



2018 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 Identity



Lise

Shelley

Girl Scouts is not just an activity, it's an identity.

Every time a Girl Scout puts on her vest or sash, she is awakening her unlimited potential. That's because at Girl Scouts of Greater Los Angeles, we provide opportunities for each girl to feel a sense of belonging, to practice bravery, and to have pride in herself. And countless studies tell us that this is something that sticks with girls—for life.

Through one-of-a-kind experiences like building robots, zip-lining through pine forests, solving community problems through Take Action projects, and running their own cookie businesses, girls are discovering who they are and who they can be.

As you review our annual report, you'll see that Girl Scouts in Greater Los Angeles are confidently claiming their space as G.I.R.L.s: go-getters, innovators, risk takers, and leaders, and they're doing so in record numbers—even more-so in underserved communities, as we've expanded our outreach by 24 percent!

We hope perusing our council's 2018 highlights gives you pride—pride in our impressive girls and bold Movement. It was a year filled with record-breaking achievements, and we have much more to come as we build upon this momentum.

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Lise L. Luttgens

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Girl Scouts of Greater Los Angeles

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dates Oct. 1, 2017 – Sep. 30, 2018*

Our Members

We are Girl Scouts of Greater Los Angeles. We're the largest girl-focused nonprofit in Southern California and the fourth largest Girl Scout council in the nation. Our core values of diversity and inclusiveness guide our mission to empower more than 46,000 girls—including more than 17,000 from low-income and underserved communities (our fastest growing segment). Supported by 24,000 volunteers, we grant girls access to crucial girl-led programs and life-changing connections that will launch them into a lifetime of leadership.

 **17,100**

Underserved girls reached

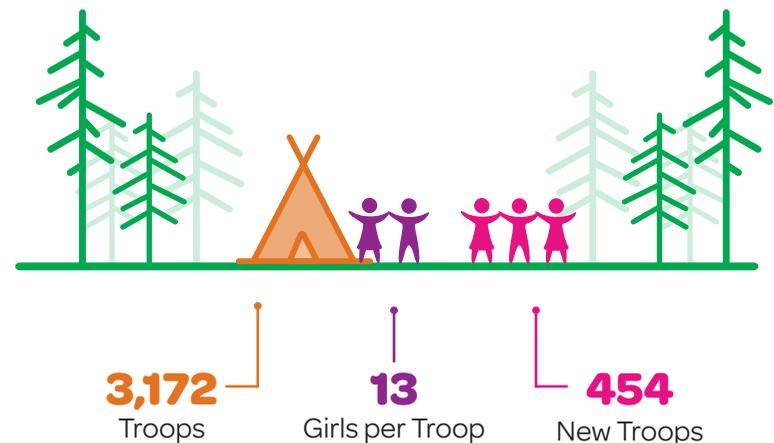
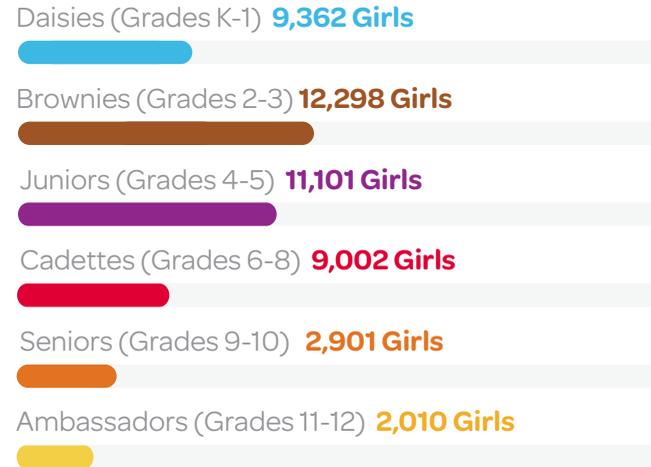
 **24%**

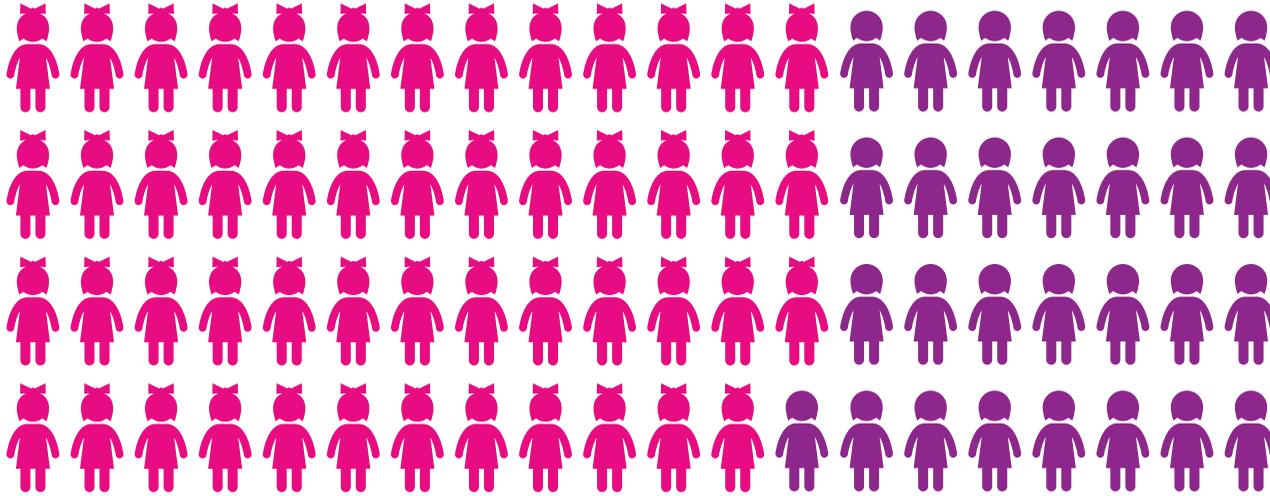
Increase of program delivery in underserved communities

 **7,627**

Attendees for our leader training programs in 2018

Girl Scouts of Greater Los Angeles girl members by grade level.





46,729

Girl Scouts served (an annual increase of 8.94%)

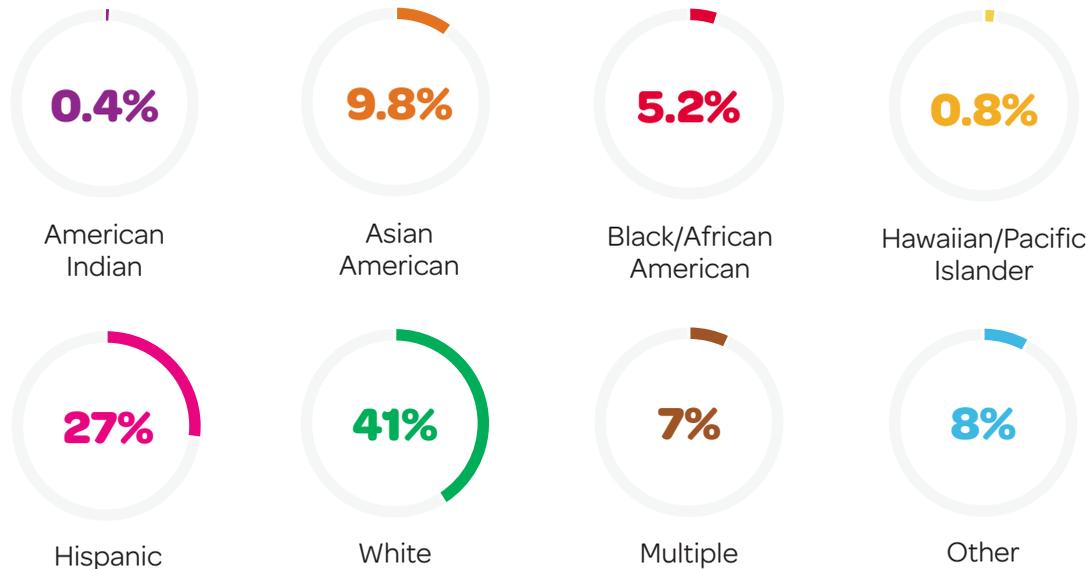
24,454

Adult members (an annual decrease of 4.91%)

71,183

Total members (an annual increase of 3.85%)

Girl Scouts of Greater Los Angeles girl members by ethnicity*



*based on those reporting

GSGLA is the **4th** largest Girl Scout Council in the U.S.

For Their Future

Girl Scouts of Greater Los Angeles is committed to providing programs that engage and inspire girls well into the future. In 2018, our council embarked on the first year of a three-year strategic plan to fearlessly leverage our mission and brave the challenges of the future. These bold initiatives require our **107+ years** of pioneering tradition as well as the resources, partners, and champions that will help us forever change the leadership landscape for the better.

“I think that the friendships that I have gained through Girl Scouts combined with the valuable lessons that I have learned and the experience of being a leader have empowered me in all aspects of my life. Being a Girl Scout has made me more confident in my abilities and more inspired to make a difference in the world.”

-Jacklyn O., Ambassador Girl Scout



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

The Girl Scout Program

Through girl-led experiences, Girl Scouts don't just learn about being leaders—they are leaders.

Our girl-led ethos drives all of our program offerings—entrepreneurship, STE(A)M, life skills, and outdoor. Girls gain new skills in a hands-on way and through a leadership lens. Our organization uniquely challenges girls to take what they learn—whether it's coding or public speaking—and use it to make the world a better place.

☆ **177,709**

Points of service provided

The Girl Scout Leadership Experience provided through council and troop activities has had significant impact. Compared to non-Girl Scouts, Girl Scouts in Greater Los Angeles, across age levels, were more likely to display the following leadership outcomes:



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

Growing Through Leadership

Girl Scouts lead the change they want to see in the world.

That's because Girl Scout leadership is not just about power over people—it's power with purpose. As each girl progresses through Girl Scouts, her skills, passions, and altruistic mindset culminates when she becomes a Bronze Award, Silver Award, and Gold Award Girl Scout. Earning these accolades requires a commitment to finding sustainable solutions to large-scale problems and inspiring others along the way.

“Earning my Girl Scout Gold Award allowed me to make an impact on a community that's important to me, while providing the opportunity for self-growth as a woman and leader. My project will continue to have a life of its own outside of me, and the legacy of what I've done will live on within others.”

— Miranda P., Ambassador Girl Scout and Gold Award Girl Scout



AWARDS EARNED

More than 3,300 high awards were earned by GSGLA Girls Scouts.



291

Gold Award Girl Scouts

GSGLA boasts the largest Gold Award class in the nation



985

Silver Award Girl Scouts



2,038

Bronze Award Girl Scouts

Learning Through STE(A)M

Girl Scouts are curious.

Through our robust STE(A)M—science, technology, engineering, art, and math—offerings, girls gain the courage to ask questions and discover the world around them. Not only are they prepared for the future with timely STE(A)M skills, they gain the creativity, resiliency, and empathy to successfully navigate an ever-changing world.

“Nothing beats GSGLA’s hands-on STE(A)M programs. My daughter built her own rocket, and on the morning of the launch she was so excited to watch something that she had built herself! Her rocket soared into the air and opened up its shiny streamer parachute, just like she had designed! Her look of delight and achievement was priceless, and driving home, she asked me if she could be a rocket scientist. With an overjoyed smile, I replied, ‘Of course!’”

-Lily L., Girl Scout Parent to Audrey (Brownie Girl Scout)



 **25,349**

STE(A)M badges earned, including Computer Expert, Home Scientist, Inventor, and Entertainment Tech

 **5,952**

STE(A)M and art experiences provided, including programs like Video Game Designer Workshop and GRAMMY Museum Day: Music Production

 **236**

Girls were on GSGLA robotics teams

Enjoying The Outdoors

Girl Scouts love a good challenge.

Our goal is to instill confidence, leadership skills, and a collaborative spirit in girls—and the key to teaching them those life lessons is infusing fun and adventure in everything we do. Through our unique outdoor offerings—such as archery, zip-lining, paddle-boarding, and more—girls face fears in an all-girl supportive environment. This allows them to gain independence and discover their own courage.

This year 10,643 girls explored the outdoors and discovered new adventures at the council’s summer camps and other experiences at our properties; that’s a 20% participant increase from last year.

 **4,683**

Girl Scout campers in 2018

 **\$80,000**

Provided for camperships, financial assistance for girls to attend camp

 **18%**

Of campers received financial aid (camperships)

“Dear Campership Committee,

Thank you for helping me go to El Ranchito Day Camp this summer. I made a lot of new friends and tried new things. My favorite was climbing the rock wall. I almost made it to the top! I enjoyed doing archery and making crafts, I can’t wait to go back next summer!”

- Rebecca, Brownie Girl Scout

Discovering The Spirit Of Entrepreneurship

Girl Scouts set goals and create realistic plans to achieve them.

When girls participate in the Girl Scout Cookie Program, they get more than life-changing experiences and adventure. They also develop essential life skills—goal setting, decision making, money management, people skills, and business ethics—all while soaring in confidence and practicing leadership the Girl Scout way to lift one another up and change the world, together.

New, enterprising program events offered in 2018:

- *TOTO Junior Product Design*
- *Princess Cruises Leadership Forum*
- *Cybersecurity Badges Launch for Program Aides with Palo Alto Networks at Hulu*
- *Deloitte Impact Day: “Create Your Own Brand”*



GSGLA has the most successful cookie and fall product programs in the country!



 **15,308**

Girls trained in the fall product program as entrepreneurs in training

 **5.6 Million**

Boxes of cookies sold making this the most successful sale in the nation

 **29,011**

Girls thrived in the cookie program as entrepreneurs-in-training

Learning Important Life Skills

Girl Scouts have confidence, and inspire others to adapt healthy habits and mindsets.

Whether it's learning anti-bullying tactics and gaining a positive body image through our healthy living workshops or encouraging each other through a group Take Action project, girls find the support they need in Girl Scouts' girl-inclusive space.

 **1,114**

Girls in underserved communities participated in Toyota Financial Services' Driving My Financial Future program and learned how to save and track money, establish good credit, and plan for college

 **5,537**

Girls participated in Life Skills programs including those focusing on anti-bullying, healthy relationships, self-esteem, civic engagement, and financial literacy



“The best part of Girl Scouts was spending time with Girl Scout friends and learning new skills. It was fun camping, crafting, and learning wilderness survival, as well as money management skills. My leaders were amazing role models who inspired me to be positive, collaborative, and creative, and this encouraged me to find my voice.”

– Kaitlyn L., Ambassador Girl Scout

Giving Back Through Community Service

Girl Scouts actively give back to our communities—both today and tomorrow.

Girl Scouts has instilled a spirit of altruism in its members. From collecting canned goods for the hungry to cleaning up our beaches, Girl Scouts protect our environment, advocate for others, and bring awareness to important issues. Studies also tell us they are more likely than non-Girl Scouts to continue this service into adulthood.

“I have been given such a wide range of opportunities to try new things, meet new people, travel, learn new skills, and grow in character. Additionally, Girl Scouts has provided me with countless experiences in community service and the creation of positive change.”

- Maddie Y., Ambassador Girl Scout



 **500K+**

Hours of community service are provided to the Greater Los Angeles area

 **10,204**

Pounds of food were collected during GSGLA's 'Feed Your Neighbor' Service Month

 **154**

Earned GSGLA's Building Better Communities patch

Our Council

Girl Scouts is for every girl, everywhere.

Our council values accessibility and adventure. That's why you'll find our service and program centers spanning the map of Greater Los Angeles—from suburbia to inner-city and mountains to the sea. And thanks to community support, we're able to continue to expand our spaces so that even more girls can discover their leadership potential.



LA County Commission on the Status of Women and Girls' President's Award Recipient



2018 LA Food Bank Top 25 donor



6,272

Miles of GSGLA Jurisdiction



151

GSGLA Dedicated Staff Members

GSGLA PROPERTIES

- Completed construction and moved into owned service centers in Upland and Santa Clarita
- Broke ground and began construction on phase I of Inglewood Innovation Center
- Identified, designed, and negotiated lease for new HQ space; May 2019 move
- Updated/refurbished Camp Osito Rancho at Big Bear, including upgraded zip line, bathrooms, dining hall, and infirmary
- Implemented Doubleknot property reservation system resulting in increased troop use



Los Angeles County



Headquarters



Service Centers



Community Girl Scout Houses



Outdoor Program Centers



Mountain Camps

Palmdale

Camp Lakota
Frazier Park

Santa Clarita

Camp Osito Rancho
Big Bear Lake

Montrose

Mariposa

Arcadia

La Casita

Woodland Hills

San Gabriel

Covina

Johnstone

Headquarters

Whittier

Upland

Chino

Inglewood

El Ranchito

Long Beach

Marine Landing

The Financials

FINANCIAL POSITION *as of September 30, 2018*

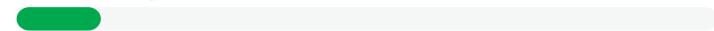
Current Assets	8,273,952
Investments	17,364,676
Property & Equipment (Net)	14,260,004
Total Assets	\$39,898,632
Current Liabilities	2,062,843
Long-Term Liabilities	309,673
Total Liabilities	\$2,372,516
Unrestricted Net Assets	37,174,513
Temporarily Restricted Net Assets	209,994
Permanently Restricted Net Assets	141,609
Total Net Assets	\$37,526,116
Total Liabilities & Net Assets	\$39,898,632

ACTIVITIES *for the year ended September 30, 2018*

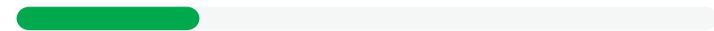
Public Support	1,169,095
Product Program (Net)	18,380,629
Merchandise Sales (Net)	747,785
Program Fees	1,641,072
Property and Equipment Use Fees	78,909
Interest and Dividend Income (Net)	318,396
Realized and Unrealized Gain on Investments (Net)	645,650
Gain on Sale of Assets (Net)	900,145
Other Income	283,122
Total Support and Revenue	\$24,164,803
Total Expenses	\$20,062,994
Change In Net Assets	\$4,101,809
Net Assets (Beginning of the Year)	33,424,307
Net Assets (End of the Year)	\$37,526,116

FUNCTIONAL EXPENSES

Fundraising **5.5%**



Management & General **13.6%**



Program **80.9%**



Our Donors

Girl Scouts are supported.

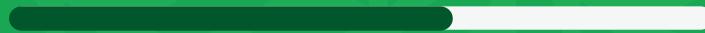
We know every girl has a leader within—we just give her the experiences, connections, and spaces to unleash it. We thank our incredible donors for believing in girls and giving them the Girl Scout advantage.

“With Girl Scouts, you can try something you’ve never thought of doing, maybe fall in love with it, and not be judged. I love to support an organization that focuses on our future leaders—it’s the right thing to do, period!”

-Ashley Abdalla, GSGLA Supporter

CONTRIBUTIONS

Individuals **65%**



Corporations **25%**



Foundations **10%**



\$50,000+

Marilyn & Dale Marshall

\$25,000+

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Thank You!



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Margaret B. Zarate



Support Girl Scouts

Girl Scouts are big thinkers, groundbreakers, and role models. They design robots, climb rock walls, improve their communities, and create business plans and budgets. In these and thousands of other experiences and adventures as Girl Scouts, they are also G.I.R.L.s (go-getters, innovators, risk takers, and leaders). They are bold, creative, courageous, and committed to changing the world. You can help us provide these opportunities for *every girl in every zip code*.

Help us give every girl the Girl Scout experience.

*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](https://www.girlscoutsla.org) or call **213-213-0123** to find out ways to participate and support.*



GENETHA CLEVELA
SENIOR GIRL SCOUT

RISK-TAKER

girl scouts
greater los angeles

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Arcadia, CA 91006

INGLEWOOD

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Inglewood, CA 90203

LONG BEACH

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