

With a renewed sense of vision and a consolidated pool of talent and resources, Girl Scouts of Greater Los Angeles (GSGLA) became the largest girl-serving nonprofit agency in Los Angeles in 2009. We set out on a path to further enhance the spirit of Girl Scout leadership by inspiring girls, young women, and adults with the ideals of courage, confidence, and character.

GSGLA serves 45,000 girls and young women (K-12th grades) in Los Angeles County and parts of Kern, Ventura and San Bernardino counties.

Within the first months of our merger, CEO Lise Luttgens and our Board of Directors held Creating Community Connections in each of the four GSGLA regions. These gatherings brought our membership together and the information gained in these meetings helped set the stage for our strategic planning process.



### ANNUAL MEETING & VOLUNTEER RECOGNITION

GSGLA hosted its inaugural Annual Meeting in April 2009, and celebrated the work of our outstanding 22,000 volunteers the following month. Recognizing the royal standard of service provided by our leaders, facilitators, and other adult members, the Volunteer Recognition event was held aboard the Queen

### GIRL SCOUT GOLD AWARD

GSGLA presented 255 young women with the Girl Scout Gold Award, the highest honor in Girl Scouts. The prestigious national award is earned through a multi-year process of planning, coordinating, and completing a large-scale service project. The 2009 Gold Award Girl Scouts logged more than 17,000 hours of community service for their projects, which spotlighted critical issues like cancer and water pollution, and served people in their communities as well as communities as far away as Ghana, Africa. Of the eligible GSGLA Girl Scouts, 19% earned the Gold Award, far surpassing the national average of 4.5%.



### GIRL SCOUT LEADERSHIP EXPERIENCE (GSLE)

The new Girl Scout Leadership Experience model was introduced nationwide in 2009. The program, divided into six age appropriate levels: Daisy, Brownie, Junior, Cadette, Senior and Ambassador (K-12th grades), gives girls the tools to be successful while keeping our core beliefs and values at the heart of all Girl Scout program activities.

### GSGLA PROGRAM FOCUS AREAS:

We started the planning process in 2009 to establish five program focus areas: Environment & Outdoor Adventure, Business Smarts, Arts & Culture, Science & Technology, and Healthy Living. Next summer, GSGLA will roll out the annual calendar for each of these areas.

### GSGLA COOKIE PROGRAM

The GSGLA Girl Scout Cookie Program withstood the challenges of a weak economy. Girls learned financial literacy and valuable skills and met goal, selling 3.4 million boxes in 2009. In 2010, enhancements to the program helped girls exceed their 3.6 million cookie box goal. GSGLA also produced its first Fall Product Program, giving girls more experiences as entrepreneurs.

New web-based planning and tracking for volunteers and online goal-setting tools for girls were introduced and the programs were modified so that Girl Scouts not in a traditional troop, could enjoy the fun and benefits.



### GIFT OF CARING

Girl Scouts encouraged customers to donate more than 90,000 boxes of Girl Scout Cookies to GOC beneficiaries: the LA Regional Food Bank, the Bob Hope Hollywood USO at LAX and Operation Gratitude.

### FAMILY SCIENCE FESTIVAL

The Family Science Festival inspires girls to experience the variety and fun aspects of science, technology, engineering and math. The event drew over 1,500 girls and family members and 42 exhibitors. The theme this year was Climate Change.



### GREEN SATURDAY

The first all-council service project was Green Saturday. In one day, thousands of Girl Scouts participated in environmental-themed activities all over Los Angeles County such as beach cleanups, park landscaping, and recycling projects.

### FEED YOUR NEIGHBOR

The 2009 council service project focused on feeding the hungry. This time, in a single day, more than 48,000 lbs of food was collected for the Los Angeles Regional Foodbank and its affiliates.

### CAMP

Camp is a highlight of the Girl Scout experience for many. GSGLA offered day camp throughout the summer and spent the year assessing and developing a 2010 plan for all camps (day and residential). Exciting upgrades were made to Camp Osito Rancho in Big Bear Lake allowing us to offer resident camp in 2010.



*In January 2010, the dining hall of Camp Lakota was destroyed by fire. The camp had just celebrated its 60th year of providing camping experiences for girls, including excursions for first-time campers through outreach programs. Although the fire was limited to one building, for safety reasons, the camp is closed until funding is secured and restoration is completed.*



### CIRCLE OF GIVING

The Girl Scout Leadership Experience provides programs, adventures, opportunities, and experiences that inspire leadership qualities. In 2009, the average cost of providing this experience was \$300 per girl, per year.

Community-based afterschool and summertime programs were provided free of charge to over 6,000 underserved girls at Title I schools, local community centers, public and transitional housing facilities, and women's prisons. This was possible because of continued support from our donors.



### FINANCIAL ASSISTANCE

GSGLA also provides annual Financial Assistance to approximately 4,000 low-income girls in traditional troops to help offset costs for program activities, uniform components, and membership or camping fees. Additional donations will help us expand financial assistance for more girls in need.

### GIRL SCOUTS OF GREATER LOS ANGELES:

45,000 girls, 22,000 volunteers, 4000 square miles, 3500 troops, 350 communities, 111 Service Units, 4 regions...1 mission



## MEMBERSHIP

The merging of councils (such as GSGLA) was a national business decision made to enhance efficiencies and leverage resources. The first year of realignment is challenging as councils merge and develop infrastructures, policies, procedures, Boards, programs, fundraising and staffing. Across the country, most council memberships dropped 6% in the first year of realignment, before bouncing back. GSGLA was successful in sustaining and adding to existing girl and adult membership with a 2% increase during our first year.



### 2009 GIRL MEMBERSHIP ETHNIC BACKGROUND



African American	- 3%
Asian	- 6%
Caucasian	- 47%
Hispanic	- 31%
Multiracial	- 4%
Other	- 9%

### 2009 GIRL MEMBERSHIP GIRL SCOUT LEVEL



Daisy (K-1)	- 15%
Brownie (2-3)	- 31%
Junior (4-5)	- 32%
Cadette (6-8)	- 16%
Senior (9-10)	- 5%
Ambassador (11-12)	- 1%

*In 2009 GSGLA was selected by the national organization as a pilot for the Hispanic Marketing & Membership Initiative (HMMI). These efforts will help us better serve girls and volunteers in Hispanic communities.*

## VOLUNTEERS

GSGLA adult members contribute experience and thousands of service hours to help mentor, guide, and encourage our girls. They play a crucial role in designing and offering the Girl Scout Leadership experience. Our 22,000 volunteers are parents, grandparents, professionals, students, business leaders, artists, and others who share a commitment to serving our girls and our communities.

### 2009 ADULT MEMBERSHIP ETHNIC BACKGROUND



African American	- 4%
Asian	- 9%
Caucasian	- 62%
Hispanic	- 14%
Multiracial	- 2%
Other	- 9%

Dear Friends:

*We are delighted to present the highlights of our first year as the Girl Scouts of Greater Los Angeles (GSGLA) in this report. We are grateful to our 22,000 volunteer partners for bringing services and activities to our 45,000 girls and young women. This past year has been about laying the foundation for the future; and looking ahead, we couldn't be more excited. Here are just a few highlights on our agenda:*

- *Hispanic Marketing and Membership Initiative and accessible Girl Scout pathways*
- *Launch the first Volunteer Leadership conference in early 2011*
- *Roll out part three of the new program Journeys materials*
- *Continue to train volunteers on the new Girl Scout Leadership Experience program*
- *Complete GSGLA strategic business plan, incorporating 2,500 survey responses from our adult and girl members*
- *Diversify and strengthen public support funding*
- *Plan for the Girl Scouts 100<sup>th</sup> Anniversary in 2012 and engage all communities in visible, meaningful activities*

*And that just scratches the surface...*

*A special highlight of this past year was watching one of our girls deliver an acceptance speech at the GSUSA National Corporate Leadership Meeting. GSGLA Gold Award Girl Scout Malia Mailes received one of the ten national 2009 Young Woman of Distinction Awards for her efforts to improve transportation safety on the Angeles Crest Highway. This award is the highest honor a Girl Scout can receive. We have never been so proud, especially knowing there are thousands of other girls in Greater Los Angeles like Malia, who are becoming girls of courage, confidence and character who make the world a better place.*

*Thank you to all who support this amazing organization. We are deeply grateful.*

*Yours in Girl Scouting,*



*Betsey Brewer*  
Betsey Brewer



*Lise L. Luttgens*  
Lise L. Luttgens

## WITH APPRECIATION

On behalf of 45,000 girls and young women who are making the world a better place, thank you! The following gifts were received from December 1, 2008 through September 30, 2009.

### 50,000+

Confidence Foundation  
Edison International

### 25,000 – 49,999

Joyce R. Ehrhardt Trust

### 10,000 -24,999

Anonymous  
The Boeing Company  
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### 5,000 – 9,999

Michael Antonovich, County of Los Angeles  
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Deena & Scott Keys  
Lise L. Luttgens  
Lillian Masters  
Motorola Foundation  
Ralphs/Food 4 Less Foundation  
Annette Castro Ramirez & Julio Ramirez  
Southern California Edison  
United Way, Inc.

*GSGLA is a nonprofit 501(c)3 organization. Thanks to the generosity of our donors, we were able to provide 25% of our girls with financial assistance.*

# THANK YOU!

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