



## 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 Mission

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

## 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.



Dear Friends and Supporters of Girl Scouting,

At Girl Scouts Louisiana East, girls are at the center of all we do. As we reflect on 2019, we're excited to build on our legacy as the premier leadership development organization for girls. We continue to offer innovative programming designed specifically for girls, delivered in an all-girl learning space. We are always thinking about how we can help the future generations of female scientists, educators, business owners, and community leaders succeed. Whether it's exploring the outdoors at Camp Whispering Pines or learning how to leverage social media to boost their cookie sales, girls gain the skills and inspiration they need to accept challenges, overcome obstacles, and take the lead.

Today, we celebrate all of you, who mentor, invest and advocate for our most valuable resource—our girls. On behalf of Girl Scouts Louisiana East, we thank you for your support and commitment in 2019 and hope you will recommit your energy, your hearts, and your financial support to Girl Scouting. Our Annual Report demonstrates the impact Girl Scouting has on our community, and you are an integral part of that. From having our voices heard in the state legislature to demonstrating STEM skills in state and national robotics tournaments, our girls continue to speak up, demonstrate their skills, and advocate for others. For that, we thank all of you.

Please take a moment to review the highlights in our Annual Report, along with our financial information and the names of those who support our mission. Thank you for your commitment as we continue to 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

## Founder

Juliette Gordon Low  
*Founded March 12, 1912*

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*Second Vice Chair*

Nicole Learson  
*Secretary*

Dawn Palermo  
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Rebecca Pennington, Ph.D.  
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Criketa Matlock  
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Veronica Osby  
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Timolynn Sams  
Lyndia M. G. Jones, M.D.  
Rebecca Pennington, Ph.D., CFRE  
*Chief Executive Officer*

# LEADERSHIP EXPERIENCE

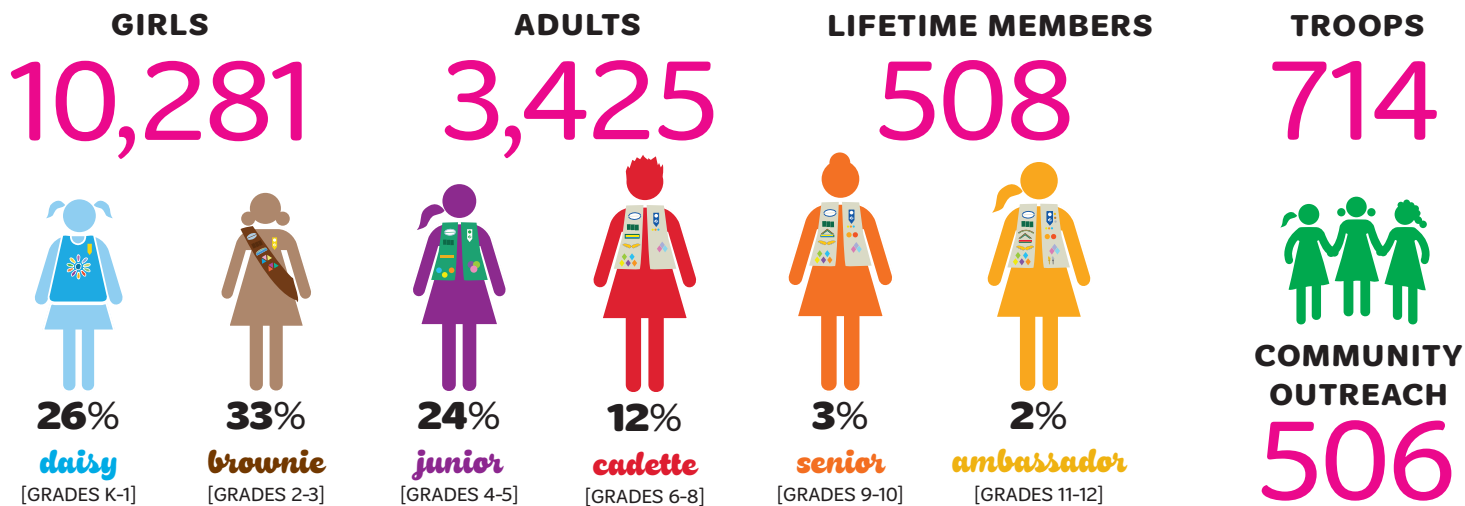
The **Girl Scout Leadership Experience**, the foundation of all Girl Scout programming, prepares girls to empower themselves as they take action on issues important to them. At Girl Scouts, every adventure is rooted in three core ways of learning: girl-led, learning by doing, and cooperative learning.

Simply put, Girl Scouting helps girls discover themselves and their abilities through skill-building activities and opportunities to try new things, connect with others to create change, and take action by developing projects that make their communities, and the world, a better place.

## Five Benefits of Being a Girl Scout

By participating in the Girl Scout Leadership Experience, girls benefit in five key ways as they:

- 🌱 **Develop a strong sense of self.** She'll find confidence in herself and all that she's capable of, as she tries new things, takes on challenges, and learns from her mistakes.
- 🌱 **Display positive values.** She'll learn to act ethically, lead with honesty, be responsible, and show concern for others.
- 🌱 **Seek challenges and learn from setbacks.** She'll take age-appropriate risks, open herself up to new opportunities and experiences, and embrace failure as an opportunity to learn.
- 🌱 **Form healthy relationships.** She'll practice leading with positivity, learn to communicate her feelings directly, and resolve conflicts constructively.
- 🌱 **Become community problem-solvers.** She'll identify problems in her community and create action plans to solve them.



The Foundation of the Girl Scout Leadership Experience

**LIFE SKILLS**

**STEM**

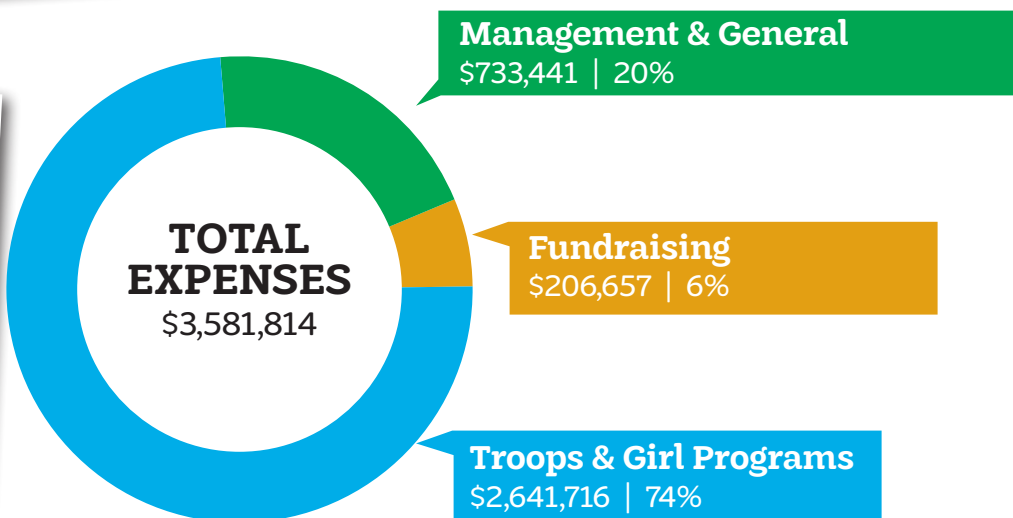
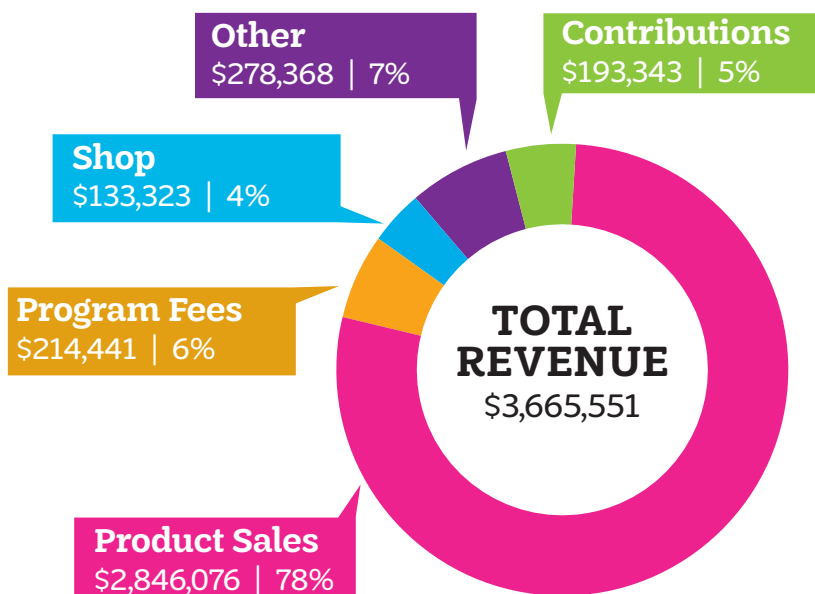
**OUTDOORS**

**ENTREPRENEURSHIP**

# Financials

## General Operations 2019

(Audited Financials for the Year Ended 12-31-2019)



# STEM



STEM fields boast the highest paying jobs in our economy, and this sector is expected to grow exponentially in the coming years as we usher in a more digital society.

A 2019 study conducted by the Girl Scout Research Institute found that Girl Scouts are more likely than non-Girl Scouts to be interested in STEM fields and tech skills, including app development, robotics, coding, cybersecurity, and engineering.

Girl Scouting may reflect the most promising practices from developing girls who are not just comfortable engaging digitally today, but who are primed to lead us into the digital future.

## STEM related Events

1,790



PARTICIPANTS

16

PROGRAMS

## Council Sponsored Robotics Teams

Nine FIRST LEGO League (FLL) Robotics teams

Four competed in the State Championship

One team was named the Grand Champion and received the Global Innovation Award



# OUTDOORS

Spending quality time outdoors has well-established implications for a person's social, emotional, cognitive and physical health, and formation of values. Girl Scouts provides girls with unparalleled opportunities to develop the skills, courage, confidence, and appreciation of the natural world that sets them up to become the leaders of tomorrow.

According to a 2019 study conducted by the Girl Scout Research Institute, *Girl Scouts Soar in the Outdoors*, 84 percent of girls say they engaged in outdoor activities through Girl Scouts that they wouldn't otherwise have access to, and 68 percent of girls say doing outdoor activities in Girl Scouts helped them overcome at least one fear.



**8,651** girls and adults visited one of our three camps last year

**23** girls attended camp on scholarship



## CAMP UPDATES

*The pool was installed at Camp Covington*



*McFadden Cabin  
was reopened  
and rededicated  
in October 2019*





# ENTREPRENEURSHIP

Helping girls enter the business and entrepreneurial workforce is beneficial for girls and the world.

The social and emotional qualities that lead to successful entrepreneurship, like curiosity, confidence, and innovation, are crucial for all types of academic and career success. Building such skills prepares girls for workforce readiness no matter where they go or what they decide to do in life.



**1,149**  
Girl Scouts  
participated in  
Fall Product Sale



## GIRL SCOUT COOKIE PROGRAM STATS



**6,394**

Girl Scouts  
participated



**1,148,280**

boxes sold



**8,508**

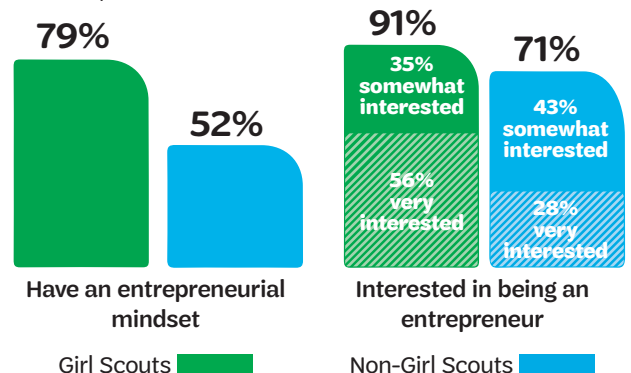
boxes donated to  
local hometown  
heroes and military  
service members

According to a 2019 study conducted by the Girl Scout Research Institute, *Today's Girls, Tomorrow's Entrepreneurs*, Girl Scouts are more likely than other girls to have an entrepreneurial mindset and are more likely to want to be an entrepreneur in the future.

Girl Scouts have had more opportunities to do the types of activities that support entrepreneurship. On average, Girl Scouts were twice as likely to have done entrepreneurship activities than other girls.

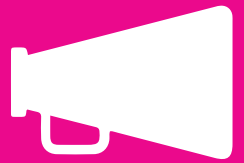
Girl Scouts particularly shine when it comes to community problem-solving, innovation, social capital, and using failure as an opportunity to learn.

Girl Scouts are more likely than other girls to have an entrepreneurial mindset and are more likely to want to be an entrepreneur in the future:



These differences hold true even when controlling for education, family income, and girls' ages.

# LIFE SKILLS



Through Girl Scout experiences, girls develop the attitudes, skills, and behaviors they need to succeed in life, giving them the courage to fail and keep trying, the tools to create an independent future, and the power to do good in the world.

## Girl Scout Legislative Day

**Girl Scouts Louisiana East** and **Girl Scouts of Louisiana – Pines to the Gulf** held a joint Girl Scout Legislative Day on June 4, 2019, where 27 Girl Scouts from across Louisiana spent the day meeting legislators, learning about advocacy, citizen engagement, the role of government, and much more.



## Girl Scout Thin Mint Sprint

A total of 203 girls and 144 adults got active at our 7th Annual Thin Mint Sprint and 1 Mile Daisy Dash held April 6, 2019.

## Highest Awards

The Girl Scout Gold Award is the highest award a Girl Scout can earn and is presented to Girl Scout Seniors and Ambassadors who have planned and executed Gold Award Take Action projects that create sustainable change within their communities and beyond.



*Highest Awards at a Glance:*



**14** GOLD AWARD  
GIRL SCOUTS



**46** SILVER AWARD  
GIRL SCOUTS



**159** BRONZE AWARD  
GIRL SCOUTS



**Myrle LeBlanc** is a longtime Girl Scout volunteer and proud mother of five Girl Scouts, grandmother of two Girl Scouts, and great grandmother of three Girl Scouts. She has been honored with several awards by GSLE, including an award for 50 years of service to Girl Scouts Southeast Louisiana and the Minnie Finley Award for exemplary leadership to Girl Scouting and to our community.

Mrs. LeBlanc began volunteering with Girl Scouts Southeast Louisiana when her oldest daughter, also named Myrle, was seven years old. She served as Brownie leader, Intermediate leader, Service Unit Chairman, Leader of the Development Committee, Board Vice President, and President.

She says her experiences in the organization were formative for both her and her daughters. “I was a very young mother. I really think I learned how to raise children. There was always an adult who would have influence on me. Even children taught me things. When my girls were young, there was not another organization where girls could be in charge,” she explained, “The Girl Scouts taught [my daughters] and me that [they] could do anything that [they] wanted to do.”

Mrs. LeBlanc says she has too many wonderful memories of Girl Scouting to list, with the majority of them having to do with her five daughters and their respective Girl Scout experiences. One particular memory stands out: pinning her daughter, Melinda, with a special pin prior to Melinda’s departure for Thailand on a Girl Scout trip. Mrs. LeBlanc firmly believes that the Girl Scouts helped to instill a love of travel and culture into Melinda, who now operates a highly successful Metairie travel agency and has traveled the world several times over.

Although Mrs. LeBlanc has stepped back from volunteering with Girl Scouts, she remains a generous and loyal donor to our council. When asked why she thinks it’s so important to give to Girl Scouts, she shared, “Your money should go where your heart is. If you want this organization [to succeed], you don’t have to look to somebody else to support it. You have to support it.”

# 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 2019

Mary Jane W. Becker  
Jacquelyn S. Daniels  
Linda Law Clark  
Patricia F. Lee  
Robyn Merrick  
Maria Muro  
Rebecca Pennington, Ph.D., CFRE  
Elizabeth Stoner  
Mary Patricia Wray

Jason’s Deli  
Jefferson Volunteers for Family and Community, Inc.  
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Junior League of Greater Covington  
Junior League of New Orleans, Inc.  
Kappa Designs, LLC  
Kendra Scott, LLC  
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New Orleans Hamburger and Seafood Company  
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Ochsner Hospital for Children  
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Postlethwaite & Netterville  
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Southern University Law Center  
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Steamboat Natchez  
Terracon Foundation  
The Benevity Community Impact Fund  
The Blood Center  
The Webster Group, Inc  
Thibodaux Service League  
Times Grill I, LLC  
The Times Picayune-New Orleans Advocate  
Top Drawer Strategies  
United Way of South Louisiana  
United Way of Midland County  
United Way of Southeast Louisiana

## Companies & Foundations

100 Black Men of Metro New Orleans  
Alpha Kappa Alpha - Gamma Eta Chapter  
Amazon Smile Foundation  
Asahi Japanese Sushi & Grill  
Audubon Nature Institute  
B R & R Foundation  
Baton Rouge Area Foundation  
Beer Industry League of Louisiana  
Capital Area United Way  
CFB Realty  
Charities Aid Foundation of America  
Chick-fil-A  
Chipotle  
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Delta Sigma Theta Sorority, Inc.  
Diabetes Management & Supplies  
Entergy Louisiana, Inc.  
Ferro Financial, LLC  
First Louisiana-Mississippi, Inc  
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Greater New Orleans Foundation  
GSLE Camp Loblolly  
Home Builders Association of Greater New Orleans, Inc.  
Huey and Angelina Wilson Foundation  
IBM Corporation  
iHeart Media  
Inside Publications  
Irene W. and C.B. Pennington Foundation

United Way of St. Charles  
Vacation Resorts  
International  
Vera Bradley  
Winn Dixie Stores  
Foundation  
Workplace Resource, LLC  
WWNO 89.9

### Donors with cumulative giving of \$1 to \$999 in 2019

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Raven Armant  
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Jean Arnone  
Emily Aucoin  
Allison C. Augustus-  
Wallace  
Tiki Axelrod  
Bindia Bansai  
Jessica L. Bascle  
Esther Bateman  
Alvin Batiste  
LaToya Beard  
Daniel Bennett  
Debbie Blanchard  
Mary G. Bode  
Brett Bonin  
Leslie Bonin  
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Amy Bosworth  
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Anne E. Brennan  
Rebecca Brown  
Nadine Brown  
Sametta Brown  
Toya Brown-Robertson  
Margaret Budde  
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Lisa Chmiola  
Celeste Clark  
Katina Coleman  
Beth Courtney  
Robert W Courtney  
John Crabtree  
Jeff Craighead  
Joseph W. Curcuru  
Joan G. Daigle

Barbara DeCuir  
Beverly DeLaune  
Eileen Deroche  
Valerie Desselles  
Daphne Donaldson  
David Doss  
Monique Dubois  
Frances Dupree  
Shainna Elliott  
Elizabeth Embler-Beazley  
Amanda Englade  
Elana Folse  
Corrie Ford  
Jesus Frausto  
Jessica Fridge  
Lisa Gambino  
Lee Gary  
L'Issa Gates  
Alissa Gaudet  
Lisa George  
Heidi Gereighty  
Charissa Gibson  
Katy Goldstein  
Catina Gordon-Oates  
Rachel Graff  
Stephanie Grant  
Lesley Gremillion  
Terrie Guerin  
Michelle Guidry  
Robin M. Guilmette  
Krista Haefner  
Kathe Hambrick  
Debbie Hardnett  
Sara Hebert  
Angela Henderson  
Kim Hennegan  
Marcia Henry  
Michael L. Heyd  
Nancy Hicks  
Wineta Hitchens  
Stacie Hohensee  
Brandy Hollingsworth  
LaToya Holmes  
Kristi G. Hubbard  
Anna Y. Hugel  
Donna Hunter  
Michelle Hurwitz  
Tiffany Jackson  
Aline Jacobs  
Varsha Jasti  
Eileen Johnson  
Laurey Jones  
Lyndia M. Jones  
Leslie D. Jones  
Tina M. Jones  
Erin Joseph  
Michael Joseph  
Mary S. Joseph  
Adrienne Joseph

Tori Kahl  
Charles Kennon  
Susan Kinler  
Heather Kirby  
Nancy Kritikos  
Evangelos Kritikos  
Emily Landry  
Anna Lawless  
Trixie LeBlanc  
Julie Z. LeBlanc  
Pat LeBlanc  
Tish Ledoux  
Heather Lee  
Dana Lingo  
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Cynthia Pazos  
Judith Perhay  
Beverly Phelps  
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Antoinette E. Pierre  
Jill Pollard  
Jeani Pollet  
Gary Rauber  
Sean Raymond  
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Mark Roak  
Marvel Robertson  
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Jerri Smitko  
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Raquel Square-Ayles  
Gloria B. St. Pierre  
Martha Sternitzke  
Darci Stockman  
Kimberly Stover-Tessitore  
Madeline Suer  
Allison M. Sutton  
Will Sutton  
Danielle Sylve Watler  
Jenny Tagert  
Tracy Taylor  
Ashley Taylor  
Jesse S. Thomas  
Robbin Thomas  
Erin Thomas  
Rachele Thompson  
Fredrick Tombar  
Jessica Troxclair  
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Perry Wilkerson  
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Schuyler Williams  
Ronald Wilson  
Maria E. Winn  
Stafford Wood  
Darlene Wopegan  
Washington  
Ting Yi

### 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  
Allison Augustus-Wallace  
Mary Jane and John  
Becker  
Jacquelyn Daniels  
Candace Davey  
Miriam "Mimi" K. Delaune  
Myrle LeBlanc  
Patricia LeBlanc  
Juana Lombard  
Martha J. Long  
Pat Mackey  
Elizabeth Matherne  
Debbie McDowell-Tate  
Joan Mollohan  
Laurence "Laurie" Neeb  
Jill Pollard  
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  
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(225) 927-8946

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**Regional Service Center**  
545 Colonial Drive  
Baton Rouge, LA 70806  
(225) 927-8946



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.