

2024 ANNUAL REPORT



girl scouts 
hornets' nest

Letter from the CEO & Board Chair

Dear Friends and Supporters of the Girl Scouts Hornets’ Nest,

As we reflect on another year at Girl Scouts Hornets’ Nest, we are filled with pride and gratitude for the accomplishments we have achieved together, as well as the momentum we’ve built for the future. The past year has been one of growth, renewal, and excitement, and we are pleased to share the progress we have made and the vision that guides us forward.

Membership Growth:

This year marked year-over-year increase in membership, a testament to the strength of our programs and the impact they have on girls throughout our community. We continue to provide an empowering environment where girls can grow, lead, and build lifelong skills, and the growing number of members is a clear reflection of the trust and value our community places in the Girl Scouts Hornets’ Nest.

Volunteer Advisory Council:

We are excited to highlight the establishment of our Volunteer Advisory Council. This new initiative brings together a group of dedicated individuals to support and guide the future direction of our efforts. Their input will ensure that we continue to create opportunities for volunteers to connect, lead, and thrive, which, in turn, strengthens the foundation of our organization.

Financial Stability:

Thanks to the unwavering support of our community and partners, we are pleased to report that Girl Scouts Hornets’ Nest remains financially sound. This stability allows us to continue to invest in our programs, support our volunteers, and enhance our facilities, ensuring that the Girl Scout experience remains impactful and accessible for years to come.

Nest Fest Reemergence:

One of the highlights of the past year was the triumphant return of Nest Fest, our annual event to welcome visitors to our Dale Earnhardt Environmental Leadership Center 800+ acre camp. We were thrilled to bring the community back together for a day of fun, learning, and connection and see more than 700 of you. This event is an essential part of our mission to introduce more families to the beauty of our camp and the incredible opportunities Girl Scouts provides.

The Future of Camp Property:

Looking ahead, we are excited to focus on the continued development of our camp property. We are embarking on the exploration of a feasibility study to assess the next phase of the camp’s buildout, including spaces that will support indoor programming and accommodate large events. The vision for this expansion is to further enhance the camp’s role as a hub of learning and adventure for our girls, ensuring that we can serve the needs of our growing membership and host even more events that celebrate the spirit of Girl Scouts.

We are deeply grateful for the commitment of our volunteers, staff, donors, and community partners. The work we do is only possible because of your unwavering dedication and support. Together, we will continue to inspire the next generation of leaders, adventurers, and changemakers. Thank you for your continued trust in Girl Scouts Hornets’ Nest. We look forward to the exciting journey ahead.

With gratitude and optimism,

Marie McLucas
Board Chair



Tayuanee Dewberry
Chief Executive Officer
Girl Scouts Hornets’ Nest



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Our Board Member Listing

- ◆

Marie McLucas
Primax Properties
- ◆

Stephanie Dunaway-Dickson
Forvis
- ◆

John Nance, Dr
UNCC
- ◆

John Beasley
PwC LLP
- ◆

Debbie Stewart
Aveanna Healthcare
- ◆

Anne Ibekwe
Discovery Place
- ◆

Cindy Fox
UNCC
- ◆

Diane Hill, MBA
IBM
- ◆

Kathy Parks
Bank of America
- ◆

Laura Hampton
Parker Poe
- ◆

Laura Roberts
Bojangles' Restaurants, Inc
- ◆

Naomi West, Dr, PharmD, MBA
Atrium Health
- ◆

Rhonda Dean
Foundation For The Carolinas
- ◆

Sallie Jarosz
First National Bank
- ◆

Shelby Hollister-Share
Equitable
- ◆

Susan Francis
Duke Energy Foundation
- ◆

Colon Moore
Union County Public Schools



Organization’s Mission, Promise, and Law



MISSION

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



PROMISE

On my honor, I will try: To serve God* and my country, To help people at all times, And to live by the Girl Scout Law
(*members may substitute the word God in accordance with their own spiritual beliefs)



LAW

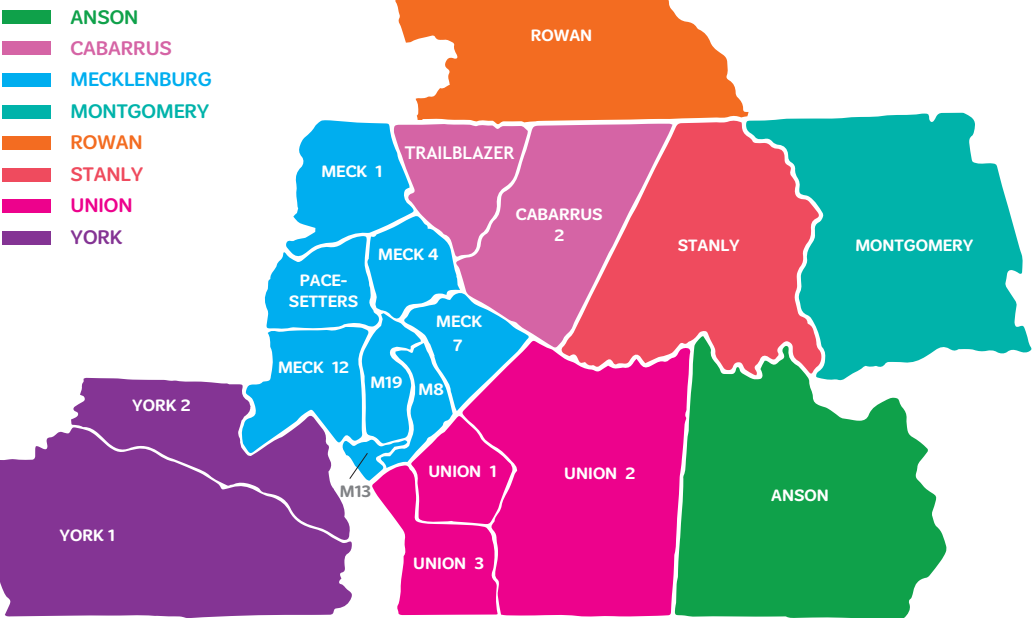
I will do my best to be honest and fair, friendly and helpful, considerate and caring, courageous and strong, and responsible for what I say and do, and to respect myself and others, respect authority, use resources wisely, make the world a better place, and be a sister to every Girl Scout.



Map of our Service Area



Girl Scouts, Hornets' Nest Council
proudly serves 8 counties in
North and South Carolina.



Geographical Areas Served

The Hornets' Nest Council, encompassing Mecklenburg, Cabarrus, Rowan, Anson, Union, Montgomery, Stanly counties in North Carolina, and York County in South Carolina, presents a diverse landscape in terms of youth development and well-being. Anson County, for instance, reported a median household income of \$29,849, with 23.9% of individuals under 18 living below the poverty line, highlighting economic challenges impacting youth. Focusing on the well-being of girls, these economic hardships can disproportionately affect their access to essential resources such as education and healthcare, potentially hindering their overall development and future opportunities. In Mecklenburg County, North Carolina, the child poverty rate stands at 14.9%, slightly below the state average of 17.6%. Notably, 7% of households are headed by single parents, mirroring the state average. Alarming, approximately 43% of teens reported experiencing prolonged periods of sadness or hopelessness, and 19% considered attempting suicide, indicating significant mental health challenges among youth. In Cabarrus County, 25.2% of individuals live below 200% of the Federal Poverty Level, with certain tracts experiencing even higher rates. These socioeconomic factors, coupled with mental health concerns, disproportionately impact young girls, underscoring the need for targeted interventions to enhance their well-being and future prospects.

Our Membership Demographics

5434 Total MY24
Girl Members



Volunteer Led
Troops

4532



Community
Troops

780

Girls by County

36 Anson

533 Cabarrus

45 Montgomery

3013 Mecklenburg

211 Rowan

124 Stanly

578 Union

681 York

Girls by Race/Ethnicity

12 Native American

198 Asian American

1350 Black/African American

166 Multi-Race

393 Hispanic/Latino

430 Not Reported

2669 White



Service Pillars

STEM

Girl Scouts gain valuable STEM-related skills through programs focused on robotics and engineering, space and science, and nature and design. In robotics and engineering, they learn problem-solving, coding, and mechanical design, developing **critical thinking and technical skills** as they build and program robots. Through space and science badges, they explore topics like astronomy, physics, and earth science, fostering **curiosity and hands-on experimentation**. Nature and design programs teach them environmental awareness, sustainable practices, and how to apply creativity to solve real-world challenges in design and innovation. These experiences not only build technical expertise but also encourage teamwork, leadership, and resilience, empowering girls to pursue careers in STEM fields.



Life Skills

Girl Scouts develop a wide range of life skills through their badge work, including practical abilities like cooking, car care, and health, as well as fostering a sense of citizenship. Cooking badges teach them meal planning, nutrition, and culinary techniques. Car care badges build knowledge of vehicle maintenance and safety. Health badges promote physical well-being, first aid, and mental health awareness. Citizenship badges encourage active participation in community service, leadership, and understanding civic responsibilities. Through these badges, **Girl Scouts gain confidence, independence, and a strong foundation for lifelong learning and personal growth.**



Outdoor Exploration

Outdoor exploration plays a crucial role in the development of Girl Scouts by fostering skills in leadership, teamwork, and problem-solving. Through activities like hiking, camping, and navigating nature, **Girl Scouts build resilience, confidence, and independence while connecting with the natural world.** These experiences encourage physical activity, environmental stewardship, and an appreciation for the outdoors. Outdoor challenges also help girls develop critical thinking and adaptability as they encounter new situations, overcome obstacles, and collaborate with peers. Overall, outdoor exploration enhances their personal growth, boosts self-esteem, and nurtures a lifelong love of nature and adventure.



Entrepreneurship



Girl Scouts develop entrepreneurial skills through hands-on experiences like the Girl Scout Cookie Program and Fall Product Program, where they learn goal setting, money management, customer service, and business ethics. They earn badges in business, marketing, and financial literacy while engaging in experiential learning, leadership training, and community-focused entrepreneurship. Through business pitch competitions and innovative projects, **they gain confidence, problem-solving abilities, and real-world experience** that prepares them for future careers and leadership roles.

Description of our Programs



MY'24 Program Participants

- ♣ **Outdoors** – 707
- ♣ **STEM** – 900
- ♣ **Life Skills & Entrepreneurship** – 874
- ♣ **Girl Leadership & Highest Awards** – 756
- ♣ **Diversity, Equity & Inclusion** – 300

Council-Curated Programming: Developing Skills for a Bright Future

The Girl Scouts Hornets' Nest Council remains committed to providing dynamic and enriching experiences that empower girls with essential skills for personal growth, academic success, and career readiness.

Through our council-curated programs, Girl Scouts engage in a variety of activities that nurture creativity, leadership, collaboration, and confidence, all while exploring diverse fields of interest.

From financial literacy and entrepreneurship in SheBiz to hands-on STEM innovation with DIY Speaker Box Build and Career STEM Panelist Night, our programs introduce girls to vital skills that pave the way for future success. Artistic expression thrives in sessions like Jewelry Making, Canvas Paint Night, Textile Artist(s), and Brushes & Bonds: Father-Daughter Paint Program, allowing girls to embrace their creativity and develop their artistic talents.

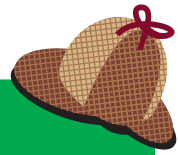
Technology-driven learning opportunities such as Intro to Canva, Canva Comic Strip, and Design with Purpose: Canva 1-on-1 equip girls with essential digital design and storytelling skills, enhancing their proficiency in modern communication tools. Our focus on higher education and career planning is evident through offerings like College Application Strategies for Girl Scouts and Let's Talk Historically Black Colleges and Universities, ensuring girls are well-prepared for their academic journeys.

Community and sisterhood are celebrated through events like Galentine's Sisterhood Day and S'Mores Day, reinforcing the importance of strong, supportive relationships. Language development and cultural awareness are fostered in Despierta Tu Español, while mental wellness takes center stage in Mental Health Awareness Month: Inside Out. Leadership and advocacy skills are strengthened through Empowered Voices – Conversation with Local, State, and Federal Dignitaries, where girls engage with influential leaders to inspire civic engagement.

Additionally, fun and skill-building activities like Ice Cream Making and Winter Wonderland provide opportunities for hands-on learning and festive joy. Through these diverse and engaging programs, Girl Scouts develop a broad range of competencies that prepare them to lead, innovate, and succeed in all aspects of life.



Our Properties



Our council maintains several properties across the area to provide the Girl Scout Leadership Experience to our members. At Camp Holly Hut in Rowan County, camping activities can be enjoyed year-round with six winterized cabins, allowing campers to enjoy the outdoors even in colder months. The bathhouse and fire rings, along with an open-air picnic shelter, provide a comfortable setting for outdoor enthusiasts. Similarly, the POD Village in Charlotte, with its five octagonal pods, provide an excellent setting for scouting activities, offering a variety of amenities including kitchens, bathrooms, and a games field with archery equipment, making it an ideal venue for troop overnights and first-time campers.

At the Dale Earnhardt Environmental Leadership Campus at Oak Springs, new developments in 2024 focused on enhancing the camp's waterfront and recreational areas. A modern dock was installed to improve safety and accessibility for water-based activities, such as canoeing, kayaking, and swimming, enriching the experience for campers. The addition of a new bathhouse adjacent to the sports fields further increased accessibility, reducing walk times for campers and making the area more convenient. **These improvements, along with the existing array of hiking trails, archery, and swimming opportunities, position the campus as an ideal location for outdoor exploration.**



Quotes from Volunteers

“ You never know the impact one small act can do, or who you might inspire along the way. ”

- Rhonda Philemon

Personal Testimonial



I grew up in Girls Scouts and volunteered as a troop leader in college for a troop in need. So, when my daughter was in kindergarten, she came home excited about Girl Scouts and wanted to join, we went to sign up!! There were very few troops in our area and none accepting daisies at the time so we started a troop.

I love participating in events and trying new things with my Daughter, as we are the only girls in our house and have to stick together! **I love seeing her interest grow and making friends she might not have met otherwise, and providing those opportunities for other girls also.**

My daughter LOVES girls scouts here in Union County and the friends she has made. And I love seeing the impact other volunteers have had on her as well!



Cookie Sale Recap

The Council Cookie Record Broken!



Olive G. from Troop 219
sold over 12,500
packages of cookies!



261PGA
(Per Girl Average)



Over 424K sold
through our
Digital Cookie
platform



Over 928K sold
by 3500+
Girl Scouts



28,351 and counting
packages of cookies
donated through
Cookies for a Cause











Over 350 Troops
participate in the
largest Girl-led
business
in the world!



Scholarship and Award Winners

Scholarship Recipients

- **Kennedi St. John**
Norma Cannon Scholarship
- **Lorelei Stanley**
Patti Belcourt Scholarship
- **Claire Schilling**
Harper Family Scholarship
- **Gigi Roy**
Barbara Glazier Bernhardt Scholarship
- **Saaketa Chalasani**
Betty Lynn Lambert Scholarship
- **Veronica Mercurio.**
Robert W. Maidt, Jr. Memorial Scholarship
- **Kacey Bumber**
GS Hornets' Nest Sisterhood Scholarship
- **Samantha Hornung**
Marie McLucas Scholarship



Gold Award Winners

The Girl Scout Gold Award represents the highest level of achievement, recognizing young leaders who create meaningful, lasting change in their communities and beyond. By pursuing the Gold Award, Girl Scouts address critical issues they are passionate about while developing essential skills that prepare them for future success. In addition to the profound impact they make, Gold Award recipients gain access to exclusive scholarships, preferred college admissions pathways, strong networking opportunities, and enhanced career prospects.



Saaketa Chalasani
Code Juliettes



Srikeerti Chinthala
Fiber Arts for Mental Health



Emily Croom
Look What I Can Make



Amelia Hill-Pfeffer
Little Libraries



Samantha Hornung
Organ Donation Informative



Anushka Kagade
Experiences of Veteran Volunteers



Ella Landman
Nurtured by Nature



Niav Lorenzo
Interactive Art Exhibit for Students



Swarnim Maid
Raised Gardens: A Way for Everyone to Have Fun



Meghana Ponnepati
Sensory Boards for Children



Ella Riera
College Readiness Activity Book



Claire Schilling
Williams Community Garden & Food Forest

Thank You to Financial Supporters

We would like to extend our heartfelt gratitude to all of our generous financial donors and supporters.

Your contributions have made a profound impact on the lives of countless girls in Girl Scouts, empowering them to grow into confident, resilient leaders. Your support not only helps provide invaluable resources and opportunities, but it also fuels the dreams and aspirations of young girls, equipping them with the tools they need to succeed in life. Thank you for your unwavering dedication to shaping a brighter future for the next generation. A few notable grantors in 2024 we would like to recognize are The Charlotte Observer Summer Camp Fund, The Gene Haas Foundation, PWC Charitable Foundation, United Way of Central Carolinas, Cabarrus County Community Foundation, Bank of America Charitable Foundation, Foundation for the Carolinas, Blue Cross Blue Shield of North Carolina, and Equitable Foundation.

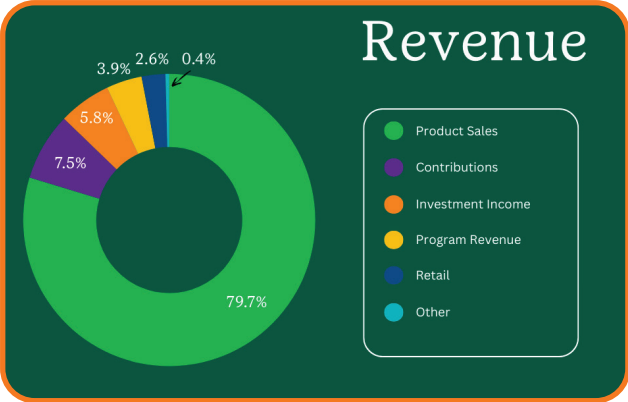
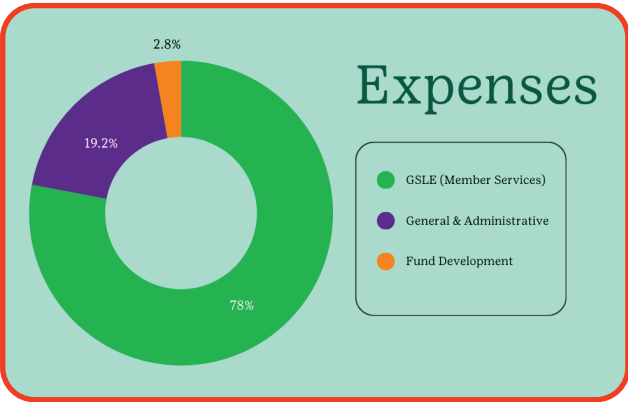


Financials Overview

Our Council is built on a strong foundation of financial stability, strategic growth, and a clear mission to create lasting impact.

Through responsible stewardship, diversified funding sources, and sound fiscal management, we have maintained a solid financial standing that positions us for continued success.

With a dedicated team, a growing network of supporters, and an expanding reach, we are primed to seize new opportunities and tackle future challenges with confidence. **Our commitment to innovation, strategic partnerships, and community engagement ensures that we can adapt, evolve, and make a meaningful difference for years to come.** As we look ahead, we are ready to scale our impact, invest in new initiatives, and drive sustainable change for all the girls we serve.



Key Financial Statements Insights		
Product Sales		3,530,091
Contributions		332,343
Investment income		257,181
Program Revenue		174,930
Retail		116,408
Other		18,317
Total		4,429,270
GSLE (Member Services)	3,383,180	
General & Administrative	831,041	
Fund Development	123,050	
Total	4,337, 271	





girl scouts hornets' nest

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