



Chief Executive Officer (CEO)

GIRL SCOUTS OF THE COMMONWEALTH OF VIRGINIA

Girl Scouts create the world they want to live in and strive to make it better every single day. They explore their strengths, take on new challenges, and can always be themselves, regardless of background or ability.

Supported by adult volunteers and mentors right here in our community, as well as millions of alums around the globe, Girl Scouts lead the way as they discover who they are and how they can make the future a brighter place.

MISSION

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

THE GIRL SCOUT DIFFERENCE

At the heart of Girl Scouting is the Girl Scout Leadership Experience (GSLE). This comprehensive Program empowers girls of all ages to discover their potential, build valuable skills, and make a positive impact in their communities and beyond. Girl Scouts provides girls with the skills necessary to navigate life with purpose and joy, by offering unique experiences and the support girls need to discover their interests, build self-confidence, and become agents of change as global citizens. Life Ready – for today and tomorrow.

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.



THE GIRL SCOUT DIFFERENCE

On March 12th, 1912, Juliette “Daisy” Gordon Low brought 18 girls from Savannah out of isolated home environments and into the open air. Girl Scouts hiked, played basketball, organized community service, went on camping trips and studied first aid.

A year later, Girl Scouts of the Commonwealth of Virginia began with Troop #1 in Highland Springs. In 1932, the first African-American Girl Scout troop in the South was formed in Richmond, meeting at Virginia Union University. Today, there is a historical marker commemorating history-making Girl Scout Troop 34 on Virginia Union’s campus.

Girl Scouts of the Commonwealth of Virginia believes in the power of every girl. The leadership Program is designed to help a girl discover who she is and what she can do and connects her with a powerful community of girls and mentors to make it happen. Girl Scouts explore, learn, succeed, and take action to make a difference in their community

With support from dedicated adult volunteers, parents and staff, Girl Scouts of the Commonwealth of Virginia delivers the best Girl Scout experience to girls and adults in a 30 county and 6 city area within Central, Northern, Southern, Western and Eastern Virginia with the council’s headquarters located in the City of Richmond.



The Girl Scouts of the Commonwealth of VA
Where girls discover new possibilities; develop
positive relationships and take actions that make a
difference.

GSCV OUTDOOR PROGRAM RESOURCES

These camps are valued at approximately \$8 million and represent significant assets for the organization. Decisions regarding their utilization, development, or potential divestment will be crucial in shaping the organization's future strategy.

CAMP PAMUNKEY RIDGE

Location: 240 acres along the Pamunkey River, approximately 25 minutes north of Richmond.

› **Facilities:**

- › Fully enclosed cabins with electricity
- › Modern Restrooms
- › Dining hall with restaurant-quality kitchen
- › Basketball courts
- › Swimming pool
- › Equestrian center
- › Large sports field
- › Climbing Tower/Zipline

› **Amenities:**

- › Two villages (Mattaponi and Pamunkey) with cabins, pavilions, bathhouses, and fire circles
- › Equestrian dorm with 14 beds, bathroom, and small kitchen
- › Hammock units
- › Arts and crafts pavilion
- › Multiple hiking trails
- › Gaga pits
- › Large group fire circles
- › Amphitheater

CAMP KITTAMAQUND "Kitty"

Location: 387 acres in Northumberland County, about 80 miles east of Richmond, with five miles of shoreline along the Great Wicomico River.

› **Facilities:**

- › Four living units
- › Enclosed shelters for inclement weather
- › Modern dining hall with restaurant-quality kitchen
- › Arts and crafts building
- › Large sports field

› **Amenities:**

- › 10 canoes and 8 kayaks for water activities
- › Platform tent camping unit with fire circle, bathhouse (compostable toilets, showers, electrical access), 8 platform tents, and a unit house for food storage and indoor activities during inclement weather

MEMBERSHIP NUMBERS 2023

Adults
3,788



26%
daisy
GRADES K-1



29%
brownie
GRADES 2-3

Girls
7,212



17%
junior
GRADES 4-5



17%
cadette
GRADES 6-8

Total Members
10,990



7%
senior
GRADES 9-10



4%
ambassador
GRADES 11-12

8.31%
Increase

FINANCIALS

Total Revenues
\$3,800,000

Total Expenses
\$4,000,000

Total Assets
\$8,000,000



All data is from a 2023 Annual Report

KEY PRIORITIES

- › **Resources** – Secure and manage funds, facilities, and staff to ensure long-term success and innovation.
- › **Communication** – Boost visibility and awareness of the Girl Scout Leadership Experience and its impact.
- › **Volunteers & Members** – Recruit, train, and support volunteers to improve the Girl Scout experience.

STRATEGIC FOCUS AREAS

- › **Fundraising & Community Engagement** – Strengthen donor relations, alumni connections, and volunteer involvement. Establish partnerships to expand donor pool. Identify community engagement opportunities to spotlight GS and the value of membership in GS is for the community and for the individual girl
- › **Marketing & Branding** – Expand digital outreach, promote leadership awards, and highlight Girl Scout achievements. Develop a dynamic communication plan to promote membership growth and GS brand, recognition and presence.
- › **Membership Growth & Retention** – Develop strategic plans to promote growth and retention. Customize programs for different age groups, focus on life skills, and reach underrepresented communities.
- › **Develop Asset Strategy** - Outdoor Adventures & Property Use – Increase year-round adventure programs and maintain campgrounds as vital assets.

KEY OPERATIONAL TACTICS

- › Volunteer Training & Support – Simplify the onboarding process, offer various training formats, and implement year-round appreciation efforts.
- › Expand outdoor programs and complete climbing tower construction.
- › Establish a property management team for long-term planning.
- › Share Girl Scout stories through social media and community outreach.
- › Improve recruitment with digital and in-person initiatives.
- › Provide new members with welcome kits and resource toolkits.
- › Streamline troop leader training and strengthen local leadership networks.
- › Develop targeted programs focusing on outdoor skills, leadership, entrepreneurship, and personal growth.

"Built for the Girl"

Looking for a new home that is “built for the girl”, the Girl Scouts of the Commonwealth of Virginia (GSCV) engaged SMBW to lead a comprehensive planning effort to determine and define GSCV’s culture, program, and space needs for the project. Project drivers include creating a space that is bright, welcoming, and comfortable for the girl scouts, their troop leaders and the community. In their new location, GSCV wants to set troop leaders up for success by providing a safe environment for programming, exploration, and playfulness.



VALUES & DIFFERENTIATORS

- Fun
 - Friendship
 - New Adventures
 - Challenges
 - Write Their Own Stories
 - Take Action
 - Girl-Led
 - Learning By Doing
 - Cooperative Learning
 - Discover
 - Connect
 - (STEM)
 - Outdoors
 - Life Skills
 - Entrepreneurship
 - Journeys
 - Volunteers
- They are the “BEST COUNCIL EVER”!
 - 7,000 members
 - Legacy - Some families have a tradition of being in Girl Scouts
 - First integrated troop in the South
 - Welcoming, positive group that feels like family
 - “S’more News” newsletters

First Floor
C³ Center - C to the power of three - Courage, Confidence, and Character



OFFICE HIGHLIGHTS FLOOR 1:

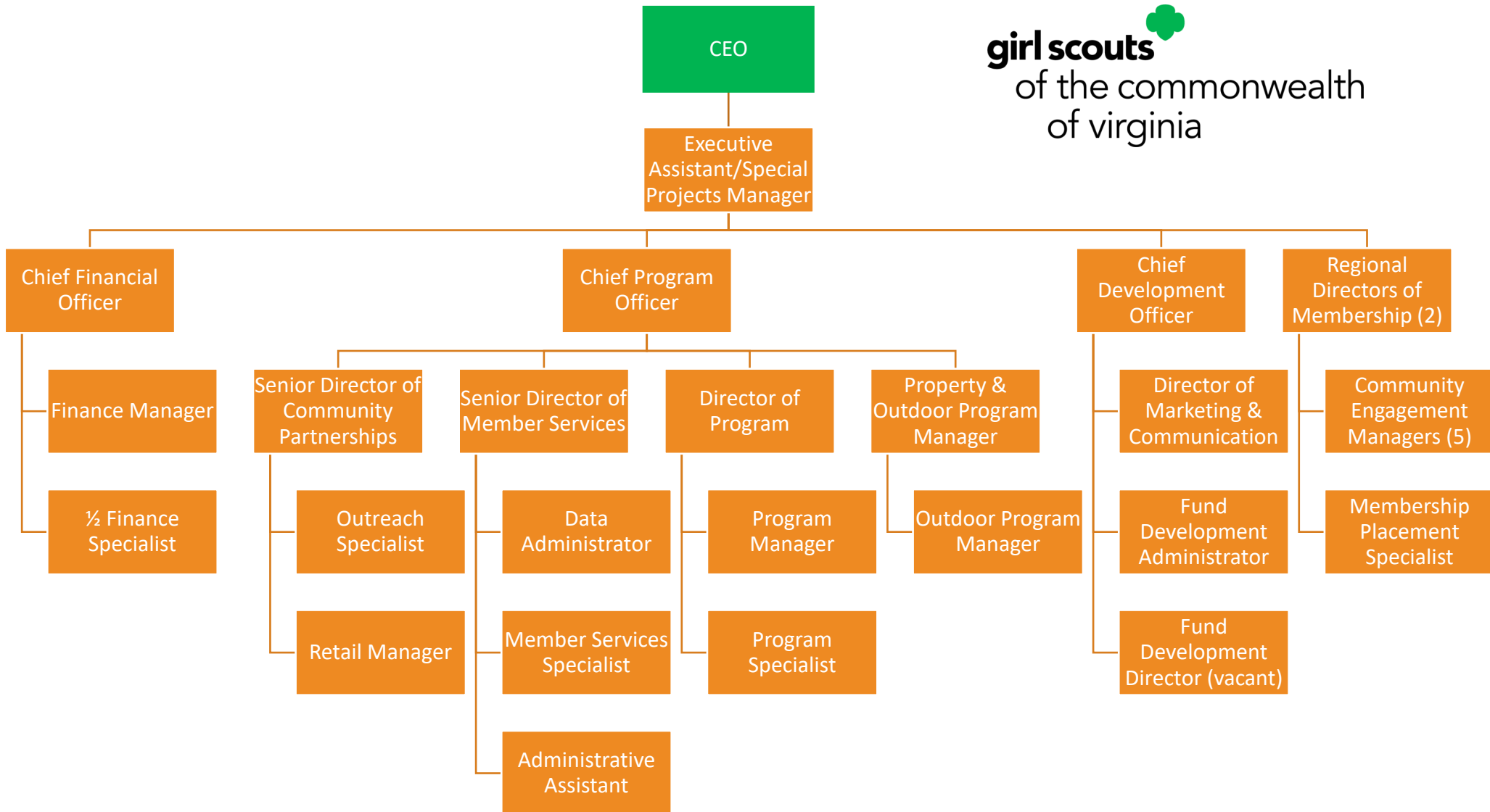
- › Expansive Retail Space
- › Two Large Multi-Purpose Spaces
- › Teaching Kitchen
- › Art Studio
- › Leader Resource Room
- › Girl Hangout Room

Floor 2



OFFICE HIGHLIGHTS FLOOR 2:

- › Ample Office Space
- › Staff Lounge/Meeting Room
- › Three Meeting Rooms
- › Storage Space





Dr. Paula Young
Board Chair



Virginia "Tinker" Brace
GS National Delegate
Capital One



Ellen Marie Hess
Interim CEO, Board
Member



Linda Tisiere
Search Committee Chair,
Board Member



Vicky Lynch
Board Member

SUMMARY:

Fahrenheit Advisors has been retained to lead the search for the new **CEO of Girl Scouts of the Commonwealth of Virginia (GSCV)**.

The CEO will serve as the strategic and cultural leader of GSCV, fostering a healthy, high-performing organization that supports staff, volunteers, and members. This leader must balance stability with innovation, ensuring continuity while also driving necessary change. The CEO must be an ethical, transparent, and visionary leader who can strengthen internal culture, expand membership, diversify funding, and build strong external partnerships.

This role is ideal for a relationship-oriented executive with experience leading complex organizations through change, an ability to engage stakeholders at all levels, and a strong passion for empowering girls.

KEY RESPONSIBILITIES:

Strategic Leadership & Vision

- › Develop and execute a clear, forward-thinking strategy that ensures GSCV remains a premier leadership development organization for girls.
- › Balance transformation with stability, ensuring continuity for staff, volunteers, and the broader community.
- › Leverage national Girl Scouts of the USA (GSUSA) strategies and resources while adapting them to local needs.
- › Foster a culture of learning, allowing for thoughtful risk-taking and innovation.

Organizational Culture & People Leadership

- › Foster a culture of trust, transparency, and empowerment.
- › Build and sustain a high-performing, collaborative leadership team with a strong emphasis on accountability and professional growth.
- › Empower staff to make decisions, speak up, and actively participate in shaping the organization's future.
- › Promote an inclusive, mission-aligned culture that values institutional knowledge and the contributions of staff, board members, and volunteers.

Membership Growth & Community Engagement

- › Develop data-driven strategies to attract, engage, and retain a diverse membership base, responding to the evolving needs of today's girls and families.
- › Strengthen volunteer engagement, recognizing volunteers as essential partners in delivering the Girl Scout experience.
- › Expand GSCV's presence in the community, forging strong relationships with schools, businesses, government agencies, and other youth organizations.
- › Position Girl Scouts as a relevant and compelling opportunity for girls, countering external competition (e.g., sports, other scouting groups, increased school demands).

KEY RESPONSIBILITIES:

Financial Sustainability & Fundraising

- › Decrease reliance on cookie sales (currently 80% of revenue) by diversifying funding streams.
- › Collaborate closely with the Chief Development Officer (CDO) to implement innovative fundraising strategies.
- › Cultivate meaningful relationships with donors, corporate partners, and philanthropic organizations.
- › Develop a strategic plan for maximizing the value of GSCV's two camp properties, balancing financial sustainability with member experience.

Governance & Board Relations

- › Partner closely with the Board of Directors to ensure strong governance, strategic alignment, and open communication.
- › Provide thought leadership, data-driven insights, and timely updates to inform board decision-making.
- › Foster a collaborative board-staff relationship, ensuring alignment in mission and execution.
- › Revise internal HR policies and standard operating procedures (SOPs) to create a structured and consistent workplace culture.

REQUIREMENTS

Core Leadership Skills

- › **Mission-Driven & Ethical** – Leads with integrity, transparency, and a deep passion for empowering girls.
- › **People-Centered Leader** – Builds trust, empowers staff, and fosters a collaborative and inclusive culture.
- › **Strategic Thinker & Executor** – Develops bold strategies and ensures their effective implementation.
- › **Skilled Communicator & Relationship-BUILDER** – Authentically connects with staff, volunteers, board members, donors, and community stakeholders.
- › **Financially Savvy** – Makes sound, strategic business decisions in collaboration with the CFO and Board of Directors

Experience & Qualifications

- › Executive leadership experience in nonprofit, youth development, education, or mission-driven organizations. Private sector leaders with a strong nonprofit understanding will also be considered.
- › Proven track record in strategic planning, fundraising, financial management, and organizational development.
- › Experience managing a volunteer-driven organization, recognizing volunteers as key contributors to mission success.
- › Strong financial acumen to guide sustainable decision-making.
- › High comfort level in external relations, including corporate partnerships, fundraising, advocacy, and public speaking.
- › Commitment to diversity, equity, and inclusion (DEI), ensuring all girls, families, and staff feel valued and supported.
- › Deep understanding of Virginia's cultural, racial, and political dynamics, and the ability to navigate them effectively.

TOTAL REWARDS

Benefit	Detail
Medical Benefits	Basic plan health insurance (Anthem/HealthKeepers) effective first day of the month following date of hire. Rates on next slide.
Dental & Vision	Available at additional cost and paid by employee.
Term Life Insurance	GSCV pays for life insurance and short-term and long-term disability for all employees. Life insurance is 3.5x the annual salary earned (Mutual of America 2.0x/Guardian 1.5x)
PTO	4 weeks of Paid Time Off
Holidays	Eight paid holidays in addition to the Friday after Thanksgiving and a December break from the 24 th through the first of the year when the office is closed; Holidays are New Year's Day, Martin Luther King Jr. Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Thanksgiving Day, Christmas Day.
Work Hours	Office closes at 12:30 on Fridays from Memorial Day to Labor Day . Evening and weekend hours will will be expected as needed
Retirement (VALIC 403B)	Contribution to the 403(b) plan with employer match up to 4% of your salary at the discretion of Council management and subject to availability of funds.
Salary	The salary range for this position is 170-190K
Target Start Date	June 1, 2025

INSURANCE RATES

Carrier Name	Anthem	Anthem	Anthem
Plan Name	Healthkeepers Platinum OAPOS 10/0%/3500	HealthKeepers Gold OAPOS 1500/20%/6250	Anthem HealthKeepers Silver OAPOS 4000/20%/8700
Plan Type	OAPOS	OAPOS	OAPOS
Plan Level	Platinum	Gold	Silver
Deductible/Coinsurance	\$0 / \$0, 0%	\$1,500 / \$3,000, 20%	\$4,000 / \$8,000, 20%
PCP	\$10 Enhanced Personal Health Care; \$10 Non-EPHC	\$15 Enhanced Personal Health Care; \$25 Non-EPHC	\$35 Enhanced Personal Health Care; \$45 Non-EPHC
Specialist	\$30	\$60	\$70
Urgent Care Visit	\$30	\$60	\$70
Emergency Room Visit	\$350	\$400 AD facility; 20% AD physician and other services	\$750 AD facility; 20% AD physician and other services
Outpatient Surgery	\$300	20% AD	20% AD
Inpatient Hospital	\$400/day (\$1,600 max)	20% AD	20% AD
Prescription Drugs	\$15/\$45/25% (\$200 max)/25% (\$400 max)	\$15/\$45/25% (\$200 max)/25% (\$400 max)	\$250/\$500 Rx Ded \$15 BD/\$45 AD/25% AD (\$200 max)/25% AD (\$400 max)
In-Network MOOP	\$3,000 / \$6,000	\$6,250 / \$12,500	\$9,100 / \$18,200
OON Deductible	\$2,000 / \$4,000	\$3,750 / \$7,500	\$10,000 / \$20,000
OON Coinsurance	30% AD	50% AD	50% AD
OON Out-of-Pocket Max	\$7,500 / \$15,000	\$15,625 / \$31,250	\$22,750 / \$45,500
12-1-2023 Payroll Deduction for Coverage Election (24 pay periods)			
Tier	Healthkeepers Platinum OAPOS 10/0%/3500	HealthKeepers Gold OAPOS 1500/20%/6250	Anthem HealthKeepers Silver OAPOS 4000/20%/8700
Employee Only	\$136.70	\$60.39	\$14.38
Employee + Child(ren)	\$551.57	\$402.76	\$313.05
Employee + Spouse	\$573.40	\$420.78	\$328.77
Family	\$988.26	\$763.15	\$627.43

This information is for illustrative purposes only. Accuracy cannot be guaranteed.
*Note: Certain services will have additional charges. Please refer to company literature for additional charges, limitations and services.



Sarah Gobble

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Fahrenheit Advisors' client portfolio demonstrates successful search engagements across the U.S., from C-suite positions to middle-management roles. Our experience encompasses organizations of all sizes, across a wide variety of industries and in public, privately held, PE-owned, nonprofit and government organizations.

Fahrenheit Advisors' uniqueness and years of expertise add up to sophisticated insight: Knowledge and know-how to help companies navigate the difficult task of selecting high-impact team additions and candidates in making the right choices on career transitions.

I will partner with you to ensure you have everything you need to make an informed decision about your next career opportunity. We will work together from start to finish to navigate this opportunity and make sure it's a great fit for the next step in your career.

TO APPLY:

If you think your qualifications are a match and you are interested in further pursuing this position, please click [HERE](#) to view the entire job description and formally apply.