



STRENGTH OF COURAGE, CONFIDENCE, AND CHARACTER

2015 ANNUAL IMPACT REPORT

girl scouts 
greater los angeles

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October 1, 2014 to September 30, 2015

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*ex-officio

**partial year

Dear Friends,

Strength is determined by virtue and action. It requires energy, bolstered by an honest, principled foundation. Furthermore, the key to building strength is to identify talents and complement them with knowledge, skill, and experience. By all accounts, Girl Scouts is where girls grow strong.

We inspire, encourage, and cultivate strength in girls. The groundwork is laid through the Girl Scout Law, which Girl Scouts promise to uphold by being honest, fair, courageous, and strong. It is reinforced in the Girl Scout experience, where girls discover their interests, connect with their world, and—using the principles they've pledged—take action.

As you'll see in the following pages, the 2015 fiscal year was filled with intention, initiative, and movement. At Girl Scouts of Greater Los Angeles, we delivered hands-on empowerment programs to more than 40,000 girls, enhanced our volunteer support system, created solid initiatives with inspiring local and national partners, and ultimately expanded our reach.

We are pleased to share with you this annual report, a testament to our council's ability to unlock the powerful potential of girls. In review, we hope you'll discover that our strength is her strength, and her strength is crucial.

As always, thank you for your continued support,



Tricia Crider
Chair, Board of Directors



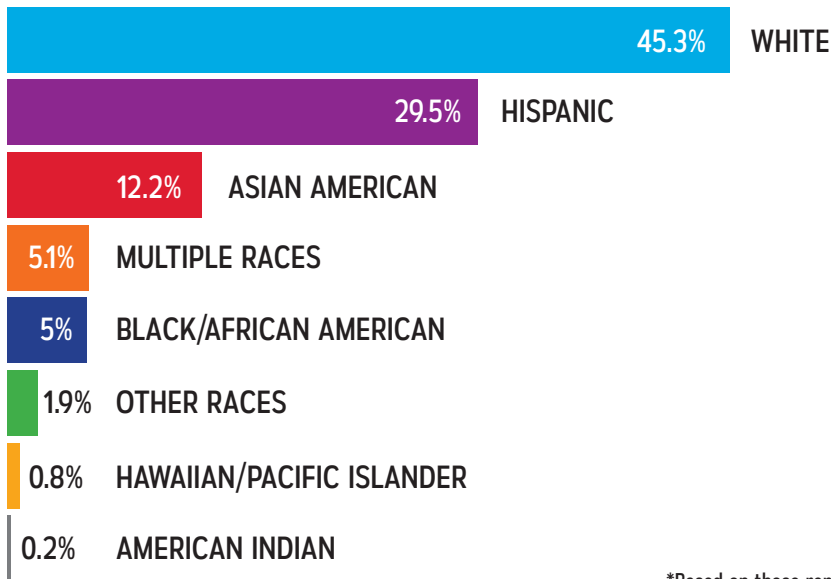
Lise L. Luttgens
Chief Executive Officer



STRENGTH IN NUMBERS

39,258 GIRL MEMBERS  24,080 ADULT MEMBERS

*ETHNICITY (girls & adults)



*Based on those reporting

*ADULT AGE RANGE



LARGEST COUNCIL NATIONALLY IN TOTAL MEMBERSHIP

MEMBERSHIP RETENTION

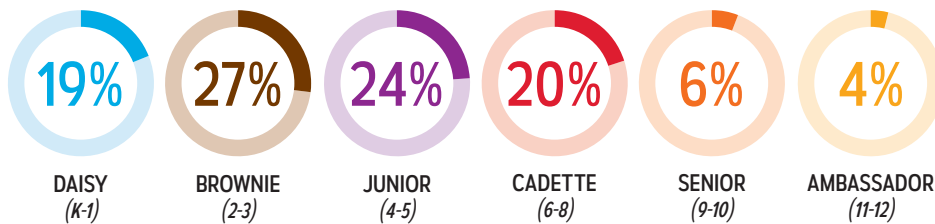


INCREASE IN GIRL RETENTION



INCREASE IN ADULT RETENTION

GRADE LEVEL



6,272
SQUARE MILES

8 
OFFICES

10 
PROGRAM CENTERS

*** 4** 
CAMP PROPERTIES

150 
STAFF

**As of the last day of the 2015 fiscal year, El Potrero sold; and Skyland Ranch was in process of being sold to Girl Scouts of San Geronio.*



STRONG SUIT

When a girl wears the Girl Scout pin, it's like putting on a super suit. She is empowered and encouraged with a sense that she can do anything. At Girl Scouts of Greater Los Angeles, girls develop into principled leaders who find their strengths and face challenges head on, with confidence. Girls participate in dynamic and challenging programs. They learn life skills that strengthen their understanding and expand their experiences in leadership, business and financial literacy, healthy living, outdoor adventure, and STE[A]M (science, technology, engineering, arts, math).

198

PROGRAMS DELIVERED



93

GIRLS EXPLORED MUSIC,
DANCE, AND THEATER AT
MOVING & GROOVING CAMP



75

GIRLS TINKERED WITH SNAP CIRCUITS
TO CREATE FLOWS OF ENERGY TO
POWER THEIR OWN PROJECTS AT
TINKER, INVENT, BUILD CAMP

700

GIRLS SHOWED COURAGE
THROUGH ANTI-BULLYING
PROGRAMS



640

HOURS OF PUBLIC SPEAKING
AND MEDIA TRAINING
PREPARED GIRLS TO SERVE AS
GIRL SCOUTS SPOKESPERSONS



200

GIRLS REVEALED THEIR SUPERHERO
STATUS IN STORYTELLING AND
SCI-FI AT THE LONG BEACH COMIC
CONVENTION BADGE WORKSHOPS



“My proudest moment as a Girl Scout was when I earned my self-defense badge. When kids at school bullied my friend, I had the courage to fight back with words. Now that I stood up to a real-life bully, I know I can do it again. Girl Scouts are great leaders.”

– Megan T., Daisy Girl Scout

Megan found her strength at a self-defense badge workshop with her Girl Scout troop. According to a national study, 85 percent of the time, nobody steps in to intervene when girls are bullied. But Girl Scouts do: Experiential learning through Girl Scouts increases girls' problem-solving skills by 29 percent.

LEADERSHIP



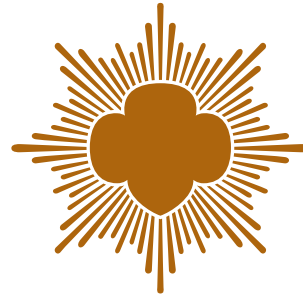
274

GIRLS EARNED THE GOLD AWARD, GIRL SCOUTS' HIGHEST HONOR



1,404

GIRLS EARNED THE SILVER AWARD, THE HIGHEST CADETTE (GRADES 6-8) HONOR



2,085

GIRLS EARNED THE BRONZE AWARD, THE HIGHEST JUNIOR (GRADES 4-5) HONOR

140

GIRL PROGRAM-AIDES HELPED LEAD CAMP SESSIONS

23

DELEGATES REPRESENTED GSGLA AT THE 2014 GIRL SCOUT CONVENTION

TOGETHERTHERE LUNCHEON (OCT 2014)

600+

BUSINESS & COMMUNITY LEADERS PLEDGED TO CREATE A SUPPORTIVE ENVIRONMENT FOR GIRLS

100

EMERGING LEADER GIRL SCOUTS ASPIRED TO REACH THEIR POTENTIAL

29

MENTORS ENCOURAGED GIRLS TO TAKE THE LEAD

3

EXECUTIVES CHAMPIONED THE CAUSE OF GIRL LEADERSHIP

JULIE HAMP
GROUP VICE PRESIDENT &
CHIEF COMMUNICATIONS OFFICER
TOYOTA MOTOR NORTH AMERICA

ROBIN MCGRAW
CHIEF EXECUTIVE OFFICER
ROBIN MCGRAW REVELATIONS

KATHY SCHERER
TAX MANAGING PARTNER
DELOITTE



Pooja was selected by Girl Scouts of the USA as one of ten 2015 National Young Women of Distinction, the highest honor in Girl Scouting, for her exceptional Gold Award project. To earn her Gold Award, Pooja taught self-defense and leadership workshops for girls in rural villages surrounding Delhi, India. She continues to educate and empower others to take action.

“Through Girl Scouts, I’ve grown both as a leader and a philanthropist in our global community. I never expected to accomplish a feat like going thousands of miles to India to make the dreams of girls my own age come true. I am passionate about ending violence against women worldwide—the Girl Scout Gold Award was a platform for me to take legitimate action.”

– Pooja N., Ambassador Girl Scout

BUSINESS & FINANCIAL LITERACY



78
BUSINESS AND LEADERSHIP
PROGRAMS DELIVERED
(IN ADDITION TO PRODUCT
SALES PROGRAMS)

 **1,000+**
GIRLS WERE ENGAGED IN
WORKSHOPS ON BUDGETING,
SAVING, AND MONEY MANAGEMENT

 **5**
SKILLS GAINED THROUGH
GIRL SCOUT PRODUCT
SALES PROGRAMS

- GOAL SETTING
- DECISION MAKING
- MONEY MANAGEMENT
- PEOPLE SKILLS
- BUSINESS ETHICS



“I’ve learned that little ideas can be made into big creations. A strong entrepreneur is someone who has the courage to speak and be cheerful to customers.”

– Sabrina A., Brownie Girl Scout



Sabrina was one of 22 finalists in Girl Scouts of Greater Los Angeles' and Mattel's Barbie entrepreneur contest. Sabrina visited the Barbie design center in El Segundo and learned all about design and marketing careers from the pros at Mattel.

HEALTHY LIVING

 **700**

GIRLS AND FAMILIES LEARNED ABOUT THE FUN OF WELLNESS AT FAMILY FIT FAIR

 **23**

HEALTHY LIVING PROGRAMS DELIVERED

 **2,000+**

TOTAL MILES TREKKED AT FAMILY FIT FAIR

 **14,000**

MOVES, KICKS, TURNS, AND JUMPS PERFORMED AT SPORTS-DANCE WORKSHOPS



102

GIRL CHEFS LEARNED ABOUT NUTRITION & HEALTHY SNACKS AT FOOD FRENZY CAMP

 **16,800**

ARROWS HIT THE TARGET AT ARCHERY SESSIONS AND TAUGHT GIRLS BALANCE, COORDINATION, AND FOCUS



410

GIRLS PARTICIPATED IN SELF-ESTEEM PROGRAMS



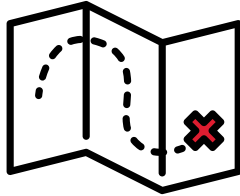
3

PROFESSIONAL SPORTS LEAGUE AND COLLEGE ATHLETICS CLINICS TAUGHT GIRLS ABOUT STRATEGY AND STRENGTH

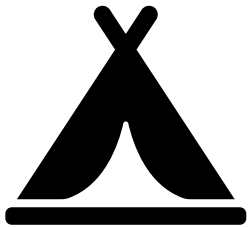


A Girl Scout takes on the hula hoopalooza challenge during the GSGLA Family Fit Fair. Hundreds of Girl Scouts and their families and friends joined in a day of healthy living that featured a 5K and 2K course, workouts on the Nestlé wellness stage, and health and fitness exhibitors on the Fit Fair lawn.

OUTDOORS



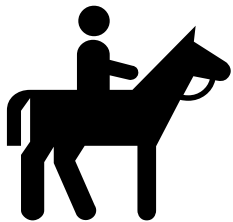
64
OUTDOOR ADVENTURE
PROGRAMS DELIVERED



3,709
GIRLS DISCOVERED
INDEPENDENCE AT
SUMMER CAMP



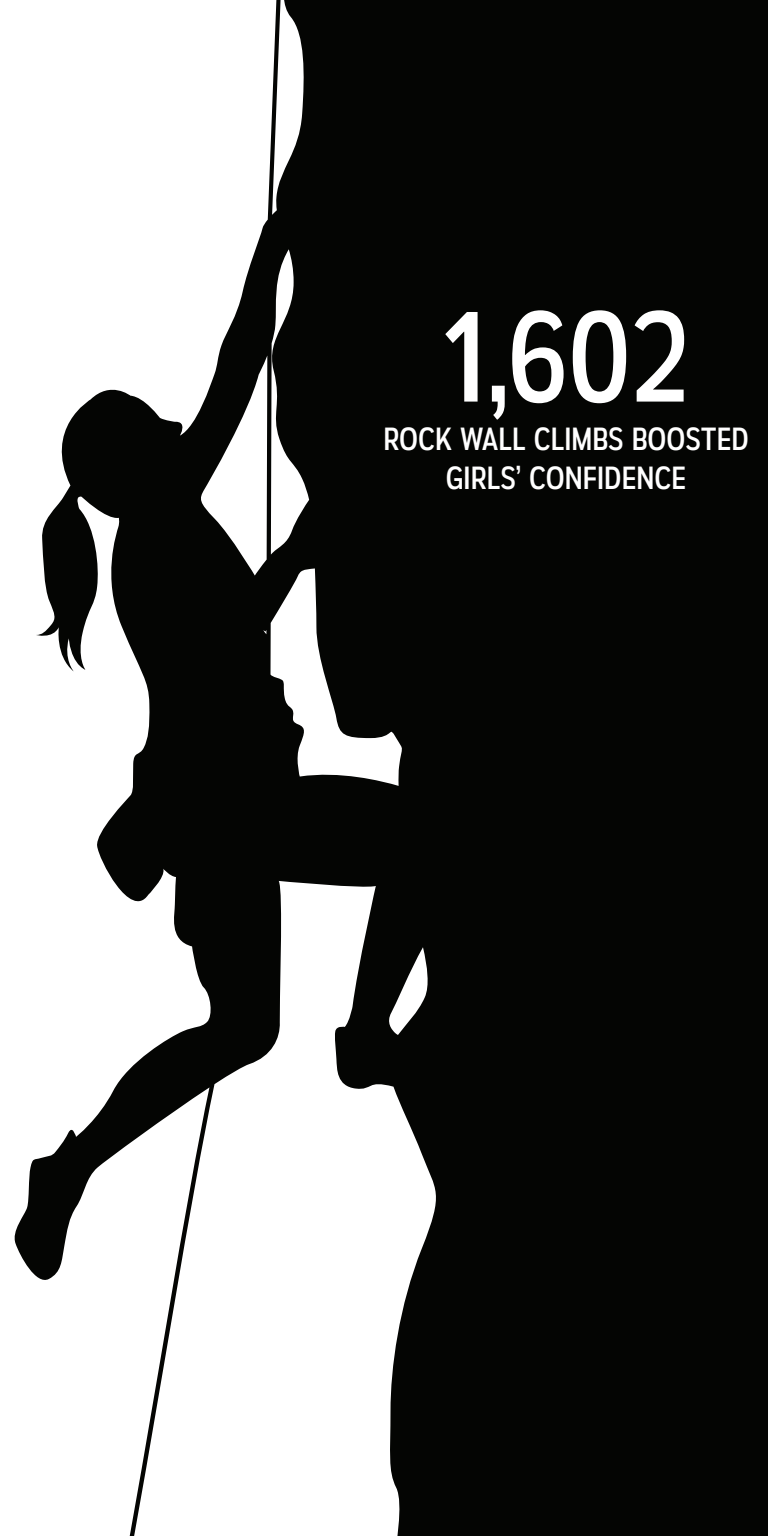
1,097
GIRLS GAINED A SENSE OF
INDEPENDENCE AT RESIDENT
(OVERNIGHT) CAMP



123
GIRLS SADDLED
UP COURAGE AT
HORSE CAMP



187
GIRLS CAMPED ON THE BEACH
AND CONQUERED THE WAVES
AT CAMP SURF



1,602
ROCK WALL CLIMBS BOOSTED
GIRLS' CONFIDENCE



“Ever since going to Camp Osito Rancho, I feel almost grown-up. It kind of feels like somewhere a part of me has changed. Because of camp, I know how to be my best self.”

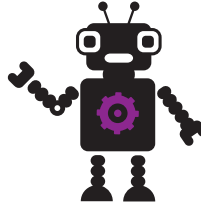
– Mudi E., Junior Girl Scout

Mudi discovered her passion for the outdoors via several Girl Scout summer camp opportunities. Now, as a day camp program aide, she serves as a role model and leads activities for younger Girl Scouts.

STE[A]M

33

STE[A]M PROGRAMS
DELIVERED



230

GIRLS BUILT THE FUTURE ON
GSGLA ROBOTICS TEAMS



2

GSGLA ROCKETRY TEAMS
AIMED HIGH IN ROCKET
DESIGN AND COMPETITIONS



5,584

GIRLS LEARNED
TO CODE



24

GIRLS LEARNED CARPENTRY,
ELECTRICAL ENGINEERING,
PLUMBING SKILLS AT
MAGIC (MENTOR A GIRL IN
CONSTRUCTION) WORKSHOP



42

GIRLS MADE THE SKY THE LIMIT AT
AN AVIATION WORKSHOP WITH
SFV-99s INTERNATIONAL
ORGANIZATION FOR WOMEN PILOTS



ROBOTICS AWARDS
& ACCOLADES

CONNECT AWARD
2ND PLACE INSPIRE AWARD
COMPASS AWARD
THINK AWARD
PROMOTE AWARD
3RD PLACE INSPIRE AWARD
FINALIST ALLIANCE AWARD

“The empowerment girls get when working in a collaborative environment with other girls is something that is incomparable. Talents I gained through Girl Scouting continue to follow me in my adult life: I learned to present my ideas clearly in front of an audience; lead small groups; coordinate and manage people; and, probably most importantly, give joyfully without expecting anything in return.”

– Taylor Halsey, Girl Scout alumna

Taylor, a Girl Scout volunteer and robotics mentor, is pursuing a master’s degree in microbiology and biotechnology at Cal Poly Pomona. As a Gold Award recipient, she also serves as a Gold Award project advisor, guiding girls to earn Girl Scouts’ highest honor.



STRONG WORK

Girl Scouts is about give and take. Our programs inspire girls to give back and to take the lead. At Girl Scouts of Greater Los Angeles, we empower girls to step up, speak out, and stand tall. Unafraid of commitment and with a strong work ethic, Girl Scouts discover, connect, and take action. Our service learning programs encourage girls to understand and address the roots of problems, so that they can make a sustainable impact on the world.



80,172

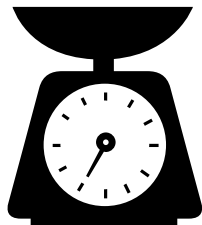
BOXES OF COOKIES DONATED

- BLUE STAR MOTHERS
- BOB HOPE USO
- GOODWILL
- OPERATION GRATITUDE
- RONALD MCDONALD HOUSE CHARITIES OF SOUTHERN CALIFORNIA



23,290

HOURS OF COMMUNITY SERVICE AND ADVOCACY PROVIDED BY GOLD AWARD GIRL SCOUTS



38,800

POUNDS OF FOOD COLLECTED AND DONATED TO THE LA REGIONAL FOOD BANK



1,013

GIRL SCOUTS DONATED OR COLLECTED HAIR FOR LOCKS OF LOVE



Ambassador Girl Scout Hayley O. inspires students to pursue the characteristics of good citizenship through her Gold Award project "Tiles of Character." To earn the Gold Award, girls must provide a minimum of 80 service and advocacy hours and complete a sustainable project addressing a community need.

STRONG RELATIONSHIPS

With the support and collaboration of community organizations and corporations, we provide wonderful experiences for girls throughout Los Angeles. Teaming with these partners gives us the opportunity to develop innovative programs that both introduce girls to industries where women are underrepresented and introduce Girl Scouting to communities that are underserved.

3,372

GIRLS SERVED THROUGH
OUTREACH PROGRAMS IN COLLABORATION
WITH COMMUNITY PARTNERS INCLUDING:

- BOYS & GIRLS CLUB
- KYDS (KEEP YOUTH DOING SOMETHING) INC.
- TITLE I SCHOOLS
- YOUTH POLICY INSTITUTE
- YMCA
- YWCA

150+

GIRL SCOUT PROGRAM PARTNER
COLLABORATIONS INCLUDING:

- AEG, GRAMMY MUSEUM EXPERIENCE
- GOOGLE, MADE WITH CODE
- MATTEL/BARBIE, "I CAN BE" CAREER EXPLORATION
- NATIONAL PARK SERVICE, RANGER PROGRAM
- PARSONS CORPORATION, LEARN TO CODE!
- RALPHS/FOOD 4 LESS, FEED YOUR NEIGHBOR & SERVICE DAY
- SOCIETY OF WOMEN ENGINEERS, WOW! THAT'S ENGINEERING
- TOYOTA FINANCIAL SERVICES, DRIVING MY FINANCIAL FUTURE!
- WELLS FARGO FOUNDATION, PROGRAMS FOR UNDERSERVED GIRLS



246

GIRLS SERVED IN TROOPS THROUGH THE COMMUNITY
SAFETY PARTNERSHIP OF THE LOS ANGELES POLICE
DEPARTMENT AND THE HOUSING AUTHORITY OF THE
CITY OF LOS ANGELES



25M+

EARNED AND SHARED IMPRESSIONS
THROUGH MEDIA PARTNERS



A Senior and a Cadette Girl Scout master a strategic game of money management at Toyota Financial Services' Driving My Financial Future! launch event. Through the program, underserved Girl Scouts in grades 6-12 learn about budgeting, ways to save money, and financial aid options for college, among other topics.

STRONG POINTS

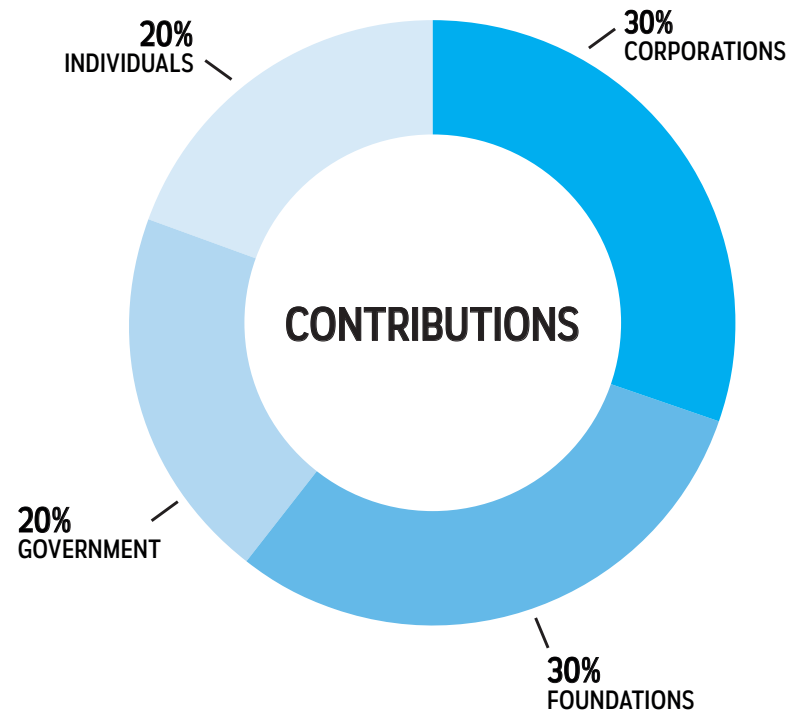
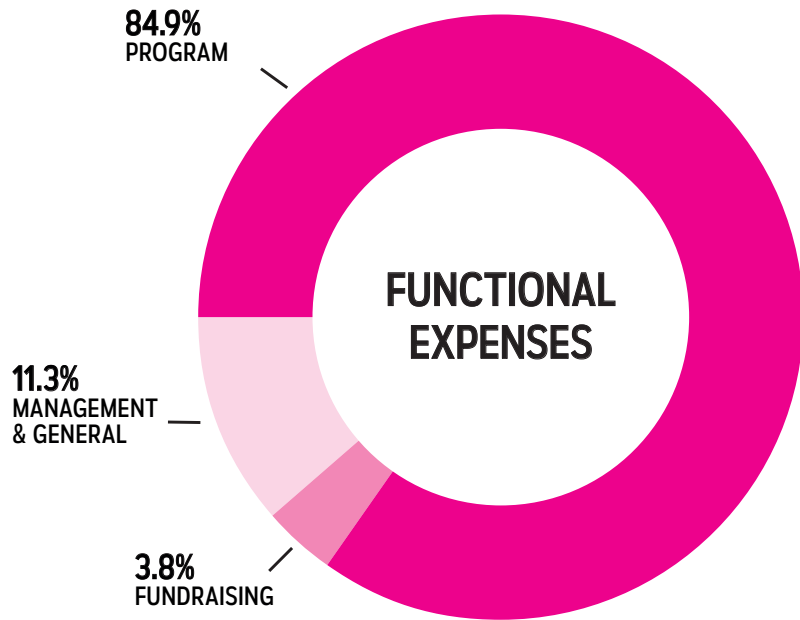
(highlights from October 1, 2014 to September 30, 2015 audited financial statements)

FINANCIAL POSITION *September 30, 2015*

Current Assets	\$8,746,585
Property and Equipment (Net)	\$7,927,733
Investments	\$11,218,923
TOTAL ASSETS	\$27,893,241
Current Liabilities	\$1,795,110
Long-term Liabilities	\$1,217,111
TOTAL LIABILITIES	\$3,012,221
Unrestricted Net Assets	\$23,576,546
Temporarily Restricted Net Assets	\$1,162,865
Permanently Restricted Net Assets	\$141,609
TOTAL NET ASSETS	\$24,881,020
TOTAL LIABILITIES AND NET ASSETS	\$27,893,241

ACTIVITIES *for the year ended September 30, 2015*

Public Support	\$2,227,603
Product Sales (Net)	\$14,108,870
Merchandise Sales (Net)	\$608,988
Program Fees	\$1,302,364
Property and Equipment Use Fees	\$79,889
Interest and Dividend Income (Net)	\$216,187
Realized and Unrealized Gain on Investments (Net)	(\$662,172)
Gain on Sale of Assets	\$1,932,087
Other Income	\$336,427
TOTAL SUPPORT AND REVENUE	\$20,150,243
TOTAL EXPENSES	\$16,569,019
CHANGE IN NET ASSETS	\$3,581,224
NET ASSETS, BEGINNING OF YEAR	\$21,299,796
NET ASSETS, END OF YEAR	\$24,881,020



2015 COUNCIL DISTINCTIONS



**Best Nonprofit
Organization Finalist**
Los Angeles Business Journal



Top Nonprofit Donor
Los Angeles Regional
Food Bank



**Best Female
Movement**
*Los Angeles
Downtown News*

PILLARS OF STRENGTH: VOLUNTEERS

More than 20,000 exceptional women and men dedicate their time and talent for the benefit of the Girl Scout mission. They are mentors, leaders, guides, and champions for girls, who are committed to inspiring tomorrow's leaders and moving our council goals forward.

 **1,587,628**
VOLUNTEER HOURS SERVED

 **5,310**
TROOP LEADERS GUIDED GIRLS THROUGH
THE GIRL SCOUT LEADERSHIP EXPERIENCE

 **157**
VOLUNTEERS AWARDED
NATIONAL GIRL SCOUT HONORS

 **6%**
INCREASE IN NON-TRADITIONAL
VOLUNTEERS (COLLEGE
STUDENTS, RETIREES, AND
CORPORATE TEAMS)

 **141**
TRAINING COURSES
PROVIDED FOR VOLUNTEERS

 **371**
ADULT MEMBERS ENGAGED
IN GO TEAMS, WHICH COVER
TOPICS INCLUDING TRAINING,
INCLUSION, AND SAFETY

 **6,292**
VOLUNTEERS PARTICIPATED IN
ONLINE TRAINING MODULES

 **62**
HOURS OF OUTDOOR
SAFETY AND CAMPING
SKILLS TRAINING PROVIDED

Ted—who oversees a troop with more than 88 members at the Homba Hongwanji (Nishi) Buddhist Temple in Downtown LA—leads trainings for adults and girls in CPR, first-aid, backpacking, and more. One of his key memories is when he encouraged a Girl Scout to earn her Backpacking badge by teaching 40 adults camping skills. The girl wrote about the experience in her college essay and now attends Stanford University.

“My daughter benefited from being a Girl Scout for 12 years; I figure I owe Girl Scouts at least 12 years of service! We as volunteers can affect the lives of girls in a way that’s unimaginable.”

– Ted Oyama, Girl Scout volunteer



PILLARS OF STRENGTH: DONORS

The Board of Directors of Girl Scouts of Greater Los Angeles gratefully acknowledges the following individuals, foundations, and corporations who invest in girls.

(Gifts received between October 1, 2014 and September 30, 2015)

THANK YOU

\$245,000+

AS&F Foundation
United States Department of Agriculture
Forest Service

\$100,00+

Ludwick Family Foundation
The Rose Hills Foundation
Toyota Financial Services

\$50,000+

Princess Cruises Community Foundation &
Princess Cruises Corporation

\$25,000+

Applied Medical
Citizens Business Bank
Confidence Foundation
Dwight Stuart Youth Fund

Ernst & Young LLP

The Green Foundation

Nestlé USA

Ralphs/Food 4 Less

Rockwell Collins, Inc.

The Thomas & Dorothy Leavey Foundation

Wells Fargo

Westfield Corporation

\$10,000+

Ann Peppers Foundation

Betsey L. Brewer

California Community Foundation

Capital Group

Deloitte

The Fanny & Svante Knistrom Foundation

Girl Scouts of the USA

Herbalife International

Bernie Horst of the James & Bernice Horst Fund

Joan Jones

KPMG

Little Brownie Bakers

Lon V. Smith Foundation

Long Beach Community Foundation

Park West Gallery

The Schow Foundation

SoCalGas

Southern California Edison

Toyota Motor Sales, USA

Union Bank Foundation

Frank Wu

Second Century Leadership Society members in green

THANK YOU

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BakerHostetler LLP	Teledyne Controls	Gina McLeod	Bank of America Charitable Foundation
Bank of the West	The Walt Disney Company	Morgan Stanley Global Wealth Management	Robert Boden
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DLA Piper LLP	\$2,500+	Sidney Stern Memorial Trust	Gabrielle A. Bullock & Rocky Carroll
Gardena Elks Lodge - 1919 B.P.O	David A. & Julie Battaglia	Lisa St. John	Elaine Burdell & Charles Courdy
Carol Grosvenor	Charles Brewer Fiscus Foundation	Ellen Swarts	Constance L. Burg
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Morris & Berger	Linda Griffey	Christy Abramovitch	CohnReznick
NBC Universal	Harry Webb Trust	Avadhesh & Uma Agarwal	Sarah & Cesar Corvin
Kathryn E. Nielsen	Susan Hoyle	Asurint	Christie & Sean Crahan
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SECOND CENTURY LEADERSHIP SOCIETY

We thank generous individuals who contribute \$1,000 or more per year and proudly recognize these members of the Second Century Leadership Society in green text.

THANK YOU

Christine A. Dean &
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GSGLA Palisades/Malibu Service Unit
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Second Century Leadership Society members in green

*Multi-year commitment

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Christine Ahn
Allied World Insurance Company
AmazonSmile Foundation
Sharon Anderson Moore
Arcadia Police Officers' Association
Donna D. Baharouzi
Ashley & Brad Barrett
Tracy Barrow
Baugh Painting
Beach Cities Midwifery & WHC
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For the future of girls and for girls of the future, 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 29, 2016.

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SHOW YOUR STRENGTH

Girl Scouts emboldens girls to find their voice and use it. Whether conquering a climbing wall, building a robot, persuading a cookie customer, or championing a cause of social impact, the Girl Scout experience inspires girls to share their stories, embrace their individuality, and define their own power—all to make the world better.

Supporters like you make it all possible.



Emerging Leader Girl Scouts join Deloitte's Gina McLeod to encourage ToGetHerThere Luncheon attendees to support the cause of girl leadership. The event featured a morning mentoring session, sponsored by Deloitte, followed by a luncheon celebrating the 100 Emerging Leaders and the Women of Distinction Honorees: Toyota's Julie Hamp and Girl Scout celebrity spokesperson and author Robin McGraw.

Girl Scouts of Greater Los Angeles is a nonprofit 501(c)(3) and relies on the generous support of donors. Together, we can deliver impactful, engaging, and empowering programs that encourage girls to reach their greatest leadership potential. Show your strength by donating, volunteering, or supporting today. Visit girlscoutsla.org or call 213-213-0123 to find out how you can support.

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MONTCLAIR

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GSGLA HEADQUARTERS

801 South Grand Avenue, Suite 300
Los Angeles, CA 90017



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.