GIRLS CHANGE THE WORLD.

-

2014 ANNUAL REPORT





girlscoutsla.org

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.

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.

GIRL SCOUTS BUILDS GIRLS OF COURAGE, CONFIDENCE, AND CHARACTER, WHO MAKE THE WORLD A BETTER PLACE.



Girl Scouts of Greater Los Angeles **2014 ANNUAL REPORT**

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October 2013 - September 2014

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Lise L. Luttgens Girl Scouts of Greater Los Angeles

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DEAR FRIENDS,

This year's annual report reminds us of the importance of connection; a vital human need that provides community, strengthens our sense of fulfillment, and intensifies our purpose. Our mission at Girl Scouts—to build girls of courage, confidence, and character, who make the world a better place—is augmented by a connection to our members and to our world. It compels us to create positive experiences that inspire girls to dream, while encouraging them to benefit the greater good.

In 2014, Girl Scouts of Greater Los Angeles identified connective and collaborative ways to invest in girl leadership, create more convenient training for volunteers, provide outreach to underserved areas, develop philanthropic relationships with community partners, and create more engaging programming.

Together, we are making a difference in the lives of girls. Please enjoy the stories and images within our annual report that showcase the impact we've made in 2014.

As always, thank you for your continued support.

Ber J. Brewe

Betsey L. Brewer Chair, Board of Directors

Siret fultyer

Lise L. Luttgens Chief Executive Officer

IN GIRL SCOUTS, GIRLS ENGAGE IN PROGRAMS THAT BUILD THEIR CONFIDENCE AND CREATE A MULTITUDE OF POSSIBILITIES FOR THE FUTURE.

Girls learn equestrian skills at Camp Osito Rancho.

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4 CAMP PROPERTIES

> 150 STAFF



GIRLS* (levels)		ADULTS*	(age)
DAISY (grades K-1)	18%	18-29	6%
BROWNIE (grades 2-3)	27%	30-49	77%
JUNIOR (grades 4-5)	25%	50 AND OVER	
CADETTE (grades 6-8)	20%		
SENIOR (grades 9-10)	6%		
AMBASSADOR (grades 11-12)	4%		-

ETHNICITY (girls and adults)

HISPANIC**	25%
	1
AMERICAN INDIAN	1%
ASIAN AMERICAN	13%
BLACK/AFRICAN AMERICAN	6%
HAWAIIAN/PACIFIC ISLANDER	1%
WHITE	64%
MULTIPLE	7%
OTHER	8%

* Based on those reporting ** Hispanic data collected as integrative of listed ethnicities

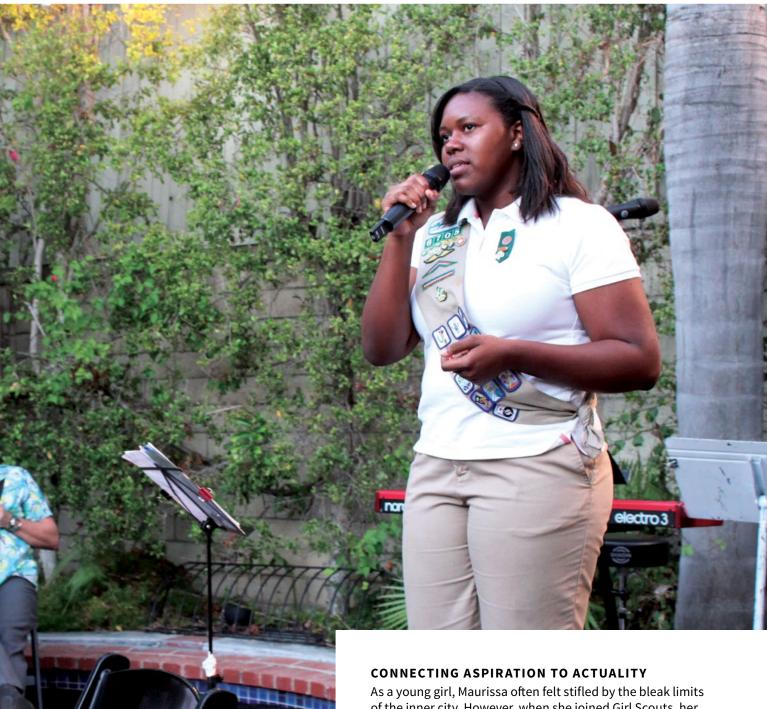
LEADERSHIP

My Girl Scout memories have turned into lifelong lessons: the importance of following directions and **responding** to stress and pressure **with confidence** and **intelligence**; understanding when a friend needs **support** and **love**, instead of condescension; that even when I feel lost on my journey, it takes **determination**

to reach the finish line.

MAURISSA Ambassador Girl Scout, South Los Angeles





As a young girl, Maurissa often felt stifled by the bleak limits of the inner city. However, when she joined Girl Scouts, her world opened up. Through troop activities, she became an optimistic girl of many trades: a navigator, a journalist, a knot expert. Her favorite experience was earning a First Aid badge, which ignited a passion. Inspired, she reached beyond her neighborhood, earned a summer internship in a cardiac catheterization lab, and is pursuing a career in cardiology.

WATER CONSERVATION

Crystal and Natalie with Troop 05801 undertook a water conservation project, asked the mayor of Arcadia for reusable water bottles, and donated the bottles as well as part of their cookie proceeds to Operation School Bell for students in impoverished circumstances.

SMILES FOR YOUNG PATIENTS

Natalie and Shaylyn with Troop 15401 made "smile bags" filled with card games, nail polish, charms, looms, toys, and journals for tween cancer patients at City of Hope.

12

PARTY FOR ALZHEIMER'S PATIENTS

Shelby, Gennaka, and Xitlali from Troop 13661 hosted a Paris-themed family event at an Alzheimer's facility. The girls planned, decorated, and sang and danced with the residents.

LA ZOO TOUR FOR SCHOOL ON WHEELS

Kaitlyn from Troop 02381 created a live tour video of the Los Angeles Zoo for School on Wheels, a nonprofit that provides afterschool education to homeless children. She plans to use this video for her Gold Award project.

Greater Los Angeles

COMMUNITY SERVICE



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(IES!)

Mia is enthusiastic about Girl Scouts. She especially loves making friends and going to events with girls of all grade levels. Her troop leader and a group of older Girl Scouts led an event for her Brownie troop. So inspired by this, Mia is intent on becoming a leader herself. After seeing women and girl role models, she realizes becoming a leader is a possibility.

0000

DETERMINATION

My proudest moment as a Girl Scout was when I sold cookies for the first time and was able to sell 400 boxes! It felt really good to be outgoing and not shy at our cookie booth in order to achieve my goal.

> **MIA** Brownie Girl Scout, Encino *(left in photo)*

FINANCIAL LITERACY

GIRLSCO

COOKIE

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CEO

Tha

Jirl Cookie IS

for supporti

4,593,000

boxes of Girl Scout Cookies were sold. All profits support Girl Scouting in the greater Los Angeles area

29,410

girls learned business and people skills in 2014 through the Girl Scout Cookie Program, the largest financial literacy program for youth





nk you ng Girl Scouts.

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1,529

boxes of Girl Scout Cookies were donated to families in need and military servicemen and women

27,137

girls participated in other vital GSGLA programs in 2014

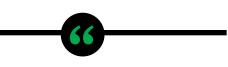
Girls participate in an archery activitiy at Camp Osito Rancho. .

3



THROUGH GIRL SCOUTS, **GIRLS** FIND THE STRENGTH AND COURAGE TO **MAKE A POSITIVE IMPACT**.

TEAMWORK



Girl Scouts teaches us that **we** are strong, intelligent, and **can conquer anything** we set our minds to. Not only does it teach us useful life skills, it also introduces us to different fields by giving us experiences that we may never have tried otherwise like rocketry! It has taught me so much about myself.



KARA Ambassador Girl Scout, Alhambra *(2nd from right)*





After months of designing, building, and launching model rockets, Kara's Girl Scout troop placed 29th out of 712 teams at the national finals of the prestigious Team America Rocketry Challenge (TARC) in Washington, DC. Financial assistance for the trip was provided by GSGLA donors. Rocketry is just one of the council's enriching STE[A]M (science, technology, engineering, art, math) programs for girls. Others include game design, app creation, physics, and so much more.



175

girls learned all about video game design during the launch of GSGLA's new Video Game Designer patch program, sponsored by the Entertainment Software Association (ESA)

125

girls experienced astronomy, how spacesuits work, what space junk is, and how they can make a difference at the Stargazing & Storytelling event in Long Beach

14

new robotics teams were established in 2014, bringing the total number of GSGLA teams to 25

9,000 attendees

CT.

attendees participated in GSGLA's Girltopia, a day-long expo just for girls

200

ENVIRONMENT-

exhibitors engaged girls with handson activities and demonstrations

GIRLTOPIA

250,230

square feet housed activities in career exploration, music, sports, healthy eating, technology, entrepreneurship, and more



tween and teen girls including 100 girls from inner city's Foshay High School—attended GSGLA's Teen Summit leadership conference at Girltopia

32

TEEN SUMMIT

Diott

Teen Summit workshops were presented, covering topics such as leadership development, anti-bullying techniques, money management, creative writing, and careers in STE[A]M

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CONNECTING PEOPLE TO PURPOSE

Officer Harvey-Dixon is inspired by the girls in her East L.A. troop and appreciates the opportunity to teach them the importance of helping their neighbor. Volunteers like Mishell and community groups have teamed with GSGLA to support girls in underserved areas.

Through the Community Safety Partnership of the Los Angeles Police Department (LAPD) and the Housing Authority of the City of Los Angeles (HACLA), uniforms, books, and buses for field trips were provided to troops in Watts' Grape Street Elementary, where teachers and school administrators serve as afterschool troop leaders. This program continues to expand its reach.

COMMUNITY

The benefit of **being part of this** organization is that people are always willing to help you out. Everyone wants to see you succeed, which **makes me want to go** above and beyond for my girls. When I met most of them, they were shy; at this point, I would say they are social butterflies.



MISHELL HARVEY-DIXON

LAPD Officer & Girl Scout Volunteer, Boyle Heights (2nd from right)

An Ambassador Girl Scout leads Brownies in creating journals for the kids' day room at the Union Rescue Mission Homeless Shelter.

5650



GIRL SCOUTS INSPIRES **GIRLS** TO DISCOVER INTERESTS AND CAUSES THAT **MATTER**, TO CONNECT WITH OTHERS, AND TO TAKE ACTION.

SUPPORTER

6155

NAV

FOUNDATION

1,674

non-traditional volunteers helped GSGLA in capacities such as cookie distribution, event staffing, and seasonal support

19

Go Teams were led by volunteers for volunteers, including one new team established to focus on providing resources for volunteers who work with troops or girls with special needs TEACHER

18



ENCOURAGER

BELIEVER

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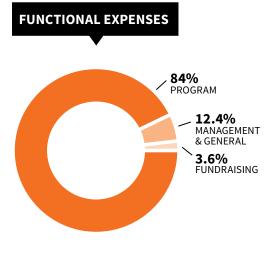
425

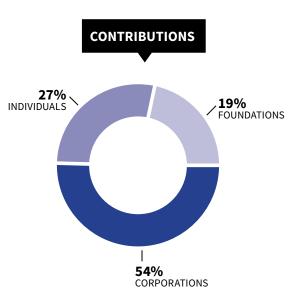
volunteer training sessions were provided to support adult members

3,045

troop leaders gave of their time and talent to girls in guiding them through exciting programs and experiences FINANCIALS

Consumer With





FINANCIAL POSITION	September 30, 2014
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Current Assets Property and Equipment (Net) Investments	\$3,817,240 \$8,895,004 \$11,549,897
TOTAL ASSETS	\$24,262,141
Current Liabilities Long-term Liabilities	\$1,495,651 \$1,466,694
TOTAL LIABILITIES	\$2,962,345
Unrestricted Net Assets Temporarily Restricted Net Assets Permanently Restricted Net Assets	\$20,063,769 \$1,094,461 \$141,566
TOTAL NET ASSETS	\$21,299,796
TOTAL LIABILITIES AND NET ASSETS	\$24,262,141

ACTIVITIES for the year ended September 30, 2014

Public Support	\$1,435,009
Product Sales (Net)	\$11,366,839
Merchandise Sales (Net)	\$618,091
Program Fees	\$1,376,469
Property and Equipment Use Fees	\$85,344
Interest and Dividend Income (Net)	\$218,199
Realized and Unrealized Gain on Investments (Net)	\$1,045,248
Other Income	\$163,200
TOTAL SUPPORT AND REVENUE	\$16,308,399
TOTAL EXPENSES	\$15,196,140
CHANGE IN NET ASSETS	\$1,112,259
NET ASSETS, BEGINNING OF YEAR	\$20,187,537
NET ASSETS, END OF YEAR	\$21,299,796

THANK YOU

YOU CAN CHANGE THE WORLD.

The Board of Directors of Girl Scouts of Greater Los Angeles gratefully acknowledges the following individuals, foundations, and corporations who invested in girls between October 1, 2013 to September 30, 2014.

\$250,000+

Toyota Motor Sales, USA, Inc.

\$80,000+

Entertainment Software Association Foundation

One Anonymous Patron

\$50,000+

Deloitte Ernst & Young LLP Google

\$25,000+

Nestlé USA Ralphs/Food4Less Relativity Media Rockwell Collins Charitable Corporation

\$10,000+

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\$2,500+

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\$1,000+

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Mirabella

Annamarie V. Mitchell

Michael B. Mulcahy

Optimist Club of Pacific Palisades

Second Century Leadership Society

In 2014, Girl Scouts of Greater Los Angeles launched the Second **Century Leadership Society** to thank and recognize generous individuals who contribute \$1,000 or more per year. Second Century Leadership Society members are invited to special events, receive VIP updates, and are listed in green in this report. Most importantly, Second Century Leadership Society members make meaningful investments in girls and their futures.

Soroptimist International of Glendale

Gina Taylor-Pickens & James Pickens, Jr.

Time Warner Employee Grant Program

Venable Foundation

Curtiss & Esther Wong

Xerox

- Makoto Yamasaki
- Brenda Zamzow
- Donna Ziel
- **One Anonymous Patron**

\$500+

Bellaboo Cindy & Gary Bernsdorf Denise & Earl Billings





Previously, Julie and David Battaglia generously donated a rock climbing wall that has since become a popular addition to El Ranchito camp in Long Beach.

> BonBliss Beauty Constance Burg Susan Cassling Elizabeth Chadwick Donna Chinn Christie & Sean Crahan Crazzy's Wasewagan Camp & Retreat La Curacao Elizabeth Dimick

Divas in Defense Inc.

EF Education EV Grid, Inc. Fashion Institute of Design & Merchandising Suzette Ferguson Marie J. Fouts Avis Frazier-Thomas Margaret Gordon **Carolyn Goss** Hilary & Lee Gregg GSGLA Manhattan Beach Neighborhood **GSGLA** Marina Service Unit/Camp Stuff n' Such **GSGLA North River** Service Unit **GSGLA** Palmdale Service Unit GSGLA Troop 02394 **Guitar Center** Anne Marie Hand Sue & James Hillendahl Cheri Holland Annabel Jenkins & James Montgomery Sheila Johnson Kids On Stage Jeffrey Krause Lancaster JetHawks Sherry & Albert Lapides Little Orbit, LLC Los Angeles Sparks Vincent Malcolm **Toni Martinovich** Janet McGreal Suzanne McRae Milbank, Tweed, Hadley & McClov LLP Terri & Troy Miller

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Kenya M. Yarbrough

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\$250+

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Janise Escobar **Fiesta Parade Floats Flying Buttress Danielle Ford Fun Places Publishing** Gamma Phi Beta Foundation Gap, Inc. Christine E. Geosling Velma & Lolan Gholston Corri M. Gil Richard Vanessa Gomez Cecile & John Guerra Tara & Marc Guggenheim Hannelore Hansen Heidi & Daniel Hanson Happy Ditto Victoria & Charles Hill Erika Homan Karla & Gary Hufenbach Helen Hurston Charles Johnson Staci Johnson Erik Katzer Mary & John Kopczak Andrew Landis Laura & Luis Leal Los Angeles Philharmonic May & Y.K. Low Maria Low Way **Michelle Luster** Lynn Mack-Costello & Joseph Costello Patricia MacLaren & Philip Swan John Martin Leslie & Gary McKee Karen McKnight-Compton & Keith Compton

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AILEEN POEHLS

Juliette Gordon Low Society member



*Multi-Year Commitment

JULIETTE GORDON LOW SOCIETY

Julie & Kenneth Beals

We are proud to recognize the following individuals who have included Girl Scouts of Greater Los Angeles as a beneficiary in their wills, retirement accounts, trusts, or insurance plans as of March 24, 2015.

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GIRL SCOUTS GIVES GIRLS THE CONFIDENCE TO SUCCEED

IN ANY ASPECT OF

SOCIETY

SO THAT COMPASSIONATE LEADERSHIP **THRIVES**.



MAKE THE CONNECTION: INVEST IN GIRLS, CHANGE THE WORLD.

Visit girlscoutsla.org or call 213-213-0123 to find out how you can support Girl Scouts of Greater Los Angeles.





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