

Girl Scouts of Southern Nevada

2023-2024 Annual Report

Letter From The CEO



Dear Girl Scout Family,

I am filled with gratitude for the achievements of our Girl Scouts, volunteers, and supporters. This year was one of growth, adventure, and heartfelt celebrations, proving the spirit of Girl Scouting thrives in Southern Nevada.

One of my favorite moments was Camporee in Logandale. Seeing our Girl Scouts come together for a weekend of independent living outdoors, exploration, teamwork, and friendship was inspiring. From setting up camp to cooking their own food, girls embodied resilience and leadership.

I am especially proud of the ambitious young women who earned their Gold Award this year. Their dedication and hard work reflect our values—courage, confidence, and character. They are shaping a brighter future, and I am excited to see where their journeys take them.

Thank you for an incredible year!

Kimberly Trueba, CEO

Girl Scout 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 for the word God in accordance with their own spiritual beliefs.

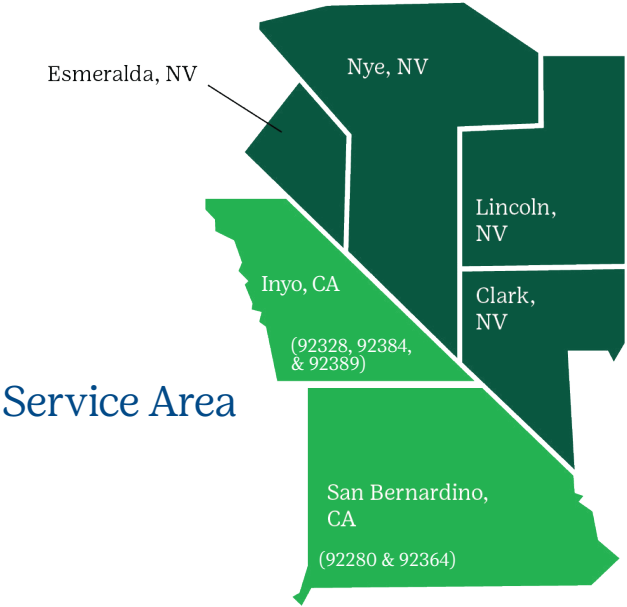
Girl Scout Law

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.

Membership At A Glance

- 4112 Total Members
- 2407 Girl Members
- 1099 Adult Members
- 418 Troop Leaders
- 883 Troop Volunteers
- 606 Lifetime Members



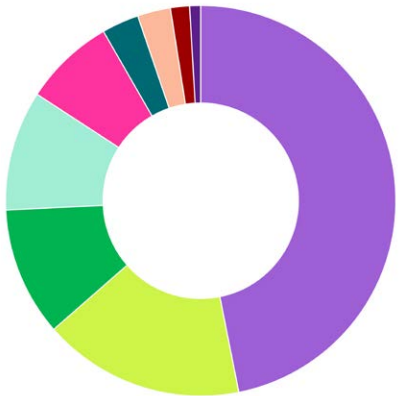
Financial Aid Assistance

552

Financial aid memberships granted
(4/1/23 - 9/30/24)

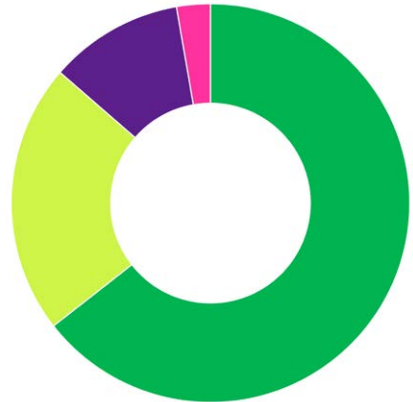
103

Uniforms provided through financial aid
(10/1/23 - 9/30/24)



Girl Membership by Race

White	46.86%	Asian	3.07%
Black or African American	16.7%	Not Reported	2.74%
I Choose Not To Share	10.68%	Hawaiian or Pacific Islander	1.58%
Other Races	9.93%	American Indian or Alaskan Native	0.91%
Multiple	7.52%		



Girl Membership by Ethnicity

Not Hispanic or Latino	64.44%
Hispanic or Latino	21.95%
I Choose Not To Share	10.88%
Not Reported	2.74%

Girl Scouts Earn Their Highest Award



The Girl Scout Highest Awards— Gold, Silver, and Bronze— are three of the most prestigious honors in Girl Scouting, with a history dating back to 1916. Girl Scouts earning their highest award are true individuals who have not only changed their own lives but also made a lasting impact on the world. The Gold Award is the equivalent to receiving a Pulitzer Prize.

Earning one of these distinguished awards marks the culmination of a Girl Scout’s dedication and commitment to addressing significant issues in their community, requiring hours of service, diligence, and unwavering resolve.

Highest Awards: 88 Girls Earn Their Highest Award

88

Girls received their Highest Award

18

Seniors and Ambassadors received their Gold Award

30

Cadettes earned the Silver Award

40

Juniors earned the Bronze Award

11

Girl Scouts are Trifectas

68

Graduating Girl Scouts

\$110,000 in Scholarships Awarded

Scholarship opportunities create generational change.

In 2024, Girl Scouts of Southern Nevada proudly awarded \$110,000 in scholarships to deserving individuals. These scholarships supported the educational and personal development of young leaders, empowering them to pursue their academic goals and achieve their dreams. Through the generosity of donors and community partners, these funds helped provide vital resources to students, enabling them to continue their education and make a lasting impact in their communities. The scholarships symbolize our commitment to nurturing future leaders.

A Lifetime of Girl Scouting

Girl Scout Nancy Craddock receives Governor’s Points of Light Award in the category of Lifetime Achievement

40+

Years Spent Volunteering at Girl Scouts

Nancy Craddock, a dedicated longtime volunteer, received the prestigious Governor’s Points of Light Lifetime Achievement Award from Nevada Volunteers for her unwavering commitment to Girl Scouts of Southern Nevada. A proud Girl Scout herself, Craddock has mentored and guided generations, ensuring their success through her time and expertise. She earned her Golden Eaglet on November 14, 1938, marking an incredible 86 years of service to the Girl Scout mission. Her tireless dedication has had a lasting impact on countless young girls, inspiring them to become confident leaders and active contributors to their communities. Craddock’s legacy continues to shape the future of Girl Scouts.



Color Guard’s Year in Ceremonies

Girl Scouts Color Guard bring honor to the community with their presenting of the flags.

The Color Guard proudly posted the colors at the GSUSA CEO Conference held at the JW Marriott, representing the spirit and pride of the Girl Scouts. Their precision and professionalism set the tone for the event, capturing the attention and respect of all attendees as they participated in the opening ceremony. Additionally, the Color Guard presented the colors during the Juneteenth Commemoration Holiday at Las Vegas City Hall, honoring the historical significance of the day. Their participation in both events showcased the Girl Scouts’ commitment to belonging, service, and community involvement. In addition to these notable community moments, the Color Guard has presented colors at the Western Governors Association Conference, Mothers Against Drunk Driving Conference, the Volunteerism Point of Light Governors Award, as well as the Veterans Day Parade.



Pillars of Programming

Below are our Pillar of Programming Events that engage and empower girls through diverse, impactful activities throughout the year.

The Girl Scout Leadership Experience is build on four core program pillars: Science, technology, engineering, art, and math (S.T.E.A.M), Outdoors, Life Skills, and Entrepreneurship. These core pillars are the foundation of our exciting programming that reaches out to girls’ interests and motivates them to empower themselves for a lifetime of leadership, success, and adventure. Girl Scouts of Southern Nevada is a safe, exciting, no-limits place where every girl can be inspired, try new things, take on challenges, build community, and motivate others!



Outdoors

442
Girl registrations



S.T.E.A.M

207
Girl registrations



Entrepreneurship

2189
Girl registrations



Life Skills

1137
Girl registrations

Entrepreneurship In Action

Girl Scouts sell more than 700,000 packages of cookies, earning their own funding for adventure in and out of state!

Through the Girl Scout Cookie Program—the largest girl-led entrepreneurial program in the world—girls get hands-on practice with a variety of skills, including goal setting, decision making, money management, people skills, and business ethics as they learn to think like entrepreneurs. During the program, they learn from setbacks; collaborate with other girls to reach common goals; and, over time, take on more responsibility for their cookie business as they progress through Girl Scouts.



The Girl Scout Fall Product program empowers young entrepreneurs to test their self-made skills.

The Girl Scout Fall Product program empowers young entrepreneurs to test their skills through e-commerce. It’s an ideal starting point for girls new to entrepreneurship, allowing them to explore online sales before advancing to the more comprehensive Cookie Program, which includes both e-commerce and brick-and-mortar sales.



1520
Cookie entrepreneurs

713K
Total units sold

469
Per girl average

11K
Packages donated

669
Fall product entrepreneurs

24K
Total units sold

37
Per girl average

Our Year In Adventure

Girls had an adventurous year, from visiting the Las Vegas Raiders to finding balance through mindful meditation and goat yoga.



October 2023 | Goat Yoga



November 2023 | Dino Hunt



April 2024 | Letterboxing at Wetlands Park



May 2024 | Overnight at Aviator's Game!



December 2023 | Community Troops Raiders Holiday Party



January 2024 | Wetlands Hike



June 2024 | Frias Frontier



July 2024 | Camp Ducktail



February 2024 | Cookie Entrepreneurship Program



March 2024 | Girl Scout Week



August 2024 | L.E.A.D. Conference



September 2024 | Girl Scouts Snacks and More Fall Festival

Signature Events

Explore our Signature Events page to discover the impactful celebrations and initiatives that made this year memorable.



Cookie Rally Carnival

The 2024 Cookie Rally was a dynamic and impactful event, made even more memorable by the participation of Las Vegas Aces General Manager, Natalie Williams, whose motivational message left a lasting impression on our Girl Scouts. We are also deeply grateful to Nevada Energy for their generous contribution, which directly supports the advancement of our mission and programming.



Dessert Before Dinner

The Dessert Before Dinner gala, benefiting Girl Scouts of Southern Nevada, was a distinguished evening of philanthropy and celebration. Attendees savored gourmet desserts while championing the Girl Scout mission. The event generated essential funding to support leadership development and community engagement initiatives for girls across the region.



L.E.A.D. Conference

The L.E.A.D. Conference honored Girl Scout adult volunteers for their unwavering commitment to empowering the next generation of female leaders. Attendees took part in dynamic breakout sessions and were energized by an eye-opening keynote from Jenn Hollern, departing the conference with a revitalized dedication and reignited passion to advancing female development.



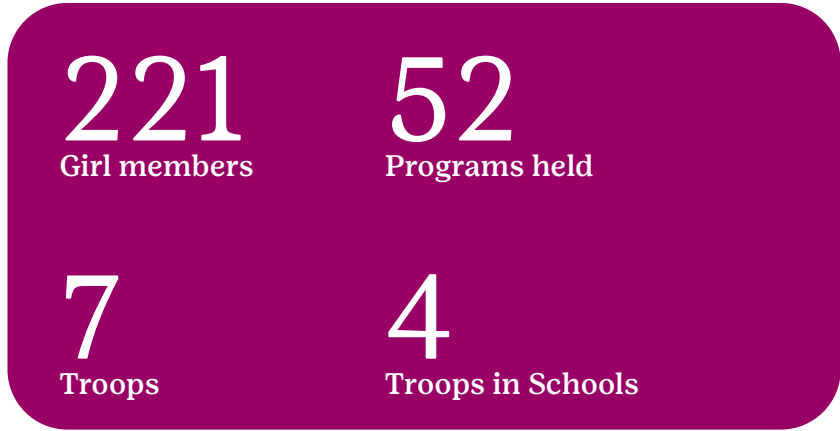
Girl Scouts Fall Festival

The Girl Scouts Fall Product Rally once again made impact, showcasing how girls can succeed in the entrepreneurship program by instilling excitement and fun in every corner as girls grew excited for the Fall Product season. Featuring interactive activities that showcased entrepreneurial skills, the festival strengthened community bonds and sparked excitement for the season.

Talk About Progress

Community Troops expanded this year through new school partnerships, reaching more girls.

Community Troops expanded this year through new school partnerships, reaching more girls across diverse areas. By offering financial aid, we made Girl Scouts more accessible to girls who might otherwise be unable to participate due to their geographic location or financial barriers. These efforts ensured that every girl had the opportunity to benefit from our empowering programs, fostering leadership, confidence, and community involvement.



Taste of C.A.M.P. brings girls straight to their own adventure with help from sponsor!



United Healthcare’s generous \$25,000 donation, insured more girls had the opportunity to attend camp for the first time through the “Taste of C.A.M.P. (Cooking, Arts, Music, and Play!)” initiative. The funds covered memberships, travel, food, and other related expenses, ensuring that girls could experience the magic of overnight camp. This initiative aimed to make camping accessible, allowing girls to build lasting memories, gain new skills, and experience the adventure that comes with camp life. Thank you!

42
Girls from community troops who attended camp thanks to sponsor

100
Girls from community troops who received a membership thanks to sponsor

The Girl Scout Leadership Experience (GSLE)

47
Community partners collaborated with GSLE team to host programs

Community partners empower Girl Scouts with unique programming and opportunities

The community has served as a vital partner in supporting Girl Scouts of Southern Nevada's mission to deliver dynamic and enriching programs for girls. Through strategic partnerships, local organizations have contributed to meaningful learning experiences, leadership development, and engaging activities that inspire and empower. Partners such as Cowabunga Bay and the Las Vegas Natural History Museum have provided outdoor and educational opportunities that spark curiosity and encourage environmental awareness. The DISCOVERY Children's Museum continues to offer interactive exhibits that foster hands-on learning, creativity, and critical thinking. Local sports organizations—including the Las Vegas Golden Knights, Henderson Silver Knights, Desert Dogs, and Las Vegas Aces—promote teamwork, inclusivity, and family engagement through their ongoing support. Collectively, these partnerships have helped create a nurturing environment where girls are encouraged to explore their interests and develop the confidence to lead.

Through the generous support of Cox Communications, the renovation of the Cox Lab has been completed. The reimagined space now features vibrant custom branding and upgraded technology, including new computers, a collaborative community table, and enhanced seating. The renovation also introduced cutting-edge 3D printers with dedicated storage and a fully equipped “on-air” podcast station—creating a future-forward learning hub designed to foster innovation, creativity, and growth for the next generation of Girl Scouts.



The Power of Overnight Camp: Building Resilience and Confidence

A transformative experience that nurtures a child’s psychological growth in profound ways.

One of the most impactful outcomes of our camp program is the development of autonomy in girls. Immersed in a structured yet empowering environment, participants are encouraged to make independent choices, solve challenges, and manage their daily responsibilities. This experience fosters adaptability and builds a strong foundation of confidence. By stepping outside their comfort zones and engaging in unfamiliar settings, girls cultivate resilience and self-assurance. Whether scaling a ropes course, navigating a trail, or presenting to peers, each challenge becomes an opportunity for growth. In this supportive atmosphere, girls learn that perseverance and effort are key drivers of personal success and lifelong confidence.

11
Week long camp sessions

183
Girls attended sleep-away camp at Frias Frontier

78
Girls attended Ducktail day camp

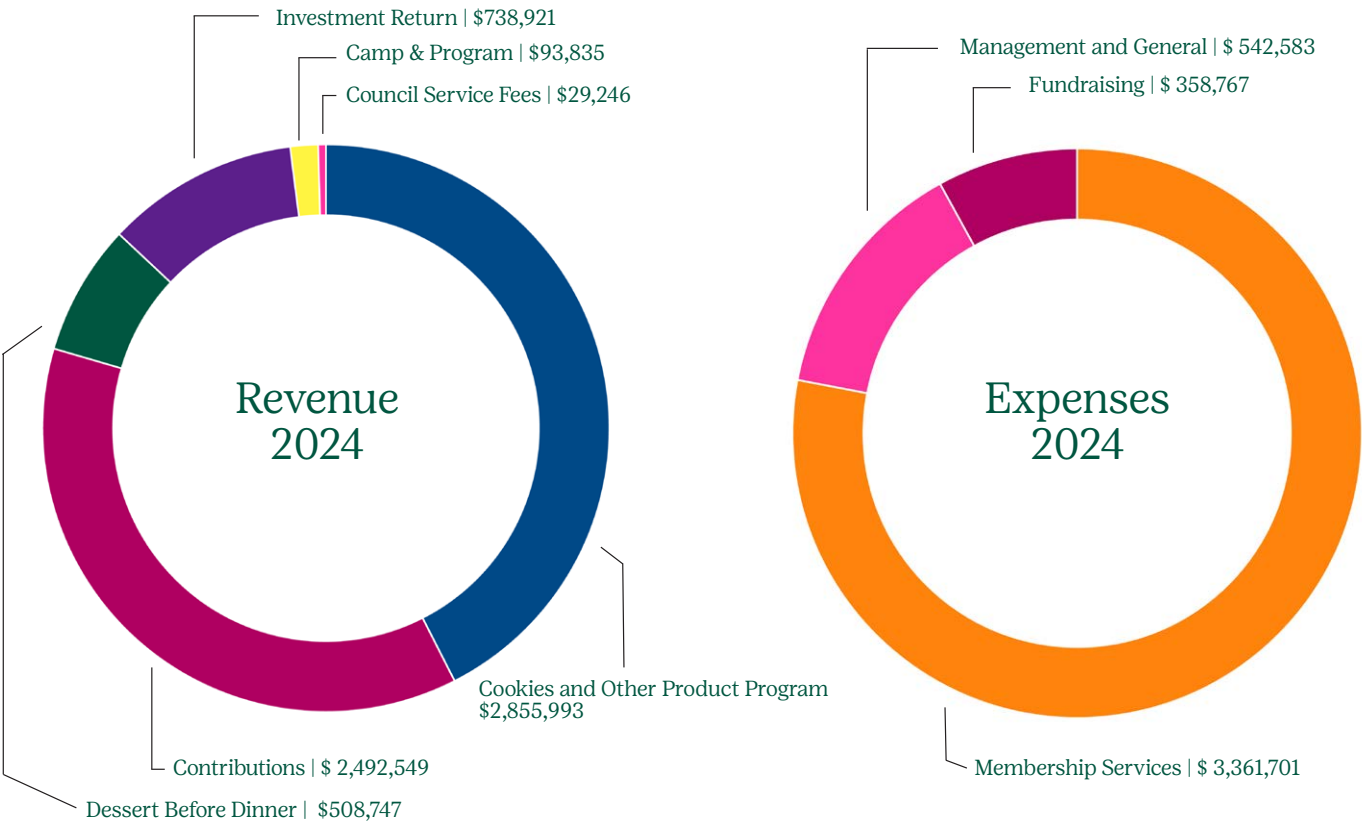


Finances

Financial position for year ended September 30th, 2024.

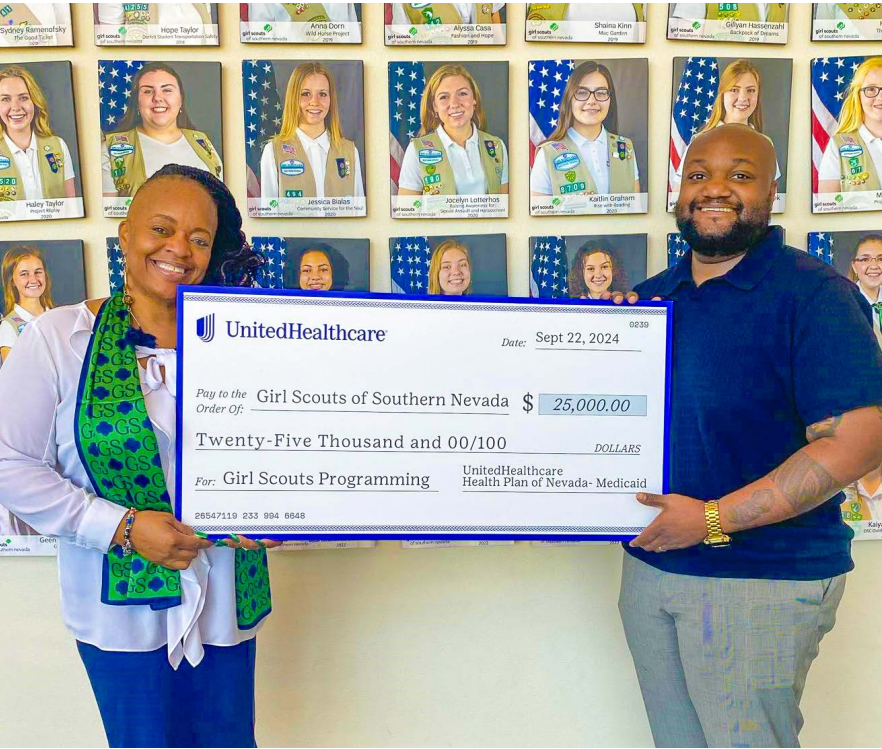
Assets	2024	2023
Cash & Cash Equivalents	4,980,869	2,850,978
Accounts & Pledges Receivables, Net	216,262	351,913
Inventory & Prepaids	141,942	156,100
Investments	4,973,226	4,578,914
Property, Plant and Equipment, Net	9,568,400	9,444,991
Total Assets	19,880,699	17,382,896

Liabilities & Net Assets	2024	2023
Accounts Payable & Other	287,307	245,744
Total Net Assets	19,593,392	17,137,152
Total Liabilities & Assets	19,880,699	17,382,896



Thank You!

To our valued partners—your support means everything. Your generous sponsorships and philanthropic gifts reflect your belief in our mission. Through your partnership, Girl Scouts are empowered to explore their passions and drive meaningful change in their communities.



*Not a complete listing

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girlscoutsnv.org

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