From the Board Chair & CEO

As we wrapped up Girl Scouting’s 100th anniversary celebration, the Girl Scouts of Southwest Texas (GSSWT) 2012-2013 membership year was focused on mobilizing the community in support of our girls and their leadership potential.

Since the official opening of the West Side Girl Scout Leadership Center on October 2, 2012, GSSWT has served an average monthly participation rate of 411 girls and adults through Girl Scout programming and volunteer enrichment sessions. More than 600 girls were served through the inaugural year of Camp Metro at the west side center.

We celebrated the 5th Anniversary of the Sally Cheever Girl Scout Leadership Center in November 2012, unveiling the new Girl Scout Gold Award recognition wall and camp tribute walls. We were thrilled to have members of Sally Cheever’s family join our girls, volunteers and staff as we celebrated this historic milestone in our organization.

We further expanded the Gamma Sigma Girls® and Pearls program this year. This unique leadership development series for high school and middle school girls began as a pilot program in 2010 through a partnership with San Antonio ISD. It has since stretched from 250 girls on 10 campuses to more than 1,650 girls across 36 campuses in five area school districts, including Edgewood ISD, Harlandale ISD, San Antonio ISD, Southwest ISD and Uvalde Consolidated ISD.

The Gamma Sigma program combines the proven outcomes of the Girl Scout Leadership Experience with a college sorority-type setting, targeting girls who have a limited history of Girl Scouting in their families. The program brings girls together through the bond of sisterhood and allows them to explore common interests in a safe space while focusing on advocacy, taking action and being college-bound.

Through our outstanding facilities and programs like Gamma Sigma Girls®, we are sustaining our membership growth and enhancing programs to provide the best possible leadership experiences to our girls.

Without the support of our volunteers, donors, alumnae, friends and community partners, the mission of Girl Scouts to build girls of courage, confidence and character, who make the world a better place would not be possible.

On behalf of Girl Scouts of Southwest Texas, we thank you for your commitment to our girls and look forward to another successful year!

Financials

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<th>Public Support</th>
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<td>Contributions &amp; Special Events</td>
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<td>United Way</td>
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<td>Grants</td>
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<th>Net Assets at the end of year</th>
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<td><strong>Net Assets at end of year</strong></td>
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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 develop healthy relationships.  
2. Girls can resolve conflict.  
3. Girls feel connected to their communities, locally and globally.  
4. Girls promote cooperation and team building.  
5. Girls advance diversity in a multicultural 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**

30,680 total members in ‘13  
(as of Sept. 30, 2013)

**Diversity Legend**

- Hispanic  
- Other  
- Asian  
- White  
- Black  
- American Indian/Alaskan Native  
- Not Reported  
- Multiple  
- Hawaiian

*percentages above total more than 100% due to race and ethnicity being reported simultaneously.
2012-2013 Successes

Wrapping up the 100th anniversary—GSSWT geared up for GirlExpo, celebrating everything great about being a girl and provided interactive activities promoting STEM, self-esteem, healthy living and more. The event, held Oct. 6 at the Freeman Coliseum, with more than 2,100 participants, welcomed back GSUSA CEO Anna Maria Chávez and included a special appearance from NASA astronaut Dr. Shannon Walker and grand finale concert by Jonnie & Brookie, who premiered their original song, “Girl Scouts: 100 Years (Shout It Out),” celebrating Girl Scouts.

West Side Girl Scout Leadership Center at Coronado/Escobar Grand Opening—Community leaders, Girl Scouts, alumnae and Mayor Julián Castro attended a ribbon-cutting ceremony on Oct. 2 to celebrate the opening of the new West Side Girl Scout Leadership Center at Coronado/Escobar. Edgewood ISD and the Westside Development Corporation partnered with GSSWT to make its vision of a larger facility to serve as the council’s center for girl programming, adult learning and family enrichment opportunities on the west side a reality. Located at 5622 W. César E. Chávez Blvd., GSSWT inhabits 40,000 sq. ft. of the campus, including the cafeteria and gym.

5th Anniversary of the Sally Cheever Girl Scout Leadership Center—On November 29, 2012, GSSWT celebrated five years since opening the doors of its flagship headquarters in north central San Antonio. Several improvements to the building since its construction in 2007 were unveiled, including the remodeled Volunteer Service Center and data room, as well as interior design features such as the colorful Gold Award recognition wall and a tribute to camp, complete with memorable quotes from campers and photos of Camp La Jita and Camp Mira Sol through 60 years of each property’s history.

Girl Power! at the Institute of Texan Cultures—On Feb. 22, the Institute of Texan Cultures opened “Girl Power!” The exhibit looked back on a century of Girl Scouting and reaffirmed its core principles as the program entered another 100 years of service. With the help of the council’s 100th Anniversary History Committee and Institute of Texan Cultures Executive Director Angelica Docog, the exhibit explored and illustrated the themes of Engage, Empower and Experience with stories from local “Girl Scout Greats” and artifacts from local and national Girl Scout programs. The exhibit remained in the downstairs gallery of the museum until Sept. 29.

Leadership Lounge—The Volunteer Resource Center created and implemented eight Leadership Lounges to offer more than 300 volunteers a space to network and enhance their Girl Scout Leadership Experience.

Mobile Leadership Center—The Mobile Leadership Center logged 243 hours traveling to 20 counties beyond San Antonio. Offering services ranging from a Girl Scout Shop, resource center, adult learning sessions and computer lab, the mobile center creates a potential impact to 26,454 people.

¡Viva Fiesta!—Girl Scouts took part in a variety of Fiesta events, including the Battle of Flowers and Fiesta Flambeau parades. The first-ever Girl Scout cookie Fiesta medal was created, featuring the Samoa as the first of a five-cookie series.

On the Green ToGetHer There—The inaugural golf tournament was held on March 26 at Canyon Springs Golf Club. Putters and sponsors contributed $11,347 in net proceeds, which were raised through the Valero Texas Open Birdies for Charity® program GSSWT successfully made the Top 52 for the first time.

Trefoil 2013—In its 26th year, the annual Trefoil event honored Carri Baker Wells, Girl Scout alumna and Chief Operations Officer for Linebarger Goggan Blair & Sampson, LLP CPS Energy, H-E-B, SWBC, Valero Energy Corporation and Wells Fargo returned as Trefoil Level Business Patch partners—providing a total of $150,000 in support. Total income from the luncheon was $340,157.
Promising News for Girls—But Struggles Persist

The most recent report from the Girl Scout Research Institute indicates promising news for girls regarding their educational attainment; extracurricular, volunteer and pro-social activities; reduction of risk behaviors; and connection to the digital world. However, the report also demonstrates that many girls are being left behind: they struggle in their everyday lives at school, at home, and in other social environments with issues such as relational aggression, bullying, depression and even suicidal ideation.

In the workforce women are underrepresented in the fields of science, technology, engineering and math (STEM), and the research shows that this trend starts in girlhood. Not surprisingly, in the face of struggles to gain a foothold in these key areas, many girls see barriers to their wider leadership potential.

Of further significance is that not all girls are faring the same. In particular, Black/African American and Hispanic/Latina girls face considerable challenges in making successful transitions to adulthood. Poverty and a lack of resources limit many Hispanic/Latina and Black/African American girls from having access to good healthcare and nutritional and general wellness, opportunities to prioritize education and the chance to explore constructive extracurricular activities. As a result, their overall quality of life may be compromised.

Data Is Not Destiny!
Where Girl Scouting Makes a Difference

We know that “data is not destiny,” and as the premier leadership development organization for girls, Girl Scouts is committed to ensuring that all girls develop to their full potential. The study highlights 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.

“Gamma Sigma Girls® meant being a leader for the first time, or at least having a leadership title—something that told others I was a leader rather than them having to figure it out on their own. It meant having friends who had similar values and goals. Having a team, that was like a family.”

—Irene Sauceda, Gamma Sigma Girls® president, Jefferson High School Class of 2011, Junior at Texas State University
2013 Major Donors

Our thanks to the many donors who supported the Girl Scout Mission with their generosity during 2013.

Leadership Circle
($25,000+)
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CPS Energy
Eastside Promise Neighborhood
H-E-B
Kate Marmion Charitable Foundation
KCI
Myra Stafford Pryor
The Najim Family Foundation
SWBC
United Way of San Antonio & Bexar County
USAA Foundation
Valero Energy Foundation
Wells Fargo Bank, NA

Honor Circle
($1,000+)
AHMSA International
Alamo Community Colleges
Alice Kleberg Reynolds Foundation
Amy Shelton McNutt Charitable Trust
Ancira Nissan
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Anna E. Wealty  
Wilson County Justice Center

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University United Methodist Church  
Warmus Enterprises  
Robin Williams

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.