2014 Annual Report
From the Board Chair & CEO

As we move into the next century of Girl Scouting, we continue to be a part of girls’ changing lives and interests and we look to the girls to lead, as they have done for the past 102 years.

This year we have created more opportunities for girls to learn and grow, from launching our Girl Genius after school tutoring program to expanding Camp Metro at the West Side Girl Scout Leadership Center (WSGSLC). The west side center has seen its monthly average participation rate double through Girl Scout programming as well as volunteer and caregiver enrichment sessions. And in summer 2014 more than 1,100 girls attended Camp Metro, experiencing a traditional Girl Scout day camp in an urban setting at the WSGSLC, again nearly doubling the number of girls served compared to the prior year. As we continue to provide new opportunities for girls to gain the skills they need to make a lasting impact on their communities, girls and their families utilize the program to their fullest potential. Our Girl Genius after school tutoring program has increased participation by 150% for the 2014-2015 school year.

As a council, we continue to strengthen and adapt. This year saw the launch of our new online registration system, eBiz. Giving caregivers, volunteers and service units a way to manage their membership online helps improve overall efficiency. And we are increasing our use of technology, making program and training registration online and accessible 24/7 to all members beginning this spring.

We want to thank our volunteers, caregivers and community partners for joining us in building girls of courage, confidence and character. And most importantly, a big thank you to our girls for making a lasting impact on our community. In 2013-2014 Girl Scouts provided more than 18,000 hours of community service and more than 454 girls and young women earned their Girl Scout Bronze, Silver or Gold Award.

At Girl Scouts of Southwest Texas, we are committed to serving the girls in our community. **We know Girl Scouts make a difference and we can’t wait to see the impact each of these girls will make now and in the future.**

---

Jackie L. Gorman
Chair, Board of Directors

Judy Hernandez
Interim Chief Executive Officer

Financials

<table>
<thead>
<tr>
<th>Public support</th>
<th>759,278</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Way</td>
<td>647,622</td>
</tr>
<tr>
<td>Grants</td>
<td>174,070</td>
</tr>
<tr>
<td><strong>Total Public Support</strong></td>
<td>1,580,970</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Revenues</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Sales, net</td>
<td>3,064,438</td>
</tr>
<tr>
<td>Program Fees</td>
<td>600,819</td>
</tr>
<tr>
<td>Retail Sales, net</td>
<td>189,901</td>
</tr>
<tr>
<td>Investment Income</td>
<td>216,927</td>
</tr>
<tr>
<td>In-kind contributions</td>
<td>55,047</td>
</tr>
<tr>
<td>Other</td>
<td>40,325</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>4,167,457</td>
</tr>
</tbody>
</table>

| Total Public Support & Revenues | 5,748,427 |

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td>5,153,999</td>
</tr>
<tr>
<td>Supporting services</td>
<td>583,758</td>
</tr>
<tr>
<td>Fundraising</td>
<td>235,489</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>5,973,246</td>
</tr>
</tbody>
</table>

| Change in net assets     | (224,819) |
| Net assets at beginning of year | 13,023,015 |

| Net assets at end of year | 12,798,196 |

---

From the Board Chair & CEO

As we move into the next century of Girl Scouting, we continue to be a part of girls’ changing lives and interests and we look to the girls to lead, as they have done for the past 102 years.

This year we have created more opportunities for girls to learn and grow, from launching our Girl Genius after school tutoring program to expanding Camp Metro at the West Side Girl Scout Leadership Center (WSGSLC). The west side center has seen its monthly average participation rate double through Girl Scout programming as well as volunteer and caregiver enrichment sessions. And in summer 2014 more than 1,100 girls attended Camp Metro, experiencing a traditional Girl Scout day camp in an urban setting at the WSGSLC, again nearly doubling the number of girls served compared to the prior year. As we continue to provide new opportunities for girls to gain the skills they need to make a lasting impact on their communities, girls and their families utilize the program to their fullest potential. Our Girl Genius after school tutoring program has increased participation by 150% for the 2014-2015 school year.

As a council, we continue to strengthen and adapt. This year saw the launch of our new online registration system, eBiz. Giving caregivers, volunteers and service units a way to manage their membership online helps improve overall efficiency. And we are increasing our use of technology, making program and training registration online and accessible 24/7 to all members beginning this spring.

We want to thank our volunteers, caregivers and community partners for joining us in building girls of courage, confidence and character. And most importantly, a big thank you to our girls for making a lasting impact on our community. In 2013-2014 Girl Scouts provided more than 18,000 hours of community service and more than 454 girls and young women earned their Girl Scout Bronze, Silver or Gold Award.

At Girl Scouts of Southwest Texas, we are committed to serving the girls in our community. **We know Girl Scouts make a difference and we can’t wait to see the impact each of these girls will make now and in the future.**

Jackie L. Gorman
Chair, Board of Directors

Judy Hernandez
Interim Chief Executive Officer
The Girl Scout Leadership Experience

In today’s complex world, girls are faced with both unparalleled obstacles and a world of opportunities. To help navigate these challenges, Girl Scouts has designed an approach to our programming called the **Girl Scout Leadership Experience**. Through this approach, we are lighting the way for girls to unleash their own potential and find success in a 21st century world.

Girl Scouts helps girls **discover** themselves, **connect** with others and **take action** to create positive change in their communities. These leadership processes are **girl-led** and encourage **learning by doing** and **cooperative learning**.

**15 Outcomes of the Girl Scout Leadership Experience**

**Discover** *(self)*
1. Girls develop a strong sense of self.
2. Girls develop positive values.
3. Girls gain practical life skills.
5. Girls develop critical thinking.

**Connect** *(with others)*
1. Girls can identify community needs.
2. Girls are resourceful problem solvers.
3. Girls advocate for themselves and others, locally and globally.
4. Girls educate and inspire others.
5. Girls feel empowered to make a difference in the world.

**Take Action** *(service)*
1. Girls can identify community needs.
2. Girls are resourceful problem solvers.
3. Girls advocate for themselves and others, locally and globally.
4. Girls educate and inspire others.
5. Girls feel empowered to make a difference in the world.

**Membership & Diversity**

29,067 total members in 2014 (as of September 30, 2014)

**Diversity Legend**
- **White**
- **Black**
- **American Indian/Alaskan Native**
- **Melting Pot**
- **Hawaiian**
- **Asian**
- **Other**
- **Not Reported**

**Race**
- **Hispanic**
- **Non-Hispanic**
- **Not Reported**

**Ethnicity**
- **Girls**
- **Adults**

<table>
<thead>
<tr>
<th>Race</th>
<th>Girls</th>
<th>Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Hispanic</td>
<td>47%</td>
<td>55%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>38%</td>
<td>11%</td>
</tr>
<tr>
<td>Not Reported</td>
<td>2%</td>
<td>.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Girls</th>
<th>Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawaiian</td>
<td>65.4%</td>
<td>13%</td>
</tr>
<tr>
<td>Not Reported</td>
<td>.8%</td>
<td>.2%</td>
</tr>
<tr>
<td>Non-Hispanic</td>
<td>23.4%</td>
<td>2%</td>
</tr>
<tr>
<td>Not Reported</td>
<td>1.2%</td>
<td>.2%</td>
</tr>
<tr>
<td>Melting Pot</td>
<td>.5%</td>
<td>.5%</td>
</tr>
<tr>
<td>American Indian/Alaskan Native</td>
<td>4.2%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>Not Reported</td>
<td>.2%</td>
<td>.5%</td>
</tr>
</tbody>
</table>
Highlights from a successful 2013-2014

**Expanded program at the West Side Girl Scout Leadership Center**

In the West Side Girl Scout Leadership Center’s second year of operation, we furthered our vision of providing a safe space for girls and the community as a whole on the city’s West side. The Girl Genius after school tutoring program was launched in fall 2013 and provides customized lessons in math, reading and language arts as well as activities in STEM (science, technology, engineering and math), creative arts, physical fitness and character development. Amerie M., who had been struggling in all her subjects, began the program and expressed that she felt she wasn’t very good at school. After weeks of working with the tutors she walked into the west side center wearing a first place medal from a UIL academic competition! What an amazing transformation! The West Side Girl Scout Leadership Center has doubled the number of visitors to the center, now serving more than 800 girls and their families each month, and has expanded partnerships with community organizations to provide ongoing adult enrichment opportunities for volunteers and caregivers.

“[My granddaughters] have been getting help with their homework and in the areas they are lacking in school to better their education. I am very thankful to this program because it helps me too.”
- Eudelia Alvarado, grandmother to Girl Genius Tutoring Program participants

**Camp Metro sees more campers than ever before**

The third year of Camp Metro provided an opportunity for more than 1,100 (duplicated) campers to explore skills and interests in a variety of thematic areas such as community service, cultural arts, healthy living, STEM (science, technology, engineering and math) and environmental awareness. Providing eight one-week sessions with convenient before and after care to accommodate working caregivers, Camp Metro offers a traditional Girl Scout day camp experience in an urban setting for girls throughout the council.

**Girl Power! Girl Scouts do great things**

Girl Scouts logged more than 18,000 service hours including 454 Girl Scouts who earned their grade level’s highest award. Girl Scouting’s highest awards—the Bronze, Silver and Gold Awards—provide girls a chance to make a lasting difference in their community. Forty high school aged Girl Scouts earned their Gold Award, 149 middle school aged girls earned their Silver Award and 262 Girl Scout Juniors (grades 4-5) earned their Bronze Award. In addition to the girls earning their higher awards, Girl Scouts participated in community service projects, troop service projects and special projects with groups and businesses.

**eBiz makes online registration a reality**

The arrival of online registration for new and returning girl and adult members was a welcome addition to the paper-only registration of previous years. With eBiz, caregivers can register, pay annual dues and manage their entire family’s membership online, giving caregivers, troop leaders and service units access to more timely information.

**Trefoil 2014 honoring Suzanne Wade**

In its 27th year, the annual Trefoil Award luncheon honored Girl Scout alumna and longtime education advocate and business leader Suzanne Wade. The event also unveiled initiatives to educate girls in the areas of environmental awareness, healthy living, STEM (science, technology engineering and math) and financial literacy with four of the nation’s leading businesses. With a combined contribution of $120,000 to Girl Scouts of Southwest Texas, CPS Energy, H-E-B, Valero Energy and Wells Fargo support a patch program in each company’s area of expertise. Friends, colleagues and special guest Young Women’s Leadership Academy alumna, Erika Paz, who made the trip from Boston College to surprise her mentor, joined in honoring Suzanne. The event’s Honorary Co-chairs were Charles Butt and Gregg Popovich, joined by event Co-chairs Gloria and Fully Clingman; Jimmie Ruth and Dick Evans; Barbara and Mike Gentry; Suzanne and Jim Goudge; Charline and Red McCombs; Carri and Tullos Wells; and Lynn and Thad Ziegler. The event was attended by nearly 550 people and raised net proceeds of $318,000 to ensure the nation’s premier leadership development program is available to all girls in grades K-12.
Everyone knows that girls want to have fun—but that’s not all they want! Girls are also eager to build their confidence, try new things, and make a difference in the world. According to recent findings by the Girl Scout Research Institute, girls agree that Girl Scouts delivers fun with purpose! Through activities like earning badges and awards, participating in outdoor activities and the cookie program, and organizing community service and Take Action projects, girls develop important life skills and attitudes, such as a positive sense of self, critical thinking skills and resourceful problem solving. In the latest report, The State of Girls: Unfinished Business, GSRI released state demographics highlighting key areas of challenge and opportunity for girls in the U.S., as well as solutions for better supporting girls based on contributions of the Girl Scout Movement.

While women and girls have generally been underrepresented in the fields of science, technology, engineering and math, or STEM, the number of girls interested in STEM is steadily increasing. About 74% of high school girls are interested in STEM fields and are higher achievers and better students than those not interested in STEM fields.

Women now outnumber men in college but they pursue different fields of study. Encouraging girls and young women to pursue STEM fields is important to their future success in the workforce, as STEM fields are tied to higher earnings, greater job security and more opportunities for advancement.

In Texas 39% of girls are proficient in 8th grade math, compared with the national average of 34%. As Texas looks to provide high quality education, math and science educational opportunities are crucial to helping girls succeed in high school, college and beyond. Girls who stay in school and perform well are much more likely to make a successful transition to college and the workforce.

Texas girls are also active outside the classroom. On average 76% of girls age six to 17 participate in at least one extracurricular activity. As the premier leadership organization for girls, Girl Scouts can reach these girls and continue our work ensuring that all girls develop to their full potential. When these Girl Scout activities are girl-led, cooperative and hands-on, girls show even greater benefits. Importantly, girls not only said Girl Scouts was fun—they also recognized the benefits of participating in Girl Scouts. For example, three in four girls reported they had become a leader in more activities because of Girl Scouts!
2014 Major Donors

Our thanks to the many donors who supported the Girl Scout Mission with their generosity during 2014.

Leadership Circle
($25,000+)
City of San Antonio
Eastside Promise
H-E-B
SWBC
United Way of San Antonio & Bexar County
USAA Foundation
Valero Energy Foundation
Wells Fargo Bank, N.A.

Founder’s Circle
($5,000+)
Accenture LLP
Alcoa Foundation
Capital Group Companies
Charitable Foundation
Cee D. Cheever/Cheever Books
C.H. Guenther & Son, Inc.
Gloria & Fully Clingman Conceptual Mindworks, Inc.
CPS Energy
Akin, Doherty, Klein & Fuege
P.C./The Dixie Starnes Wenger Foundation
Alan Dreeben
Gayle & Walter Embrey, Jr. / Embrey Partners
The Ewing Halsell Foundation
Faye L. and William L. Cowden Charitable Foundation
Frost
Barbara & Mike Gentry
Girl Scouts of the USA
Greehey Family Foundation
Hal and Charlie Peterson Foundation
Insperity
Linebarger Goggan Blair & Sampson, LLP
Mays Family Foundation
McCombs Family Foundation
Myra Stafford Pryor Charitable Trust
Nancy & Charlie Cheever
NuStar Energy
Republic National Distributing Company, LLC
San Antonio Area Foundation
San Antonio Area Foundation Women & Girls Development Fund
South Texas Money Management, Ltd.
Spurs Sports & Entertainment
Stumberg Trust
Texas Cavaliers Charitable Foundation
United Way of Comal County
United Way of Kerr County
UTSA Institute of Texan Cultures
Suzanne A. Wade
Wade Interests, Inc.

Honor Circle
($1,000+)
Amegy Bank of Texas
Amy Shelton McNutt Charitable Trust
Dianne & Richard Azar / Azar Minerals
Karen & Bob Baen
The Bank of San Antonio
Baptist Health Foundation of San Antonio
BC Lynd Hospital
BKD, LLP
Blackrock Remediation
Bracewell & Giuliani
Broadway Bank
Ronald J. Buck
Michael D. Burke
Jelynne L. Burley
Bury
Carol Tyrell Kyle Foundation
Joan M. Cheever
Deena Clausen
Covenant
Vincent & Cindy Dawson
The DeBerry Group
Luis A. de la Garza
Dr. Smith’s Diaper Rash Ointment
Enterprise Holdings Foundation
Dick & Jimmie Ruth Evans / Young Women’s Leadership Academy
EY
Jeannie M. Frazier
Frost Bank Charitable Foundation
Global Impact
Rose González Pérez

Suzanne & Jim Goudge
Mary L. Henrich
Jose Hernandez
Karen & Tim Hixon
Hotel Valencia
IBC Bank
John Newman Family Charitable Fund
Arcelia Johnson-Fannin
Kell Muhoz Architects
Jan King / King & Sommer, LLP
LeafGuard by Beldon, Inc.
Lone Star Capital Bank, N.A.
Loop Capital Markets
Marcia and Otto Koehler Foundation
Janey Briscoe Marmion
Charline McCombs
Morgan Stanley Smith Barney LLC
Lawrence P. Morris
Nathalie and Gladys Dalkowitz Charitable Trust
The Nordan Trust
Oak Hills Rotary Club
Padgett, Stratemann & Co., L.L.P.
Pape-Dawson Engineers, Inc.
The Phoenix Charitable Foundation
Lisa & Todd Piland
Plains Capital Bank
Rackspace Hosting
R.L. Worth & Associates
Robert A. & Kathey K. Anderson Foundation
Rosemary Kowalski Endowment Fund
San Antonio Area African American Community Fund
Gaynelle & Gene Rankin Endowment Trust and Fred Roy Charitable Trust of the San Antonio Area Foundation
Thelma R. Church Community Endowment Fund and Dan & Gloria Oppenheimer Fund of the San Antonio Area Foundation
Shelter Wade Jewelers
Silver Eagle Distributors
Terracon
Texas Capital Bank
Thad Ziegler Glass - Lynn & Thad Ziegler
Time Warner Cable
Toyota Motor Manufacturing, Texas, Inc.
United Way of Del Rio - Val Verde County
United Way of Guadalupe County
University of Texas Health Science Center at San Antonio
U.S. Trust, Bank of America
V.H. McNutt Memorial Foundation, Inc.
Walmart Foundation
WARD North American
Ashley & Rad Weaver
Carri & Tullos Wells
Whataburger
Linda Whitacre
Witte Museum
Nancy P. Zachry
Zachry Construction Corporation
Zachry Holdings, Inc.

Promise Circle
($500+)
Bill Avila
Bank of America Charitable Foundation
Terri Benoit
Bill Miller Bar-B-Q Enterprises, Ltd.
Mary Rose Brown
Lucy Castellano
Jean M. Cheever
Ella S.A. Contracting, LP
Edith Englehart
Leah D. Flores
Grand Hyatt San Antonio
Estella & Chuck Kierce
Kittie Nelson Ferguson Foundation
Kohl’s
Marmion Mok Architecture
Edith S. McAllister
Jennifer Moriarty
Gregory E. Muenster
Our Lady of the Lake University
Robert J. Perez
San Antonio Express-News
William Scanlan
Sandra K. Schlortt
Spouses Club of the Ft. Sam Houston Area
Mary W. Traylor
Trophy Nut Co.
United Way of Kendall County
Velma Villegas
Walthall, Sachse & Pipes, Inc.
West Side Lions Club
Charlie A. Youngquist

Friendship Circle
($250+)
Alamo Academies
Esperanza “Hope” Andrade
Leah Bennets
Every effort has been made to ensure the accuracy of this list. If we have made an error, please notify the Development and Communications department. Thank you.
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 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.