

A MESSAGE FROM OUR CEO



Fellow Girl Scouts and Friends of Girl Scouts of New Mexico Trails,

This certainly has been a year to remember! From my seat towards the back of the room at the 2019 Annual Meeting where I watched as a volunteer, to my time as your CEO navigating our Council's way through a global pandemic, there have been no shortage of memorable moments over the past 12 months.

As much as we've had to shift the way we do things, our mission has remained the same: to build girls of courage, confidence, and character, who make the world a better place. Our steadfast commitment to the girls of central and northern New Mexico, even in a crisis, has given us reason to re-evaluate what we do and how we do it. Troop Leaders and volunteers have stepped in to ensure that girls feel connected and supported, even if it meant having to step out of their own personal comfort zone and learn a few new skills. Communities have rallied around our organization and the girls we serve to help lessen the financial impact of the economic downturn and guarantee that we are able to maintain our operations. Families have sent encouraging notes and photos of their Girl Scouts participating in virtual programs and activities. And our council staff has found new ways to collaborate and deliver high-quality, hands-on educational opportunities to girls while maintaining top-notch support for troops across the 23 counties in our council jurisdiction.

2020 has been a constant reminder of the absolute necessity of what we do. From mitigating the learning loss brought on by the pandemic and creating opportunities to contribute to a more inclusive and equitable society, to offering connection with other Girl Scouts that will diminish the long-term impact of isolation and giving girls the confidence they need to advocate on behalf of themselves in any situation. There has never been a more important time for Girl Scouts than right now.

I want to thank you for your continued support for our organization and the nationwide Girl Scouts Movement. We could not do what we do without you. And while I hope 2021 gets easier for all of us, I feel a lot better about the future, whatever it looks like, knowing that we are all in this together.

Yours in Girl Scouting,
Rebecca Latham
Chief Executive Officer
Girl Scouts of New Mexico Trails

FINANCIALS

How the Cookie Crumbles

46%	Council Delivered Activities
38%	Cost of Cookie Program
15%	Direct Support to Members
1%	Opportunity Fund



Revenue

Product Sales	\$	2,567,111
Contributions	\$	218,510
Programs & Camp	\$	72,081
Equipment Sales	\$	52,815
Investments	\$	32,852
Property	\$	24,617
Miscellaneous	\$	6,294
Total Revenue	\$	2,974,280



Expenses

Program Services	\$	1,756,345
Management & General	\$	354,535
Fund Development	\$	153,504
Capital Expenses	\$	13,463
Master Development	\$	3,935
Total Expenses	\$	692,498

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girl scouts of new mexico trails



2020 ANNUAL REPORT

A report on the activities of
Girl Scouts of New Mexico Trails
fiscal year Oct. 1, 2019 - Sept. 30, 2020
See the full report at
www.nmgirlscouts.org/annualreport

THE GIRL SCOUT IMPACT

Daisies
627

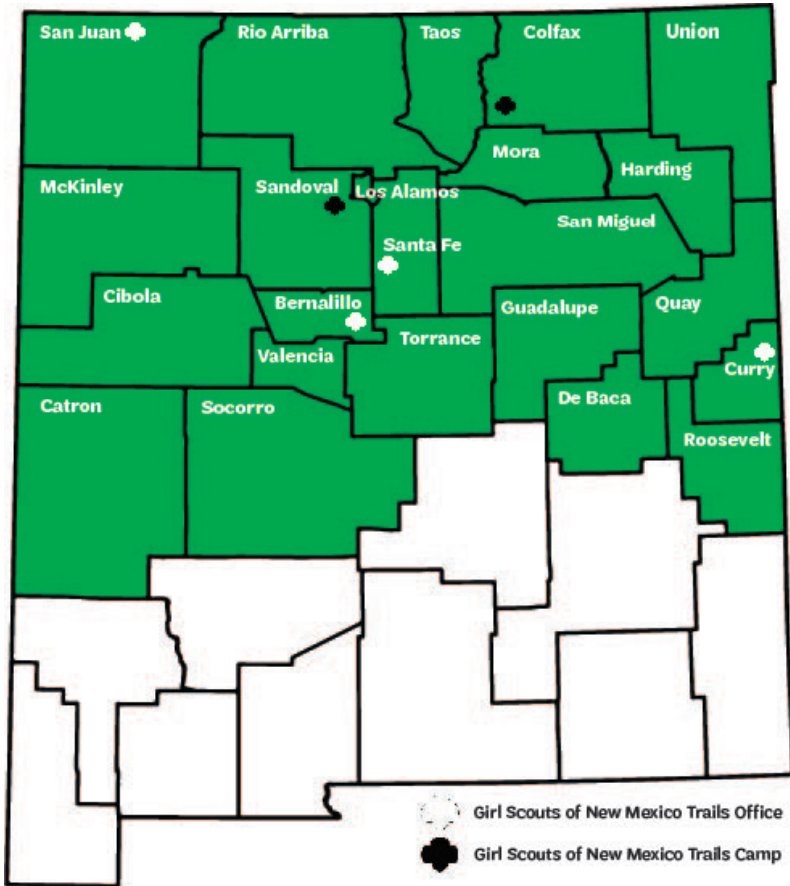
Brownies
871

Juniors
780

Cadettes
503

Seniors
139

Ambassadors
69



"With Girl Scouts I feel connected to others in a way that I can tell them everything and I feel safe around them. I also feel that I can be more myself and help others to be more themselves in Girl Scouts."
– Cadette Girl Scout

Total
Membership
4,515



2,993
girl members



1,522
adult members



2,944
Facebook followers



341
Instagram followers



96
Twitter followers



3
Gold Award Girl Scouts



20
Silver Award Girl Scouts



105
Bronze Award Girl Scouts



3,500 hours
devoted to high awards



803,786
packages of cookies sold



over \$1,500
earned by the average troop



51,945
packages of cookies donated to
Hometown Heros and Gift of Caring



27
staff members



100%
percentage of staff who are
members

INVEST IN GIRLS. CHANGE THE WORLD.

DONATE: Make an individual gift, make a planned giving strategy, or attend a fundraising event. nmgirlscouts.org/donate

VOLUNTEER: Make a difference in the lives of girls by leading a troop, running a camp, helping behind-the-scenes, or supporting a troop. nmgirlscouts.org/volunteer