



# THE GIRL SCOUT ADVANTAGE

2017 ANNUAL IMPACT REPORT

## **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.

# THE GIRL SCOUT ADVANTAGE

2017 ANNUAL IMPACT REPORT





# The Girl Scout Advantage

Nearly 43,000 girls in Greater Los Angeles will be the resilient, innovative leaders our world needs.

Why? Because they have the Girl Scout advantage.

With it, they stand out as change-makers, conversation-starters, and action-takers in our Southland communities. In fact, as you flip through this annual report, you will see what has proven to be possible when girls are granted access to hundreds of girl-led experiences, skill-building opportunities, and a connection to supportive adults and an inclusive community.

Girl Scouts unleashes the G.I.R.L.—the Go-getter, Innovator, Risk-taker, and Leader—in every girl. It prepares her for a lifetime of leadership through a one-of-a-kind program specifically for girls. It is based on confirmed results, time-tested methods, and research-backed programming to help girls take the lead in their own lives and beyond.

Here in Greater Los Angeles, we are reaching even more girls with a special focus on underserved and underrepresented communities, while providing high-impact programs that help girls develop courage, confidence, and character.

Before age 18, these girls are helping others in difficult times, taking action to improve their communities, traveling to other countries, designing robots, learning how to budget, and rappelling down mountains. Imagine how their world—our world—will be impacted when they reach adulthood.

Thanks to supporters like you, girls—and all of us—are at an advantage.

Sincerely,



**Patricia A. Crider**  
Chair, Board of Directors



**Lise L. Luttgens**  
Chief Executive Officer



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**Lise L. Luttgens**  
Girl Scouts of Greater Los Angeles

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\*denotes partial year    \*\*denotes ex-officio

This list includes all officers and directors who served during the fiscal year ended Sept. 30, 2017

# Success Factors



## KEY FINDINGS

New research finds that Girl Scouts shine above their peers. Drawing on data from Girl Scouts and non-Girl Scouts ages 5–18, the 2017 *Girl Scout Impact Study*\* presents seven key findings:

- 1 Girl Scouts exhibit stronger leadership outcomes than non-Girl Scouts.
- 2 Girl Scouts supports girls during their turbulent teen years.
- 3 Girl Scouts helps girls do well in the classroom and beyond.
- 4 Girl Scouts participate in meaningful extracurricular activities that impact their communities.
- 5 Girl Scouts are twice as likely as non-Girl Scouts to participate in activities that shape their character and open up new worlds to them.
- 6 Girl Scouts have adults in their lives who help them pursue goals and plan for their future.
- 7 Supportive adults and processes help Girl Scouts develop Girl Scout Leadership Experience outcomes.



## PROVEN OUTCOMES

Equipped with the Girl Scout advantage, girls:



Display positive values



Seek challenges and learn from setbacks



Develop a strong sense of self



Identify and solve problems in the community



Form and maintain healthy relationships

\*2017 Girl Scout Impact Study, Girl Scout Research Institute

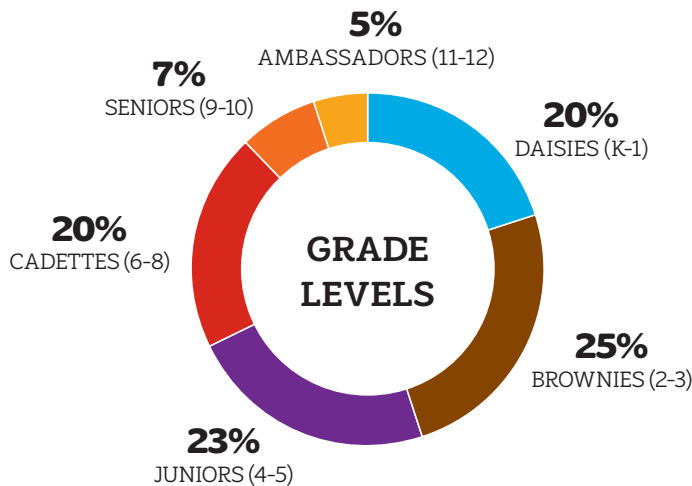
# Apart From the Rest

Girl Scouts of Greater Los Angeles (GSGLA) is the largest girl-focused nonprofit in Southern California, empowering nearly 43,000 girls—including more than 13,000 from low-income and underserved communities (our fastest growing segment)—with the help of more than 24,000 adult members and volunteers. In terms of membership, we are the fifth largest Girl Scout council in the nation.



**42,895** GIRL MEMBERS

**24,422** ADULT MEMBERS



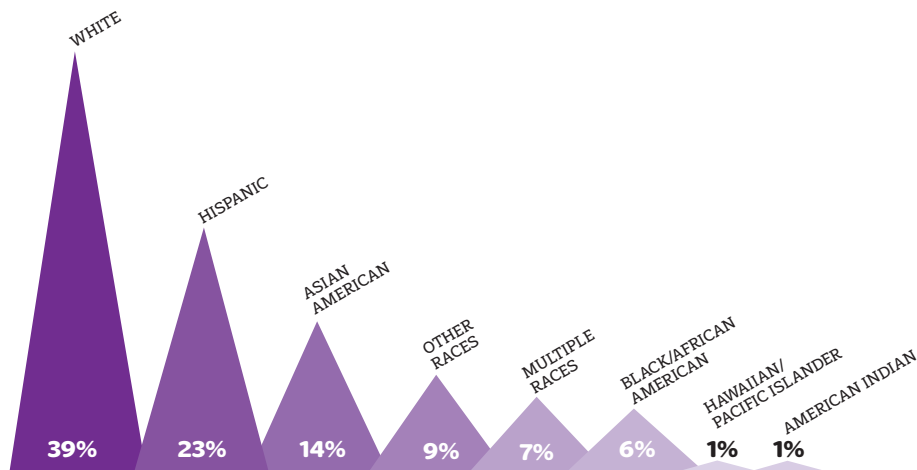
**6%**  
increase in  
girl membership



**13,698**  
girls in underserved  
communities

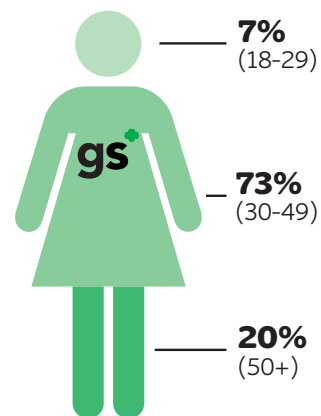


## \*ETHNICITY (girls & adults)



\*Based on those self-reporting

## ADULT AGE RANGE



## OUR GROWTH IN VULNERABLE COMMUNITIES

In 2017, GSGLA launched initiatives to proactively reach girls in underserved communities by both providing the Girl Scout Leadership Experience through community partners and providing new troops in these communities with Troop Start-Up assistance, which covers uniforms, badges, books, membership, and background check costs.

 **1,011**

girls supported through Troop Start-Up assistance

 **23**

youth-serving organization partners facilitated sustainable Girl Scout programming

 **19%**

membership increase in underserved communities overall

 **109%**

increase in girl membership in underserved communities of East LA/Boyle Heights



CAMP LAKOTA  
(FRAZIER PARK)

PALMDALE

SANTA CLARITA

LOS ANGELES  
COUNTY

CAMP OSITO RANCHO  
(BIG BEAR LAKE)

MONTROSE

MARIPOSA

WOODLAND HILLS

LA CASITA

ARCADIA

SAN GABRIEL

COVINA

JOHNSTONE

UPLAND

HEADQUARTERS

WHITTIER

CHINO

MARINA DEL REY

EL RANCHITO

LONG BEACH

MARINE LANDING

# Our Vantage Points

We know every girl has the potential to lead with courage, confidence, and character—we just have to give her the experiences, connections, and **spaces** to make it happen. Thanks to community support, in 2017, our organization made strides in ensuring that more girls have access to the Girl Scout advantage in hands-on ways—whether it’s navigating a new ropes course or dreaming up what she’ll create at a new Girl Scout program center in her own backyard.

- Secured Inglewood property, which will become a multi-use service/program center, serving as a support hub for 8,300 area Girl Scouts and opening a door (literally) to families who may not have considered Girl Scouts an option before.
- Camp Lakota (Frazier Park) three-year master plan developed and architectural design underway; pool refurbishment and high- and low-ropes course completed. Thank you, again, to the Don & Lorraine Freeberg Foundation and the friends and family of Bill Mingus Family for making these features possible.
- Camp Osito Rancho (Big Bear) science center and cabins completed.
- With thanks to a dedicated team of local supporters and donors, outdoor features at La Casita Outdoor Program Center improved with archery range and high-ropes course; master plan initiated.
- Obtained Santa Clarita property, which will become a multi-use service/program center
- Construction completed on the Upland property in December 2017. The new multi-use service/program center replaced the Montclair Service Center.



**6,272**  
square miles



**10**  
outdoor program  
centers



**8**  
offices



**2**  
camp  
properties



**150**  
staff members



# Girl Scouts exhibit stronger leadership outcomes than non-Girl Scouts.

## #1

GSGLA has the largest Gold Award class in the nation



## 256

Gold Award Girl Scouts



## 1,112

Silver Award Girl Scouts



## 2,182

Bronze Award Girl Scouts



Girl Scouting significantly elevates girls' abilities to step outside their comfort zones, manage healthy relationships, and be civically engaged in their communities. As each girl progresses through Girl Scouts, she collects a treasure trove of skills that helps her shine. Her experience culminates when she becomes a Bronze Award, Silver Award, and, finally, Gold Award Girl Scout.

- ◆ Older girls planned and led **154 special events and community service projects** in their neighborhoods that covered topics like empowerment, STEM, world cultures, outdoor survival skills, advocacy, and more.
- ◆ **80 teen Girl Scouts**, selected as Emerging Leaders, participated in mentoring sessions with executives from across LA at the 2017 ToGetHerThere Luncheon.
- ◆ **More than 1,000 women business leaders** gathered to hear GSGLA's panel, "The Greater Good: Giving Back to Help Women Move Forward," moderated by GSGLA CEO Lise L. Luttgens at the *Los Angeles Business Journal's* 2017 Women's Summit.



“I’d never heard of Girl Scouts until I came to the U.S. three years ago by myself from China. When I learned that Girl Scouts helps girls make the world a better place, I joined right away. My Gold Award project helped jumpstart a government-sponsored program to distribute hand sanitizer every month to community hospitals in China.”

–Yue “Cherry” Ying, 2017 National Young Woman of Distinction and Gold Award Girl Scout



# Girl Scouts supports girls during their turbulent teen years.



**21,384**

badges earned, like Independence, Netiquette, and Coaching



**6,575**

experiences provided, including programs like Healthy Relationships Workshop, Real Beauty, Free Being Me, and more



**13,726**

teen girls are Girl Scouts in Los Angeles



At Girl Scouts, girls find a safe haven—a girl-inclusive space where they’re free to be themselves without the pressures and social anxiety that can result from a mixed-gender environment. Girl Scouts promotes support among girls, enabling them to stretch beyond their limits.

- ◆ **718 girls** gained self-esteem and learned anti-bullying tactics through GSGLA’s Free Being Me program with our partners at 45 sites—schools, community housing, and more.
- ◆ **64% of girls** renewed their Girl Scout membership. Retention is key in Girl Scouts. The longer a girl stays in Girl Scouts, the more likely she is to be civically engaged and pursue higher degrees of education.
- ◆ GSGLA offers a plethora of older-girl specific programs:
  - Emerging Leader experience
  - Service Squad
  - Girl Advisory Bureau (GAB)
  - Startup Weekend
  - Destinations (travel programs)
  - Counselor-in-training and program aide opportunities



In Girl Scouts, I feel free: free to be who I want without being judged, free to be as loud as I want, and for people around me to be loved, too, and free to think and feel.

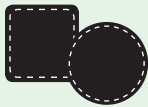


— Anonymous teen Girl Scout counselor-in-training, on her last day of summer camp 2017 at GSGLA's Camp Osito Rancho in Big Bear



## KEY FINDING #3:

# Girl Scouts helps girls do well in the classroom and beyond.



# 21,197

STEM badges earned, including Computer Expert, Home Scientist, Inventor, Entertainment Tech, and more



# 4,846

STEM and art experiences provided, including programs like Videogame Designer Workshop and GRAMMY Museum Day: Music Production



# 193

girls were on GSGLA robotics teams



Girl Scouts prepares girls for a lifetime of leadership through access to experiences, skills, and connections. Girl Scouts set mastery goals for learning and class work and are able to set up effective action plans for their future. More Girl Scouts than non-Girl Scouts desire careers in STEM, law, or business—industries in which women are underrepresented.

- ◆ **1st place:** At GSGLA's first-ever Startup Weekend, Girl Scouts were mentored and judged in a *Shark Tank*-style competition. The first-place group created Line Up, an app that allows users to play games in line at amusement parks. Other inventions included video STEM tutoring and a kids' toothbrush that dispenses the toothpaste.
- ◆ **1 out of 250:** Out of more than 3,000 teams nationwide, GSGLA's Rock N' Roll Robots team qualified and competed with 250 teams at the FIRST Tech Challenge World Championships, where they ranked 20th in their division of 72 teams.
- ◆ Greater LA Girl Scouts have stronger, more positive views about their future than non-Girl Scouts, averaging **16% above** non-Girl Scouts in terms of "strongly agreeing" with statements such as "I know I will graduate from college," and "My grades in school are excellent."







“Girl Scouts has provided me with the confidence and skills necessary to delve into any passion! Competing with my Girl Scout robotics team was even more amazing. We’re a family in every sense of the word, with bonds forged through trial and error, setbacks, and successes.”

— Kemi A., member of GSGLA’s Rock N’ Roll Robots FIRST Tech Challenge team, who competed at the 2017 world championships. Kemi has been accepted to Harvard, Cornell, and Columbia.



## KEY FINDING #4:

# Girl Scouts participate in meaningful extracurricular activities that impact their communities.



# 500k

Our Girl Scouts supply Greater Los Angeles with half a million hours of community service every year



During Feed Your Neighbor Service Month, Girl Scout troops collected

# 10,204

lbs. of food for local food banks—that's 8,503 meals



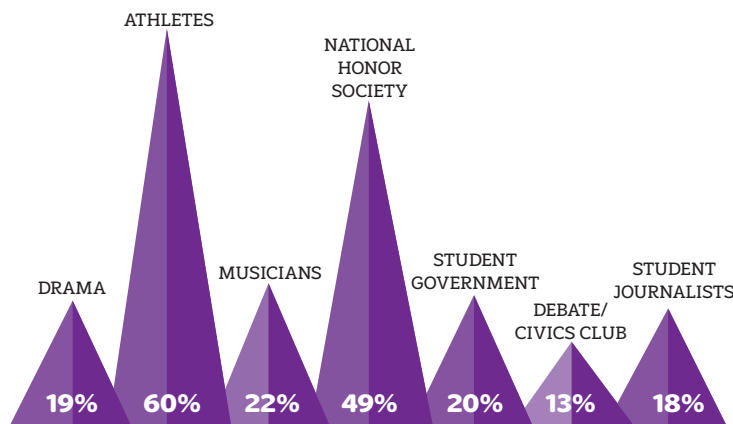
# 154

troops worked together to improve the world around them through community service projects, earning GSGLA's Building Better Communities patch



Girl Scouts are joiners, mobilizers, and proactive action-takers. At GSGLA, we set girls up for success by engaging them in activities that are girl-led, cooperative, and hands-on. These effects of active learning are especially pronounced when it comes to making a difference in communities—64 percent of girls who engage in active learning exhibit community problem-solving skills, compared to just 16 percent of non-Girl Scouts.

- ◆ At GSGLA's Mall Madness in March 2017, **154 Girl Scout troops** rallied behind a sister troop's Silver Award project—collecting birthday party supplies for children in foster care. The donated items filled **an entire 15-foot U-Haul truck**.
- ◆ In addition to achieving Girl Scouts' highest honor, 2017 Gold Award Girl Scouts are leaders at school, too:





GSGLA's teen Service Squad converged at the LA Regional Food Bank on April 1, 2017 to sort 35,797 lbs. of food. That's the equivalent of 29,711 meals!



# Girl Scouts are twice as likely as non-Girl Scouts to participate in activities that shape their character and open up new worlds to them.



**7,264**

Outdoors badges earned, including Hiker, Outdoor Art Explorer, Horseback Riding, Eco Camper, Primitive Camper, Paddling, and more



**\$61,615**

provided for camperships, financial assistance for girls to attend camp



**23**

new national proficiency badges in the outdoors and STEM introduced to Girl Scouts in August 2017



The inclusive environment of a Girl Scout troop creates a safe space in which girls can try new things, develop a range of skills, take on leadership roles, and feel comfortable failing, dusting themselves off, and trying again. Through Girl Scout outdoor adventure activities, girls discover something new every time—something beyond the screen of a cell phone, laptop, or tablet. They discover themselves and the world around them.

- ◆ **4,101 girls** participated in summer camp, and **314** of those girls came back for more, signing up for multiple sessions that same season.
- ◆ **15% of resident camp experiences** at Osito Rancho in Big Bear were supported through camperships/financial assistance.
- ◆ **8 LA Girl Scouts** went on Girl Scout Destinations, Girl Scout programs in places like Iceland and Panama



Girls paddle through the pond at Camp Osito Rancho, our premier Girl Scout resident camp in Big Bear. In addition to canoeing, Girl Scout campers have the opportunity to connect with nature as they navigate a challenge/ropes course, discover archery, tackle a zip-line, try outdoor cooking, learn survival skills and astronomy, and more.



# Girl Scouts have adults in their lives who help them pursue goals and plan for their future.



**24,768**

Entrepreneurship badges like Money Manager, Philanthropist, and Social Innovator helped girls learn how to budget and plan for their futures



**15,038**

girls kicked off the year by selling nuts and magazines with the guidance of supportive adults



**28,402**

cookie-preneurs gained business ethics and people skills by selling Girl Scout Cookies



It takes a caring adult to set a girl on a path of planning for her dreams. In the Girl Scout Cookie Program, girls as young as kindergarten are gently guided by their troop leaders to set goals and plan for what the troop does with the proceeds. Whether it's budgeting for an East Coast college tour or organizing a beach cleanup—Girl Scouts are able to make a plan and stick to it, thanks to the more than 24,000 adult members and volunteers.

- ◆ **1,595 girls** in underserved communities participated in Toyota Financial Services' Driving My Financial Future program, a take-home financial empowerment set of activities that helps girls learn how to save and track money, establish good credit, and plan for college.
- ◆ Influential business leaders and tech innovators mentored Girl Scouts for **more than 54 hours** during GSGLA's first Startup Weekend, where Girl Scouts pitched ideas, formed teams, and created prototypes for mobile apps.
- ◆ **100 girls and caregivers** saw their philanthropic efforts brought to life by surprising 100 servicemembers at Bob Hope USO with donated Girl Scout Cookies, via GSGLA's Gift of Caring program. In 2017, GSGLA donated **110,000 boxes** to soldiers overseas, local food banks, and other nonprofit partners.



Teach a girl the Girl Scout Promise and Law, and it can change her life. It helps her learn how to react to challenging situations. Girl Scouts opens their hearts and minds. They have aspirations they never even considered before.



— Raushannah Ali-Perkins, school librarian and leader of Troop 80943, supported through GSGLA's community partnership with Compton ASES (After School Education & Safety)



# Supportive adults and processes help Girl Scouts develop Girl Scout Leadership Experience outcomes.



825

virtual training and networking experiences for new troop leaders, who attended “Let’s Chat” webinars focused on how to navigate specific age groups in Girl Scouts



546

troop leaders attended in-person, staff-led Leader Skill Builders, learning troop management, Girl Scout traditions, storytelling, and more



230

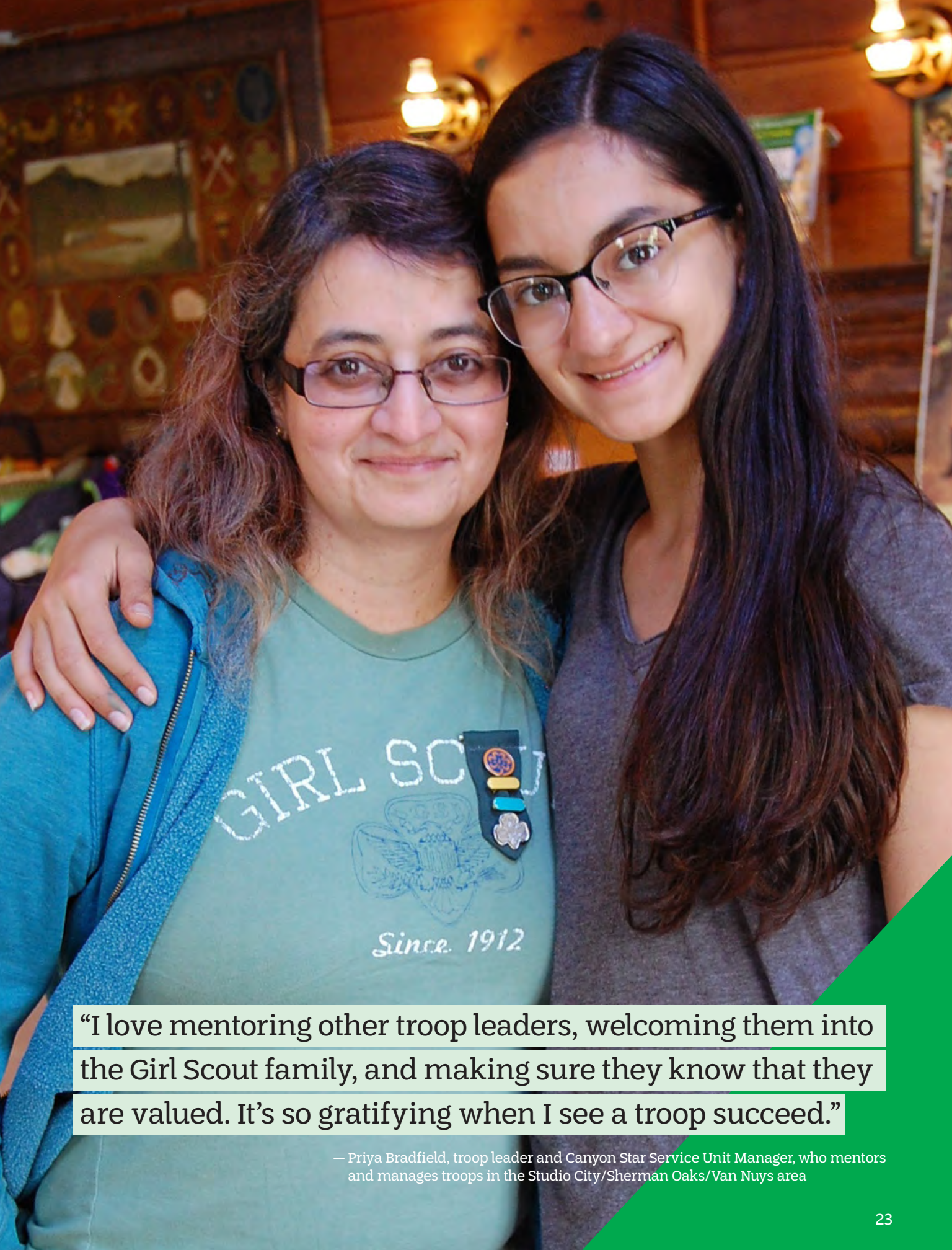
volunteers were nominated by their peers to receive national recognitions for their dedication to empowering girls



When girls participate in Girl Scouts, they benefit in five important ways—they become challenge seekers and community problem solvers and they develop a strong sense of self, positive values, and healthy relationships. Our base of phenomenal volunteers are the driving force behind these girl leaders, helping us move our mission forward by delivering an experience that involves three processes: girl-led, learning by doing, and collaboration.

- ◆ GSGLA customer care provided vital volunteer support, answering **60,249 calls** from members
- ◆ **57,000 unique visitors** per month frequent our new council website, redesigned in April 2017 to be aligned with councils across the nation and to have a more user-friendly platform.
- ◆ Each month, **13,000 volunteers** utilize the new Volunteer Toolkit on our website, a digital resource launched in August 2017, to make the process of running a troop easier and more efficient.
- ◆ **2 days:** Thanks to the implementation of a new customer-centric volunteer registration system launched in August 2017, onboarding is simple and streamlined. The new process is **88% more efficient**, preparing volunteers to lead in days instead of weeks.





“I love mentoring other troop leaders, welcoming them into the Girl Scout family, and making sure they know that they are valued. It’s so gratifying when I see a troop succeed.”

— Priya Bradfield, troop leader and Canyon Star Service Unit Manager, who mentors and manages troops in the Studio City/Sherman Oaks/Van Nuys area



PROVEN OUTCOME:

## Positive values

Former Navy corpsman and underwater welder **John “Doc” McFadzen** is man enough to be a Girl Scout. When a volunteer was needed to lead a new Daisy troop (kindergartners and first graders) in South Los Angeles, Doc’s hand shot right up: the stay-at-home father of three knew he wanted to do this for his daughter and others. “If you want your kids to go to college and give back to their communities—it’s a no brainer. Not only are you setting an example, you’re able to have fun and experience things with your daughter that you might not have had time to do at home.”

Doc’s troop is supported through GSGLA’s Troop Start-Up assistance, a new initiative that aims to help troops in underserved communities get off their feet. The troops receive free membership registration, uniforms, *Girl’s Guide to Girl Scouting* books, and more.

Since forming as a troop, the girls have enjoyed everything from selling cookies to earning Petals—badges for Daisies.

But his favorite part of leading a troop? “Watching them click, do something, and be proud of it—that’s what it’s all about.”





“As troop leaders, we guide the girls, but they still get to vote and make decisions together. To be trusted and given the respect to make their own decisions—that is such a valuable lesson for girls to learn at a young age.”

— John "Doc" McFazden, troop leader, South Los Angeles



“Girl Scouts sticks with you—I’ve been so bold in pursuing opportunities both within Girl Scouts and outside of Girl Scouts, learning how to network and learn as much as possible. When you’re a lifetime Girl Scout, you’re always a part of something.”

— Joanna Hua, Girl Scout alumna, Temple City Gold Award Girl Scout



PROVEN OUTCOME:

## Challenge seeking

As a young Girl Scout, **Joanna Hua** discovered the joy of community service, quickly developing an appetite for helping others.

Later, as a teen, this altruistic drive helped her confront a personal struggle of her own—feelings of depression and being overwhelmed as a high school student. Setting out to earn Girl Scouts' highest honor, the Gold Award, Joanna created a mental health awareness campaign after realizing that stigmas associated with depression initially held her back from speaking out. By going Gold, she took a risk and shared her own story to help others—and in the process she discovered her life's passion: public health.

Now, Joanna is a sophomore at Cornell University, a government major with a policy analysis and management minor, on the pre-med track. "Through my Gold Award, I realized there's a lot you can do to shape people at an early age."

Joanna continues to share the importance of service to others—in 2017, in front of a room of hundreds of high-profile women executives, she spoke about the future of philanthropy, sharing the stage with GSGLA CEO Lise Luttgens, Lakers Youth Foundation Executive Director Kiesha Nix, and Managing Director of Advancement and External Relations at the Academy Museum of Motion Pictures Kathie Deshaw at the *Los Angeles Business Journal's* Women's Summit.



PROVEN OUTCOME:

## Strong sense of self

Some might have seen it as a vast, empty, grey wall—but to Gold Award Girl Scout **Isabel P.**, it was a blank canvas and, even more, an opportunity to inspire girls and women in the community of Boyle Heights. Once the 15-year-old got permission from the store owner, her mom suggested Isabel tackle a fourth of the 17 x 64-ft. wall, but like a true Girl Scout Isabel had the confidence to go big. So, for her Gold Award project, she spent a whopping 600 hours in the scorching summer sun to create an impressive mural featuring 16 trailblazing women, including Supreme Court Justice Sonia Sotomayor, astronaut Mae Jamison, Girl Scout alumna and activist Dolores Huerta, Malala Yousafzai, Helen Keller, and more.

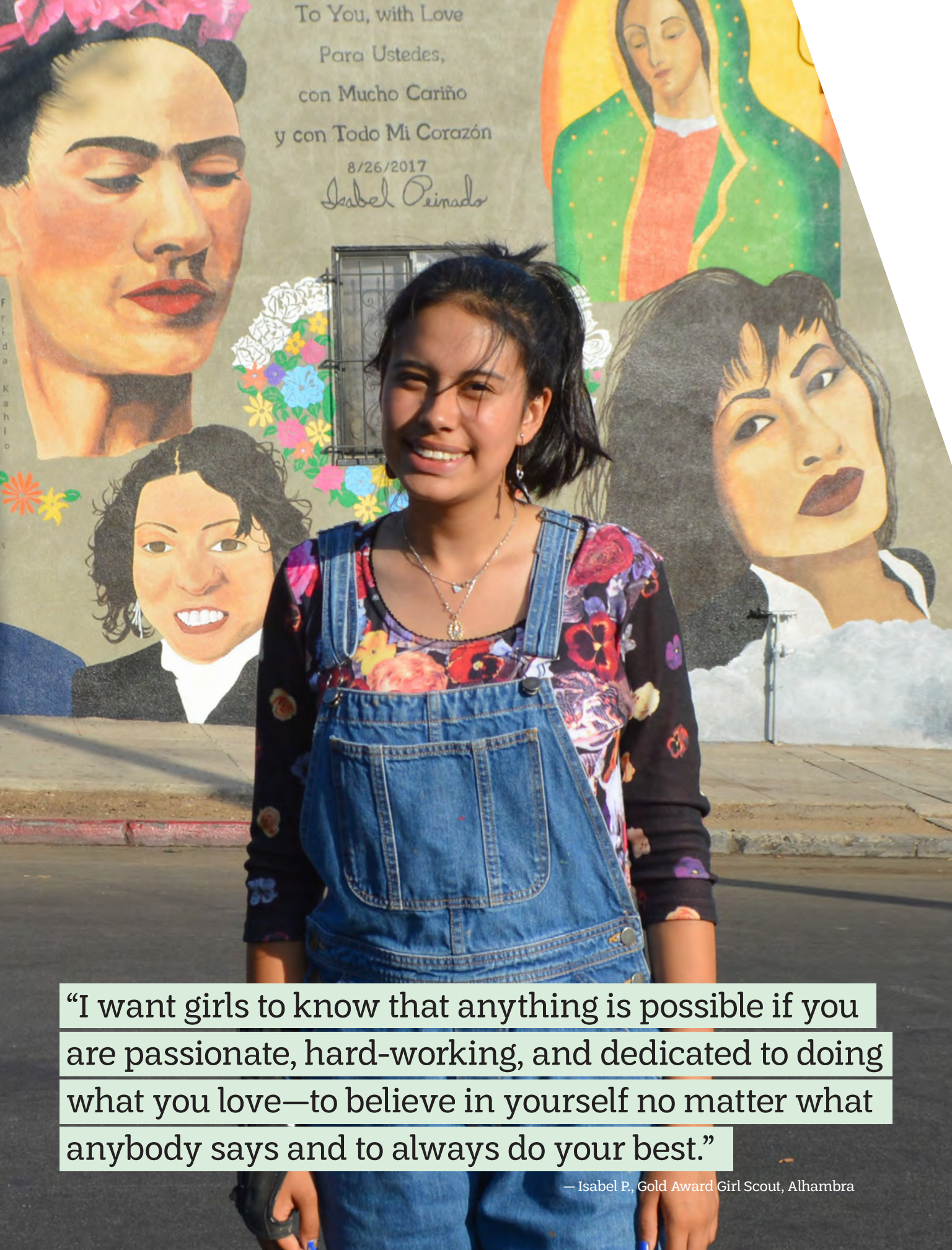
In August 2017, she was honored by Los Angeles City Councilmember Jose Huizar at a special ceremony, speaking in front of more than 300 community members.

“By working with Isabel, I learned that Girl Scouts brings out the best in our girls,” Huizar said. “It’s wonderful to see her be so resourceful—building a community while creating a gift for the community. When people say young people can’t do much, we can say take a look at what this 15 year-old did. See what she made.”



Mother and Child

Ellen DaGenero



To You, with Love  
Para Ustedes,  
con Mucho Cariño  
y con Todo Mi Corazón  
8/26/2017  
*Isabel Peinado*

“I want girls to know that anything is possible if you are passionate, hard-working, and dedicated to doing what you love—to believe in yourself no matter what anybody says and to always do your best.”

— Isabel P., Gold Award Girl Scout, Alhambra



“It felt so great to make my neighborhood safer. If I can make this happen, I can do something even bigger. I now know that I can do whatever I put my mind to.”

— Gwendolyn R., Bronze Award Girl Scout, West Adams



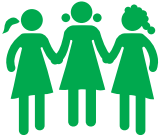


PROVEN OUTCOME:

## Community problem- solving

Girl Scouts know that leadership is not power over people—it's power with purpose. In April 2017, Cadette Girl Scout **Gwendolyn R.** (13 years old) saw the outcome of her two-year long awareness campaign with her troop: a new pedestrian-activated light installed on Jefferson Blvd., helping make a crosswalk safer for the Leslie N. Shaw Park in West Adams.

In 2015, Gwendolyn brought the crosswalk idea to her troop when the girls were tasked with voting on a community issue to tackle for their Girl Scout Bronze Award project. The Bronze Award is the highest award a girl can earn as a Junior and requires girls to identify a community issue, work as a team, and create a lasting solution. The troop enthusiastically voted for Gwendolyn's idea and set out to spread awareness about the need for a safer crosswalk. Gwendolyn took what they compiled and presented letters from the troop to the United Neighborhoods Neighborhood Council. Shortly thereafter, Los Angeles City Council President Herb J. Wesson, Jr. was able to secure funding for the safety improvement project and the pedestrian-activated light was completed on April 14, 2017. A special crossing ceremony with Wesson and community officials was held in June.



PROVEN OUTCOME:

## Healthy relationships

It may seem like a simple act, but to **Kaitlyn U.**, it was pivotal. Kaitlyn stood up, looked an adult in the eyes, and gave her pitch with a smile: Would you like to buy some Girl Scout Cookies? Kaitlyn, who has autism, can find initiating conversation and interacting with peers very difficult. But according to her mom, things changed when Kaitlyn became a Brownie Girl Scout in Inglewood. Witnessing that small act of courage during the cookie sale gave her mother Natalie hope.

Three years later, in 2017, Kaitlyn is upselling and improvising conversations with her cookie customers. And, she made her mom proud again when she became a Bronze Award Girl Scout—not an easy feat. To earn this highest honor for Junior Girl Scouts, Kaitlyn teamed up with the girls in her troop—many with special needs themselves—to host a toy drive for kids with disabilities. “I was so proud, because each girl took the initiative to ask people for support of their project, which takes a lot of confidence.”

From cookies to community service, Kaitlyn continues to connect with others, communicate her feelings directly, and make lifelong friends. Her favorite Girl Scout badge from 2017? Social Butterfly. “She always wants to be with the girls in her troop,” said Natalie. “She has come a long way.”



“Being a Girl Scout has made me less shy—both by selling Girl Scout Cookies and talking to customers, and by making new friends in my troop. We really listen to each other.”

— Kaitlyn U., Junior Girl Scout

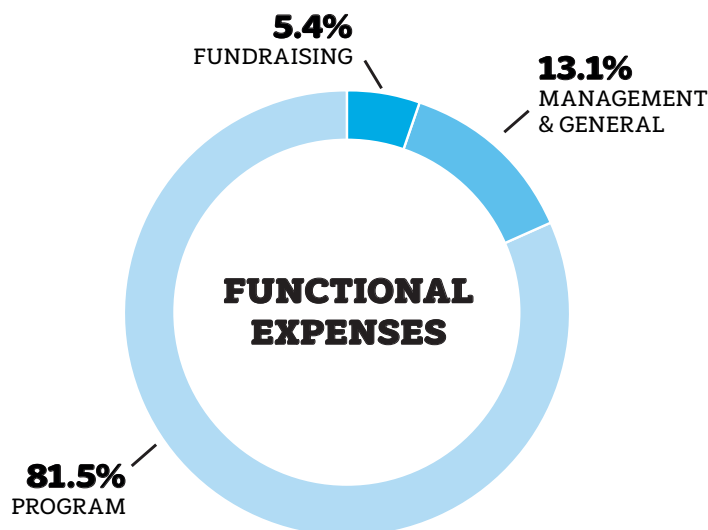
# Financials

## FINANCIAL POSITION *as of September 30, 2017*

Current Assets	\$8,614,438
Non-Current Assets	51,485
Investments	13,386,004
Property and Equipment (Net)	14,181,240
<b>TOTAL ASSETS</b>	<b>\$36,233,167</b>
Current Liabilities	\$2,209,630
Long-term Liabilities	599,230
<b>TOTAL LIABILITIES</b>	<b>\$2,808,860</b>
Unrestricted Net Assets	\$32,557,566
Temporarily Restricted Net Assets	725,132
Permanently Restricted Net Assets	141,609
<b>TOTAL NET ASSETS</b>	<b>\$33,424,307</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$36,233,167</b>

## ACTIVITIES *for the year ended September 30, 2017*

Public Support	\$864,600
Product Sales (Net)	16,514,186
Merchandise Sales (Net)	717,872
Program Fees	1,457,062
Property and Equipment Use Fees	76,615
Interest and Dividend Income (Net)	229,223
Realized and Unrealized Gain on Investments (Net)	971,951
Gain on Sale of Assets (Net)	41,891
Other Income	40,676
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$20,914,076</b>
<b>TOTAL EXPENSES</b>	<b>\$17,784,992</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$3,129,084</b>
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>\$30,295,223</b>
<b>NET ASSETS, END OF YEAR</b>	<b>\$33,424,307</b>



# Donor List

The Girl Scouts of Greater Los Angeles Board of Directors gratefully acknowledges the following individuals, foundations, and corporations for their investment in leadership development for girls.

(Gifts received between Oct. 1, 2016 and Sept. 30, 2017)

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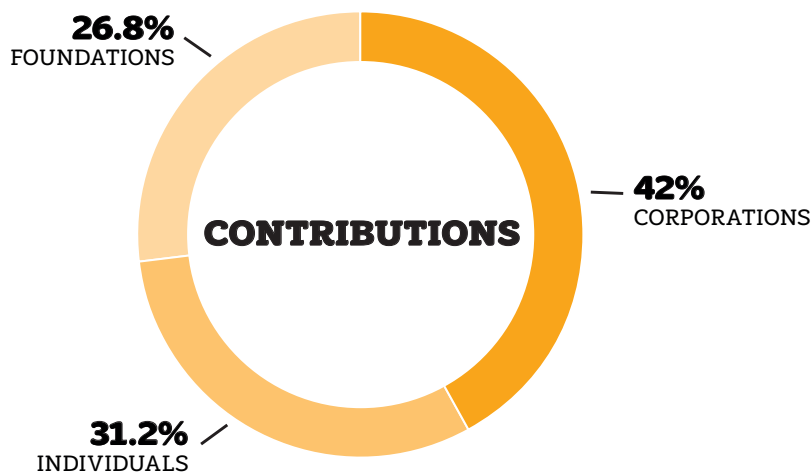
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# THANK YOU



Lakers Youth Foundation Executive Director Kiesha Nix, Girl Scout alumna Joanna Hua, Managing Director of Advancement and External Relations at the Academy Museum of Motion Pictures Kathie Deshaw, and GSGLA CEO Lise Luttgens on Los Angeles Business Journal's Women's Summit panel about the future of philanthropy.





# JULIETTE GORDON LOW SOCIETY

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 plan as of March 31, 2017.

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John Weiszbrod  
Janet Whaley & Steven Preston  
Brenda J. Zamzow  
Margaret B. Zarate

# A Head Start

Girls are given a head start at a bright future when they become Girl Scouts—and Girl Scouts of Greater Los Angeles is committed to continuing this promise to all girls through programs that engage and inspire. Our council has created a strategic plan for 2018–20 to fearlessly leverage our mission and brave the challenges of the future. These bold initiatives require our 100+ years of pioneering tradition as well as the resources, partners, and champions that will help us forever change the leadership landscape for the better.

## REACH MORE GIRLS



- Recruit more girls in underrepresented and underserved communities to the troop pathway
- Ensure a sustainable volunteer structure that increases the capability of volunteer and girl retention
- Increase community access to the Girl Scout Leadership Experience (GSLE) through community-based partnerships

## DELIVER HIGH-IMPACT PROGRAMS



- Align the capital development of Camp Lakota, as identified by the master plan, with the delivery of dynamic and high-quality program experiences
- Leverage our unique outdoor-oriented program centers to reach more girls across Greater LA with the delivery of dynamic high-quality outdoor program experiences
- Integrate a multi-use model in the relocation or acquisition of new facilities in targeted communities

## INVEST IN GIRLS THROUGH PHILANTHROPIC PARTNERSHIPS



- Develop an organization-wide culture of philanthropy
- Increase individual giving and increase its proportion of overall giving to GSGLA
- Increase foundation giving and GSGLA's visibility in the philanthropic community
- Increase corporate giving and business leader engagement

# Advantage: Girl Scouts

Girl Scouts know that the best kind of leadership isn't defined just by who you are and what you want to be, but most importantly, by what you do.

So while all of us face challenges in building and strengthening our service to girls in the 21st century, our possibilities at Girl Scouts are endless. We not only have unmatched impact, but unmatched reach across demographics and geographies, leveraging a variety of contemporary, girl-relevant programming.

**Help us give every girl the Girl Scout advantage.**

Girl Scouts of Greater Los Angeles is a nonprofit 501(c)(3) and relies on the support of generous donors. Together, we can provide impactful programs and opportunities that encourage girls to empower themselves and reach their greatest leadership potential. Donate, volunteer, or join today. Visit [girlscoutsla.org](http://girlscoutsla.org) or call **213-213-0123** to find out ways to participate and support.



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Long Beach, CA 90808

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Palmdale, CA 93551

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21515 Soledad Canyon Rd.  
Santa Clarita, CA 91350

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313 East Foothill Blvd.  
Upland, CA 91786

### **WOODLAND HILLS**

20931 Burbank Blvd., Suite A  
Woodland Hills, CA 91367

### **GSLA HEADQUARTERS**

801 South Grand Ave., Suite 300  
Los Angeles, CA 90017