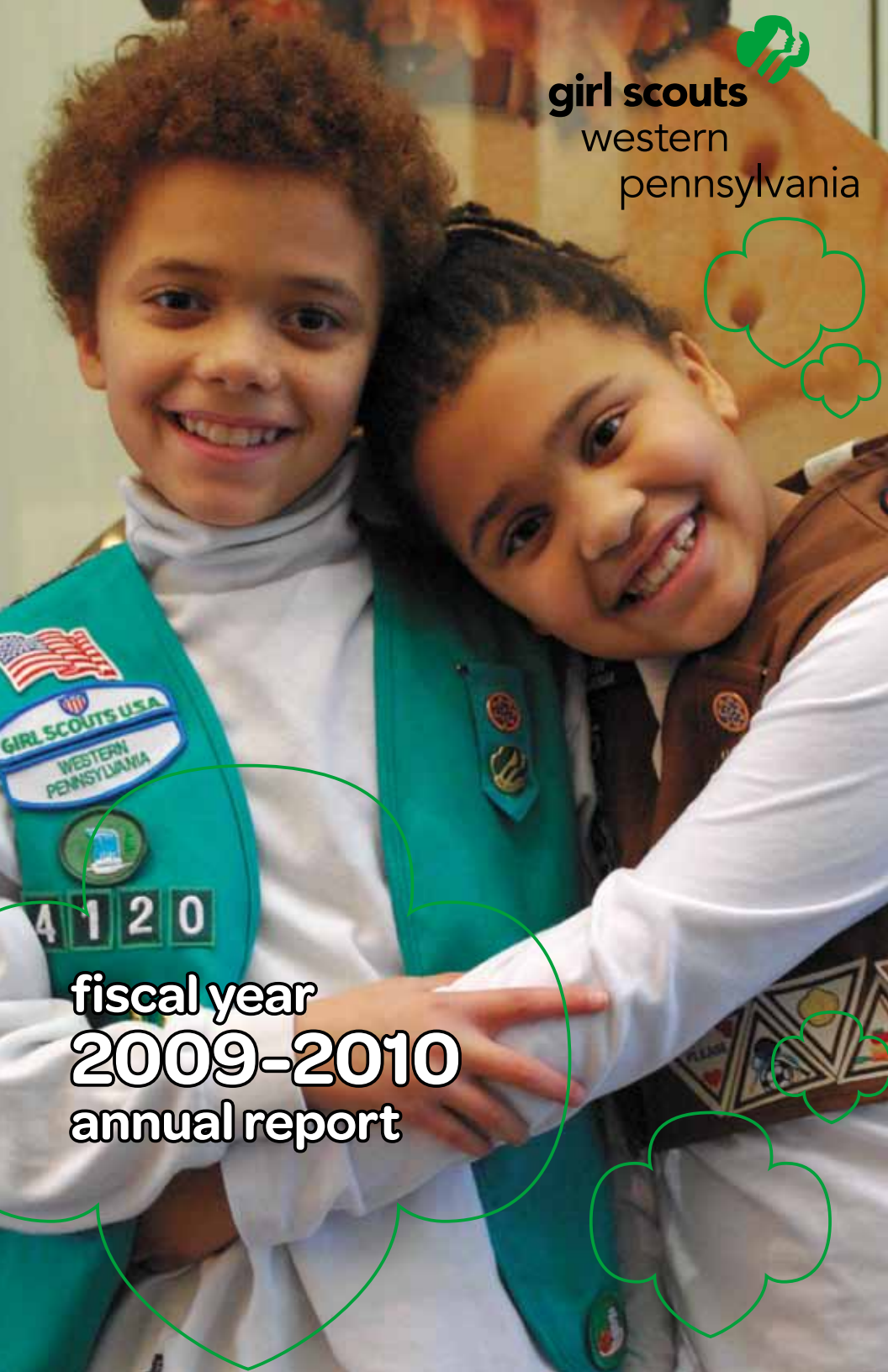




girl scouts
western
pennsylvania



fiscal year
2009-2010
annual report



We are more than just cookies and camp— We are the next generation of leaders!

Girl Scouts Western Pennsylvania gives every girl amazing opportunities to discover who she can be and what she can do.

There has never been a better time to empower girls to become leaders. In fact, while today's boys and girls agree that leadership has no gender, only one in five girls believe that she herself has what it takes to lead.

Through programming that is girl-focused, girl-led and cooperative—rather than competitive—Girl Scouts gives girls the skills and opportunities they need to live healthy lives, excel in the fields of math and science, become environmental stewards, take action to make a difference in their communities and create a better world.

Imagine what an entire generation of girls will do, given the confidence, skills and experience they need to lead.

**Girl Scouts Western Pennsylvania
is the premier leadership organization for girls,
serving more than 35,000 girls in 27 counties.**



Preparing to launch Girl Scouts into the next century...

Dear Friends,

In 2009-2010, we kicked off our countdown to Girl Scouts 100th Anniversary, and our efforts to honor our past while adapting to meet the needs of today's girls will continue into our anniversary year. As we gear up for the next 100 years of Girl Scouting, we are proud to offer unique and updated options to deliver meaningful programming to our girls.

While girls can still join with a troop, they can now opt to customize their experience, choosing the activities that interest them when their busy schedules allow. This is accomplished through the Pathways: Girls can participate in several sessions around a specific area of interest through our Series Pathway, spend time outdoors in our Camp Pathway, see the world with our Travel Pathway, or attend just the workshops and activities that interest them in our Event Pathway. This updated approach will make Girl Scouts more accessible, ensuring that every girl has access to the skills and opportunities she needs to become a leader. You'll see how GSWPA has incorporated the Pathways throughout this report.

Another key part of the new Girl Scout Leadership Experience is the leadership Journey, a coordinated series of activities grouped around a theme and tied to the Girl Scouts' 15 national outcomes. Girls have three Journeys to choose from: *It's Your World—Change It!*, *It's Your Planet—Love It!* and *It's Your Story—Tell It!* Of course, we stay true to our traditions and our badges are here to stay! Refreshed badges will be released in *The Girl's Guide to Girl Scouting*, coming September 2011, which will also include traditions, history, an awards log and more!

All of these options are designed to help us make a difference in the lives of more girls, so that more girls can make a difference in the world. We couldn't do any of it without our generous supporters. *Thank you.* We look forward to working with you to continue building girls of courage, confidence and character throughout the next 100 years!

Yours Sincerely,



Patricia A. Burkart
Patricia A. Burkart
Chief Executive Officer,
GSWPA



Rebecca Styles
Rebecca Styles
Board Chair,
GSWPA

A new generation of female leaders

The Girl Scout Gold Award is the highest award a Girl Scout age 14-18 may earn. For many, the leadership and organizational skills, as well as the sense of community and commitment that comes from “going for the gold,” set the foundation for a lifetime of active citizenship. Girl Scouts Western Pennsylvania proudly awarded 149 Girl Scout Gold Awards to girls who completed their project between April 1, 2009 and March 30, 2010.



Recent Girl Scout Gold Awardee Sarah Gilmer created a community library at the Friendship Community Church (top); Girl Scout Gold Awardee Kelsey Hovanec rebuilt three signs for the Raccoon Township Fire Department (bottom).

Leah Anderson
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Annelise Gaus
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Joanna German

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Sarah Gilmer
Rachel Ann Gollhardt
Deanna Good
Lacey Gosnell
Shannon Haag
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Leeanne Haus
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Anna Herold
Aubrey Hetzler
Maureen Hilton
Rachel Hilton
Kelsey Hovanec
Jordan Hrinya
Amanda Huey
Samantha Hughes
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Lorrie Lehman
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Lauren Turosik
Ann Ultsch
Michelle Underwood
Kiersten Walmsley
Megan Wetzel
Jessica Whipkey
Caroline White
Michelle Yakubisin
Emily Young



▷ Rachel presents her Carbon Cops program to a second-grade class. Rachel began developing the curriculum and teaching as part of her Girl Scout Gold Award project, and continues the program today.



Rachel Ann Gollhardt: A Gold Award Experience

Being a Girl Scout, working on my Girl Scout Gold Award, and serving my community has left a permanent, positive mark on who I am. For my Gold Award project, I worked with my troopmates to develop a curriculum on reducing an individual's carbon footprint at home and school, and presented it to the second graders in our school district. I was excited to inspire the children to help their community. My goal was for the students to take the information home to their parents and hopefully start or perfect their recycling programs or their greener habits.

Helping my community plays a big part in my life, and I wanted to take my Gold Award experience to the next level. I continued to work with our project, further developing the lessons, continuing my research and starting a club called Carbon Cops for first and second graders in my school district. I also developed a website for the lessons, www.BeACarbonCop.com.

Presenting my club has brought me positive recognition: DoSomething.org provided me with a laptop and the EPA picked up my club to be featured in their 2011 Earth Day project. They will fly out from Washington, D.C., to film a lesson, which I am writing about the EPA, and the awards ceremony on the last day of the club.

Through Girl Scouts, I have learned many skills: how to write a résumé, dress in business clothes, talk with professionals as peers, and set my goals high. I have experienced the value of working as a group, and have discovered my own strengths through the Gold Award. For example, when my troop came across public speaking engagements, every one of the other girls would say to me, “This is your job, Rachel!” I gladly took on the role of public speaker, group leader and marketing specialist.

I am proud to say that while my Girl Scout experience was not the traditional one that many imagine with camping and fires and songs, it is through Girl Scouts that I have had many opportunities to grow and learn and teach and influence. I wish more teen girls would stay in Girl Scouts. I believe it would help them feel better about themselves and their communities.



“It is through Girl Scouts that

I have had many opportunities to grow and learn and teach and influence. I wish more teen girls would stay in Girl Scouts. I believe it would help them feel better about themselves and their communities.”

-Rachel Ann Gollhardt

Series Pathway: Who says science is just for boys?



connect!



discover!



According to the National Science Foundation, women make up only 25 percent of the technology workforce, putting girls at a disadvantage in the job market. Through programming in science, technology, engineering and math (STEM), Girl Scouts Western Pennsylvania (GSWPA) sparks girls' excitement in STEM disciplines while debunking stereotypes—building a future in which women are no longer under-represented in STEM fields.

Robotics

Funding from the EQT Foundation, SPARK, a project of The Sprout Fund, and the Motorola Foundation allowed GSWPA to begin a robotics program in 2009-10. Girls participated in the FIRST LEGO Leagues, a national program that introduces younger students to real-world engineering challenges by building LEGO-based robots to complete tasks on a thematic playing surface. By designing and programming their own robots, girls discover exciting career possibilities and learn to make positive contributions to society through interactive and fun experiences with technology.

Educational Initiatives

In program year 2009-10, GSWPA partnered with schools and community groups at more than 20 sites in eight counties (Allegheny, Cambria, Erie, Fayette, McKean, Mercer, Washington and Westmoreland) to provide STEM programming in a hands-on, no-pressure way. GSWPA's Educational Initiatives served thousands of girls in kindergarten through eighth grade.

Through activities like the "Talk or Text" game, in which girls compare different costs associated with cell phone plans; writing a rap song to learn the concepts of mean, mode, median and range; and learning mathematical concepts and scale by designing a floor plan, this programming offers innovative, cooperative and learning-by-doing experiences.

As a result of this programming, which meets Pennsylvania Academic Standards, girls do better in school. In program year 2009-10, 100 percent of participants in similar programming in Allegheny County graduated high school and went on to post-secondary education. Participants also reported an increased understanding and appreciation of math and enhanced confidence in their academic abilities.

While America will need 3 million more scientists and engineers when today's girls graduate from college, girls tend to start leaving science to boys as early as the fifth grade.

GSWPA STEM programming sparks girls excitement for math and science fields and defies the stereotypes, creating a future where women are no longer under-represented in the technology workforce.

▷ Dean Hornsby, volunteer coach, gives some last minute tips to the members of Team Byte Cookie Bits from Girl Scout Troop 50961. The team designed and programmed their own LEGO Mindstorm robots, an experience that has sparked an interest in robotics and engineering in many of the girls.

take
action!



Dean Hornsby: Parent, Coach, Mentor

We can't thank Girl Scouts enough for providing the opportunity for our daughter, Celaine, and members of her Girl Scout troop with the opportunity to participate in First LEGO League Robotics Competition and other STEM programs.

My daughter and five other members of Girl Scout Troop 50961 formed Team Byte Cookie Bits. Another parent and I volunteered to coach the team. Girl Scouts provided us with everything we needed: four LEGO Mindstorm units, five laptops with programming software, team uniforms, registration and a game board.

Our team worked about eight hours per week for eight weeks learning to design and program their LEGO Mindstorm robots to perform five missions. They also prepared and presented a research project on Asthma, since this year's LEGO competition was bio-medically related. Not only did the girls learn about robotics, math and programming, they also learned about the respiratory system, causes of Asthma and developed their own Asthma control device.

Team Byte Cookie Bits placed 24th out of 72 competing teams... pretty good for a first year team of nine-year-old girls! The girls hope to place even higher next year (*every member of the original LEGO robotics team has expressed interest in participating again next year!*) putting to use the skills and experience they have gained from this year's participation. Their participation has also inspired others to want to compete. Several of the girls' siblings have expressed an interest in forming their own, multi-age team for the 2011 competition.

This experience has opened up a whole new world to the members of the team. The girls were able to explore career fields that they may not otherwise have been attracted to or thought they could enter. In fact, most members went on to attend a Girl Scout Engineering Day held at the University of Pittsburgh, which let them explore various aspects and careers in engineering. Several girls have even stated the type of engineer that they would like to be!

The impact that Girl Scouts is having on our daughter and her friends is amazing. As girls, they often see the wrong kind of role models. It is wonderful to know that an organization such as Girl Scouts is providing them with the right kinds of role models, challenging them to be the best that they can be, and providing them the opportunities and options to explore fields that they may not have considered.

"The impact that Girl Scouts is having on our daughter and her friends is amazing.

As girls, they often are seeing the wrong kind of role models. It is wonderful to know that Girl Scouts is providing them with the right kinds of role models, challenging them to be the best that they can be, and providing them the opportunities and options to explore fields that they may not have considered."

- Dean Hornsby

Event Pathway: Inspiring tomorrow's leaders today



discover!

Girl Scouting is meeting girls' definition of what it takes to be a leader with the New Girl Scout Leadership Experience—a model that engages girls in *discovering* themselves, *connecting* with others, and *taking action* to make the world a better place. This inclusive and empowering model offers experiences that are girl-led, and encourage experiential and cooperative learning.

To develop and evaluate this model, the Girl Scout Research Institute worked with youth development experts, volunteers, councils and national staff to identify 15 anticipated outcomes of the New Girl Scout Leadership Experience.

GSWPA sponsored nearly 400 events for girls in grades K-12 in 2009-2010 that targeted each of these Leadership Outcomes.

Girl Scouts learn the ins and outs of radio production at an event with Saturday Light Brigade in October 2009.

Number of GSWPA events targeting each Leadership Outcome

| | fall/winter 2009-10 | spring/sum. 2010 | |
|----------------------------|---------------------------------|---------------------|------------|
| Leadership Outcomes | Total number of events | 226 | 172 |
| Discover | Sense of Self | 111 | 34 |
| | Positive Values | 69 | 46 |
| | Practical Life Skills | 100 | 48 |
| | Seek Challenges | 77 | 26 |
| | Critical Thinking | 78 | 31 |
| Connect | Healthy Relationships | 109 | 28 |
| | Team Building | 123 | 51 |
| | Resolve Conflicts | 40 | 15 |
| | Advance Diversity | 41 | 14 |
| | Community Connection | 67 | 40 |
| Take Action | Identify Community Needs | 42 | 17 |
| | Be a Problem Solver | 52 | 14 |
| | Be an Advocate | 36 | 7 |
| | Inspire Others | 46 | 13 |
| | Make a Difference | 37 | 14 |

Camp Pathway: Camp like a girl

Summer camp provides opportunities for girls to become more confident and experience increased self-esteem, develop social skills that help them make new friends, become more adventurous and willing to try new things, and show more independence and leadership qualities.

In 2009-2010, GSWPA provided more than 175 summer camp sessions. More than 2,400 of the campers who attended completed evaluations intended to gauge girls' overall camping experiences, and to determine how well leadership skills are developed through the camp pathway.

- 78 percent of CORE program adults and 71 percent of CORE campers (6-12 grade) said that the girls had the opportunity to seek and overcome new challenges.
- 58 percent of resident camp parents said their daughters seem to have more confidence after attending camp.
- 72 percent of girls who attended resident camp felt strongly that they liked meeting new people and making friends at camp.
- 59 percent of resident camp parents felt their daughter had the opportunity to play and interact with someone different than her while at camp.
- 86 percent of resident/family campers felt that at camp they tried to do new things, even if it was difficult.
- 68 percent of girls who attended resident/family camp said that they took care of themselves at camp; 62 percent said they also took care of things around them at camp.
- 63 percent of CORE campers (6-12 grade) felt they were part of a team, while 88 percent of resident/family girl campers said they made other girls feel welcome and part of the group.
- 74 percent of girls who attended resident/family camp felt strongly that any differences of opinion were handled or expressed with respect.
- 77 percent of adults who attended family camp and 76 percent who attend CORE camp felt strongly that camp provided a safe environment for themselves and their girls.

GSWPA is using these findings to develop even more effective and competitive camp programming, and to provide programs that appeal to more girls by giving them the skills and opportunities they seek today.



connect!



take action!

(top to bottom) Girl Scouts enjoy archery at Camp Hawthorne Ridge, settle into their tent unit at Camp Elliott and tackle the climbing wall at Camp Conshatawba. Seventy-one percent of CORE campers said they had the opportunity to seek and overcome new challenges at camp.

Girl Scouts Western Pennsylvania Donors

Girl Scouts Western Pennsylvania gratefully recognizes those individuals, corporations, foundations and organizations whose generous financial support has helped to proudly serve girls throughout the entire council. This list represents gifts of \$100 or more received between Oct. 1, 2009 and Sept. 30, 2010. Every effort has been made to ensure the accuracy of this list. If you note any errors or omissions, please contact the Fund Development department at 800-248-3355 ext 1008.

A copy of Girl Scouts Western Pennsylvania's official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania 800-732-0999. Registration does not imply endorsement.

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Jewel Williamson
Kim Wyler
In memory of
Elizabeth Winters
Marianne Boyd

In Honor

*In honor of Ni Carlson-Pearls
For Girls*
Sue Gold
In honor of Sandy Giles-Egal
Barbara Dau
In honor of Dolores Platos
Kent & Karen Platos

EITC: A unique way to give

With the participation of local businesses, Girl Scouts Western Pennsylvania is reaching girls with educational programs through Educational Improvement Tax Credit (EITC) funds.

EITC helps businesses to significantly reduce their state tax liability while supporting Girl Scouts Western Pennsylvania's education programs. Tax credits are equal to 75 percent of the contribution, up to a maximum of \$200,000 per taxable year, and can be increased to 90 percent of the contribution if the business agrees to provide the same amount for two consecutive tax years.

Businesses can find out more about applying for eligibility by visiting www.newpa.com. The Fund Development department of Girl Scouts Western Pennsylvania is happy to help with this process: Please contact Sandra Bernardi Hathazy, Director of Fund Development, at 800-248-3355 ext 1029 or sbernardi@gswpa.org.

Special thanks to our EITC business partners:

Allegheny Technologies
Eat 'n Park Hospitality Group
EQT Corporation
Erie Insurance
First Commonwealth Bank
Hefren-Tillotson, Inc.
Peoples Natural Gas Company
PNC Financial Services Group
UPMC
Waste Management

- Boys and girls agree that leadership has no gender.

Only one girl in five believes that she herself has what it takes to lead.

- Companies with more female senior executives consistently outperform their industry peers by 40 percent.

The officers and directors of Fortune 500 companies are 85 percent male. Only 15 percent have a female CEO.

- Investing in girls produces the greatest return in public health, social progress and economic development.

Yet girls' programs receive only 6 percent of philanthropic dollars.

By supporting the young women who will change our world, our donors have a profound generational effect on a local and national scale.

GSWPA by the Numbers

Membership Information FY 2009-10

Total Membership 47,884

Total Girl Members 35,039

Girl Scout Daisies 8,264

Girl Scout Brownies 9,914

Girl Scout Juniors 7,981

Girl Scout Cadettes 5,477

Girl Scout Seniors 1,437

Girl Scout Ambassadors 1,050

Girls that didn't report grade 916

Girls registered in troops 29,674

Girls registered in other pathways 5,365

Total Adult Members 14,541

Adult Members 12,845

Registered Lifetime Members 1,696

Total Volunteers 5,963

Volunteers working with girls directly 8,413

Indirect 4,822

(ie. Service Unit Managers, Facilitators, etc.)

Program Opportunities

Girls attended Troop camping 16,466

Girls attended summer resident camp 5,812

Girls attended CORE Camp 1,750

Girls attended day camp 5,129

Girls attended programs at camps 4,152

Girls served through series pathways 1,852

Girls served through Special Initiatives 3,195

Participants served at council events 15,271

Girls received financial assistance 5,029

Total financial assistance awarded: \$76,873

To become a member, volunteer or make a donation, please visit our website at gswpa.org.

Financial Information

Public Support and Revenue

| | FY 2009-10* | % | FY 2008-09 | % |
|---|--------------------|-------------|---------------------|-------------|
| Public support | \$1,085,695 | 11.0% | \$1,400,102 | 13.9% |
| Product sales, net of related costs | \$7,202,511 | 72.8% | \$7,168,723 | 71.4% |
| Retail operations, net of related costs | \$375,169 | 3.8% | \$373,130 | 3.7% |
| Program service fees | \$574,794 | 5.8% | \$551,803 | 5.5% |
| Investment income | \$139,958 | 1.4% | \$190,270 | 1.9% |
| Other income | \$521,525 | 5.3% | \$354,892 | 3.5% |
| Total Public Support and Revenue | \$9,899,652 | 100% | \$10,038,920 | 100% |

Expenses

| | FY 2009-10* | % | FY 2008-09 | % |
|------------------------|---------------------|-------------|---------------------|-------------|
| (before depreciation) | | | | |
| Program | \$9,284,679 | 87.3% | \$8,908,537 | 87.8% |
| Fundraising | \$771,243 | 7.2% | \$702,437 | 6.9% |
| Management and general | \$583,704 | 5.5% | \$534,915 | 5.3% |
| Total Expenses | \$10,639,626 | 100% | \$10,145,889 | 100% |

Net change in net assets from operations (before depreciation)

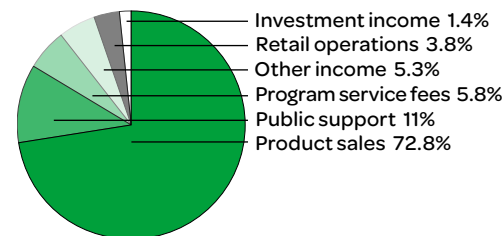
(\$739,974) (\$106,969)

Statement of Financial Position

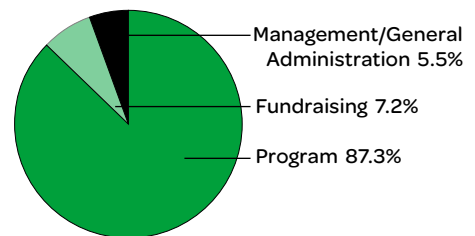
| | | |
|-----------------------------|---------------|---------------|
| Total assets of the council | \$20,455,729 | \$21,429,196 |
| Total liabilities | \$2,202,353 | \$2,066,432 |
| Total net assets | \$18,253,376 | \$19,362,764 |
| Change in net assets | (\$1,109,388) | (\$1,099,385) |

*Fiscal year 2009-10 includes Oct. 1, 2009-Sept. 30, 2010.

Public Support and Revenue FY 2009-10



Expenses FY 2009-10





**Board of Directors
2009-2010**

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Rebecca Styles

1st Vice Chair
Rebecca Dudenhoeffer

2nd Vice Chair
Stella Somiari

Treasurer
Jeffrey Getty

Secretary
Michele Burke

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David Davis

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Barney Knorr

Lois Kuttesch

Diane McClune

Stacey Robertson

Cynthia Roth

Ellen Roth

Sarah Shaffer

Patti Simmons

Veronica Smith

Frank K. Stillman

**Girl Scouts
Western Pennsylvania**

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Pittsburgh, PA 15212

800-248-3355

gswpa.org

