

# 2010 report to the community



**girl scouts**  
louisiana east



### The Girl Scout Promise

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 Law

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 Mission

Girl Scouting builds girls of courage,  
confidence, and character, who  
make the world a better place.



# What Did You Do Today?



# A MESSAGE FROM THE BOARD CHAIR AND CEO

Dear friends and supporters of Girl Scouting:

*What Did You Do Today?* was The Question of the Year for Girl Scouts in 2010. Nationally and locally we encouraged girls to recognize their power and take action to change the world through Girl Scouting. In southeast Louisiana we could have named it the Year of the Girl because in everything we attempted, we asked ourselves, how might this benefit the girls we serve and the many girls who have not yet discovered Girl Scouting and its leadership opportunities?

It was also a question we asked ourselves during year three of the council realignment, in which we continued to fine-tune Girl Scout program and delivery throughout our 23 parishes. Each year we have moved steadily toward being the high capacity council of our vision, ensuring every girl access to life-changing experiences that inspire her to do something big.

Were we successful? If the girls and their leadership and community service efforts are any indication, we're accomplishing our mission of build girls of courage, confidence, and character, who make the world a better place.

In addition to building leaders, we've developed several areas of focus, including encouraging healthy living among girls; increasing girls' involvement in science, technology, engineering, and math (STEM); and increasing their financial literacy. These are critical areas affecting girls today, and where we believe we can make a lasting impact that will benefit them well into adulthood.

Last but certainly not least, it is the dedication of our committed adult volunteers and community supporters that continue to both inspire and humble us, and we wish to recognize the precious gifts of their time, talent, and treasures, as we prepare to enter Girl Scouting's second century of leadership and service. To all our volunteers and supporters who gave hours of time in 2010 as well as funds, thank you.



*Jacquelyn S. Daniels*  
Jacquelyn S. Daniels  
Board Chair



*Jacqueline K. Alexander*  
Jacqueline K. Alexander  
Chief Executive Officer

## Founder

Juliette Gordon Low  
*Founded March 12, 1912*

## Board Officers

Jacquelyn S. Daniels  
*Chair*

Linda Law Clark  
*First Vice Chair*

Melinda Bourgeois  
*Second Vice Chair*

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*Secretary*

Peggy Armstrong  
*Treasurer*

Jacqueline K. Alexander  
*Chief Executive Officer*

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Julie LeBlanc

Myrle LeBlanc

Isabel Loret

Ethel Madden

Bradley McCoy

Lori Mitchell

Veronica Osby

Kizzy Payton

Durinda Robinson

Darnell Waites

Margie Loud Zeno

## Board Development Committee

Angela Ashner-Cage

Mary Jane Becker

Lois Holden

Isabel Loret

Mary Marix

Durinda Robinson, *chair*

# 2010 highlights

➤ Nearly 16,500 girls and 7,100 adults in southeast Louisiana were active Girl Scouts, committed to living the Girl Scout Promise and Law.

➤ About 6,500 individuals utilized the council's three camp properties and one in-town cabin for troop and service unit camping, and an array of council-wide events (not including resident camp).

➤ 813 girls enjoyed summer resident camp programs conducted at Camp Marydale and Camp Whispering Pines.

➤ Nearly 700 Girl Scouts attended six Girl Scout summer day camps located throughout southeast Louisiana.



healthy living among girls; increasing girls' involvement in science, technology, engineering, and math (STEM); and increasing their financial literacy.

➤ Approximately 1,400 girls became Girl Scouts through innovative outreach programs.

➤ Every year Girl Scouts apply the business skills they've learned from the Girl Scout Cookie program to do great things in their community. With a theme of *Inspired by U*, Girl Scouts sold over 1,050,000 boxes of cookies, and distributed cookie donations to local non-profits and service organizations, as well as people in need in other countries and our military serving overseas. A total of 168 girls were inducted into the council's Cookie Hall of Fame for selling 500 boxes of cookies or more. Additionally, the council held its Fall Product Sale to help troops with start-up funds for activities, trips, and service projects.

➤ Nine Girl Scout Seniors/Ambassadors earned the Girl Scout Gold Award, the highest award in Girl Scouting. The honorees and their families were invited to a Gold Award pinning ceremony at the Governor's Mansion in Baton Rouge. Twenty-one Girl Scout Cadettes earned their Girl Scout Silver Award, and 177 Girl Scout Juniors earned the Girl Scout Bronze Award.



➤ Maris Jones, a New Orleans Girl Scout Gold Award recipient and Girl Scouts of the USA's 2009 Young Woman of Distinction, was selected as a 2010 National Girl Scout Consultant to work with and advise the National Board of Directors and staff. Abbey Simoneaux, a Baton Rouge Girl Scout Gold Award recipient, received the 2010 Youth in Philanthropy Award from the Association of Fundraising Professionals Greater Baton Rouge chapter during National Philanthropy Day.



➤ Girl Scouts Louisiana East and its sister council, Girl Scouts of Louisiana – Pines to the Gulf, formed an Honorary Girl Scout Troop of women legislators, *Troop Louisiana*. An investiture ceremony and luncheon was held at the Governor's Mansion for the 22 state legislators, council representatives, and invited guests.

➤ An estimated 9,200 individuals participated in over 150 council-sponsored programs held across the council, including a *Fall Festival* celebrating the 150<sup>th</sup> anniversary of our Girl Scout founder's birthday, and *Swing into Spring*. Many of the collaborative programs fell under one of the council's following three initiatives: encouraging



# 2010 financials

## Financials General Operations 2010 (audited)

### Public Support and Revenue

Contributions and Grants	\$ 280,808
Cookie & fall product program (net of cost & troop bonuses)	2,387,325
United Way (Capital Area, Greater New Orleans Area, St. Charles, St. John, and Tangipahoa)	208,732
Program Service Fees	363,805
Sale of Uniforms and Insignias	104,329
Other (misc. and investment return)	53,392

**TOTAL** **\$3,398,391**

### Expenditures and Uses of Cash

Program	2,618,094
Management and General	617,738
Fund Raising	116,501
Funds Reserves for Operation	\$ 46,058

**TOTAL** **\$3,398,391**

### Where Your Dollars Go...

#### Program Delivery—78%

- Girl recruitment/outreach; innovative program research and development; events; maintenance and repair of three camps and one in-town cabin; troop and resident camp.
- Training and development for each volunteer leader.
- Recruitment, supervision, support and recognition (including publications, training and workshop materials) for 7,100 adult volunteers and 40 employed staff.

#### Fund Development—4%

- Adult volunteer training, materials and donor recognition for annual giving
- Preparation and presentation of United Way allocation requests and reports and of grant proposals.

#### Management and General—18%

- Occupancy expenses, and management of fiscal, human and physical resources throughout 23 parishes.



# friends of girl scouting

*Thank you for your commitment to Girl Scouts.  
You're making a difference for the girls in our community.*

## ambassador

Baton Rouge State Fair Foundation  
Mary Jane and John Becker  
The Joe W. and Dorothy Dorsett  
Brown Foundation  
Capital Area United Way  
Entergy Charitable Foundation  
Freeport-McMoRan Foundation  
Lyndia M. Jones  
Libby Dufour Fund  
Louisiana Children's Trust Fund  
St. John United Way  
United Way of St. Charles  
United Way of the Greater New  
Orleans Area  
United Way serving Tangipahoa  
Valero Energy Corporation  
Valero Services, Inc.  
Huey and Angelina Wilson  
Foundation

## senior

Albemarle Foundation  
Capital One N.A.  
Girl Scouts of the USA  
Little Brownie Bakers  
The James R. Moffett Family  
Foundation  
St. Bernard Community  
Foundation Fund  
Patrick F. Taylor Foundation

Waldemar S. Nelson & Co. Inc.  
Whitney National Bank

## cadette

Jacqueline Alexander  
Peggy T. Armstrong  
Charlene Belk  
Melinda L. Bourgeois  
Linda Law Clark  
Jacquelyn S. Daniels  
Patricia A. Day  
Goldring Family Foundation  
Karen Groves  
Sherry K. Hymel  
Georgette A. Kahl  
Laporte, Sehrt, Romig and Hand  
Julie Z. LeBlanc  
Myrle LeBlanc  
Pat Mackey  
Mary L. Marix  
Lori Mitchell  
New York Life Foundation  
NOH3 INC., Red Dress Run  
Stewart Services, Inc.  
The Thomas H. and Mayme P. Scott  
Foundation, Inc.  
Washington-St. Tammany Electric  
Coop.  
Anne Wooldridge  
Catherine Yost  
Melvin and Margie Loud Zeno

## junior

Applebee's  
Neighborhood Grill  
and Bar  
Chevron Humankind  
Employee Funds  
Chili's Grill and Bar  
Glenna Fallin  
Tammie Forbes  
Goodwill Industries of  
Southeastern LA, Inc.  
Robin M. Guillmette  
Insta-Gator Ranch and Hatchery  
Kean, Miller, Hawthorne, D'Armond,  
McCowan & Jarman, L.L.P.  
King, Krebs, & Jurgens, PLLC  
Marrero Land & Improvements  
Association, Ltd.  
The McGraw-Hill Companies  
Marie Metzger  
Joan K. Mollohan  
Waldo J. Moret  
New Orleans Rotary Fund, Inc.  
Veronica Osby  
The Pampered Princess Spa and  
Boutique  
Nicole Phillips  
Sam's Club # 4775  
Paula Schlumbrecht  
Gina McBride Sledge  
The Slone Group  
Textron Marine and Land Systems  
James W. Thokey  
Randall Womack  
Yogi Bear's Jellystone Camp  
Resort



Doris Brown  
Brown Family Orthodontics  
Chimene G. Connor  
Cosmopolitan Carpet  
Doerr Furniture Inc.  
Cynthia Dyson-Hampton  
Louis Escalada  
Greater King David Baptist Church  
Greater Mt. Carmel Baptist Church  
Carmen E. Griffin  
Holly Groh  
Marlin N. Gusman  
Jefferson Volunteers for Family and  
Community Inc.  
Gillian A. Knowles-Jones  
Ethel U. Madden  
Mark Twain Pizza Landing  
Robyn Merrick  
Bonnie Nelson  
Lesla Paille-Seal  
Peggy V. Patterson  
Colette Riha  
Sondra Anne Roberts  
Durinda L. Robinson  
Christel Slaughter  
Space Walk of Hammond



## brownie

AAmagin Property Group, LLC  
Laura Acosta  
Marianne Addy  
Kelley Bagayoko  
Kevin Bankston  
Janet L. Barbee

### annual giving levels

**ambassador – \$5,000 +**  
**senior – \$2,000 +**  
**cadette – \$1,000 +**  
**junior – \$500 +**  
**brownie – \$250 +**  
**daisy – \$50 +**

# friends of girl scouting

St. Elizabeth  
Hospital  
Elizabeth S. Stoner  
Carrie Thomas  
Jennifer Tu  
USS Kidd Veterans  
Memorial

## daisy

With over 300 supporters giving at the Daisy level, there is no room to list each donor individually, but we appreciate each and every one for their financial support in 2010.

## gifts in kind

Academy Sports and Outdoors  
All Air, LLC  
Baton Rouge Parents Magazine  
Baton Rouge Printing  
City Social, Inc.  
New Orleans Hornets  
Catherine Pottschmidt  
Robert Fresh Market  
Rouse's Market  
Total Graphics & Printing, Inc.

## pony up!

Sponsoring Buster:  
Georgette Kahl  
Sponsoring Roxi:  
Anne Wooldridge

## tribute gifts

In honor of the Brown Foundation:  
Gloria Porter  
In honor of Rachel and Curry Ann  
Cutshaw:  
Patricia A. Day  
In memory of Catherine "Kitty"  
Lanius Day:  
Patricia Day  
In memory of Roberta G. Falk:  
Libby F. Jones  
In memory of Frank Malcolm  
Jones, Jr.:  
Mary Jane W. Becker



In memory of Sarah Ann Joubert:  
Anna Maria D. Mitchell  
In memory of Vivian Lugenbuhl:  
Darleen M. Lugenbuhl  
In honor of April Moak, Jessica  
Dunaway, and Toni Wells:  
Sandra Gray  
In memory of Lucy R. Neeb:  
Laurence Neeb  
In honor of Kristi Oxford:  
Amber Clement  
In honor of Betty Phelps:  
Cynthia Streit  
In memory of Missy Reed:  
Catherine Yost  
In honor of Joe Simmons and  
Tricia Day:  
Becky Simmons  
In memory of Louise M. Thokey:  
James W. Thokey  
In honor of Elaine Marilyn Tuck for  
10 years of Girl Scouting, Troop  
10556, SU 112:  
Judith Schuerman  
In memory of Leatrice Sutton:  
Sheryl Smith



## molding girls, making leaders society

Girl Scouts Louisiana East recognizes the members of the Molding Girls, Making Leaders Society for their generous multi-year pledge to keep the Girl Scout program strong today and for many years to come:

Jacqueline Alexander	Miller & Hampton
Peggy T. Armstrong	Joan K. Mollohan
Mary Jane and John Becker	Durinda Robinson
Melinda Bourgeois	Paula Schlumbrecht
Jacquelyn S. Daniels	Gina McBride Sledge
Scarlet Ellis	Kelli Temple
Glenna Fallin	Catherine Yost
Sherry K. Hymel	Margie Loud Zeno
Julie LeBlanc	
Myrle LeBlanc	
Robyn Merrick	
Marie Metzger	



## juliette gordon low heritage society

Girl Scouts Louisiana East recognizes the following members who have made planned gifts to ensure the future of Girl Scouting in the council:

Mary Jane and John Becker	Martha J. Long
Jacquelyn S. Daniels	Pat Mackey
Candace Davey	Betty Miller
Mildred Fossier	Joan and R.J. Mollohan
Myrle LeBlanc	Laurence "Laurie" Neeb
Patricia LeBlanc	Marguerite Redwine

## Girl Scouts Louisiana East

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Girl Scouts Louisiana East serves the parishes of Ascension, Assumption, East Baton Rouge, East Feliciana, Iberville, Jefferson, Lafourche, Livingston, Orleans, Plaquemines, Pointe Coupee, St. Bernard, St. Charles, St. Helena, St. James, St. John, St. Mary, St. Tammany, Tangipahoa, Terrebonne, Washington, West Baton Rouge, and West Feliciana. It is funded by voluntary philanthropic contributions, the cookie and fall product sales, fees for services, and the United Way in selected parishes.



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