

# Our Year in Review

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



## Membership

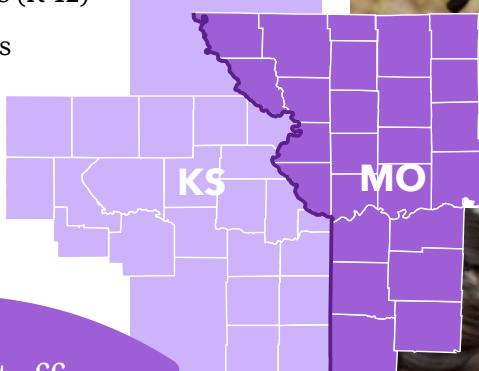
**14,553** girl members (K-12)

**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



## Civic Engagement

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



## 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



## STEM/STEAM

**135** STEM badges

**4,552** girls at STEAM events

**358** STEAM activities hosted by community partners



## 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.



**33**

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.

### 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.