



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

2022 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



STEM



Outdoors



Entrepreneurship

Dear Girl Scouts of the Desert Southwest Members and Supporters,

Our Girl Scout Leadership Experience is a one-of-a kind leadership development program for girls, with proven results.

These programs and results would not happen without the dedicated adult volunteers who spend tireless hours helping girls practice different skills, explore their potential, take on leadership positions—and even allow them to fail, help them dust themselves off, get up, and try again.

Girl Scout volunteers are the change-makers who make it all possible. They lead the sisterhood that provides comfort and inspiration in trying moments—giving girls the tools to solve problems and bounce back when faced with life's challenges.

This last year continued our challenge as the pandemic continued, giving us more opportunities to excel in trying times. Our volunteers and Girl Scouts continued to meet virtually and created hybrid opportunities that included meeting outside, social distancing, working on projects and programs that included family members helping to complete the tasks, and moving from troop outings to family outing. In some cases, these family members had never been involved and now are active parts of our troops. Although the pandemic has had many downfalls, it did have some work that brought families together.

Today, we are celebrating the outstanding service of 36 adults who exemplify the extraordinary leadership, collaboration with girls and our communities, while helping build girls of courage, confidence and character who make the world a better place.

Sincerely,

Patty Craven
Chief Executive Officer

MEMBERSHIP YEAR 2021-2022

2022 Membership At-A-Glance

2,870

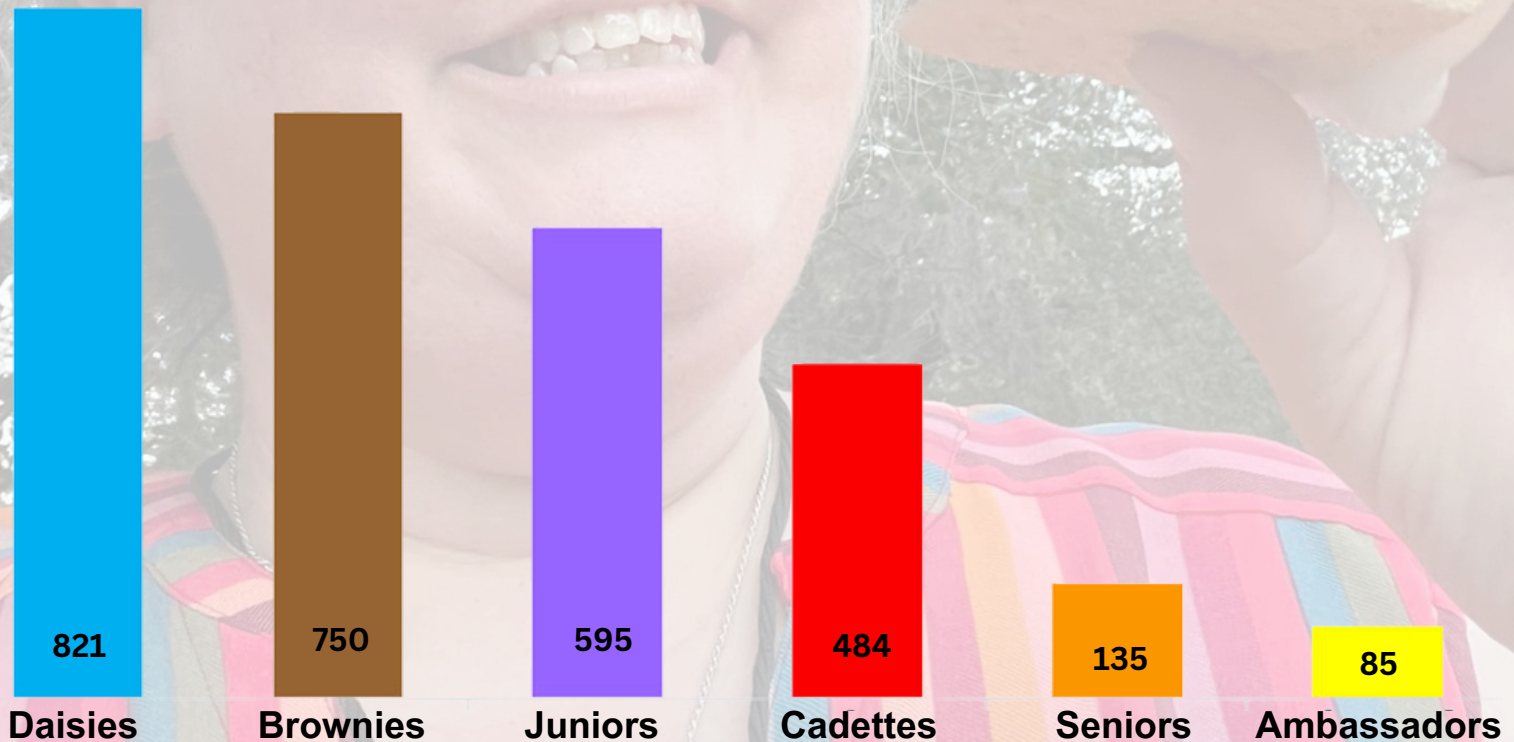
Girl Members
Served

1,630

Adult Members
Supported

174

Volunteer Led
Troops



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.



Marcella Johnson
Math Tutoring at Silver High

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 20009

Felicity Padilla, Santee Cuellar
Worries Away

Troop 50063

Infiniti Leon, Zoe Simmons
Garden of Love

Troop 52032

Zoey Kelley
Upcycling Flip-Flops

Troop 58551

Indira Johnson, Kaylee Groth, Lorelei Rosberg
Animal Enrichment for Humane Society of El Paso

Troop 58551

Lauren Mckinney, Lynda Lou Valerio, Mckenzie Quintana
Animal Enrichment for Humane Society of El Paso

Troop 61129

Renata Munoz
An Organized Place is Equal to a Safer and Happier Environment

Troop 68545

Madison Collins, Paula Andrea Poches Remolina
Diamonds in the Desert

Troop 69545

Andrea Carolina Poches Remolina
How to Help a Friend

BRONZE AWARD

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 29432

Ainsely Taylor, Aubrielle Hess, Dwyn Torres
Kitty Paws

Troop 50063

Elizabeth McCraw, Madeline Ramirez
Garden Beds

Troop 52105

Jenna Hernandez
Tough Cookie

Troop 58551

Emery Gavit
Animal Enrichment for Humane Society of El Paso

Troop 59914

Alazae Elizade, Alessandra Sarinana, Penelope Kubasiak, Samantha Romero
Give with Kindness

Troop 62534

Luna Lozano, Zoe Flores
Blankets for Seniors

Troop 64125

Lily Lerma
Space Learning

Troop 69546

Madison Jolie Collins
My School Beautification Memorial Garden

2021 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!

391

girls participated

234

girls earned a
personalized patch

158

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

19,874

chocolates/nuts sold

799

magazines sold

\$15,575.48

total troop and
service unit proceeds
and girl rewards



2022 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

1215

girls participated

512

average # of
packages per girl

\$129,051.04

in rewards and desert
dollars

\$480,380.85

in proceeds troop and
service unit

622,803

total packages of
Girl Scout Cookies
sold in 2023



STATEMENT OF FINANCIAL POSITION

AS OF SEPTEMBER 30, 2022

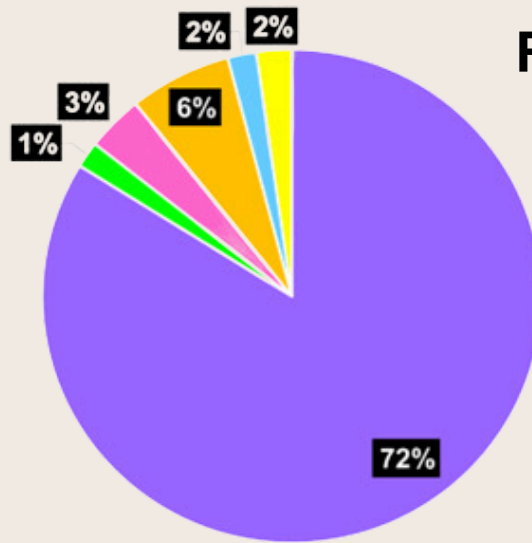
Revenue	2022
Public Support	
Contributions	\$ 66,318.00
Government Credits	\$ 326,198.00
Grants and Foundations	\$ 64,761.00
United Way	\$ 60,527.00
Bequests	\$ 279,057.00
Special Events	\$ 84,718.00
In-kind & Other Contributions	\$ 74,299.00
Total Public Support	\$ 955,878.00
Program Related	
Product and Merchandise Sale	\$ 2,733,264.00
Program Activity Fees	\$ 55,677.00
Total Program Related Reve	\$ 2,788,941.00
Other Revenues	
Employee Retention Credit	\$ 278,935.00
Investment Income	\$ (290,695.00)
Rental Income	\$ -
Miscellaneous Income	\$ 131,447.00
Total Other Revenue	\$ 119,687.00
Net Assets Released	\$ (42,111.00)
Total Revenue	\$ 3,822,395.00

Expenses	2022
Program Services	
Service to Troops	\$ 3,067,297.00
Support Services	
Management & General	\$ 811,574.00
Fundraising	\$ 210,162.00
Total Expenses	\$ 4,089,033.00
Change in Net Assets	\$ (176,497.00)
Net Assets Beginning of Year	\$ 5,632,774.00
Prior Period Adjustment	
Net Assets End of Year	\$ 5,456,277.00



REVENUE & EXPENSE BREAKDOWN

Revenue - All Funds \$3,822,395

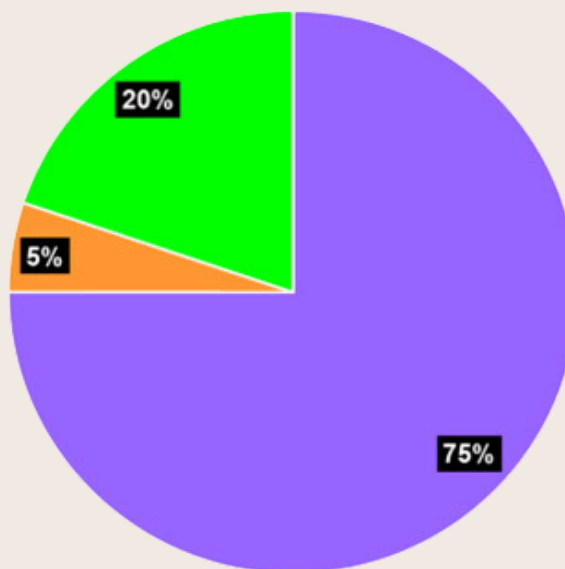


■ Product and Shop Sales \$2,733,264
■ Other Revenue \$119,687
■ United Way \$60,527

■ Program Activity Fees \$55,677
■ Contributions, Grants, Special Events \$215,797
■ In-kind and Other Contributions \$74,299



Functional Expenses \$4,089,033



■ Services to Troops \$3,067,297 ■ Fundraising \$210,162 ■ Management & General \$811,574

DONORS

Thank you for investing in our girls!

Gifts listed were made between October 1, 2021 - September 30, 2022

\$5,000-\$10,000

Devon Energy Production Corporation, Lp
Fidelity Charitable
John & Maurine Cox Foundation
Katie & William Heck
Laura Bush
Permian Basin Area Foundation
Rosalind Redfern Grover
Tambi & Richard Arnold

\$250-\$499

Emerald Troop 29777
Freda Walker
Gerianne Green
Greg Smith
Joann and Shelton Viney
Kathy Newton
Maes and Morales
Financial Services
Margaret Purvis
Mary Lou Cassidy
Michael Willson
Sharon & Wilson
Heidelberg
Thrive in Southern New Mexico

\$2,500-\$4,999

Abell-Hanger Foundation, Inc
Conoco-Phillips
Patty Craven
Rodney M. Robinson
Sewell Family of Dealerships

\$1,000-\$2,499

2W Whatley Ranch
Ann Stromberg
Diamond Back Energy
Dr. & Mrs. Geri Dragun
Elaine Magruder
Fasken Oil and Ranch
Henry Resources
Janet and Tony Sam
Kathryn Chandler
Kendra Scott, LLC
Michelle Mauzy
Schatzie Tighe
Senior Life
Sherry & Phillip Bell
Troop Mitre

\$500-\$999

Hugh Epping
Jen Sullivan
Katherine Vandertulip
Loyal Order of Moose #2081
Martha Lamkin
Sunnye & John Dinger
Thais Ahlstrand
Thomas & Carolyn Beall
Tilli Villalobos

DONORS

\$100-\$249

Addyson Green
Amazon Smile Foundation
Andrea Quiroz
Audrey & Mike Curry
Caroline Hoban
Caroline Packingham
Catherine Kellner
Chris Steadman
Christine & Fred Newman
Dr Margaret Williams
En Li
Gary Covington
HEB
Irene Rivera-White
Jade Green
Jan Havens

Jan O'Neill
Jan O'Neill
Jane Meredith Wolf
Judy Yates
Juliann Lamb
Laine Miller
Lisa Plummer
Lynda James
Marcia Starich
Margaret Kemp
Martha Bellinger
Melissa Martinez
Michael Gray
Michelle Fenton
Nancy Lamb

Neil Renton
Patty Collins
Petersen Family Trust
Reagan Viney
Richard Tsujimoto
Sarah Peet
Scott Haynie
Sharon Temple
Dickinson
Star Smith
Teresa Carlos
Teresa Nunley
Wesley Strain
Yvonne Dominguez

under \$100

Andra Jones
Bonny Tallmon
Claire Jessee
Costco Wholesale #768
Don & Martha Cooper
Donna Bruno
Evette Troschinetz
Gayle Dodson
Katrina Stogner
Kay & HH Hatfield
Linda Nyberg
Melloine Fraley

Melloine Fraley
Michele Carrasco
Network for Good
Nicole Maxwell
Pat Henderson
Paula Goldsmid
Randy & Tracy Davis
Robert & Phyllis Stine
Steve and Angie Tures
Susan Rutherford
The Benevity
Community Impact Fund

GRANTS AND UNITED WAY

Grants

Carl B. & Florence E. King Foundation
Devon Energy Production Corporation, Lp
El Paso Community Foundation
El Paso Electric
Fred G Yates Family Foundation Yates
Grant Community County Community Foundation
Helen Greathouse Charitable Trust
Loyal Order of Moose #2081
Oil Patch Kids
The Henry Foundation
Walmart

United Way Partners

United Way of Andrews County
United Way of Big Spring
United Way of Carlsbad & South Eddy County
United Way of Chaves County
United Way of El Paso County
United Way of Lea County, Inc.
United Way of Midland
United Way of Odessa
United Way of Southwest New Mexico
VSUW 101

United
Way



BOARD OF DIRECTORS AND FACILITIES

BOARD CHAIR

Michelle Fenton, El Paso, TX

VICE CHAIR

Thais Ahlstrand, Midland, TX

TREASURER

Gregory D. Smith, Midland, TX

SECRETARY

Katheryn Chandler, Midland, TX

EX OFFICIO MEMBER

Patty Craven, CEO, Las Cruces, NM

DIRECTORS AT LARGE

Andrea Quiroz, Odessa, TX

Claudia Camacho, El Paso, TX

Girè Dragun, Midland, TX

Juliann Lamb, Las Cruces, NM

Katherine Vandertulip, El Paso, TX

Lisa Plummer, El Paso, TX

Melanie Pace, Alpine, TX

Melissa Martinez, El Paso, TX

Patty Collins, Midland, TX

Teresa Carlos, El Paso, TX

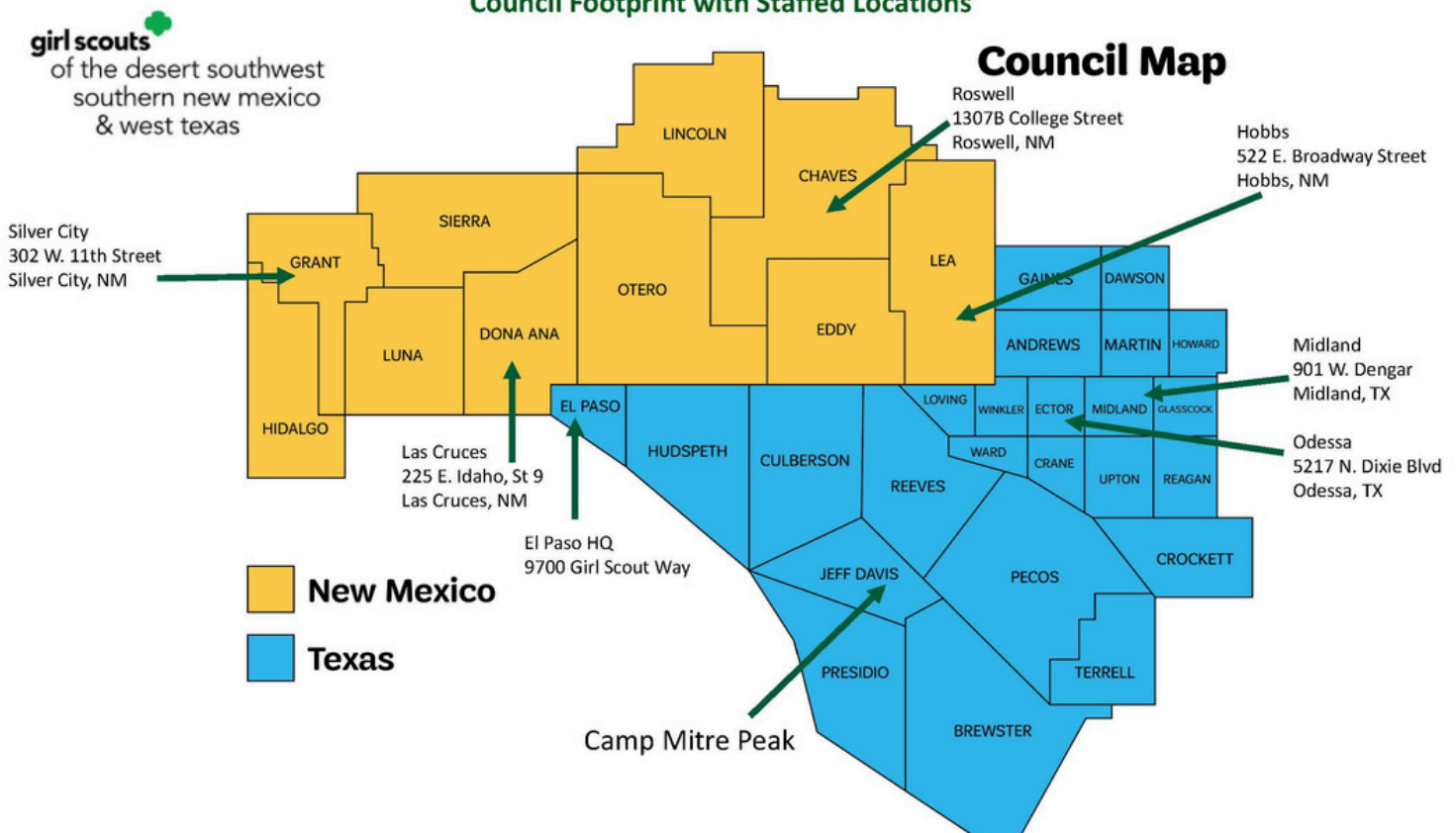
Tilli McCarthy Villalobos, Las Cruces, NM

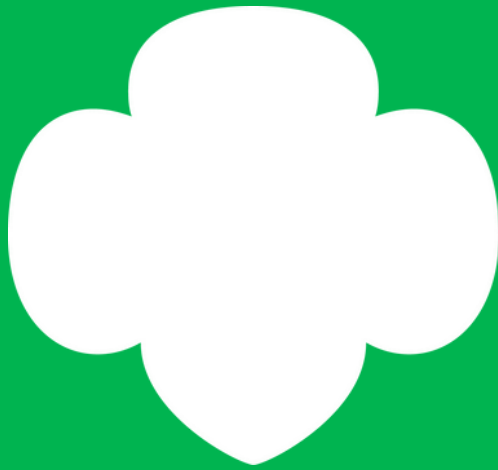
Victoria Printz, Midland, TX

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@gsdsw.org.

Council Footprint with Staffed Locations





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