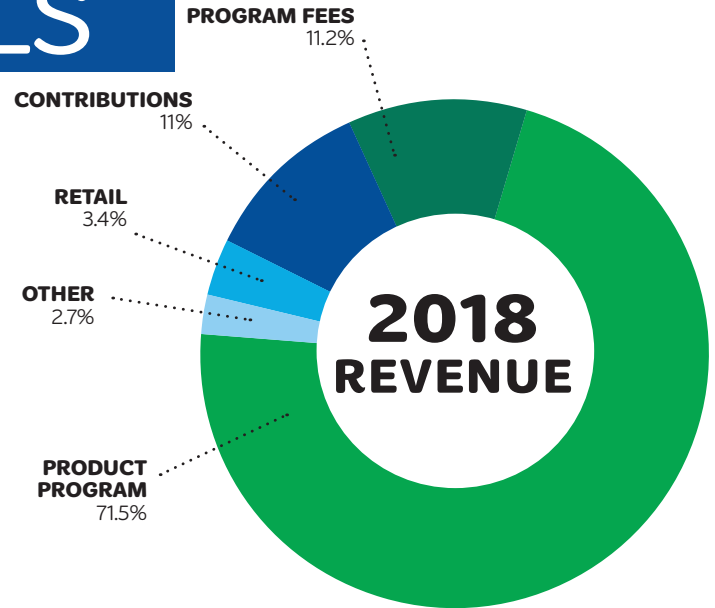
2018 FINANCIALS

AUDITED STATEMENT OF FINANCIAL POSITION

Total Assets	\$12,125,261
Liabilities	\$2,234,033
Net Assets	\$9,891,228
Total Liabilities and Net Assets	\$12,125,261

AUDITED STATEMENT OF ACTIVITIES

Total Support Revenue and Gains	\$8,694,005
Total Operational Expenses	\$7,759,049
Change in Net Assets	\$934,956
Net Assets, Beginning of Year	\$ 8,956,272
Net Assets, End of Year	\$9,891,228



BOARD OF DIRECTORS

2018/2019

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Big Lots

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OhioHealth

SECOND VICE CHAIR

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Nationwide

SECRETARY

Michele Bertoia
Huntington

TREASURER

Sarah H. Martin
Abercrombie & Fitch

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Community Advocate

Molly Crabtree
Porter Wright

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Jacqueline Bickel
Improving

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Impact Instruction Group

Linda Miller
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Huntington Bank

GIRL MEMBERS

Eden B.
Katarina S.

2017/2018

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Kenyon College

CEO

Tammy H. Wharton

EX OFFICIO

Tonya Tiggett
Promoting University, LLC

GIRL MEMBERS

Leksi M.
Bethany B.





● SERVICE CENTERS
▲ CAMPS

30 COUNTIES

ADAMS
ASHLAND
COSHOCTON
CRAWFORD
DELAWARE
FAIRFIELD
FAYETTE
FRANKLIN
GALLIA
GUERNSEY
HIGHLAND
HOCKING
HOLMES
JACKSON
KNOX

LICKING
MADISON
MARION
MORROW
MUSKINGUM
PERRY
PICKAWAY
PIKE
RICHLAND
ROSS
SCIOTO
UNION
VINTON
WAYNE
WYANDOT

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F 614.487.8189

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F 740.389.2876

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F 740.773.2144

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F 740.353.4489

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WITH THE GIRL SCOUTS OF OHIO'S HEARTLAND

