



Citrus

ANNUAL IMPACT REPORT

girl scouts 
of citrus

2025

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A Message from Crystal Jones, Interim CEO & COO

We are pleased to share this year's Annual Impact Report with you. The 2023-2024 year has been one of growth, challenge, and transition, and through it all, our council, staff, and volunteers have demonstrated incredible resilience.

In 2024, we made a significant shift in our membership recruiting model, leading to our highest membership numbers since 2020—a true testament to the strength of our community. Our 2023 Fall Product Sweets 'N' Treats and 2024 Cookie Program achieved solid results, reinforcing the dedication and hard work of our troops.

At the same time, our staff has been in a rebuilding phase, particularly within our program team, which is actively re-establishing partnerships to bring more innovative programming to our members. We are working hard this year to make our Summer Camps better than ever. While we faced the difficult decision to cancel camp last year due to various challenges that prevented us from delivering the high-quality experience our girls deserve, we are committed to ensuring that this summer is one to remember.

Change has also come at the leadership level, as we prepare to bid farewell to our amazing CEO, Maryann Barry, who has led this Council since 2011. She is moving on to a new mission that is close to her heart, and while we will miss her dearly, we take comfort in knowing she won't be far. Her continued work in programming will still have a meaningful impact on our Girl Scouts, and we are excited to see the positive difference she will continue to make.

As we reflect on this past year, I want to extend my deepest gratitude to all of our adult volunteers and parents for your unwavering dedication to the Girl Scouts of Citrus Council. Your time, energy, and support are the foundation of our success—we truly could not do this without you. Through all the changes and transitions, your commitment and care have been felt every step of the way, and we deeply appreciate your partnership.

I also want to recognize our phenomenal staff, who have faced incredible challenges over the past year yet remained steadfast in this mission. Their flexibility and dedication to ensuring every girl has a meaningful Girl Scout experience is nothing short of inspiring. Even as we streamlined our staffing model, they stepped up, took on additional workloads, and never wavered in their commitment. I could not be more grateful for their passion and perseverance.

Finally, a heartfelt thank you to our Board of Directors for their engagement, leadership, and support. Their dedication to our mission and to the girls, volunteers, parents, and staff of Girl Scouts of Citrus has been invaluable, especially during this time of transition.

This year has strengthened our commitment to our mission. We look forward to the opportunities ahead and are grateful for the passion and dedication of everyone who makes our work possible.

Thank you for being part of this journey with us!



Legacy Spotlight



Martha Spruitenburg: A Lifetime of Girl Scouting and Leadership



For nearly five decades, Martha Spruitenburg has dedicated her time, energy, and passion to the Girl Scouts, shaping the experiences of countless young women. From her early days as a reluctant participant to becoming a powerhouse of leadership and mentorship, Martha's journey is a testament to the impact of Girl Scouting.

A Legacy Rooted in Family and Service

Martha's Girl Scout story began in Louisville, Kentucky, where her mother started a troop for her younger sister. Though hesitant at first, Martha's deep-rooted sense of responsibility and adventure eventually led her to the Girl Scout movement. She later married Rik, a submariner in the U.S. Navy, and their life together took them around the world, with each move offering new opportunities to serve Girl Scouts in different communities.



Her daughter, Cathy, became a Brownie at the age of six, the same day that Martha officially became a Girl Scout. Initially, she planned to help out for just two weeks—but that commitment turned into a lifelong dedication. Moving from Hawaii to South Carolina, Connecticut, Washington state, and even Brussels, Martha continuously found ways to lead, educate, and inspire Girl Scouts across the world.

A Champion of Leadership and Learning

Martha didn't just participate — she led. She served as a troop leader, a Service Unit Manager, and a National Delegate for a term. Since then, she has attended multiple National Girl Scout Conventions. She became a Trainer of Trainers, mentoring adult volunteers and ensuring that future leaders were equipped with the tools to guide young Girl Scouts. Even overseas, she embraced her role, traveling by train to Paris to provide training sessions for five hours a day during the week.

Martha is also deeply passionate about women's issues and literacy. In many parts of the world, women have limited opportunities to learn to read, so she worked as a volunteer tutor, teaching women essential reading skills. Recognizing the importance of literacy for families, she joined Literacy Volunteers of America, focusing on helping mothers learn English. She believed that by empowering mothers with language skills, they could better support their children's education. Her lessons often began with the parents, ensuring they had the confidence and knowledge to guide their families.

In 2001, Martha and her family moved to Florida, where she began as a Trainer with the Girl Scouts of Citrus Council. She trained new leaders, organized workshops, and developed programming that enriched the lives of Girl Scouts in Brevard County and beyond.

Through her work with the Girl Scouts of Citrus, Martha has also built lifelong friendships. One of her closest friendships is with Caroline Engrand, her trusted partner in governance, making them an inseparable and dynamic duo. Their shared commitment to governance, adult recognition, and delegate training has helped shape leadership within the Council, strengthening its mission and impact.

Wisdom for Future Generations

Martha's leadership philosophy centers on empathy, active listening, and making the most of time. She believes that good leaders take the time to understand others and prioritize meaningful connections. One of her guiding principles is:

“Time is our most valuable asset, and yet we shortchange ourselves. We think we must be busy every moment, but we also need quiet time to reflect, to listen, and to improve.”

Her biggest influence, Vicki Briesacher, instilled in her the importance of listening — a skill that Martha carried into every leadership role.





An Unwavering Commitment to Girl Scouts

Even after almost 50 years of volunteering, Martha's enthusiasm remains as strong as ever. She proudly supported her granddaughters through their 15-year Girl Scouting journey and continues to be a resource for Girl Scouts in her community. Whether through workshops, governance training, or simply connecting people through her "Green Spider" network on Facebook, Martha ensures that every Girl Scout has the support and guidance they need.

Her camp name, *Woodstock*, is a nod to her practical nature — she was always the one making sure the firewood was ready for campouts. It is this same reliability and commitment that make her so valuable to Citrus Council.

Continuing the Legacy

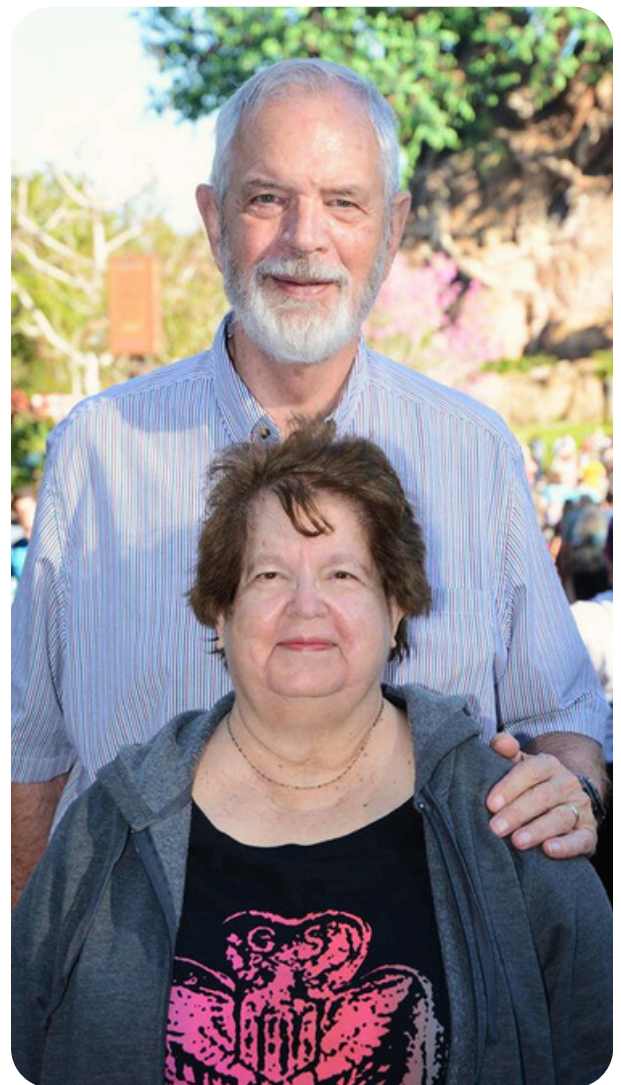
Martha's advice to future Girl Scouts and leaders is simple but profound:

- **Lead with empathy.** Truly listen to those around you and support their growth.
- **Value your time.** Take moments to reflect, improve, and be present.
- **Be open to new experiences.** Girl Scouts is a lifelong journey, filled with unexpected opportunities and friendships.
- **Stay curious.** Always seek knowledge and be willing to share it with others.

As the Girl Scouts of Citrus Council evolves, Martha hopes her legacy inspires empowerment, active listening, and trust-building.

Her two-week volunteer stint turned into a lifetime of service—and she wouldn't have it any other way. Her impact will be felt for generations, as the girls and adults she has mentored go on to lead, inspire, and change the world.

The many dedicated volunteers of the Girl Scouts of Citrus Council continue to shape the future, just as Miss Martha has done for decades.



Board Approved Award Nominees

APPRECIATION PIN:

Melissa Arcas
Kristina Bogart
Nancy Bree
Dana Carraway
Kristy Chadwick
Danielle Gilliard
Melissa Lengler
Cheri Maboudou-Tchao
Ami Molloy
Stephanie Nazzaro
Jessica Overberger
Kristen Pickles
Michelle Pitts
Stacie Pojero
Jaclyn Rhoads
Tonya Warren

HONOR PIN:

Rebecca Briggs
Michele Mayall
Wendy Moore
Heather Stanley-Garvey
Teresa Tomerlin

CAROL BRABY:

Mimi Vielhauer
Caroline Achee
Tricia LaChance
Valerie Nieves

THANKS BADGE:

Michelle Devoid
Caroline Engrand
Michael Garvey
Susan Gilland
Marlette Toole

MAN ENOUGH

Chad Hensley
Jeff Schwartz
Paul Steiner
David Vilches



Flukes Up: Girl Scout Cadettes Make Waves for Right Whale Conservation

Girl Scouting empowers girls to become leaders and make a positive impact. Troop 650's Silver Award project, "Flukes Up," exemplifies this, with Cadettes Charlotte, Emily, and Isabella championing the endangered North Atlantic right whale.

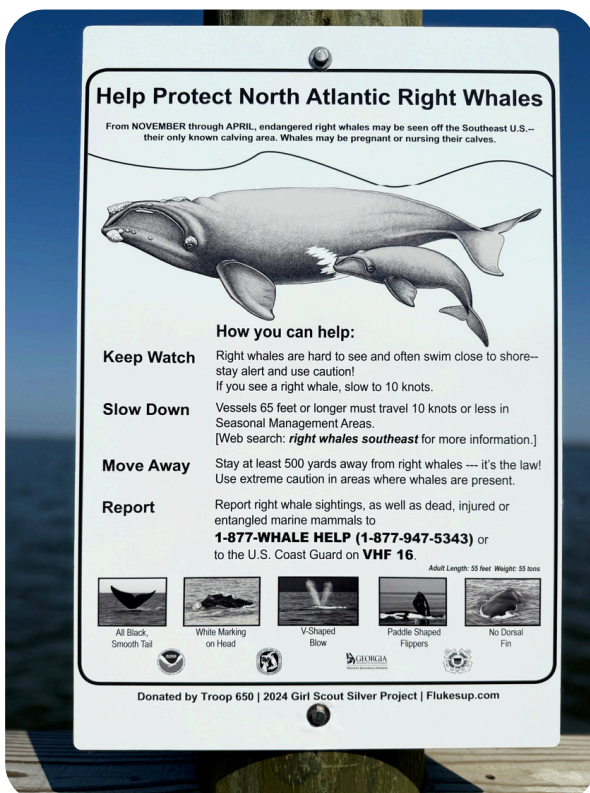
The girls, from Orange County, Florida, were deeply moved by the tragic loss of a right whale calf and its mother, Infinity, in a 2021 boat collision. This heartbreaking event ignited their desire to take action. In 2023, they chose right whale conservation as their Silver Award focus, embarking on a journey of research, advocacy, and community engagement.

The Silver Award, the highest award a Girl Scout Cadette can earn, challenges girls to identify a community issue and implement a solution. Charlotte, Emily, and Isabella embraced this challenge with dedication. They immersed themselves in right whale conservation, conducting extensive research and consulting experts at SeaWorld and NOAA. This learning provided a strong foundation for their project.





Beyond the installation of signs, Troop 650 recognized the importance of broader public engagement. They established an informational booth, which they took to local events across Central Florida. At these events, they shared their knowledge, distributed educational materials, and engaged with community members, fostering a deeper understanding of the threats facing right whales and empowering individuals to become part of the solution.



The "Flukes Up" project is a testament to the power of Girl Scouts to translate compassion into action. Charlotte, Emily, and Isabella's dedication has not only contributed to the protection of an endangered species but has also served as an inspiration to their peers and the wider community. Their project demonstrates the core values of Girl Scouting: courage, confidence, and character, all directed toward making the world a better place.

Through "Flukes Up," Troop 650 has left a legacy. The warning signs they helped erect will continue to protect right whales, and the awareness they raised will undoubtedly inspire others to become stewards of the environment. Girl Scouts of Citrus is incredibly proud of these young leaders and their impactful work.

Girl Scout Gold Award Celebration



The 2024 Girl Scouts of Citrus Gold Award Celebration was held at Harry P Leu Gardens on Saturday, June 15th. The ceremony honored 29 Girl Scouts who earned their Gold Award throughout the 2023 – 2024 Highest Awards season. Projects covered a wide range of topics including mental health, environmental protections, and accessible education. Two Girl Scouts received scholarships during the ceremony: Vivian Levine received a scholarship from Florida Dairy Farmers for her project building healthier practices in dance communities, while Kirby Ferraro received a GSUSA scholarship for her efforts on spreading awareness about food allergies.



In addition to the ceremony, the traveling exhibit “Going Gold: A Celebration of Girl Scouts’ Highest Award” was also on display. The exhibit highlighted each of the Gold Award Girl Scouts, their projects, and the impact they have made on their community. The exhibit was on display at the Women’s History and Cultural Center all summer to raise awareness of the Girl Scout Highest Awards program within the local community and to encourage other Girl Scouts to earn their Highest Awards.



She Proudly Served: Women in the Military



This exhibit honors the remarkable contributions of American women who have shaped military history from the Civil War to the Iraq War. Through stories of bravery, perseverance, and groundbreaking achievements, we celebrate their pivotal roles and the barriers they've broken to pave the way for future generations of female service members. Spanning all five branches of the military, the exhibit highlights the evolution of women's roles—from early support positions to front-line combat and leadership.



On opening night, November 19, 2024, we welcomed women veterans from across Florida for a special event. The evening featured a moving performance of patriotic songs by the Citrus Singers, creating an emotional connection to the stories shared within the exhibit. Linda Bird, our keynote speaker, delivered an inspiring speech about her experiences as a woman in the armed forces, including following in her mother's footsteps to serve and breaking boundaries along the way.



Visitors will explore the unique challenges and achievements of women during various wars and honor both historical figures and local heroes. Their enduring impact on our military and nation continues to inspire progress, making this exhibit a celebration of courage, resilience, and transformation.

Citrus Membership Statistics

13

2023 - 2024 Membership

7,820
TOTAL
GIRLS

6,125
TOTAL
ADULTS

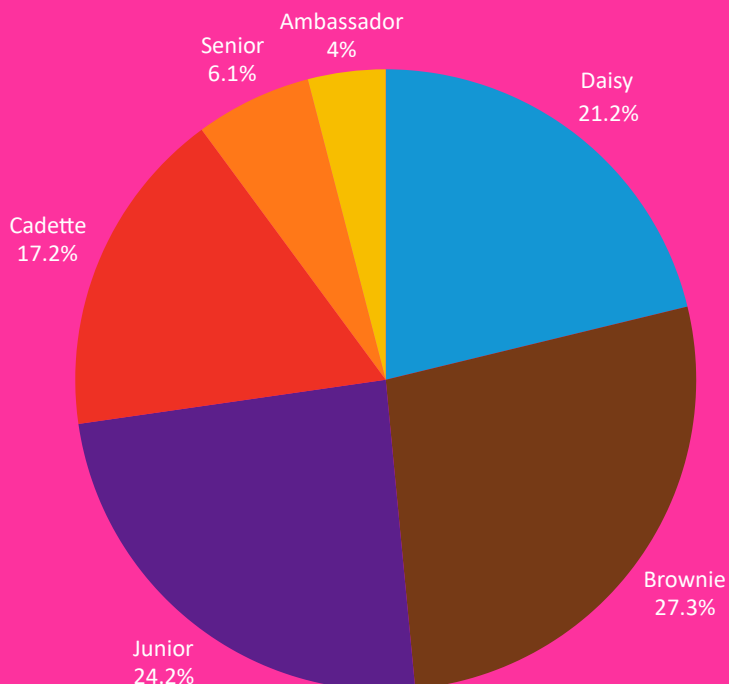
1,415
TOTAL
LTM

13,945
TOTAL
MEMBERS

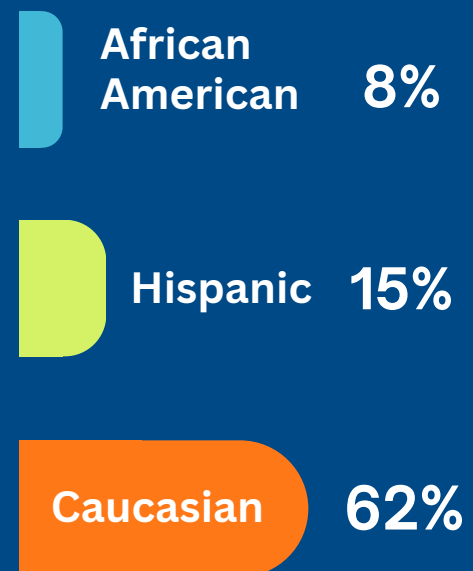
OF TOTAL TROOPS: 707

OF NEW TROOPS FORMED: 49

% OF GIRLS BY PROGRAM LEVEL



% OF GIRLS BY RACE

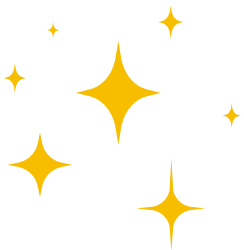


Program Stats



364 girls and 185
adults attended an
Outdoor Activity

No. of
Outdoor
Activities
24



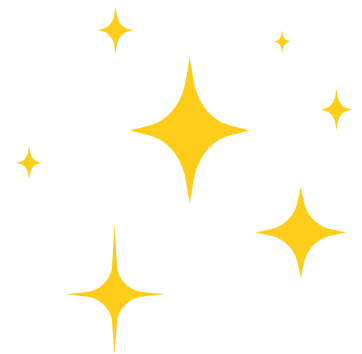
48 girls and 39
adults attended a
Life Skills Activity

No. of Life
Skills
Activities
01



115 girls and 78
adults attended
a STEM Activity

No. of STEM
Activities
05



Total # of Events

76

Total # of Girl Participation

2,325

Total # of Adult Participation

2,470

% of Total Outdoor/Life
Skills/STEM Events

39.50%

Product Stats

FALL PRODUCTS 2024



\$750,805
in gross sales



375 troops selling
out of 636
registered



2360 girls
selling out of
5373 registered

\$319.00 PGA or 33 Units sold per girl

COOKIES 2024



7.7
million
gross
sales



579 troops
selling out
of 725
troops
registered



5050 girls
selling out
of 6209
registered



303
per girl
average
(PGA)



Financial Report



Girl Scouts of Citrus Council, Inc.
Statements of Financial Position

<i>September 30,</i>	2024	2023
Assets		
Current assets		
Cash and cash equivalents	\$ 1,216,411	\$ 1,420,157
Investments	2,561,517	2,102,722
Investments limited as to use	779,982	801,121
Other receivables, net of allowances for credit losses	29,878	6,781
Inventory	116,009	110,803
Prepaid expenses	120,173	163,715
Total current assets	4,823,970	4,615,299
Property and equipment, net	4,726,646	4,779,018
Finance lease right-of-use assets, net	40,478	61,597
Other assets	7,179	7,179
Total assets	\$ 9,598,273	\$ 9,463,093
Liabilities and Net Assets		
Current liabilities		
Accounts payable	\$ 78,836	\$ 65,066
Accrued expenses	295,225	313,438
Deferred revenues	271,448	341,256
Current portion of finance lease liabilities	20,900	9,517
Total current liabilities	666,409	739,277
Long-term liabilities		
Finance lease liabilities, less current portion	22,940	43,840
Total long-term liabilities	22,940	3,840
Total liabilities	689,349	783,117
Net assets		
Without donor restrictions		
Board designated - reserves	2,528,187	2,073,768
Undesignated	5,537,789	5,750,143
Without donor restrictions	8,065,976	7,823,911
With donor restrictions	842,948	856,065
Total net assets	8,908,924	8,679,976
Total liabilities and net assets	\$ 9,598,273	\$ 9,463,093

The accompanying notes are an integral part of these financial statements.

Girl Scouts of Citrus Council, Inc.
Statement of Activities
(with prior year summarized information)

					2023
<i>For the years ended September 30,</i>	Without Donor	With Donor	2024	Summarized	
	Restrictions	Restrictions	Total	Total	
Revenue and Other Support					
Sales revenue	\$ 7,133,333	1 \$ - - - -	\$ 7,133,333	\$ 6 ,898,101	
Service fees	39,350		139,350	318,461	
Less cost of sales	(2,761,842)		(2,761,842)	4 (2,511,762)	
Net sales revenue	4,510,841		,510,841	4,704,800	
Contributions and grant revenue	1 94,701	13,891 - -	208,592	409,321	
United Way funding	12,430	2 176,767	(12,430	17,120	
Other income	08,161	4 203,775)	208,161	191,787	
Investment income (loss), net	84,588	2	661,355 -	323,840 -	
Net assets released from restrictions	03,775				
Total revenue and other support	5,614,496	(13,117)	5 ,601,379	5,646,868	
Expenses					
Program expenses					
Service to troops	1,221,727	-	1 ,221,727	1 1,382,433	
Educational programs	1,615,880	8 -	,615,880	2,146,161	
Properties	45,110	5 -	845,110	895,277	
Public relations	71,213		571,213	4 643,251	
Total program expenses	4,253,930		,253,930	5,067,122	
Supporting expenses					
Administration	5 88,082	5 -	588,082	589,932	
Fund development	30,419	- -	530,419	1 349,376	
Total supporting expenses	1,118,501		,118,501	939,308	
Total expenses	5,372,431	-	5 ,372,431	6,006,430	
Change in Net Assets	2 42,065	(13,117)	228,948	(359,562)	
Net assets at beginning of year	7,823,911	856,065	8 ,679,976	9,039,538	
Net assets at end of year	\$ 8,065,976	\$ 842,948	\$ 8,908,924	\$ 8 ,679,976	

The accompanying notes are an integral part of these financial statements.

Girl Scouts of Citrus Council, Inc.
Statements of Functional Expenses

	Program Expenses				Supporting Expenses		
	Service to Troops	Educational Programs	Properties	Public Relations	Fund		Total Expenses
					Administration	Development	
<i>For the year ended September 30, 2024</i>							
Labor Expenses:							
Salaries	\$ 671,381	\$ 663,732	\$ 170,364	\$ 314,124	\$ 215,409	\$ 262,386	\$ 2,297,396
Payroll taxes	46,562	46,488	10,975	21,878	40,344	19,314	185,561
Employee benefits	92,996	66,628	11,265	58,986	35,219	45,054	310,148
Retirement plan	56,018	55,380	14,215	26,210	17,973	21,893	191,689
Total labor expenses	866,957	832,228	206,819	421,198	308,945	348,647	2,984,794
Other Expenses:							
Occupancy	5,863	5,796	329,006	2,743	1,881	2,291	347,580
Professional fees	101,805	107,500	39,434	92,775	167,878	122,854	632,246
Depreciation and amortization	43,954	136,054	103,753	20,565	14,102	17,178	335,606
Program expenses	16,581	159,923	7,659	537	-	5,162	189,862
Food costs	1,517	25,571	143	90	8,670	393	36,384
Maintenance and repairs	225	17,899	131,431	716	488	1,373	152,132
Conferences, conventions and meetings	4,207	26,200	1,455	1,887	42,765	2,607	79,121
Telephone/Communications	24,750	24,558	6,055	13,367	8,286	9,498	86,514
Assistance to girls and adults	67,389	3,013	-	-	1,452	1,352	73,206
Equipment rental and noncapital purchases	5,200	7,867	8,287	1,303	892	1,088	24,637
Printing and publications	16,498	18,622	2,580	10,595	2,884	4,460	55,639
Transportation	3,112	6,381	1,195	128	391	10	11,217
Recognition items	38,280	181,829	35	65	7,926	1,636	229,771
Interest	1,344	1,329	341	629	431	525	4,599
Miscellaneous	22,080	10,547	6,137	3,591	2,637	9,463	54,455
Supplies	1,570	10,167	600	633	2,438	558	15,966
Bank and merchant fees	-	12,671	113	-	5,763	33	18,580
Postage and shipping	372	5,092	61	108	2,656	607	8,896
Dues and subscriptions	23	1,776	6	283	7,597	684	10,369
Bad debts and insufficient fund fees	-	20,857	-	-	-	-	20,857
Total other expenses	354,770	783,652	638,291	150,015	279,137	181,772	2,387,637
Total	\$ 1,221,727	\$ 1,615,880	\$ 845,110	\$ 571,213	\$ 588,082	\$ 530,419	\$ 5,372,431
Percentage of total expenses	23%	29%	16%	11%	11%	10%	100%



CITRUS

ANNUAL IMPACT REPORT

GIRL SCOUTS OF CITRUS
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