

girl scouts
louisiana east



Annual Report 2023

Letter from Our CEO and Board Chair



Dear Friends and Supporters,

The Membership staff of Girl Scouts Louisiana East have been hard at work, and the Council ended membership year 2023 with 5,723 girls, the highest number in three years. This increase is a testament to both the growth in traditional troop numbers and community-based troops in the Outreach program.

GSLE's Outreach sites, located in both Baton Rouge and New Orleans, have a combined total of more than 550 girls. Additionally, in partnership with the Ascension Parish Sheriff's Office, the Beyond Bars program expanded to Ascension Parish, which also is the location of GSLE's new DreamLab.

The DreamLab is a state-of-the-art facility that serves as a hub for exploration, experimentation and collaboration, empowering Girl Scouts to dream big and reach for the stars. It stands as a testament to GSLE's commitment to providing cutting-edge opportunities that equip girls with the skills they need to thrive in an ever-evolving world.

In addition to the DreamLab, we are thrilled to announce the "Leave No Girl Inside...for Generations to Come" \$5.5 million capital campaign that will raise funds for much needed improvements and enhancements at Camps Marydale and Covington. This ambitious initiative embodies GSLE's dedication to ensuring that every girl has access to the transformative Girl Scout Outdoor Experience.

None of these achievements would be possible without the collective efforts of our dedicated volunteers, staff, community partners, and, of course, the remarkable girls who continue to inspire us every day. Your unwavering support has moved GSLE to new heights, and we are excited to share the stories of success, growth, and empowerment that have unfolded throughout the year.

As we reflect on the past year, it is with pride and gratitude that we present the 2023 Girl Scouts Louisiana East Annual Report. This year has been nothing short of extraordinary, filled with achievements, milestones, and the unwavering spirit of our incredible Girl Scout community in southeast Louisiana.

As we start 2024, let us remain united in our mission to build girls of courage, confidence, and character who make the world a better place. Together, we can ensure that the Girl Scout movement continues to be a beacon of empowerment, shaping the leaders of tomorrow.

Yours in Girl Scouting,


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


Lyndia M.G. Jones, M.D.
Chair, GSLE Board of Directors

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Our Mission

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

Girl Scouts Louisiana East 2023 STEWARDSHIP REPORT

The September 30, 2023, Audit was presented by EisnerAmper at the January 22, 2024, Board of Directors meeting.

PRODUCT PROGRAM

GSLE's 2023 Cookie Season ended with a total of 3,334 girls selling and 773,902 packages sold. The per girl average was 232 packages. The top seller was Victoria Hanke of Troop 40876, with an astounding total of 3,813 packages. The 2022 Fall Product Season was very successful, with a total sale of \$262,617.95.



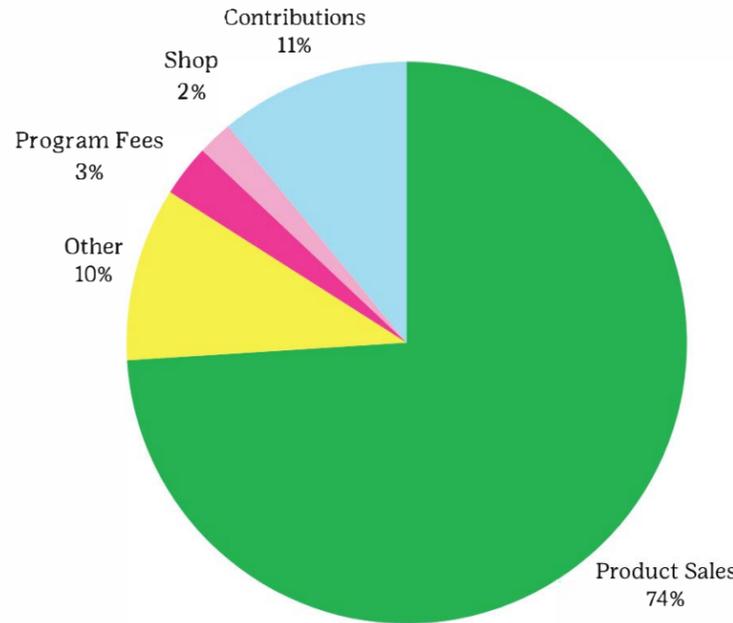
The Product Program Team hosted several events focused on entrepreneurship this past year: Smart Cookie U, Camp Counts and our bilingual event for Daisies and Brownies, Cookies Count. During these events, the girls earned badges and learned about our five skills: goal setting, decision making, money management, people skills and business ethics.



REVENUE

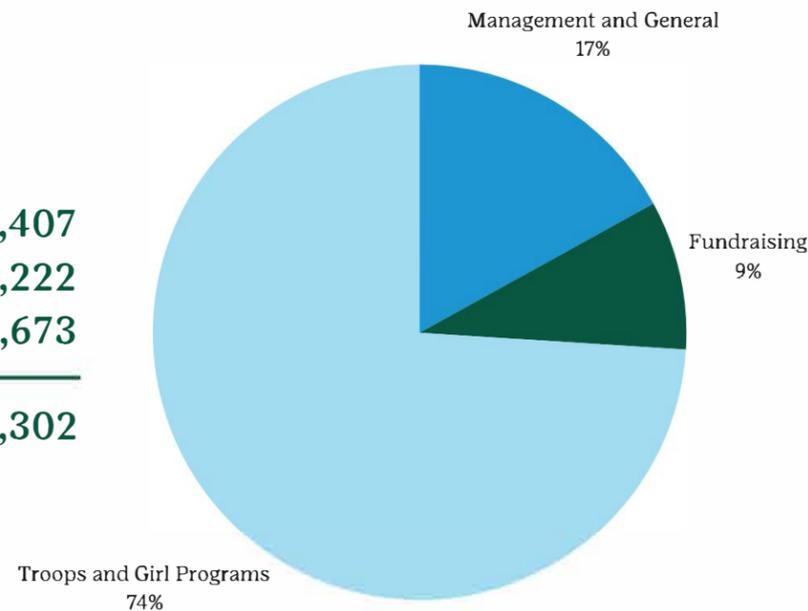
Product Sales	\$2,436,554
Contributions	\$356,872
Shop	\$74,063
Program Fees	\$109,042
Other	\$329,923

Total Revenue **\$3,306,454**



EXPENSES

Management & General	\$585,407
Fundraising	\$323,222
Troops & Girl Programs	\$2,550,673
Total Expenses	\$3,459,302



OUTREACH

Girl Scouts Outreach is tailored to meet the changing needs, challenges and interests of today's girls. These staff-led programs provide girls living in low-to-moderate income neighborhoods an opportunity to participate in Girl Scouting - an opportunity they might not otherwise have due to limited access. Girls gain skills that will help them reach their full potential, equipping them to be leaders in their own homes, schools and communities and excel academically.

GSLE's programs are delivered in schools and community centers to give girls a foundational Girl Scout experience. Girls are inspired to build new skills and learn to live by the Girl Scout Promise and Law. Over this past year, GSLE served girls at 25 different site locations and made it possible for girls to participate by transporting them to GSLE events like Smart Cookie U, Camp and the Believe in Girls (B.I.G.) Event. The following badges have been earned throughout the year: Think Like an Engineer, Girl Scout Way, Sewing, First Aid, Geocaching, Democracy, Outdoor Art and so much more.



Girl Scouts Beyond Bars is a specialized program for girls who have mothers currently incarcerated in Ascension or Orleans parishes. The focus of the program includes decision making, self-esteem, self-awareness, healthy relationships and leadership skills. Girl Scout staff serve as positive role models for the girls and their mothers.





GIRL SCOUT DREAMLAB

Girl Scouts Louisiana East opened the first DreamLab in the state and the second in the nation. This innovative center, covering more than 5,000 square feet and located in Redfish Commons near Cabela's, provides a centralized meeting location where area girls can put their content creation skills to the test in the Media Center, practice their camping skills in the Outdoor Center, get hands-on with the latest STEM projects and more.

DreamLabs are strategically designed to bridge the gaps of accessibility by providing an innovative multi-use programmatic experience center, to increase membership and community engagement and provide inspiring spaces for Girl Scouts seeking in-person connection. The DreamLab is intentionally curated as modern, engaging and appealing to reflect the contemporary requirements of today's girl.

DREAM CENTER

The Dream Center includes benches, tables, chairs and a stage in the center of the DreamLab. This area can be used for Service Unit meetings, and girls can learn how to fund their dreams through Service Unit and Troop events, Fall Product sales and cookie sales.



MEDIA CENTER

The Media Center features a state-of-the-art media booth with podcasting and video conference capabilities. This unique experience allows girls to test out their abilities doing real-time, on-air mock podcast recordings.



STEM CENTER

The STEM Center awaits for Girl Scouts to discover various opportunities around Science, Technology, Engineering and Math! This space allows Girl Scouts to perform various activities, opening their eyes and minds to the wonder of the ever-growing STEM field.



OUTDOOR CENTER

The Outdoor Center is a fun and exciting introduction to the outdoor world of Girl Scouting! Girl Scouts can get a taste of what it is like being in the great outdoors before experiencing the real thing, either at our very own camps – Marydale and Covington – or on a Troop trip.





WRANGLER SHOW TEAM

The GSLE Wrangler Show Team has continued to compete locally and regionally in horse shows, rodeos and parades this past year. Annual tryouts were held, and two new members joined the team. Once again, the girls and their coaches entered and won or placed in hundreds of classes. This year, the team has earned over 70 Top Five finishes and 20 Top 10 finishes across several divisions and dozens of shows. The team is consistently working to better their horsemanship and share their love of horses through the programs that GSLE offers.



RESIDENT CAMP

The 2023 Summer Resident Camp Season was one for the books! The 180 camp attendees chose from interest specific sessions to focus on building skills in the camp environment. While at camp, they also participated in two community partner programs. Campers made their own snacks with the Baton Rouge Food Bank and participated in Entergy's Sustainability Patch Program.

Throughout the Entergy program, campers learned about greenhouse gasses, the life cycle of plastics and composting. Campers worked together to save water, talk about and implement sustainable energy sources and join in a pledge to make the world a better place.



PROPERTY MASTER PLAN

The Property Master Plan that was approved by the Board last year has made exciting advances! Upgrades and improvements at Camp Marydale and Camp Covington are already underway, including all new bed frames and mattresses at both camps, repairs to infrastructure at both camps, installation of new fire rings and new doors at Camp Marydale and a new Archery Pavilion at Camp Covington. The photo to the left shows the land clearing for the new Archery Pavilion at Camp Covington.

PROGRAM HIGHLIGHTS

Five girls earned their Gold Award between March 2022 and January 2023, and they were recognized at the Gold Award Banquet on April 18, 2023. In addition, 51 girls earned the Bronze Award, and 18 girls earned the Silver Award.

Five more girls have earned their Gold Award since February 2023. These girls, along with any others who complete their projects by January 30, 2024, will be recognized at the April 30, 2024, banquet. Nine girls are currently working toward their Gold Award.

Over 400 girls attended the annual Believe in Girls (B.I.G.) Event, with three Gold Award Projects as presentations and over 50 area businesses and organizations on the campus of Southern University New Orleans.

Girl Experience continues to provide educational and exciting opportunities for girls to participate in all four regions covering all four pillars!



CALCEA JOHNSON AWARDED GSUSA GOLD AWARD SCHOLARSHIP

Calcea Johnson was the recipient of the GSUSA Gold Award Scholarship in the amount of \$10,000. Calcea has been a Girl Scout since Kindergarten and is a graduate of St. Mary's Academy in New Orleans. Recently, she and one of her classmates discovered new proof for the Pythagorean Theorem without resorting to circular logic. She is continuing her education at Louisiana State University as a student at the LSU Ogden Honors College majoring in Environmental Engineering.



Calcea's project, "Empowering Young Black Ladies through Voter Education," demonstrated measurable and sustainable impact and addressed an issue of national and/or global significance, proving that Girl Scouts of courage, confidence and character truly make the world a better place.



THANK YOU!

GSLE gratefully acknowledges donations of all types. 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.

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FEATURED DONOR: KATHRYN COLLINS

Senior Vice President and Chief Human Resources Officer, Entergy
GSLE Board Member

How did you become involved with GSLE and what brought you to serve on the board?

I was approached by a wonderful colleague at Entergy, Toya Brown-Robinson. Toya was a long-standing GSLE member and volunteer. Little did Toya know, before I relocated to New Orleans, I had led two Girl Scout Troops, with two Gold Award recipient daughters, and 15 years of Troop and Service Unit volunteering. Toya's invitation was the moment I realized I needed to get involved with GSLE to re-energize my Girl Scout spirit, invest myself into my community and integrate Girl Scouting with my employer, Entergy.

Can you share about the great partnership that Entergy has developed with GSLE?

In 2023, Entergy approached GSLE requesting an opportunity to design and deliver an Entergy Sustainability event and patch during a Camp Marydale

experience. This sustainability request by Entergy was at the heart of an essential part of what it means to be a Girl Scout, namely "use resources wisely and make the world a better place". The purpose of the program was to expand Entergy's involvement in the community and teach future leaders, in this case Girl Scouts, about making the world a better place through sustainability practices in everyday life. More than 100 Girl Scouts earned the patch by participating and pledging to adopt behaviors that support environmental sustainability. This partnership with Entergy allowed the employee volunteers to showcase the company's work to increase clean and renewable energy sources. At the end of the class, the participants received an Entergy energy-efficiency kit to help them kick off their journey toward sustainability.

What impact does STEM training have on Girl Scouts?

You may have heard the Entergy tagline, "We power life". What you may not have heard is the full vision statement,



"We power life today and for future generations". When I think of the Entergy vision and put it up against the GSLE mission of developing leaders, I believe those statements propel a circle of connectedness. Entergy needs top performing technical professionals with STEM prowess. Entergy needs innovative STEM leaders. Entergy needs a local, diverse STEM workforce which means we need to grow the number of women STEM professionals. Wrapping it all around, GSLE focuses on building strong women leaders in STEM that are local to our community. Now that's what I call a very strong circle of connectedness between GSLE, STEM and Entergy!

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louisiana east

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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 select parishes.