

ANNUAL REPORT

Stepping into the next century of leadership



DEAR FRIENDS,

We are proud to share our 2012 annual report with you as we culminate Girl Scouts' 100th anniversary and celebrate another successful year! In 2012, we celebrated our past and were reinvigorated for our future. Now, we lay the foundation for growth in our next century, with leadership as our cornerstone and an integral step toward girls' success.

Girl Scouts of Greater Los Angeles continues to strive to be a leader in the Movement. This year we have grown to become the sixth largest council in the nation and—for the second year in a row—the fastest growing council. Additionally, we made significant strides in our goal areas of mission delivery, financial growth, philanthropic capacity, and branding awareness.

But we're not resting on our laurels.

We are continuing the momentum. We are steadfast in our work to inspire leadership in girls everywhere, and we recognize that it is the leadership of our volunteers, who deliver the programs, that inspires our girls. We are also engaging our supporters, who are taking the lead in investing in the cause and making our programs possible.

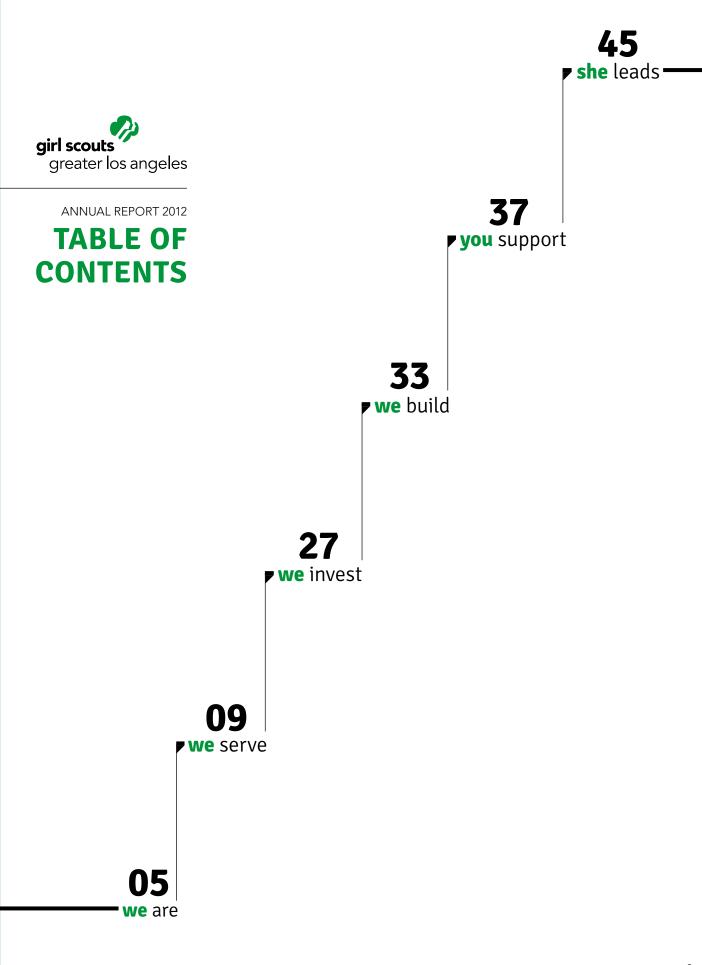
We serve so that girls can lead. Our success is because of your support of our work and girls' aspirations. Thank you for the encouragement you've provided for the next century of leaders.

Yours in Girl Scouting,

Jiset Juligue

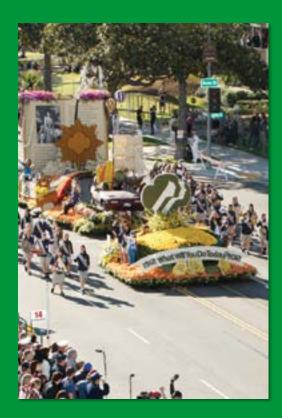
LISE L. LUTTGENS Chief Executive Officer

BETSEY L. BREWER Chair, Board of Directors



GIRL SCOUTS' CENTENNIAL YEAR

The year 2012 marked the 100th anniversary of Girl Scouts. Girl Scouts of Greater Los Angeles, along with other councils across the nation, commemorated the milestone not only with celebrations and honors, but also by reinvigorating the mission to inspire and motivate girls everywhere.





JANUARY

To the delight of millions of viewers and alumnae around the world, Girl Scouts of Greater Los Angeles hosted the Girl Scouts 100th Anniversary Float in the 2012 Tournament of Roses® Parade.

FEBRUARY

Nearly 35,000 Girl Scouts engaged in entrepreneurship through the Girl Scout Cookie Program.

MARCH

During the 100th annniversary week, Girl Scouts of Greater Los Angeles celebrated with a 1,000-person flash mob; greenlit LAX pylons; a council-wide day of service; 27 city, county, and state legislature proclamation presentations; and 7 birthday parties, simultaneously held at each service center.

MAY

For service to the community, Girl Scouts of Greater Los Angeles was named a Los Angeles Business Journal Nonprofit & Corporate Citizenship Award nominee.







JUNE

A council record of 267 Girl Scouts in the greater Los Angeles area earned the Girl Scout Gold Award, the highest honor in Girl Scouting.

AUGUST

More than 8,000 inches of hair were collected during Locks of Love Week. The campaign provided hair for hair pieces and wigs for disadvantaged children dealing with illnesses that cause hair loss.

SEPTEMBER

A 5% increase in membership expanded the council's reach to serve more girls in more communities throughout the Los Angeles area.

OCTOBER

6,000 Girl Scouts and adult volunteers converged on Lake Perris for the ultimate camp adventure the 100th Anniversary Camporee.

DECEMBER

Nearly 1,000 Girl Scout alumnae and supporters, and 100 extraordinary Emerging Leader Girl Scouts, helped to transform the leadership landscape at GSGLA's ToGetHerThere Luncheon.



WE ARE

The Girl Scout Mission is to build girls of courage, confidence, and character, who make the world a better place.

9)



Girl Scouts is the world's premier leadership organization for girls and young women.



GSGLA GIRL SCOUTS OF GREATER LOS ANGELES

Girl Scouts of Greater Los Angeles (GSGLA), chartered by Girl Scouts of the USA, is dedicated to inspiring girls everywhere to become leaders in our world. It is one of the fastest growing councils and the sixth largest in the country. GSGLA serves more than 40,000 girls in the diverse communities of Los Angeles County and parts of Kern, San Bernardino, and Ventura counties, with the support of more than 25,000 volunteers.

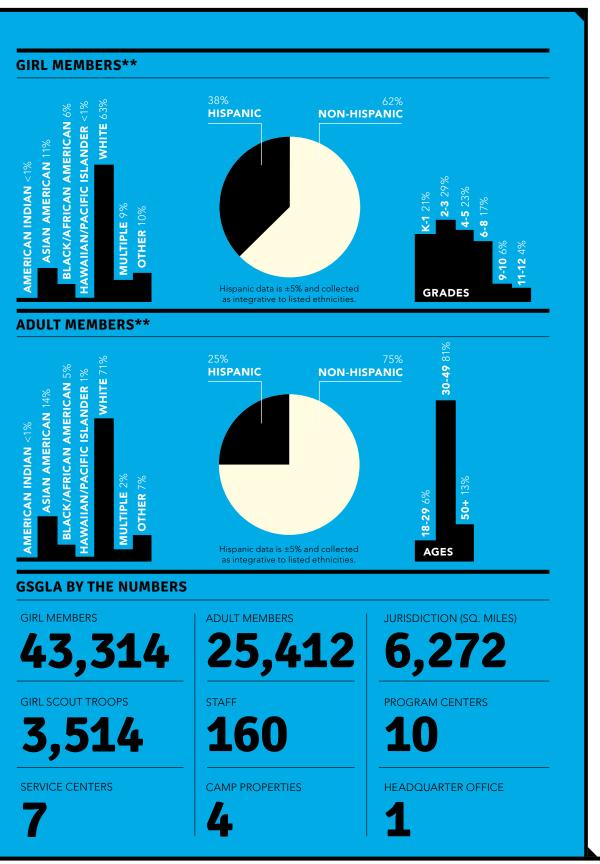
GSUSA GIRL SCOUTS OF THE USA

Girl Scouts is the preeminent organization dedicated to leadership development in girls. Founder Juliette Gordon Low organized the first Girl Scout troop on March 12, 1912, in Savannah, GA, sparking a girl-leadership movement that has remained relevant for more than 100 years. The Movement is growing strong with 3.2 million Girl Scouts worldwide—2.3 million girl members and 890,000 adult members working primarily as volunteers.

BOARD CHAIR Betsey L. Brewer	
1 ST VICE CHAIR Debbie Thorpe	
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CHIEF EXECUTIVE OFFICER

Lise L. Luttgens



**of those reporting race and ethnicity







WE SERVE

Girl Scouts welcomes girls from all backgrounds and beliefs.

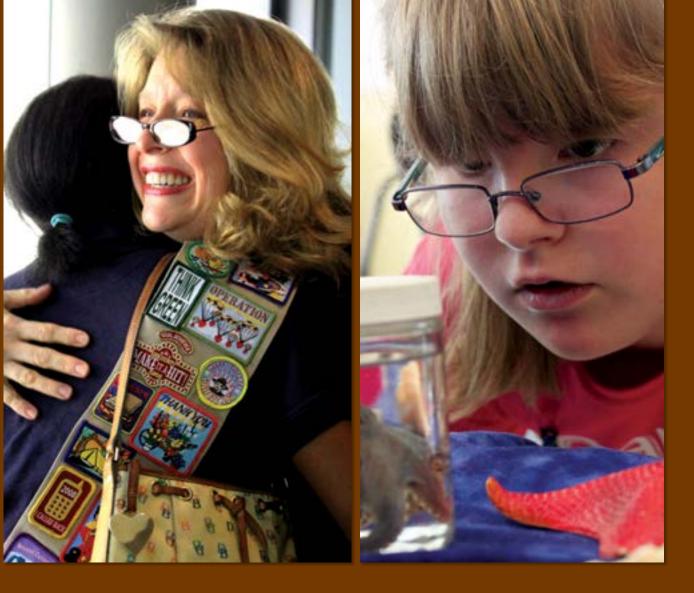




MISSION DELIVERY

The GSGLA Membership Department's strategy to plan, implement, and grow the council was a success. Nationally, GSGLA ranks sixth in total council membership and ranks first in largest growth in total members (3,525) over a twoyear period (2010-2012). This steady increase brought Girl Scouting to more girls in greater Los Angeles, particularly in underserved areas.

MEMBERSHIP



In 2012, GSGLA's Volunteer Development Department enhanced the onboarding system so that new volunteers experience an easier and more systematic process. Online application segments were redesigned to simplify the experience and give volunteers easier and immediate access to information they need. Additionally, GSGLA introduced "Go Teams," collaborative groups made up of volunteers and council staff, to improve adult training and the volunteer process. The GSGLA Program Department offered even more programs that taught girls to discover, connect, and take action. Girls participated in 300 council-hosted events and programs, including camp, which were based in the GSGLA Program Areas of Leadership, Arts

& Culture, Business Smarts, Environment & Outdoor Adventure, STEM (Science, Technology, Engineering, Math), and Wellness & Healthy Living.



VOLUNTEER DEVELOPMENT

PROGRAM



LEADERSHIP PROGRAM AREA

PROGRAM AREA

For more than a century, the Movement has taught the principles of success and service, which have played a role in building leaders of influence and character. GSGLA programs engage girls in leadership opportunities through badge-earning activities, leadership awards, and skillbuilding experiences. Here is a sampling of GSGLA's Leadership Programs:

EMERGING LEADERS

Nearly 100 Senior and Ambassador Girl Scouts (grades 9-12) were selected to be Emerging Leaders and attend the 2012 ToGetHerThere Luncheon. The girls participated in a leadership orientation, joined more than 800 executives from prominent companies, and met event chair and honorees: Caroline Nahas, Managing Director, Korn/Ferry International; Jana Greer, President and CEO, SunAmerica Retirement Markets, Inc.; Debra Reed, CEO, Sempra Energy; and Julia Stewart, Chairman and CEO, DineEquity, Inc.





Kennedy Green

Ambassador Girl Scout Kennedy Green was invited to join Girl Scouts of the USA CEO Anna Maria Chávez, Girl Scouts of Greater Los Angeles CEO Lise L. Luttgens, 16 other Girl Scout Gold Award recipients from around the country, and more than 100 other leaders on Capitol Hill in Washington, D.C. to celebrate women's leadership and the second century of Girl Scouting. Kennedy plans to study international government and international relations, and dreams of becoming a senator or governor and ultimately the president of the United States.

THE GIRL SCOUT GOLD AWARD

In 2012, a council record of 267 Los Angeles area Girl Scouts earned the Girl Scout Gold Award, the highest achievement in Girl Scouting. The Gold Award is earned through a multi-year process with hours of leadership and service, and culminates with the completion of a community service project. The award inspires the best and brightest to undertake projects that improve local and global communities. The honor has inspired girls to find their greatness and share their passion. This year's Gold Award projects included collaborations with hospitals, homeless shelters, and schools, and spanned the globe from Los Angeles neighborhoods to India, Iraq, Haiti, Afghanistan, and Kenya.





ARTS & CULTURE

PROGRAM AREA

Girl Scout programs help build awareness of, and appreciation for, expression and diversity. GSGLA Arts & Culture programs offer artistic experiences in dance, theater, writing, and more, as well as experiences that encourage cultural understanding and appreciation. Here is a sampling of GSGLA Arts & Culture Programs:

HEALTHY MEDIA REPORT

In November, Girl Scouts joined the Healthy Media Commission and the Geena Davis Institute in launching the *Report and Recommendations of the Healthy Media Commission for Positive Images of Women and Girls.* The report outlined ways to create a more positive and gender-neutral media environment for girls and women. GSGLA Girl Scouts participated in the launch event and provided their take on how to help promote strong and intelligent female images for young people.



WRITER'S WORKSHOP & THEATER FUN

Hundreds of Girl Scouts participated in the A Novel Idea program, which taught them how to make their own writing journals and how to write poetry, short stories, and plays. Hundreds more participated in a special workshop and performance of Peter Pan at the historic Pantages Theatre in Hollywood. Girls learned songs and dances from the production and got to meet performers for a Q&A session.







BUSINESS SMARTS

PROGRAM AREA

Girl Scouts helps girls develop practical skills that empower them to make smart decisions. Through GSGLA Business Smarts programs, girls learn how to budget, save, and invest money, while also learning business, marketing, and decision-making skills. Here is a sampling of GSGLA's Business Smarts Programs:

COOKIES & FALL PRODUCT

The Girl Scout Cookie Program is the most successful youth financial literacy program in the nation.

GSGLA's 2012 cookie season, along with the Fall Product Program of nuts and magazines, provided great learning experiences for more than 30,000 greater Los Angeles area Girl Scouts who captured the entrepreneurial spirit and earned funds for their troop. GSGLA Girl Scouts sold approximately 4.6 million





Junior Girl Scout Ariana Bucar decided to respond to the issue of bullying head on, and was inspired to bring awareness to this issue by creating the "I Am Me" T-shirt to promote selfesteem. Her nonprofit initiative sparked the makings of a T-shirt production and distribution operation that Bucar hopes will continue to empower youth.

Cadette Girl Scout Kristina Nelson was one of the top cookie sellers for GSGLA in 2012. Armed with the program's "five skills," plus her perserverence, she sold 3,266 boxes of cookies in three weeks. Kristina told the Los Angeles Business Journal, "I never quit until I reach my goal."

SAVVY SHOPPER & CANDY BIZ

boxes of cookies, which helped to fund travel, cultural experiences, celebrations, projects, and more. Troop cookie proceeds were also used to support community service projects.

Additionally, greater Los Angeles Girl Scouts donated nearly 126,000 boxes to military personnel serving overseas, food banks and pantries throughout Los Angeles, and organizations that support families in need.

In 2012, girls hit the mall for the Savvy Shopper program, which taught participants how to make wise budget decisions based on want versus need. Other Girl Scouts participated in Candy Biz, which not only taught them how to create recipes and use chocolate molds, but also how to design packaging and launch a business.





ENVIRONMENT & OUTDOOR ADVENTURE

PROGRAM AREA

GSGLA Environment & Outdoor Adventure programs not only engage girls in activity and exploration, but also help them develop an appreciation for the outdoors. Here is a sampling of GSGLA's Environment & Outdoor Adventure Programs:

SUMMER CAMP

In 2012, GSGLA hosted nearly 3,500 girls at its four camp properties and seven program centers for day camps and resident camps. Girls immersed themselves in a variety of activities that mirrored their imagination from canoeing, archery, horseback riding, and zip-line challenges to comic book illustration, archeology, movie music, and forensic investigation.



100TH ANNIVERSARY CAMPOREE

NATURE AND WILDLIFE

Nearly 6,000 Girl Scouts met at Lake Perris for the GSGLA 100th Anniversary Camporee. Hundreds of tents covered the campground as girls prepared for a weekend of adventures and activities. Girl Scouts participated in team-building exercises. outdoor games, obstacle courses, dancing-through-the-decades, and hands-on science workshops. The evenings brought rockin' performances, a stage-play spectacular, and a massive Girl Scouts sing-along.

Girl Scouts got the chance to "dance with wolves" at the *Playing With Wolves* program. Participants interacted with tamed wolves and learned about the nature of wolves, their importance to the environment, and team-building skills. Others enjoyed the *Power It Up* workshop and learned about rain gardens, recyclable materials, and how electricity works.





STEM (SCIENCE, TECHNOLOGY, ENGINEERING, MATH)

PROGRAM AREA

Girl Scouts has a strong history of developing pioneers in the fields of science and technology. GSGLA STEM programs encourage girls to discover how the world works around them and how they can explore careers in the sciences. Here is a sampling of GSGLA's STEM Programs:

ROBOTICS AND ROCKETRY

Robotics and rocketry are two popular GSGLA STEM program offerings. Through the *Rock-It* workshop, girls pushed their skills to the limit and built advanced-level model rockets for a spectacular launch event. GSGLA proudly counts 15 all-Girl Scout robotics teams among its ranks.



WOMEN AND ENGINEERING

IMAGINE YOUR STEM FUTURE

Girls participated in the Women and Engineering workshop and created their own Rube Goldberg machine, a deliberately over-engineered machine that performs a very simple task. Girls also led presentations about the engineering mechanics they learned. In collaboration with AT&T, the Society of Women Engineers, and Girls in Tech-Los Angeles, GSGLA presented *IMAGINE Your STEM Future*. More than 280 high school girls, predominately from South Central Los Angeles, Pomona, and El Monte, engaged with women engineers to explore science through hands-on activities including computer programming, extracting DNA from fruit, and simulating oil spill cleanups.





WELLNESS & HEALTHY LIVING

PROGRAM AREA

Girl Scouting helps girls lead active, healthy lifestyles. Whether physically, emotionally, or mentally, Girl Scouts helps girls grow strong. GSGLA's Wellness & Healthy Living programs help to empower girls into making healthy choices. Here is a sampling of GSGLA's Wellness & Healthy Living Programs:

GAME ON FOR GIRLS

GSGLA teamed with local sports clubs and universities to provide athletic programming for girls. In 2012, more than 1,600 girls participated in *Girl Scout Nights* hosted by major league baseball and basketball teams, as well as NCAA college teams. In winter 2012, 140 girls met on the campus of USC to celebrate women in sports. Girls participated in a sports career fair, basketball and volleyball drills clinics, and "chalk talks" with coaches, trainers, and student athletes.





Eleanor Massey

Daisy Girl Scout Eleanor Massey was selected as one of three grand prize winners in the Got Milk? Photo Contest. Eleanor was one of hundreds who entered a photo that represented how Girl Scouting makes her strong. Photos poured in featuring Girl Scouts showcasing their athletic abilities, cookie creativity, mental strength, and more. Eleanor featured her eco-interests in her photo, holding a few of her home-grown daisy plants with the caption "Good for growing Daisies."

REAL GIRLS

Senior Girl Scouts participated in the *REALgirl Empowerment* workshop, a dynamic and interactive summit to discuss some of the greatest challenges (and distractions) for teens. Topics included balancing school and social life, peer pressure, relationships, and body image.









COMMUNITY SERVICE

Girl Scouting encourages both community service and service learning. Annually, Girl Scouts of Greater Los Angeles provides more than 1.2 million hours of service with local, national, and international impact. Here is a sampling of GSGLA's community service initiatives:

LOCKS OF LOVE WEEK

In August, hundreds of area Girl Scouts participated in Locks of Love Week 2012. The campaign amassed nearly 8,000 inches of hair from Girl Scouts, which were donated to make hair pieces for disadvantaged children dealing with cancer treatment and other illnesses that cause hair loss.





GIFT OF CARING

FEED YOUR NEIGHBOR

The 2012 Girl Scout Cookie Program included the Gift of Caring Program, where Girl Scouts encouraged customers to donate cookies to Gift of Caring partners Blue Star Mothers, Bob Hope/ Hollywood USO, Goodwill of Southern California, the Los Angeles Regional Food Bank, and Operation Gratitude. The 2012 donation of nearly 126,000 boxes of Girl Scout Cookies served as a welcome "taste of home" for soldiers serving overseas and local families in need.

The cookie season also played host to the 2012 Feed Your Neighbor Food Drive. Working with collaborative partner Ralphs/ Food 4 Less, GSGLA dedicated a day during the high-profile time and collected 12,000 lbs. of food for L.A. Regional Food Bank affiliates. Girls also participated in *Hunger 101* workshops where they learned about the global food crisis, the cost of nutrition, and about organizations and jobs that play a role in fighting hunger.





INVEST

Girl Scouts is committed to expanding its reach and providing more impactful opportunities for girls. Attorney Markette

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PROPERTIES

GSGLA worked diligently in 2012 to enhance council properties and expand program opportunities.

PROPERTY UPGRADES

The year brought improvements to GSGLA service centers, camps, and program centers. The council opened the new Palmdale Service Center to better serve the Antelope Valley. Amenities were added and updated at Camp Osito Rancho, home of the council's resident (overnight) camp program, including a brand new zip-line, archery range, and remodeled infirmary. A new archery range was installed at the El Ranchito Program Center in Long Beach, home to summer day camps.





CAMP LAKOTA

Proposed design work for the new lodge at Camp Lakota in Frazier Park was completed. When necessary funds are raised, the lodge will replace the dining hall that was destroyed by fire in 2010. GSGLA thanks Elizabeth Hart, who made a significant lead gift. The proposed new facility will be a net zero energy ready building. Amenities will include a dining hall, outdoor decks, commercial kitchen, stage with audio visual equipment, fireplaces, and girl and adult bunkrooms.

PROPERTY PLAN



This year, GSGLA embarked on its property strategic planning process to assess the council's program centers and camp facilities in a fiscally responsible way that meets the future program needs of girls. The council has established a boardapproved task force, made up of a select group of volunteers with the expertise, skills, and experience needed to lead this effort. The task force will focus on market research, program needs, property analysis, and seeking member input for the project.

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable \$905,913

Accrued expenses 951,883

Custodial funds, held for others 58,586

Deferred rent 772.440

Deferred revenue **301,034**

Mortgages payable, current portion 99,456

Capital leases payable, current portion 171,401

total current liabilities 3,260,713

LONG-TERM LIABILITIES

Mortgages payable, net of current portion 472,176

Capital leases payable, net of current portion 103,005

TOTAL LIABILITIES

3,835,894

NET ASSETS

Unrestricted 20,430,929

Temporarily restricted 613,497

Permanently restricted 141,566

TOTAL NET ASSETS

21,185,992

TOTAL LIABILITIES AND NET ASSETS

\$25,021,886

FINANCIAL POSITION

ASSETS

CURRENT ASSETS

Cash and cash equivalents \$4,095,092

Accounts and pledges receivable, net

533,203

478,962

Short-term investments **3,176,585**

Prepaid expenses and other assets 579.026

total current assets **8,862,868**

0,002,000

LONG-TERM ASSETS

Long-term investments 6,469,715

Property and equipment, net 9,689,303

TOTAL ASSETS

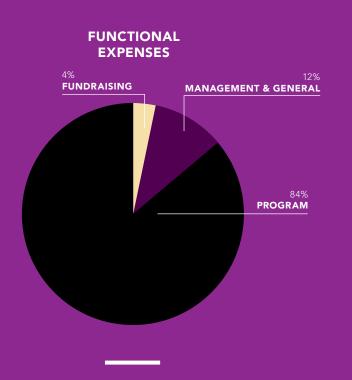
\$25,021,886

September 30, 2012

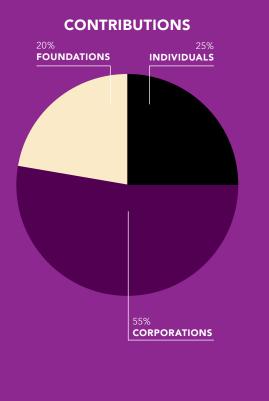
STATEMENT OF

ACTIVITIES

For the year ended September 30, 2012



WEINVEST



SUPPORT AND REVENUE

Public support \$1,613,871

Product sales, net of direct costs 11,673,691

Merchandise sales, net of direct costs 600,078

Program fees 1,214,896

Property and equipment use fees 76,794

Interest and dividend income, net of fees 197,901

Realized and unrealized gain on investments, net 632,795

Other income **80,707**

total support and revenue **16,090,733**

FUNCTIONAL EXPENSES

Program expenses 13,239,034

Management and general expenses 1,922,730

Fundraising expenses 584,867

TOTAL FUNCTIONAL EXPENSES

15,746,631

NET ASSETS

CHANGE IN NET ASSETS

344,102

NET ASSETS, BEGINNING OF YEAR

20,841,890

NET ASSETS, END OF YEAR

\$21,185,992



WE BUILD

Girl Scouts is dedicated to inspiring and empowering today's girls to be tomorrow's leaders.



Girl Scouts envisions a world of gender-balanced leadership.

c



Girl Scouts of Greater Los Angeles is advancing the Girl Scout mission through the growth of membership, greater volunteer capacity, and the delivery of high-quality programs.

As a part of the GSUSA Plan Ahead national membership initiative, GSGLA has already begun engaging new community partners, schools, and faithbased groups to bring the Girl Scout Leadership Experience to many more girls through the implementation of STEM and the *Be A Friend First* series programs.

GSGLA is rejuvenating its program offerings through collaborative efforts with other organizations and by studying program outcomes and employing data from the Girl Scout Research Institute to develop experiences that speak to girl interests and issues.



The council is also elevating its volunteer onboarding process with online options, flexible trainings, and innovative volunteer management. GSGLA has launched an expansive recruitment of diverse volunteers through opportunities that fit into today's hectic schedules and that are attractive to retirees, recent college grads, parents, professionals, and Girl Scout alumnae.

GSGLA is also building its philanthropic capacity and branding awareness by providing engaging and relevant activities to recruit and retain membership, create market visibility, and identify and secure increased and new sources of public support.









VOU SUPPORT

opportunities girls need

6



Girl Scout supporters provide **critical resources that help** propel the Girl Scout Movement.



We extend our heartfelt

who have donated to Girl Scouts of Greater Los Angeles.





The following donors generously gave \$250 or more between October 1, 2011 and September 30, 2012.

\$100,000

Girl Scouts of Greater Los Angeles thanks Girl Scouts from across the country, and especially Girl Scouts of the USA, for supporting the Girl Scouts 100th Anniversary Float in the Tournament of Roses[®] Parade.

\$50,000-\$99,999 \$25,000-\$49,000

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*GSGLA received several gifts from donors who chose to remain anonymous.

nank you

\$10,000-\$24,999 \$5,000-\$9,999

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u thank y

\$500-\$999 (cont'd)

\$250-\$499

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Soroptimist International of Pomona & Claremont

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Lori Zeman

Juliette Gordon Low – Society –

On the occasion of Girl Scouts' 100th anniversary, GSUSA established the national Juliette Gordon Low Society to thank and honor friends who make Girl Scouts part of their legacy as a beneficiary of their estate.

Shannon and

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Toni

Larry Johnston

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> Brenda Zamzow-Frazier

Donna Ziel

Janice Rector

Leanne Rodgers

GSGLA is extremely thankful to our donors for their support in providing the tools, resources, and opportunities that inspire girls to follow their dreams and forge their own paths. We thank you for the encouragement you've provided for

the next century of leaders.

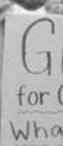




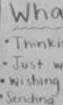
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LEADS

Girl Scouts make a sustainable mpact in their communities and beyond.



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ant to say hi! you the best you sunny smiles and writes for you NOT to write a

Soon a get better someday



NB

HOPE Brighten e your

+ 0 **

Hospital

Greeting Card Information & Examples



TOGETHERTHERE

In 2012, Girl Scouts of the USA launched the nation's largest, boldest advocacy and fundraising cause dedicated to girl leadership: **TOGETHERTHERE**. The campaign is a multi-year effort to create balanced leadership within one generation.

Girl Scouts of Greater Los Angeles hosted the **TOGETHERTHERE** Luncheon to launch the campaign locally, hosting nearly 1,000 influential Girl Scout alumnae and friends who pledged to engage in the cause by encouraging girls and by investing in the organization.

TOGETHERTHERE seeks to motivate individuals, companies, agencies, and like-minded organizations to do their part to support girls and help place the cause on the national agenda. Visit **www.girlscoutsla.org** or call the council at **(626) 677-2200** to find out how to be a part of this important movement to inspire and empower girls and young women.

Girl Scouting provides a foundation for girls' success. As we grow and expand into our next century, Girl Scouts of Greater Los Angeles will continue to serve girls throughout the Los Angeles area, invest in programs and in the talent of volunteers, and build for the future—all with the support of our community—so that she can lead.

TURE 402

Together, we can get her there.



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