



girl scouts
of central texas



**2010
annual
report**

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.***

GSCTX Vision

To provide the best outcomes-based leadership opportunities for girls.

Inspiring the leader in every girl!

As we move toward our fourth year as Girl Scouts of Central Texas and a second century of Girl Scouting, it is natural to look back and take stock of our accomplishments while preparing for wonderful things to come. Our approaching 100th anniversary in 2012 is an exciting milestone and cause for celebration; it is also an opportunity to reflect on our mission and scope.

We are influencing today's young women in powerful ways. We develop the leadership qualities in each girl, as we provide relevant programs and opportunities that inspire girls to be their best. This year, Girl Scouts of Central Texas expanded Journeys, a core program developed by Girl Scouts of the USA and designed to address girls' needs. Our dedicated volunteers received training in developmentally appropriate curriculum designed to capture girls' interest and imagination. In 2010, more than 12,000 adults committed their time, talent and energy to developing the leader in nearly 20,000 Central Texas girls.

Our focus on leadership was an important theme at our first ever Girls' Respect Conference, planned and implemented by the girls themselves and held at Texas State University last spring. Over 150 high school girls attended workshops on topics ranging from college planning to body image and financial responsibility to internet safety. The University of Texas at Austin will host the 2011 girl led conference which promises to be even better.

Building girls of courage, confidence and character who make the world a better place is, indeed, an honorable mission. Our board supports that mission by providing valuable leadership in accomplishing the Council's vision. We hope that as you read this report, you will gain a sense of the excitement, success and optimism for the future that we have for girls as they build skills through participation in the Girl Scout Leadership Experience.

Yours in Girl Scouting,



Linda Pelton

Linda Pelton
Board Chair,
GSCTX



Etta

Etta Moore
Chief Executive Officer,
GSCTX

Girl Scouts of Central Texas served 14,212 girls through council-wide opportunities, events and workshops. Mindful of our four key focus areas, we delivered programs emphasizing outcomes-based curriculum and leadership skills.

Strong

Our Four Focus Areas

Girls Go Green

GSCTX spearheaded the Girl Scouts Forever Green Community Action Project, a year-long project in which girls design and implement an environmental project of their choice. Sustainable, girl-led projects included a battery recycling brigade, school aluminum and plastic recycling, installing a greenway and creating an eco-ranger camp.

Girls Go Strong

Strength is defined in many ways. Strong leadership skills were evident as 58 girls earned their Gold Award, Girl Scouting's highest honor, while 144 girls earned their Silver Award.

Girls built physical and mental strength through outdoor interest groups that offered backpacking the Ozarks, hiking the Grand Canyon, and camping on Padre Island. Girl adventures are planned for New York, the British Isles and the Rose Parade in the coming year.

Girls Go Creative

GSCTX collaborates with a number of businesses and organizations to promote creativity through the arts. Partnerships like these helped girls create a grass roots marketing plan for the Girls' Conference and a video PSA written, directed and filmed by the girls.

Girls Go Tech

Increasing girls' technical skills and confidence as well as their interest in science and technology careers are the main objectives of our EDGE and STEM programs. Corporate partnerships bring role models to life and expanding robotics competitions offer girls a chance to demonstrate their technical prowess.

Expansion of First Lego League and First Robotics programs continued and encompassed Waco and Belton this year with two first year teams qualifying for regional competition.



This past June, Troop 781 took an eight-day trip to the Grand Canyon. The girls went hiking, camping, kayaking and even got to travel by Jeep and mule!



With creative vision and organizational skills, Ashley helped plan the council's first teen conference.

Creative

Registering nearly 20,000 girls and over 12,000 adults in 2010, Girl Scouts of Central Texas engaged the leaders of tomorrow.

Serving tomorrow's Leaders

GSCTX served 17,557 girls through 2,138 troops. Community outreach efforts such as Enterprising Girl Scouts Beyond Bars, Safe Place, Teen Parent and Girl Scouts in the School Day served a total of 2,210 girls.

By partnering with schools and community organizations, we reached unique audiences and increased our market share of adult volunteers. We were able to involve non-traditional volunteers (university students and young women's leadership organizations) in new ways and, using technology, we increased our online training opportunities for volunteers.

Green



Empowered by Girl Scouts Go Green initiative, Alison approached her high school's administration with a recycling plan.



Tech

"I like the Girl Scout Tech Girls program because my grades went from failing to 89.5. The activities helped me to understand science."
- Veronica, 6th grade

Girls and Adults Registered

Girls	19,767
Adults	12,774
Number of Troops	2,138
Outreach Programs	7
Girls served through outreach	2,210

Girl Membership Diversity

American Indian	117	0.6%
Asian American	431	2.2%
Black/African American	1,523	7.7%
Hawaiian/Pacific	25	0.1%
White	14,191	71.8%
Multiple	679	3.4%
Other Races	378	1.9%
Not Reported	2,423	12.3%
Ethnicity	Hispanic	4,977 25.2%

Balance Sheet

Assets

Cash & Cash Equivalents	261,018
Investments	36,891
Accounts Receivable	175,027
Pledges/Contribution Receivable	193,266
Inventory	695,882
Prepaid Expenses & Deferred Charges	777,636
Other Current Assets	118,975
Property & Equipment (Fixed Assets)	9,082,649
Long-Term Assets	531,784

Total Assets 11,873,129

Liabilities

Accounts Payable	118,300
Accrued Expenses/Liabilities	389,644
Custodial Funds	165,076
Other Current Liabilities	605,948
Long-Term Debt	1,578,057
Fund Balance	9,016,104

Total Liabilities & Fund Balances 11,873,129

Revenue & Expense Statement

Revenue

Contributions & Events	996,002	14%
United Way	292,599	4%
Program Services	5,590,302	81%
Investment Income	48,522	1%

Total Revenues 6,927,425 100%

Expenditures

Fundraising	831,291	8%
Management/General	554,194	12%
Programs	5,541,940	80%

Total Expenses 6,927,425 100%

Investing in young leaders

For many girls, Girl Scouts is a place where they find their voice – a voice that is given value and heard! As girls focus their talents on changing the world, your financial support ensures opportunities continue to exist.

Thanks to all our donors for supporting our vision.

All gifts are appreciated and valued. In using our resources wisely, donors of \$5000 or more are listed here. A complete list is available by contacting the Resource Development department at Girl Scouts of Central Texas.

\$10,000+

- Girl Scouts of the U.S.A.
- United Way of Concho Valley
- Waco Independent School District
- Housing Authority of the City of Austin
- United Way of Central Texas
- Junior League of Austin
- Central Texas Youth Services Bureau
- United Way of Waco-McLennan County
- Dell Foundation
- Topfer Family Foundation
- Texas Parks and Wildlife Dept.
- ACF - Georgia B. Lucas Foundation
- United Way Brown County
- Ethicon, Inc.
- H-E-B
- Cathy Thompson
- City of San Angelo
- United Way of the Brazos Valley
- IBM
- United Way Erath County
- Texas Monthly
- Blue Bell Creameries

\$5,000-9,999

- austinwoman magazine
- Art and Eva Camunez Tucker Foundation
- Lola Wright Foundation
- CIS-MCYC, Inc.
- The RK Group – Catering by Rosemary
- Group Solutions RJW
- Dell USA, LP
- IBM Corporation Employees
- United Way of the Greater Fort Hood Area
- Seawell Elam Foundation
- Waldon H. and Adele Orr Charitable Trust
- MFI Foundation
- James Eskew
- FIRST
- Best Buy Children's Foundation
- Harriett G Beadel Foundation
- 3M
- ABC Bakers & Marketing Consultant
- Wells Fargo Bank of Austin
- Austin American-Statesman
- Alice Kleberg Reynolds Foundation
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- Betsy Blair
- A Glimmer of Hope Foundation
- Austin American-Statesman
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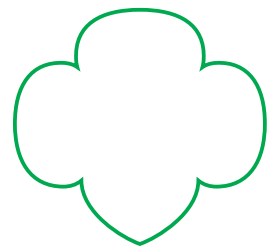
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