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2022 BOARD DEVELOPMENT
AND NOMINATING COMMITTEE

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Dear Friends and Supporters of Girl Scouts Louisiana East,

As we enter another year, I am pleased to report that the sisterhood of Girl Scouting in southeast Louisiana continued to remain strong in 2022 – building upon the successes of 2021. You will note in GSLE’s financial reports and donor listings that the Council changed to a fiscal year that aligns with the membership year; October 1 to September 30, a change which became effective this past October 1, 2022.

Despite challenges in recent years, the Council moved forward with several big projects and opportunities to support Girl Scouts across its 23-parish service area, and I am happy to share some of these with you now.

First and foremost, GSLE will move its current temporary headquarters to a permanent location in Gonzales later this spring. The Girl Scout Dreamlab will be the first of two in the country as part of a pilot grant funded by GSUSA. This facility will be a space for girls to reach beyond the activities they may do at home or school – it will be an exclusive Girl Scout space housed in an easy-to-access, open-to-the-public facility.

The next project I want to share with you is the Property Master Plan, which was approved by the Board of Directors in September 2022. This Master Plan will allow the Council to make significant, necessary, and needed updates to Camps Marydale and Covington, including but not limited to ADA upgrades; added housing; upgraded bathrooms; programming updates for STEM; target sports; river and lake upgrades; and a new Equestrian Center at Camp Marydale. More information about the Property Master Plan can be found on GSLE’s website.

In 2022, GSLE provided programming for nearly 5,300 girls across its 23-parish service area. The Council also provided 563 girls with non-traditional Girl Scout programming in underserved areas through its Outreach program. GSLE’s luncheons received strong support again as the community showed up to champion Girl Scouting in both Baton Rouge and New Orleans. We also saw a return to normal camp activities for the first time in two years, and the 2022 cookie season was successful despite ongoing challenges with COVID-19.

We are thrilled to share this 2022 Annual Report with you. You will find uplifting stories that make Girl Scouting a cornerstone activity for girls of all ages and the impact on the community we have as an organization. Into 2023, we will continue to build girls of courage, confidence, and character who make the world a better place.

Yours in Girl Scouting,



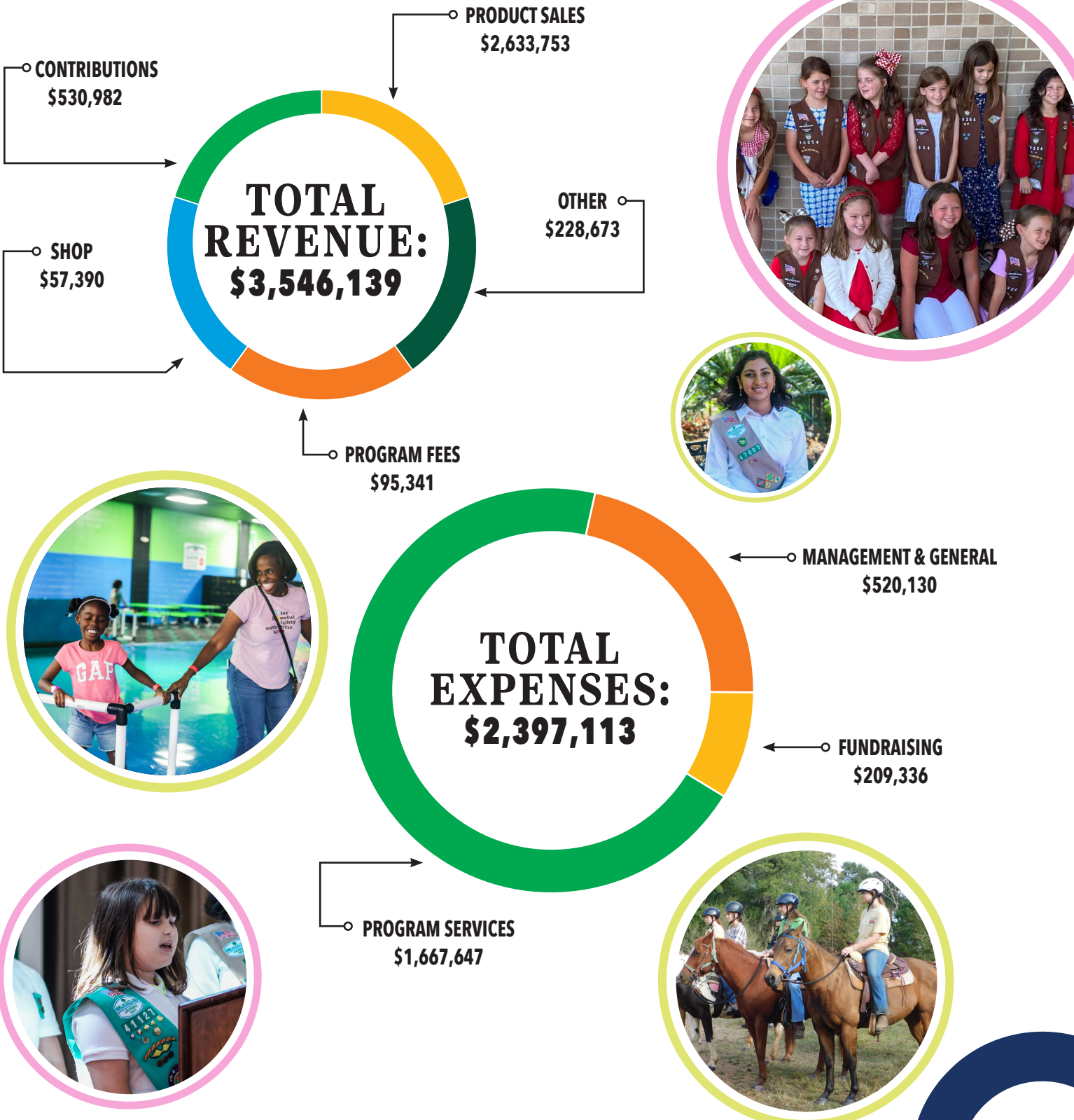
Lyndia Jones
Lyndia M.G. Jones, MD
Board Chair



Rebecca Pennington
Rebecca Pennington, PhD, CFRE
Chief Executive Officer

Girl Scouts Louisiana East 2022 STEWARDSHIP REPORT

The September 30, 2022 Audit was presented by Postlethwaite and Netterville at the January 23, 2023 Board of Directors meeting.



Cookie Sale



A total of **3,313** Girl Scouts sold cookies during the 2022 sale. The strategies employed by Girl Scouts to safely sell cookies were truly impressive. A total of **353 Troops** sold cookies with the Per Girl Average (PGA) being **247** boxes.

The top cookie seller in 2022 was **Cynthia Gross**, a Brownie who sold an amazing **4,001** total packages. A total of **820,044** packages of cookies sold yielded a total revenue of **\$4.112 million**.

Highest Awards

Achieving a highest award in Girl Scouting is a significant accomplishment. It signifies a Girl Scout is committed to changing her community and world for the better. During 2021, **51** Girl Scouts received Bronze Awards, **31** Girl Scouts received Silver Awards, and **five** Girl Scouts earned Gold Awards.

Property Master Plan

At the September meeting of the GSLE Board of Directors, a new Property Master Plan for the Council was formally approved. The plan calls for vast improvements and upgrades to the Council’s two camp properties, Marydale and Covington, including:

- **improvements** to make the properties more accessible and ADA compliant;
- **upgrades** to make the properties safer and more comfortable, including plumbing, HVAC, shade, and lighting upgrades;
- **amenities** that we know Girl Scouts of today want, like target sports features, improved aquatics facilities, STEM features that allow girls to pursue interests like stargazing and astronomy;
- **new and improved** housing options for girls and adults;
- and, perhaps most notably, the **creation of a new equestrian center** that will showcase GSLE’s herd of horses, truly a pride and joy of our Council.

As GSLE launches a capital campaign to raise the funds necessary to make these upgrades, we look forward to providing you with updates.

B.I.G. Event



GSLE held the **Believe in Girls (B.I.G.) Event** in April 2022 at Southeastern Louisiana University. The event was sponsored by Entergy Louisiana. Throughout this event, 400 Girl Scouts had the opportunity to learn about STEM, life skills, entrepreneurship and outdoor skills from nearly three dozen organizations hosting exhibits and presentations. This was the first time B.I.G. returned since the start of the pandemic – a nearly three year hiatus. We are looking forward to B.I.G. returning in 2023! The event was made possible by presenting sponsor Entergy, with additional support from Capital Area United Way.

Girl Scouts Beyond Bars

Girl Scouts Beyond Bars is a vehicle for addressing the unique family needs of girls and their incarcerated mothers. Monthly mother/daughter troop meetings give incarcerated mothers the opportunity to facilitate supervised activities with their daughters focusing on Girl Scout fun. Girls in GSBB get to earn badges, sell cookies, and function as their own troop. In addition to enjoying the Girl Scout troop experience and spending time with their mothers, girls get to bond with other girls. It is designed to help mothers and daughters deal with the many sensitive issues that arise as they attempt to maintain or rebuild those ties.

GSLE started GSBB in 2013 at Orleans Parish Sheriff’s Office but due to COVID and restrictions the program unfortunately had to stop. After many meetings with OPSO this past October the Council was finally able to start the program again, meeting every third Saturday from 10-11:30a.m. It is our goal to equip moms and daughters with the tools they need to form stronger bond, which in turn will motivate each one to stay or get on track to fulfill their dreams.



Wrangler Show Team

The **GSLE Wrangler Show team** has actively participated in the Deep South Stock Horse Show Association, the Feliciana Youth Rodeo Association, the LSU Block and Bridle Rodeo, and entered several parades this past year. Throughout these events, the girls and their coaches cumulatively have entered over **600** classes and won or placed in over **500**. The Council is incredibly proud of the members and their achievements and we are looking forward to what is next for the team!



Summer Resident Camp



GSLE had a successful 2022 Resident Camp season! A total of 138 girls attend camp during the 2022 Resident Camp sessions, and camp attendees had the opportunity to earn a Digital Leadership Badge in addition to the traditional camp activities.



The Digital Leadership Badge program, sponsored by a GSUSA grant, encouraged girls to be the change they want to see and to discover their own digital landscape. This program allowed girls to learn about internet and social media safety, how to create an inclusive

and honest online environment while using the digital technology to make a difference for themselves and those around them, and other helpful tips and lessons to create a better digital world.

Women of Distinction Luncheon

On Sept. 22, GSLE hosted the 11th annual Women of Distinction Awards Luncheon in Baton Rouge at the Baton Rouge Marriott. This event celebrates Girl Scouting in southeast Louisiana and honors extraordinary women for their accomplishments and dedication to excellence. At the event, **Barbara Auten**, **Christy Oliver Reeves**, and **Sandy Summers** were presented with the Women of Distinction award.

The event also recognized the significant contributions of **Yolanda J. Dixon** and **Sharon Lavigne** who each received the Four Pillars Award. During this meaningful event, GSLE was proud to honor these women who are inspiring and positive role models for girls and young women in our Council. The event raised over **\$21,000** and featured Lt. Governor Billy Nungesser as Keynote Speaker. The event was emceed by WAFB Channel 9 Anchor Tisha Powell.

Juliette Gordon Low Leadership Luncheon

GSLE hosted the 11th annual Juliette Gordon Low Leadership Luncheon on Oct. 20, 2022, at the Audubon Tea Room in New Orleans. The uplifting annual event recognizes community leaders who have made a positive impact on girls and young women across southeast Louisiana. The 2022 honorees were: Outstanding Woman **Michelle D. Craig**, Outstanding Man **Michael Kelly**, Outstanding Organization **Ochsner Health**, and **Michelle I. Anderson** received the Four Pillars Award. GSLE was privileged to have former WWL-TV Anchor and 2014 Woman of Distinction honoree Sally-Ann Roberts as Keynote Speaker.

What a treat it was to have Sally-Ann share her inspiring message with all in attendance! The event was hosted by WDSU Reporter Shay O’Connor, and generated nearly **\$40,000** through sponsorships, ticket sales, generous donors, and a silent auction.

Funds raised from both luncheons support programming needs critical to making the Girl Scout Experience possible for thousands of girls and young women across southeast Louisiana.



THE FOREVER GIRL SCOUTS ANNUAL CAMPAIGN is an opportunity for GSLE families and volunteers to make a contribution directly benefitting Girl Scouts of today. The goal of the campaign is participation; every gift of every amount is valuable and important. Gifts to the Forever Girl Scouts Annual Campaign support volunteer training, camp maintenance and upgrades, and financial aid for Girl Scouts.

THANK YOU!

GSLE gratefully acknowledges the donors of all amounts and types from the last year. Far too numerous to list here, the families, individuals, companies, and organizations that supported the Council with gifts of cash, donated items, time and talent are invaluable to the mission of Girl Scouting. Because of you, GSLE is able to invest in girls, transforming them into the next generation of leaders and trailblazers.

PROMISE CIRCLE

\$1,000 or more

GSLE’s Promise Circle recognizes donors who contribute \$1,000 or greater each year. Promise Circle donors are the Council’s most generous benefactors; individuals who invest annually in the Girl Scout Experience for all girls who seek it.

Barbara Auten
Jean May-Brett and Thomas Brett
Madeleine Briscoe
Toya L. Brown-Robertson
Linda Law Clark
Kathryn A. Collins
Jacquelyn Steele Daniels
Yolanda J. Dixon
Chimène Grant Saloy
Lyndia M. G. Jones, MD
Patricia F. Lee
David Magee

Kelly McKinney
Joan K. Mollohan
Rebecca Pennington
Kimberly Schwartz
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Todd Tournillon
Mr. and Mrs. Alfred Trappey
Charles Valluzzo

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Alzheimer’s Services of the Capital Area
Audubon Nature Institute
Baton Rouge Area Foundation
Baton Rouge Marriott
Blue Cross and Blue Shield of Louisiana Foundation
Bonnie Matassa Studios
Capitol Park Museum
City Group Hospitality
Cox Communications
Delta Sigma Theta Sorority, Inc.
Diversitea Divas
Entergy

Framer Dave’s
Girl Scouts of the USA
Greater Houston Community Foundation
Gulf Coast Bank and Trust
Hancock Whitney
IBM Employee Services Center
iHeart Media
Jefferson Volunteers for Family and Community Inc.
Kendra Scott, LLC
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Ladies Carnival Club, LLC
Louisiana Art and Science Museum
Louisiana Lottery
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Postlethwaite & Netterville, APAC
Raising Cane’s Chicken Fingers
Richard CPAs
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The Advocate

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United Way of St. Charles
United Way of St. John
Woman’s Graphic Services

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Amy Dawkins
Kahty Desadier
Elga Dextre
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Timothy Dilligan
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Jessica Fisher
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Christy Gautre
Adrienne Gernsbacher
Abbe Ginn
Crystal Gordon

Sandra Gray
Kathleen Gray
Debra Green-Grey
Holly Guillot
Mallory Gutierrez
Cheryl Hall-Derouen
Debbie Hardnett
Kinesha Harris
Jene’ Harris
Linda Harris
Tamara Hawkins
Khylar J. Hebert
Kimberly Hennegan
Marisol Hernandez
Catherine Hernandez
Michael Heyd
Shira Hilliard
Mark and Stacie Hiscock
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Rose Hudson
Aline McIntyre Jacobs
Karen Jakuback, PhD
Melissa “Missy” Jandura
Melanie Janssen-Sully
Persia Johnson
Jessica Johnson
Tina M. Jones
Laurey Jones Jones
Michelle Kay
Crystal Keith
Jamie Knight
Joseph Kopfler, II
Konstantinos Kritikos
Nancy Bode Kritikos
Mona LaCombe
Charlotte Lancaster
Bridget Landry
Tonya Lands
Jimmy Lauderdale

Sharon Lavigne
Linda Law Clark
Elizabeth Lawrence
Marissa Leal
Mary “Trixie” LeBlanc
Patricia F. Lee
Linda LeRay
Donna Light
Maegan Lindig
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Brigitte Vinet
Amy Wagner
Bonnie Wascom
Beth Ferguson Wee
Myrle LeBlanc Wiggins
Stacy Willoz
Courtney Winter
Mary-Patricia Wray
Simone Wright
Michelle Yenni
Tracy Yoes
Anniece Zeno

Dianne Belk and Lawrence
Calder Girl Scout Movement-wide Challenge
Planned Gift
Madeleine Briscoe
Jacquelyn Steele Daniels
Candace Davey
Miriam “Mimi” K. Delaune
Myrle LeBlanc
Patricia LeBlanc
Martha Jones Long
Patricia Mackey*
Emily Manner
Juana Marine-Lombard
Elizabeth Matherne
Debbie McDowell-Tate
Joan K. Mollohan
Laurence “Laurie” Neeb
Rebecca Pennington
Jill Pollard
Charissa Ramp
Marguerite Redwine
Gina McBride Sledge
Mary Stringfellow
Jameeta Youngblood

*deceased

1912 CLUB

The 1912 Club is a group of dedicated donors that provide ongoing support for Girl Scouts year-round by making recurring monthly gifts to GSLE.

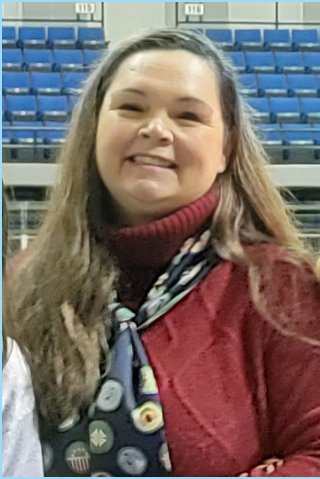
Bryce Benzine
Madeleine Briscoe
Jessica Brown
Kirsten Collins
Christy David
Abbe Ginn
Debbie Hardnett
Michael Heyd
Laurey Jones Jones
Nancy Bode Kritikos
Mona LaCombe
Tonya Lands
Mary “Trixie” LeBlanc
Jill Pollard
Kimberly Schwartz
Taymika Sharrieff
Betsy Stoner
Lauren Vance
Tracy Yoes

JULIETTE GORDON LOW SOCIETY

The following members of the GSLE Juliette Gordon Low Society have helped to ensure the future of Girl Scouting in this Council by making a planned gift.

Jacqueline K. Alexander
Erik and Eva Andersen
Girl Scout Movement-wide Challenge Planned Gift
Allison C. Augustus-Wallace, PhD
Mary Jane and John* Becker

FEATURED DONOR: KIRSTEN COLLINS



How long have you been involved with Girl Scouting?

I became involved with Girl Scouting six years ago when my daughter joined as a Daisy. As our troop quickly expanded, I was asked to become a co-leader and our camp consultant. Since that time I have worn a few hats, working with our troop and our service unit on STEM badges and activities, volunteering with our service unit as an SUA and the AFG chair.

What motivated you to become a troop leader?

As a girl, I did not have an opportunity to join Girl Scouts but I have been so impressed with all the program has been able to offer not only my daughter but all the girls in our troop with their varied interests and strengths.

Why do you think girls should join Girl Scouts?

Girl Scouts isn’t just about selling cookies, but it starts there as the program teaches basic math and quickly branches into customer service, supply and demand, marketing and branding and developing a customer base. Beyond cookies, Girl Scouts provides opportunities for inventing, entrepreneurship, even learning the basics of wants and needs to balancing a budget. These are fundamental skills so many adults struggle with, and here Girls Scouts has made it a fun and engaging opportunity to learn and thrive.

What is your favorite/most meaningful Girl Scout memory?

As a troop, we have done some incredible things - painting with local artists, meeting basketball players from the Lady Tigers and even hatching alligators in our hands. But the memories that stand out most are the little moments when the girls show us how much they have grown over these past six years and continue to thrive.

Another favorite memory volunteering with Girl Scouts was at my first Annual Family Giving event when we worked with our local movie theater to host a special viewing of the

new Frozen 2. At the event, we asked the Girl Scouts to help us build a snowman to support Girl Scouting and asked them to make a donation of any amount to add a snowball to our picture. What we got were several ambassador Girl Scouts that came to help run the station and dozens of scouts with bags of change from their piggy banks to fill the jar and help build a snowman. It was so amazing to see Girl Scouts of all ages wanting to help!

Why did you choose to become a donor to GSLE, on top of your many other contributions of time and talent?

In Girl Scouting, we do a great job showing and encouraging our Girl Scouts to give their time, their talents and their goods to help others. If we want them to also learn the importance of giving back financially to causes we feel passionate about, like Girl Scouting then as a leader I need to help set that example. The creation of the 1912 Society allowed me to designate a small amount each month to donate. Now, GSLE can count on my support each month just like my daughter counts on them.

Why do you feel others should contribute financially to the Council, in addition to supporting Girl Scouting in other ways?

If you say you support Girl Scouts, show it with a donation. Everyone is in a different place so the giving will not look the same but it is not about how much you give, it is how many give -- how many support what Girl Scouting does and what it stands for: helping to build girls of courage, confidence, and character, who make our world a better place.



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