GIRLS CHANGE THE WORLD.

2014 ANNUAL 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.
GIRL SCOUTS BUILDS GIRLS OF COURAGE, CONFIDENCE, AND CHARACTER, WHO MAKE THE WORLD A BETTER PLACE.
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October 2013 - September 2014

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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.

Betsey L. Brewer
Chair, Board of Directors

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.
22,720 ADULT MEMBERS

40,698 GIRL MEMBERS

7 SERVICE CENTERS

10 PROGRAM CENTERS

6,272 JURISDICTION (SQ. MILES)

1 HEADQUARTERS OFFICE
### GIRLS* (levels)

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAISY (grades K-1)</td>
<td>18%</td>
</tr>
<tr>
<td>BROWNIE (grades 2-3)</td>
<td>27%</td>
</tr>
<tr>
<td>JUNIOR (grades 4-5)</td>
<td>25%</td>
</tr>
<tr>
<td>CADETTE (grades 6-8)</td>
<td>20%</td>
</tr>
<tr>
<td>SENIOR (grades 9-10)</td>
<td>6%</td>
</tr>
<tr>
<td>AMBASSADOR (grades 11-12)</td>
<td>4%</td>
</tr>
</tbody>
</table>

### ADULTS* (age)

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-29</td>
<td>6%</td>
</tr>
<tr>
<td>30-49</td>
<td>77%</td>
</tr>
<tr>
<td>50 AND OVER</td>
<td>17%</td>
</tr>
</tbody>
</table>

### ETHNICITY (girls and adults)

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>HISPANIC**</td>
<td>25%</td>
</tr>
<tr>
<td>AMERICAN INDIAN</td>
<td>1%</td>
</tr>
<tr>
<td>ASIAN AMERICAN</td>
<td>13%</td>
</tr>
<tr>
<td>BLACK/AFRICAN AMERICAN</td>
<td>6%</td>
</tr>
<tr>
<td>HAWAIIAN/PACIFIC ISLANDER</td>
<td>1%</td>
</tr>
<tr>
<td>WHITE</td>
<td>64%</td>
</tr>
<tr>
<td>MULTIPLE</td>
<td>7%</td>
</tr>
<tr>
<td>OTHER</td>
<td>8%</td>
</tr>
</tbody>
</table>

* Based on those reporting
** Hispanic data collected as integrative of listed ethnicities
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
CONNECTING ASPIRATION TO ACTUALITY

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.
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.

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.
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.

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

1,529

girls participated in other vital GSGLA programs in 2014

27,137
Girls participate in an archery activity at Camp Osito Rancho.
THROUGH GIRL SCOUTS, GIRLS FIND THE STRENGTH AND COURAGE TO MAKE A POSITIVE IMPACT.
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)
CONNECTING DISCOVERY TO ENDEAVOR

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.
Attendees participated in GSGLA’s Girtopia, a day-long expo just for girls. Exhibitors engaged girls with hands-on activities and demonstrations. 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.

Teen Summit workshops were presented, covering topics such as leadership development, anti-bullying techniques, money management, creative writing, and careers in STE[A]M.
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.
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.
GIRL SCOUTS INSPIRES GIRLS TO DISCOVER INTERESTS AND CAUSES THAT MATTER, TO CONNECT WITH OTHERS, AND TO TAKE ACTION.
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.

1,674 non-traditional volunteers helped GSGLA in capacities such as cookie distribution, event staffing, and seasonal support.

19
Troop leaders gave of their time and talent to girls in guiding them through exciting programs and experiences.

Volunteer training sessions were provided to support adult members.

425

3,045
FINANCIAL POSITION  September 30, 2014

Current Assets  $3,817,240
Property and Equipment (Net)  $8,895,004
Investments  $11,549,897

TOTAL ASSETS  $24,262,141

Current Liabilities  $1,495,651
Long-term Liabilities  $1,466,694

TOTAL LIABILITIES  $2,962,345

Unrestricted Net Assets  $20,063,769
Temporarily Restricted Net Assets  $1,094,461
Permanently Restricted Net Assets  $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
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
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Long Beach Community Foundation
Eleanor Muller
Princess Cruises Community Foundation
The Schow Foundation
Southern California Edison
Southern California Gas Company
Union Bank Foundation
Jana Waring Greer & Randall Greer
Warner Bros. Entertainment
When Georgia Smiled Foundation
Frank Wu

YOU CAN CHANGE THE WORLD.

Thank you.
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

Second Century Leadership Society in Green
$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.
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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
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Toni Martinovich
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Suzanne McRae
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Jennie Smith
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Sparkle Girl Parties
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Marian Stocking
Vikki & Frank Sung
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Mary Taylor
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Joanne & Billy Thorne
The Torrance Californian Village Apts, LLC
Trophy Nut Company
Tutor Doctor
Debra & Robert Watson
Jonathan & Deborah Williams
Tina Wilson
Woodland Hills Woman’s Club, Inc.
Kenya M. Yarbrough
Lori Zeman
One Anonymous Patron

*Multi-Year Commitment
$250+
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Supervisor M. D. Antonovich
Deanne Aranda-Moore
Arcadia Police Officers’ Association
Anna Armstrong & Richard Walker*
Larkin Arnold
Lisa Axelrod
Carol & John Baer
Karin Berger Stellar & Sean Stellar
Jeff Berner
Marina Berti
Janette Boyd Sullivan
Carol Brooks & Anthony McAdoo
Janet & George Buckley*
Selma Calmes
Charles Carroll*
Beili Chan
Gail Chang
Melissa & Rudolph Charles
Kay Chilson
Glen Chin
Phyllis J. Clark
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Alice Curry
Elizabeth & Kevin Daley
Kelly & Christopher Davis
Kathy & Gerald Delker
Patricia L. Diaz
Drake Dillard
Mauren & Mortimer Dorris
Jean & Roger Dunn
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Janise Escobar
Fiesta Parade Floats
Flying Buttress
Danielle Ford
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Gamma Phi Beta Foundation
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Vanessa Gomez
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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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NDH Search
Lisa O’Malley
Teresa & Roger On
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Diane Schroeder
Don Scott
SingerLewak Charitable Foundation
Elizabeth & Robert Soukup
Trang & Will Spero

*Multi-Year Commitment
I joined the Juliette Gordon Low Society to let GSGLA know that the friendships and support Girl Scouting has given me over the years continue to be important in my life.

AILEEN POEHL
Juliette Gordon Low Society member

*Multi-Year Commitment*
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 plans as of March 24, 2015.

Julie & Kenneth Beals
Dianne Belk & Lawrence Calder
Betty Berdiansky
Gail & Robert Boyle
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Michele Broadnax
Constance L. Burg
Elizabeth Chadwick
Hailyn J. Chen
Christine Dean & Rosemary Veniegas
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Cortney Szlemp
Francesca Taylor
Cynthia & Ben Tenn
Janet Whaley & Steve Preston
Brenda Zamzow
Donna Ziel
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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Arcadia, CA 91006

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Montclair, CA 91763

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Palmdale, CA 93551

SANTA CLARITA
21515 Soledad Canyon Road, Suite 118
Santa Clarita, CA 91350

WOODLAND HILLS
20931 Burbank Boulevard, Suite A
Woodland Hills, CA 91367

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Los Angeles, CA 90017