

Annual











201

Girl Scout Mission Statement

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

The Girl Scout Promise

On my honor, I will try:

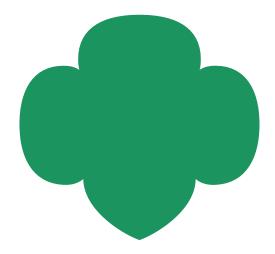
To serve God and my country,

To help people at all times,

And to live by the Girl Scout Law.

The Girl Scout 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.



Girl Scouts of the USA 420 Fifth Avenue New York, New York 10018

This report covers services during the fiscal year ended September 30, 2015. In some instances, to maintain continuity, events beyond the fiscal year have been included. Girl Scouts of the USA was founded by Juliette Gordon Low on March 12, 1912, in Savannah, Georgia, and chartered by the United States Congress on March 15, 1950. Its central office is located at 420 Fifth Avenue, New York, NY 10018-2798.

Girl Scouts of the USA is a member of the World Association of Girl Guides and Girl Scouts.

© 2016 by Girl Scouts of the United States of America All rights reserved Electronic edition published 2016



CONTENTS

Message from the National President and the Chief Executive Officer

Highlights of Girl Scout Service

How Girl Scouts Measure Up

Girl Scouts' 2014 National Council Session / 53rd Convention

Customer Engagement Initiative Transforms User Experiences

Girl Scouts Get Outdoors with the National Park Service as Partner

Girls' Choice: New Badges Reflect What Girls Want

White House Campout

Girl Scouts' Global Action Award

A Global Voice for Girls

Membership

Financial Report

Honor Roll of Donors

Juliette Gordon Low Society

GSUSA Leadership (FY 2015)



Message from the National President and the Chief Executive Officer

Dear Friends,

At Girl Scouts, we are constantly thinking about the future and how to help the next generation of female business owners, teachers, scientists, and community leaders succeed. We are leading the way forward—and changing the world, one girl at a time.

To cite a compelling example, at the 2015 White House Science Fair when President Barack Obama welcomed young scientists and engineers from across the country to showcase their inventions and discoveries, Girl Scouts was represented by the "Supergirls," a team of six-year-old Girl Scout Daisies who invented a battery-powered page turner for people with arthritis or who are paralyzed.



Sylvia Acevedo GSUSA Interim CEO



Kathy Hopinkah Hannan GSUSA National President

"Thanks to your investment, we are leading the way forward— and changing the world, one girl at a time."

Right now is a critical time for girls—and we need all the help we can get to ensure girls everywhere have amazing opportunities like the one afforded Girl Scouts of Oklahoma's Supergirls.

During our National Council Session (triennial business meeting) in October 2014, we set ambitious goals for the Girl Scout organization—and in 2015, we delivered on our plan to bring robust, hands-on, and entertaining learning experiences to girls with the launch of Digital Cookie, renewed our commitment to the outdoors, refreshed and relaunched girlscouts.org, and deployed our Customer Engagement Initiative across councils to ease (and make more fun!) the Girl Scout experience for all of our nearly 2.7 million members, including our incredible volunteers. Also in 2015, Girl Scouts of the USA added key strategic positions to its leadership team and oversaw the mission-critical, enterprise-wide investments noted above as well as others, all in the interest of better serving our girls and volunteers.

The results that you, our generous donors and partners, empowered and fueled for the Girl Scout Movement and for girls reflect a powerful degree of participation and collaboration. Thanks to your support, Girl Scouts is positioned as never before to meet future challenges head on. We are proud of what we have accomplished over the past year, as we continue to bring girls across the nation and the world an unparalleled, twenty-first-century Girl Scout experience.

Here's to our next big, bold year for girls!

Sylvia Acevedo Interim Chief Executive Officer

Girl Scouts of the USA

Kathy Hopinkah Hannan National President Girl Scouts of the USA

K. Hopinkal Hana

Here's to our next big, bold year for girls!

Highlights of Girl Scout Service





With Digital Cook FC Ortuary Double Down On E-Commerce Push

After a year of falling sales, the Girl Scouts updated the Digital Cookie platform to Fast Company recognizes

Girl Scout innovation



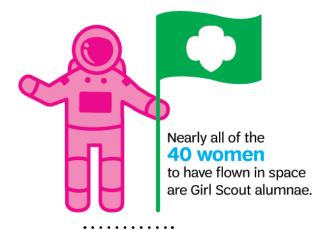




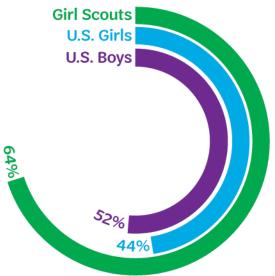




How Girl Scouts Measure Up



Girl Scouts are more likely to consider themselves leaders compared to their peers:

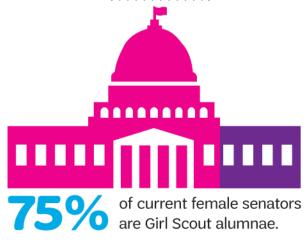


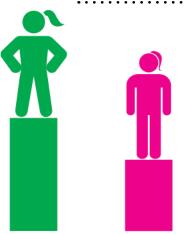


businesswomen in the U.S. are Girl Scout alumnae.

Each year, Girl Scouts provide more than **75 million hours**

of service to improve their communities.





63% of Girl Scout alumnae consider themselves competent and capable, compared to **55%** of non-alumnae.

According to the World Bank, investments in women and girls strengthen countries'...



ability to grow abi

ability to reduce poverty

ability to govern effectively

Girl Scouts' 2014 National Council Session / 53rd Convention

In all, 6,500 girls, volunteers, alumnae, staff, and other Girl Scout supporters gathered for our 2014 National Council Session/53rd Convention, and their passion for and commitment to Girl Scouts were in full evidence. From thought-provoking "Conversations of Consequence" and moving presentations by our esteemed Young Women of Distinction. to stirring speeches by outgoing National **President Connie** Lindsey and incoming **President Kathy** Hopinkah Hannan, our national convention was informative and inspiring, showcasing the very best of what we can do, together with our supporters, to advance the next generation of girls.

During the National
Council Session, the
business meeting
component of
convention, our council
and national delegates—
led in part by the
largest number of girl
delegates in our

history—engaged in productive discussions about the significance of the outdoor experience in Girl Scouting and debated compelling governance topics. Our National Council voted to approve three proposals essential to our effective governance and conducted the important business of electing our new National Board. The success of this convention was due in no small part to the service of former board members, the commitment of the new National Board. and the tireless work of GSUSA staff and council partners and volunteers, including those at the host council, Girl Scouts of Utah. Together, they made the 2014 National Council Session/53rd Convention a deeply rewarding experience.

• Toyota Financial Services' booth featured a financial literacy program for each grade level, from identifying coins and paper money, to using specialized computer programs to calculate the cost of girls' favorite everyday activities.





As of August 2015, via the Volunteer Toolkit,

42,000 girls

were benefiting from the delivery of national program content. Throughout fiscal year 2015, GSUSA successfully deployed the Customer **Engagement Initiative** (CEI), a technologydriven, business-modeldesigned to transform the way Girl Scouts delivers programming and improve the experience of our volunteers as well as staff and girls and their parents/caregivers. As of summer 2015, 29 councils-representing 33 percent of our membership—were on board with CEI.

Girl Scout councils and USA Girl Scouts Overseas leaders who have successfully instituted CEI's web platform have benefited from reduced costs and improved content, and early results show "CEI volunteers" have an enhanced Girl Scout experience over "non-CEI volunteers." And as of August 2015, via the Volunteer Toolkit (a component of CEI), 42,000 girls were benefiting from the delivery of national program content that includes Girl Scout Leadership Journeys, badges, and national safety resources.

In fiscal year 2016, we will continue to benchmark and expand best-in-class customer experiences and improve customer service and volunteer retention. By 2017 we expect to see 90 percent of our total membership on board with the initiative so that eventually all Girl Scout volunteers, and the girls they serve, benefit from the quantum shift that is CEI.

Girl Scouts Get Outdoors with the National Park Service as Partner

All girls deserve access to the outdoors, so Girl Scouts partnered with the National Park Service (NPS) to launch the "Girl Scout Ranger Program," a joint venture that connects girls with the nation's cultural and national treasures at National Park Service sites throughout the United States.

As Girl Scout park rangers, girls can explore NPS parks in their areas, including monuments, seashores, and urban sites. Troop leaders and parents can arrange for activities like hiking, biking, wildlife watching, and guided interpretive tours. The Girl Scout Ranger Program also allows girls to build their own unique park experiences, becoming experts on the sites and earning Girl Scout badges and patches along the way. Those who successfully complete projects will be awarded Girl Scout patches and certificates from the National Park Service as well.

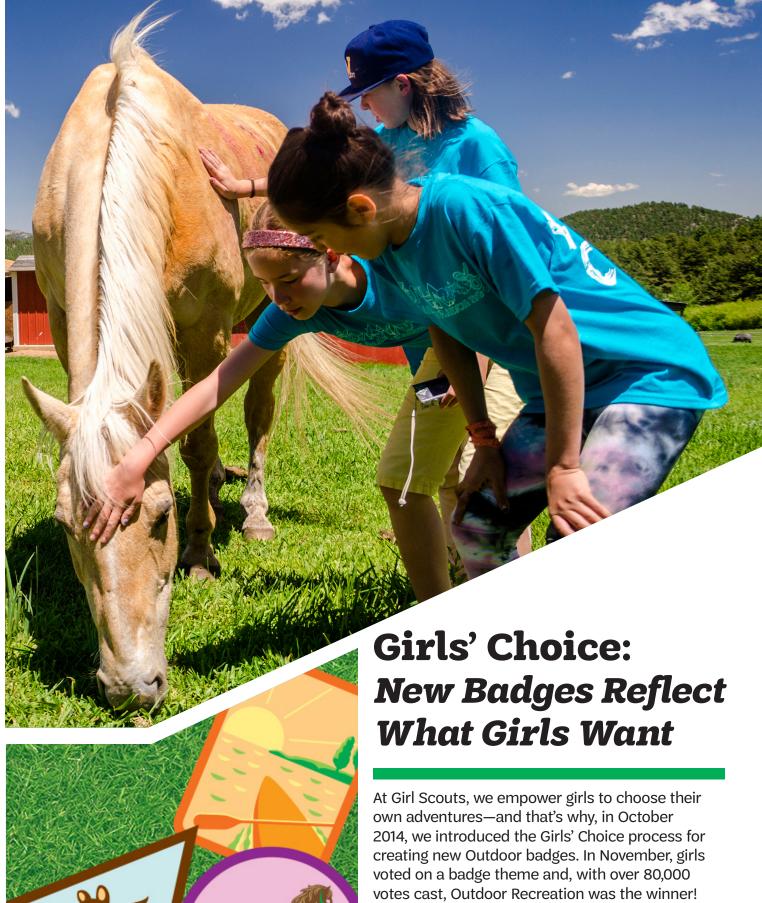
To launch this new partnership, 5,000 girls, 1,000 volunteers, GSUSA National President Kathy Hopinkah Hannan, and NPS Deputy Director Peggy O'Dell walked together across the Golden Gate Bridge in San Francisco in a special bridging ceremony, bringing attention to the amazing outdoor experiences available to everyone at our nation's national parks and monuments.

Girl Scouting gave me the confidence to try new things.

National Park Service
 Deputy Director
 Peggy O'Dell



Deputy Director O'Dell shared her own Girl Scout memories: "Girl Scouting gave me the confidence to try new things. When I had a chance to be a seasonal park ranger at Jefferson National Expansion Memorial, the Gateway Arch, in St. Louis, I jumped at the chance. One big reason is that I was going to be with one of my best friends who was a Girl Scout with me when we were in grade school. Back then it was girls helping girls—today in my work it is women helping women make a difference in the NPS!"



Next, girls chose designs for their new badges, in due time displaying the results proudly on their sashes and vests.

White House Campout

Girl Scouts camped on the White House South Lawn on June 30, 2015 First Lady Michelle Obama, Girl Scouts' honorary national president, hosted the first-ever White House Campout as part of her "Let's Move! Outside" initiative. After some hands-on sessions to learn orienteering, knot tying, tent pitching, and rock climbing, Girl Scouts were treated to lunch in the State Dining Room.

This amazing outdoor experience ended in stargazing with astronaut Cady Coleman and other NASA staff and scientists, singing campfire songs late into the night, making S'mores—and enjoying a special visit from President Barack Obama, who joined the campers for some traditional Girl Scout campfire songs. After storms rolled in, campers quickly moved to the Eisenhower Executive Office Building for the rest of the night—capping off an unforgettable adventure!





Girl Scouts' Global Action Award

Girl Scouts responded to a 2015 White House initiative called "Let Girls Learn"—to help girls worldwide attend and complete school—with its own Girl Scout Global Action award. Girl Scouts is proudly answering the president's call, teaming up with Honorary GSUSA National President Michelle Obama and the Peace Corps to deepen support for girls' access to education on a global scale.

In September 2015, 160 Girl Scouts attended "The Power of the Educated Girl," an event at the Apollo Theater in New York City, hosted by Sophia Bush and *Glamour* magazine. Guest speakers were First Lady Michelle Obama, who highlighted Girl Scouts' partnership with the initiative; actress Charlize Theron; former Australian prime minister Julia Gillard; and Nurfahada, a 16-year-old girl from the Philippines.

A Global Voice for Girls

GSUSA National President Kathy Hopinkah Hannan and Chief Executive Officer Anna Maria Chávez attended the International Catholic Conference on Guiding (ICCG) World Council in Rome, where they had the honor of representing the Girl Scout Movement as part of an audience with Pope Francis. A significant moment in our 100-year-old relationship with the Catholic Church, this meeting highlighted Girl Scouts' commitment to faith development for all girls and the organization's impact on the lives of many, many girls across the world's diverse communities and cultures.

Our national leaders also met with USA Girl Scouts Overseas (USAGSO) staff and volunteers, the amazing individuals who make Girl Scouting possible across Europe, and celebrated the role they play in our organization's impact internationally.

Indeed, USAGSO ensures that wherever American girls are in the world, they have the same opportunities to benefit from the Girl Scout experience as do girls living in the United States.

Anna Maria Chávez also played a key role at the sixth annual Dell Women's Entrepreneur Network Summit in Berlin, where she spoke to an audience of top female entrepreneurs and several Girl Scouts about our Movement and the critical importance of investing in girls. Additionally, Dell sponsored the participation of a few Girl Scouts in the summit's first-ever youth track, which ran parallel to the main adult session.





ToGetHerThere: Invest in Girls. Change the World.

At Girl Scouts, we believe that when girls succeed so does society. That's why in October 2010 we launched the largest fundraising campaign for girls in history, a comprehensive, Movement-wide campaign now called ToGetHerThere. The goal is to raise \$1 billion for girls by 2020. Together, we will empower girls to reach their fullest potential and give every girl what she deserves the confidence to dream big and change the world.

ToGetHerThere Campaign Progress and Highlights

The following numbers represent four-year combined Girl Scouts of the USA and council campaign giving from October 1, 2010, through September 30, 2015.





ToGetHerThere Campaign Results



Estimated Through Fiscal Year 2015

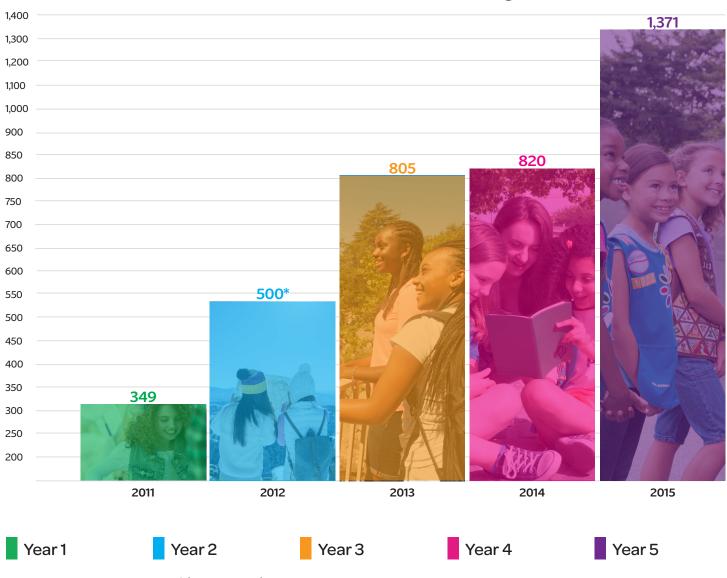


Movement-Wide \$25,000 Level or Higher Donors



* Girl Scouts' 100th Anniversary

Movement-Wide Cumulative Planned-Giving Donors



* Girl Scouts' 100th Anniversary

Financial Report

Consolidated Statements of Financial Position As of September 30, 2015, and 2014:

	2015	2014	
ASSETS			
Cash and cash equivalents	\$ 15,218,000	\$ 12,648,000	
Accounts receivable, net of allowance for doubtful accounts of			
approximately \$144,000 in 2015 and \$117,000 in 2014	5,444,000	6,031,000	
Inventories, net	7,025,000	7,801,000	
Prepaid expenses	980,000	1,908,000	
Investments	126,113,000	141,670,000	
Contributions and deferred gifts receivable, net	2,496,000	3,892,000	
Funds held in trust for others	635,000	653,000	
Property and equipment, net	31,849,000	25,016,000	
Total assets	\$ 189,760,000	\$ 199,619,000	
LIABILITIES AND NET ASSETS			
LIABILITIES			
Accounts payable and accrued liabilities	\$ 13,402,000	\$ 12,095,000	
Pension liability	36,965,000	30,119,000	
Funds held in trust for others	635,000	653,000	
Deferred revenues:			
Membership dues	18,508,000	18,407,000	
Other	70,000	1,946,000	
Total liabilities	69,580,000	63,220,000	
NET ASSETS			
Unrestricted:			
General fund	7,549,000	1,399,000	
Pension fund	(43,366,000)	(34,949,000)	
Property and equipment	19,183,000	20,754,000	
Board designated	89,794,000	102,485,000	
	73,160,000	89,689,000	
Temporarily restricted	23,729,000	24,394,000	
Permanently restricted	23,291,000	22,316,000	
Total net assets	120,180,000	136,399,000	
Total liabilities and net assets	\$ 189,760,000	\$ 199,619,000	

Audited Financial Statements are available at girlscouts.org/AnnualReport.

Consolidated Statements of Activities For the year ended September 30, 2015, with summarized comparative financial information for 2014:

	Unrestricted	Temporarily Restricted	Permanently Restricted	2015 Total	2014 Total
OPERATING REVENUES					
Membership dues	\$ 38,222,000	\$ -	\$ -	\$ 38,222,000	\$ 40,513,000
Girl Scout merchandise gross profit	21,147,000	<u>-</u>	-	21,147,000	21,513,000
Royalty income	10,184,000	-	-	10,184,000	9,445,000
Gifts, grants, and bequests	2,715,000	5,793,000	-	8,508,000	8,467,000
Training/meeting revenue	6,297,000	-	-	6,297,000	3,996,000
Investment income allocation	3,482,000	1,295,000	-	4,777,000	4,495,000
Other	1,875,000	23,000	-	1,898,000	885,000
Total operating revenues	83,922,000	7,111,000	-	91,033,000	89,314,000
Net assets released from restrictions	6,103,000	(6,103,000)	-	-	-
Total operating revenues	90,025,000	1,008,000	-	91,033,000	89,314,000
OPERATING EXPENSES Program services:					
Service delivery to local councils	26,216,000	_	_	26,216,000	25,474,000
Program development and training	37,470,000	_	_	37,470,000	36,517,000
Communications	15,156,000	_	_	15,156,000	12,437,000
International services	2,172,000	_	_	2,172,000	2,912,000
Total program expenses	81,014,000		_	81,014,000	77,340,000
Supporting services:					
Fundraising	2,698,000	-	_	2,698,000	3,248,000
Management and general	9,178,000	-	-	9,178,000	8,906,000
Total supporting services	11,876,000	-	-	11,876,000	12,154,000
Total operating expenses	92,890,000			92,890,000	89,494,000
Operating (deficit) surplus	(2,865,000)	1,008,000	-	(1,857,000)	(180,000)
NONODERATINO DEVENUE CANDO AND LOCATO					
NONOPERATING REVENUE, GAINS AND LOSSES Endowment contributions		350,000	1 002 000	1 252 000	060,000
Change in value of deferred gifts	-	350,000 (31,000)	1,003,000 (20,000)	1,353,000 (51,000)	968,000 28,000
Change in value of deferred gifts Change in value of charitable gift annuities	(9,000)	(31,000)	(20,000)	(51,000)	28,000 1,000
Foreign currency forward gain	26,000			26,000	1,000
Contributed advertising revenue	2,949,000	-	-	2,949,000	5,480,000
Contributed advertising revenue Contributed advertising expense	(2,949,000)	-	-	(2,949,000)	(5,480,000)
Net investment (loss) income in excess of	(2,949,000)	-	-	(2,949,000)	(3,460,000)
income allocation	(5,264,000)	(1,992,000)	(8,000)	(7,264,000)	7,472,000
Pension related expenses other than	(3,204,000)	(1,552,000)	(0,000)	(1,204,000)	1,412,000
net periodic pension cost	(8,417,000)			(8,417,000)	(2,194,000)
Total nonoperating revenue, gains and losses	(13,664,000)	(1,673,000)	975,000	(14,362,000)	6,275,000
Total horioperating revenue, gains and losses_	(15,664,000)	(1,673,000)	975,000	(14,362,000)	6,275,000
Change in net assets	(16,529,000)	(665,000)	975,000	(16,219,000)	6,095,000
Net assets, beginning of year	89,689,000	24,394,000	22,316,000	136,399,000	130,304,000
Net assets, end of year	\$ 73,160,000	\$23,729,000	\$23,291,000	\$ 120,180,000	\$136,399,000

Audited Financial Statements are available at girlscouts.org/AnnualReport.

Membership

						Adults	Tota
State/Area	Girls	Adults	Total	State/Area	Girls		
Alabama	15,109	6,164	21,273	Nebraska	16,197	5,072	21,26
Alaska	5,087	1,763	6,850	Nevada	8,040	3,534	11,57
Arizona	35,325	13,029	48,354	New Hampshire	7,199	3,164	10,36
Arkansas	8,895	3,527	12,422	New Jersey	77,946	40,254	118,20
California	187,157	104,267	291,424	New Mexico	7,683	2,722	10,40
Colorado	23,277	9,537	32,814	New York	125,505	47,800	173,30
Connecticut	34,092	16,411	50,503	North Carolina	52,215	20,634	72,84
Delaware	6,318	2,455	8,773	North Dakota	3,883	1,595	5,47
District of Columbia	3,412	989	4,401	Ohio	93,387	32,915	126,30
Florida	66,530	29,859	96,389	Oklahoma	17,606	5,838	23,44
Georgia	52,091	21,001	73,092	Oregon	13,194	9,009	22,20
Hawaii	2,411	2,022	4,433	Pennsylvania	80,292	36,197	116,48
Idaho	4,719	2,627	7,346	Puerto Rico	4,020	1,407	5,42
llinois	96,830	32,255	129,085	Rhode Island	5,375	1,915	7,29
Indiana	46,487	17,694	64,181	South Carolina	17,151	7,506	24,65
lowa	25,418	6,716	32,134	South Dakota	4,321	1,928	6,24
Kansas	22,437	8,447	30,884	Tennessee	24,108	11,446	35,55
Kentucky	20,963	7,942	28,905	Texas	167,139	58,779	225,91
Louisiana	17,518	6,396	23,914	Utah	7,518	3,166	10,68
Maine	9,523	3,822	13,345	Vermont	2,183	1,025	3,20
Maryland	49,224	19,639	68,863	Virginia	62,741	29,829	92,57
Massachusetts	42,578	18,200	60,778	Washington	29,439	14,601	44,04
Michigan	53,043	18,211	71,254	West Virginia	8,044	2,627	10,67
Minnesota	37,445	14,618	52,063	Wisconsin	54,911	16,582	71,49
Mississippi	11,135	3,434	14,569	Wyoming	2,211	953	3,16
Missouri	64,826	23,990	88,816	Overseas	9,381	5,002	14,38
Montana	5,338	1,698	7,036	Total	1,881,232	784,205	2,665,43

Membership by Racial/Ethnic Group

September 30, 2015

	GIRLS		ADULTS		TOTAL		
Racial/Ethnic Group	2015 Membership	% of Membership	2015 Membership	% of Membership	2014 Membership	2015 Membership	% Change
American Indian	12,800	0.7%	4.056	0.5%	18,500	16,856	-8.9%
Asian American	54,055	2.9%	24,296	3.1%	80,215	78,351	-2.3%
African American	208,160	11.1%	39,612	5.1%	264,820	247,772	-6.2%
Pacific Islander	3,320	0.2%	1,864	0.2%	5,676	5,184	-8.7%
White/Caucasian	1,180,786	62.8%	573,941	73.2%	1,904,230	1,754,727	-7.9%
Multiple races	71,470	3.8%	10,869	1.4%	84,238	82,339	-2.3%
Other races	66,729	3.5%	14,617	1.9%	86,298	81,346	-5.7%
Race not reported	37,758	2.0%	12,634	1.6%	14,947	50,392	237.1%
Chose not to share	246,154	13.1%	102,316	13.0%	355,075	348,470	-1.9%
Total	1,881,232		784,205		2,813,933	2,665,437	-5.3%
Hispanic*	233,070	12.4%	49,167	6.3%	306,287	282,237	-7.9%



GSUSA Leadership (FY 2015)

Founder

Juliette Gordon Low

Honorary President

Michelle Obama

Board Officers 2014-2017*

Kathy Hopinkah Hannan National President Wheaton, Illinois

Sharon Matthews First Vice President Charlotte, North Carolina

Wonya Y. Lucas Second Vice President Atlanta, Georgia

Charles D. (Chuck) McLane Treasurer Miromar Lakes. Florida

Sylvia Acevedo Secretary Santa Barbara, California

Anna Maria Chávez Chief Executive Officer¹

Board Members-at-Large 2014-2017*

Priscilla Almodovar New York, New York

Jenny Alonzo New York, New York

Carri Baker San Antonio, Texas

Judith N. Batty Washington, DC

Jeanne Kwong Bickford Darien, Connecticut

Lynn M. Gangone Washington, DC

Dineen Garcia Miami, Florida Mónica Gil Los Angeles, California

Steven F. Gilliland Houston, Texas

Jeanmarie C. Grisi Murray Hill, New Jersey

John Hom South Orange, New Jersey

Noorain Khan New York, New York

Karen Maloney Miami, Florida

Mina T. Nguyen Boston, Massachusetts

Debbie Nielson Ogden, Utah

Susan P. Peters Fairfield, Connecticut

Norma Provencio Pichardo North Hollywood, California

Nancy A. Reardon Bluffton, South Carolina

Sapreet Kaur Saluja Jersey City, New Jersey

Trooper Sanders Washington, DC

Julie Sygiel New York, New York

Sharon Wibben Bentonville, Arkansas

*Triennium begins October 19, 2014, and ends October 8, 2017

1 Member ex officio of the National Board of Directors, without vote

2 Not a member of the National Board of Directors

National Board Development Committee

Mónica Gil, Chair, Los Angeles, California Patricia Romines, Chair, Oklahoma Jenny Alonzo, New York Carri Baker, Texas Tiffany Dufu, New York² Brenda Freeman, California Irene Hannan, Pennsylvania² J.D. Hokoyama, California² Noorain Khan, New York Ilene H. Lang, New York Trooper Sanders, Washington, DC Cynthia B. Thompson, Ohio

Administration

Anna Maria Chávez Chief Executive Officer

Anthony Doye Chief Operating Officer

Lynn Godfrey Chief Marketing and Communications Officer

Harriet Paulk Hessam Interim Chief Development Officer

Barry Horowitz Chief Revenue Officer

Nhadine Leung Chief Governance Officer

Lisa Margosian Chief Customer Officer

Helen Morillo Chief of Staff

Angela Olden
Chief Financial Officer

Joanne Rencher Chief People Officer

Jennifer Rochon General Counsel











Girl Scouts of the USA 420 Fifth Avenue New York, New York 10018 girlscouts.org