

Our Year in Review

Fiscal Year: Oct. 1, 2020–Sept. 30, 2021 Highlights



Outdoor



9,627 girls on camp properties
4,143 Day Campers
3,922 Troop Campers

High Adventure Trips:

- Rocky Mountain Natl. Park
- Horseshoe Canyon
- Devil's Den

Membership

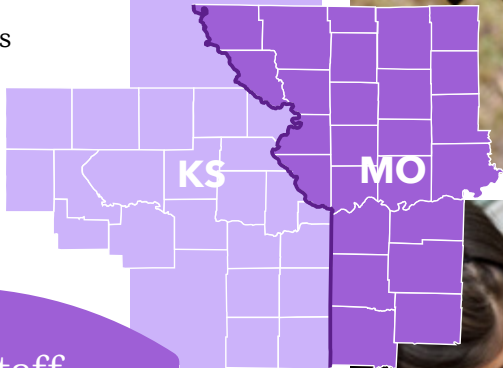
14,553 girl members (K-12)

8,279 adult members

6,616 volunteers

3,119 troop leaders

Serving **47** counties
across **2** states



Council Staff

4 regular part-time

27 seasonal part-time

9 temporary part-time

50 regular full-time



Entrepreneurship



10,006 girls participated in the Girl Scout Cookie Program

1,580,760 packages of cookies sold

Girl Scouts honed their digital marketing skills to grow direct ship to customer sales by **253%** in 2021



Civic Engagement

On average, our 14,553 Girl Scouts give at least 30 hours in service. That's **436,590+** total hours of impact.



STEM/STEAM



135 STEM badges

4,552 girls at STEAM events

358 STEAM activities hosted by community partners

girlscouts
of ne kansas
and nw missouri

gsksmo.org
800.728.8750



Community Partners

170 community partners supporting our four program pillars

16,518 girl attendees at Community Partner programs and events



Highlights



Return to Day Camps

In 2020, our council made the difficult but necessary decision to cancel all day camps for the summer; there was no possible way to keep girls, staff and volunteers safe from infection. In 2021, we celebrated a return to day camp with over 4,000 girls! Girls spent days hiking, swimming, boating and in a variety of other activities, made new friends and challenged themselves.

Office Move

GSKSMO decided to sell the headquarters building in Raytown, MO and move to a right-sized space in Overland Park, KS. The former space was both too large and was costly to maintain so this move equates to a substantial cost-savings each year. The new headquarters at 10561 Barkley features a flexible office design with collaboration space. The council has maintained a presence in KCMO; our Outreach Program offices are now located at 63rd and Troost.



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new Gold Award Girl Scouts joined this prestigious sisterhood in 2021.

A Gold Award Project in Action



Anna Newcome from Topeka, Kansas wanted her project to represent the impact we all felt from the COVID-19 pandemic. She partnered with the Rose River Memorial to bring a memorial to the Kansas State Capitol

building. She made and coordinated others to make 5,000 felt roses and then installed them for a week-long viewing. These roses honored the Kansas lives lost at that time to COVID-19.

Inspired by Anna's project, more Girl Scouts wanted to take action and create a Rose River Memorial for the state of Missouri. Anna's roses and more than 5,000 additional roses were installed at Crown Center in Kansas City to honor the lives of Missouri citizens lost to the pandemic.