



girl scouts greater los angeles

girlscoutsla.org

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.



Girl Scouts of Greater Los Angeles
2014 ANNUAL REPORT

GSGLA BOARD OF DIRECTORS

October 2013 - September 2014

CEO

Lise L. Luttgens

Girl Scouts of Greater Los Angeles

OFFICERS

Betsey L. Brewer

Chair

The Rule Company

Maxine E. Harris

Secretary

Bank of the West

Elsa Macias, Ph.D.

Vice Chair

Consultant, education

Kathryn E. Nielsen

Treasurer

Columbia TriStar **Motion Picture Group** **Leanne J. Rodgers**

Vice Chair

Parsons Corporation

Chet A. Kronenberg

Vice Chair

Simpson Thacher & Bartlett LLP

DIRECTORS

David A. Battaglia

Gibson, Dunn & Crutcher LLP

Bonnie Clinton

Toyota Motor Sales, UŚA, Inc.

Vincent Malcolm

The Malcolm Group

Lynne Scarboro Loyola Marymount

University

Gail I. Boyle

Union Bank

Patricia A. Crider

Westfield, LLC

Megan L. Martin

Warner Bros. Entertainment Inc.

April Spencer

Ernst & Young LLP

Gabrielle A. Bullock

Perkins+Will

Anthony H. Kaufman

Princess Cruises

Gina McLeod

Deloitte

Frank Wu

Protiviti Inc.

Lana Bykova

Wells Fargo Bank

Jon W. LaMothe

Snowden Lane **Partners**

Michael B. Mulcahy

Citizens Business Bank



DEAR FRIENDS,

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

S

Chief Executive Officer



IN GIRL SCOUTS, GIRLS ENGAGE IN PROGRAMS THAT BUILD THEIR CONFIDENCE AND CREATE A MULTITUDE OF POSSIBILITIES FOR THE FUTURE.











GREATER LOS ANGELES

GIRLS* (levels) ADULTS* (age) DAISY (grades K-1) 18% 18-29 BROWNIE (grades 2-3) 27% 30-49 JUNIOR (grades 4-5) 25% CADETTE (grades 6-8) 20% SENIOR (grades 9-10) 6% AMBASSADOR (grades 11-12) 4% **ETHNICITY** (girls and adults) HISPANIC** 25%

1% 13%

6%

1%

64%

7%

8%

ADULIS* (age)

18-29 6%
30-49 77%
50 AND OVER 17%

AMERICAN INDIAN

ASIAN AMERICAN

WHITE

OTHER

MULTIPLE

BLACK/AFRICAN AMERICAN

HAWAIIAN/PACIFIC ISLANDER

^{*} Based on those reporting

^{**} Hispanic data coʻllected as integrative of listed ethnicities

LEADERSHIP



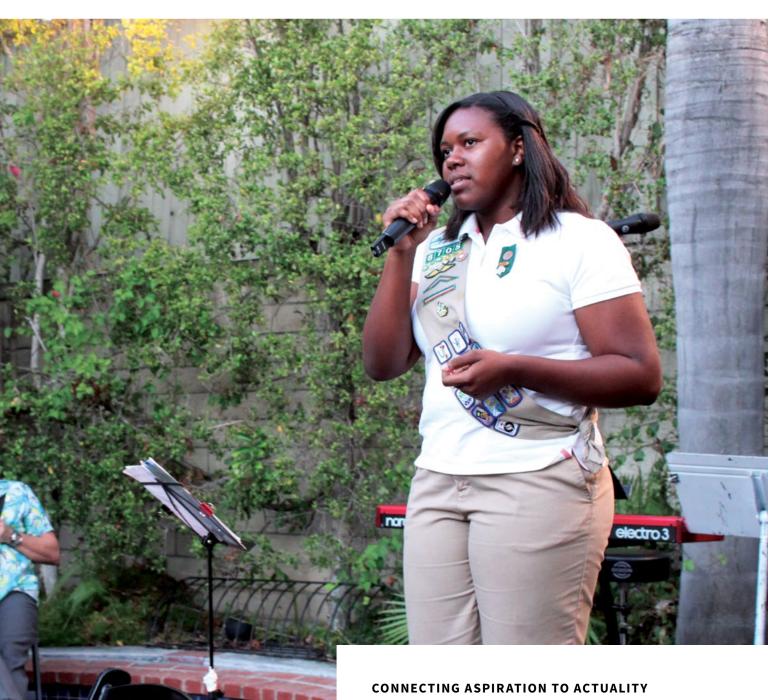
My Girl Scout memories have
turned into lifelong lessons: the
importance of following directions
and responding to stress and
pressure with confidence and
intelligence; understanding when
a friend needs support and love,
instead of condescension; that even
when I feel lost on my journey, it
takes determination
to reach the finish line.



MAURISSA

Ambassador Girl Scout, South Los Angeles





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.



PARTY FOR ALZHEIMER'S PATIENTS

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.

LA ZOO TOUR FOR SCHOOL ON WHEELS

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.





DETERMINATION



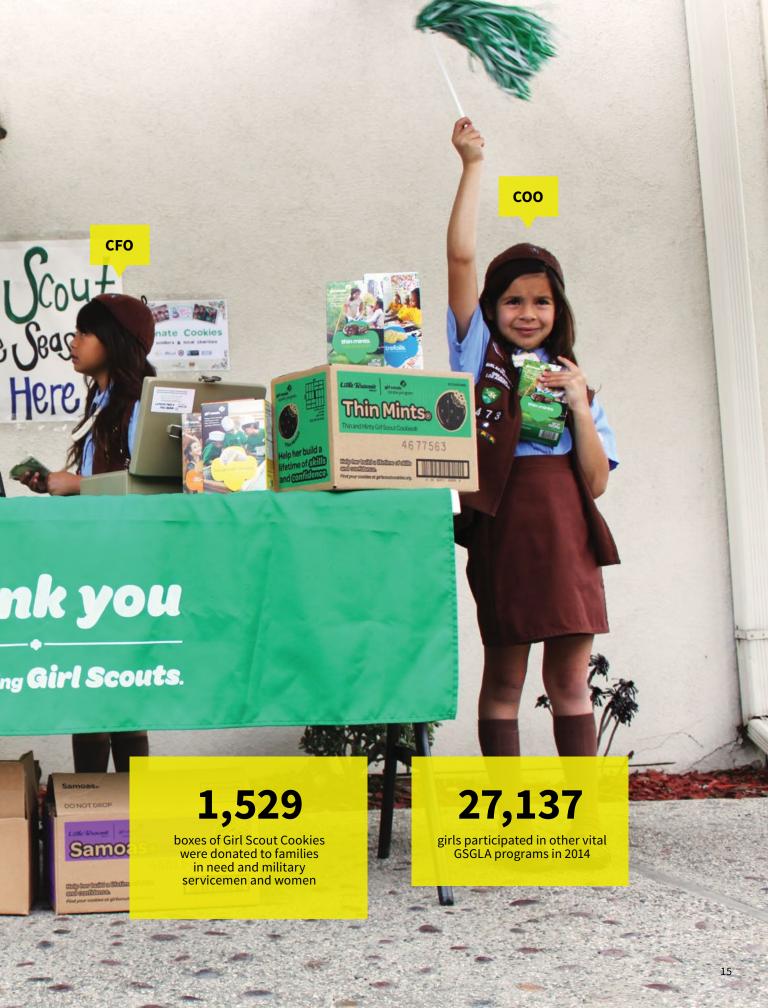
My proudest moment as a Girl
Scout was when I sold cookies for
the first time and was able to sell
400 boxes! It felt really good to be
outgoing and not shy at our cookie
booth in order to achieve my goal.



MIA

Brownie Girl Scout, Encino (left in photo)











THROUGH GIRL SCOUTS, GIRLS

FIND THE STRENGTH AND COURAGE TO

MAKE A
POSITIVE
IMPACT.



TEAMWORK



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.



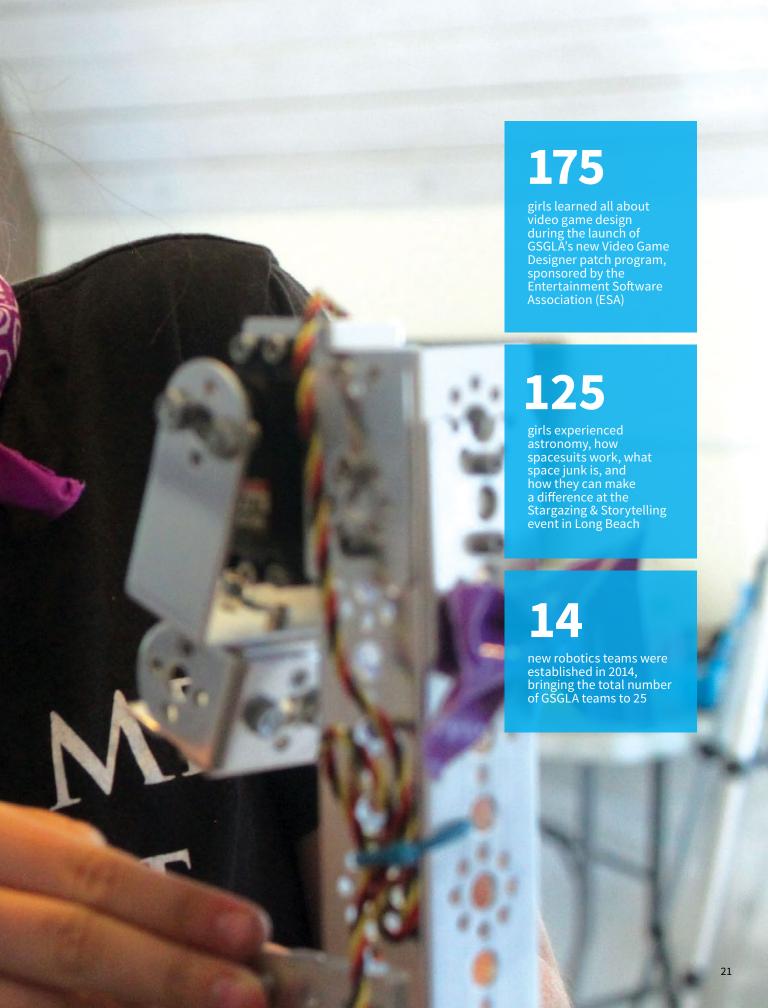
KARA Ambassador Girl Scout, Alhambra (2nd from right)





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.











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.

COMMUNITY

66

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)







GIRL SCOUTS
INSPIRES

GIRLS

TO DISCOVER
INTERESTS AND
CAUSES THAT

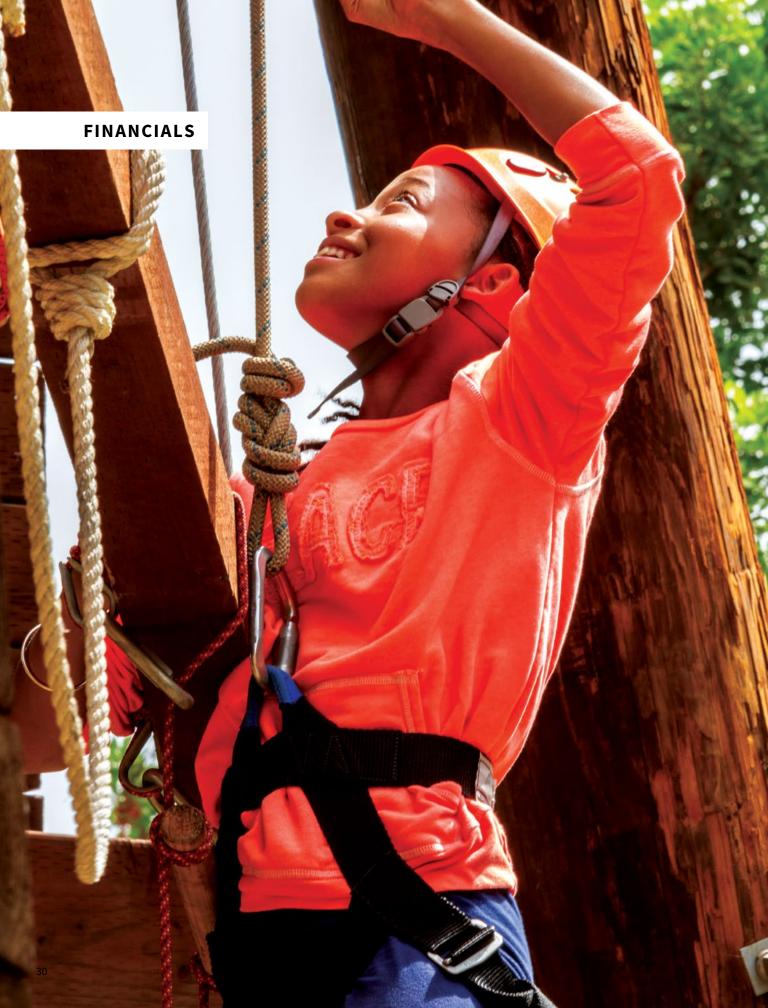
MATTER,

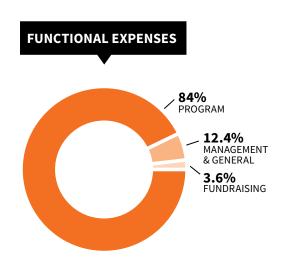
TO CONNECT WITH OTHERS, AND TO TAKE ACTION.

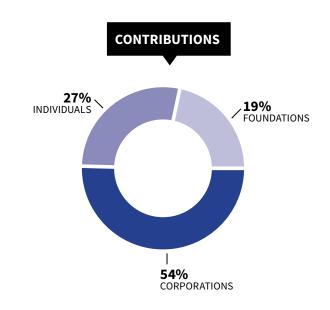












September 30, 2014
\$3,817,240
\$8,895,004
\$11,549,897
\$24,262,141
\$1,495,651
\$1,466,694
\$2,962,345
\$20,063,769
\$1,094,461
\$141,566
\$21,299,796
\$24,262,141

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

ACTIVITIES for the year ended September 30, 2014



THANK YOU

YOU CAN CHANGE THE WORLD.

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

Rockwell Collins Charitable Corporation

\$10,000+

AIG

Alcoa

Ann Peppers Foundation

Applied Medical

Betsey L. Brewer

Citizens Business Bank

Fraser Communications

Herbalife International

Bernie Horst of the James & Bernice Horst Fund Little Brownie Bakers

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

\$2,500+

Bank of the West

David & Julie Battaglia

Patricia A. Crider

Dan Murphy Foundation

Diane & William Featherstone

Gibson, Dunn & Crutcher

Linda Griffey

Girl Scouts of the USA

Chet A. Kronenberg

Jon LaMothe

Lockheed Martin AERO Club

Loyola Marymount University

Lise L. Luttgens

Frances M. Moreno

Kathryn Nielsen

Poorman - Hoyt - Stratford

Foundation

Leanne Rodgers

Barbara Rubin

The Rule Company, an Integro Company

Evelynne B. Scarboro

Seyfarth Shaw LLP

April Spencer

Towers Watson

UPS Foundation

Vaco Los Angeles, LLC

Wells Fargo Foundation

Westfield Corporation

One Anonymous Patron

\$1,000+

American Endowment

Foundation

Gwen & Guilford Babcock

Bank of America Charitable Foundation

Best Buy Children's Foundation

Sharla & Barry Boehm

Gail I. Boyle

Budsleeves

Gabrielle A. Bullock & Rocky Carroll

Joanna Callaghan

Carl E. Wynn Foundation

Celebrity Pink Jeans

Bonnie Clinton

Katherine Conemac

Sally & David Cook

Christine Dean & Rosemary

Veniegas

Carol M. Dedrich

Dorothy & Larry Delpit

DigiTour Media

Kathleen Doty

ExxonMobile Foundation

The Femino Foundation

Glimmer Body Art

GSGLA San Marino Service Unit

Harry Webb Trust

Maxine E. Harris

Shannon & Larry Johnston

Sheila K. Kennedy

Kiwanis Club of Santa Monica

Lazy Dog Cafe

Susan Leary

Elsa Macias, Ph.D.

Megan Martin & Brian Long

Mirabella

Annamarie V. Mitchell

Michael B. Mulcahy

Optimist Club of Pacific Palisades

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

\$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.

Fashion Institute of Design

& Merchandising

Suzette Ferguson

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

Sherry & Albert Lapides

Little Orbit, LLC

Los Angeles Sparks

Vincent Malcolm

Toni Martinovich

Janet McGreal

Suzanne McRae

Milbank, Tweed, Hadley &

McCloy LLP

Terri & Troy Miller

Lori Miller Musulin

Otis College of Art

and Design

Pacific Palisades

Women's Club

Marie Parco

Janis Penton

Richard Perez

Resort Vacations, Inc.

Scott Sachs

Tammie Scott

Susan Sepulveda

Jennie Smith

Soroptimist International

of Artesia Cerritos

Sparkle Girl Parties

Jean Steinmetz Kay &

Terry Kay

Marian Stocking

Vikki & Frank Sung

Francesca Taylor

Mary Taylor

The Third Sector

Company, Inc.

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+

Brenda Andrews 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

John & Judyann Cothran

Alice Curry

Elizabeth & Kevin Daley Kelly & Christopher Davis Kathy & Gerald Delker

Patricia L. Diaz Drake Dillard

Maurene & Mortimer Dorris

Jean & Roger Dunn Eleven Twenty Seven

Foundation

Georgianna Erskine

Janise Escobar

Fiesta Parade Floats Flying Buttress Danielle Ford

Fun Places Publishing Gamma Phi Beta Foundation

Gap, Inc.

Christine E. Geosling Velma & Lolan Gholston Corri M. Gil Richard Vanessa Gomez Cecile & John Guerra

Tara & Marc Guggenheim 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

John & Jennifer Navarrete

NDH Search Lisa O'Malley

Teresa & Roger On Ontario Fury

Joanne Paine
Pali Mountain Retreat and

Conference Center
Jennifer Palmer

Genie Parkinson Pasadena Alumnae

Association of Kappa Delta

Pasadena Playhouse State Theatre of California, Inc.

Constance Petty
Carolyn Poer
Jeanne Pritzker
Marie & John Queen
Andrea Ramirez &
Armando Torres

Elizabeth Ramirez &

Luis Ruiz

Reflections Publishing

Susan Revell
Jacqueline Rivero
Jennifer Rocca

Rolling Hills Prep School Jean & Dean Rosenberger Santa Monica Amusement

Santa Monica Bank Michelle Sarrow Mariette & Alexander

Sawchuk

William Schmalz Diane Schroeder

Don Scott

SingerLewak Charitable

Foundation

Elizabeth & Robert Soukup

Trang & Will Spero

Debra Spinelli
Peggy & Michael
Stahlheber
Stud Welding Systems, Inc.
Style & Substance, LLC
Symantec Corporation
Tandy Leather Factory
Amy Thiel
Anita Thompson

Dawn Tucker
Tena Tucker
Stacie Isabella Turk
Jeffrey Turner
USS Midway Museum
Charles Vides &
Mary Elizabeth Cassidy*
WCB Holdings, Inc.
Tandy & Ric Wilson

Lynn & Gary Withey
Susan Wolford
Nancy Yaeger
Rae & Chi Yan
Christin Yoo
Bonnie Youngdahl
One Anonymous Patron



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 POEHLSJuliette 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

Betsey L. Brewer

Michele Broadnax

Constance L. Burg

Elizabeth Chadwick

Hailyn J. Chen

Christine Dean & Rosemary Veniegas

Carol M. Dedrich

Steven DePaul

Connie S. Dunn

Barry & Peggy Edwards

Marie J. Fouts

Diane K. Grohulski

Harry Webb Trust

Erika Homan

Bernie Horst

Denise Hsu

Shannon & Larry Johnston

Sherry & Albert Lapides

Lise L. Luttgens

Megan L. Martin & Brian Long

Toni Martinez-Burgoyne &

Rod Burgoyne

Kelly & Jason Maxwell

Gina McLeod

Aileen & Kenneth Poehls

Janice Rector

Beth Rendeiro

Leanne Rodgers



Sylvia & Paul Rosenberger
Margaret Rosenthal
Yvonne & Robert Schueller
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.





girlscoutsla.org | 213-213-0123

SERVICE CENTERS

ARCADIA

101 East Wheeler Avenue Arcadia, CA 91006

LONG BEACH

4040 North Bellflower Boulevard Long Beach, CA 90808

MARINA DEL REY

4551 Glencoe Avenue, Suite 140 Marina del Rey, CA 90292

MONTCLAIR

9525 Monte Vista Avenue Montclair, CA 91763

PALMDALE

41307 12th Street West, Suite 105 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

GSGLA HEADQUARTERS

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

