

2025 Annual Report



Letter from GSLE's CEO and Board Chair

Dear Friends of Girl Scouts,

Reflecting on 2025, we are filled with pride and gratitude for the resilient, creative, and mission-driven Girl Scout community across southeast Louisiana. This year, Girl Scouts Louisiana East (GSLE) expanded opportunities, strengthened connections, and created spaces where every girl can discover her voice and potential.

Through lots of hard work and joint efforts, GSLE was able to grow our new girl membership by 17.1% – being one of only 10 Girl Scout councils in the country to accomplish such growth! Overall, our membership is the highest it has been since the pandemic. We wouldn't have been able to do it without your generous support throughout the year.

A major milestone of 2025 was the launch of the **horseback riding lesson program at Camp Marydale**, which quickly became one of our most popular offerings. With the nearest lesson facility an hour away, this program opened the door for families to experience horsemanship in an accessible, welcoming environment.

Our entrepreneurial Girl Scouts also shined: **295 troops** participated in the Cookie Program, selling **53,503 cases** of cookies, including **616 cases** donated through Cookie Share. These accomplishments reflect leadership, teamwork, and goal-setting in action.

We were proud to celebrate our newest **Gold Award Girl Scouts**, whose projects addressed critical community needs. We also strengthened lifelong engagement by launching a **local alumni group**—the Forever Girl Scouts Society—and expanded our storytelling efforts through the launch of the **Forever Girl Scouts Podcast**.

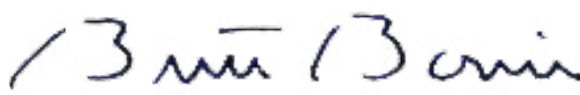
None of this would be possible without our extraordinary volunteers, generous donors, dedicated staff, and community partners.

As we present the **2025 Girl Scouts Louisiana East Annual Report**, we celebrate a year of growth and innovation—and we look ahead with optimism, knowing that together we will continue building a future where every girl can thrive.

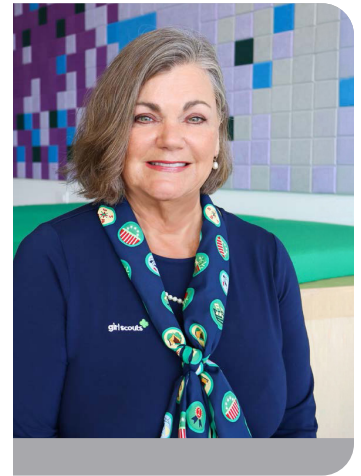
With gratitude,



Rebecca Pennington, Ph.D, CFRE
Chief Executive Officer



Brett Bonin,
Chair, GSLE Board of Directors



Girl Scouts Louisiana East

Board Officers

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Dr. Lyndia M.G. Jones

Dr. Rebecca Pennington

Elizabeth Stoner

Louis Jackson

Dr. Robyn Merrick

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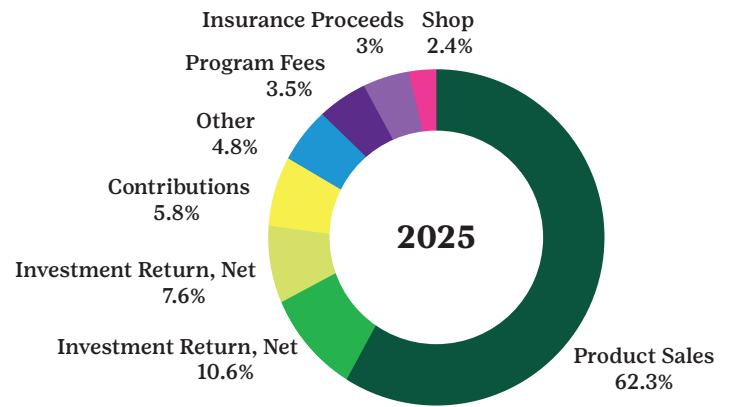


Our Mission

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

Girl Scouts Louisiana East | 2025* Stewardship Report

*The September 31, 2025, Audit was presented by EisnerAmper at the January 12, 2026, Board of Directors meeting.

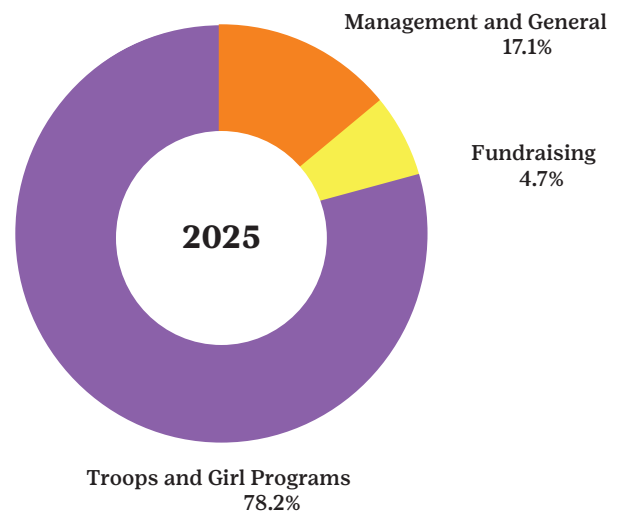


Revenue

Product Sales	\$2,356,690
Contributions	\$220,726
Shop	\$88,975
Program Fees	\$131,140
Investment Return, Net	\$286,979
Investment Proceeds	\$400,000
Insurance Proceeds	\$113,116
Other	\$185,393
Total Revenue	\$3,783,019

Expenses

Troops and Girl Programs	\$3,297,830
Management and General	\$722,252
Fundraising	\$199,246
Total Expenses	\$4,219,328

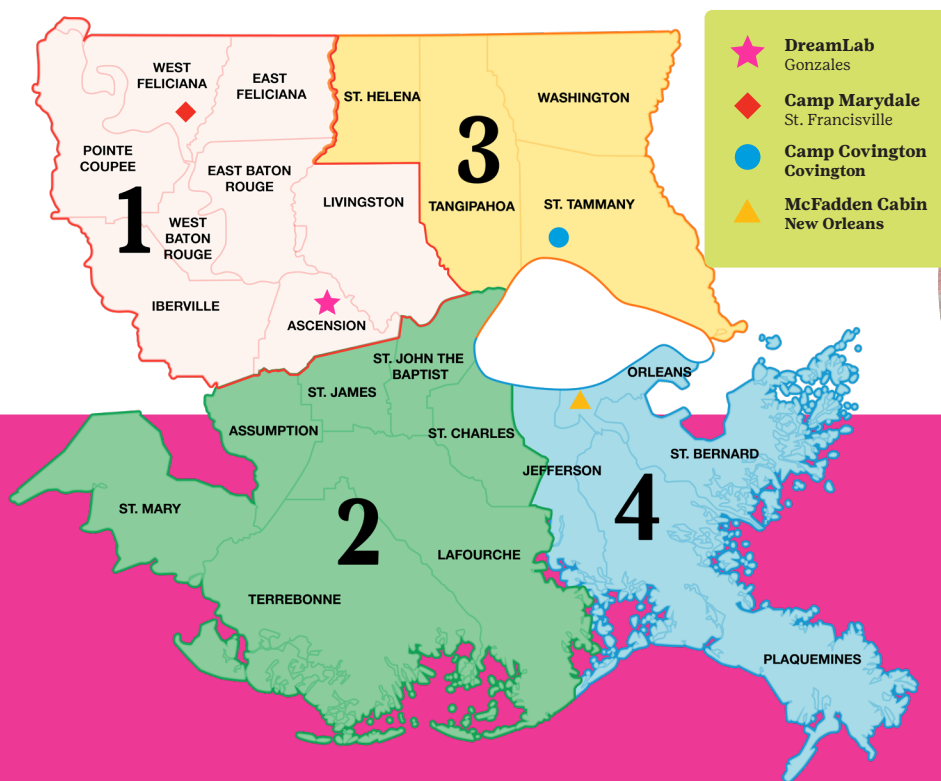


Girl Scouts Louisiana East

Girl Scouts Louisiana East, Inc. was chartered in 2008 upon the merger of two Legacy Councils, Girl Scouts-Audubon Council, Inc. headquartered in Baton Rouge and the Girl Scout Council of Southeast Louisiana, Inc. headquartered in New Orleans. GSLE provides girl-focused programming to more than 5,000 girls annually through the support of volunteers and contributions of donors and partners.

As an organization, GSLE aims to improve the quality of life for all girls in the southeast region of Louisiana. In advancing unified advocacy, marketing, and fundraising efforts, the Council boldly champions the needs of girls and works to build communities where they thrive.

Map Key:



girl scouts 
louisiana east

Regions are as follows:

Region 1: Ascension Parish, East Baton Rouge, West Baton Rouge, East Feliciana, West Feliciana, Iberville, Livingston, and Pointe Coupee parishes.

Region 2: Assumption, Lafourche, St. Charles, St. John, St. James, St. Mary, and Terrebonne parishes.

Region 3: St. Helena, Tangipahoa, St. Tammany, and Washington parishes.

Region 4: Jefferson, Orleans, Plaquemines, and St. Bernard parishes.

Outreach in Action:

Girl Scouts Louisiana East remains committed to ensuring that every girl regardless of background, neighborhood, or financial circumstance; has access to the life-changing opportunities of Girl Scouting. In 2025, the GSLE Outreach Program, supported by multiple community grants, continued bringing the Girl Scout Leadership Experience directly to girls in underserved areas across our Council footprint. Through staff-led troops, girls who may not otherwise have access to traditional Girl Scout pathways are able to participate fully in programming that builds confidence, leadership, and essential life skills.



This year, girls in Outreach experienced an exciting range of opportunities designed to broaden their world and inspire growth. Participants proudly took part in the unfurling of the American flag at the nationally televised Bayou Classic, engaged in hands-on financial literacy workshops that strengthened their future readiness, and traveled to Camp Covington, many for the first time, where they practiced archery, hiked nature trails, and built meaningful memories outdoors. These experiences help girls discover new interests, explore leadership in action, and connect to resources beyond their immediate communities.

By breaking down barriers to access, the Outreach Program continues to be a catalyst for equity and empowerment giving every girl the opportunity to discover her potential, find her voice, and make the world a better place.

Discovery at Camp Covington



One of the most memorable moments from this year came during a visit to Camp Covington, where several of our Outreach girls experienced hiking in the woods for the very first time. As the group walked along the shaded trail, they came upon a large fallen tree stretched across the path. Instead of simply walking past, the moment turned into an impromptu nature lesson.

The girls paused as staff began a conversation about the ecosystem, how trees grow, why some fall, and how even after falling they continue to give life by becoming homes and food for insects, plants, and animals. The girls were engaged, asking questions and observing the textures and colors of the trees and grass around them.

Suddenly, just as Lonnie Carter, Community Program Specialist, was pointing out the new growth sprouting from the fallen trunk, a large lizard darted across the log. In perfect unison, every girl and Carter, let out a surprised squeal before bursting into laughter. The moment was pure joy of nature, curiosity, and a little bit of unexpected excitement.

After the laughter settled, the girls continued down the trail, talking animatedly about what else they might discover. It was a simple moment, but one that captured exactly what the Outreach program strives to deliver: new experiences, shared learning, confidence-building adventures, and memories that will stay with the girls long after they leave the trail behind.

818

Girls served in New Orleans and Baton Rouge. Through the use of grants, they were able to participate in camp, financial literacy programs, and earn badges.



Girl Scout Programming

Horseback Riding Lesson Program

In the fall of 2024, Girl Scouts Louisiana East launched its horseback riding lesson program at Camp Marydale, which has quickly become one of our most successful new offerings. With the nearest riding facility an hour away, this program has opened the door for girls and families in our community to experience horsemanship in an accessible, welcoming environment. We've seen Girl Scouts and non-Girl Scouts participate, and many girls who began lessons have since joined Girl Scouts because they felt such a strong sense of belonging and excitement. This program has not only strengthened our equestrian offerings, but has also created a joyful, confidence-building space where girls can learn new skills, connect with animals, and grow alongside supportive mentors and friends.



Girl Scout Product Program

Girls earned badges and learned about goal setting, decision making, money management, people skills, and business ethics.



205

Packages of Cookies Sold per Girl!

This past year,

3,139

Girl Scouts in

295

Troops participated in the Cookie Program!

53,503

Cases Sold!
Including

616

Cookie Share Donations



Fall Product

Fall Product took place at the beginning of our Membership Year in 2024.

We had

568

Girl Scouts sell a total of

\$199,240

in Fall Products.



Five Important Skills Girls Learn:

- Goal Setting
- Money Management
- Decision Making
- Business Ethics
- People Skills



Cookie Share

Our Cookie Share program supports non-profits, including local food banks, firefighters, police, and hospitals, as well as a significant number of cookies going to military men and women serving overseas, sent through organizations like Operation We Care and Blue Star Mothers of LA, as well as to units where Girl Scouts had family members and friends.

Girl Scout Highest Awards

The Girl Scout Bronze, Silver, and Gold Highest Awards recognize Girl Scouts who take on meaningful leadership through Take Action projects that address real community needs with sustainable, long-term solutions. Each award requires girls to research issues, develop plans, lead teams, and measure outcomes. These experiences strengthen critical leadership and problem-solving skills, culminating in the prestigious Gold Award, the highest honor a Girl Scout can earn in high school.

9 2025
Gold Award
Girl Scouts

42 2025
Silver Award
Troops

56 2025
Bronze Award
Troops

Gold Award Scholarship Recipient

GSLE's own Gold Award Girl Scout Reese Napolitano was awarded GSUSA's Gold Award Scholarship! She received \$5,000 towards her education. Napolitano is one of 110 others who've been recognized by GSUSA for completing a Gold Award project that demonstrates extraordinary leadership, sustainable impact and addresses an issue of national and/or global significance.

Napolitano's Gold Award project set out to combat misinformation about organ donation by creating educational videos shown in Louisiana high school health classes and at the Office of Motor Vehicles. She also organized awareness events at her school, including a football game where many signed up as donors—just before their head coach received a long-awaited kidney transplant. Napolitano credits Girl Scouts with shaping her into a stronger leader, building life-long friendships, and empowering her to serve her community.



“We are Forever Girl Scouts”



Podcast

This year, GSLE launched the Forever a Girl Scout podcast with Dr. Rebecca Pennington, a platform sharing inspiring stories of female leadership, resilience, and impact.

Through conversations with trailblazing women, the podcast highlights the journeys, challenges, and change-makers shaping the future of female empowerment. Episodes are available on Spotify, YouTube, and Apple Podcasts.

Alumni Society

In fall 2025, GSLE launched the Forever Girl Scouts Alumni Society to help alumnae stay connected to the mission and values of Girl Scouting. Membership reflects a continued commitment to building girls of courage, confidence, and character while supporting opportunities that empower girls across southeast Louisiana for generations to come.



GSLE Special Events

Special Events bring our community together to connect, celebrate, and support the programs and leaders empowering girls today and for the future.



Gumbo Weekend

GSLE's first annual GUMBO Weekend was an incredible success. Volunteers from across the council enjoyed a fun, welcoming, and restorative retreat at camp. Participants chose how they spent their time; from outdoor activities and creative projects to quiet relaxation, conversation, and simply enjoying being together in nature. The weekend created a much needed space for connection and laughter, allowing volunteers to recharge and reconnect with why Girl Scouts matters to them. GUMBO Weekend left a positive impact on everyone in attendance and reaffirmed the importance of making time to gather, recharge, and celebrate the heart of the Girl Scout movement.



Support GSLE's Gumbo Weekend Event

Current members, alumnae, or longtime volunteers are welcome to spend the night and make memories in the spirit of Girl Scouting for Gumbo Weekend. This event is hosted annually. Learn more about this event and how you can support it by scanning the QR code or visit gsle.info/GumboWeekend for more information.



Save the Date

Please consider supporting these vital upcoming signature events.



Our Girls Our Future

In 2025, we proudly hosted our second annual Our Girls, Our Future Luncheon, celebrating the 113th birthday of Girl Scouts. Together, we honored a powerful legacy while investing in the leaders of tomorrow. Thanks to the generosity of our sponsors and supporters, girls across our community were given opportunities to grow into courageous, capable, and compassionate change-makers. Carrying the heart of our mission forward for generations to come.

Learn more by scanning the QR or visiting gsle.info/OurGirlsOurFuture



Volunteer Kick Off (VKO)

Through Volunteer Kick-Off 2025, Empower. Inspire. Lead., you invested in the heart of Girl Scouting by strengthening the volunteers who guide, mentor, and champion girls across southeast Louisiana. This signature training event ensured that volunteers and older Girl Scouts received high-quality training, leadership development, and the resources needed to create safe, inclusive, and empowering experiences for every girl they serve. Because when we empower volunteers, we empower girls.

Scan the QR to learn more or visit gsle.info/VKO



Thank You!

GSLE gratefully acknowledges donations of all types. The families, individuals, companies, and organizations that supported the Council Jan. 1, 2025, through Dec. 31, 2025, 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

Courage Level
\$5,000 or more

B R and R Foundation
Thomas and Jean May-Brett
CF Industries
Cabela's Inc.
Kathryn Collins
Jacquelyn Daniels
Kelly Dolese
Entergy Louisiana, Inc.
Girl Scouts USA Paid Facilitator Grant
Hancock Whitney
Huey and Angelina
Wilson Foundation
Kiisa Corporation
Lamar Advertising Company of
Hammond-Northshore
Louisiana Department of Treasury
Unclaimed Property Division
Louisiana Equine Promotion and
Research Advisory Board
Meta
New York Life Foundation
Pennington Family Foundation
Richard CPA's
United Way of St. Charles
United Way of St. John

Promise Circle

Confidence Level
\$4,999 to \$2,500

Barbara Auten
Junior League of Baton Rouge
Lacoste and Young Remodeling
Dr. Rebecca Pennington
Jill Pollard
Kimberly Schwartz
Woman's Graphic Services

Promise Circle

Character Level
\$1,000 to \$2,499

Michelle Anderson
Wanda August
Dr. Allison C. Augustus-Wallace
Adrienne Blanco
Fred M. Blosser
Brett Bonin
Fay S. Bright
Tamika Brooks
Toya Brown-Robertson
Dr. Beverly Buckingham
Dr. Mari Ann Callais
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Louisiana Lottery
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Judy Nesser
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Rachel Roche
Bruce Salard Giving Fund
Chimene Grant Saloy
Salvador A. Scaccia
Kendra Scott, LLC
Gerry Smith
Spanish Town Mardi Gras SPL
Elizabeth Stoner
Amanda Wingfield Goldman
Mary-Patricia Wray



Donors With Cumulative Giving

Character Level

\$1,000-\$2,499

Gaureesh Agnihori
Caroline Alberstadt
America's Charities
Valerie JoCarole Andrews
Peggy T. Armstrong
Adrienne Arnold
Ascension Backdrops and Balloons
Susan D. Aultman
Edura Baham
Janet Fortin Bancroft
Janet Lynn Barbee
Kaitlin Bazzell
Meredith Bennett
Dr. Kredenna Beverly
Catherine Bishop
The Blackbaud Giving Fund
Lauren Blanchard
Samantha Blanton
Jo Ann H. Bonck
Ace Bourgeois
Iesha Bourgeois
Jessica Braun
Carolyn Breaux
Madeleine Briscoe
Harriet Brooks
Bianca Brooks
Jessica Brown
Julianne Brown
Kefla Brown
Haley Bui
Jeannette Burke
Lauren Byrd
Stephenne Brady Calhoun
Suzette Callais
Marie Carmody
Rashain Carriere-Williams
Lonnie Carter
Katherine Champagne
Lauren Cheramie
Taylar Childress
Deborah Christian
Clary Suba Neale Law Firm
Coca-Cola Bottling Company United
Kirsten Collins
Monique Crochet
The Rev. Craig Dalferes
Vernon Daniel
Christy David
Tracy Dedeaux

Miriam Delaune
Yvonne Diaz
Nellie Dixon
Stephanie Doiron
Brittany Donnes
Tiffeny Dornquast
Leslie Douglas-Jones
Paula Dowding
Janice Drake
Stephanie Duell
Anna Duvall
Shainna Elliott
Libby Falk Jones
Glenna Fallin
Fat Boy's Pizza
Lucy Fisher
Carol Fitch
Kate Foster
Melissa Foster Goubert
Ingrid Franc
Terri Franklin
Hailey Lynn Fretz
Michelle Fullmer
Ashley Gaignard
Christy Gautre
Heather Gautreaux
Girl Scout Troop 32021
Girl Scouts of San Diego
A. Denise Graves
Greater Mount Carmel Baptist Church
Debra Green-Grey
Ashley Greenhouse
Ariane Gremillion
Danielle Gremillion
Deanna Halton
Linda Harris
Jene Harris
Torrie Harris
Phyllis Hart
Mary Ellis Hasseltine
Tamara Hawkins
Jarvia Wilson Haynes
Kimberly Hennegan
Daphne Hernandez
Michael L. Heyd
Nancy Hicks
Constance Holmes
Houma Pie Co., LLC
Glenda Hull
Donna Hunter
Sherae Hunter
Tiffany Jackson
Emily Jackson
Schuyler Jarrow

Jefferson Volunteers for Family
and Community, Inc.
Stacey Jenkins
Aprile Jones
Tira Jones
Adrienne Joseph
Angela Jupiter-McCon
James M. Kelly
Neal King
Paulette Koine Mauterer
Mona LaCombe
Michelle LaFitte
Coretta LaGarde
Bridget Landry
Linda Law Clark
Michelle LeBlanc
Katie L'Ecuyer
Madison Lee
Patricia F. Lee
Steve Legendre
Javonda Lennox-Barker
Cori Lewis
Michelle D. Liang
Darleen M. Lugenbuhl
MM and M Management Inc.
Jennifer Mack
Magnolia Wood, LLC
Jean Makris
Brittany Marino
Monique Marino
Aria Mason-Folse
Rebecca Mattsson
Keitha McCall
Keri McCloskey Garcia
Loy Ann McCune
Dwight R. McGhee
Robert McGowan
Aline McIntyre Jacobs
Sarah McMillan
Deborah M. Melancon
Metairie Bank and Trust
Gretchen Michel
Anne Miller
Erin Moore
Caleb Morse
Mount Zion First Baptist Church
Yewande Mumuni
Laura Mutter
Madeline Naquin
Adele Netterville
Kate Nilsen
Calvin V. Norton
Nancy Nussbaum
Pat O'Neil-Moergeli

Veronica Osby
 Kayla Parrott
 Kaylee Pendergrass
 Kathy Pittman
 Carly Plotkin
 Nakeila Polk
 Karen Porter
 Martha A. Powell
 Prompt Professional Teleprompter Services
 Lisa Holly Rachal
 Raising Cane's Chicken Fingers
 Cassie Rathke
 Samantha Rauber
 Mary Reckert
 John Redwine
 Brittany Reese
 Margaret Reid-Dooley
 Will Remsen
 Chasity Revere
 Laura Rhorer
 Joey Richard
 Anne Wintz Roberts
 Lynn Robertson
 Charmaine Robinson
 Mendi Robinson
 Rose Roche'
 Cler Roppolo
 Elsie Rose
 Tameeka Ross
 Mickayla Ross
 Rouses Enterprises, LLC
 Stephanie Russo

Becky Sadler
 Javier Sanchez
 Brooke Sandlin
 Jill Sandridge
 Rebecca M. Sapera
 Sydney Savage
 Ande Schott
 Kendra Seaman
 Service Unit 131
 Debbie Settoon
 Shaneka Shaffer
 Swati J. Shah
 Taymika Sharrieff
 Shell Oil HERO Company
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 Midge Smith
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 Karen St. Cyr
 Gloria B. St. Pierre
 Maryellen Steele
 Mary Stewart
 Rachel Stewart
 Shayla Stewart
 Carianne Strain
 Tess Stromberg
 Rose T. Styron

Bailey Taillon
 Maureen Tassin
 Myrtis H. Tate
 Taziki's Old Metairie
 Destiny Templet
 Title Resource
 Jessica Tomapat
 Todd Tournillon
 Amy Troxler
 Iva Tullier
 Caroline Tyler
 Andrea Tyson
 Kasey Ulm
 Jane Rey Union
 United Way of Midland County
 Lauren Vance
 Tyler Vance
 Judy Wager
 Amy Wagner
 Wesley Wagner
 Wall Consulting Services, LLC
 Kara Ward
 Janice Waterman
 Myrtle Weber
 Alisa Wells
 Regina Whittington
 Florence G. Williams
 Alicia Williams
 Kenneth Wink
 The Yard Genie
 Tracy Yoes
 Anniece F. Zeno

Juliette Gordon Low Society

** The following members of the 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

Dr. Allison C. Augustus-Wallace

Mary Jane W. Becker

Dianne Belk and Lawrence Calder Girl
 Scout Movement-Wide
 Challenge Plan

Madeleine Briscoe

Jacquelyn Daniels

Candace Davey

Miriam Delaune

Patricia LeBlanc

Martha Long

Emily Manner

Juana Marine-Lombard

Elizabeth Matherne

Debbie McDowell-Tate

Joan Mollohan

Dr. Rebecca Pennington

Jill Pollard

Charissa Ramp

Gina Sledge

Mary Stringfellow

Jameeta Youngblood



Donor and Board Spotlight:

Darylene Harris Pugh



“Watching the girls who I supported and mentored for 10 years was very inspirational. Seeing the girls progress from quiet shy young girls to confident and engaged seniors in high school and then freshman in college is one of the most inspiring experiences of my life.”

- Darylene Harris Pugh

Plant Manager, Port Allen Site, Shell Catalysts and Technologies

Darylene Harris Pugh’s commitment to Girl Scouts of Louisiana East is inherent in a lifetime of volunteer service and a deep belief in the power of girl-led leadership. A longtime Girl Scout volunteer and former troop leader in Houston, Harris continued supporting Girl Scouts after moving to Louisiana in 2018, inspired by the mission and leadership of GSLE CEO Rebecca Pennington.

As a plant manager in a highly technical, male-dominated industry, Darylene sees Girl Scouts as a critical pathway for girls to gain confidence, communication, and critical-thinking skills, all essential for future STEM and leadership roles. Through her support as both a donor and Board member, she is helping ensure girls in Louisiana have access to these valuable programs, mentors, and facilities that empower them to grow into confident leaders who give back to their communities.



Girl Scout DreamLab
3005 W. Cabela's Parkway, Suite J
Gonzales, LA 70737
504-733-8220 | 225-927-8946

www.gsle.org

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