STRENGTH OF COURAGE, CONFIDENCE, AND CHARACTER

2015 ANNUAL IMPACT REPORT
BOARD OF DIRECTORS

October 1, 2014 to September 30, 2015

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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)

- WHITE: 45.3%
- HISPANIC: 29.5%
- ASIAN AMERICAN: 12.2%
- MULTIPLE RACES: 5.1%
- BLACK/AFRICAN AMERICAN: 5%
- OTHER RACES: 1.9%
- HAWAIIAN/PACIFIC ISLANDER: 0.8%
- AMERICAN INDIAN: 0.2%

*Based on those reporting

*ADULT AGE RANGE

- 50+: 16%
- 30-49: 79%
- 18-29: 5%

GRADE LEVEL

- DAISY (K-1): 19%
- BROWNIE (2-3): 27%
- JUNIOR (4-5): 24%
- CADETTE (6-8): 20%
- SENIOR (9-10): 6%
- AMBASSADOR (11-12): 4%
- 18-29: 5%

MEMBERSHIP RETENTION
5%
INCREASE IN GIRL RETENTION
6%
INCREASE IN ADULT RETENTION

LARGEST COUNCIL NATIONALLY IN TOTAL MEMBERSHIP

3
*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 Gorgonio.
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

TOGETHER THERE 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
“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

27,904 GIRLS BECAME COOKIE ENTREPRENEURS

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

4.4M GIRL SCOUT COOKIE BOXES SOLD

5 SKILLS GAINED THROUGH GIRL SCOUT PRODUCT SALES PROGRAMS

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

110 SEMI-TRAILER TRUCKS FULL

27,904 GIRLS BECAME COOKIE ENTREPRENEURS
“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
- **410** girls participated in self-esteem programs
- **16,800** arrows hit the target at archery sessions and taught girls balance, coordination, and focus
- **3** professional sports league and college athletics clinics taught girls about strategy and strength
A Girl Scout takes on the hula hoopapalooza 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[AM] PROGRAMS DELIVERED

33

GIRLS BUILT THE FUTURE ON GSGLA ROBOTICS TEAMS

230

GSGLA ROCKETRY TEAMS AIMED HIGH IN ROCKET DESIGN AND COMPETITIONS

2

GIRLS LEARNED TO CODE

5,584

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

24

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

42

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
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.

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

80,172 BOXES OF COOKIES DONATED

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.
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**

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

### ACTIVITIES  
**for the year ended September 30, 2015**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Support</td>
<td>$2,227,603</td>
</tr>
<tr>
<td>Product Sales (Net)</td>
<td>$14,108,870</td>
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<tr>
<td>Merchandise Sales (Net)</td>
<td>$608,988</td>
</tr>
<tr>
<td>Program Fees</td>
<td>$1,302,364</td>
</tr>
<tr>
<td>Property and Equipment Use Fees</td>
<td>$79,889</td>
</tr>
<tr>
<td>Interest and Dividend Income (Net)</td>
<td>$216,187</td>
</tr>
<tr>
<td>Realized and Unrealized Gain on Investments (Net)</td>
<td>($662,172)</td>
</tr>
<tr>
<td>Gain on Sale of Assets</td>
<td>$1,932,087</td>
</tr>
<tr>
<td>Other Income</td>
<td>$336,427</td>
</tr>
<tr>
<td><strong>TOTAL SUPPORT AND REVENUE</strong></td>
<td><strong>$20,150,243</strong></td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$16,569,019</strong></td>
</tr>
<tr>
<td><strong>CHANGE IN NET ASSETS</strong></td>
<td><strong>$3,581,224</strong></td>
</tr>
<tr>
<td><strong>NET ASSETS, BEGINNING OF YEAR</strong></td>
<td><strong>$21,299,796</strong></td>
</tr>
<tr>
<td><strong>NET ASSETS, END OF YEAR</strong></td>
<td><strong>$24,881,020</strong></td>
</tr>
</tbody>
</table>
84.9% PROGRAM
11.3% MANAGEMENT & GENERAL
3.8% FUNDRAISING

FUNCTIONAL EXPENSES

30% CORPORATIONS
20% FOUNDATIONS
20% GOVERNMENT
30% INDIVIDUALS

CONTRIBUTIONS

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
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)
- **371** Adult members engaged in GO teams, which cover topics including training, inclusion, and safety
- **6,292** Volunteers participated in online training modules
- **141** Training courses provided for volunteers
- **62** Hours of outdoor safety and camping skills training provided
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

$100,000+
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+
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Betsey L. Brewer
California Community Foundation
Capital Group
Deloitte
The Fanny & Svante Knistrom Foundation
Girl Scouts of the USA

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Don Davis

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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.
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Nova Property
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Karen Oxman
Joanne Paine
Marie Parco
Phuong Phan
James Pickens & Gina Taylor-Pickens

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*Multi-year commitment

27
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Karla & Gary Hufenbach
Helen Hurston
Jennifer Ishiguro
Christine & Gyan Jha
Staci Johnson
Josephine S. Gumbiner Foundation
Julia Justus McGinity
David & Kristi Kerr
Mary & John Kopczak
Kroger

*Multi-year commitment
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Maria Low Way
Patricia MacLaren & Philip Swan
Charity Manley
Theresa & Bill McGuire
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Margo & Mitchell Milias
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Lori Miller Musulin
My Saint My Hero
John & Jennifer Navarrete
Ann & Robert Neilson
Newport Landing/Davey’s Locker
Whale Watching
Nissan of Downtown L.A.

Christine Ochoa
Andrea Ordin
Origami Owl
Tara Pak & David Nicolas
Cheryl Paller
Genie Parkinson
Pasadena Water & Power
Shelly Peiken
Murray Pepper & Michelle Marquart
Constance Petty
Philadelphia Insurance Companies
Roshonna Quiñones
Andrea Ramirez & Armando Torres
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The Walt Disney Company Foundation
Maureen Weatherall
Leilani Wilmore
Tandy & Ric Wilson
Tina Wilson-Best
Michelle C. Wroan

*Multi-year commitment
JULIETTE GORDON LOW SOCIETY

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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Donna Ziel
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.
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.
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.