

girl scouts
of the desert southwest
southern new mexico
& west texas

2023 Annual Report



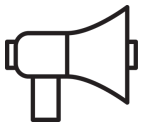
A Message from our CEO



Patty Craven
Chief Executive Officer

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

Four Pillars of Girl Scouting



Life Skills



STE
M



Outdoors



Entrepreneurship

Dear Girl Scouts of the Desert Southwest Members and Supporters,

As we reflect on the past year, we celebrate the incredible achievements and milestones of our Girl Scouts.

Over the past year, local Girl Scout troops in our council achieved incredible success by earning over \$616,431 in proceeds through participating in the Fall Product Program and the Girl Scout Cookie Program. They sold 633,961 cookies, 19,874 nuts and candies, and 799 magazines.

These funds helped Girl Scouts travel, participate in programs, earn badges, their highest awards, fund trainings, celebrations and allowed girls to enjoy camping and the outdoors. 634 Girl Scouts earned their 2023-2024 GSUSA membership and our top six Cookie Sellers were able to travel with the GSDSW delegation to the 56th Triennial National Council Session. The cookie and fall product programs allow our girls to learn how to be business leaders and become self-sufficient in the financial needs of their troops. Additionally, they learned five key skills: goal setting, money management, decision making, business ethics, and people skills that will follow them their entire lives.

The dedication and impact of our Girl Scouts are unmistakable, as demonstrated by the impressive number of higher awards earned in 2023. Among them are 10 Gold Awards, 15 Silver Awards, 33 Bronze Awards, and seven Trifecta Awards. Additionally, we're thrilled to announce that 18 troops have attained the esteemed designation of Honor Troop.

At the national level, delegates from around the country gathered in Orlando, Florida to participate in the 56th National Council Session. Every three years, delegates from every council across the nation and USA Girl Scouts Overseas join GSUSA, our National Council, to meet and discuss, debate, and vote on issues important to the Girl Scout Movement, elect national leaders for the next triennium, build connections, understand governance, and are part of making history. We had three delegates representing our council. Each took this position very seriously, and ensured each proposal was thought out thoroughly before voting. It was a great experience where we had one of our own Girl Scouts participating in the process.

As we embark on our journey into the new Girl Scout year, our mission remains unwavering: to build girls of courage, confidence, and character who make the world a better place. We are committed to expanding opportunities that engage and uplift our Girl Scout community.

We express our deepest gratitude to our outstanding volunteers, Girl Scout families, supporters, donors, and staff. Your steadfast dedication and support are the cornerstone of our success. It is through your unwavering commitment that our Girl Scouts flourish and are empowered to effect positive change in their communities and beyond. Together, we will continue to make a difference and inspire future generations.

Sincerely,

Patty Craven
Chief Executive Officer

MEMBERSHIP YEAR 2022-2023

2023 Membership At-A-Glance

2,471

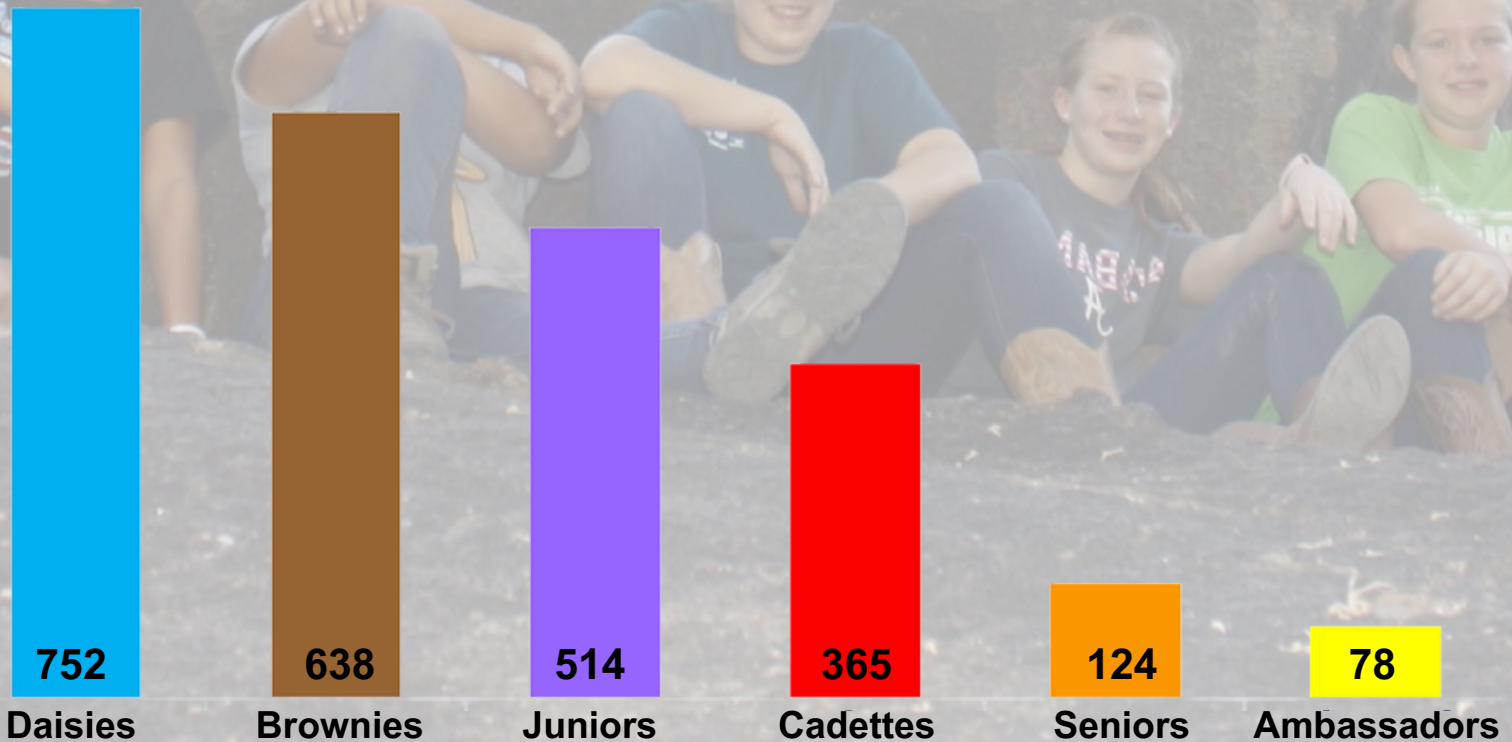
Girl Members
Served

1,730

Adult Members
Supported

147

Volunteer Led
Troops



Daisies

Brownies

Juniors

Cadettes

Seniors

Ambassadors

TRIFECTA AWARD



The Trifecta Award, new in 2023, recognizes our Girl Scouts who have completed all three Highest Awards (Bronze, Silver, and Gold) during their Girl Scout career. These girls exemplify the Girl Scout mission of building girls of courage, confidence, and character who make the world a better place.

Leah S.

Bronze: Community Garden Plot

Silver: Information Signs (campfire, first aid, knots, and plants) for Girl Scout Camp

Gold: Take a Nail Break

Madilynn G.

Bronze: Helping Animals at the Lone Star Sanctuary

Silver: Mission: Community Giveback Blessing Bags

Gold: Art Therapy: What's in Your Heart and What's on Your Mind

Mikaela Amy J.

Bronze: Community Garden for Community Food Pantry

Silver: Vegetable and Herb Garden at Homeless Shelter

Gold: Creating a Safe Space: Supporting SEL Through Teachers

Morgan Z.

Bronze: Helping Ronald McDonald House

Silver: Friends Feeding Friends

Gold: Literacy for Littles

Reagan A.

Bronze: Support for Local Law Enforcement

Silver: Little Free Library

Gold: Love Knots

Rebecca S.

Bronze: Monthly Activities to Celebrate Senior Adults

Silver: Big Brothers Big Sisters Activity Book/ Inclusivity Campaign

Gold: B Fit / B Hydrated

Samantha C.

Bronze: Project Linus for Vanderbilt Children's Hospital

Silver: Buddy Bench

Gold: Fort Bliss Legacy Patch

GOLD AWARD

Seniors and Ambassadors earn the Gold Award - the highest award in Girl Scouting - by developing and carrying out lasting solutions to issues in their neighborhoods and beyond. Gold Award candidates must complete a minimum of 80 hours on their project. Gold Award Girl Scouts truly are the world changers, rock stars, role models, and real-life heroes we all look up to.

Brooklyn C.

Enduring Virtual Nature Trail: Chihuahuan Desert Nature Trail

Carlyann C.

Blood is More Precious than Gold

Leah S.

Take a Nail Break

Madilynn G.

Art Therapy! What's in Your Heart and What's on Your Mind!

Mikaela Amy J.

Creating a Safe Space: Supporting Social & Emotional Learning Through Teachers

Morgan Z.

Literacy for Littles

Orlyanka T.

Break the Bias

Reagan A.

Love Knots

Rebecca S.

B Fit / B Hydrated

Samantha C.

Fort Bliss Legacy Patch

SILVER AWARD

The Silver Award is the highest award a Cadette Girl Scout can earn. Working with a small team of Girl Scouts or on their own, they must complete at least 50 hours of work on their project.

Troop 38823

Haleigh G., Moira W., Ximena A.

Operation Growing Together Garden Center

Troop 53032

Julianna "JJ" H.

A Helpful Guide to Accepting and Understanding the LGBTQIA+ Community

Troop 53032

Matilda K.

Project Linus Blankets

Troop 61229

Santana M. G.

Comfort Blankets for Migrant Children

Troop 64125

Alejandra N., Lily L., Rebecca T.

Girl Scout Communication Platform System

Troop 69504

Frances Gunn, Janna Safa, Lucia Haugh

Menstruation Stations

Troop 69504

Katherine Navidomskis, Leslie Anne Rutledge, Teresa Guemez Stone

Menstruation Stations

BRONZE AWARDS

The Bronze Award is the highest award a Junior Girl Scout can earn. Working with up to 20 other Junior Girl Scouts, they must complete at least 20 hours of work on their project.

Troop 10032

Emily S., Madalynn B., Maeci S., Penelope B.
Buddy Bench

Troop 27754

Anna F., Grace G., Lillian M.
Pet Adoption Bags

Troop 31046

Alice W., Claire L., Elisabeth D., Evelyn R., Lexi C., Maggie B., Reagan B.
Little Free Library Book Drive

Troop 38823

Halyn P., Lillian W., Sarah F., Savannah W.
Hope House Serenity Garden

Troop 38554

Shiloh W.
Educational Video and Peanut Butter Drive for Meals on Wheels

Troop 55914

Alazae E., Olivia T.
Hands to Paws

BRONZE AWARDS

The Bronze Award is the highest award a Junior Girl Scout can earn. Working with up to 20 other Junior Girl Scouts, they must complete at least 20 hours of work on their project.

Troop 58903

Brook R., Diane C.
New Pet Parent Bags

Troop 61228 & 61231
Giorgie L. V., Meredith J. F.

Birthday Boxes

Troop 62534

Alexandra (Allie) R., Itzel V.-T.
Blankets for Seniors

Troop 64125

Sophie L., Valentina N.
Girl Scout Communication Platform System

Troop 64135

Abigail Valene F., Adelyn Love B., Emma C., Maggie M.
PSA and Outreach for the 3R's (Reduce-Reuse-Recycle) in the Community

2022 FALL PRODUCT PROGRAM

The Fall Product Program is a simple, fun introduction to Girl Scout entrepreneurship! Girl Scout families and friends can support a girl's troop by renewing their favorite magazine subscriptions, subscribing to new magazines, or ordering nuts and candy.

The GSDSW Fall Product Program is an optional council-sponsored program that combines educational activities with money-earning opportunities for the troops. The fall product program enables troops to earn start-up money by selling nuts, chocolates, magazine subscriptions, and more!

506

girls participated

19,874

chocolates/nuts sold

203

girls earned a
personalized patch

799

magazines sold

112

girls earned the crossover
patch, completing goals in
both fall product and the
cookie program

\$26,409.65

total troop and
service unit proceeds
and girl rewards



Local troops earned
\$616,430.65

by participating in both
the product programs!

2023 COOKIE PROGRAM

The Girl Scout Cookie Program® prepares girls with the business smarts they need to prepare for adventure.

Girl Scout Cookie entrepreneurs are always on a mission, are always sharpening their money smarts, are leaders in the making, are relationship builders, and are honest, fair, and responsible - lessons that will carry them for a lifetime of leadership.

Entrepreneurship & Financial Literacy

1202

girls participated

527

average # of packages per girl

\$78,911

in rewards, recognitions and desert dollars

\$598,364

in proceeds troop and service unit

633,961

total packages of Girl Scout Cookies sold in 2023

Congratulations 2023 Top Cookie Sellers!

Arianna P.
Daisy

2,000

Ariel-Chanel S.
Brownie

6,315

Grace G.
Junior

9,577

Haleigh G.
Cadette

7,254

Mallorie W.
Senior

6,337

Amy S.
Ambassador

1,557

STATEMENT OF FINANCIAL POSITION

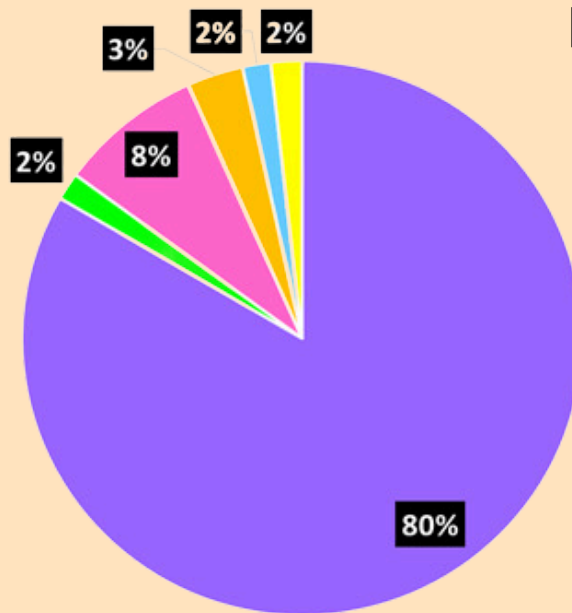
AS OF SEPTEMBER 30, 2023

Revenue	2023	2022
Public Support		
Contributions	\$ 13,447.00	\$ 66,318.00
Government Credits	\$ 135,480.00	\$ 326,198.00
Grants and Foundations	\$ 60,462.00	\$ 64,761.00
United Way	\$ 67,834.00	\$ 60,527.00
Bequests	\$ -	\$ 279,057.00
Special Events	\$ 61,779.00	\$ 84,718.00
In-kind & Other Contributions	\$ 74,798.00	\$ 74,299.00
Total Public Support	\$ 413,800.00	\$ 955,878.00
Program Related		
Product and Merchandise Sales	\$ 3,484,210.00	\$ 2,733,264.00
Program Activity Fees	\$ 67,024.00	\$ 55,677.00
Total Program Related Revenue	\$ 3,551,234.00	\$ 2,788,941.00
Other Revenues		
Employee Retention Credit	\$ -	\$ 278,935.00
Investment Income	\$ 247,155.00	\$ (290,695.00)
Rental Income	\$ -	\$ -
Miscellaneous Income	\$ 100,018.00	\$ 131,447.00
Total Other Revenue	\$ 347,173.00	\$ 119,687.00
Net Assets Released	\$ 16,930.00	\$ (42,111.00)
Total Revenue	\$ 4,329,137.00	\$ 3,822,395.00
Expenses		
Program Services		
Service to Troops	\$ 3,253,956.00	\$ 3,067,297.00
Support Services		
Management & General	\$ 867,343.00	\$ 811,574.00
Fundraising	\$ 186,019.00	\$ 210,162.00
Total Expenses	\$ 4,307,318.00	\$ 4,089,033.00
Change in Net Assets	\$ 26,444.00	\$ (176,497.00)
Net Assets Beginning of Year	\$ 5,456,277.00	\$ 5,632,774.00
Prior Period Adjustment		
Net Assets End of Year	\$ 5,482,721.00	\$ 5,456,277.00



REVENUE & EXPENSE BREAKDOWN

Revenue - All Funds \$4,329,137



■ Product and Shop Sales \$3,484,210

■ Other Revenue \$347,173

■ United Way \$67,834

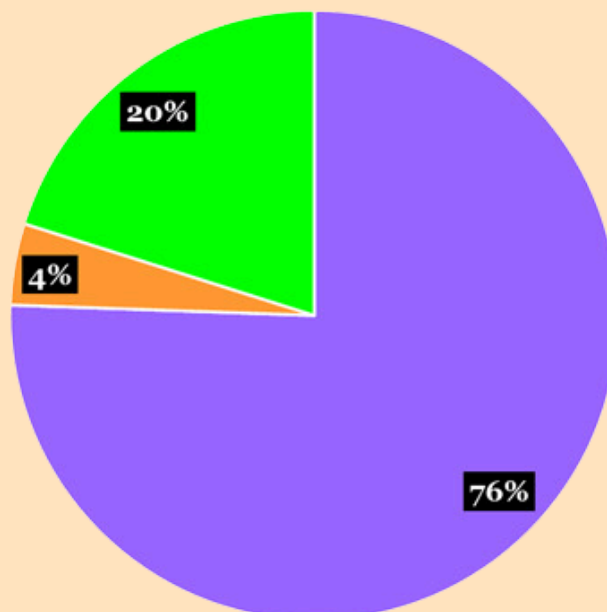
■ Program Activity Fees \$67,024

■ Contributions, Grants, Special Events \$135,688

■ In-kind and Other Contributions \$74,798



Functional Expenses \$4,307,318



■ Services to Troops \$3,253,956

■ Fundraising \$186,019

■ Management & General \$867,343

DONORS

Thank you for investing in our girls!

Gifts listed were made between October 1, 2022 - September 30, 2023

\$5,000-\$10,000

American Legion Dept. TX

\$2,500-\$4,999

Celia Malin & Diane Davis
Highland Capital
Mary Lou Cassidy
Patty & Chris Craven
Sewell Family of Dealerships
Sunnye & John Dinger
Troop Mitre

\$1,000-\$2,499

Audrey & Mike Curry
City Bank
Fasken Oil & Ranch
Giré & Michael Dragun
Henry Resources
Irene Epperson
Junior League of Odessa
Kendra Scott, LLC
Loyal Order of Moose #2081
Maverick Engineering
Nonprofit Management Center
Oliver Equipment Company
Permian Basin Area Foundation
Reagan Viney & Aaron Stike
Rosalind Redfern Grover
Scott Hulse Attorneys at Law
Sherry & Phillip Bell
Thais Ahlstrand
UT Permian Basin
Whatley Ranch

\$500-\$999

Amy & John Alvarado
Andrea Quiroz
Becky & Mark McCraney
Bobby Cox Companies
Catherine Bredemeyer
Community Foundation of Southern
New Mexico
CVA Advertising & Marketing Ltd.
Deborah Hubert
Donette Marble
Frost Bank
Gerriann Green
Julia Brown
Kathyrn Chandler
Maria Arriola
Odessa Links
Optimist Club Las Cruces
Peggy & David Davis
Sally Kvasnicka
Sandy Culpepper
Sharon & Wilson Heidelberg
Suzie & Kirk Boyd

\$250-\$499

Ann Stromberg
American Legion Post 79
Bernie Salazar
Brooks Landgraf
Carlsbad Downtown Lions Club
Charlotte Boyd
Freda Walker
General (Ret) Richard Behrenhausen
Judy Yates
La Posta de Mesilla
Martha Lamkin
Network for Good
Nikki Opperman
Tilli McCarthy Villalobos
Patty Collins
Pioneer Natural Resources
Pod of the Pass
Progressive Insurance
Regina Mon
Sarah & Marquee Allison
Southwest Adolescent Group
Teresa Carlos



DONORS

\$100-\$249

Argelia Moreno	Jane Gray	Nancy & George Patterson
Becky Wetendorf	Janet Greathouse & David Taylor	Patti Gonzalez
Beth Francell	JoAnn & Shelton Viney	Regina & David Yarbrough
Betty Ann Prentice	Kay & HH Hatfield	Rory McMinn
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Chad Crowson	Las Cruces Moose Lodge	Sondie Stockton Agency
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Christine Montgomery	Lisa & Wade Caldwell	Sue Plaunt
Claudia Camacho	Martha Dickason	Sun Lim
Dawn & Martha Cooper	Mary Beringer	Susan Rutherford
Debby Morgan	Michele Carrasco	Teris Stephens
Dianna & James Brundage	Michelle Fenton	Tina Sevin
Eileen & George McClintock	Midland Rape Crisis Center	West Star Bank
Elizabeth Prentice	Morgan Earls	Yolanda Molina
Fayth Franzoy Gillespie	Nancy Lamb	

under \$100

Angie & Steve Tures	Guys Chevrolet	Melissa Martinez
Barbara Richerson	Janna Daniels	Myrna Ortiz
Betty Dale	Jeanette & Brian Skow	Nancy Gordon
Brenda Tompkins	Judy Rankin	Natashia Hines
Brittany Embry	Juliann Lamb	Renee Parish
Carlene Jones	Kaitlyn Craven	Rick Prat
Cathy Ferguson	Karin Melson	Rink Somerday
Claudia Escobedo	Kathy Newton	Sarah MacLennan
Criselda Carrasco	Kristen Craven	Spirit Glass
Dale Yeo	Lael Cordes Pitts	Stephanie Hibner
Dani Akers	Laurel Huston	Susan Combs Russell
Dawson Drake	LaTanya Lowery	The Benevity Community Impact Fund
Diane Cass	Leslie Ridle	Thomas Wilkinson
Dr. LaTanya Lowery	Lisa Plummer	Troop 62534
Drs. Debbie & Richard Reese	Lola Louise Brantley	Wanda Mitchell
Ethan Eichhorst	Marcia Starich	Yolanda Zavala
Fernando Escobedo	Martha Carlos	Yvette Heckerman

GRANTS AND UNITED WAY

Grants

Braden Aboud Memorial Foundation
Carlsbad Community Foundation
City Bank Lubbock
Devon Energy
El Paso Community Foundation
Henry Resources
Garbar Foundation
Hunt Family Foundation
Junior League of Odessa
Oil Patch Kids
Stern Foundation
Students in Philanthropy

In Kind

Alvarado Builders & Construction
Black Orchid Real Estate
Blue Sky Restaurant
Brand-N-Iron Designs
Bubba's 33
Callender's Gallery
Cathy Eastham Fine Jewelry
Claudia Camacho
Cracker Barrel
Debbie Bergen
Debra Kueber
Desert Moon
Folger Galleries
Gregory D. Smith
Heather Westerfield
Henry Resources
Home Charm Realty
Hops Scotch and Vinery
Home Sweets Homemade Desserts
Jana Jones
Jewel Gallery
Julian Gold
Kendra Scott, LLC
Kim Greenelsh
Kirby's Kloset Boutique

United Way Partners

United Way El Paso
United Way Lea County
United Way Midland
United Way Odessa
United Way Southwest NM
Valley of the Sun United Way

Linda Lybrand
Lindsey Arnold
Longhorn Steakhouse
Lowe's Home Improvement
Meraki Home Realty
Midland Dillard's
Midland Rockhounds
Miss Caycee's Wonderland
Mission: El Paso
Morgan Thompson
Natural Grocers
Odessa Dillard's
Office Depot
Painted Desert Service Unit
Petroleum Club
Pinkies
Prime Lending
Tambi & Richard Arnold
Thais Ahlstrand
Theresa Chavez
Thomas Wilkinson & Katie Craven
Troop 58551
Troop 62340
Troop Mitre
Versona
Whataburger

**United
Way**



SPONSORS

CHRISTMAS AT THE WINERY

Silver Sponsors



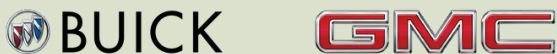
Bronze Sponsors



WOMEN OF DISTINCTION

Gold Sponsor

SEWELL

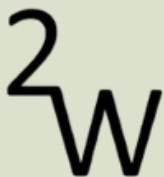


SewellBuickGMC-Midland.com

Silver Sponsors



Bronze Sponsors



Patty & Chris Craven

Reagan Viney & Aaron Stike

Friends Sponsors

Thais Ahlstrand



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VICE CHAIR

Tilli McCarthy Villalobos, Las Cruces, NM

TREASURER

Gregory D. Smith, Midland, TX

SECRETARY

Patty Collins, Hobbs, NM

EX OFFICIO MEMBER

Patty Craven, CEO, Las Cruces, NM

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Juliann Lamb, Las Cruces, NM

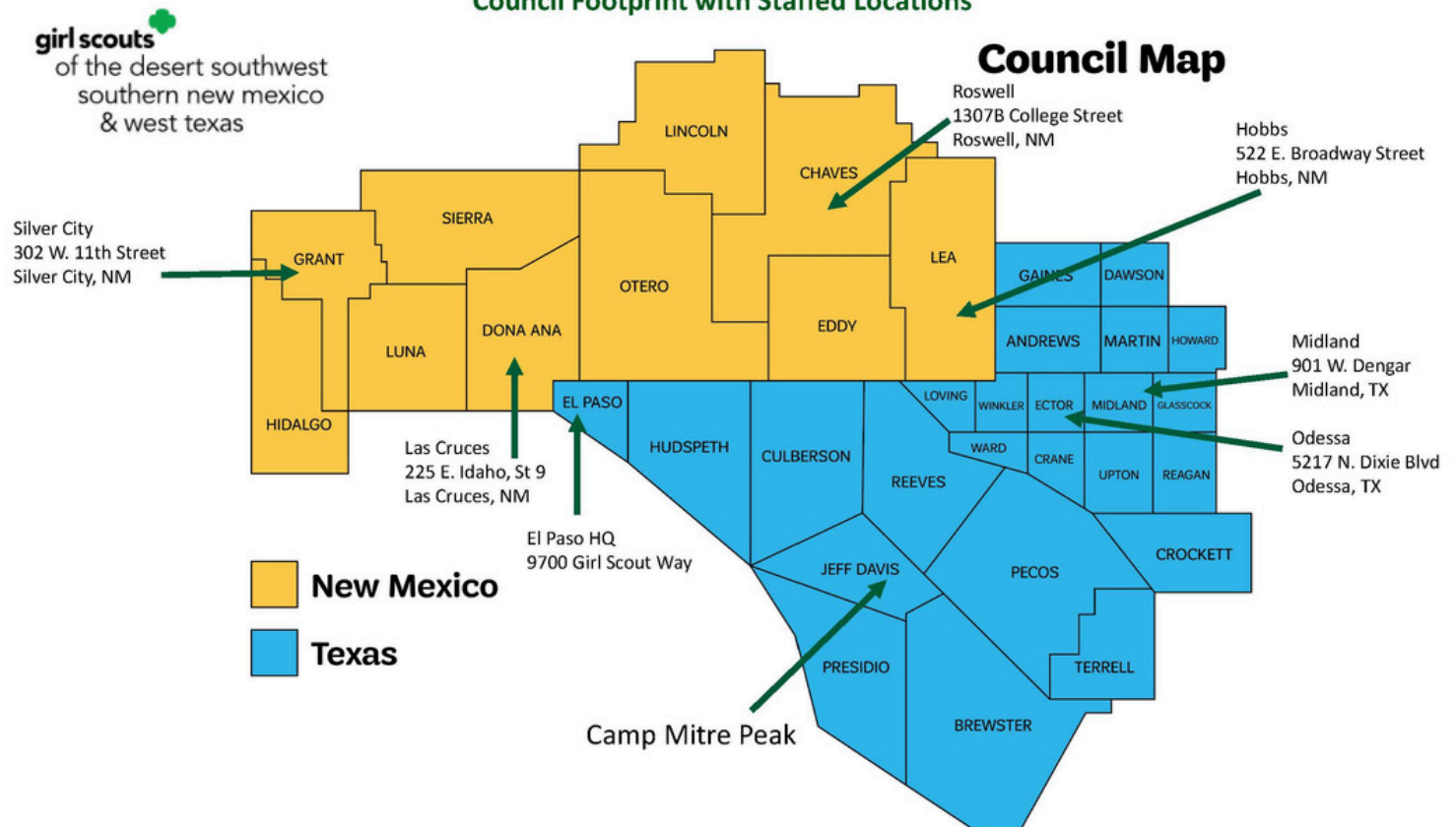
Lisa Plummer, El Paso, TX

Myrna Ortiz, El Paso, TX

Facilities

Girl Scouts of the Desert Southwest oversees 11 fantastic facilities that are available for rent including the majestic Camp Mitre Peak. If you are interested in renting Camp Mitre Peak or any of our program centers, contact us at info@gswdsw.org.

Council Footprint with Staffed Locations





girl scouts 
of the desert southwest
southern new mexico
& west texas