



girl scouts
greater los angeles



2013 ANNUAL REPORT **BRIDGING** INTO LEADERSHIP

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.

THE GIRL SCOUT PROMISE

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 LAW

2013 ANNUAL REPORT

GIRL SCOUTS OF GREATER LOS ANGELES
girlscoutsla.org

girl scouts 
greater los angeles

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DEAR FRIENDS,

In Girl Scouting, we use the term “bridging” to indicate the time when a girl transitions from one leadership level to the next. Bridging is used to identify progression, and emphasizes the evolution of a girl moving up and forward as she builds upon her foundation and leverages it.

In so many ways, the year 2013 was a time of bridging for the entire Girl Scout Movement. Since celebrating our centennial the previous year, it marked our organization’s progression into a new century of leadership.

At Girl Scouts of Greater Los Angeles, we were able to leverage our experiences and revitalize our future. We moved up the ranks nationally to become the fifth largest council of 112 across the country. We built a more supportive and connective infrastructure for our members. And the council inspired more than 40,000 girls to discover their potential, connect with the community, and take action in making the world better. We are working to set the standards in member services, financial stability, philanthropic cultivation, and brand awareness.

We are “next-level” engaged.

Thanks to our volunteers, community partners, funders, board, staff, and especially to our girls; we are keeping pace with increasing demands and challenging transitions, while delivering on our mission. We are proud to share our 2013 annual report with you and hope that you’ll be inspired by the growth reflected in these pages. As always, we thank you for your continued support as we move forward.

LISE L. LUTTGENS

Chief Executive Officer

BETSEY L. BREWER

Chair, Board of Directors

Lise Luttgens *Betsey L. Brewer*

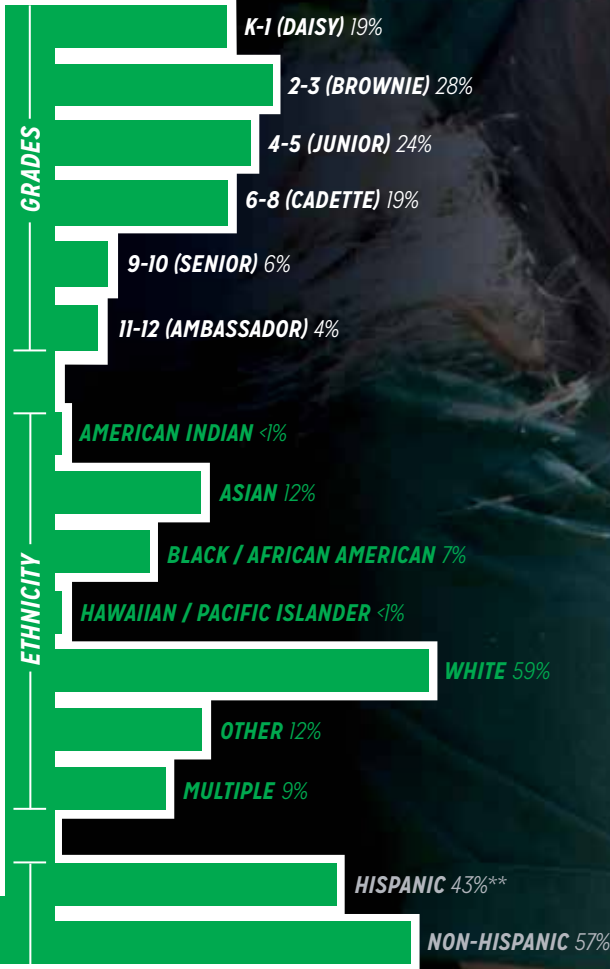


Girl Scouts of Greater Los Angeles serves girls in more than 300 diverse communities.

Our programs engage girls in leadership, arts & culture, business, environment & outdoor adventure, STEM (science, technology, engineering, math), and healthy living.

GIRL SCOUTS OF GREATER LA (GSGLA)
since 2008

*GSGLA GIRL MEMBERS**



42,604

GIRL MEMBERS

23,013

ADULT MEMBERS

6,272

JURISDICTION
(SQ. MILES)

3,290

GIRL SCOUT
TROOPS

150

STAFF

10

PROGRAM
CENTERS

7

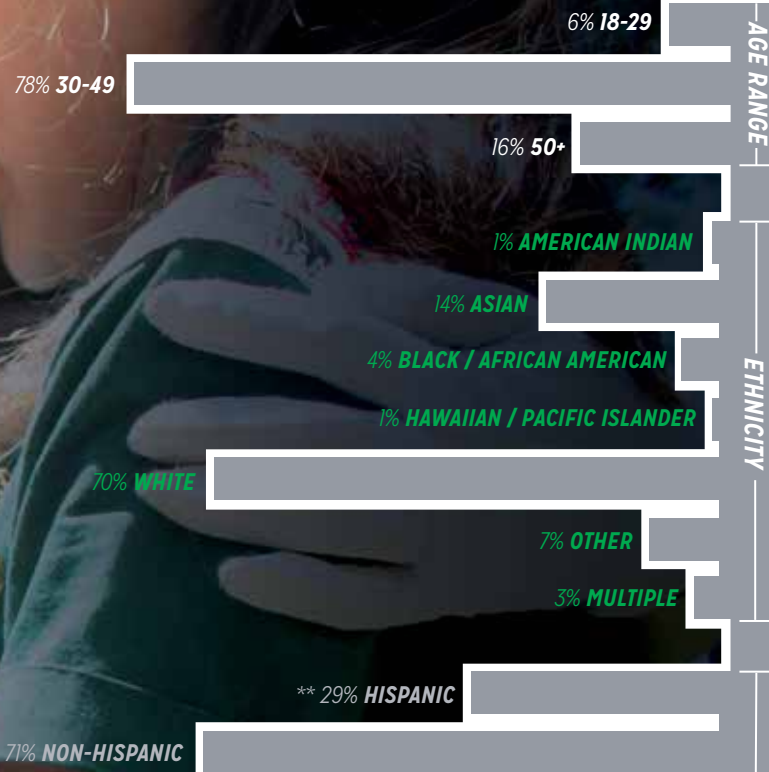
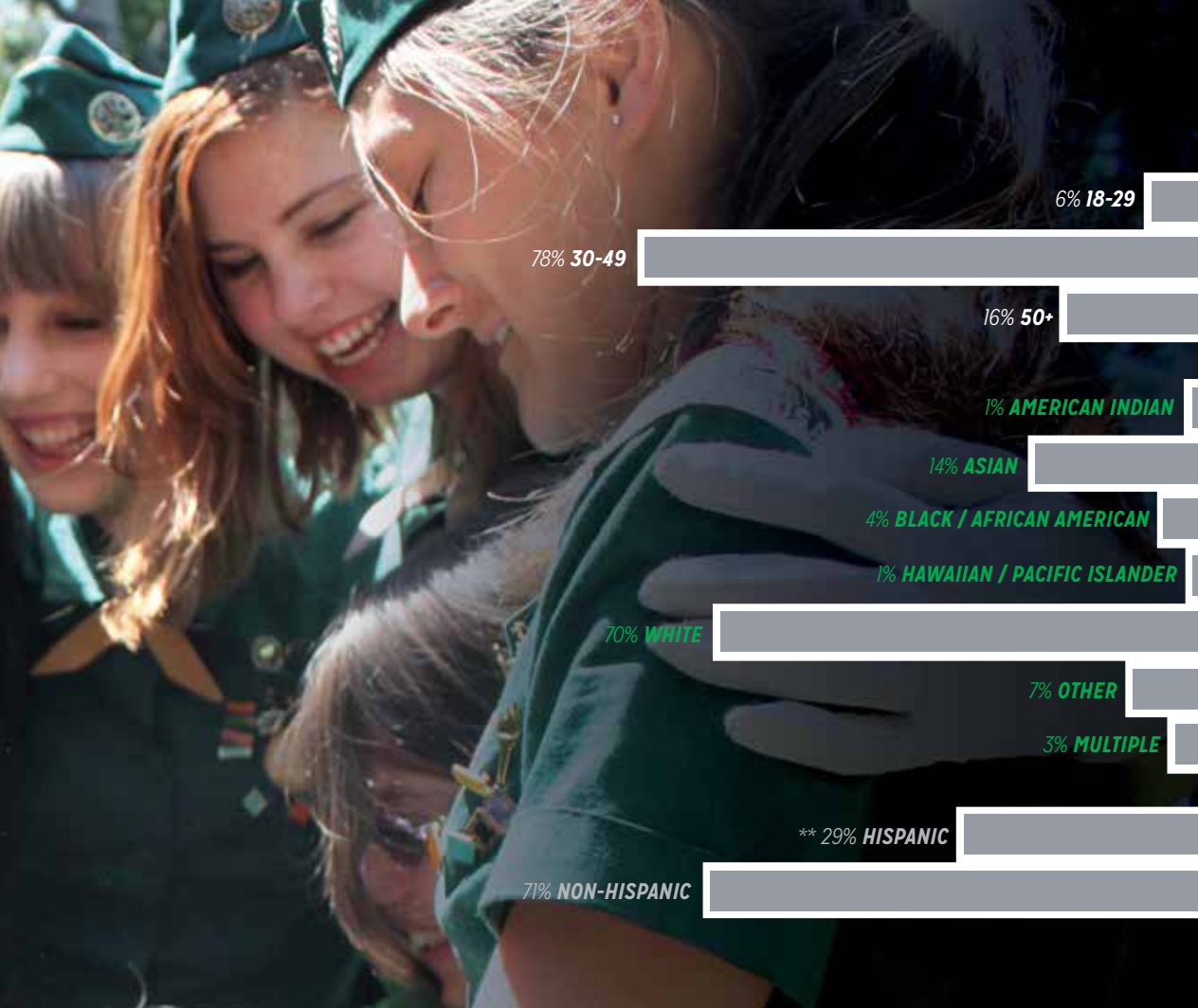
SERVICE
CENTERS

4

CAMP
PROPERTIES

1

HEADQUARTERS
OFFICE



Girl Scouts of the USA was founded on March 12, 1912 aimed to empower girls.

Our mission is to build girls of courage, confidence, and character, who make the world a better place.

GIRL SCOUTS OF THE USA (GSUSA)
since 1912

*GSGLA ADULT MEMBERS**

* Based on those reporting
** Hispanic data collected as integrative of listed ethnicities



GSGLA IS RANKED 5TH NATIONALLY IN TOTAL COUNCIL MEMBERSHIP.

GSGLA'S MOST SIGNIFICANT EXPANSION WAS IN THE UNDERSERVED AREAS OF DOWNTOWN LOS ANGELES, EAST LOS ANGELES, AND SOUTH/CENTRAL LOS ANGELES.

16% GROWTH

“At Girl Scouts we really have fun together, and we can laugh together. When it’s Girl Scout day after school, we all run over because we are so excited.”

GRISELDA Daisy Girl Scout
Member since 2012



40+



GSGLA worked with more than 40 collaborators in the fields of education, philanthropy, business, and civic services.

350+ new Girl Scout Cadettes (grades 6–8) learned how to battle peer pressure and bullying through the Girl Scout BFF (Be a Friend First) initiative.

350+





“In Girl Scouts, you get to do anything. Girl Scouts has made me a good person. I help my friends. If they fall, I say, ‘Are you OK?’ I wish we had Girl Scouts every day.”

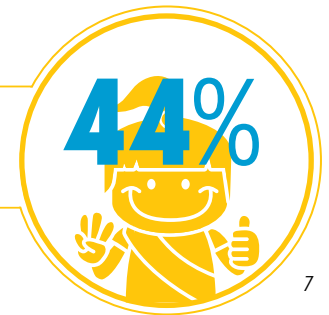
CANIYAH Daisy Girl Scout
Member since 2012

Griselda and Caniyah are part of an afterschool Girl Scout program at their elementary school. There are 70 girls in the troop, which makes up roughly half of the girls in the school.



GSGLA hosted 281 programs—
an average of five offerings per week.

44% more LA area kindergartners than
last year started their Girl Scout journey.

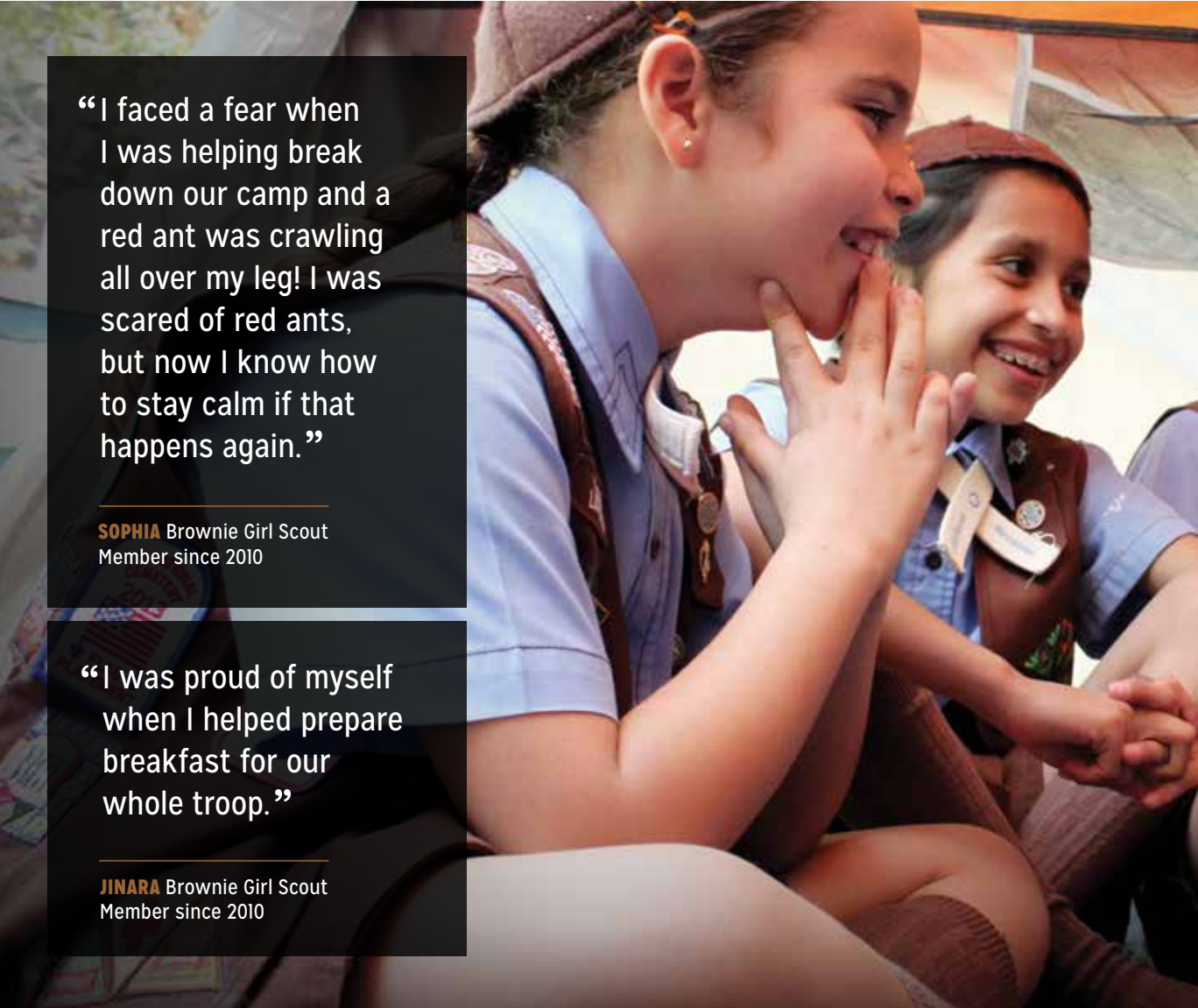


2,482 GIRLS
attended Girl Scout camp and
LEARNED
INDEPENDENCE
in the great outdoors.

246 CAMP
SCHOLARSHIPS
AWARDED to girls
as financial assistance for
summer camp programs.

81% of girls said that camp
PREPARED them
TO BE A LEADER.

72% of girls said that
at Girl Scout camp they
CONQUERED FEARS.



“I faced a fear when
I was helping break
down our camp and a
red ant was crawling
all over my leg! I was
scared of red ants,
but now I know how
to stay calm if that
happens again.”

SOPHIA Brownie Girl Scout
Member since 2010

“I was proud of myself
when I helped prepare
breakfast for our
whole troop.”

JINARA Brownie Girl Scout
Member since 2010



Brownie Troop 3471 plans to use their cookie money to go to Camp Osito Rancho, one of GSGLA's mountain camps. GSGLA hosts day camps, resident camps, and specialty camps where girls can explore the great outdoors—from the mountains to the sea.

“Camping helped me learn how to be brave without my parents.”

TRACEY Brownie Girl Scout
Member since 2010

“My favorite part of camping is learning how to pitch a tent. Now when I grow up, I can use this skill to camp by myself.”

ISABELLA Brownie Girl Scout
Member since 2010



472 girls joined Girl Scouts in 2013 as a result of their amazing GSGLA camp experiences.

— TOP 3 —
FAVORITE
CAMP ACTIVITIES



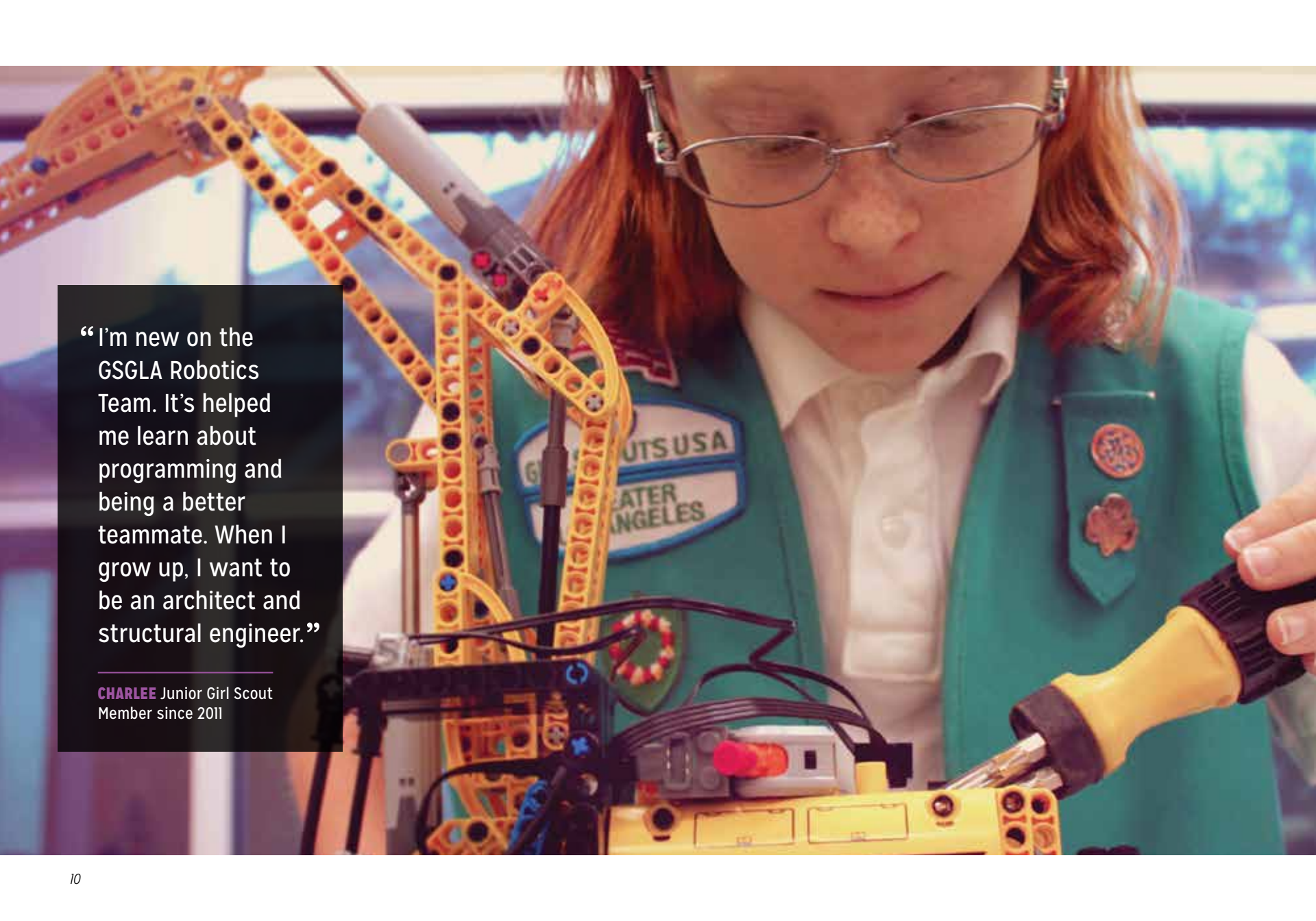
horseback riding



archery



canoeing



“I’m new on the GSGLA Robotics Team. It’s helped me learn about programming and being a better teammate. When I grow up, I want to be an architect and structural engineer.”

CHARLEE Junior Girl Scout
Member since 2011

Though new to robotics, Charlee loves teaching younger girls about her team's robot. GSGLA's first robotics team was established in 2007 and has won 18 competition honors, including FIRST® Lego League World Championship awards.

23

GSGLA robotics teams



125

girls learned how to design video games.

200

girls participated in rocketry programs.



←  goal setting,
decision making

5 SKILLS money management,
people skills, and
business ethics

were developed, as

GS COOKIES!

29,461

GS COOKIES!

girls captured the entrepreneurial spirit in the 2013 cookie program.

 **140,141 BOXES**  **OF COOKIES**

were donated to food banks and military serving at home and abroad of the

 **4.2 MILLION** 

boxes sold.

 **100%** 

of GSGLA cookie proceeds go to Girl Scout troops and the council.

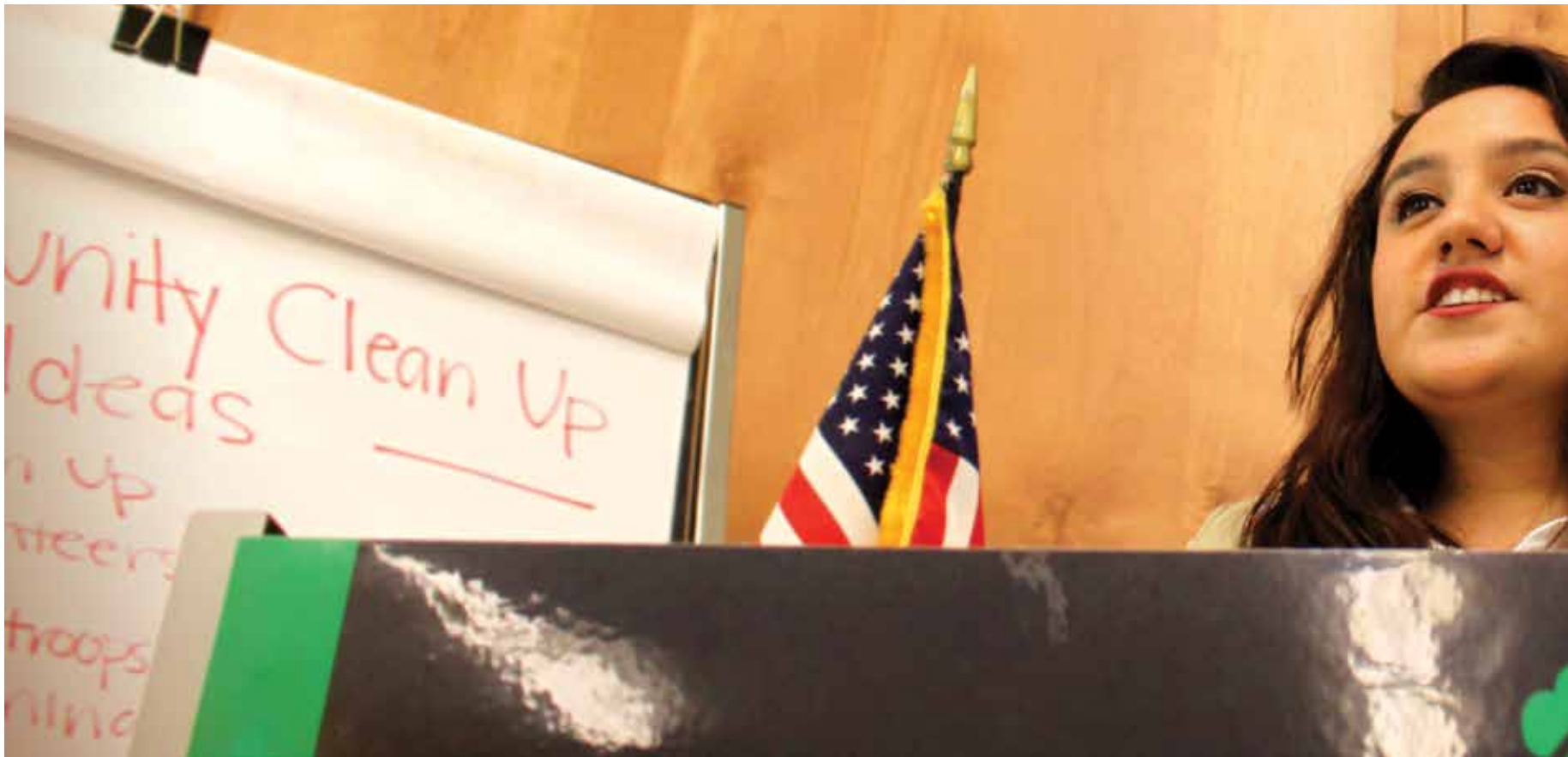


“I became a Girl Scout because I wanted to sell Girl Scout Cookies. I didn’t know it then, but that day started the most exciting adventures of my young life. I am a believer that once I set a goal and work hard toward it, I can actually achieve it.”

SAVANNAH Cadette Girl Scout
Member since 2010

Savannah sold a total of 4,100 boxes of cookies in 2013. Her customers donated 3,000 boxes to Los Angeles-area veterans and to soldiers overseas through GSGLA's Gift of Caring program.

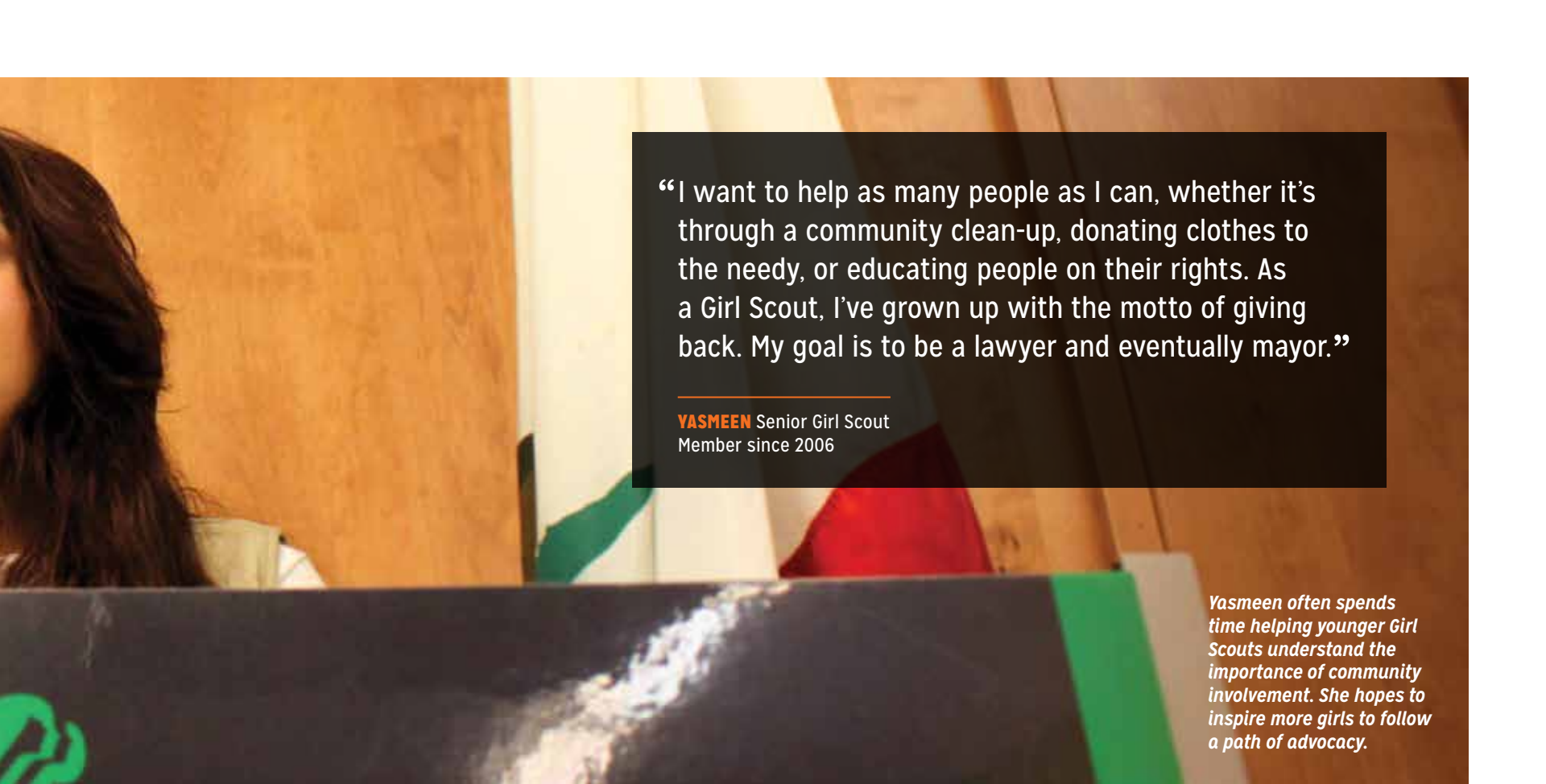




GSGLA's Feed Your Neighbor food drive provided enough food for **89,600 meals.**

10,000 inches of hair

were donated during GSGLA's Locks of Love Week.



“I want to help as many people as I can, whether it’s through a community clean-up, donating clothes to the needy, or educating people on their rights. As a Girl Scout, I’ve grown up with the motto of giving back. My goal is to be a lawyer and eventually mayor.”

VASMEEN Senior Girl Scout
Member since 2006

Vasmeen often spends time helping younger Girl Scouts understand the importance of community involvement. She hopes to inspire more girls to follow a path of advocacy.

GSGLA Girl Scouts provided

1,200,000 hours of community service.

The Girl Scout Gold Award is the highest achievement in Girl Scouting. The number of GSGLA Girl Scouts earning the Gold Award in 2013 was

298

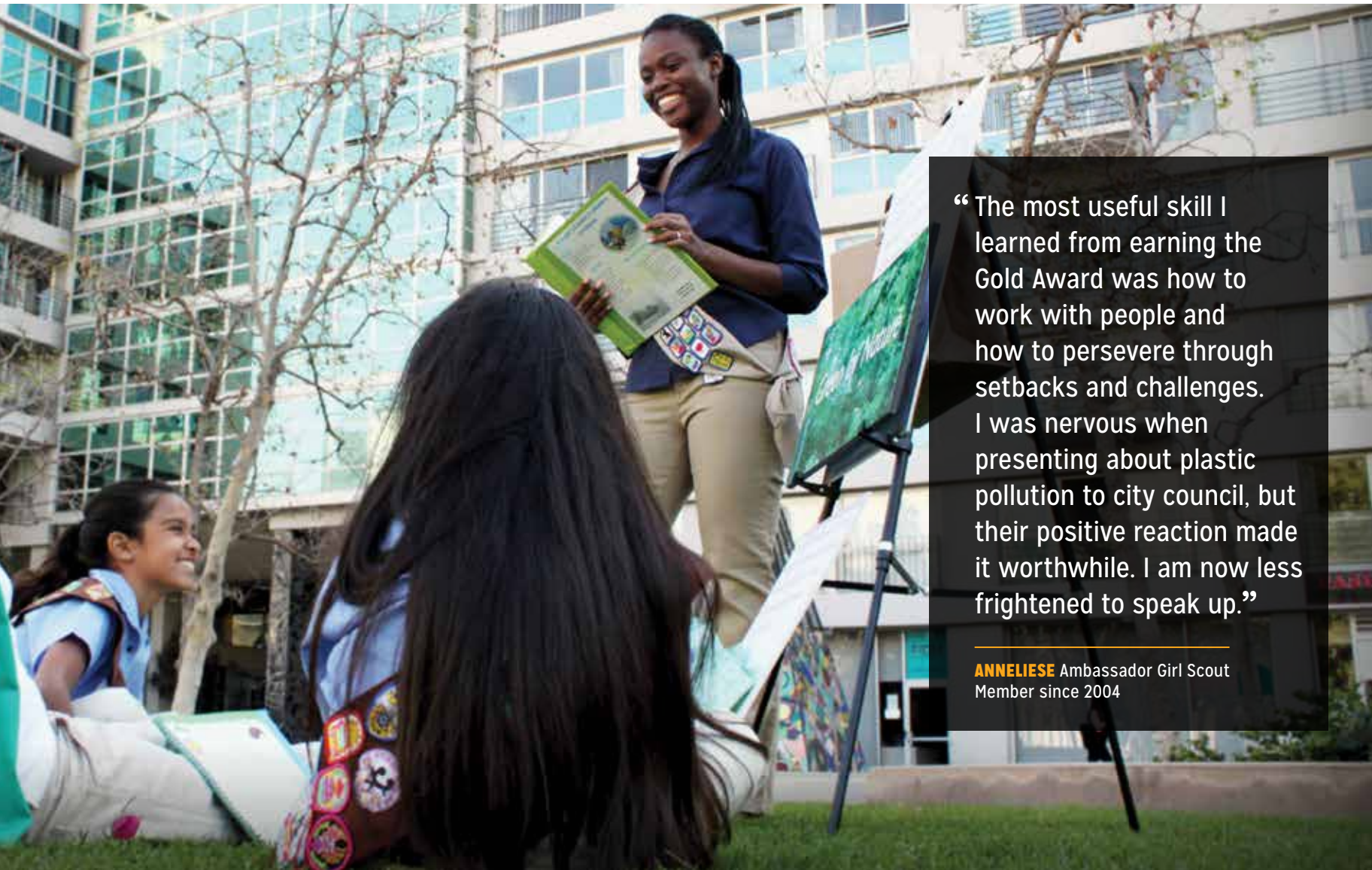
COUNCIL RECORD



Gold Award projects—which must have a lasting impact—reached communities as far as Swaziland, India, and Haiti. These projects spotlighted literacy, childhood obesity, bullying, recycling, disease prevention, and other critical issues.



For her Gold Award project, Anneliese educated elementary school children about plastic pollution. She partnered with Algalita Marine Research Institute to make a public service announcement, published a coloring book for school libraries, and organized a beach clean-up.



“The most useful skill I learned from earning the Gold Award was how to work with people and how to persevere through setbacks and challenges. I was nervous when presenting about plastic pollution to city council, but their positive reaction made it worthwhile. I am now less frightened to speak up.”

ANNELIESE Ambassador Girl Scout
Member since 2004

“I volunteer for Girl Scouts, because it allows me to say ‘come on in’ to any girl who asks. I can really model acceptance to the girls in my troop and encourage them to be accepting in their own lives.”

CARA FASSINO Girl Scout Volunteer
Member since 2011



Cara is the founder of a multi-level troop in Watts, CA. The troop serves as a sustainable afterschool program, led by USC students. As a former Girl Scout, Cara earned the Girl Scout Bronze, Silver, and Gold Awards.

4,676

troop leaders



age range of volunteers

19 to 90



Steve is a core camp volunteer, specializing primarily in high-ropes, archery, and canoeing instruction.

“I’ve seen girls broaden their horizons and gain self-esteem in Girl Scouts. Climbing 50 feet up in the air on the high ropes course or paddling out on a kayak in the middle of the ocean is fun and challenging for them—it is for me, too.”

STEVE KLENK Girl Scout Volunteer
Member since 2006

GO TEAM

23

volunteer-led Go Teams were established to research best practices in recruitment, training, girl awards, events, fundraising, and more.



More than 9,000 adults took advantage of GSGLA’s new online volunteer application, averaging 10 minutes to complete.



GSGLA’s Volunteer Conference featured 74 workshops, including web design.

Pam was a Girl Scout in the Pasadena area from 1990 to 2002 and earned the Girl Scout Gold Award. During college, she worked as a camp counselor at Camp Osito Rancho.

SOUTHERN CALIFORNIA ASSOCIATION of GOVERN



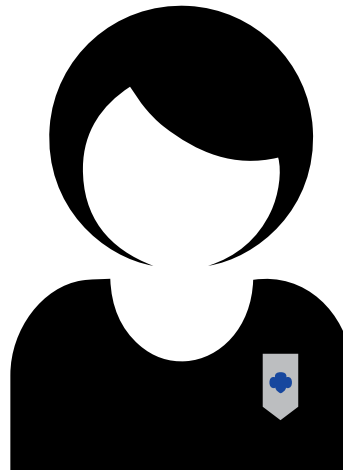
NMENTS

“I am a professional city planner for two reasons: my devotion to community service and my love for outdoor places and spaces—both of which I gained as a Girl Scout. I now volunteer with a troop in Downtown Los Angeles because this neighborhood is changing dramatically, and building community connections amongst the kids is essential.”

PAM LEE Girl Scout Alumna
Member since 1990

1:2

1 in every 2 adult women in the U.S. was a Girl Scout.



of female business owners are Girl Scout alumnae.



According to *Girl Scouting Works: Alumnae Impact Study* (2012), women who were Girl Scouts are more likely to succeed academically and pursue higher education.

STATEMENT OF FINANCIAL POSITION

September 30, 2013

CURRENT ASSETS
\$3,569,175

LONG-TERM ASSETS
\$19,730,215

TOTAL ASSETS
\$23,299,390

CURRENT LIABILITIES
\$2,457,248

LONG-TERM LIABILITIES
\$654,605

TOTAL LIABILITIES
\$3,111,853

NET ASSETS
\$20,187,537

TOTAL LIABILITIES AND NET ASSETS
\$23,299,390

STATEMENT OF ACTIVITIES

For the year ended September 30, 2013

SUPPORT AND REVENUE

Public Support
\$1,823,151

Product Sales (Net)
\$10,705,519

Merchandise Sales (Net)
\$580,338

Program Fees
\$1,296,715

Property and Equipment Use Fees
\$86,395

Interest and Dividend Income (Net)
\$201,495

Realized and Unrealized Gain on Investments (Net)
\$396,058

Other Income
\$18,854

TOTAL SUPPORT AND REVENUE
\$15,108,525

TOTAL FUNCTIONAL EXPENSES
\$16,106,980

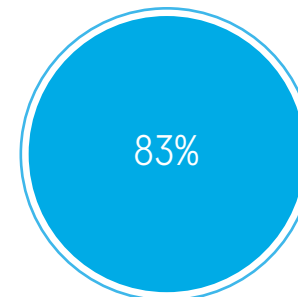
CHANGE IN NET ASSETS
(\$998,455)

NET ASSETS, BEGINNING OF YEAR
\$21,185,992

NET ASSETS, END OF YEAR
\$20,187,537

FUNCTIONAL EXPENSES

PROGRAM



MANAGEMENT & GENERAL



FUNDRAISING



CONTRIBUTIONS

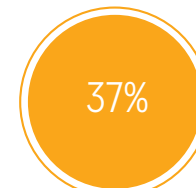
FOUNDATIONS



CORPORATIONS



INDIVIDUALS



FINANCIALS

2012-2013

THANK YOU

to all who have donated to

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The following donors
generously gave \$250
or more between
October 1, 2012 and
September 30, 2013.

\$250,000

Elizabeth Hart

\$100,000-\$249,999

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The Rose Hills Foundation

\$50,000-\$99,999

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Donations to GSGLA helped provide the Girl Scout experience (programs, activities, and uniforms) for 10,000 underserved girls.



GSGLA donors helped offset 83% of the cost of camp programming.

\$25,000-\$49,999

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EH HSHIEH

ASANTE

DANKE



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of GSGLA staff donates to GSGLA.

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Anita Thompson
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Barbara S. Topkis
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Tracy Trivas
Dawn Tucker
Alysia Vanitzian
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The Walt Disney
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Alison Winter
The Wish Stealers
Janet Wisialowski
Rae & Chi Yan
Kathie Yonemura
Lori Zeman
Alexandra & Joe Zucco

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THANK

Juliette Gordon Low

SOCIETY

**as of April 2014*



In 2012, Girl Scouts of the USA 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.

Julie and Kenneth Beals
Dianne Belk and
Lawrence Calder
Betsey L. Brewer
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Carol M. Dedrich
Connie Dunn
Peggy Edwards
Marie Fouts
Diana Freeman
Bernie Horst
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Janet Whaley and
Steve Preston
Brenda Zamzow
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THANK YOU

THANK YOU

THANK YOU



12,000

In 2013, nearly 12,000 GSGLA Girl Scouts “bridged” from one Girl Scout level to the next.

In Girl Scouts, “bridging” identifies growth, movement, and transition. The term emphasizes that Girl Scout experiences, continuity, and connections serve as the foundation girls need to reach their greatest potential. Girl Scouts is committed to supporting the dreams and aspirations of girls everywhere.





Join us as we move to the next level.

Visit girlscoutsla.org or call (626) 677-2200 to find out how you can support Girl Scouts of Greater Los Angeles.

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