



Annual Report



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Second Vice Chair

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Chief Executive Officer

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Juana Marine-Lombard
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Brett Bonin
Brenda LeRoux-Babin, Ph.D.
Veronica Osby
Lisa Plaia
Rebecca Pennington, Ph.D., CFRE
Chief Executive Officer

Dear Friends and Supporters of Girl Scouting,

Girl Scouts Louisiana East faced many challenges during 2020 due to the COVID-19 pandemic. Strategic priorities shifted to address school closures, disrupted routines, isolation, social distancing, financial hardship, and increased focus on diversity, equity, and inclusion.

Despite the challenges, GSLE still focused on building community and sisterhood. Hundreds of girls participated from home in virtual events and badge activities through Girl Scouts at Home. More than 3,000 girls experienced camping from their own backyards through Camp In Camp Out, GSLE's first-ever virtual event. Troops facilitated dozens of cookie donations to frontline healthcare workers and collected canned goods for food pantries. Girl Scouts even sewed and distributed masks in their communities to combat the spread of COVID-19. We continue to feel inspired by our Girl Scouts who live their values and pull together for the greater good.

The 2020 Annual Report includes countless examples of GSLE's girls, volunteers, staff, and Board members taking the lead and giving back. Though GSLE's story is not what we anticipated for 2020, the sisterhood of Girl Scouting is resilient and thriving despite the pandemic.

Thank you for your commitment to GSLE's mission as we continue to do what we do best: build girls of courage, confidence, and character, who make the world a better place.



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

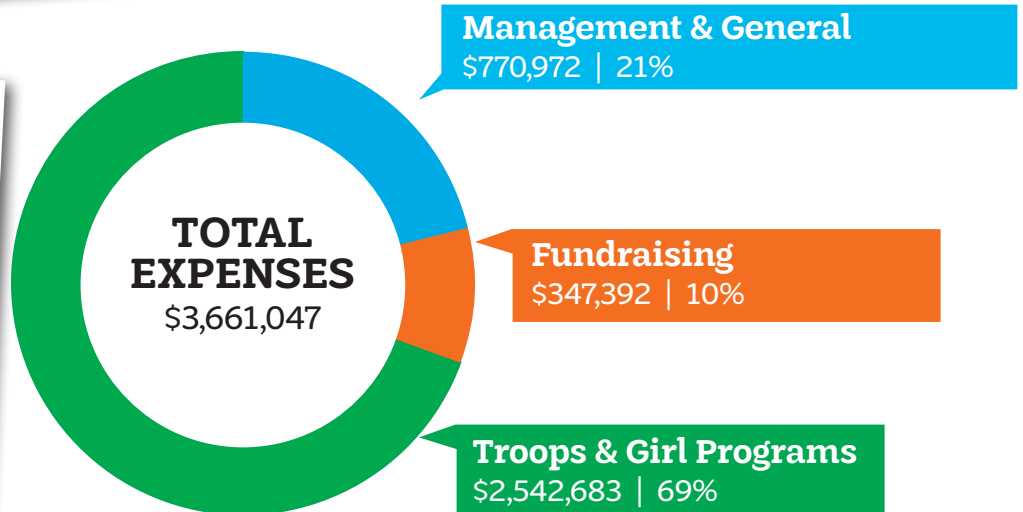
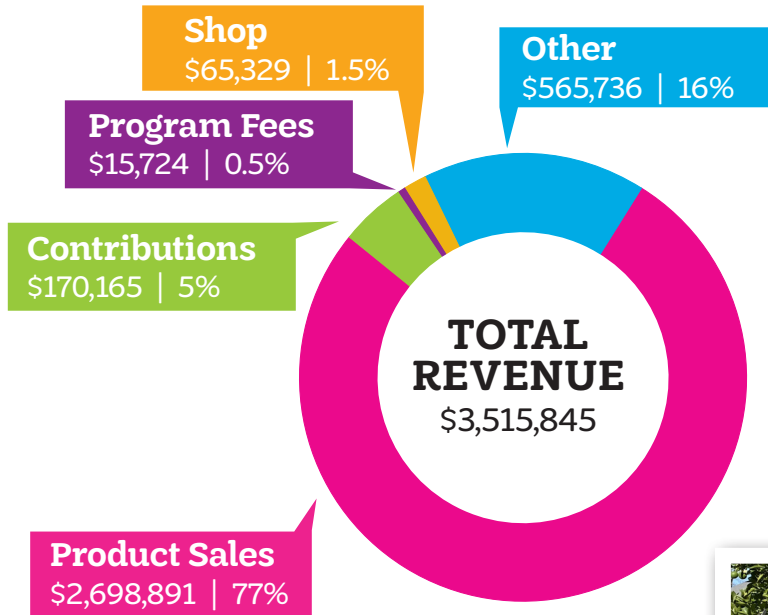


Rebecca Pennington
Rebecca Pennington, Ph.D., CFRE
Chief Executive Officer

Financials

General Operations 2020

(Audited Financials for the Year Ended 12-31-2020)



Girl Scout Cookie Program

A total of 5,738 Girl Scouts in southeast Louisiana sold over a million boxes of cookies this year and donated over 30,000 boxes. Kaylin Leonard was GSLE's top cookie seller with over 3,007 boxes sold.



GIRL SCOUT COOKIE PROGRAM STATS



5,738
Girl Scouts
participated



1,108,908
packages sold



32,248
boxes donated to local
hometown heroes
and military service
members

COVID-19 Response

The COVID-19 pandemic forced us to shutter our offices in March. Our staff got straight to work implementing new technology to deliver programs to every Girl Scout while everyone was being urged to stay at home. Many Girl Scouts in our Council began hosting canned food drives for families that suffered job losses and sewing masks for members of their communities. Girl Scouts and our Council also volunteered to deliver Girl Scout cookies to frontline workers to thank them for their strength and perseverance through the difficult time.



Girl Scouts at Home

GSUSA and GSLE published badge and patch programs that can be completed virtually at the girls' convenience.



Camp In Camp Out

We couldn't imagine a summer without camping together, so our team came up with a way to stay connected virtually. GSLE hosted three virtual Camp In Camp Out events on Facebook Live with over 3,000 girls from all over the world in attendance. Together, we shared all of our favorite camping activities including setting up our campsites, singing campfire songs, and making s'mores.



Media G.I.R.L. Team Established

Six Girl Scouts joined together to form GSLE's first Media G.I.R.L. Team. Srija, Molly, Yanci, Macie, Kayla and Brooklyn help tell the stories of Girl Scouts in southeast Louisiana by participating in Girl Scout events and interviewing current and former Girl Scouts.



Virtual Camp

For the summer of 2020, Girl Scout camp went virtual! Girls from all over the U.S. joined us for four weeks of both virtual and hands-on activities.



Fall Product Program

The Fall Product Program provides Girl Scouts the opportunity to develop five essential skills: goal setting, decision making, money management, people skills, and business ethics, as they sell a variety of nuts, candy, magazines and more to friends and family. The proceeds generated through the program help fund troop activities, Council services, and financial assistance. The 2020 sale ran from Sept. 25 to Oct. 25, with 775 girls raising more than \$243,000.



775 Girl Scouts participated in Fall Product Program

“It kept her engaged and active this summer - WIN!”

—Imogen Fiske,
Girl Scout mom

Girl Scouts Love State Parks

Girl Scouts across southeast Louisiana enjoyed visiting Louisiana State Parks free of charge for Girl Scouts Love State Parks Weekend Sept. 12-13, 2020.



GSLE hosted Power Our Promise, presented by Ochsner Hospital for Children, on Oct. 13, 2020. Power Our Promise, the Council's first-ever virtual fundraiser, served as a celebration of Girl Scouting, honoring the 2020 Women of

Distinction and Juliette Gordon Low Leadership Honorees. The event was hosted by WDSU Meteorologist, Kweilyn Murphy, and generated over \$35,000 through ticket sales, sponsorships, contributions, and a silent auction. All funds raised support programming needs critical to making the Girl Scout Experience possible.

Holiday Community Service Projects

Girl Scouts showed their holiday spirit this year by finding ways to safely give back to their communities.



MASK ON, GIRL SCOUTS!





Featured Donor:
Mary Jane Becker

*By Srija Tamidela, Cadette,
Media G.I.R.L. Team*

Ms. Mary Jane Becker is a generous donor and volunteer for Girl Scouts Louisiana East who served on the GSLE Board for several years. Although she was never a Girl Scout herself, Becker says that as a troop leader, she could “easily see how Girl Scout badges help girls develop leadership skills and become responsible young adults.” She says being an adult member of Girl Scouts helped her feel like part of a community and develop lifetime friendships with women from diverse backgrounds. Ms. Becker says the best thing about Girl Scouts is that it’s an opportunity for girls to learn while having fun!

Thank You

Some people might call this an Annual Report, but we also call it a Gratitude Report. Thousands of volunteers, families, and donors from all GSLE jurisdictions share in our mission of building girls of courage, confidence, and character, who make the world a better place. Together, we invest in the power of girls—transforming them into the next generation of leaders and trailblazers. Because of you, we serve more girls and change the trajectory of girls’ lives now and in the future. For this, we share our deepest gratitude for your gifts of time, talent, and treasure.

Donors with cumulative giving of \$1,000 or greater in 2020

Brenda LeRoux-Babin, Ph.D.
The Honorable Regina Bartholomew-Woods
Mary Jane W. Becker
Fred M. and Sarita Blosser
The Honorable Sydney H. Cates, IV
Jacquelyn Steele Daniels
Sherry K. Hymel
Lyndia M. G. Jones, M.D.
Linda Law Clark
Kelly McKinney
Janette Nussbaumer
Dawn Palermo
Rebecca and Royce Pennington
Jill Pollard
Betsy Stoner

Companies and Foundations

100 Black Men of Metro New Orleans
Alexandra Clancy
Alpha Kappa Alpha - Gamma Eta Chapter
Audubon Nature Institute
B R & R Foundation
Baton Rouge Area Foundation
Bumble Lane
Capital Area United Way
CEC Entertainment - Chuck E. Cheese
Coca-Cola Bottling Company United
Cox Louisiana
Creative Video Productions
Deli Management, Inc.
Delta Sigma Theta Sorority, Inc.
Drop Nola
Framer Dave’s
Greater Mt. Carmel Baptist Church

Greater New Orleans Foundation
Hancock Whitney
Hi Nabor
Hotel Indigo
Huey and Angelina Wilson Foundation
iHeart Media
Kendra Scott
Loft18
Louisiana Art & Science Museum
Louisiana Lottery
Marrero Land & Improvements Association, Ltd.
Mexico Bravo LLC DBA Sombremos
Mimosa Handcrafted
Mt. Zion First Baptist Church
My Blue Heaven/Take 5
National WW2 Museum
New Orleans Advocate/Times Picayune
NOLA Gondola
Ochsner Clinic Foundation
Ogden Museum of Southern Art
Pepperoni’s Cafe
Postlethwaite & Netterville
Raising Cane’s Chicken Fingers Restaurant Luke
RICHARD CPAS
St. John United Way
The Backyard
The Dermatology Clinic and Cosmetic Center
The Ladies Carnival Club, Inc.
The Mortuary Haunted Mansion
The Red M Studio
The Stabler Foundation
Top Drawer Strategies
Topgolf of Baton Rouge
United Way of St. Charles
Vera Bradley
Walk-On’s Enterprises Operations

Wesley United Methodist Church
Zippy’s Burritos, Tacos & More

Donors with cumulative giving of \$1 to \$999 in 2020

Jennifer Ackoury
Lindsay R. Adams
Jacob Alberty
Megan Alsop
Michelle Anderson
Nikki Arabie
Kelly Marie Ardoin
Ashley S. Arnolie
Merlyn Ashford-Millon
Barbara Auten
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Elaine Baker
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Jamey P. Bourgeois
Gigi Bourgeois
Todd A. Bourgeois
Gregory T. Bowman
Herman L. Breaux, Jr.

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 Cherrie Dean Britton
 Wilma Brooks
 Jason Brown
 Toya Brown-Robertson
 Darlene Brumfield
 Faith Brumfield
 Calynn Bunol
 Mone A. Byers-Seay
 Bessie H. Byrd
 Stephanie Camp
 Alana Carmouche
 Karina C. Castillo
 Lisa Chmiola
 Kadence Clark
 Celeste Clark
 Annie Clark
 Corrine Clark
 Kelly E. Clavierie
 Lisa Coleman
 Kendrika Collier
 Angela Copeland
 Aimee Coscarart
 Jacqueline Dameron
 Stephanie Daniels
 Stephanie Danielson
 Danielle Dauzat
 Candace Davey
 Maurice Davis
 Joy Davis
 Paula Davis
 Amy Dawkins
 Karen Dawson
 Cheri-Michol Dean
 Kelly Denning
 Jessica Desselles
 Betty Dixon
 Val Douglas-Jones
 Janice Drake
 Priscilla Dubret
 Kimberly Dunn
 Vickie L. Duty
 David Eberly
 Madeline Ellis
 Laura Engelbart
 Amanda Englade
 Sharon Etienne
 Rene Falgout
 Stephanie Castro Faucetta
 Judith Faust
 Carrie Fisher
 Emily Folk
 Ava Foretich
 Jessica Fridge
 Jan Galatas
 Garland Gay
 Al Gensler
 Lydia D. Gilchrist
 Abbe Ginn
 Shawna Goodly
 Russell Goutierez

Chimene Grant Saloy
 Jennifer Gray
 Sandra Gray
 Elizabeth Grieshaber
 Lindsey N. Griffin
 Kimyria Griffin
 Monica L. Guidroz
 Michelle Guidry
 Ashton White Guidry
 Michael Guillory
 Debbie Hardnett
 Anita Harrell
 Linda Harris
 Sharon Harris
 Jene' Harris
 Jessica Hatch
 Ashton Hawkins
 Tamara Hawkins
 Melissa Healy
 Barbara Heard
 Tamara J. Hebert
 Jessie Hembree
 Kim Hennegan
 Marisol Hernandez
 Michael L. Heyd
 Donna K. Hightower
 Eleanor Hill
 Wineta Hitchens
 Elizabeth Holt
 Audrey Horn
 Donna Hunter
 Candace Hutchinson
 Aline McIntyre Jacobs
 Debra Jarratt
 Weldon Jewell
 Luella Johnson
 Ethel Johnson
 Elizabeth Johnson
 Yolanda Johnson
 Laurey Jones
 Mary Jordan
 Adrienne Joseph
 Amanda Juneau
 Michelle Keller
 Caleb King
 Amanda Kogos
 Nancy Bode Kritikos
 Mona LaCombe
 Candice Laizer
 Madelyn Lambert
 Kayla Lambert
 Nicole Learson
 Mary "Trixie" LeBlanc
 Laura Lebouef
 Patrisha McCallister LeDuff
 Patricia F. Lee
 Ryan Lefort
 Linda LeRay
 Brenda Lewis
 Steven Lloyd
 Robert Logreco
 Sherryl Lott

Wendy Lurvey
 Heather E. Mackender
 David Magee
 John Manzella, Jr.
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 Bonnie Nelson
 Rubye E. Noble
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 Patrick O'Neal
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 Grace Ann Ourso
 Sariya Pacheco
 Ilyssa Parker
 Kindra Patin
 Brandi Pellisier
 Janifer B. Peters
 Lily B. Pham
 Karla R. Piper
 Lisa Gambino Plaia
 Mandy L. Porta
 Rebecca Powell
 Christina Prados
 Dianne Pullen
 Erika Rabalais
 Courtney Rahm
 Marguerite Redwine
 Sheila Reese
 Nicole D. Reulet
 Margo Richardson
 Lena Richardson
 Alcus Rimes

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 Sally-Ann Roberts Craft
 Nabonne
 Lauren McHugh Rocha
 Hallie N. Rogers
 Barbara Ruffin
 Elaina Sam
 MacKenzie Sanders
 Jill Pearce Sandridge
 Kimberly Schwartz
 Monique Scott-Spaulding
 Sarah Segrest-Jay
 Swati J. Shah, M.D.
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 Kevin Shipp
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 Brenda Shuff
 Lucienne Sims
 Gina Sledge
 Joy Slocum
 Vivian Smith
 Madeleine Smith
 Midge Smith
 Jessica Smith
 Sheryl Sutton Smith, M.D.
 Sheila Smith Kimbro
 Jesse Smith Thomas
 Ernest Sneed
 Deanie J. Soignier
 Raquel Square-Ayles, Ph.D.
 Gloria St. Pierre
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 Florence G. Williams
 Eddie Williams
 Mary Williamson
 Darcie Winiewicz
 Courtney Winter
 Mary-Patricia Wray
 Kim Yambra
 Melissa Yarborough
 Tracy Yoes
 Anniece Zeno
 Leroy Zimmerman

**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 Augustus-Wallace,
 Ph.D.
 Mary Jane and John Becker
 Dianne Belk and
 Lawrence Calder Girl
 Scout Movement-wide
 Challenge Planned Gift
 Jacquelyn Daniels
 Candace Davey
 Miriam "Mimi" D. Delaune
 Myrle LeBlanc
 Patricia LeBlanc
 Juana Lombard
 Martha J. Long
 Pat Mackey
 Elizabeth Matherne
 Debbie McDowell-Tate
 Joan Mollohan
 Laurence "Laurie" Neeb
 Jill Pollard
 Charissa Ramp
 Marguerite Redwine
 Gina McBride Sledge
 Mary Stringfellow
 Jameeta Youngblood

Girl Scouts Louisiana East

Corporate Headquarters

841 S. Clearview Parkway
New Orleans, LA 70121
(504) 733-8220

Regional Service Center

545 Colonial Drive
Baton Rouge, LA 70806
(225) 927-8946

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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 the Baptist, 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.