

Celebrating 107 years of Girl Scouting!



Juliette Gordon Low

makes her famous telephone call to a friend (a distant cousin), saying, "I've got something for the girls of Savannah, and all of America, and all the world, and we're going to start it tonight!"

March 12, 1912



March 12, 1912 – Juliette "Daisy" Low gathers 18 girls in Savannah, Georgia to register the first troop of American Girl Guides. The name of the organization is changed to Girl Scouts the following year.

1912-1919

Girl Scouts' dedication to diversity and inclusion begins at its founding. Girls of all backgrounds are welcomed into Girl Scouts, and in 1917 Girl Scouts establishes a troop for physically challenged girls.

1916 – New York City becomes national headquarters. The first troop of Brownie age girls is organized in Massachusetts, and the first two troops of Girl Scouts are formed in New Orleans.

1917 – Girl Scouts forms in Terrebonne Parish and is active until 1922. It will be 20 years before Girl Scouts is re-introduced in Houma in 1942.



1920s

Innovative programming in flight, electricity, and natural sciences inspires girls to enter nontraditional careers.

1920 – The first Girl Scout troop in Franklinton is organized in October by Hallie Love, calling themselves the Pine Tree Troop.

Summer 1921 – A group of Baton Rouge girls with their chaperones travel to Camp Murphy in Port Vincent. They call themselves the Girls' Camping Association. In November they vote unanimously to be Girl Scouts.

1922 – The New Orleans council is granted its first charter. The Baton Rouge girls begin the process for forming a Girl Scout council, and in June, ten women pay \$2 each to obtain a charter for the council.

April 1927 – Camp Covington is purchased and is dedicated on July 3, 1927.



Wading in the Bogue Falaya.



1930s

As the Great Depression permeates every aspect of American life, Girl Scouts lead community relief efforts by collecting clothing, carving wood toys, and providing meals to undernourished children.



February 14, 1931 – McFadden Cabin, donated by William McFadden, is dedicated in New Orleans' City Park.

1939 – Baton Rouge's first African American Girl Scout troop of 19 girls from St. Francis Xavier school is organized under the leadership of Mary P. Bird and assisted by Theresa Bird and Eunice Richard.



1940s

During World War II, Girl Scouts volunteer in hospitals, operate bicycle courier services, and collect personal necessities used by soldiers on the battlefields.

March 1945 – Baton Rouge holds its first cookie sale. Cookies are sold in cans for \$0.40 per can.

June 1945 – New Orleans' first African American Girl Scout troop, #99, is founded under the leadership of Mrs. Edward Jimson.

April 1947 – During the Baton Rouge council's annual meeting Helen Wilkerson, camp committee chairman, announces the donation of 100 acres of land for a permanent campsite for Baton Rouge Girl Scouts. The land was donated by Lloyd J. Cobb, a St. Francisville cattleman.

June 19, 1949 – The dedication of Camp Marydale is held on the camp's opening day.



1950s

Girl Scouts lead initiatives and hold events nationwide to support civil rights and overcome prejudice.

1955 – The New Orleans council extends its jurisdiction from 3 to 15 parishes and receives a new charter.

1958 – Toni Bienvenu submits “Audubon” as her entry in a contest to rename the Baton Rouge council. The Board of Directors votes to approve “Audubon” and forwards it the national organization for approval.



Camp Marydale open house in 1959.



1960s

The overseas programs offer girls a sense of connection to their Girl Guide sisters from around the world.

January 1962 – By a majority of one vote, the Audubon board votes to allow Brownies to sell cookies.

1965 – The Audubon council forms a “Promise in Action” committee, its purpose to further the Girl Scout belief in serving all girls.

Summer 1966 – Session IV of summer camp is the first opportunity for African American Girl Scouts in Baton Rouge to experience resident camp. Seventy-nine local girls attend a two week session at Camp Marydale.

September 1966 – A troop at Our Lady of Mercy School in Baton Rouge is integrated.

June 1967 – Following a search for a new campsite for the Southeast Louisiana council, 515 acres are purchased and the site of Camp Whispering Pines is dedicated.

September 1967 – The Audubon Board of Directors approves adding an equestrian program at Camp Marydale.

November 1967 – The Board of Directors passes a motion that opens all council events to all girls at all times including day, troop and established (resident) camps.



1970s

The first Girl Scout national environmental program, “Eco-Action,” inspires girls to take the lead in protecting the environment.



1980s

Girl Scouts develop innovative initiatives to help girls and their families deal with new social issues, including youth suicide and drug abuse.

1987 – The Southeast Louisiana council publishes its first edition of *Pocket Stew*, an outdoor camping cookbook that is written as a 75th birthday gift to Girl Scouts.

1990s

Millions of Girl Scouts plunge into opportunities for exploring science and technology, and participate in national service projects on illiteracy, health, and fitness.



2000 and beyond

Girl Scouts solidify its position as the premier leadership organization for girls, developing a new girl-centered leadership model with 15 outcomes.

April 2008 – The legacy Girl Scouts – Audubon Council and the legacy Girl Scout Council of Southeast Louisiana realign to form one council, Girl Scouts Louisiana East, serving girls in 23 parishes.

March 12, 2012 – Girl Scouts’ Centennial (100th Anniversary)

