

# Investing in Our Future Women Leaders



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



**For 101 years, Girl Scouts has provided more opportunities for girls to learn and lead than any other organization.**

Our founder, Juliette Gordon Low, believed that girls would become strong contributors to society if given a safe place to develop core values, build positive relationships with others and explore new challenges. This winning formula has produced generations of accomplished American women committed to making a difference in the world. Among the 59 million Girl Scout alumnae are 70 percent of women in Congress, 80 percent of women business owners, virtually every female astronaut who has flown in space, as well as leaders in almost every field of endeavor.<sup>1</sup>

Although we are proud of the strides that women have made during Girl Scouting's first century, our society is still a long way from having the kind of gender-balanced leadership that we know produces better decisions and yields stronger results. Recent data indicates that women in Minnesota remain underrepresented at the highest levels of our corporations, state and local government and educational institutions. Today's girls are the key to closing this gap, and it is critical that they have access to opportunities to develop the skills, confidence and leadership abilities needed to master the complex global challenges of the 21st century.

Girl Scouts River Valleys remains committed to providing an inclusive, supportive environment in which girls in grades K-12 can engage in age-appropriate activities that help them discover their skills and talents, connect with others and take action to create positive change in their communities. As they progress through the Girl Scout program, girls learn how to become capable and confident leaders while having fun with their friends.

We believe that building strong girls will produce long-term returns in terms of economic development, social progress and public health—improving not only individual lives, but the fabric of society as a whole. We envision a world where girls and women are represented equally as leaders at all levels—and with your continued support, we will see that vision become a reality.

**Thank you for investing in the next generation of women leaders!**



**Linda B. Keene**  
Chief Executive Officer,  
Girl Scouts River Valleys

<sup>1</sup> The Campaign for Girls, Investing in the Next Century of Leaders, Girl Scouts of the USA

# Around River Valleys

June 1, 2012 - May 31, 2013

**Girl Scouts River Valleys is an inclusive organization serving girls in southern Minnesota, western Wisconsin and northern Iowa.**

Volunteer troop leaders provide support and guidance to girls as they progress through the Girl Scout program, which encompasses STEM (Science, Technology, Engineering and Math), Healthy Living, Financial Education, Outdoor Awareness and Global Citizenship. Through participation in activities, service projects, camp and the annual Cookie Program, girls have fun and learn valuable life skills such as goal setting, decision making, collaboration, financial education and project management. A core philosophy is that girls take on developmentally-appropriate leadership tasks, becoming increasingly responsible for selecting and planning their Girl Scout activities over time.

Girl Scouts River Valleys provides financial assistance to ensure access for girls and volunteers from families with limited financial resources. These grants are applied towards national Girl Scout membership dues, program materials and uniforms, troop subsidies, camp and event fees and leader training.

**49** counties served throughout Minnesota, Wisconsin and Iowa.



**40,000**  
girl members



**4,515**  
troops



**18,000**  
adult volunteers

Visit [GirlScoutsRV.org](http://GirlScoutsRV.org) to learn more about Girl Scouts and our most current news.



**\$700,000**  
in financial assistance

## The Girl Scout Gold Award

Earned nationally by only five percent of eligible Girl Scouts, the Gold Award represents the highest achievement in Girl Scouting. It requires a girl to use her leadership skills to create positive, sustainable change that embodies the Girl Scout mission of making the world a better place. To earn the Gold Award, girls in grades 9–12 must fulfill requirements related to leadership, relationship building, career exploration and community service.

**17%** increase

in girls in River Valleys who earned a Girl Scout Gold or Silver Award in 2013.

will be awarded to girls and volunteers during the 2013 program year.



All Girl Scouts River Valleys activities incorporate at least one leadership outcome and are measured by their related indicators of success.

The wage gap exists in almost every occupation, including those dominated by women. In the highest-paying healthcare field where women outnumber men three to one, women earn 57 percent of what men earn.<sup>3</sup>

<sup>3</sup> 2012 Status of Women and Girls in Minnesota: Research Overview, Women's Foundation of Minnesota

## Dedicated to Girl Development

Girl Scouts River Valleys' programs and events are designed to meet the needs of girls in the 21st century. As girls' needs continue to change, so do we. Through relevant, meaningful programs, girls develop career-building skills and are introduced to a variety of career paths and to women who currently hold these roles in a professional setting.

Content of the Girl Scout core program is correlated by grade level to national Common Core State Standards, 21st Century Skills standards and financial education standards. It also meets curriculum learning objectives for health and physical education, language arts, math, science and social studies for the states within River Valleys' region.

### Program Outcomes

**Discover**  
themselves and their values, and

**Connect**  
build positive relationships, and

**Take Action**  
to create a positive future for themselves and their communities.

### Indicators

- Girls gain confidence in themselves and their abilities.
- Girls develop new skills that prepare them for a positive, healthy future.
- Girls have a positive attitude toward learning.
- Girls have a positive relationship with an adult leader.
- Girls promote cooperation and teamwork.
- Girls develop age-appropriate conflict resolution skills.
- Girls identify community needs.
- Girls feel empowered to make a difference in their communities.



## Making the World a Better Place

### Centennial Day of Service

**3M** With generous support from 3M, over 26,000 girls and volunteers gathered on October 13, 2012 to participate in a council-wide cleanup effort to protect local waterways and improve water quality throughout 170 communities. The collective effort resulted in an elimination of over 10 million pounds of harmful algae growth and saved the region \$6 million in environmental cleanup costs. Not only did the take-action project offer a meaningful leadership experience for girls, the age-specific hands-on water quality activities completed prior to the cleanup taught girls the importance of environmental sustainability by keeping our local waterways clean.

**2,038,904 pounds** of organic debris collected

**6,872 storm drains** marked with anti-pollution messages

**50,000 educational door hangers** distributed throughout River Valleys communities

**“We were pleased to sponsor the Centennial Day of Service. The engagement of the girls and their leaders and the incredible results that followed show that this is a program to be continued. Knowing the girls are learning about pollution reduction, water quality protection, and the science behind it is a triple win!”**

**Cynthia F. Kleven**  
Manager, Community Giving, 3M Community Affairs

### Recognition

Girl Scouts River Valleys received the Freshwater Society’s inaugural Clean Water Champion Award in recognition of the outstanding results accomplished during the Centennial Day of Service.

**“To mobilize 26,000 people on one day, and to keep this amount of organic material out of our rivers and streams, was just a phenomenal feat. We are proud to have partnered with the Girl Scouts in this effort.”**

**Joan Nephew**  
Executive Director, Freshwater Society

### Feed the Need

Girl Scouts provides girls with ways to advocate for themselves and others, locally and globally. With hunger significantly on the rise, Girl Scouts River Valleys recently identified an opportunity to make a difference in our local communities by supporting food shelves during summer months when inventories are typically low. From April 1–May 31, 2013, Girl Scouts across our region mobilized to collect food in a variety of ways—going door-to-door, working with local service organizations, soliciting contributions at grocery stores and collecting donations at the Cookie Concert held at the Minnesota State Fair Grandstand on May 4. This effort was conducted in collaboration with Emergency Foodshelf Network, received financial support from lead sponsor General Mills and sponsors Land O’Lakes, Inc., Mosaic, Radio Disney, Schwan’s Corporate Giving Foundation and Wells Fargo.

**22,337 pounds** of food collected.  
Over **18,500 meals** for families in need.



# STEM (Science, Technology, Engineering and Math)



"At Xcel Energy, we know that today's students are tomorrow's workforce. And it's important to our energy future that they're excited and interested in science and math. Partnering with the Girls Scouts has been a wonderful fit to provide valuable hands-on learning experiences to girls as they contemplate their careers."

**Judy Poferi**  
President and CEO, Northern States Power—Minnesota, an Xcel Energy company

Now more than ever, girls need opportunities to discover and develop skills that prepare them to live, learn and work in our technology-driven world. Girl Scouts believes that exposing girls to STEM early in their lives will help them gain confidence and interest in future career opportunities. With the help of funders like Xcel Energy, Girl Scouts River Valleys offers a variety of STEM-focused programs and events which incorporate completion of skill-building badges and activities, such as Detective, Home Scientist, Computer Expert, Entertainment Technology, Nuclear Science and Robotics.

In March 2013, Girl Scouts River Valleys and Xcel Energy hosted the Nuclear Science and Technology event at Xcel Energy's Prairie Island Nuclear Facility near Red Wing, Minnesota. More than 70 girls in grades 3–8 learned how radiation works, including how to measure and how to test for it. The girls also participated in a hands-on activity allowing them to test everyday items for radiation. A highlight of the visit was a tour of the power plant, including the control room simulator and its safety equipment. In light of the event's popularity, it has since been offered in Monticello, Minnesota and will also be repeated this September.

The best thing about this event was...

"Going in the control room and pressing all the buttons!"

—Taylor, Girl Scout Brownie



# Robotics



"At Best Buy, we believe technology can build richer, fuller lives. We're excited to help girls learn about, and become fluent with, new technologies. Developing these skills will set them on a path for success."

**Susan Bass Roberts**  
Senior Director, Community Relations



The best thing about Robotics Day Camp was... "Being able to create things from my imagination!"

—Rachael, Girl Scout Cadette

Developed in partnership with faculty and staff from St. Catherine University, River Valleys' Robotics program provides girls with the opportunity to discover and develop a passion for science, technology, engineering and math.

Girls who attend Robotics Day Camp learn to design, build and program robots with tools such as sensors, gears, levers and pulleys. Not only are these camps incredibly fun, they also foster girls' natural curiosity and aptitude by teaching them to work together, problem solve, design and create—all important skills that will serve them throughout their education and beyond.

With generous support from funders such as Best Buy Children's Foundation, 230 girls will participate in three progressive levels of Robotics Day Camp during its twelfth year this summer.





## Healthy Living



For girls, being healthy is more than just eating right and exercising; it is also about feeling good and being supported by family and peers. By completing Healthy Living-related badges, girls gather the tools they need to make sound health decisions and learn more about the kinds of resources available to guide them.

To enhance the badge activities focused on Healthy Living, Allina Health partnered with Girl Scouts River Valleys to provide activities through their Health Powered Kids™ program. Volunteers have full access to the Health Powered Kids™ website to find activities, created by Allina Health's experts, which correlate to specific Girl Scout badges. Additionally, girls have an opportunity to earn a limited edition Allina Health Healthy Living patch.

**The best thing about this event was...**

**"Trying new food and meeting new people."**

*—Chanel, Girl Scout Senior*



## Camp



Camp is more than just spending time outdoors—it's an experience to learn life skills. With a wide variety of safe, hands-on activities including songs, games, campfires, swimming, horseback riding and more, there's something for girls of all abilities. Whether resident or day camp, these outdoor adventures allow girls the chance to come together in a supportive, "unplugged" environment and challenge themselves to try new things.

### Three Life Skills Learned at Camp

- 1. Confidence**—Girls are encouraged to leave their comfort zones and take the lead during activities, even if they are shy at first or need help.
- 2. Responsibility**—Girls become accountable not only for their physical belongings, but also for their feelings, friendships, actions and attitudes.
- 3. Healthy Living**—Girls explore health in body, mind and community, and discover that creating positive change in the world starts with them.

**5,325 girls**

attended River Valleys' resident and day camps in 2012

**\$200,000**

in financial assistance awarded for camp programs in 2012





**Over 2,600 girls** in grades K-12 have been served by Girl Scouts ConnectZ in the **Twin Cities metro area** this school year.

**705 girls** in grades K-12 have been served by Girl Scouts ConnectZ in **southern Minnesota** this school year.

# Girl Scouts ConnectZ

In partnership with over 100 schools and community sites in the metropolitan area and southern Minnesota, Girl Scouts ConnectZ brings the Girl Scout leadership program to over 3,500 girls from diverse and low-income communities throughout the school year and following summer.

Qualified staff and volunteers deliver this high quality, skill-building program directly to girls as part of the school day or as an after-school enrichment program. This delivery model allows girls to participate in Girl Scouts who might otherwise be limited by transportation barriers or family obligations.

The Girl Scouts ConnectZ curriculum provides girls with a well-rounded program including five key focus areas of Self-Esteem and Healthy Relations, College and Career Readiness, Leadership Development, Financial Education and STEM. Participants in Girl Scouts ConnectZ also have opportunities to participate in the Cookie Program and a variety of special events throughout the school year.

## College and Career Readiness

CollegeAccessMattersII, a 2011 study by the Minnesota Minority Education Partnership, concluded there is no specific pathway to college for students of color in Minnesota. Although they aspire to higher education, many students of color do not receive information or advice about college from their families.

Girl Scouts ConnectZ helps girls prepare for college life and future careers by helping them discover personal values, set college and career goals and learn how to make the most of their high school tenures. This year, over 200 ConnectZ Girl Scouts toured local colleges and universities throughout Minnesota and Wisconsin. In addition, over 50 high school girls stayed overnight at Hamline University and the College of St. Scholastica—Duluth to experience campus life. In addition to the following, Girl Scouts ConnectZ is made possible by the generous support of many corporate and foundation partners.



**Greater Twin Cities United Way**

The Greater Twin Cities United Way has been the leading funder for the Girl Scouts ConnectZ program in the seven-county metro area since its inception in 2010.

“Greater Twin Cities United Way is thrilled to support the ConnectZ program. We share Girl Scouts’ strong commitment to providing quality out-of-school-time opportunities for girls most in need.”

**Meghan Barp**  
Vice President of Community Impact, Greater Twin Cities United Way



The United Way of Olmsted County helps deliver Girl Scouts ConnectZ to girls in Olmsted County in southern Minnesota, including girls at more than 10 sites in Rochester.

“[The] Girl Scouts ConnectZ approach to underserved girls meets them where they are in so many ways. Girl Scouts River Valleys continues to innovate and really reach our target populations. We are proud of the result our partner achieves year in and year out.”

**April Sutor**  
Senior Vice President of Impact, United Way of Olmsted County

## TRAVELERS

Contributions from Travelers Foundation help deliver the essential college and career readiness portion of the Girl Scouts ConnectZ program to girls in the Twin Cities metro area.

“Travelers is proud to support the Girl Scouts ConnectZ program which provides an amazing opportunity for underrepresented girls to gain critical college guidance and career readiness training. The Travelers Foundation has worked tirelessly to expand access to quality education and career preparation across the country, and we look forward to watching these young ladies continue to succeed in the future.”

**Mike Newman**  
Vice President, Travelers Foundation



## Hilary's Story: How Girl Scouts Made a Difference

**Hilary Gonzalez is 18 years old and has been in Girl Scouts ConnectZ for just half the school year. In four short months Hilary has become a changed "girl."**

Before joining Girl Scouts in the second half of her senior year, Hilary didn't participate in extracurricular activities. She didn't feel comfortable speaking in front of a group and rarely raised her hand in class. Hilary said that it took a lot for her to open up back then so even though she would see other Latina girls at school, she didn't have an opportunity to connect with them.

One of Hilary's friends suggested she join a unique program – Girl Scouts ConnectZ. Hilary did not have transportation for after-school activities, but luckily, Girl Scouts ConnectZ meetings were held during the school day, so getting involved was easy.

Girl Scout ConnectZ meetings were a safe place where Hilary could open up and talk about personal issues. And what teenage girl doesn't have personal challenges? And it is because of the safe, fun and structured Girl Scouts ConnectZ meetings, Hilary forged strong connections with other Latina girls she now calls friends.

Fortunately for the girls in the Girl Scouts ConnectZ program, whatever is said at Girl Scouts, stays at Girl Scouts. Hilary believes that being part of this supportive and open environment allowed her to look through other people's eyes and not pass judgment about them.

Girl Scouts ConnectZ helped Hilary take steps outside her comfort zone, try new things and meet new people. She has become more comfortable talking in front of groups and excelled in public

speaking assignments in school. After just a few Girl Scouts ConnectZ meetings, Hilary started raising her hand and volunteering more in class.

In addition, Hilary had the opportunity to attend the Latina Youth Conference with her Girl Scouts ConnectZ troop.

The amazing day brought together more than 500 Latina girls where they were able to network with professional Latina women, ask questions about careers and learn about financial education. That experience confirmed that the path Hilary dreams about—going to college and majoring in business—is possible for her.

Hilary graduated in the spring and before heading off to Minnesota State University-Mankato, she'll have one more "first" as a Girl Scout—camp in August. While many girls experience camp at a much younger age, Hilary is just as excited as new Daisy Girl Scout preparing for her first camping trip.

Hilary is so excited that even before she spends her first evening around a campfire, she's considering being a camp counselor next summer because she wants other girls to have the opportunity to experience Girl Scouts.



## Amy and Ryan Kroll's Story: Why We Give to Girl Scouts

Amy Kroll fondly remembers that her first experiences in making independent decisions and setting goals came through her participation in Girl Scouts. As she worked on badges, sold cookies and collaborated with other girls on troop projects, Amy gained confidence in her ability to succeed at challenging tasks, and a future leader was born.

Amy's passion for Girl Scouts was reignited in 2008 when she was asked to serve on the finance committee for Girl Scouts River Valleys. Since that time, Amy has steadily increased her involvement, joining the River Valleys board of directors in 2009 and being elected first vice chair of the board in 2012. As a result of these experiences, Amy has increased her appreciation of the contributions that Girl Scouting made to her life and strengthened her commitment to the organization both personally and by engaging her colleagues at Deloitte LLP in supporting the Girl Scout mission.

Amy and her husband, Ryan, share a personal mission to leave the world a better place, which includes donating their time and financial support. "There isn't a day that I come home," said Ryan, "where the

thought doesn't occur to me how fortunate we are, and that we have a responsibility to give back." Their philanthropy is directed towards organizations that provide children with the same kinds of personal and character development opportunities they benefitted from while growing up.

**"Girl Scouts touches on a lot of different areas that reinforce really good life lessons," added Amy, "and it's impressive how the girls build self-esteem and confidence as they progress through the program."**

As the parents of a daughter who became a Daisy Girl Scout this year, Amy and Ryan believe that all girls should have access to programs that enable them to discover their talents, establish positive connections with others and develop their leadership abilities. Their giving helps makes it possible for River Valleys to increase access to Girl Scouting for girls from low-income families.

**Thank you, Amy and Ryan,  
for your generous support.**

# Thank you!

Thank you to all our partners who support Girl Scouts through program grants, sponsorships, in-kind contributions and general operating assistance. Your critical support enables Girl Scouts to continue to provide girls with opportunities to develop the skills, confidence and leadership abilities needed to master the complex global challenges of the 21st century.



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