girl scouts of southern nevada

2025 Annual Report

Building Courage, Confidence, and Character— **One Girl at a Time**

History

For more than a century, Girl Scouts has stood for one powerful belief: when girls are given the opportunity to lead, they change the world.

Guided by the Girl Scout Promise and Law, our council serves girls across Southern Nevada supporting them as they discover who they are, what they care about, and how they can make a difference.

From our earliest days to today, Girl Scouts has evolved alongside girls meeting them where they are and preparing them for what comes next. In 2025, that commitment came to life through programs, mentors, and experiences that helped girls thrive in school, at home, and in their communities.

Our Mission

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

The 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.

The 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.

A Welcome Letter from Kimberly & Nancy

Dear Friends, Supporters and Community Members,

This year, we watched girls across Southern Nevada step into their power and grow beyond measure. They led troop meetings, earned badges, sold cookies, served their communities, explored the outdoors, and imagined futures they once thought were out of reach. And they did it with courage, confidence, and character supported by caring adults, dedicated volunteers, generous donors, and committed community partners.

The 2025 membership year reflects what is possible when a community believes in girls. Whether she joined to build friendships, try something new, or connect with a trusted adult, each girl found belonging and discovered her own leadership potential.

Thank you for being part of this movement. Because of you, Girl Scouts of Southern Nevada continues to open doors, expand access, and create experiences that last a lifetime.

With gratitude,

Kimberly Trueba
CEO, Girl Scouts of Southern Nevada

Nancy Becker
Board Chair, Girl Scouts of Southern Nevada

Who We Serve

In 2025, Girl Scouts of Southern Nevada served more than 2,500 girls across the region, representing diverse racial, ethnic, and socioeconomic backgrounds. Approximately 60% of participants identify as girls of color, and 43% reside in Title I school zones or low- to moderate-income households. Programming is inclusive and open to all girls, without regard to religion, identity, ability, or background.

In 2025, Girl Scouts of Southern Nevada proudly served:

2515 girls
4% growth from 2024 (2406)

1717 adult members
1% growth from 2024 (1706)

942 volunteers

Access & Equity

68% of girls live in Title I school zip codes

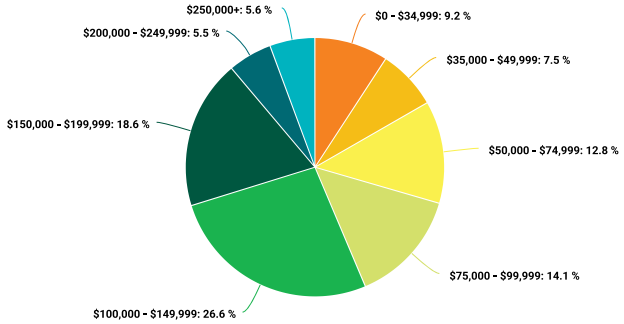
27% girls received financial aid

264 total troops

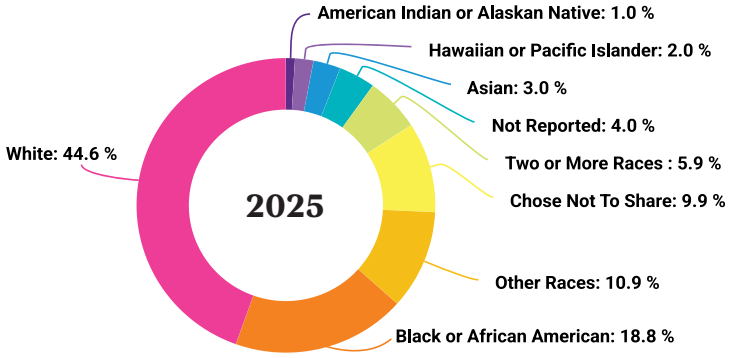
848 new girls joined in 2025

24 new troops launched this year

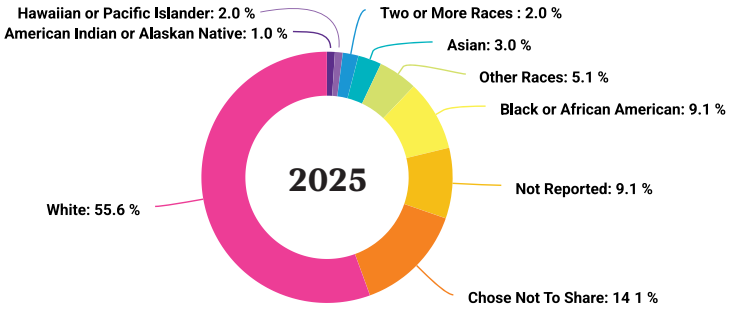
Income



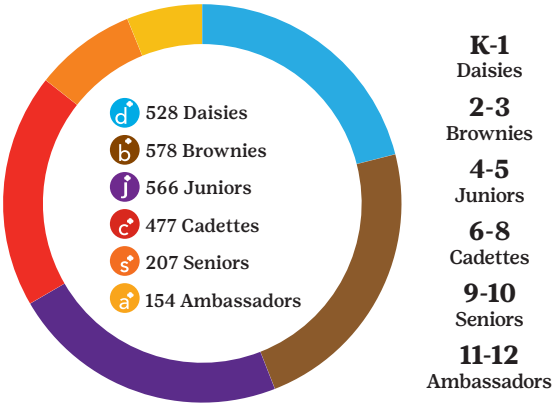
Girl Reported Race



Adult Self Reported Race



Girls by Grade Level



Retention Rate

In 2025, we experienced a nearly 70% year-over-year average retention rate for girls and over 80% for our adults and volunteers. These numbers reflect more than participation, they reflect belonging. Members don't just try Girl Scouts. They stay.

They stay because it transforms their lives. And behind every one of those numbers... is a story. A girl who dared to try something new. A girl who led her first troop project. A girl who coded her first program. Climbed her first mountain. Pitched her first big idea. A girl who now believes that she can be absolutely anything.

Girl retention rate: **69.2%**

Adult/volunteer retention rate: **81.1%**

Girl Scout Outreach

With Nevada ranked 47th in education and 45th in family and community support, access to high-quality out-of-school learning is critical. According to the 2025 KIDS Count Data Book, children thrive when they have strong relationships, stability, and access to resources—yet many families cannot afford extracurricular opportunities. More than 65% of Clark County students attend Title I schools, highlighting the need for affordable enrichment.

Girl Scout Outreach brings the proven Girl Scout Leadership Experience to under-resourced communities, offering structured, accessible programming through financial assistance and council support so every girl can participate.

Community Troops

Community Troops expand access to Girl Scouts for girls in Title I schools and communities with limited resources. Led by trained Girl Scout staff or supported volunteers known as Community Troop Specialists, these troops meet in schools, churches, and community centers.

Girls participate in hands-on, engaging experiences—earning badges, exploring STEAM, spending time outdoors, selling cookies, and giving back through service.

The rapid growth of this program reflects both community demand and the power of an experience where girls build friendships, skills, and confidence that last far beyond the troop year.

- **15** Community Troops (up from 7 in 2024)
- **341** girls served (up from 221 in 2024)
- **11** girls attended sleepaway camp at Camp Frias

Tropa Exploradora Troops

Tropa Exploradora is an intentional effort to engage Spanish-speaking girls and families, making Girl Scouting more accessible and culturally relevant. By offering programming in girls' native language, we remove barriers and create welcoming spaces where girls can lead, explore, and grow with confidence.

- **3** Tropa Exploradora troops
- **35** girls served

The Girl Scout Leadership Experience

We build girls of courage, confidence, and character who make the world a better place. Girl Scouts of Southern Nevada serves girls in kindergarten through 12th grade, providing a supportive,all-girl environment where they explore their strengths, take on new challenges, and grow into leaders no matter their background or circumstances. Guided by dedicated volunteers, staff, and a global network of alums, Girl Scouts equips girls with the skills they need to thrive in school, work, and life.

At the heart of our work is the Girl Scout Leadership Experience (GSLE)—a researchbacked model grounded in hands-on learning, outdoor exploration, and meaningful service. Through this approach, girls develop practical skills, learn to collaborate, embrace diversity, and create positive change in their communities.

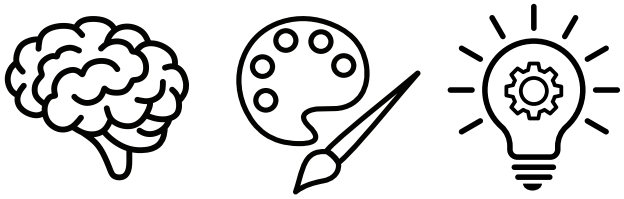
The Girl Scout Leadership Experience prepares girls to think critically, lead with compassion, and act with confidence. It builds the foundation for lifelong success by strengthening leadership, teamwork, responsibility, and civic engagement.

STEAM: Girl Scouts are Innovators

Girls explore science, technology, engineering, arts, and math through hands-on, curiosity-driven learning. As they grow older, Girl Scouts ensures girls step forward—building skills and confidence in spaces where they are often underrepresented.

Outcomes: Critical thinking, creativity, problem-solving

- **21** programs offered
- **10** community partners



LIFE SKILLS: Girl Scouts are Leaders

Girl Scouts develop real-world skills through service, leadership training, and practical experiences. Girls strengthen communication, decision-making, and problem-solving—skills that prepare them to lead with integrity and confidence.

Outcomes: Leadership, communication, decision-making

- **42** programs offered
- **17** community partners

Featured Badge: Senior Car Care

Driving is an exacting step toward independence, a chance to have fun going to new places, and a big responsibility.

Senior Girl Scouts took the wheel for an engaging, hands-on experience all about car care and confident driving! Participants learned essential maintenance tips, vehicle safety basics, and how to handle emergencies with confidence.

They also explored smart, eco-friendly driving practices—all while earning their Car Care Badge and gaining real-world skills that will last a lifetime.

OUTDOORS: Girl Scouts are Adventurers

From hiking and camping to environmental stewardship, girls build resilience and teamwork while connecting with the natural world. They learn not just how to care for the environment—but why it matters.

Outcomes: Independence, resilience, teamwork

- **57** programs offered
- **19** community partners

ENTREPRENEURSHIP: Girl Scouts are Business Builders

Through Girl Scout product programs, girls run their own businesses—setting goals, managing budgets, marketing products, and practicing ethical decision-making. These experiences build financial literacy and economic confidence.

Outcomes: Goal setting, ethics, financial decision-making

- Cookie Program participants: **58%**
- **654,372** boxes sold
- Average **450** boxes per girl
- Fall Product participants: **27%**
- Total program sales: **$4,174,039 (gross)**
- **4** community partners

Cookie Rally Spotlight - The excitement was in the air as Girl Scouts of all ages came together for the much-anticipated Cookie Rally, kicking off the annual Cookie Program. The day was filled with energy, fun activities, and hands-on learning as girls got ready for a great cookie season ahead.

Girl Scout Impact On Growth

Girl Scouts is where girls discover their power. Through hands-on experiences and real-world challenges, girls build confidence, strengthen their voices, and expand their sense of what's possible. These moments shape how they lead, learn, and show up in the world—today and in the future.

Backed by research and proven outcomes, the Girl Scout Leadership Experience helps girls develop skills that last a lifetime.

- **Strong sense of self:** Girls gain confidence by trying new things, learning from mistakes, and discovering their strengths—building a healthy identity that supports resilience and authenticity.
- **Positive values:** Girls practice integrity, responsibility, and empathy, developing an ethical foundation that guides their choices throughout life.
- **Challenge seeking:** In a supportive, all-girl environment, girls learn to take smart risks and view setbacks as opportunities to grow.
- **Healthy relationships:** Girls build communication and conflict-resolution skills that strengthen friendships, teamwork, and leadership.
- **Community problem solving:** Girls identify local issues and take action, learning that their ideas and contributions matter.

What Girl Scouts Teaches Girls

Girl Scouts gain skills that shape who they are and how they lead.

Girls learn to:

- Believe in themselves and tackle challenges
- Walk into new spaces knowing they belong
- Stay grounded through success and setbacks
- Collaborate, lead, and give back
- Respect diverse cultures and perspectives
- Adapt, problem-solve, and try again
- Manage money and make informed decisions
- Set goals and follow through
- Belong to a sisterhood more than 100 years strong

Exploring Their World

Girl Scouts is not just about creating experiences in their community; it is also about creating adventures and opportunities to explore their world. Girl Scout trips build courage, confidence, and leadership by having girls plan, budget, and navigate new places, developing crucial life skills like teamwork, problem-solving, and time management while fostering cultural appreciation and lifelong friendships in a safe, structured environment. From local field trips to global adventures, travel fosters a strong sense of self, teaches girls to embrace challenges, and creates lasting memories as they progress from simple outings to complex journeys.

In 2025

- **566** Girl Scouts traveled within the United States
- Capital Caravan to Carson City
- **74** Girl Scouts traveled outside of the United States
- Experiences included Japan

The Girl Scout Leadership Experience Lasts A Lifetime

The impact of Girl Scouts extends well beyond the program years. Research from the National Girl Scout Research Institute shows that Girl Scout alums are more likely to earn degrees, hold leadership roles, and engage in their communities.

Girl Scout alums:

- Are more likely to earn a four-year degree
- Are more satisfied in their careers
- Hold more management roles
- Are more engaged in civic and community leadership

In short: Girl Scouts builds leaders our communities and workplaces need.

Highest Awards And Scholarships

Highest Awards provide Girl Scout Juniors – Ambassadors with the opportunity to demonstrate their leadership skills while creating a lasting positive impact in their communities.

Bronze Award

9 Girls

Working as a team, fourth- and fifth-grade Girl Scouts earn the Bronze Award—the highest award for Girl Scout Juniors—by exploring and addressing a community issue that's important to them. They're leaders in the making!

Silver Award

19 Girls

Working as a team or individually, sixth- through eighth-grade Girl Scouts earn the Silver Award—the highest award for Girl Scout Cadettes—by identifying the root of a community issue they care about and then rolling up their sleeves and getting to work!

Gold Award

16 Girls

Gold Award Girl Scouts are the dreamers and doers who take "make the world a better place" to the next level. To earn the Gold Award, high school Girl Scouts research the root cause of a community issue they're passionate about and lead a team to tackle it by planning and implementing a project that has tangible and lasting impact on their communities and beyond.

Gold Award Feature

Amber

Night Sky Exploration in the Classroom

My Gold Award project addressed the lack of engaging astronomy education in special education classrooms. I created interactive activities for the students using my own design and manufacturing of the physical materials. I focused on commonly discussed constellations as well as the planets in our solar system. I shared the 3D files and digital designs so that other teachers can print and use these activities indefinitely.

Scholarships

In 2015, Girl Scouts of Southern Nevada awarded five girls **$108,500** to support their secondary education.

Charles and Phyllis Frias Legacy Scholarship $25,000 for 4 Years

This scholarship is awarded to girls with a GPA ranging between 2.0 and 3.6, and demonstrating financial need and is renewable for four years for a total of $100,000.

Awarded to Keira N.

Helen Wronski Impact Scholarship $1,000

This scholarship is open to current members of Girl Scouts of Southern Nevada in 9th, 10th, 11th or 12th grade who have earned their Silver or Gold Award by making a significant impact on our local community.

Awardee to Jeradin R.

Betty L Schults Scholarship $1,000

This scholarship is open to current members of Girl Scouts of Southern Nevada in 11th and 12th grade who have already earned the Gold Award or will complete it by the time they graduate high school and is renewable for four years.

Awarded to Nevaeh R.

Cox Diversity Scholarship $3,500

This scholarship celebrates one Girl Scout who has shown an outstanding dedication to inclusion, leadership, and creating positive change in her community.

Awarded to Amanda M.

GSUSA Gold Award Scholarship $5,000

This scholarship recognizes one outstanding Gold Award Girl Scout in each council who has demonstrated extraordinary leadership that drives change in their community and beyond.

Awarded to Margaret C.

Camp Frias Frontier & Camp Ducktail

Girl Scout camp offers girls space to grow in ways that are hard to replicate anywhere else. At Camp Frias Frontier and Camp Ducktail, girls step outside daily routines, try unfamiliar activities, and build independence in a supportive, encouraging environment.

Camp experiences strengthen teamwork, problem-solving, and leadership through hands-on learning—while giving girls the freedom to explore, make decisions, and build lasting friendships. Whether attending a day program or an overnight session, girls leave camp with greater self-reliance, new skills, and a stronger sense of belonging.

From archery and horseback riding to hiking and creative arts, every activity is intentionally designed to support personal growth and discovery—helping girls return home more confident in what they can do and who they are becoming.

Not Just Horsing Around: Camp Frias Frontier

Camp Frias Frontier's equine program combines outdoor exploration with responsibility and care. Through hands-on horse care and riding, girls practice focus, patience, and leadership while building trust—with themselves, their peers, and the animals they care for.

This unique experience encourages problem-solving, empathy, and teamwork while helping girls overcome fears, improve coordination, and form meaningful connections in a screen-free environment.

- **176** girls attended Camp Frias Frontier
- **30** girls received camperships
- **26** badges earned at camp

Camp Frias Frontier provides immersive overnight experiences that challenge girls while surrounding them with trusted mentors and peers. Through outdoor adventures and shared responsibility, girls learn resilience, cooperation, and leadership in real time.

Access remains a priority. The true cost of camp exceeds what many families can afford, and the council offsets a significant portion of expenses to ensure that financial barriers do not limit participation.

Camp Ducktail

Camp Ducktail offers an engaging day-camp experience for girls who are not yet ready for overnight stays. Campers enjoy a balance of outdoor play and indoor activities in a welcoming, age-appropriate setting.

The program introduces girls to new experiences while building friendships and confidence—often serving as a first step toward future overnight camp opportunities.

In 2025:
- **32** girls attended Camp Ducktail
- **4** girls from Community Troops participated
- **2** girls received camperships
- **8** badges earned

Financial Sustainability

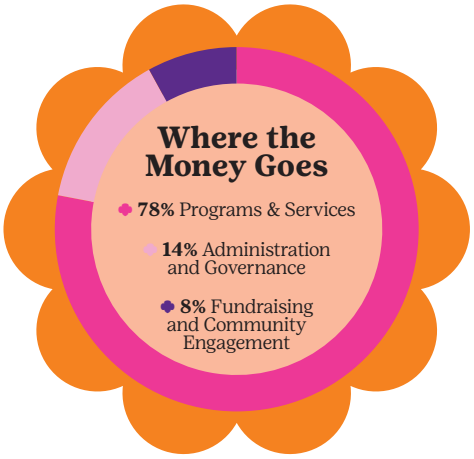
Where The Money Comes From

Girls Scouts of Southern Nevada recognizes the need to diversify our fundraising model to create a stronger and more resilient financial foundation. By doing so, we reduce risk, adapt to economic change, create more meaningful ways for supporters to engage with our mission and allows us to deliver high-quality programs and expand our impact for girls across Southern Nevada.

Where The Money Goes

Stewardship and accountability guide every financial decision. The majority of resources are directed toward programs that serve girls directly, while targeted investments in administration and fundraising ensure safety, governance, and long-term sustainability.

This balanced approach allows Girl Scouts of Southern Nevada to meet today's needs while building a resilient organization for the future.



Corporate Giving, Foundations and Grants

Contributions from corporations, foundations and grants play a critical role in expanding access and strengthening programming. This funding helps remove financial barriers, support STEAM and leadership initiatives, advance diversity and inclusion, and sustain essential operations.

This support serves as a catalyst—allowing Girl Scouts of Southern Nevada to reach more girls with the experiences they need to grow into capable, confident leaders.

- Boyd Gaming
- Brownstein, Hyatt, Farber, Schreck
- Caesars Entertainment
- Cashman Photo Enterprises
- Charles and Phyllis M. Frias Charitable Trust
- Cox Communications
- Diamondback Land Surveying
- Gene Haas Foundation
- Girl Scouts USA
- Google Ad Grant
- Green Valley Grocery
- Greenberg Traurig, LLP
- Hornbuckle Family Foundation
- Howard Hughes Corporation
- Lynne-Ruffin Charitable Foundation
- MGM Resorts International
- Morris A. Hazan Family Foundation
- Nevada State University
- NV Energy
- Penta Building Group
- Raiders Foundation
- Ritter Charitable Trust
- Rosenbluth Family Charitable Foundation
- San Manuel Band of Mission Indians
- Schwab Charitable Fund
- Southwest Gas Corporation
- Switch
- The Lionel Foundation
- Touro University
- Union Pacific Foundation
- Wynn Resorts Employee Foundation

Fundraising Events & Assets

Dessert Before Dinner

Dessert Before Dinner is Girl Scouts of Southern Nevada's signature fundraising event, celebrating the mission while honoring community leaders who champion girls. The event blends recognition with creativity through a dessert competition featuring innovative interpretations of iconic Girl Scout cookies.

Funds raised support programming in STEAM, outdoor exploration, leadership, and entrepreneurship—expanding access to transformative experiences for girls throughout Southern Nevada.

Sipping Series

The Sipping Series events combine community connection with philanthropy, supporting Girl Scout programs while spotlighting women-owned and women-led partners.

From Cookies & Kegs at Ellis Island to wine pairings with Lexicon Bank and Cast Wines, each event offered thoughtfully curated experiences that brought supporters together in meaningful ways.

These gatherings reinforce the power of collective investment—helping fund camps, programs, and outreach while strengthening community ties.

Council Houses

Some troops meet in community spaces such as schools, libraries, and churches, but the Girl Scouts of Southern Nevada have three council-owned buildings that we manage and offer to members for meetings, events and overnight activities. Our council houses remain welcoming spaces where girls gather, learn, and lead and serve as hubs for community and connection. They are more than buildings; they are places where the mission comes to life.

Girl Scouts of Southern Nevada Council Headquarters
2941 East Harris Avenue
Las Vegas, NV 89101

Boulder City Girl Scouts House
1206 6th St,
Boulder City, NV 89005

Henderson Girl Scout House
310 Pacific Ave,
Henderson, NV 89015

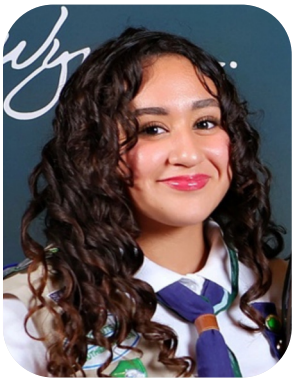
Mission Moments

Over the past 15 years, more than 30,000 girls right here in Southern Nevada have discovered their strength through Girl Scouts. Thirty thousand stories of courage, confidence, and character. Thirty thousand futures, forever shaped by a simple but powerful belief that every girl deserves the chance to lead.

These are the moments that define Girl Scouts.

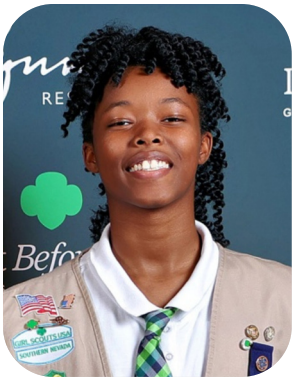
AUBREE

My name is Aubree. I'm a high school senior who is a theatre major. I joined Girl Scouts to help me connect with my nana, who had also been a Girl Scout. So long ago when she sold cookies, they were only 50 cents a box! The Girl Scouts not only brought me closer to her, but it also improved my social skills. I never used to be comfortable in social settings, but the Girl Scouts helped me overcome that, and the first badge I earned was the Social Butterfly badge! I was very proud of that and so was my nana. Now I'm able to talk to all different kinds of people and I've built confidence in myself and am not afraid to put myself in front of others. Thank you to Girl Scouts for helping me gain that confidence.



LILY

My name is Lily and I'm a freshman in high school. I'm starting my 9th year in Girl Scouts and so far, it has helped me grow into a more confident and capable version of myself. Through service, leadership, and sisterhood, I've learned that my voice matters and that I can make a real difference. Joining the Media Girls program has given me the opportunity to develop social skills that have helped me break out of my shell. The program has allowed me to build my confidence and made me more comfortable talking openly about myself to others. Being a Girl Scout is not just something I do it's a part of who I am.



TEDRA

My name is Tedra and I'm a Girl Scout Cadette. I've learned lots of things with Girl Scouts, like the three C's: courage, confidence, and character. I never used to like to talk to anyone, but when I joined my troop, I met lots of girls just like me who needed friends, and now I'll talk to anyone anywhere. When I graduate, I plan to go to the Naval Academy in a few years and make good use of those three C's. I must be confident that I can succeed; my character will allow me to listen to my instructors; and I'll be courageous in serving my country. Thank you, Girl Scouts, for giving me that future!

Membership Year 2025 at-a-Glance

Making a Difference
One Girl at a Time

3,757 Total Members

264 Troops Supported

27% Financial Aid

2,515 Girl Members

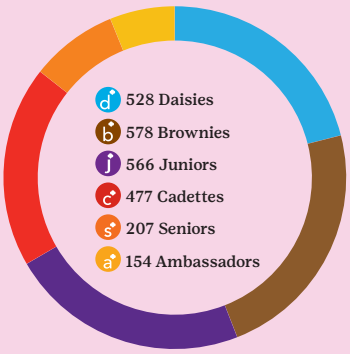
60% Girls identify as People of Color

341 Community Troops Girls Served

1,717 Adult Members

68% In Title 1 Zip Codes

3 Tropa Exploradora Troops



K-1 Daisies

2-3 Brownies

4-5 Juniors

6-8 Cadettes

9-10 Seniors

11-12 Ambassadors

Retention = Belonging
Girls don't just join — they stay.

69.2% Girl Retention Rate

81.1% Adult & Volunteer Retention Rate

Girl Scouts Highest Awards
The Girl Scout Highest Awards recognize girls who take the lead in creating lasting change in their communities. Through the Bronze, Silver, and Gold awards, girls identify a local or global issue they care about, design a sustainable solution, and put their leadership, teamwork, and problem-solving skills into action.

16 Gold Award Girl Scouts

19 Silver Awards

9 Bronze Awards

Cookie & Product Programs
Entrepreneurship Impact

Entrepreneurship programs give girls the opportunity to build real-world business skills, most notably through the iconic Girl Scout Cookie Program. This hands-on experience teaches goal-setting, money management, customer service, and leadership while directly supporting local girls and programs in their council community.

654,372 Packages of Cookies Sold

$4,174,039 Total Gross Product Program Sales

58% Girl Scout Participation

Camp & Travel Experiences

208 Girls Attended Camp

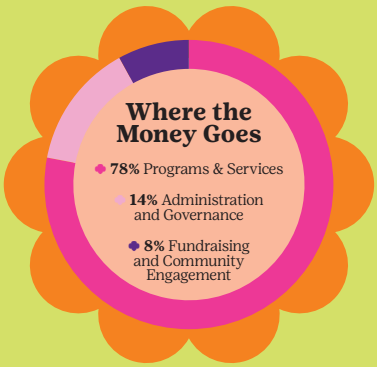
36 Camperships Received

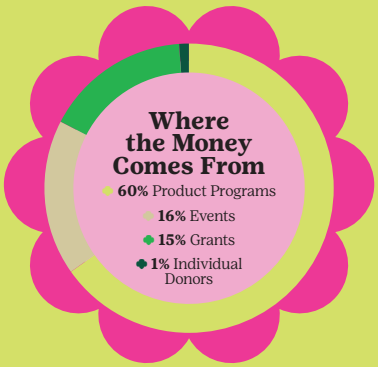
640 Girls Traveled (U.S. & International)

Building Life-Long Skills
Girl Scouts builds strong, lifelong skills through the Girl Scout Leadership Experience (GSLE). This proven program model uses a badge-based system across four pillars; STEM, Outdoors, Life Skills, and Entrepreneurship to help girls discover who they are, connect with others, and take action to make the world a better place. Guided by supportive adults and peers, girls engage in hands-on, cooperative, and girl-led activities that build confidence, character, and leadership at every age.

222 Programs Offered

31 Community Partners





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