



2024
State of
the
**Girl
Report**



Presented by:

girl scouts 
louisiana east



We are Girl Scouts.

Girl Scouts bring their dreams to life and work together to build a better world. Through programs coast-to-coast, Girl Scouts of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges—whether they want to climb to the top of a tree or the top of their class, lace up their boots for a hike, advocate for the environment, or make their first new best friends.

Backed by trusted adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them. Find us online to join, volunteer, or donate today.

The Girl Scout Impact



More than 50 Million women worldwide are Girl Scout Alums.



50% of women serving in the 118th Congress are Girl Scout alums.



60K Girl Scouts each year travel the country or globe.



50% of female business owners are alums.



700K Girl Scouts each year become entrepreneurs in the Cookie Program.



Girl Scouts earn 4 million badges annually.



4,000 Girl Scouts earn the prestigious Gold Award each year.



Girl Scouts serves girls in every zip code + 92 countries.

Letter from Our CEO and Board Chair

Dear Friends of Girl Scouts,

We are filled with gratitude and pride for the resilience, determination, and spirit of the Girl Scout community in southeast Louisiana. Despite facing significant challenges in 2024, including the devastation caused by Hurricane Francine, Girl Scouts Louisiana East (GSLE) persevered with grit and unwavering commitment to our mission of building girls of courage, confidence, and character who make the world a better place.

When Hurricane Francine caused extensive damage to the DreamLab, GSLE's dedicated team quickly pivoted to a temporary location, ensuring that programming for girls and support for volunteers continued without interruption. Today, we are proud to share that the DreamLab is fully restored and operational once again—a testament to the strength of our community and our shared dedication to empowering girls. Even during this period of recovery, the DreamLab served more than 3,700 girls and adults through its innovative programs in 2024.

We also celebrated the extraordinary achievements of seven Gold Award Girl Scouts in 2024. These young leaders collectively contributed over 600 service hours to address critical community issues such as environmental sustainability, mental health, inclusion, and access to resources for children with disabilities. Their projects reflect the very best of what it means to be a Girl Scout.

Additionally, 2024 marked the dedication of the Patricia A. Mackey Archery Pavilion at Camp Covington, honoring the legacy of former CEO Patricia A. Mackey. Pat's enduring commitment to the Girl Scout mission was celebrated with this new space, which will inspire generations of girls to aim high and embrace new challenges.

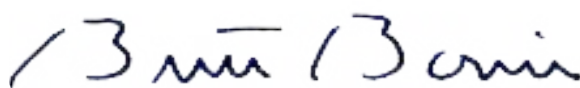
The achievements of 2024 remind us that Girl Scouting is about more than programs and badges—it's about fostering resilience, innovation, and leadership in every girl we serve. None of this would be possible without the unwavering support of our volunteers, staff, donors, and community partners. Your contributions fuel our ability to provide transformative experiences for girls and help us navigate challenges with strength and determination.

As we present the 2024 State of the Girl Report, we celebrate the milestones achieved this year and look forward with hope and ambition to what lies ahead. Together, let us continue to build a brighter future for girls, ensuring they have the opportunities, resources, and support they need to thrive.

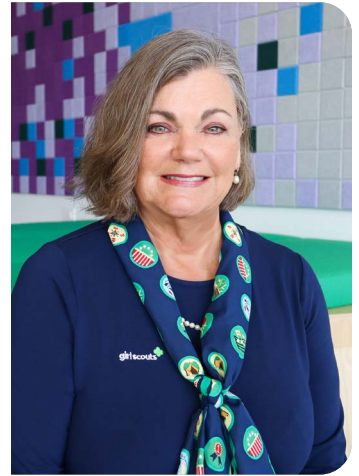
Yours in Girl Scouting,



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



Brett Bonin,
Chair, GSLE Board of Directors



Girl Scouts of Louisiana East

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Our Mission

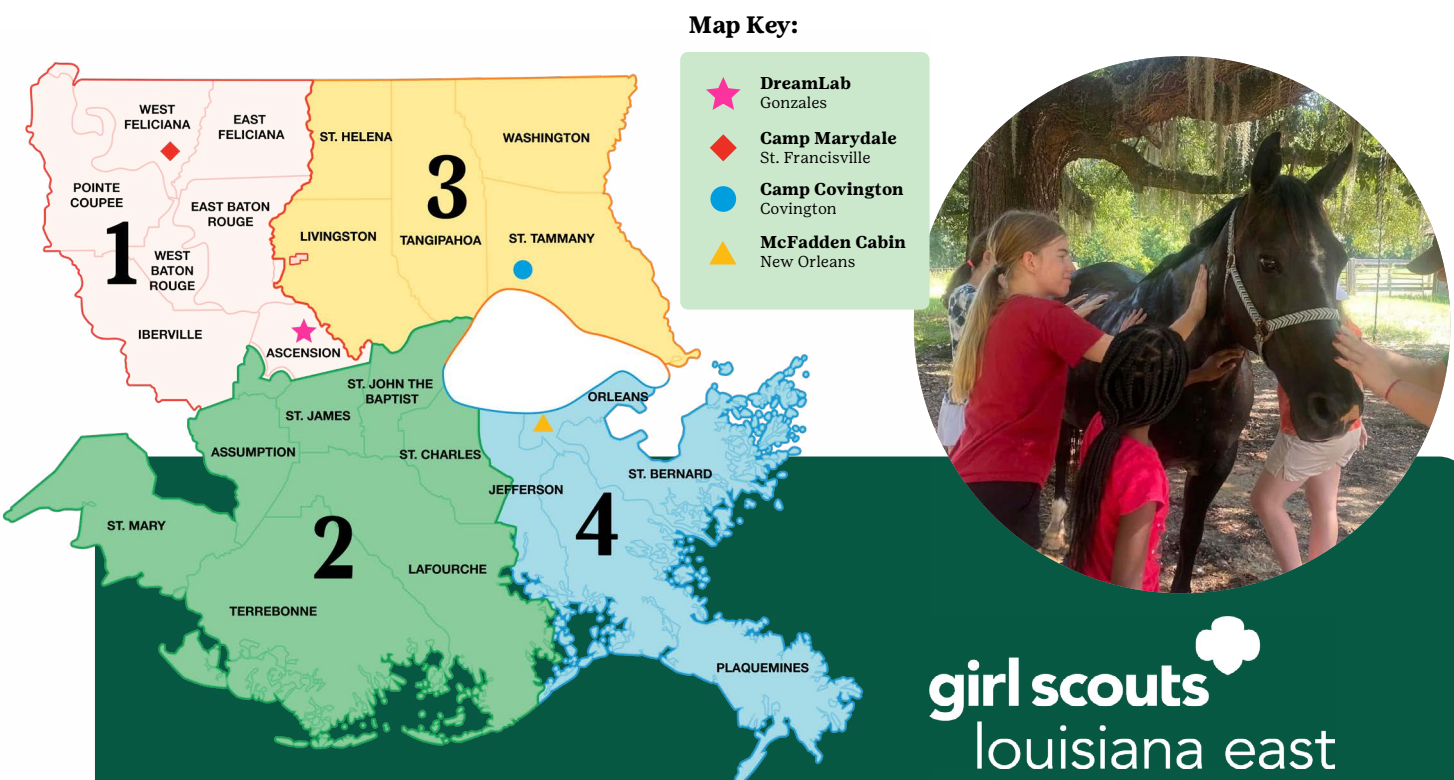
Girl Scouting builds girls of courage, confidence and character, who make the world a better place.

Girl Scouts Louisiana East

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, Louisiana, and the Girl Scout Council of Southeast Louisiana, Inc. headquartered in New Orleans, Louisiana.

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.



Regions are as follows:

Region 1: Ascension (except the Donaldsonville area), East Baton Rouge, East Feliciana, Iberville, Livingston (including Denham Springs and Walker), Pointe Coupee, West Baton Rouge, West Feliciana

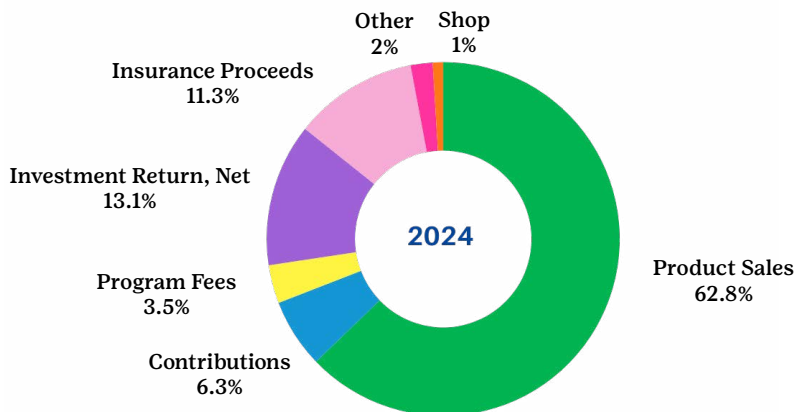
Region 2: Ascension (Donaldsonville area ONLY), Assumption, Lafourche, St. Charles, St. James, St. John the Baptist, St. Mary, Terrebonne

Region 3: Livingston (except Denham Springs and Walker), St. Helena, St. Tammany, Tangipahoa, Washington

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

Girl Scout Louisiana East | 2024 Stewardship Report

The September 30, 2024, Audit was presented by EisnerAmper at the January 13, 2025 Board of Directors meeting.

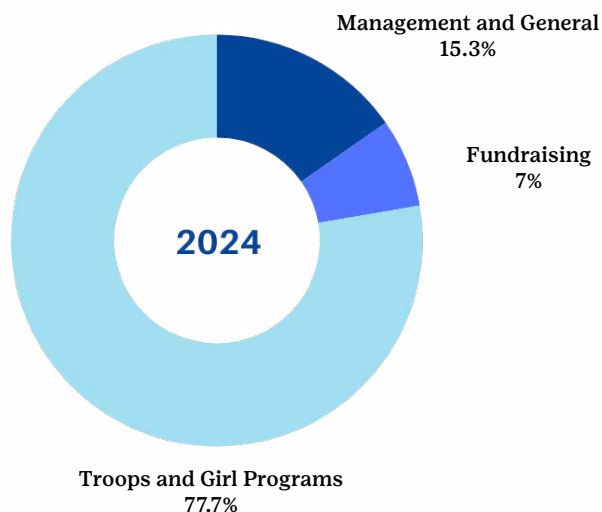


Revenue

Product Sales	\$2,507,543
Contributions	\$252,391
Shop	\$38,029
Program Fees	\$139,287
Investment Return, Net	\$522,100
Insurance Proceeds	\$452,464
Other	\$80,456
<hr/>	
Total Revenue	\$3,992,270

Expenses

Troops and Girl Programs	\$3,323,154
Management and General	\$656,468
Fundraising	\$298,936
<hr/>	
Total Expenses	\$4,278,558



Dimensions of Wellness

The 2024 State of the Girl Report offers insight into four key areas of wellness that are critical for the holistic development of girls. Inspired by the Indiana Girl Report, GSLE believes these areas of wellness uniquely impact today's girls.



Physical Health

For girls to thrive, communities should create conditions for girls to develop healthy bodies and live in healthy environments. Proper development of a girl's physical body requires access to nutritional foods, outlets for physical fitness, health education, and more. Girls also need safe, nurturing environments that support their growth, including access to safe housing, quality healthcare, and protective communities of peers and adults who are capable of supporting her overall development.

Academic Performance

Creating an educational environment which fosters curiosity, champions risk-taking, and encourages girls to try new things is necessary to level the playing field in the classroom. While girls face pressure to be high academic achievers, social influences create pressure that can limit academic success or narrow their chosen fields of study. Academic wellness for girls begins with high-quality early childhood education, equitable access to all fields of study including Science, Technology, Engineering, and Math topics throughout their K-12 education, and programs which enable ongoing education in higher learning or technical training.

Emotional Wellness


When girls develop the ability to identify, express, and manage their feelings, they build a foundation for emotional resiliency. Nurturing these capabilities requires safe environments where girls learn to care for the full range of their emotions which necessitates the presence of caring adults. Together, these circumstances help in the reduction of the mental health challenges girls face, including bullying, eating disorders, and depression.

Social Wellbeing

A robust ecosystem of support including a strong family unit, adequate economic resources, and opportunities to create and sustain social networks helps girls build skills and connections needed to thrive. In these environments, girls learn both their intrinsic worth – a precursor for healthy self confidence – and receive necessary support to navigate complicated social situations. Disruptions to this social fabric such as childhood trauma, poverty, or the prevalence of substance abuse in the family can create significant challenges now and later in life.

Quick Facts on Louisiana Girls

Girls and women in Louisiana face staggering challenges that highlight the urgent need for support, empowerment, and action.



22.9%

of females ages
18-44 in Louisiana live
below the poverty level.

40%

of all women in the
state of Louisiana will
experience domestic
violence.

Crime Rating

Louisiana has a D Crime Rating. The D grade means the **rate of crime is much higher than the average U.S. state**. Louisiana is in the 10th percentile for safety, meaning 90% of states are safer and 10% of states are more dangerous.

Louisiana ranks
among the **highest
poverty and teen
birth** rates.

1 in 3

girls in Louisiana
experiences bullying.



865

Girl's served in New Orleans and Baton Rouge. Through the use of grants, they were able to participate in Smart Cookie U, financial literacy programs, and earn badges.

Outreach

Girl Scouts Louisiana East is committed to ensuring that every girl, regardless of her background or circumstances, has the opportunity to experience the transformative power of Girl Scouting. In 2024, the GSLE Outreach Program, funded by the Opportunity Fund, delivered the Girl Scout Leadership Experience to underserved communities, reaching girls in every zip code. This initiative brings staff-led troops directly to areas where traditional troops may not exist, ensuring that all girls have access to our unique programming.

Dedicated outreach staff not only lead troops but also introduce girls to once-in-a-lifetime experiences that broaden their horizons and build confidence. From attending performances and workshops in the arts to cheering at local sporting events, exploring the beauty of Louisiana's natural landscapes, and participating in impactful community service projects, girls are exposed to opportunities that inspire leadership and personal growth. By breaking down barriers to access, the Outreach Program is a beacon of equity, giving all girls the chance to discover their strengths, connect with their communities, and make the world a better place.

Making a Difference

Girl Scouts Beyond Bars

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 Product Program

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



249

Packages sold per girl! An increase of 17 boxes per girl prior to last year!

Product Program

GSLE's 2024 Cookie Season ended with a total of 3,262 girls selling and 67,794 packages sold. The per girl average was 249 packages, an increase of 17 boxes per girl prior to last year! The top seller of 2023 was Victoria Hanke of Troop 40876, with an astounding total of 5,020 packages.

The 2023 Fall Product Season proved highly successful, generating total sales of \$227,833.

This year, the Product Program Team hosted a variety of events centered on entrepreneurship: Smart Cookie U took place at Baton Rouge Community College, Camp Counts returned for its third year at Camp Marydale. A new event; Cookie Strategies was introduced to Daisies and Brownies to prepare them for the cookie program.

Five Important Skills Girls Learn

Goal Setting



Girls set personal and troop sales goals.

Money Management



Girls learn to handle money.

Decision Making



Girls and troops decide how to spend the money they earn.

Business Ethics



Girls keep their promises to customers and give back to the community.

People Skills



Girls learn to talk, listen, and work with different kinds of people.

Girl Scout Programming

Equestrian Programming



Girl Scouts Louisiana East started horseback riding lessons in September right before the end of the membership year and had more than 20 students. The Council offers group and private lessons for members and non-members for anyone ages six and above. The Wrangler Show Team is active in the Feliciana Youth Rodeo Association as well as the Deep South Stock Horse Show Association. Morgan Bagot is the Wrangler Show Team Captain and Izzy Carbo is the Wrangler Leadership Team Director. Izzy also took on the role of a Junior Board Member for the Deep South Stock Horse Show Association.

Girl Scouts Louisiana East's Summer Resident Camp 2024, hosted at Camp Marydale near St. Francisville, offered a variety of programs for all girls Kindergarten through 12th grade. Girl Scouts enjoyed outdoor adventures, leadership development, and skill-building, with activities such as horseback riding, canoeing, archery, arts and crafts, and campfire cooking.

Specialized programs included the Saddle Club, Counselor-in-Training (CIT), and even travel camp to Tennessee for older participants. Campers who attended travel camp bonded with their fellow Girl Scouts while exploring the Appalachians, spelunking in caves, ziplining through the blue haze, and whitewater rafting down the Upper Pigeon River.

Summer Resident Camp 2024



Girl Scout DreamLab

Accessibility through Innovation

Girl Scout DreamLabs are innovative program-based centers designed to enhance the Girl Scout experience by providing state-of-the-art spaces for exploration, learning, and community engagement. These facilities are strategically located to improve accessibility and serve as destinations for both current members and new families. The DreamLab is intentionally curated as modern, engaging and appealing to reflect the contemporary requirements of today's girl.

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 in Gonzales, provides a centralized meeting location where 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.

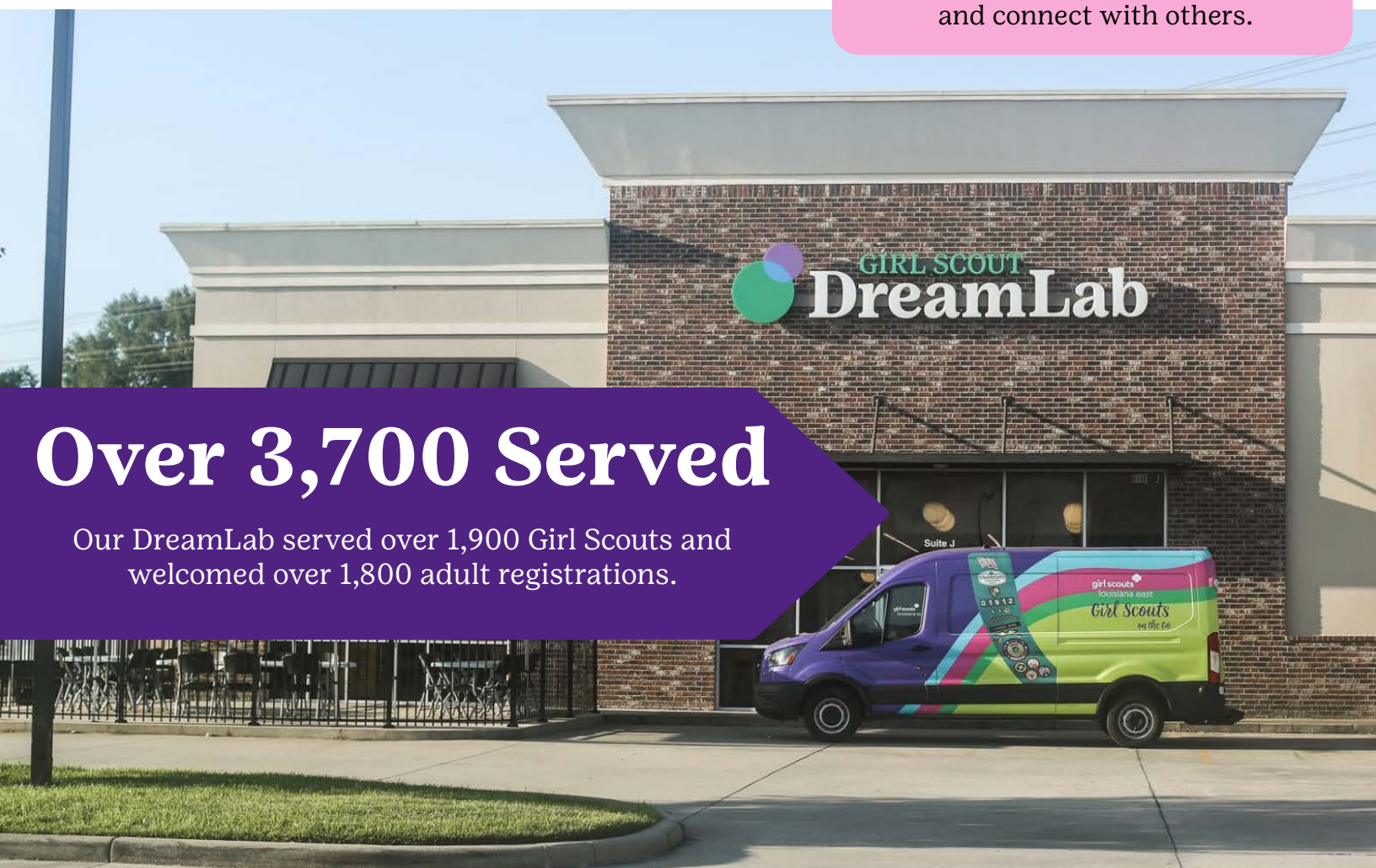


Did You Know?

The DreamLab is open to all visitors, not just Girl Scout members, providing a welcoming environment for children, families, and community members to explore new activities and connect with others.

Over 3,700 Served

Our DreamLab served over 1,900 Girl Scouts and welcomed over 1,800 adult registrations.



Girl Scout DreamLab Amenities

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 at Camps Marydale or Covington or on a Troop excursion.



Improving Facilities

The Patricia A. Mackey Archery Pavilion

Girl Scouts Louisiana East Dedicates New Archery Space for Girls



Girl Scouts Louisiana East celebrated a landmark moment with the dedication of the Patricia A. Mackey Archery Pavilion at Camp Covington. This new facility, made possible by a legacy gift from the late Patricia A. “Pat” Mackey, honors her incredible contributions as a leader, visionary, and advocate for empowering young girls. Mackey, who served as CEO of the Girl Scouts Council of Southeast Louisiana for over two decades, left an legendary impact by expanding and improving resources, strengthening outdoor leadership opportunities, and guiding membership growth.

Mackey’s lifelong commitment to education and girls’ empowerment began in Houston, Texas, and continued through her distinguished academic and professional journey. As CEO, she guided the council through significant growth, revitalizing both Camp Covington and Camp Whispering Pines to ensure future generations could thrive in the outdoors. Even in retirement, her adventurous spirit and love for community flourished as she embraced ranch life in Texas, where she trained border collies and cherished the open landscapes.

The Patricia A. Mackey Archery Pavilion is a fitting tribute to her legacy, offering a space where girls can build skills, courage, and confidence through outdoor adventure.



The dedication ceremony was filled with gratitude and admiration, with reflections from Dr. Pennington, former Council Chair Mary Jane Becker, and family member Doug Williams. Guests celebrated Mackey’s enduring influence, toured the camp she helped shape, and toured the pavilion that now stands as a testament to her vision for girls to embrace challenges and reach their fullest potential.

Girl Scout Awards

Bronze Cross Lifesaving Award

Girl Scout Victoria Hanke Receives Bronze Cross Lifesaving Award

The Bronze Cross, one of the highest honors in Girl Scouts, recognizes exceptional heroism and lifesaving actions performed at personal risk. Last year, GSLE is proud to announce Victoria Hanke of Harvey, Louisiana, as the recipient of this prestigious award.

During a summer tubing trip, Hanke acted decisively in an emergency when fellow Girl Scouts and a parent were pulled into a group of trees by a strong current. She rescued a girl from the water and helped others safely dislodge, demonstrating extraordinary courage and quick thinking.

Hanke, a member of Troops 40876 and 40592, is a leader both in and out of Girl Scouts. Her impressive achievements include earning the Bronze, Silver, and Gold Awards, the Pillars of Faith Award, and excelling academically with honors like the AP Scholar Award and National Rural and Small Town Recognition. Beyond her academic and scouting accomplishments, she is an active participant in numerous honor societies, her school's bowling team, and the Gifted and Talented Theater program. With over 700 service hours, Victoria exemplifies the Girl Scout mission to make the world a better place with her extraordinary act of heroism.

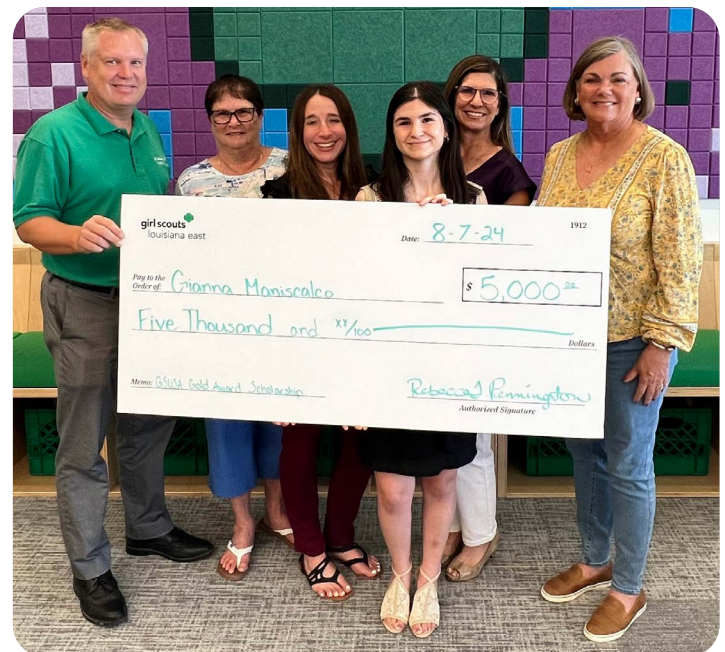


GSUSA Gold Award Scholarship

Girl Scouts Louisiana East Announces Gianna Maniscalco as Recipient of the GSUSA Gold Award Scholarship

Gianna Maniscalco, an Ambassador Girl Scout from Plaquemine, has received the prestigious GSUSA Gold Award Scholarship of \$5,000. Maniscalco, a lifelong Girl Scout and current nursing student at LSU-A, earned the award for her impactful project, "Where There's a Will, There's a Water Way," which tackles litter in waterways through education and sustainable solutions. "Her ambition and leadership exemplify the Girl Scouts mission. Congratulations to Gianna for this well-deserved recognition and her commitment to making the world a better place," Rebecca Pennington, GSLE CEO, said.

"I felt so honored to be chosen and I'm so glad that others can also appreciate the cause I worked so hard to make a difference in," said Maniscalco. **"I am glad to be a part of such a wonderful organization that's focused on growing leaders and making an impact."**



Thank You!

GSLE gratefully acknowledges donations of all types. The families, individuals, companies, and organizations that supported the Council Oct. 1, 2023, through Sept. 30, 2024, 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

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Thank You!

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Marquerite Redwine
Gina McBride Sledge
Mary Stringfellow
Jameeta Youngblood

Featured Donor: Kelly Dolese

Vice President of Risk Management, Banking



How did you get involved with GSLE, and what led you to serve as a volunteer?

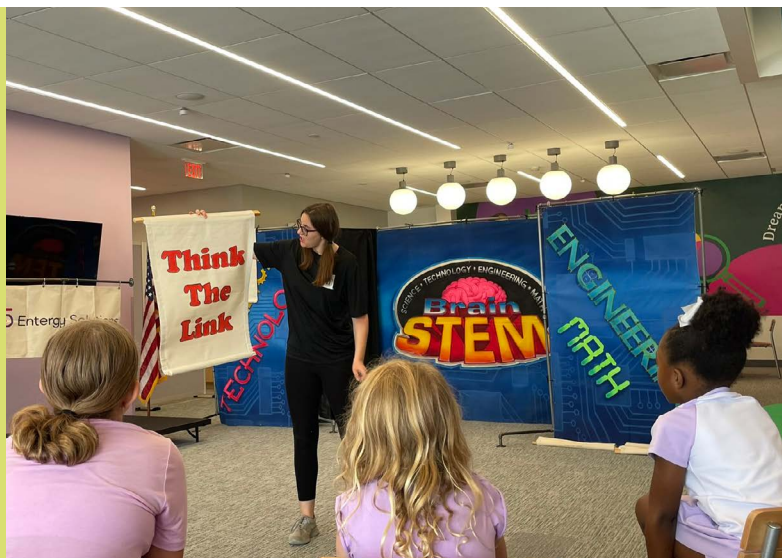
My father, an eagle scout, was a Scoutmaster, so I grew up around scouting and loved it. A mentor and former Board member of GSLE introduced me to the Council. I quickly realized I could use my accounting and finance background to help. After being recommended for the Board, I served on the investment and finance committees, which allowed me to work directly with the Leadership Team. I served as Treasurer for several years. A move to Virginia limited my role to committee membership. Upon returning to Louisiana, I was asked to rejoin the Board. I did not hesitate to accept and am looking forward to future years volunteering.

Can you share about your partnership for the DreamLab conference room naming rights?

I have donated to GSLE in all of my years of service to them. My recent partnership stems from the “Leave No Girl Inside” capital campaign that was launched in 2023 to enhance Girl Scouts’ facilities. I visited Camp Marydale and reviewed the list of desired improvements. I loved that the campaign has a focus on outdoors, physical activity, and social engagement. After considering all the giving opportunities in the campaign, one stood out. As a business professional in finance, the opportunity to support the campaign by naming the DreamLab Conference Room appealed to me. I’ve made a multi-year commitment as part of my contribution. While the recognition is humbling, it’s meaningful to support the campaign and help the organization grow.

What positive changes have you observed at GSLE during your time as a volunteer?

Since first volunteering with GSLE, I’ve noticed improved geographic reach, centralized operations in a state-of-the-art facility, and strengthened partnerships with GSUSA. These changes have enhanced efficiency and collaboration. Initiatives like the “Leave No Girl Inside” campaign, which encourages outdoor experiences, exemplify GSLE’s commitment to empowering girls and are a direct result of impactful leadership and the capital campaign’s success.





girl scouts 
louisiana east

Girl Scout DreamLab

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