

2025

ANNUAL REPORT



Letter from the CEO & Board Chair

Dear Girl Scout Supporters,

As we reflect on 2025, we are filled with gratitude for the community that surrounds Girl Scouts and makes this work possible. Because of you - our volunteers, donors, partners, and advocates, girls across our region had access to experiences that built confidence, leadership, and lifelong skills.

In a world that is constantly changing, the challenges facing girls in our communities are real and complex. From navigating social pressures and digital spaces to preparing for careers that don't yet exist, girls today need more than encouragement. They need tools, resources, and a strong support system to help them thrive.

That's exactly what Girl Scouts provides.

Throughout 2025, thousands of girls participated in programs that sparked curiosity in STEM, built entrepreneurial skills through the cookie program, strengthened their connection to the outdoors, and encouraged them to serve their communities. These experiences are powerful on their own, but their greatest impact comes from the people who stand beside them.

Girl Scouts is powered by mentorship. Trusted adults create spaces where girls are seen, heard, and supported. These mentors model leadership, encourage girls to try new things, and remind them that their voices matter.

Equally powerful is the environment in which girls grow through Girl Scouts. In a girl-only setting, girls are free to lead, explore, and take risks without fear of judgment. They discover who they are, build resilience through challenge, and gain the confidence to pursue their ideas, even when the path forward isn't clear.

These moments matter. They are the foundation that allows girls to speak up in their classrooms, start service projects in their neighborhoods, lead teams, and imagine futures where they can make a difference.

Looking ahead to 2026, our vision is clear: expand access so more girls can experience the life-changing opportunities Girl Scouts provides. We are committed to strengthening our volunteer network, investing in innovative programs that prepare girls for the future, and ensuring that every girl, no matter her background, has the chance to belong, grow, and lead.

The future our girls are preparing for is still being written. Together, we are helping them build the confidence, courage, and character to shape it.

Thank you for standing with Girl Scouts and believing in the limitless potential of girls.

With gratitude,



Tayuance Dewberry: MA, Ed.S, NCC, LCMHC
Chief Executive Officer



Stephanie Dunaway-Dickson
Board Chair

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Our Board Member Listing



- **Stephanie Dunaway-Dickson**
Forvis
- **Diane Frost-Hill**
North Carolina A&T University
- **John Nance, Dr**
UNCC
- **John Beasley**
PwC LLP
- **Debbie Stewart**
Aveanna Healthcare
- **Kathy Parks**
Bank of America
- **Naomi West, Dr, PharmD, MBA**
Atrium Health
- **Rhonda Dean**
Foundation For The Carolinas
- **Sallie Jarosz**
First National Bank
- **Susan Francis**
Duke Energy Foundation
- **Colon Moore**
Union County Public Schools
- **Anne Ibekwe**
Freelance Consultant
- **Cindy Fox**
UNCC
- **Laura Roberts**
Lali Ventures, LLC
- **Britany Banks**
Equitable
- **Carolyn Miller**
Vice President Of Clinical Operations



Special thanks to these community members who generously provide insight, connections, and support to help advance the mission of Girl Scouts Hornets' Nest.

Kimberly Alexander, Mary Wilken, Lavanya Ramachandran, Jennifer Barnhart, Emily Padilla, Marie McLucas

Our Board



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)

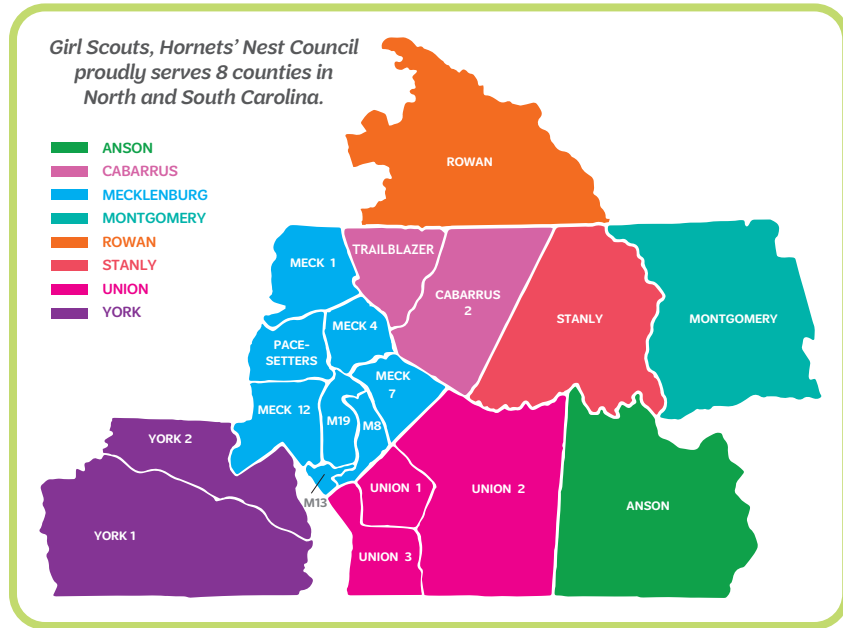
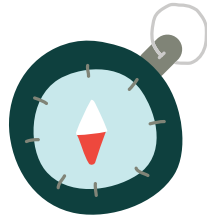


LAW

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.



Our Service Area



Girls growing up across the Hornets' Nest Council region face a complex set of economic and social challenges that directly influence their opportunities for education, career readiness, and long-term economic mobility.

Despite the area's rapid growth and prosperity, the benefits are unevenly distributed. Tens of thousands of young people are growing up in households struggling to meet basic needs. Research has also shown that Charlotte ranks among the most difficult large U.S. cities for children born into poverty to move up economically. This highlights how deeply structural inequities can shape a girl's future. These conditions often intersect with other challenges, including housing instability, limited access to enrichment opportunities, and gaps in family economic security which can affect girls' academic confidence, exposure to career pathways, and sense of belonging in fields such as STEM and leadership.

These socioeconomic realities also shape the region's future workforce. In Mecklenburg County, approximately 10% of youth ages 16–24 are considered "opportunity youth," meaning they are neither working nor enrolled in school, placing them at higher risk of long-term economic disconnection. Educational attainment gaps and unequal access to career exposure further compound these risks, particularly for girls from historically underserved communities. Yet the region is also home to a rapidly growing economy that increasingly demands a highly skilled workforce. Preparing the next generation to meet these opportunities requires early investment in leadership development, STEM learning, entrepreneurship, and real-world career exploration. Through hands-on programming, mentorship, and skill-building experiences, Girl Scouts equips girls with the confidence, technical skills, and leadership capabilities needed to navigate these challenges and enter the workforce prepared to thrive.

Our Membership

5434 Total MY25 Girl Members



Volunteer Led Troops

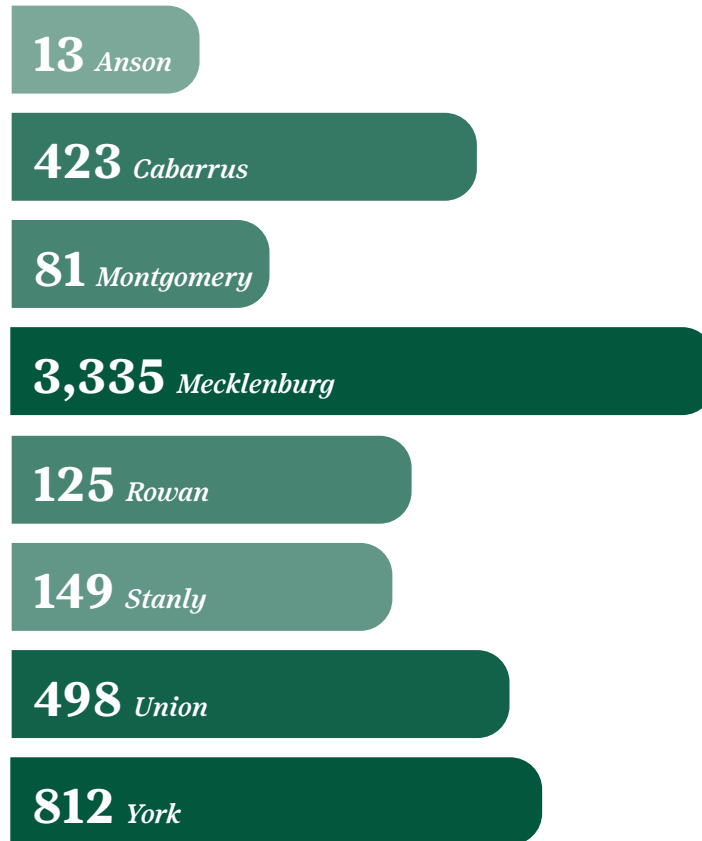
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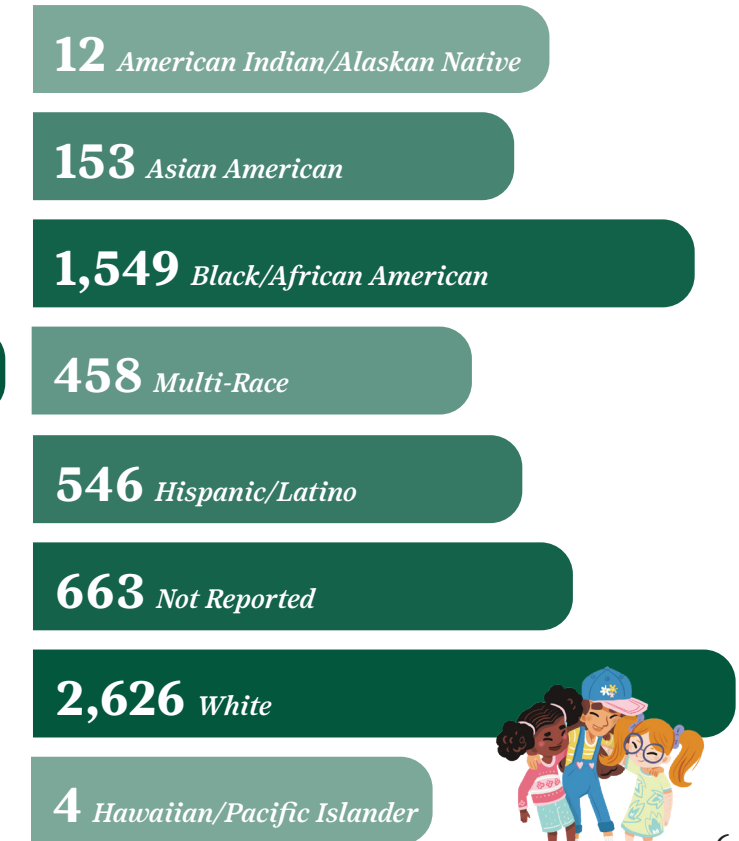
Community Troops

780

Girls by County



Girls by Race/Ethnicity



Service Pillars

STEM

Girl Scouts develop valuable STEM skills through programs that explore robotics and engineering, space and science, and nature and design. In robotics and engineering activities, girls build problem-solving, coding, and mechanical design skills as they design and program robots. Space and science badges introduce topics such as astronomy, physics, and earth science, encouraging curiosity and hands-on discovery. Through nature and design programs, girls learn about environmental stewardship, sustainable practices, and creative approaches to solving real-world challenges. These experiences are further enhanced through partnerships and special events, such as the **Code Ninjas STEM event hosted in collaboration with the University of North Carolina at Charlotte**, where girls participated in hands-on coding and technology activities while learning from university students and STEM professionals. Together, these opportunities strengthen critical thinking, collaboration, and confidence while inspiring girls to explore future pathways in STEM fields.



Life Skills

Girl Scouts build a broad set of life skills through badge activities that combine practical knowledge with personal growth and community engagement. Programs such as cooking badges help girls learn meal planning, nutrition, and basic culinary techniques. Car care badges introduce important concepts like vehicle maintenance and safety, empowering girls with everyday practical knowledge. Health-focused badges promote physical wellness, first aid skills, and awareness of mental health. Citizenship badges encourage girls to engage with their communities through service, leadership, and an understanding of civic responsibility. Through these experiences, Girl Scouts develop confidence, independence, and the skills needed for lifelong learning and personal success.

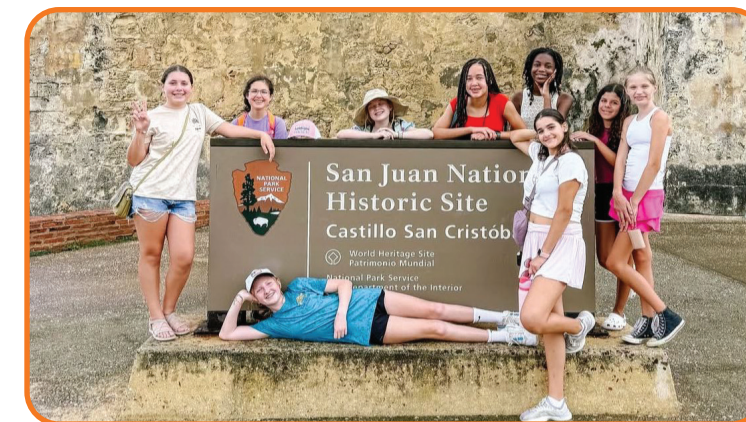


Outdoor Exploration

Outdoor exploration is a vital part of the Girl Scout experience, helping girls develop leadership, teamwork, and problem-solving skills. Through activities such as hiking, camping, and navigating nature, Girl Scouts build resilience, confidence, and independence while deepening their connection to the natural world. These experiences promote physical activity, environmental stewardship, and an appreciation for the outdoors. Facing outdoor challenges also strengthens critical thinking and adaptability, as girls encounter new situations, overcome obstacles, and collaborate with peers. Summer camp adds an immersive dimension, allowing girls to fully engage in these experiences over several days while forming lasting friendships and memories. Overall, outdoor exploration fosters personal growth, boosts self-esteem, and cultivates a lifelong love of nature and adventure.



Entrepreneurship



Girl Scouts build entrepreneurial skills through hands-on experiences such as the **Girl Scout Cookie Program**, the **Fall Product Program**, and **She Biz**, where they learn goal setting, money management, customer service, and ethical business practices. These programs provide opportunities to earn badges in business, marketing, and financial literacy while engaging in experiential learning, leadership development, and community-focused entrepreneurship. Through activities like business pitch competitions, product sales, and innovative projects, girls gain confidence, strengthen problem-solving skills, and acquire real-world experience that prepares them for future careers and leadership roles.

Our Programs

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.

MY25 Program Participants

Outdoors – 707

STEM – 900

Life Skills & Entrepreneurship – 874

Girl Leadership & Highest Awards – 756

Diversity, Equity & Inclusion – 300



Girl Scouts stepped behind the scenes at the Police Academy for an unforgettable day exploring what it takes to protect and serve. They toured the academy grounds, met K-9 officers and their canine partners, and watched exciting driving and obstacle course demonstrations that brought police training to life. Inside the simulation area, Scouts experienced how officers prepare for real-world situations and heard inspiring stories from women in policing about their paths to service. With a light breakfast, lunch, and a special patch to take home, the day offered an immersive look at law enforcement while sparking curiosity, confidence, and new possibilities.



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.



Mental Health Spotlight



Girl Scouts Hornets' Nest is deeply committed to nurturing the whole girl—supporting not only skill development but also emotional well-being and future readiness.

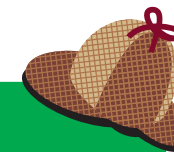
In addition to traditional life-skills and leadership programming, the council prioritizes mental health education and awareness as a core component of the Girl Scout experience. Local initiatives like **Becoming HER: A Day in Mental Wellness** provide middle and high school girls, along with the adults who support them, with interactive sessions focused on mental wellness, self-care, resilience, and confidence building in a supportive peer environment. This summit creates structured space for open dialogue and equips participants with practical tools and strategies they can bring back to their troops, families, and communities, strengthening support networks and reducing stigma around mental health.

Beyond summit events, Girl Scouts Hornets' Nest encourages ongoing mental well-being through program experiences and patch opportunities that help girls understand and express their emotions, develop coping skills, and support others, reflecting the broader Girl Scouts Mental Wellness framework supported nationally through partnerships like the HCA Healthcare Foundation and NAMI. On the workforce development front, local programs such as **SheBiz**, in partnership with regional partners, give girls hands-on experience in entrepreneurship, pitch development, and professional skills that translate directly into future career pathways.

Furthermore, community involvement—from summer camp leadership opportunities to collaborative partnerships with universities and businesses—reinforces real-world learning and gives girls the confidence, resilience, and practical experience they need to thrive both personally and professionally.



Our Properties



Our council continues to steward several properties across the region, each offering Girl Scouts meaningful opportunities to experience the outdoors and build leadership skills. At Camp Holly Hut, campers once again enjoyed year-round programming, with winterized cabins, fire rings, and shared outdoor spaces supporting everything from cozy cold-weather retreats to classic camp traditions. In POD Village, the unique pod-style accommodations remained a favorite for troop overnights and first-time campers, providing a welcoming and accessible introduction to the camp experience.

At Dale Earnhardt Environmental Leadership Campus at Oak Springs, 2025 was defined not by major construction, but by a strong, steady camp season and the continued care of the property. Ongoing maintenance and thoughtful stewardship ensured that existing amenities from waterfront activities like canoeing and kayaking, to hiking trails, archery, and open recreational spaces, remained safe, functional, and enjoyable for all. These efforts allowed campers to fully engage with the natural environment, reinforcing the campus as a reliable and inspiring setting for outdoor exploration, connection, and growth.



Our Volunteers



“Through Girl Scouts, I’ve shared special moments with my daughter, watched girls discover who they are, and built deep friendships that make volunteering feel like a gift, not a responsibility.”

- Megan, volunteer



2,033 Registered Volunteers

202 Episodic Volunteers

12 Types of In-Person Training

Where volunteers showed out!

Our top 4 volunteer attended events

1

Volunteer Kickoff

110 volunteers!

2

New to the Nest:

Conflict Management Training

3

Leaders Night Out:

DIY Bath Salt Making

4

Leaders Night Out:

SWAPS

Cookie Sale Recap

The Council Cookie Record Broken!











Maddie M. from Troop 1872 **sold over 7,600** packages of cookies!



Scholarship and Award Winners

Scholarship Recipients

-  **Addison McNeil**
Jenny Zartman Memorial Endowed Scholarship
-  **Anushka Kagade**
Betty Lynn Lambert Scholarship & Marie McLucas Scholarship
-  **Brooke Robinson**
Barbara Glazier Bernhardt Endowed Scholarship
-  **Iyana Smith**
Girl Scouts, Hornets' Nest Council Sisterhood
-  **Kaylee Hong**
Patti Belcourt Endowed Scholarship
-  **Kimberly Lisk**
Norma Cannon Scholarship
-  **Swarnim Maid**
Harper Family Scholarship
-  **Syrna Gose**
Robert W. Mardt. Memorial Endowed 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.



Abbie Conley
Go Green: Urban Agriculture & Sustainability



Cassie Gilbert
Magnificent Monarchs



Logan Marker
Memorial Park Upgrade



Addison McNeil
McAlpine Elementary



Kyra Roldan
Give a Pup a Place to Call Home



Briana Allen-Slaterry
Science for Kids



Kennedi St. John
Healing Through Art



Rachel Stitt
Recycling Responsibility

Thank You to Our Supporters

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

Behind every confident girl is a community that believes in her, and that community includes you. Thanks to the commitment and generosity of our supporters, Girl Scouts across our council are discovering new passions, building lifelong skills, and growing into confident leaders ready to make a difference. Your support opens doors to experiences that shape character, strengthen resilience, and empower girls to see themselves as capable of achieving anything. We are profoundly grateful for your partnership and for standing beside us as we prepare the next generation of leaders. Among the many supporters who made our work possible in 2025, we are honored to recognize the following grant partners whose generosity helped expand opportunities for girls across our communities: The Gene Haas Foundation, The Cannon Foundation, Foundation For The Carolinas, The Blanche and Julian Robertson Family Foundation Inc., United Way of Central Carolinas, Good Friends Charlotte, Duke Energy Foundation, Albemarle Foundation, Ally Charitable Foundation, and the Carolinas Credit Union Foundation. We are also grateful for the continued support of our regional community foundations, including the Salisbury-Rowan Community Foundation, Stanly County Community Foundation, and Cabarrus County Community Foundation.

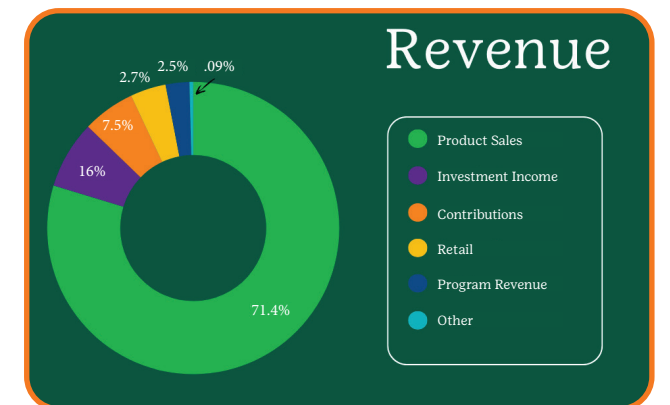
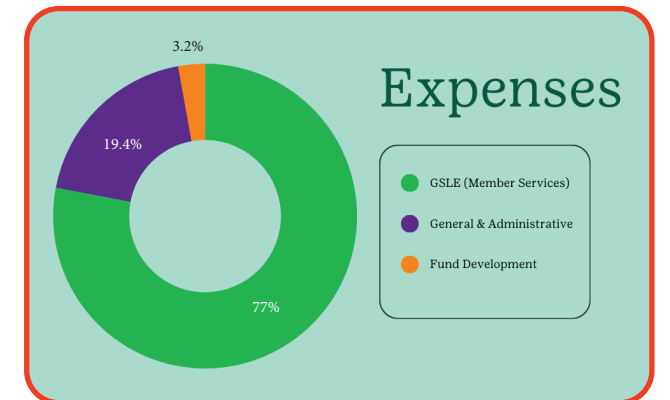


Our Financials

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	3,304,318.00
Contributions	346,817.00
Investment Income	738,456.00
Program Revenue	113,714.00
Retail	122,681.00
Other	3,984.00
Total	4,629,970.00
GSLE (Member Services)	3,551,627.00
General & Administrative	889,513.00
Fund Development	144,628.00
Total	4,585,768.00



girl scouts hornets' nest

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www.hngirlscouts.org



We want to hear from you!
Scan the QR code and share your story with us!

