>>> STRONGER TOGETHER



GREATER TOGETHER >>>







DEAR FRIENDS:

We are so pleased to present the highlights of 2011 and look forward to our many plans for 2012, "The Year of the Girl". This year marks our 100th anniversary of Girl Scouting and our organization is celebrating its place in history as the largest girl-serving organization in the nation. Every day, our girls remind us of their courage, confidence and character as they make the world a better place, and throughout the year, they demonstrate leadership, learn life skills and understand the importance of community service.

Last year, GSGLA set out to achieve some ambitious goals to support our strategic plan, which calls for growth to 50,000 girl members by 2015 ("50 in 5"). Using values-based teamwork, we are pleased to have achievements in all of our goal areas:

- integrated mission delivery
- financial stability and growth
- the establishment of a solid brand and philanthropic presence in the market

Our 100th anniversary launch provided us some extraordinary opportunities: GSGLA sent a delegation of 21 elected delegates to Houston to participate in the 52nd National Girl Scout Convention; our inaugural Girltopia event at the LA Convention Center in October attracted 12,000 participants; our magnificent Tournament of Roses® Parade Float involved thousands of Girl Scouts and alumnae from all over the country, was awarded the Past President's award and was seen nationally by 55 million viewers; and we witnessed a number of other program, event and support highlights.

The progress this past year illustrates the power of our ability to work together in a highly diverse community. With alignment of our membership, staff, board, donors, alumnae and friends, we are creating the momentum necessary to give girls exemplary leadership experiences and lifelong skills rooted in the strong foundational values of Girl Scouts. We are so grateful to all of you who support this amazing organization that grows stronger together every day. Juliette Gordon Low would be so proud!

Yours in Girl Scouting,

Getsen Bewe

BETSEY L. BREWER
CHAIR, BOARD OF DIRECTORS

Jisel Fulldur

2011 GSGLA HIGHLIGHTS

When Juliette Gordon Low founded Girl Scouts in 1912, she understood that dedicated leaders and dynamic experiences were vital to helping girls develop their full potential. As Girl Scouts celebrates a century of leadership in 2012, Low's hope to empower girls everywhere has remained the core of the Girl Scout Mission, and the motivation of Girl Scouts of Greater Los Angeles.

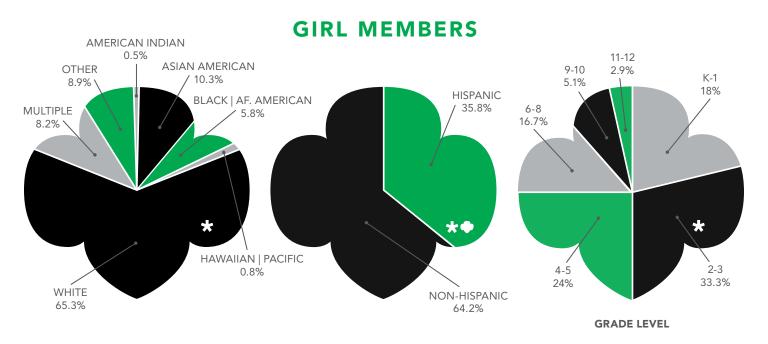


A FEW 2011 GSGLA HEADLINES:

- LA Area Girl Scout Membership Increases 7% on Cusp of Centennial
- 30,000 Young Entrepreneurial Girl Scouts Participate in Cookie Program
- GSGLA Enhances Properties, Facilities; Expands Capacity and Service
- 197 Local Girl Scouts Earn Gold Award, Highest Honor
- Girl Scouts Introduce Science Exploration Experience to Underserved Community
- Girltopia the Largest Girl Expo in the Nation Takes Over LA Convention Center
- 52nd Council Session/National Convention Kicks Off Anniversary Year

Staying true to Juliette's objective — reinvigorated for 2011, GSGLA programs, volunteers, community collaborations and staff helped girls clean beaches, produce cultural fairs, create community gardens, host book drives, explore natural environments, participate in robotics competitions and write poetry, just to name a few activities. Perhaps even more importantly, girls discovered themselves, connected with others and took action.

DIRECTORS AT LARGE BOARD OFFICERS Betsey L. Brewer | Board Chair Elsa Macias, Ph.D.* Jonathan E. Williams, Jr. Linda M. Aragon** **Debbie Thorpe** | 1st Vice Chair **Melanie Batiste Wendy Marlett** Frank Wu* **John Odetto** | 2nd Vice Chair Lilian Coral** Gina McLeod Peggy Edwards | ex officio Hailyn J. Chen | Secretary Felicia K. Gorcyca* Michael B. Mulcahy Makoto Yamasaki** | Chief Financial Officer (Volunteer) Linda Boyd Griffey **Janis Penton Christine Jha*** | Chief Financial Officer (Volunteer) Lana V. Bykova* Leanne J. Rodgers **Denise Hsu** Margaret Rosenthal** Anthony Kaufman* **Don Ryan** *incoming 2012 Chet A. Kronenberg* Scott E. Wendelin** **outgoing 2012





CALEY VERSFELT was among 10 Girl Scouts and four Girl Scout alumnae selected to ride the Girl Scouts 100th Anniversary float in the 2012 Rose Parade®. The honor of representing Girl Scouts worldwide was just one of the Girl Scout experiences Caley says tops her list. Caley, who has Down Syndrome, exemplifies people with special needs, exceeding expectations and overcoming challenges. In 2011, she earned the Girl Scout Gold Award — the highest award a Girl Scout can achieve.

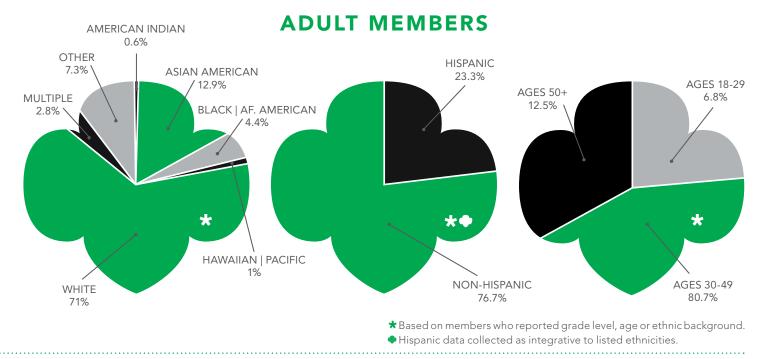


In addition to being a Girl Scout, **ERICA NICOLE HILLIARD** takes honors classes, sings in the school choir and plays bells in the ensemble. She, along with her mother and troop leader, Armida Brother, has been instrumental in strengthening the Girl Scout movement in the Hispanic communities of East Los Angeles. Erica, who is currently working on her Gold Award, aspires to work in public office and credits Girl Scouts for the courage and confidence to follow her dreams.



One of **BRONWYN ADAMS-COHEN**'s favorite memories is of delivering Girl Scout Cookies to St. Vincent Meals on Wheels, and another is earning her Gold Award. Like many Girl Scouts, Bronwyn understands the importance of giving back. For her 16th birthday, she asked family and friends to make a donation for the Girl Scouts 100th Anniversary Float instead of giving her birthday presents. At the 2011 Gold Award Ceremony, Bronwyn was presented her Gold Award, and afterward she presented the council with a significant donation that helped GSGLA fund a float in the Tournament of Roses® Parade.

PG 5 GSGLA MEMBERSHIP





TED "CHUCK" OYAMA has been involved with Girl Scouts for 13 years even after his daughter aged out of the girl program. He leads two multi-level troops of over 60 girls each, and is a service unit manager and adult learning facilitator. Ted considers his best Girl Scouts experience a trip to Japan with seven of his Girl Scout troop members for the International Jamboree in Japan. Ted volunteers with Girl Scouts because he believes it's extremely important to help girls succeed.



A Girl Scout since 1986, **DANNIELLE CARROLL** chose to give back to Girl Scouts starting 12 years ago when she became a troop leader. Though she has no children of her own, Dannielle enjoys her role as a mentor and an "older sister". Being a Girl Scout Volunteer is only part of her service to her country; she is also a captain in the United States Army. She is deploying this year, and is committed to connecting with Girl Scouts and Girl Guides across the world.



LEILANI WILMORE has been involved in Girl Scouts since 2005. In 2011, she was awarded the Thanks Badge, a national award and the second highest volunteer honor in Girl Scouts. Leilani became a Girl Scout volunteer to have something to share with her daughter, but realized that she enjoyed sharing and mentoring with the entire council. She very often volunteers her talent as a Tony-Award winning actress to direct encampment entertainment, coach Girl Scouts in broadcast skills or help inspire charisma in Gold Award Girl Scouts for a national TV appearance.

GSGLA MEMBERSHIP PG 6



MEMBERSHIP THROUGH INCLUSION

Girl Scouting is for every girl, everywhere, and GSGLA is working to ensure that girls of every race, ethnicity, socioeconomic group and faith have access to the organization's benefits. The council has provided programs for girls in shelters, urban and underserved areas, and to girls whose mothers are in prison (Girl Scouts Beyond Bars). Furthermore, the Girl Scouts is continuously adapting activities for girls with disabilities, special needs and illnesses.

In line with national efforts, GSGLA has continuously made diversity a critical component of our girl membership, volunteer ranks, staff and governance. To reach girls from different backgrounds, we strive for support and perspectives that reflect the diverse Greater Los Angeles communities we serve.

VOLUNTEERS AT CORE OF OUR MISSION

Without the dedication and talents of Girl Scout volunteers, it would be impossible to provide the extraordinary experiences afforded in Girl Scouting. Our volunteers are a diverse group of women and men — including retirees, recent college grads, parents, Girl Scout alumnae, professionals and more — whose expertise, skills and interests nurture each girl's individuality and qualities.

Girl Scouts of Greater Los Angeles offers extensive and specific training, resources and support for our more than 24,000 volunteers, and are tailored to fit any calendar, skills and interests. With adult support, girls will stand up, stand out and stand tall.

PG 7 MISSION DELIVERY

PROGRAM AREAS

LEADERSHIP

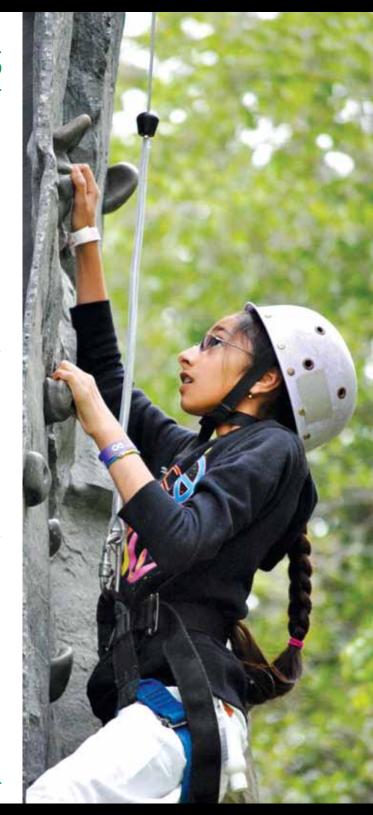
Girl Scouts encourages girls to explore their personal skills and interests, empowers them with the ability to choose the directions they will take to accomplish a goal and then supports them as they put their ideas into action. This year, GSGLA Girl Scouts have shown their leadership skills at the State Capitol, in raising support for the Girl Scouts 100th Anniversary Float and more. Through GSGLA trainings, activities and leadership awards (including the Girl Scout Gold, Silver and Bronze Awards) girls build self-confidence, set goals and learn teambuilding and decision-making skills.

ARTS & CULTURE

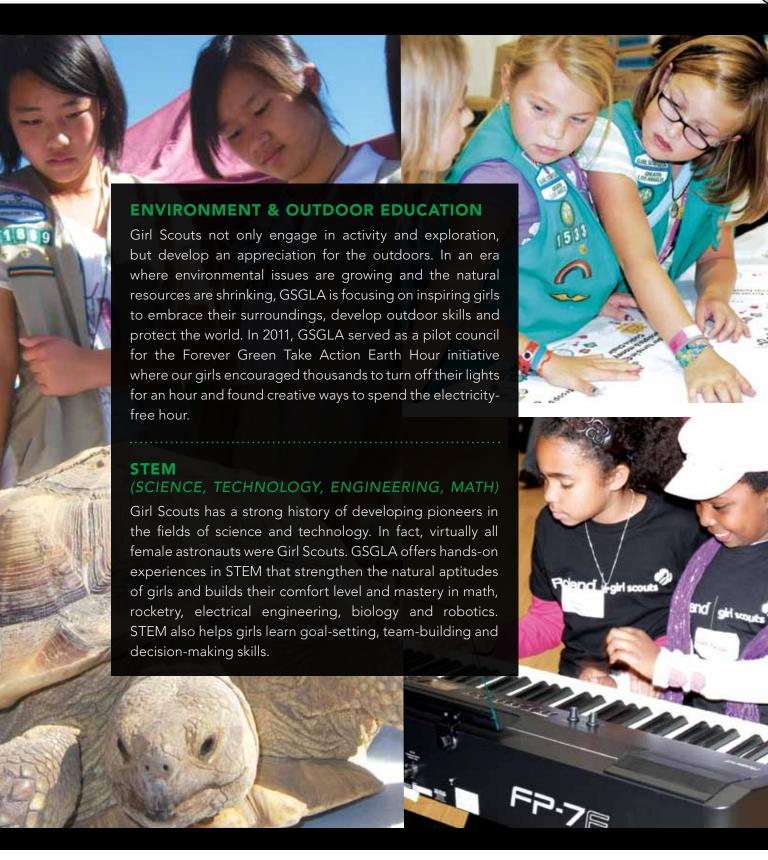
Girl Scouting opens up the world to girls. It helps expand girls' exposure to, awareness of and appreciation for a variety of artistic expression and diverse cultural experiences. GSGLA is creating new ways to respond to the demand for arts programs and is offering exciting experiences that encourage cultural understanding and appreciation.

BUSINESS SMARTS

Girl Scouting helps girls develop practical skills, including money management skills that will empower them to make smart decisions. Through GSGLA programs, girls learn how to budget, save and invest. The Girl Scout Cookie Program and Fall Product Program encourage goal-setting, decision making, money management, people skills and business ethics. In 2011, more than 1,000 girls participated in Cookie University and were immersed in sales and marketing workshops.



PROGRAM AREAS PG 8



WELLNESS & HEALTHY LIVING

Girl Scouts offers innovative programs in health and well-being to instill positive health choices and encourage physical and emotional strength. Through interaction with friends and fun and innovative activities, girls turn their experiences into healthy habits for life. Among many other offerings, GSGLA hosted girls (grades 6-12) at the inaugural Live Well Girl Summit in 2011, where girls participated in workshops on topics such as nutrition, exercise, personal safety, beauty and stress management.



PROGRAM AREAS PG 10

2011 GSGLA PROGRAM HIGHLIGHTS

VOLUNTEER RECOGNITION CEREMONY

The annual Volunteer Recognition Ceremony, held in conjunction with the GSGLA Annual Meeting, welcomed 300 attendees to the Skirball Cultural Center in 2011. More than 100 volunteers were awarded a national honor, including awards celebrating 50+ years of volunteer service in Girl Scouts and the Thanks Badge and the Thanks Badge II — the highest volunteer awards in Girl Scouting. GSGLA volunteers are the backbone of our council, and their service and commitment are what make our programs successful.

•

THE GSGLA GIRL SCOUT GOLD AWARD CEREMONY

In 2011, GSGLA awarded 197 young women with the organization's highest honor—the Girl Scout Gold Award. These exceptional Girl Scouts targeted a cause important to them, provided more than 16,000 hours of community service, mentored in their communities and produced innovative and sustainable large-scale community projects. This year's projects took on topics such as voter education, disease prevention, child abuse, homelessness and more.



GIRL SCOUT COOKIE & FALL PRODUCT PROGRAMS

With impressive ambition, GSGLA Girl Scouts showed their business acumen during the 2011 Girl Scout Cookie season. More than 30,000 girls participated in the program — the most successful financial literacy program for youth — and learned the five key skills for success: goal-setting, decision-making, money management, people skills and business ethics. The young entrepreneurs sold approximately 4.3 million boxes of cookies with 70,000 boxes donated to Gift of Caring partners Blue Star Mothers, Bob Hope Hollywood/LAX USO, Goodwill Southern California, the Los Angeles Regional Foodbank and Operation Gratitude.

More than 2,500 troops participated in the 2011 Fall Product Program and jumpstarted their troop treasuries, most often to fund membership registration, troop activities and participation in community and council events. The 2011 Cookie and Fall Product Programs also featured creative games, activities and resources for girls and enhanced online tracking tools for volunteers and parents.



PROGRAM HIGHLIGHTS PG 12



LIVE WELL GIRL SUMMIT

The Live Well Girl Summit served as the first signature event for the Wellness & Healthy Living program area. The event welcomed girls (grades 6-12) across the council to connect and focus on creating a healthier self. Live Well featured engaging wellness workshops and peer-to-peer discussions including topics such as confidence, healthy eating, active lifestyles, stress management and self-defense. Leaders also participated in teen issues discussions and networked on ideas to engage older-girl troops.

TAKE ACTION PROJECT | EARTH HOUR

In spring 2011, GSGLA served as a pilot council for the Take Action Forever Green Initiative. The three-pronged GSUSA campaign encouraged the community to reduce waste, improve water quality and conserve energy. Girl Scouts challenged the community to take a pledge to commit to the environment and, more specifically, to go powerless for one hour — Earth Hour. Considered the largest environmental event in history, 2011 Earth Hour involved the support of GSGLA Girl Scouts and more than 5,200 cities and towns in 135 countries worldwide, sending a powerful message for action on climate change.

SUMMER CAMP

Girl Scout camp, one of the favorite highlights of many a Girl Scout career, is at the core of GSGLA's Environment & Outdoor Adventure program area. In 2011, the council welcomed 2,600 girls to a myriad of camps, including traditional favorites: horse and canoe camps. Creative new camps were also offered, such as *Design Squad*, where girls designed ecofriendly bags and nature collages, or *Blast Off*, where girls explored the mysteries of the universe and visited a local science museum.

COUNCIL COMMUNITY HONORS

GSGLA was honored by the *Los Angeles Business Journal* with the 2011 Nonprofit & Corporate Citizenship Award for Social Enterprise, heralding the business literacy model created by GSGLA's Cookie Program. The award recognizes an organization's creative application of the principles of social enterprise in the operation and funding of the organization. GSGLA also won the coveted *Los Angeles Times* Reader's Choice Award for Best Charity or Non-Profit of 2011, reflecting the public's support for and the relevancy of Girl Scouting in the Los Angeles area.

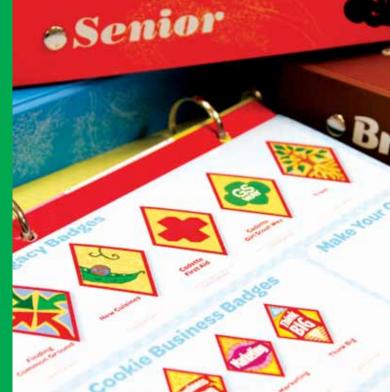
PROGRAM HIGHLIGHTS PG 14



Girl Scouts Rock! *Powered By Roland* came to Los Angeles giving girls, ages 8 to 14 years, a handson experience playing popular music with modern musical instruments. The event kicked off with an immediate immersion into an instrument petting zoo, followed by breakout sessions that featured activities for the girls to explore and develop their inner musician. The event culminated in an electric performance featuring the Rockin' Roland Band.

NEW GIRL SCOUT BOOKS & BADGES

Everyone knows that Girl Scouts have badges, but in 2011 GSUSA introduced the new Girl's Guide to Girl Scouting which has more than just new badges for every age level. Each guide contains an easy to use binder, legacy and financial literacy focused badge activities and an awards log. New badges were introduced that focused on relevant girl issues and contemporary topics and interests such as: financing the future, entertainment technology, product designing and the political process.



ABOARD THE USS LINCOLN

Girl Scouts participated in a behind-the-scenes VIP visit of the US Navy's USS Abraham Lincoln during its dock in the Port of LA. The tour was led by two high-ranking female officers, who shared a motivational moment with the girls before walking the flight deck of the famed aircraft carrier. The girls learned about the challenges of military life, the honor of service to our country and some of the technological advances of the US Naval fleets. Throughout the day, Girl Scouts connected with the characteristics of courage, character, honor and leadership that are shared between Girl Scouts and the US Armed Forces.



SCIENCE DIVA DAYS

Summer 2011 brought an exciting science exploration experience to girls from underserved areas of Los Angeles and the San Fernando Valley at no cost. Working with partners, including the Salvation Army Community Center and the Guadalupe Community Center, the event was specifically designed for non-Girl Scouts from underserved areas and included a one-year Girl Scout membership. More than 160 participants enjoyed science-related activities and a tour of the California Science Center.

PROGRAM HIGHLIGHTS PG 16



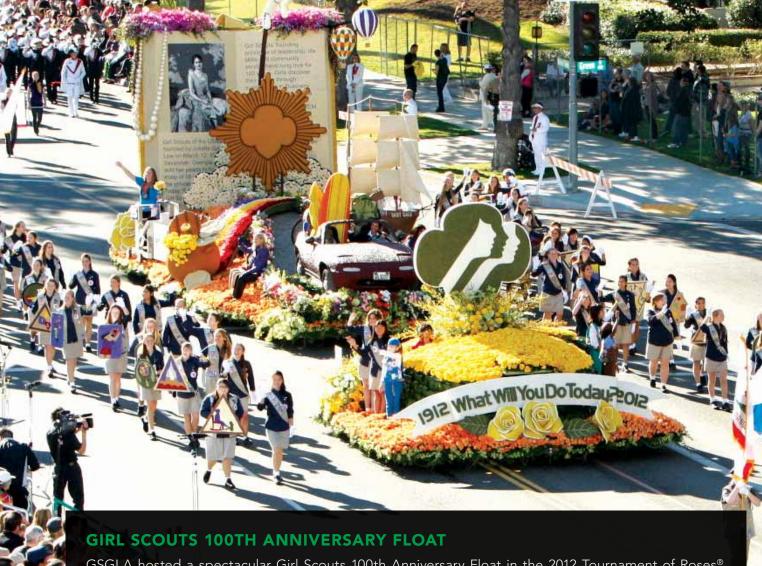
GIRLTOPIA

Girltopia, the most "girltastic" expo ever, took place at the LA Convention Center in October 2011. The phenomenal girl-targeted event welcomed more than 12,000 attendees, and featured more than 70 "fun"shops, 300 engaging exhibitors, phenomenal main stage entertainment, speakers, fashion shows, hands-on experiments and six exciting expo villages, each themed around one of GSGLA's six program areas. Girls were inspired to create, explore and discover the world of Girl Scouting.

2011 NATIONAL COUNCIL SESSION/52ND CONVENTION

Houston, we have a party! More than 15,000 girl and adult members attended the 2011 GSUSA National Council Session/52nd Convention in Houston, TX in November 2011, including GSGLA's 21 delegates. The convention welcomed GSUSA's new CEO, Anna Maria Chávez, and was energized by the excitement of the Movement's 100th anniversary and "The Year of the Girl" launch. Girl delegates and convention attendees had the opportunity to take part in the governance of the organization, connect with Girl Scouts from around the world and participate in the Girl Leadership Summit.





GSGLA hosted a spectacular Girl Scouts 100th Anniversary Float in the 2012 Tournament of Roses® Parade. Conceptualized by Girl Scouts, designed by a Girl Scout mother-daughter duo and decorated by Girl Scouts from across the country, the Girl Scouts 100th Anniversary Float won the Past President's Trophy for best use of non-floral elements. The float, which carried the theme "What Will You Do Today?," featured colorful components that captured the limitless opportunities available in Girl Scouts, while reflecting the history and future of the organization. Ten local Girl Scouts and four Girl Scout alumnae were selected to ride the float, which was flanked by 60 Gold Award Girl Scouts. The float riders were joined, virtually, by 15,000 Girl Scouts and Girl Scout supporters that were honored by a float flower tribute. Another seven Girl Scouts served as the color guard and 75 Gold Award Girl Scouts walked as banner carriers throughout the parade.

PROGRAM HIGHLIGHTS PG 18

WE EXTEND OUR HEARTFELT THANKS TO ALL WHO HAVE DONATED TO THE GIRL SCOUTS OF GREATER LOS ANGELES.

The following donors generously gave over \$250 between October 1, 2010 and September 30, 2011.

\$250,000

 Bernie Horst of the James & Bernie Horst Fund

\$100,000-\$249,999

- Confidence Foundation
- Rose Hills Foundation
- Toyota Motor Sales, USA, Inc.
- US Department of Justice

\$50,000-\$99,999

• Coca-Cola

\$25,000-\$49,999

- AT&T
- Dwight Stuart Youth Fund
- Little Brownie Bakers
- Ronald McDonald House Charities of Southern California
- Sharon Kae Strauss
- TechBridge
- Union Bank Foundation
- Xerox

\$10,000-\$24,999

- Betsey Brewer
- The Carol & James Collins Foundation
- Carrie Estelle Doheny Foundation
- G. Bradford Jones & Joan Hood Jones Fund

- Donald Grossman
- Long Beach Community Foundation
- Los Angeles Times Family Fund
- Motorola
- Parsons Corporation
- The Schow Foundation
- Southern California Edison
- Lisa St. John
- Union Bank
- J.B. & Emily Van Nuys Charities

\$5,000-\$9,999

- American Association of University Women
- Ann Peppers Foundation
- Citizens Business Bank
- Linda Boyd Griffey
- GSUSA
- Henry L. Guenther Foundation
- H. Leslie & Elaine S. Hoffman Foundation
- Scott & Deena Keys
- Lon V. Smith Foundation
- Los Angeles County Board of Supervisors
- Lise L. Luttgens
- Gerry & Barbara Rubin
- Sidney Stern Memorial Trust
- Debbie Thorpe

- Time Warner Cable
- Upland Contracting, Inc.

\$2,500-\$4,999

- Baker & Hostetler, LLP
- Chevron Products Company
- City of Monterey Park
- Janet S. Davis
- Carol M. Dedrich
- John Eagan
- Diane Featherstone
- Google, Inc.
- Kiwanis Club of Santa Monica
- Wendy Marlett
- The Rule Company, Inc.
- United Technologies Corporation
- David & Debbie Valdez
- The Warnack Foundation
- Makoto Yamasaki

\$1,000-\$2,499

- The Athena Donor Advised Fund of the Women's Foundation of California
- Gwen & Guil Babcock
- Melanie Batiste
- Become Beauty
- Lesa Paige Bentley

- Lisa & Jim Berry
- Sharla & Barry Boehm
- The Boeing Company
- Bold Girlz
- Karen Chang & Gary Seto
- Hailyn J. Chen
- City of Santa Fe Springs
- Sally Cook
- D3 Publisher of America, Inc.
- Lynn J. Danielson
- Dorothy & Larry Delpit
- Mark & Mittie Dick
- Owen Fileti
- Fishman Family Foundation
- Marie J. Fouts
- Charlene Garrison
- Gemini Basketball, LLC
- Elizabeth Hart
- Ayako Higashi
- Higashi Family Foundation
- Denise Hsu
- Jamba Juice
- JDH Family Foundation
- Christine Jha
- Shannon & Larry Johnston
- Kinecta
- Linda Lamb
- Leader Enterprises, Inc.
- The Metropolitan Water
 District of Southern California
- Munger, Tolles & Olson LLP
- Pacific Palisades Junior Women's Club
- Pali Mountain Retreat & Conference Center
- Palmdale Chamber of Commerce

- Pasadena Elks Lodge No. 672
- Janis Penton
- QSP Inc.
- Quinceañeras Magazine
- Leanne Rodgers
- Sylvia & Paul Rosenberger
- Margaret Rosenthal
- Suzette Sakazaki
- Shimmy Shimmy Bowtique
- Sandy & Gabe Silva
- Jennie Smith
- State Farm Co. Foundation
- Leslee Temple
- Transamerica Life Companies
- United Way California Capital Region
- Walmart Foundation
- Harry Webb Trust
- Wells Fargo Insurance Services
- Debbie & Jonathan E. Williams
- Esther & Curtiss Wong
- Brenda Zamzow-Frazier
- Donna Ziel

\$500-\$999

- Antoinette Adams & Frederic Cohen
- AdventurePlex
- African Folklore Embroidery
- Aileen Poehls
- American Girl Place
- Arcadia Association of Realtors
- ArtPlantae
- The Augustyn Foundation Trust
- Brenda Berg & Armando Gonzalez
- Cindy & Gary Bernsdorf

- Cyd Sheryl Brandvein
- Marie Bromley
- Patricia Brooks
- Brownstone Magazine
- Constance L. Burg
- The Cake Mamas
- California Community
 Foundation
- Celestron
- Donna Chinn
- Lilian Coral
- Crazzy's Wasewagan Camp
 Retreat
- Credit Suisse
- Peggy Diller
- Donate My Card
- Richard K. Eamer
- Earth Friendly Products
- eCYBERMISSION
- EF Education
- Orpha & Bryan Eget
- Kay T. Eichenhofer
- Exponent, Inc.
- Mr. & Mrs. Keith Farley
- Fun Places Publishing
- The Gabbert Justice Fund at The Community Foundation
- Gamma Phi Beta Foundation
- Sandra George
- Carolyn Goss
- GSGLA Crescenta Valley Service Unit
- GSGLA Westchester/Del Rey Service Unit
- Linda Haverman
- Heather & Michael Holden
- Chip, Cindy & Jordan Joslin

- La Curacao
- La Feria del Niño
- Lazy Dog Cafe
- The Little Gym
- Little Pickle Press
- LITTLEbird
- Lockheed Martin AERO Club
- Lorane M. Dick, D.O.
- Los Angeles Kings
- Los Angeles Sparks
- Sylvia Ludman
- M3Girl Designs LLC
- Diana Maddock
- Kelly & Jason Maxwell
- Melissa & Craig Mazin
- Megan Hearts
- Lori Miller-Musulin
- Monteiro Rose Dravus Agency, Inc.
- Newport Landing/Davey's Locker Whale Watching
- One World Rhythm
- Myrna Pappas
- Marie Parco
- Dottie Parson
- Jacquelin Perry
- Aileen Poehls
- Beth & Bill Price
- Nancy Ramage
- REALgirl Empowerment Workshops & Camps
- Rolling Robots
- Ruffner Properties
- Donald R. Ryan
- Mariette & Alexander Sawchuk
- Tammie Scott
- SeaWorld San Diego
- Susan Sepulveda

- Smart & Final
- Smarty Pants
- Soroptimist International of Glendale
- Specialized Bicycle Components
- STAR, Inc.
- Mary Lou & Bill Steinmetz
- Teri C. Tompkins, Ph.D.
- The Princeton Review
- Joanne Thorne
- Toyota Sports Center
- Travelers Foundation
- Trophy Nut Co.
- Christine VanderLeest
- Verizon
- Walt Disney Studios/El Capitan Theatre
- WatchMe 911

\$250-\$499

- Vickie Adams
- Jack & Nida Alex
- American Heart Association, Inc.
- Hee-Jeong & Min-Soo An
- Nancy & Greg Annick
- Anonymous
- Anna Armstrong & Richard Walker
- John Ayoob
- Jennifer Balguma
- Avery & Andrew F. Barth
- Julie & David Battaglia
- Beanfield Snacks
- Jeff Berner
- Ruchi & Moninder Birdi
- Jonathan & Mary Broomfield
- Rick Buyalos
- Cal State University Long Beach

- California Academy of Sciences
- Jeffrey & Mandy Chau
- Kay Chilson
- Jennet Chow & Michael Chen
- David Corey
- Elizabeth & Kevin Daley
- Christopher Davis Family
- Eddy Delgado
- Kathy & Jerry Delker
- Direct TV Matching Gift Center
- Dr. Susan Love Research Foundation
- Lisa & Paul Dutton
- Wendy Funkhouser
- Susan Galeas & Jim McClintock
- Vickie Gasparrelli
- Christine E. Geosling
- Girl Scout Troop 4952
- Goosebottom Books
- Beth & Bruce Gordon
- Carmella & Kevin Grahn
- Bart & Marlene Grant
- Wendy Greuel
- GSGLA Mission Valley Service Unit
- John & Cecile Guerra
- Jean Gunnell
- Barbara Hacker
- The Hall Family
- Paula & Jay Hariz
- Leticia & Daniel Hayler
- Ronald Hirtle
- Lathrop Hoffman
- Lynne Hillenbrand & Erik Hovanec
- Helen Hurston

- Mary & Jim lannarilli
- Jody Yoxsimer & Mike Jorgensen
- JPL/NASA
- The Junior League of Los Angeles
- Lynne & Mark Karbon
- Shaya Kirkpatrick
- Otto Klinger
- Christa & Bill Lawrence
- Christine Min-Lee & Jeremy Lee
- Yuh-Wai & Teintein Li
- Julia Dyer-Lopez & Miguel Lopez
- Susan Love
- Julie Lovelock
- Janice & Raymond Ma
- Nancy Lee & Stephen Ma
- Ing & Cecil Mamiit
- The Margiotta Family
- Kathy Paez & Victor Martinez
- McDonald's
- Marilyn & Frank Miles
- Caroline & Brian Miller
- Reagan Mills
- Annamarie Mitchell
- Monrovia Coordinating Council
- Monrovia League Inc.
- Sheri & David Morton
- Oracle Corporation
- Pasadena Federal Credit Union
- The Perdis Family
- Pearl Piatt & Glen Price
- Plum District Inc.
- Greq & Louise Probert
- reDiscover Center
- Rosalia Rojo
- Caroline Sayers
- Annette Sedey
- The Shannon Family

- Julie Siebel
- Victoria & Josef Sikora
- Kandace & Don Soderstrom
- Debra S. & Brian J. Spaulding
- Debra Spinelli
- Karin & Sean Stellar
- Barbara Topkis
- TreePeople/Generation Earth
- Julie & John Trinh
- Debora Tucker
- Tena Tucker
- Michael & Kim Upton
- Teri & John Valentine
- Faye Van Dyke
- Mieke Velghe
- Robert Watson
- West Basin Municipal Water District
- Kelly & Daniel Wickemeyer
- Leilani & Larry Wilmore
- Bambi & Michael Wojciechowski
- Chi & Rae Yan
- Bonnie Youngdahl

THANKYOU

SUPPORTING OUR PROGRAMS

GSGLA strives to provide Girl Scout programs and experiences to every girl, everywhere. We serve girls of all ethnicities, religions, socioeconomic backgrounds and abilities with over 23% of our membership coming from underserved communities. In 2011, with critical support from generous donors, over 6,000 at-risk girls participated in our afterschool programs and another 4,500 girls received financial assistance in order to attend GSGLA summer camps or participate in year-round Girl Scout troop activities.

STATEMENT OF FINANCIAL POSITION

SEPTEMBER 30, 2011

ASSETS

LIABILITIES AND NET ASSETS

ASSETS		LIABILITIES AND NE	I ASSETS
CURRENT ASSETS		CURRENT LIABILITIES	
Cash and cash equivalents	\$5,817,385	Accounts payable	\$590,665
Accounts and pledges receivable, net	288,693	Accrued expenses	826,172
Inventory	357,114	Custodial funds, held for others	205,434
Short-term investments	3,099,617	Deferred rent	803,231
Prepaid expenses and other assets	452,416	Deferred revenue	161,480
Total current assets	10,015,225	Mortgages payable, current portion	91,565
	: -	Capital lease payable, current portion	168,659
LONG-TERM ASSETS		Total current liabilities	2,847,206
Property and equipment, net	8,800,000		
Long-term investments	5,720,246	LONG-TERM LIABILITIES	
TOTAL ASSETS	\$24,535,471	Mortgages payable, net of current portion	575,125
		Capital leases payable, net of current portion	271,250
	(9 J	Total liabilities	3,693,581
		NET ASSETS	
		Unrestricted	20,067,877
	762	Temporarily restricted	632,447
	The same	Permanently restricted	141,566
1000	E Ne	Total net assets	20,841,890

PG 23 FINANCIALS

TOTAL LIABILITIES &

\$24,535,471

NET ASSETS

STATEMENT OF ACTIVITIES

FOR THE YEAR ENDED SEPTEMBER 30, 2011

\$1,642,215

11,015,670

481,542 949,952

79,860

203,670

(429,132)

13,943,992

12,058,856

1,982,939

789,074

215

SUPPORT AND REVENUE

Public support
Product sales, net of direct costs
Merchandise sales, net of direct costs
Program fees
Property and equipment use fee
Interest and dividends income,
net of fees
Realized and unrealized (loss) on
investments, net

Total support and revenue

Other income

FUNCTIONAL EXPENSES

Program expenses

Management and general expenses

Fundraising expenses

Total functional expenses

CHANGE IN NET ASSETS

NET ASSETS, BEGINNING OF YEAR

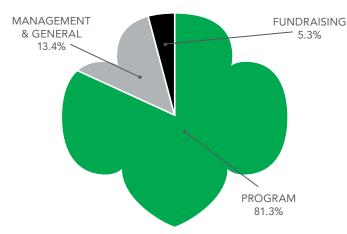
NET ASSETS, END OF YEAR

(886,877)

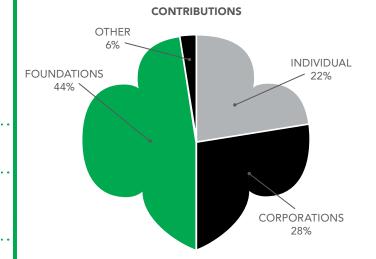
14,830,869

21,728,767

\$20,841,890



FUNCTIONAL EXPENSES



FINANCIALS PG 24

GREATER

EXPECTATIONS FOR

2012

REATER

LOS ANGELES

MEMBERSHIP

The year 2011 offered an introduction of the series pathway as a membership recruitment strategy and the *Journey Girls* as a hybrid troop/series model. In 2012, GSGLA is executing these initiatives by strengthening series options in collaboration with existing programs and community partnerships. Additionally, the Journey Girl option will eliminate waiting lists by providing programs to interested girls immediately.

GSGLA is launching a promising, three-pronged change to membership recruitment:

- 1. Girls will join Girl Scouts then choose how they want to participate, allowing them to create their experience rather than being placed in a specific pathway.
- 2. Girls and adults may join at any time and participate in any pathway, no longer limiting opportunities based on their Girl Scout experience.
- 3. Viable programming is being created based on grade-level preferences, driving engagement and reducing attrition rates.

PROGRAM

In tandem with membership recruitment efforts, GSGLA is rejuvenating programs in 2012 by focusing on grade-level preferences, by employing Girl Scout research on relevant girl issues and interests, and by developing strategic alliances or program collaborations with community partners and agencies that focus on GSGLA's six program areas: Leadership, Arts & Culture, Business Smarts, Environment & Outdoor Adventure, STEM (Science, Technology, Engineering, Math) and Wellness & Healthy Living. This effort ensures Girl Scout programs continue to evolve with the times.

VOLUNTEER DEVELOPMENT

GSGLA is expanding its volunteer recruitment in 2012 through new avenues and focusing efforts on non-traditional Girl Scout volunteers such as retirees and college students. GSGLA has made volunteering easier by making the process more succinct, documents more accessible (via the web) and training options more flexible. GSGLA is also developing resources and networking portals for greater peer-to-peer support.

MISSION DELIVERY PG 26



2012 CENTENNIAL

GIRL SCOUTS' 100TH ANNIVERSARY WEEK

Girl Scout Week 2012 (March 11-18) brought celebrations around the nation including parades, community service and special commendations. In addition to hundreds of troop-level observances, GSGLA led anniversary celebrations of a council-wide service project; birthday parties of 200+ attendees at each service center; a flash mob featuring 250 area Girl Scouts; official resolutions from four counties and more than 30 incorporated cities and communities in the Los Angeles area; and the presentation of baby caps at local hospitals for Troop 2012, an honorary Girl Scout Troop made up of all baby girls born on Girl Scouts' centennial.



CELEBRATIONS 🐯

CAMPOREE

GSGLA will continue the Girl Scout 100th Anniversary celebrations with the quintessential camp experience — Camporee! Under the theme, *Girl Scouting Through the Decades*, this ultimate campout adventure is set to host more than 10,000 Girl Scouts and volunteers at beautiful Lake Perris State Park October 26-28, 2012. Camporee will feature Girl Scout fun through song, dance, outdoor skill building, crafts, badge activities and entertainment! Girls can enjoy a day or the entire weekend as they explore the outdoors and make new friends.

PROGRAM HIGHLIGHTS PG 28

BE THERE SO SHE CAN BE HERE

THE MOVEMENT

Girl Scouts of the USA has launched the largest, boldest advocacy and fundraising cause dedicated to girls' leadership: TOGETHERTHERE.

The TOGETHERTHERE campaign is a multi-year effort to create balanced leadership—the equal representation of women in leadership positions in all sectors and levels of society—within one generation. Girl Scouts has launched a \$1 billion philanthropic campaign to fuel this effort and fund opportunities for girls.

The **TOGETHERTHERE** cause seeks to motivate all adults—individuals, corporations, governments, and like-minded organizations—to do their part to support girls. Additionally, the cause will place this issue front and center on the national agenda. Visit www.TOGETHERTHERE.org to support the cause and find tools on how to be a part of this important movement.

YEAR OF THE GIRL





TOGETHERTHERE.ORG

TOGETHERTHERE PG 30