From the Board Chair & CEO

For generations, Girl Scouts has taught girls and young women to do their best and to live each day by the values in our Girl Scout Law. These values are as relevant today as when our movement was founded in 1912. Each and every day, across our 21 counties, volunteer leaders help girls learn to be honest and fair, responsible, respectful, friendly, courageous and a sister to every Girl Scout as they do their part to make the world a better place.

As a council, we continue to strengthen and adapt and our use of new technology best illustrates our progress. This year saw the launch of Digital Cookie, providing our Girl Scouts with one more avenue for developing the five business skills learned as part of the cookie program. This helped more girls achieve their goals and Girl Scouts of Southwest Texas ranked 15th in highest sales across the nation! We also improved our volunteer experience by launching our first of several online trainings. The Money Manager online course has resulted in more than 300 volunteers being trained at their convenience to hold this important position in their troop or service unit. Our progress will continue in 2016 when we rollout Girl Scouts of the USA’s integrated technology platform for caregivers and volunteers that will provide them with the resources they need – when and how they need it – to provide a nationally consistent high-quality leadership experience for all Girl Scouts.

By investing in girls, our donors make Girl Scouting available to thousands each year. More girls in Girl Scouts means more girls benefiting from everything we have to offer. In the spirit of our founder, who said “ours is a circle of friendships united by ideals,” we created Juliette’s Circle – an elite group of individuals who have committed to making a personal multi-year investment in our council. We’ve welcomed 67 founding members in our circle and invite you to join us!

We strive to live by the values taught to us by the first Girl Scouts more than 100 years ago. In today’s fast-paced world, the Girl Scout Law helps us make safe and healthy decisions, to help those less fortunate and support our communities. We wish to thank our supporters, volunteers and staff who work tirelessly and remain committed to our mission. We know our Girl Scouts are changing the world and we look forward to seeing the future they build together.

Jeannie Frazier
Chair, Board of Directors

Major General Angela Salinas, USMC (Ret)
Chief Executive Officer

The Girl Scout Law

I will do my best to be...
2015 Financials

Public Support
Individual Contributions ........................................................268,315
Corporate & Foundation Contributions ............................... 584,905
Special Events, net .............................................................. 283,103
United Way ............................................................................. 677,661
Grants .................................................................................... 174,021
Total Public Support ........................................................... 1,988,005

Revenues
Product Sales, net ............................................................... 3,130,865
Program Fees ......................................................................... 440,807
Retail Sales, net ..................................................................... 189,637
Investment Income ............................................................. (55,656)
In-kind Contributions ............................................................ 69,658
Other ..................................................................................... 24,641
Total Revenues ...................................................................... 3,799,952

Total Public Support & Revenues .................................. 5,787,957

Expenses
Program Services .................................................................. 5,155,261
Supporting Services .............................................................. 703,999
Fundraising ............................................................................... 338,794
Total Expenses ...................................................................... 6,198,054

Change in net assets ...........................................................(410,097)
Net assets at beginning of year ..................................... 12,798,196

Net assets at end of year .................................................. 12,388,099

2015 Revenues
Product Sales, net 54%
Retail Sales 3%
Program Fees 8%
Investment Income -1%
Other 2%

2015 Expenses
Program Services 83%
Management & General 11%
Fund Development 6%

From the Board Chair & CEO
ToGetHerThere is the largest fundraising campaign for girls in history with a national goal of $1 billion by 2020. Girl Scouts has the reach and experience to help girls navigate an increasingly complex society and we believe every girl deserves the confidence to dream big and build a better world. Girl Scouts of Southwest Texas raises more than $2 million each year to support direct services to the nearly 18,500 girls in the 21 counties served by the council. When girls succeed, so does society.

Thanks to our donors in 2015, our outcomes-based activities remained affordable to girls and their families. More donations, means more girls benefiting from everything that Girl Scouts has to offer.

See pages 10 - 11 for a list of donors
Discovering courage through Gamma Sigma Girls®

Efomo endured remarkable circumstances at an early age but with the help of the Gamma Sigma Girls® program, she discovered the courage and confidence to overcome them and begin to heal. Efomo is a Nigerian refugee who was imprisoned by militants before arriving in San Antonio. As a sophomore at Southwest High School, she faced the challenge of adapting to America, while continuing to struggle emotionally and physically. Efomo had few friends and missed home. At the urging of her family, she joined Gamma Sigma Girls®, a program where at-risk teens are encouraged to form friendships, explore common interests and accept others despite their differences. Efomo shared her story while on the Gamma Sigma Leadership Retreat and the compassion she received by her sister Girl Scouts was overwhelming. Efomo looks back fondly at her experience in Gamma Sigma Girls®, saying that she had finally found a place where she belonged.

Thinking outside the cookie box brings big business

Girl Scout Junior Ashley set out on a mission to sell 3,000 packages of cookies. Her first step was sending an email to Rackspace CEO Taylor Rhodes. Impressed with Ashley’s “focused and results-based salesmanship,” Mr. Rhodes invited her to speak at one of the company’s sales trainings. Ashley accepted and brought 1,500 packages of cookies with her. After asking the audience, made up of hundreds of Rackers, who HASN’T had a Girl Scout cookie before and then proclaiming, “Wow! Well, it’s your lucky day...,” she successfully sold all 1,500 packages! Ashley became the second highest seller council wide and sold a total of 4,028 packages in 2015, well surpassing her ambitious goal of 3,000.
More than S’mores: Successes in Girl Scouts’ Outdoor Experiences

Latest from the Girl Scout Research Institute

Girl Scouting has a long and successful history of getting girls outdoors. The Girl Scout Research Institute (GSRI) conducted a study to better understand the kinds of outdoor experiences girls are having in Girl Scouts and to learn how girls’ participation supports their leadership development—how it helps them become girls of courage, confidence and character, who make the world a better place.

The report, More Than S’mores: Successes and Surprises in Girl Scouts’ Outdoor Experiences, revealed that 72 percent of girls said they had improved a skill and about one-third said they had overcome their fear of the outdoors and felt encouraged to try new things. Girls also developed a greater appreciation of nature through their outdoor experience which led to a higher level of environmental stewardship than girls at large.

At Girl Scouts of Southwest Texas, summer resident and day camps introduce girls to the outdoors. Summer camp activities not only teach girls to appreciate and care for natural resources but help girls gain independence and self-esteem.

One-third of girls said they had overcome their fear of the outdoors and felt encouraged to try new things.

Girls agreed most strongly that the outdoor experience helped them learn to do things that they never thought were possible and to recognize their strengths. Surprisingly, girls’ self-esteem was the strongest and most significant predictor of all outcomes assessed.

Girls with low self-esteem felt Girl Scouts afforded them opportunities to become healthier or to take on leadership roles and had leadership outcomes on par with girls who had higher self-esteem.

Locally, 2,451* girls experienced summer adventures at one of our camps. Camp La Jita, nestled along the Sabinal River in the Texas Hill Country, had 718 girls. girls with low self-esteem felt Girl Scouts afforded them opportunities to become healthier or to take on leadership roles and had leadership outcomes on par with girls who had higher self-esteem.

Locally, 2,451* girls experienced summer adventures at one of our camps. Camp La Jita, nestled along the Sabinal River in the Texas Hill Country, had 718 girls.
attend one- or two-week resident camp sessions that included canoeing, archery and horseback riding. More than 1,100 girls attended the eight one-week thematic sessions offered at the West Side Girl Scout Leadership Center that included weekly field trips and traditional camp activities in an urban setting. Our volunteers also planned and led six day or “twilight” camp sessions in outlying areas that provided 604 girls with a memorable outdoor experience in a community park close to home.

**Girls designated camping as their #1 most memorable outdoor experience in Girl Scouts.**

Overall, findings from this study about girls’ outdoor exposure in Girl Scouting are encouraging. Girls are benefiting in more ways than ever, proving that outdoor experiences are so much more than just s’mores. It is one of the many building blocks that are implemented to change girls’ perspective so that she no longer feels challenged, but empowered.

“**I love Camp Metro because it’s given me the chance to be a leader. The adults believe in me and really let me show them what I can do. My favorite part of camp is seeing a shy girl arrive on the first day and then leave camp only days later having more confidence in herself.”**

Chloe first joined Girl Scouts 11 years ago. Now a junior at Johnson High School in North East ISD, Chloe continues to discover new interests while seeking out challenges. She currently serves as an ex officio girl member on the council’s board of directors and is a certified program aide, volunteering each summer at Camp Metro. She is a recipient of both the Girl Scout Bronze and Silver Awards and is making plans to earn the prestigious Girl Scout Gold Award. Chloe represents thousands of teen Girl Scouts in southwest Texas who are courageous leaders and visionary change makers. These girls are our future – and it looks bright.
The Girl Scout Leadership Experience

Girl Scouts take the lead in bettering their communities and the world. The Girl Scout Leadership Experience is a collection of activities and experiences where girls earn badges, sell cookies, go on exciting trips, explore the outdoors and participate in or lead Take Action projects that make a difference.

Outcomes of the Girl Scout Leadership Experience

- **Discover (self)**
  Girls find out who they are, what they care about and what their talents are.

- **Take Action (service)**
  Do something to make the world a better place.

- **Connect (with others)**
  Collaborate with other people, locally and globally, to make a difference in the world.

- **84% resolved conflict**
- **86% promoted cooperation & team building**
- **94% educated & inspired others**
- **84% resourceful problem solvers**
- **93% developed a strong sense of self**
- **93% gained practical life skills**
- **88% developed critical thinking**
- **89% developed positive values**
- **82% sought challenges in the world**
- **93% developed a strong sense of self**
- **and to, respect myself and others**

**Outcomes**

- **93% developed a strong sense of self**
- **93% gained practical life skills**
- **88% developed critical thinking**
- **82% sought challenges in the world**
- **89% developed positive values**
- **84% resourceful problem solvers**
- **94% educated & inspired others**
- **Take Action (service)**
  Do something to make the world a better place.
It is optional for members to report demographic information to Girl Scouts of Southwest Texas. Race and ethnicity not reported result from girls served in partnership with school districts or other youth-serving agencies.

**Diversity Legend**

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<tr>
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</tr>
</tbody>
</table>

**Membership & Diversity**

2015

**Membership**
24,129 total members in 2015
(as of September 30, 2015)

**Girls**
- Race: 45.5%
- Ethnicity: 57%

**Adults**
- Race: 72%
- Ethnicity: 53%

*respect authority*
2015 Major Donors

Our thanks to the many donors who supported the Girl Scout mission with their generosity during 2015.

$25,000+
City of San Antonio
CPS Energy
Harvey E. Najim Family Foundation
H-E-B
Kate Marmion Charitable Foundation
Kronosky Charitable Foundation
Toyota Financial Services
United Way of San Antonio & Bexar County
Valero Energy Foundation
Wells Fargo Bank, N.A.

$10,000+
Capital Group Companies Charitable Foundation
Charlie & Nancy Cheever
Dixie Starnes Wenger Foundation
Dove
Faye L. and William L. Cowden Charitable Foundation
John L. Santikos Charitable Foundation Fund of the San Antonio Area Foundation
Mays Family Foundation
Charline McCombs
McCombs Foundation
Myra Stafford Pryor Charitable Trust
Nancy Smith Hurd Foundation
UPS Foundation, Inc.

$5,000+
Akin, Doherty, Klein & Feuge, P.C.
Alcoa Foundation
Baptist Health Foundation of San Antonio
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Cece D. Cheever
Charles E. Cheever III
Christopher H. Cheever
Jean M. Cheever
Joan M. Cheever
The Ewing Halsell Foundation
Frost
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San Antonio Area Foundation
Sanger & Altgelt
South Texas Money Management, Ltd.
Texas Cavaliers Charitable Foundation
United Way of Comal County
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Suzanne Wade
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$1,000+
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Marcia and Otto Koehler Foundation
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Nathalie & Gladys Dalkowitz Charitable Trust
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Dana & Gene Powell
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Texas Biomedical Research Institute
Texas Capital Bank
Kit Thompson, Little Brownie Bakers
United Way of Del Rio - Val Verde County
United Way of Guadalupe County
United Way of Kendall County
U.S. Trust, Bank of America
UTSA Institute of Texan Cultures
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Ed & Linda Whitacre
Dela W. White
Ed & Linda Whitacre
Mr. & Mrs. Graham Weston
Whataburger Restaurants, LLC
Ed & Linda Whitacre
Silver Eagle Distributors Credit Union
Security Service Federal Credit Union

$500+
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Jimmie Ruth Evans
Leah D. Flores
Kathy D. Grantham
Health Facility Solutions Company
Kohl’s
Nancy Loeffler
Marmon Mok Architecture
Miller Marshall
Mile High United Way
Gregg E. Muenster
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Sheryl Sculley
Silicon Valley Community Foundation - Tesoro
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Lisa Theurett
Mary A. Tokoly
Trophy Nut Co.
Laura J. Vaccaro
VIA Metropolitan Transit
Wal-Mart Foundation
West Side Lions Club

In-Kind Donors
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BTL Technologies, Inc.
Canyon Telecom
Edgewood Independent School District
Eyecon 360
First Lutheran Church
Innovative Multimedia Group
Junior League of San Antonio
Marbach Plumbing Services, Inc.
Morrison Supply
Pel Ray International
Pesto
SeaWorld San Antonio
Shetler Wade Jewelers
Splashtown San Antonio
Trophy Nut Co.
Valero Energy Foundation
WARD North American

Every effort has been made to ensure the accuracy of this list. List includes donations received as of September 30, 2015. If we have made an error, please notify the development department. Thank you.
Named for our founder, Juliette’s Circle is an extraordinary group of individuals who are passionate about our mission. Each gift is an opportunity to change the world one girl at a time. By making an investment in girls, members of Juliette’s Circle are helping them lead healthy lives and achieve their fullest potential. We know that when girls succeed, so does society.

Special thanks to our founding members of Juliette’s Circle, who show their heartfelt support through their individual gifts.

Without you, our circle is not complete.

Founding Members
William T. (Bill) Avila
Leah R. Bennett
Yonnie Blanchette
Mary Rose Brown
Jelynne LeBlanc Burley
Laura Burt
Ella Carrasco
Deena Clausen
Kelly Colotil
Stephanie Finleon Cortez
Chris Crane
Beverly Watts Davis
Luis de la Garza
Yolanda Delgado
Patricia Diaz Dennis
Angelica M. Docog
Lisa Drozdick
Jan McCaleb Elliott
Kelly Faglie
Sandy Finleon
Gretcha Flinn
Ramon Flores
Lisa D. Fox
Jeannie Frazier
Nicki Frey
Jackie L. Gorman
Suzanne Gouge
Roger Graham
Carrie A. Gray
Barbara A.F. Greene
Lisa Greer
Sondra L. Grohman
Teri M. Grubb
Mary Henrich
Jody Shaw Hernandez
Mary Hime
Dr. Arcelia M. Johnson-Fannin
Katie McKinney Jones
Hon. Yvonne Katz, Ed.D.
Rosemary Kowalski
Pam Landry
Madelon Yanta Leone
Jane H. Macon
Christina Markell-Balleza
Charline H. McComb
Jennifer Moriarty
Sheriff Susan Pamerleau
Anne Parrish
Suzanne Peterson
Rebecca Puryear-Jennings
Cathy Ritter

MajGen Angie Salinas USMC (Ret)
Sandra Schliott
Sharon Jones Schweitzer
Marsha McCombs Shields
Blythe Simonson
Patricia P. Stout
Jocelyn L. Straus
Rita Sutton
Marlene M. Teal
Diane M. Theiss
Cheryl Thorpe
Nikole Vaughn
Suzanne Wade
Carri Baker Wells
Dela W. White
Jeanie Wyatt

“Ours is a circle of friendships united by ideals.”
- Juliette Gordon Low
Founder, Girl Scouts of the USA

Every effort has been made to ensure the accuracy of this list. List includes founding members as of February 22, 2016.
...and be a sister to every Girl Scout.

girl scouts
of southwest texas
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