



Commit to a girl



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 Council of Southeast Louisiana is dedicated to providing the resources necessary to offer **every girl** the fun, friendship and power of girls together, and the values of the Girl Scout Promise and Law.

It is in the accepting and nurturing environment of Girl Scouting, and in **partnership** with committed adult volunteers, that girls develop strong values, leadership skills, social conscience, and conviction about their own potential and self-worth that will serve them all their lives.

The Girl Scout program can change the way girls see the world and their place in it. Girls learn the importance of **personal responsibility**, the value of goal setting, the spirit of teamwork, the thrill of accomplishment, and the satisfaction of contributing to the improvement of society.

COMMIT TO A GIRL

FROM THE PRESIDENT OF THE BOARD AND CEO

Commit to a Girl. That is what the Girl Scout Council of Southeast Louisiana asks of its volunteers, its supporters, its families, and partners. It is for the girls that Girl Scouting has succeeded for the last 92 years, helping them grow strong in character and confidence, and inspiring them to take an active part in making the world a better place.

Founder Juliette Gordon Low never asked volunteers to do a job, she asked them to help make a difference. That spirit still inspires those of us in Girl Scouting today. The power to make a difference is both the motivation and the satisfaction of being a volunteer, and we are proud of the 4,700 volunteers who are the cornerstone of the Girl Scout Movement in southeast Louisiana.

The year 2004 was a year of transition as the Girl Scout Council's former CEO, Pat Mackey, passed the torch to its new CEO, deputy director Jackie Alexander. After 26 years at the helm, Mackey left a Council with a solid financial foundation, plans in place for growth, and a shared vision for providing the Girl Scout program to every girl, everywhere.

While we served 17,510 girls in 2004, there is the potential for reaching 162,000 girls in our 13-parish jurisdiction. We have a long way to go to provide Girl Scouting to every girl desiring the opportunity. It is our commitment to girls, our knowledge that the Girl Scout program offers girls a value that no other organization can come close to, that spurs us forward to meet this challenge.

As the following pages will show, we provide girls with valuable life skills and exciting opportunities for growth. As a girl's place in the world expands and grows to include more opportunities, we need committed adults who can help them see those opportunities and take advantage of them. And, as Girl Scouting attracts more girls from different backgrounds, we need adults who can help them discover and explore worlds that may not have been open to them before. And of course, none of this could happen if not for the financial support we received in 2004 to fulfill our mission. To all of our volunteers and supporters who gave hours of time as well as funds, thank you.



Margie L. Zeno

Margie Loud Zeno
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Jackie Alexander

Jacqueline K. Alexander
Chief Executive Officer

Founder

Juliette Gordon Low
Founded March 12, 1912

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CHAMPIONS FOR GIRLS

Girls served as of December 31, 2004

By Parish

Jefferson	5,116
Lafourche	527
Orleans	5,634
Plaquemines	292
St. Bernard	301
St. Charles	509
St. James	392
St. John	832
St. Mary	291
St. Tammany	2,151
Tangipahoa	404
Terrebonne	830
Washington	231
Total	17,510

By Age Level

Daisy Girl Scout	3,205
Brownie Girl Scout	8,523
Junior Girl Scout	4,587
Cadette Girl Scout	979
Senior Girl Scout	216
Total	17,510

By Diversity

Native American/ Alaskan Native	140
Asian/Pacific Islander	142
African American	7,103
Caucasian	9,823
Hispanic	302
Total	17,510

Girl Scouts is open to all girls between the ages of 5 and 17 who accept the Girl Scout Promise and Law. In our 13-parish area, we served 17,510 girls during the calendar year 2004, up 5% from 2003. On the benchmark date of September 30, 2004, 13,281 girls were registered, a 3.7% increase over 2003.

Girl Scouts cannot be stereotyped. They include girls from many walks of life, such as girls who are from diverse racial, ethnic, and religious groups; who have different family arrangements; and who come from urban, suburban, and rural areas across southeast Louisiana.

Lack of adult leadership, transportation, and financial resources are just some of the obstacles that prevent many girls from becoming Girl Scouts. Through our efforts to offer Girl Scouting to every girl, the Council has developed and implemented a number of **innovative outreach** programs which are provided through volunteer and paid leadership, as well as community collaborations using other agencies' staff and volunteers. With community involvement and support from the business sector, girls who most need what Girl Scouting has to offer have a chance to grow, learn, and have fun.

Initiatives include:

- **Beyond Achieving Self-Esteem (B.A.S.E.)** provides a 15-session, self-esteem building, drug and child abuse prevention program.
- **Early Violence Prevention Initiative (EVPI), Focus on Girls** incorporates conflict resolution, personal safety, and community service learning for 3rd and 4th grade girls in inner-city communities.
- **Safe Saturdays** is a program for girls in subsidized housing in which girls learn interpersonal skills and develop self-esteem, resist peer pressure, grow up drug free, develop critical/literacy thinking skills and become active members of their community through participation in community service projects.
- **Daisy Head Start** provides an eight-week introduction to Girl Scouting for preschoolers at federally-funded Head Start Centers.
- **GirlsSports** is designed to increase girls' participation in sports, health and fitness activities through a combination of sports clinics, interest groups, and special events led by college athletes, coaches, and trainers emphasizing teamwork, fitness, and nutrition.
- **Centsability** teaches Junior and Cadette Girl Scouts key concepts and skills related to personal money management.
- **Girls Against Girls Smoking (GAGS)** is a tobacco prevention program.



As the **leading authority** on girls, Girl Scouts take an active role in researching the needs and interests of girls on both a local and national level in order to improve, change and strengthen the Girl Scout program.

Adults continued to inspire girls to become the scientists, artists and leaders of the future. A leadership component was added to the third annual Leaders Inspiring New Knowledge in Skills (L.I.N.K.S.) weekend held in the fall for volunteers at Girl Scout Camp Whispering Pines.

The Girl Scouts' **Studio 2B** program for girls 11 to 17 took flight with an Art in the Park series held monthly at the Girl Scouts' McFadden Cabin in City Park.

Girl Scout volunteers and staff from councils across the state held a **Child Advocacy Summit** in New Orleans covering child abuse issues. Thanks to a grant from the Louisiana Children's Trust Fund, volunteers attended presentations on how to prevent child abuse, and provide personal safety training for girls.

While most adults equate safety with protection from bodily harm, girls are equally concerned about their emotional safety, especially in their every day life, according to a recent study from the Girl Scout Research Institute (GSRI). When girls feel unsafe – whether physically or emotionally – the ramifications can be devastating to the girls, their families and their communities.

The Girl Scout Council's CEO and President of the Board carried that message as part of a national group of Girl Scouts traveling to Washington D.C. in March where they met with members of Congress to discuss the issue of physical and emotional safety for girls and the findings of the *Feeling Safe: What Girls Say* GSRI study.

ENVIRONMENTAL STEWARDS



Already a nationally-designated “Stewardship Forest” for its expansive forest management plan, the 600-acre Girl Scout Camp Whispering Pines was placed on the Louisiana Registry of Natural Areas during a special presentation to Girl Scout campers in June.

According to the Louisiana Department of Wildlife and Fisheries, the Girl Scouts have worked hard to restore the longleaf pine forest by harvesting loblolly, planting longleaf and conducting prescribed burns. Now in its 10th year, the **Forest Management** plan relies on involving girls in the science of the camp’s management, and was a subject covered in a newly-released book, *Looking for Longleaf*.

An annual Arbor Day and Eco-Management weekend, as well as many other service opportunities are just a few of the activities that engage the girls as woodland stewards. Additionally, girls actively participate in environmental stewardship at Girl Scout Camp Covington by establishing plots of native plants, flowers and trees.

Nearly 350 girls participated in the Elliott Wildlife Bird Conservation Grant, among them high school aged girls participating in a **research** project involving threatened Henslow’s Sparrows that winter at Camp Whispering Pines. Sporting a compass, girls must first learn basic compass skills to assure all segments of research areas are covered. The birds are then captured, banded and released after a full check up that includes body weight, fat, blood work, age, and fecal sample.



COMMIT TO A GIRL

CHARACTER BUILDERS



While it's true that Girl Scouts is a constantly evolving organization, some things remain the same, such as believing in the same values we have championed for the last 92 years: service, leadership, character.

Service in the community in which the girls live is an intrinsic part of the Girl Scout program. A total of 30,999 **community service** hours were reported by troops in 2004, with girls helping in many ways including beach clean-ups, food and clothing collection, flag ceremonies, and other worthwhile endeavors. A total of 29 Cadette Girl Scouts earned their Girl Scout Silver Award, and 112 Junior Girl Scouts earned the Girl Scout Bronze Award, all of which incorporate significant leadership and community service components.

In July, two Senior Girl Scouts were among 30 girls selected nationwide to attend a Leadership Institute in New York. The goal of the Institute was to develop **leadership and entrepreneurial skills** to use in the future. In a week's time each team of five girls created a company, deciding how to start, fund, and advertise for it, and putting together a business plan for a presentation.

The Girl Scout Cookie program is truly the nation's premier financial literacy and entrepreneurship program. Through this annual activity, girls learn how to work together as a team, set goals, and develop plans for reaching them. Additionally, they cultivate a sense of business ethics, public speaking, and interpersonal communication skills and acquire knowledge in marketing, money management, and customer service. Over 6,000 Girl Scouts participating in the 2004 cookie sale sold 761,701 boxes. A total of 238 troops also participated in the **Gift of Caring** community service project, in which girls encourage customers to buy cookies for donation to a nonprofit organization selected by the troop.

Revised Program Aide and Gold Award training was developed, enabling girls to gain leadership skills, and new age level training modules for leaders were designed and implemented.

STUDIO 2B, developed with girls' input, is an innovative way for Girl Scouts ages 11–17 to connect with each other and try new activities. In STUDIO 2B, girls control what they do, pursue their own interests, and make their own time commitment.

Girls' interests ranged from backpacking to dressing up for the opera. Activities included:

- **Destinations and Travel.** Six Cadette and Senior Girl Scouts were selected, one of them traveling to London and Paris. They shared their experiences during coffeehouse chats.
- **Art in the Park.** At McFadden Cabin in City Park, girls learned photography, art, and directing.
- **Two Nights at the Opera** produced by the New Orleans Opera Association
- **PGA Golf Clinics** where girls were guided by the pros in a new sport
- **Website Design** had girls learning to design their own websites
- **Silver and Gold Award forums**

OUTDOOR EDUCATORS

Nearly 120 girls, many of them new to Girl Scouting, gained a special appreciation of the outdoors, thanks to funding by Girl Scouts of the USA's **EarthPact** program. As the girls learned about Louisiana's threatened longleaf pine savannas they joined with college science students from Tulane, Loyola and LSU, conducted service work at Camp Covington, went for guided nature walks, and got a taste of outdoor camping.

During an overnight the girls, a mix of girls from both urban and rural areas, worked together to eradicate non-native plant species followed by planting species native to Louisiana in plots. Not only were invasive plants eliminated. The girls' involvement with each other helped them to eliminate some preconceived biases they held about one another.



In Girl Scouting we believe a girl must **progress** in her skills so she may learn to make her own plans. All age-appropriate activities are designed with that in mind, including the outdoor experience, which is still the number one interest of girls who join Girl Scouting.

The Council maintains two camps used year round – Camp Whispering Pines (CWP) and Camp Covington, and one in-town cabin – which were utilized by nearly 7,300 Girl Scouts in 2004. An extensive, long-range property plan guides **property development**, and girls are already enjoying expanded lake, nature and sports programs as a result, but larger scale development awaits professional master site plans.

Camp is a great place for a girl to unlock her potential and discover the world. **Resident Camp** is held each summer at CWP and Camp Covington, and the resident camp program is accredited by the American Camping Association. In 2004, 545 girls participated in resident camp. A GirlSports camp at Camp Covington provided troop campers with sports, fitness and water activities. One week, volunteer-led day camps are held throughout the Council's jurisdiction, and in 2004 there were 13 day camps serving over 1,300 Girl Scouts.

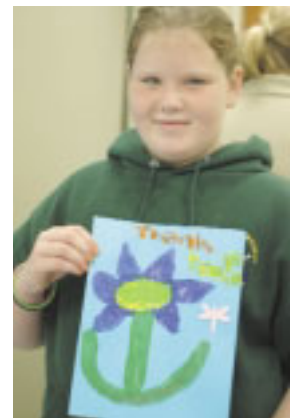
COMMUNITY PARTNERS



Recognizing the varied interests of girls, the Girl Scout Council works in **collaboration** with many other organizations among them local museums, science centers, financial institutions, recreational facilities, medical centers, and educational institutions. Recycling, nursing, marine science, career exploration, money management, American history, technology, tobacco prevention, and nutrition were just some of the emphases placed in 2004.

Additionally, Girl Scout troops planned many other activities, led by trained adult leaders and advisors. Attracting, developing and retaining competent adult leadership and employed staff is essential for the Council's success with **continuous education** and training an integral piece. At the Council's request, a team from Girl Scouts of the USA visited the Council, conducting a service delivery analysis to assist the Council in assessing its current practices and how it might improve to better support Council goals and objectives.

As a volunteer-driven, nonprofit organization, Girl Scouting relies upon many **partners** in its fund-raising efforts. Five campaigns targeting families, community businesses, foundations and corporations, community leaders, and gifts made through planned giving, run concurrently to have the sufficient funds necessary for providing Girl Scouting to every girl, everywhere. Adult-generated funding in 2004 increased nearly 15% over 2003. An online fund-raising initiative, **Commit to a Girl**, was launched in June to offer an online donation option as well as assist in raising both visibility and provide an innovative way for former Girl Scouts and family members to reconnect.



COMMIT TO A GIRL

2004 HIGHLIGHTS



- ◆ 17,510 girls and 4,708 adults in southeast Louisiana were active Girl Scouts, committed to living the Girl Scout Promise and Law.
- ◆ Girl Scouts of the USA's Chief Executive Officer Kathy Cloninger accepted the Council's invitation to speak at the Council's Annual Meeting, marking the first time a national officer made an official visit to the Council.
- ◆ Nearly 7,300 Girl Scouts and adults utilized the Council's two camp properties and one cabin. In June Camp Whispering Pines was placed on the Louisiana Registry of Natural Areas during a special presentation to Girl Scout campers.
- ◆ Girl Scouts completed a total of 30,999 community service hours.
- ◆ New leadership in the chief executive position occurred when CEO Pat Mackey stepped down after 26 years and deputy director Jackie Alexander was appointed to the office.
- ◆ Over 1,300 Girl Scouts attended 13 Girl Scout summer day camps with over 200 of these girls new to Girl Scouting.
- ◆ Nearly 3,000 girls became Girl Scouts through innovative outreach programs such as B.A.S.E. (Beyond Achieving Self-Esteem), Focus on Girls: the Early Violence Prevention Initiative, Safe Saturdays, Upward Bound, and Daisy Head Start.
- ◆ Six Cadette and Senior Girl Scouts attended Girl Scout Destination trips: five Girl Scouts traveling within the United States and one Girl Scout attending an international experience to London and Paris.
- ◆ The Council's resident camp program was re-accredited by the American Camping Association, indicating consistent achievement of the highest, national standards.
- ◆ Over 6,000 Girl Scouts developed entrepreneurial skills while selling 761,701 boxes of cookies during the 2004 sale.
- ◆ 29 Cadette Girl Scouts earned their Girl Scout Silver Award, and 112 Junior Girl Scouts earned the Girl Scout Bronze Award.
- ◆ Community luncheons were held in Houma, Covington and New Orleans, in which two members joined the *Every Girl, Everywhere Society*.
- ◆ Innovative conservation practices at the Council Service Center saved over \$6,000 in utility costs.
- ◆ *Still Growing Strong*, the Council's alumnae group, continued to grow strong, agreeing to coordinate a Council-wide event for the 75th Anniversary of McFadden Cabin in 2006.

FINANCIALS

General Operations and Land, Building and Equipment Funds 2004

Public Support and Revenue

Contributions and Grants	\$ 415,308
Cookie program (net of cost & troop bonuses)	1,732,487
United Way (Capital Area, Greater New Orleans, Tangipahoa, St. Charles and St. John)	207,553
Program Service Fees	169,097
Other*	175,102
TOTAL	\$2,699,547

Expenditures and Uses of Cash

Program	\$2,220,851
Management and General	117,722
Fund Raising	248,405
Land, Building & Equipment Fund	34,651
Reserved for Operations	70,175
Reserved for Endowment	7,743
TOTAL	\$2,699,547

* Includes Girl Scout equipment sales, investment income and miscellaneous income.



Where Your Dollars Go...

Program Delivery – 86%

- Girl recruitment/outreach; innovative program research and development; events; maintenance of two camps, Council Service Center, and one in-town cabin; troop and resident camp.
- Training and development for each volunteer leader.
- Recruitment, supervision, support and recognition (including publications, training calendars and workshop materials) for 4,700 adult volunteers and 40 employed staff.

Fund Development – 10%

- 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 – 4%

- Management of fiscal, human and physical resources throughout 13 parishes.



FRIENDS OF GIRL SCOUTING

Thank you for investing in Girl Scouting. You're making a difference for the girls in our community.

Gold Trefoil

The Joe W. and Dorothy Dorsett Brown Foundation
 Girl Scouts of the USA's U.S. Department of Housing and Urban Development Grant
 Valero Energy Corporation

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EVERY GIRL, EVERYWHERE SOCIETY

Members

The Every Girl, Everywhere Society, a multi-year giving society founded in 2001, recognizes the following members for their generous five-year pledge to keep the Girl Scout program strong today and for many years to come:

Avondale Operations,
 Northrop Grumman Ship Systems
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 Billie Comeaux
 Jacquelyn S. Daniels
 Juana Doria
 Dr. S.E. and Sandra Ellender
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COMMIT TO A GIRL

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Cathy I. Flynn
Chantel Fontaine
Christine D. Forrest
David and Liz Garland
Senator D.A. "Butch" Gautreaux and Mrs. Gautreaux

UNITED WAY

The Girl Scout Council of Southeast Louisiana recognizes the generous support it receives from the following five United Ways that represent nine of the 13 parishes in the Council's jurisdiction:

Capital Area United Way
United Way of Greater New Orleans Area
United Way of St. Charles Parish
United Way of St. John Parish
United Way of Tangipahoa Parish

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Girl Scout Council of Southeast Louisiana

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The Girl Scout Council of Southeast Louisiana serves the parishes of Jefferson, Lafourche, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John, St. Mary, St. Tammany, Tangipahoa, Terrebonne, and Washington. We are an EEO/AA organization. Underrepresented racial and ethnic communities and those with disabilities are encouraged to join. Council services are funded by voluntary philanthropic contributions, the cookie sale, fees for services, and the United Way in selected parishes.



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