

GIRLSMATTER



YOU KNOW THERE IS
GREATNESS IN EVERY GIRL.
AND **YOU HELPED** HER **FIND IT.**

Today's girls face major obstacles. Girls are underperforming and underrepresented in science, technology, management, and government roles; they are regularly faced with unattainable images of beauty; they are more likely to live in poverty than their male counterparts; and, most importantly, they don't believe they can lead the change they seek. Only one in five girls believes she has the key qualities to be a leader.

As the largest girl-serving nonprofit in Southern California, Girl Scouts of Greater Los Angeles (GSGLA) is the organization to help girls overcome these barriers to greatness. Our studies show that through Girl Scouts, girls become confident, resilient, and creative problem-solvers ready to charter challenges and help others along the way.

Thank you! Your generous support of GSGLA has enabled us to introduce more girls to the Girl Scout Leadership Experience, provide innovative programming, enhance the volunteer experience, and expand Girl Scout influence in the community. (And we have the numbers to prove it!)

EXPANDING

OUR REACH

Friends of GSGLA understand that empowerment is for every girl, everywhere.

Our impact in the Los Angeles area is greater because of you.



UNDERSERVED COMMUNITIES

We reached 16% more girls in underserved communities (our largest area of growth and the largest areas of need)—that's 10,000 girls in places like Downtown LA, East LA, and South/Central LA.

INCREASE

44% more LA-area kindergarteners started their Girl Scout paths.

TOP FIVE

Girl Scouts is more critical in Los Angeles than ever before. We grew from the 6th to the 5th largest council in the country (out of 112).

OUTCOMES

59% of girls stay in Girl Scouts each year. Retention is key. Research tells us that the longer a girl stays in Girl Scouts, the more likely she will have greater life outcomes that include income and education level—more-so than non-Girl Scouts.

DIVERSITY

Girls of all backgrounds benefit from Girl Scout programs. Our diverse girl membership continues to mirror the diverse ethnic landscape of California.

INNOVATIVE

PROGRAMS



GSGLA moves at the speed of girls. With donor and sponsor assistance, we have enhanced our programs to provide important and unique opportunities for girls to shine.

84%

of every donation made to GSGLA goes directly to girl programs.



We launched our first **video game design patch program**, where industry professionals provided girls with hands-on resources to develop video games and learn about the industry.



Special thanks to the Entertainment Software Association Foundation and Women in Gaming International.



29,410

girls participated in this year's Girl Scout Cookie Program and learned business and life skills.



350+

girls (grades 6-8) learned how to battle peer pressure and bullying through the Girl Scout BFF (Be a Friend First) initiative.

A record number of 343 girls earned the Girl Scout Gold Award, the highest achievement in Girl Scouting. Each girl leads a large-scale project that addresses a community need in a sustainable way. Projects reached communities in underserved LA communities and as far away as India. Their projects focus on literacy, childhood obesity, bullying, and more.



SUPPORTING VOLUNTEERS

GSGLA has made strides in improving tools for volunteers, the leaders behind our girl leaders.



GO TEAM

23 GO TEAMS

GSGLA launched 23 volunteer-led Go Teams to research and help implement best practices in training, girl awards, recruitment, events, and more.



VOLUNTEER CONFERENCE

GSGLA's Volunteer Conference featured 74 impactful workshops covering topics like troop travel, organizing multi-level troops, forming a new troop, and Web design, among others.



WE'RE ONLINE!

We're going (Girl Scout) green! More than 9,000 adults took advantage of GSGLA's new online volunteer application. Thanks to your support, we are now able to provide convenient web-based trainings and meetings for our volunteers.

INCREASING
COMMUNITY
COLLABORATION

89,600

GSGLA once again teamed up with Ralphs/Food 4 Less and LA Regional Food Bank this April to address the hunger crisis in Los Angeles County. For Feed Your Neighbor, hundreds of girls collected 24,000 lbs of food, providing roughly 89,600 meals to those in need.



FEED YOUR NEIGHBOR | 2014

1,200,000

GSGLA Girl Scouts provided 1.2 million hours of community service.



COMMUNITY SERVICE | 2013-2014

10,000

For Locks of Love Week, GSGLA joined forces with K-Earth 101, Supercuts, and Paul Mitchell to collect hair donations for youth dealing with illnesses that cause hair loss. Last year, GSGLA provided 10,000 inches of hair!



LOCKS OF LOVE | 2013

13+

Girls ages 13 and up participated in the Technovation Challenge, an innovative competition where girls collaborate to create apps that solve a problem in their communities.

Special thanks to Iridescent Learning.



TECHNOVATION CHALLENGE | 2013

Because of your support, we are a constructive influence, helping girls lead the positive change in greater Los Angeles communities, and in our world.



ALL OF THIS, **BECAUSE OF YOU**

When girls face obstacles in discovering their greatness, your support allows Girl Scouts of Greater Los Angeles (GSLA) to help them build the courage, confidence, and character to stand up, stand out, and stand tall. Thank you!

It is our combined responsibility as volunteers, families, staff, and the community—as one council—to ensure that Girl Scouts continues to expand as the premier leadership experience for girls in Los Angeles. When girls are struggling, Girl Scouts is there to help them overcome.





THANK YOU FOR SUPPORTING TOMORROW'S LEADERS.

GSGLA can only continue to make strides in outreach, programming, volunteer support, and public influence through the contributions of families and the local community. Most people do not realize that the \$15 Girl Scout membership fee goes directly to Girl Scouts of the USA, not GSGLA. Your generous support has helped us provide essential programs and leadership experiences for more than 40,000 girls.

As donors, you understand the value of Girl Scouting. Here are ways you can help us build our network.

- **BECOME** a fund development Go Team member and work alongside staff and other volunteers to explore ways to help raise funding for GSGLA.
- **CONNECT** GSGLA with companies and foundations that want to support programs that offer leadership, self-esteem development, and life skills for girls.
- **JOIN** our social media networks or introduce GSGLA to media contacts to help share stories about the importance of Girl Scouting.
- **ASK** your friends and colleagues if they were Girl Scouts. Encourage women who grew up as Girl Scouts to support GSGLA (financially or as a volunteer). We need their help.
- **PLAN** to leave a legacy. Join the Juliette Gordon Low Society and include us in your will, trust, or estate plans.
- **TELL** your colleagues about GSGLA's Workplace Giving & Matching Program. Give through easy payroll deduction and ask your employer to match the gift.
- **CONTACT** us to learn about our greatest needs for funding and how you can support.

Interested in any of the above?

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THANK **YOU**

YOU DID AN **AMAZING** THING.