

2024-2025 Membership Year

Amount per serving*

Members 13,911

% Daily Value*

Adults 2,090

Girls 10,668

Lifetime 1,153

Financial Assistance Provided \$142,328

Summer Campers 672

Cookie Boxes Sold 921,559

***YOU made this possible!**

GirlScoutsToday.org
800-798-0833

girl scouts
of eastern iowa
and western illinois



**Meet Gold Award*
Girl Scout, Elle Smith
of Cedar Falls, IA!**

Elle worked to end period poverty in schools and stimulated the creation of an Iowa Bill, HF883.

*That's the
tangible
power of
Girl Scouts.*

***The Gold Award is
the highest award a
Girl Scout can earn.**

These girls identify a problem in the community and work towards creating a sustainable solution.

**2024-2025
Annual
Report**



Dear Girl Scout Family,

After 24 incredible years with Girl Scouts of Eastern Iowa and Western Illinois, I wanted to share some personal news with you. I will be retiring as CEO in July 2026.

This decision comes with deep gratitude and pride for all we have accomplished together. From merging councils in 2008 to renovating Camp Liberty in 2015, to navigating the challenges of the pandemic and celebrating the transformative gift from MacKenzie Scott, every milestone has been possible because of the passion and dedication of our volunteers, donors, staff, and members.

Serving this organization has been the honor of my lifetime. I have loved watching girls discover their voice, build confidence, and become leaders in their communities. You inspire me every single day.

The Board of Directors will soon begin a national search for the next CEO to ensure a smooth transition and continued success for our council. I am confident that the future of Girl Scouts in eastern Iowa and western Illinois is bright.

Thank you for allowing me to be part of your Girl Scout journey. I look forward to celebrating this next chapter with all of you in the months ahead.

Diane T. Nelson
Chief Executive Officer



Hubbell-Waterman Foundation Funds Change for Girl Scouts!

In a time when girls need connection more than ever, the Hubbell-Waterman Foundation is making a powerful difference. Their commitment to empowering youth is opening doors for countless girls, giving them access to experiences that build confidence, courage, and lifelong skills. Their dollars go directly to our community partner programs, empowering Girl Scouts across the region, no matter what barriers they face!

The Hubbell-Waterman Foundation's investment is helping to break down barriers for girls who need it most. By funding hands-on activities and resources, and removing financial obstacles, the Foundation ensures that more girls can thrive and grow regardless of their circumstances. The Foundation's impact is profound, enduring, and deeply valued.



“It has been truly rewarding to see the girls come out of their shells and develop a deeper sense of kindness and cooperation toward each other. The Girl Scouts program has undoubtedly contributed to their personal growth and positive development.”

Lorena Steinke, Program Manager at Project Renewal, one of the programs made possible through Hubbell-Waterman's support.

Because of Dave and Dee Vandeventer, more girls across our council region now have access to life-changing Girl Scout experiences.

Their generous matching gift during our end-of-year campaign inspired others to give—and together, you raised more than \$70,000 to support girls as they grow into confident, capable leaders.

Dave and Dee understand firsthand the power of Girl Scouts. Dee often shares how her own Girl Scout journey shaped the confidence and values she carries to this day. That belief in the program inspired Dave to become involved early in their marriage, where he discovered his own leadership path through board service, national convention delegations, and hands-on experiences at camp—opportunities he proudly describes as his “professional development.”

Because of their generosity, these same transformative experiences will continue to shape the next generation of girls. Together, your support ensures that girls don't just imagine a brighter future; they're given the tools, confidence, and opportunities to lead it.

Leading with a Winning Culture Featuring Lisa Bluder

Earlier in July, lifelong Girl Scout and legendary coach Lisa Bluder, the all-time winningest coach in Big Ten history and the 10th winningest coach in NCAA Division I women's basketball, partnered with Girl Scouts and spoke at Bally's Casino in Rock Island, Illinois. She reflected on the lessons she's learned through both basketball and Girl Scouts, and shared insights on building and sustaining a winning culture.

Summing it up beautifully, she said, "I believe in the lessons that sports teach us, but not everyone is an athlete. Every girl, however, can be a Girl Scout."

The Leading with a Winning Culture event honored the legacy of Girl Scouts and highlighted the movement's core values of courage, confidence, and character.



Lisa Bluder and Girl Scout, Alaina Canney, who shared the impact of Girl Scouts in her life at the event.



Raise Your Voice with Girl Scouts!

Raise Your Voice is an annual leadership retreat for Girl Scouts in grades six through 12. The weekend event offers girls a unique opportunity to build practical life skills, explore STEM concepts, and strengthen their public speaking abilities. Hosted at a different Iowa college each year, Raise Your Voice also provides participants with a firsthand look at college life and the possibilities that lie ahead.

This year, Girl Scouts partnered with the Tippie College of Business and the College of Engineering at the University of Iowa. Girls attended presentations led by faculty in engineering and business, then stepped into leadership roles of their own by delivering presentations to their peers.

Through hands-on learning and real-world experiences, Raise Your Voice equips girls with the confidence, skills, and tools they need to navigate future challenges and pursue their goals.



More than 672 campers tackled the outdoors this summer at Camp Liberty!

From trying yoga for the very first time to paddling a canoe across the lake, each experience helped girls grow their self-confidence and forge life-long friendships.



These moments didn't just form memories. They changed lives.



Girl Scouts give back!

Girls across the region are giving back to their communities and making a difference. When you give to Girl Scouts, they in turn make your gift go even further by giving back to their community!



Troop 1015 made benches from recycled materials and installed them along the path at the Hurstville Interpreter Center. The girls collected 800 pounds of plastic from their community, and partnered with a business in Indiana that turns plastic into park benches.



Troop 1252 partnered with the Department of Health and Human Services office of Bremer County to create a more welcoming environment for foster children. They cleaned and redecorated the office's playroom and created care packages for more than 31 foster children.



Girl Scout Bee Scheider created a community garden from scratch to provide families with more nutritious options and easy recipes. She also created a map for crop rotations to ensure the garden's sustainability.



Troop 3591 gave back to the community by collecting donations for Hurricane Helene victims. They also donated fuzzy socks and caroled for a local nursing home to spread holiday joy while giving back to the community!

Girl Scouts of Eastern Iowa and Western Illinois Financial Report Fiscal Year ending September 30, 2025

Revenue

	2025
Public Support	\$813,301
Product Sales	\$3,681,877
Program Revenue	\$433,859
Investment Income	\$1,008,352
Other Revenue	\$282,422
Operating Income	\$6,219,811



Expenses

2025

Program Services	\$5,505,765
Management & General	\$541,803
Fundraising Expenses	\$433,542
Total Operating Expenses	\$6,482,110
Change in Net Assets	(\$262,299)

The deficit is primarily driven by economic conditions and inflation. Many funding sources are prioritizing organizations that address urgent needs such as food insecurity, which limits available support for other programs.

Inflation has significantly impacted families' discretionary spending, reducing participation in Girl Scout activities such as dues, camps, and cookie purchases. At the same time, our operating costs—including cookies, fall products, and general expenses—have increased. In response, we have expanded our financial assistance program to ensure that every girl has the opportunity to participate in Girl Scouts, despite these economic challenges.



Donor Categories by Giving Level

01/01/2025 to 12/31/2025

In Memoriam

Jeannette Archer-Simons
Vincent H. II and Jean Gustafson Charitable Trust

\$25,000.00 +

Aegon Transamerica
Arconic Foundation
Bechtel Trust

\$10,000-\$25,000

Ascentra Credit Union
Benton County Community Foundation
BITCO
Michael & Teresa Colgan
Community Foundation of Northeast Iowa
Iowa 80 Group, Inc.
Leap Automotive Family Foundation
Max and Helen Guernsey Charitable Foundation

Quad City Bank & Trust
R. J. McElroy Trust
Regional Development Authority
The Hubbell-Waterman Foundation
University of Iowa Tippie College of Business
United Way of Dubuque Area Tri-States
United Way of Southeast Iowa

\$5,000 - \$9,999

Birdies For Charity
Jeff Collins
Conlon Construction
Elizabeth Dewitte
Empeople Credit Union
Gayle Frary
Geneseo Foundation
Girl Scouts of the USA

Hills Bank And Trust
Jo Ann Kreiman
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Royal Neighbors Of America

The Gallagher Family Foundation
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Young Family Foundation

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Rock Island Community Foundation
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