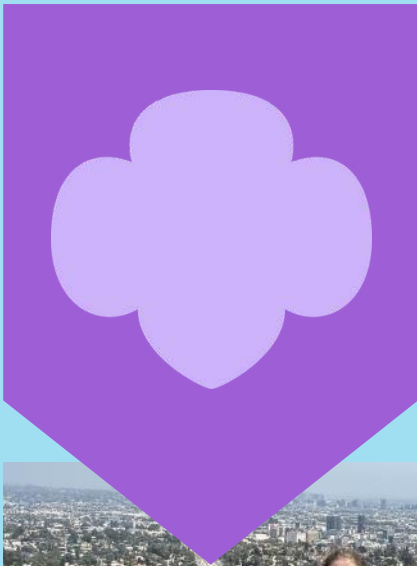


Annual Report

Fiscal Year October 1, 2024 - September 30, 2025



girl scouts 
of the desert southwest
southern new mexico
& west texas

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Patty Craven
Chief Executive Officer



OUR MISSION

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

FOUR PILLARS OF GIRL SCOUTING



LIFE SKILLS



STEM



OUTDOORS



ENTREPRENEURSHIP

A Message From Our CEO

Dear Friends, Supporters, and Champions of Girl Scouts,

As we reflect on 2025, I am filled with both gratitude and determination. This year has been one of resilience, innovation, and renewed purpose as we continue to deliver on our mission to build girls of courage, confidence, and character who make the world a better place.

Across the Desert Southwest, our Girl Scouts have shown us what is possible when girls are given the opportunity to lead. From launching entrepreneurial ventures through the Cookie Program to exploring STEM pathways, serving their communities, and embracing the outdoors, our girls are not just participating; they are shaping the future. They are problem-solvers, innovators, and leaders in the making.

At the same time, we recognize the evolving challenges facing youth and the broader Girl Scout movement. Membership shifts, changing community needs, and increasing demands on families require us to think differently, act boldly, and remain deeply committed to access and inclusion, especially for girls in rural and underserved communities. Every girl deserves the opportunity to experience Girl Scouts, and we are intentional in ensuring those opportunities remain within reach.

This year, we strengthened our community partnerships, expanded outreach efforts, and invested in new ways to engage girls and volunteers where they are. We continue to focus on delivering high-quality programming across our four pillars—STEM, Outdoors, Life Skills, and Entrepreneurship—while building pathways that support girls from their first meeting through their highest achievements, including the Gold Award.

None of this work happens without you. Our volunteers, donors, community partners, families, board members, and dedicated staff are the foundation of everything we do. Your belief in our mission fuels every camp experience, every troop meeting, and every moment where a girl discovers her potential. Because of you, we are not only sustaining Girl Scouts, we are strengthening it for generations to come.

As we look ahead, we remain focused on growth, sustainability, and impact. We will continue to innovate, expand access, and ensure that Girl Scouts remains the premier leadership experience for girls in our region and beyond. Together, we are building something lasting, a movement that empowers girls to lead with confidence, serve with purpose, and change the world.

Thank you for standing with us and for believing in the power of every girl.

Yours in Girl Scouting,
Patty Craven
Chief Executive Officer

Membership Year 2024-2025

2,548

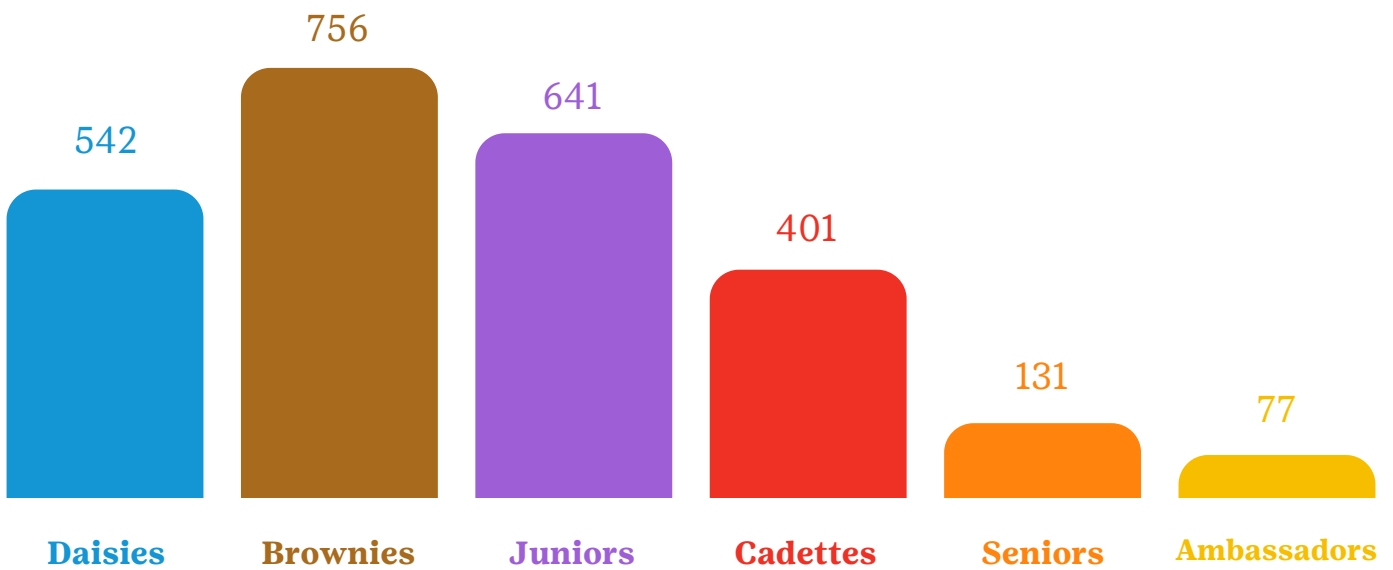
Girl Members
Served

1,692

Adult Members
Supported

143

Volunteer Led
Troops





Adult Awards

Cookie Champion

- Mayra Duarte
- Candy Veroneau

Fifteen Year Volunteer Pin

- Katharina Stohr - Volunteer Pin

Man Enough to be a Girl Scout

- Moises Arroyo
- Christian Harrison
- Raul Medina
- Michael Urban

Girl Scout Support

- Rebecca Kazda

Honor Troops

- Troop 50021 - El Paso, TX - Cotton Valley SU
- Troop 55914 - El Paso, TX - Indian Summer SU
- Troop 64125 - El Paso, TX - West Sunset SU

Appreciation Pin

- Diane Bouchard
- Karri Carroll
- Christine Gibson
- Maria Hernandez Guzman
- AnnRose Howard
- Kristina Huffman
- Jennifer Lee
- Barbara Parker
- Darlene Rincon
- Haydee Sanchez
- Michael Sanchez
- Sandra Stohr

Twenty-Five Year Membership Pin & Volunteer Pin

- Rink Somerday - Membership Pin
- Katharina Stohr - Membership Pin
- Sandra Stohr - Membership Pin & Volunteer Pin

Volunteer of Excellence

- Stephanie Barrera
- Alicia Cox
- Jennette Cuellar
- Angie Martinez-Romero
- Trina Medina
- Victoria Medina
- Barbara Parker
- Katharina Stohr

Regional Leader of the Year

- Pamela Johnston

Forty Year Membership Pin

- Barbara Parker - Membership Pin

Shining Star

- Thais Ahlstrand

President's Award

- Fort Bliss Service Unit

Trifecta Awards

The Trifecta Award recognizes our Girl Scouts who have completed all three Highest Awards (Bronze, Silver, and Gold) during their Girl Scout career. These girls exemplify the Girl Scout mission of building girls of courage, confidence, and character who make the world a better place.



Valentina C.

- B** Helping the Homeless
- S** One Mask at a Time
- G** Minds In Action for Mental Health

Toni Marie G.

- B** Book Drive Thru
- S** Animal Shelter Advocacy
- G** Books for Tomorrow

Frances G.

- B** Cafeteria Composting at Mesita Elementary
- S** Menstruation Stations at Wiggs
- G** WriteOn! Creative Writing Club

Cassandra S.

- B** Two Little Free Libraries in the NE
- S** Comforting Families with Love and Support
- G** National Parks in the USA and Beyond



Gold Awards

Seniors and Ambassadors earn the Gold Award—the highest award in Girl Scouting—by developing and carrying out lasting solutions to issues in their neighborhoods and beyond. Gold Award candidates must complete a minimum of 80 hours on their project.

Valentina C. - Troop 58551 Minds In Action for Mental Health

Motivated by witnessing classmates struggle with mental health challenges, I founded the school's first peer-to-peer counseling program. The initiative promotes open conversation, reduces stigma, and connects students with supportive resources. Through collaboration with district and regional leaders, I helped highlight the importance of student-centered mental health advocacy and accessible support systems.



Toni Marie G. - Troop 55914 Books for Tomorrow

Recognizing the inequities faced by low-income schools, I established a book club to provide engaging, culturally relevant reading materials and foster a love of learning. Through donated books, interactive activities, and a welcoming environment, I helped students build confidence, curiosity, and a lasting passion for reading - empowering them to find their voices and take pride in their education.



Frances G. - Troop 65904 WriteOn! Creative Writing Club

Recognizing the need for greater access to creative writing opportunities in El Paso's literacy desert, I founded a bilingual writing club at Wiggs Middle School. Meeting weekly, the club fosters expression in both English and Spanish, encourages storytelling, and builds a supportive literary community.



Cassandra S. - Troop 58553 National Parks in the USA and Beyond

Inspired by my love for the outdoors, I created an educational program to teach students about conservation, the importance of national parks, and ways to get involved through the Junior Ranger program. I also founded my school's first Junior Ranger Club to encourage ongoing environmental stewardship. This project strengthened my leadership and communication skills and deepened my passion for protecting our planet.





Silver Awards

The Silver Award is the highest award a Cadette Girl Scout can earn. Working with a small team of Girl Scouts or on their own, they must complete at least 50 hours of work on their project.

Troop 27137 - Eleanor H., Bethany J., Ellie K. Rainy Day Activities

This project added more indoor and covered activities at Camp Mitre Peak to make camp fun in any weather. New games and setups were created, and some may be used anywhere around camp. The team also organized supplies, made donation posters to keep the project eco-friendly, and surveyed campers to measure success. Now, campers, staff, and visitors can enjoy camp - rain or shine!

Troop 55726 - Ana Christina A., Samantha R. Garden Project

This project restored a neglected church garden that had become overgrown and unsafe. The team cleared weeds, revived the plants, and created a calm space for prayer and reflection. They designed an educational folder with information about each plant - its origin, water needs, and care instructions. Now, church members can enjoy a safe, peaceful garden that will stay healthy and thrive for years to come.

Troop 62534 - Alexandra R., Itzel V.T. Bat Houses for Camp Mitre Peak

This project helped protect bats by building safe, sustainable bat houses at Camp Mitre Peak. Since bats are vital for the environment, they spread seeds and eat insects, the team researched the best materials and designs to create durable homes. A poster about the importance of bats is displayed at camp to educate visitors and inspire others to protect these amazing creatures.

Troop 64125 - Sophie L. Equality Lessons

This project helps young students at St. Patrick's Catholic Church learn about equality and anti-racism as part of their faith. Three age-appropriate lessons were created for youth formation classes to teach how racism goes against Catholic values and that everyone deserves respect. The project also includes a "train-the-trainer" guide to ensure the program continues for future students to grow in both faith and fairness.



Bronze Awards

The Girl Scout Bronze Award adventure is big; in fact, this award is the highest honor a Girl Scout Junior can achieve. Earning the Girl Scout Bronze Award involves completing a Journey and then spending a minimum of 20 hours from creating a team to completing the project. You're a Girl Scout, which means you will earn your award with courage, confidence, and character, making the world a better place.

Troop 27137 - Aubree C., Sophia Ann C., Isabelle H., Bethany Ann S. Cat Lives Matter

The girls addressed the needs of stray and abandoned cats by partnering with Belinda's House of Cats. They assisted with cleaning, socializing animals, and purchasing supplies using budgeting skills. They also created cat toys and scratchers from recycled materials. Through this project, the girls developed teamwork, learned about animal care, and made a meaningful impact on their community.

Troop 58551 - Caroline B., Bianca Sara C. Girl Scouts & Lions Recycle for Sight

Bianca and Caroline demonstrated leadership and teamwork by collecting gently used eyewear to support those in need. They gathered 103 pairs of glasses and \$57, which Bianca presented at the El Paso Downtown Lions Club, helping expand access to vision care and raise awareness of community needs.

Troop 69545 - Ava Isabelle G. Playground Painting

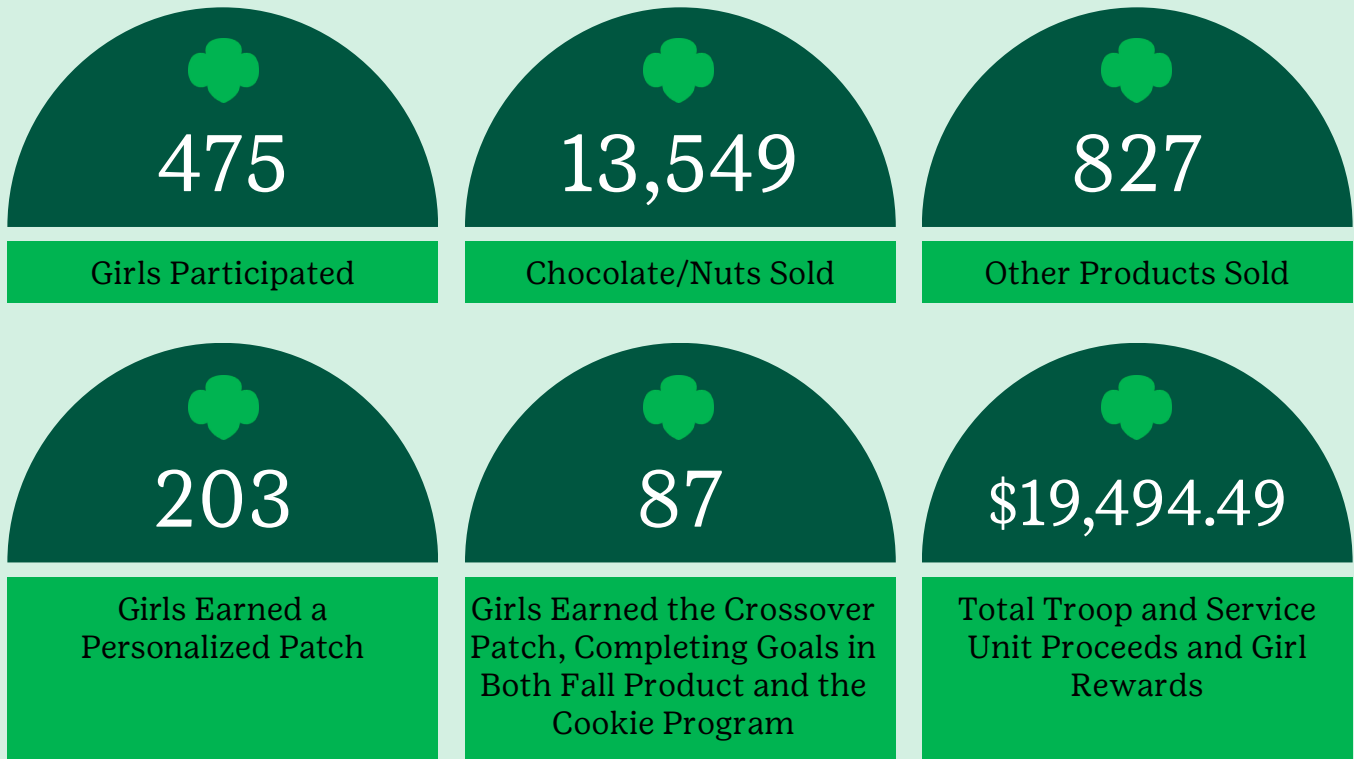
To support the White Sands School community, Ava repainted the playground courts used daily by more than 500 students for games and recreation. Working with her troop and independently, she restored the faded lines caused by the New Mexico sun, revitalizing a safe and engaging play space for students to enjoy.



2024 Fall Product Program

The Fall Product Program is a simple, fun introduction to Girl Scout entrepreneurship! Girl Scout families and friends can support a girl's troop by renewing their favorite magazine subscriptions, subscribing to new magazines, or ordering nuts and candy.

The GSDSW Fall Product Program is an optional council-sponsored program that combines educational activities with money-earning opportunities for the troops. The fall product program enables troops to earn start-up money by selling nuts, chocolates, magazine subscriptions, and more!



Congratulations 2024 Top Fall Product sellers!

Ariel-Chanel S.
Troop 55149
El Paso, TX
326

Savannah S.
Troop 51123
Las Cruces, NM
309

Esther E.
Troop 10234
Alamogordo, NM
195

Victoria D.
Troop 47135
Fort Stockton, TX
184

2025 Cookie Program

The Girl Scout Cookie Program® prepares girls with the business smarts they need to prepare for adventure.

Girl Scout Cookie entrepreneurs are always on a mission, are always sharpening their money smarts, are leaders in the making, are relationship builders, and are honest, fair, and responsible - lessons that will carry them for a lifetime of leadership.

1,136

Girls Participated

\$670,354

Total Troop and Service Unit Proceeds and Girl Rewards

471.28

Average # of Packages Per Girl

509,628

Total Packages of Girl Scout Cookies Sold in 2025

Congratulations 2025 Top Cookie Sellers!

Ariel-Chanel S.
Troop 55149
El Paso, TX
7,733

Shiloh W.
Troop 38554
Odessa, TX
6,387

Grace G.
Troop 27754
Odessa, TX
6,034

Lilley R.
Troop 27512
Odessa, TX
5,550



Programs Held and Attendance

Programs Offered MY 2024-2025

Adults Attended: 330

Girl Scouts Attended: 979

- Archery Club
- Bugs Badge
- Ceremony of Honors
- Comic Book Artist Badge
- Cooking Fun Patch
- Dinner Party Badge
- Eco Friend Badge
- Eco Learner Badge
- Financial Planner Badge
- Flowers Badge
- Girl Scout Day at the Chihuahuas Baseball
- Gold Award Training
- He & Me at Camp Mitre Peak
- Ice Cream Social
- It's Your Skin
- Lego Derby
- Locavore Badge
- My Money Choices Badge
- My Money Habits Badge
- My Money Plan Badge
- My Own Budget Badge
- Nature Brownie Badge
- New Cuisines Badge
- Outdoor Art Apprentice Badge
- Outdoor Art Creator Badge
- Outdoor Art Explorer Badge
- Outdoor Art Maker Badge
- Outdoor Art Master Badge
- Outdoor Cooking Adult Training
- Outdoor Volunteer Training
- Reality Fair
- Simple Meals Badge
- Sky Badge
- Snacks Badge
- Spring Break Nature Break with Sibley Nature Center
- STEM Career Exploration Badge
- Trees Badge
- Water Badge
- You Create It - Art Weekend

Camp Programs Held and Attendance

Summer Resident Camp 2025

In-Council Girls: 94

Out-of-Council Girls: 22

- All About Animals
- Art in the Round
- CIT I & II
- Desert Explorers
- Desert Horse Trail
- Equestrian Delight
- Go Camp
- Into the Night
- Mitre Chef
- Mitre Chef, Jr.
- Mitre Quest
- Mountain Hikers
- Ready, Aim, Camp!
- Saddle Up
- Trailblazers
- Water Fun
- WIT I & II (Wrangler in Training)



Statement of Financial Position

As of September 30, 2025

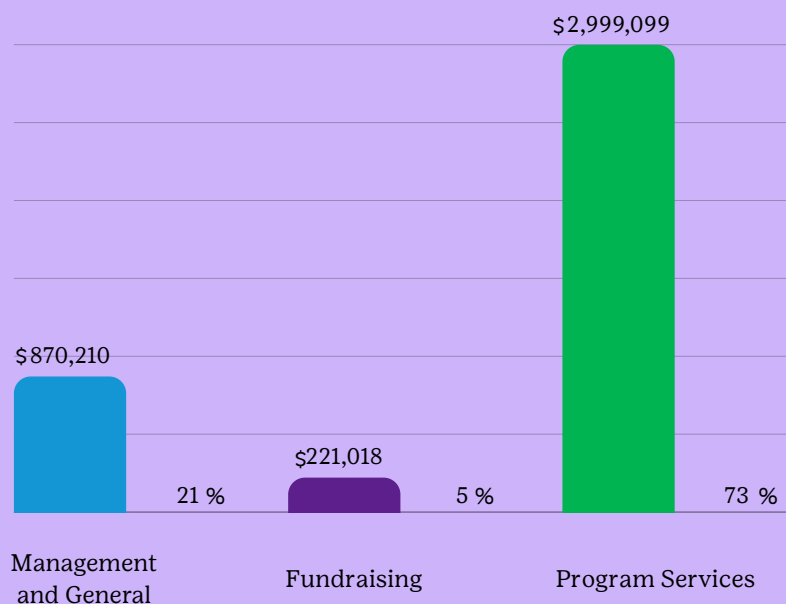
Statement of Activities

Fiscal Year Ending September 30, 2025

Revenue	
Product and Merchandise Sales	\$3,448,092
Camp and Program Fees	\$76,086
Individual, Corp & Foundations	\$117,961
United Way Allocations	\$38,010
Investment Returns (NET)	\$220,816
Fundraising Events	\$55,985
Other	\$84,359
Total Revenue	\$4,041,309

Operating Expenses	
Management and General	\$870,210
Fundraising	\$221,018
Membership	\$557,793
Training	\$72,883
Girl Activities and Camp	\$540,659
Product and Merchandise Sales	\$1,827,764
Total Expenses	\$4,090,327

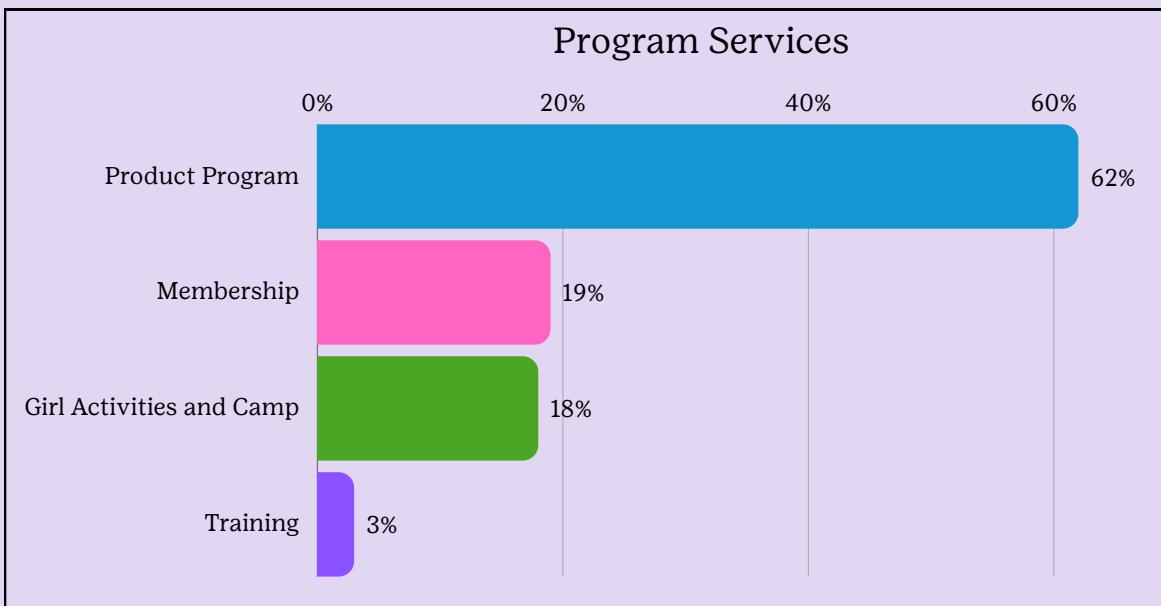
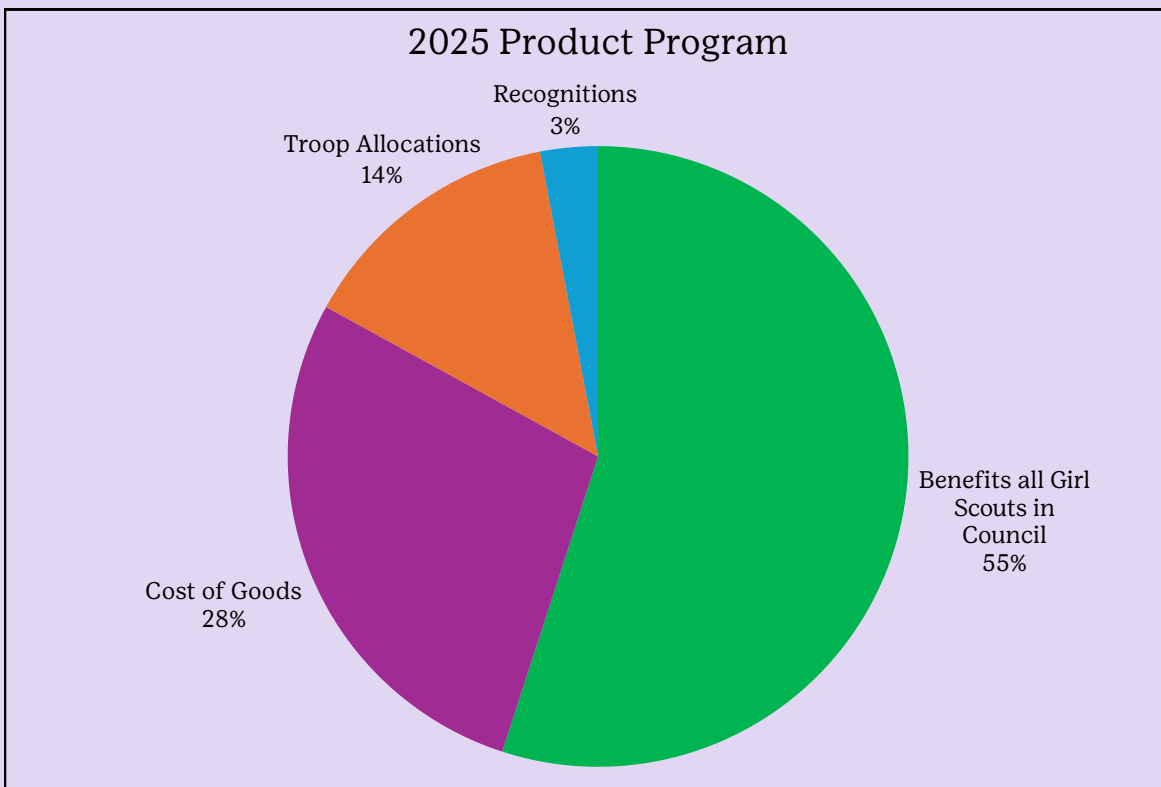
Functional Expenses



Program Services	
Total Revenue	\$4,041,309
Total Expenses	\$4,090,327
Change in Net Assets	-\$33,419

Revenue & Expense Breakdown

Program Services	
Membership	\$557,793
Training	\$72,883
Girl Activities and Camp	\$540,659
Product and Merchandise Sales	\$1,827,764
Total Program Expenses	\$2,999,099



Thank you for investing in our girls!

\$5,000 and Up

John & Maurine Cox Foundation
Mary Lou Cassidy
Oil Patch Kids

\$2,500 - \$4,999

- 2W Whatley Ranch
- City Bank Lubbock
- DiamondBack Energy
- Henry Resources
- Johnny & Nathali Weisman
- Loyal Order of Moose #2081
- Midland Festival Ballet
- Paul Foster Family Foundation

\$1,000 - \$2,499

- Andrea Quiroz
- Audrey & Mike Curry
- Casa de Amigos
- Catherine Bredemeyer
- City of Midland
- Claudia Camacho
- Gerald Fahey
- Geriann Green
- Janis Chapman
- Jennie Guadagno
- Kendra Scott, LLC
- Linda Kana
- LL Services
- Lois Black Booth
- Lynch, Chappell & Alsup, PC
- Michael & Dawn Gopin
- Patty & Chris Craven
- Senior Life
- Thais Ahlstrand
- Valerie and Jeff Sparks

\$500-\$999

- Binns Family Foundation
- CG and Company, Inc.
- Community Foundation of Southern New Mexico
- Community National Bank
- Coterra Energy
- Donette Marble
- Fred G Yates Family Foundation Yates
- Give Grandly Giving Day
- Grant Community Foundation
- Joann and Shelton Viney
- Junior League of Odessa
- Kathryn Chandler
- Margaret Wade
- Terracon
- The Benevity Community Impact Fund

\$250-\$499

- Allison Marshall
- Amy Parker-Morris
- Brandon Bredemeyer
- Carlsbad Downtown Lions Club
- D'nae Robinett
- Emily Zwiacher
- Freda Walker
- Myrna Ortiz
- Nicolette Oppermann
- Scott Hulse Attorneys at Law
- Susan Slade
- Suzie and Kirk Boyd
- The Outlets Shoppes at El Paso

Donors

\$100-\$249

- Anita Williams
- Arthur Darryl James
- Autumn Vest
- Barbara Hubbard
- Bernadette Granger
- Beth Francell
- Betty Ann Prentice
- Carla E. Smith
- Catherine Kellner
- Chris Lacy
- Christine & Fred Newman
- Danielle & Kenneth Green
- David A Taylor
- Diane Davis & Celia Malin
- El Paso Electric
- Elizabeth Mikols
- En Li
- Espy Family Ranches LLC
- James & Dianna Brundage
- Janet Greathouse
- Judy Yates
- Lady Harris
- Lia Watson
- Lola Brantley
- Marcia Starich
- Margaret A Crim
- Martha Lamkin
- Mary Beringer
- Michelle Fenton
- Nancy and George Patterson
- Patricia Collins
- Pod of the Pass Pod of the Pass
- Rev. Woodrow Bailey
- Richard & Debbie Reese
- Ron Harpe
- Rory McMinn
- Sara & Nathan G. Jones
- Sarah Peet
- Selena Solis
- Soledad Basoco
- Sondie Stockton Agency
- Stephen & Judy Alton
- Sue Plaunt
- Sue Roseberry
- Teresa Carlos
- Wade Caldwell

Under \$100

- Alejandro Muro
- Alice Duerksen
- Alicia Wright
- Anonymous Donation
- Autumn Bohannan
- Barbara Richerson
- Betty Spence
- Candy Veroneau
- Carlene Jones
- Cathy Ferguson
- Christine Fairbanks
- ChuckWagon Cash Donation
- Debby Morgan
- Diane Cass
- Dinorah Vazquez
- Eddie Rayas
- Elizabeth Preza
- Fidelity Charitable
- Grace Williams
- Guy Chevrolet
- Iris Hall Sanders
- Isabel Garcia
- Jennifer Lepisko
- Jon Scheng
- Julia Sherrell
- Kathryn Kanely
- Kathy Newton
- Katie Jansen
- Kay & HH Hatfield
- Kristen Miller
- LaTanya Lowery
- Laurel Huston
- Lindsey Bell
- Manuel & Priscilla Lucero
- Marissa Rowse
- Melissa Wardy
- Nancy Gordon
- Natasha Hines
- Patricia Gonzalez
- Paula and Richard Lynch and Smith
- Pizza Properties
- Regina & David L. Yarbrough
- Susan Brown
- Susan Rice
- Teresa Burnett
- Tim Geddes
- Tracy & Neil Renton
- VSUW 101
- Wanda Mitchell
- Yolanda Molina

Grants

- Carlsbad Community Foundation, Inc.
- Charles Schwab
- Devon Energy
- El Paso Community Foundation
- El Paso Electric
- HEB
- Safari Club International West Texas Chapter Inc
- The Henry Foundation

United Way Partners

- United Way of Carlsbad & South Eddy County
- United Way of Lea County
- United Way of Midland
- United Way of Odessa
- United Way of Southwest New Mexico



In-Kind

- 2W Whatley Ranch
- Alvarado Builders & Construction
- AMC Theaters
- Ashley's furniture
- Austins Jewelry
- Black Orchid Realty
- Brand N Iron
- Callendar's Gallery
- Candy Verneau
- Carter's Furniture
- Casa de Amigos
- Cathy Eastham Jewelry
- Cork and Pig Restaurant
- Crumbl Cookie
- Crystal Rodriguez Photography
- Debbie Bergen Promotional Products
- Dillard's Midland
- Emerald Isle Boutique
- Flair Taverna Restaurant
- Flowerama
- Folger Galleries
- Geriann Green
- Good Life Nutrition
- Heart of the Desert
- Henry Resources
- Home Charm Realty
- Julian Gold
- Julienne Jewelry
- Kathy Hassell
- Katie & Thomas Wilkinson
- Kendra Scott
- Kirby's Klostet
- L & F distributors
- Longhorn Steakhouse
- Lorenzo's Italian kitchen
- Market Street
- Marquee & Sarah Allison
- Mas Art
- Meraki Realty
- Mew & Co.
- Michael Olivas-Exquisite Catering LLC
- Midland Community Theatre
- Midland Rockhounds
- Organ Mountain Outfitters
- Patty Craven
- Petroleum Club
- Pinkie's Liquor
- Prime Lending
- Raising Cane's
- Sam's Club Odessa
- Scott Haynie
- Senior Life Midland
- Service First Mortgage
- Star Jewelers
- Thais Ahlstrand
- The Canopy
- The Ivy Cottage
- Torchy's Tacos
- Toucan Market
- Tracy & Neil Renton
- Troop Mitre
- Weight Loss Solutions
- Welcome Home by OBR



Troop Mitre



Troop Mitre is an all-volunteer organization. Their volunteers create, organize, and carry out all events and projects. The camaraderie experienced by extending our time and talents to Camp Mitre Peak reminds them of their camping days and renews their bonds. Troop Mitre has made a real difference. When they see rebuilt areas, repainted surfaces, and repaired facilities, it restores their pride in Camp Mitre Peak and renews their devotion to a camp we all love.

Troop Mitre Mission

Preserve Mitre Magic for girls and adults. Promote relationships between fellow alumni, friends, Girl Scout organizations, and community. Provide financial support for camperships, programs, and facility maintenance. Perform volunteer services. Protect a high-quality outdoor experience for girls. Perpetuate Camp Mitre Peak History.

A Note from the CEO

We extend our sincere appreciation to Troop Mitre for their exceptional dedication, leadership, and vision for Camp Mitre Peak. Their ongoing efforts play a vital role in maintaining and improving the camp, enhancing both its beauty and functionality while also helping our council steward resources responsibly through thoughtful investments and improvements.

Troop Mitre's contributions have a lasting impact—ensuring that more girls can access the outdoors, build confidence, form meaningful connections, and create lasting memories in a safe and inspiring environment.

We are truly grateful for Troop Mitre's continued commitment to Camp Mitre Peak and for the important role they play in sustaining it as a place of adventure, growth, and opportunity for all who experience it.

With appreciation,
Patty Craven
CEO, Girl Scouts of the Desert Southwest

Monetary Contributions and Volunteer Hours Camp Mitre Peak Improvements

Troop Mitre Saved GSDSW \$380,917.44

Troop Mitre	
Apache & Seminole Renovation	\$243,930
Project Costs	\$32,949
Summer Resident Camp Program	\$6,605
Volunteer Hours	\$97,433.44



Sponsors

EVENT SPONSORS

Silver Sponsors



Bronze Sponsors



Chris & Patty Craven



Mary Lou Cassidy



Friends Sponsors



Banner Sponsors

ESPY Family Ranches
Judy & Stephen Alton
Suzie & Kirk Boyd
Thais Ahlstrand

Board of Directors and Facilities

Board Chair

Bernadette Granger, Midland, TX

Treasurer

Andrea Quiroz, Odessa, TX

Secretary

Patty Collins, Hobbs, NM

Ex Officio Member (Voting)

Autumn Vest, BDC Chair, Midland, TX

Ex Officio Member (Non-Voting)

Patty Craven, CEO, El Paso, TX

Directors at Large

Thais Ahlstrand, Midland, TX
Autumn Bohannon, Midland, TX
Catherine Bredemeyer, Odessa, TX
Claudia Camacho, El Paso, TX
Marcela Candia, El Paso, TX
Kathryn "Kat" Chandler, Midland, TX
Fayth Gillespie, Las Cruces, NM
Katie Jansen, Las Cruces, NM
Catalina King, Carlsbad, NM
Dr. Tanya Lowery, Arlington, TX
Myrna Ortiz, El Paso, TX
D'nae Robinett Mills, Hobbs, NM
Gregory D. Smith, Midland, TX

Facilities

Girl Scouts of the Desert Southwest oversees 11 fantastic facilities that are available for rent, including the majestic Camp Mitre Peak. If you are interested in renting Camp Mitre Peak or any of our program centers, contact us at info@gswd.org.

