From the Board Chair & CEO

What a phenomenal Year of the Girl! What better way to commemorate our Movement’s legacy of leadership than to mobilize the community in support of our girls and their leadership potential. We are proud to lead a group of volunteers and staff who understand the impact of our organization and are committed to the highest quality of service possible.

Last year, we served 9.2 percent more girls than ever before. Having significantly increased girl membership in two years through five flexible pathways, GSSWT now serves 25 percent more girls than in 2010 and is one of the fastest-growing councils in the nation.

We took more girls outside, repurposing Camp Mira Sol from a summer resident camp to a daycation camp that transported girls from San Antonio and Kerrville each weekday. Combined with the creation of seven Camp Metro day camp sessions at the Sally Cheever Girl Scout Leadership Center and in nine cities throughout our 21-county service area, our council provided quality summer program to nearly 3,500 girls, an increase of 52 percent compared to 2011.

We brought Girl Scouting to where our members live. In its first full year of operation, the Mobile Leadership Center, a 38 ft. specialty vehicle designed to best serve girls and adult volunteers in our rural communities, logged 850 hours on 60 trips to 24 communities beyond San Antonio. We are thrilled that Valero Energy Corporation has committed $50,000 to fund the operational costs of the Mobile Leadership Center for the 2012-2013 membership year.

We expanded services on San Antonio’s west side. After 20 years, our recent membership growth required us to close the Avenida Guadalupe Girl Scout Center and open the new West Side Girl Scout Leadership Center at Coronado/Escobar. The new west side center boasts 40,000 sq. ft. of program space that houses 20 staff members and serves as a safe space for girls and families in Edgewood ISD and the surrounding area.

Now, we enter the next century of Girl Scouts. We are privileged to lead this team into the next 100 years of Girl Scouting, bringing attention to the issue of gender-balanced leadership through the ToGetHerThere cause.

2012 was a year of celebration! 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. Thank you for your support of our council, your belief in our purpose and your commitment to girls and their leadership potential.

Financials

Public Support
Contributions & Special Events 633,808
United Way 607,432
Grants 63,316
Total Public Support 1,304,556

Revenues
Product Sales, net 3,226,768
Program Fees 499,161
Retail Sales, net 231,411
Investment Income 285,729
In-kind Contributions 24,413
Other 27,871
Total Revenues 4,295,353
Total Public Support & Revenues 5,599,909

Expenses
Program Services 5,016,295
Support Services 743,293
Fundraising 182,030
Total Expenses 5,941,618
Change in Net Assets (341,709)
Net Assets at beginning of year 14,035,206
Net Assets at end of year $13,693,497
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**.

### Outcomes of the Girl Scout Leadership Experience

**Discover**

- 1. Girls develop a strong sense of self.
- 2. Girls develop positive values.
- 3. Girls gain practical life skills.
- 4. Girls seek challenges in the world.
- 5. Girls develop critical thinking.

**Connect**

- 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**

- 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.

### Diversity Legend

- **Hawaiian**
- **American Indian/Alaskan Native**
- **Asian**
- **Other**
- **White**
- **Black**
- **Hispanic**
- **Multiple**
- **Not Reported**
**100th Anniversary Highlights**

**National Council Session and 52nd Convention**—Held in Houston from November 8-13, 2011, the national council session kicked off the 100th anniversary. More than 14,000 participants attended and took part in strategic and timely conversations and exuberant celebrations. Girl Scouts of the USA declared 2012 Year of the Girl to rally the nation around the cause of girls' leadership. Former GSSWT CEO Anna Maria Chávez was named the national CEO—and first Latina CEO—and Chief External Affairs Officer, Rose González Pérez, was appointed Interim CEO locally. After an extensive national search, Rose was appointed the 12th CEO for GSSWT on April 12, 2012.

**Reusable Girl Scout Bags**—In February, H-E-B and GSSWT partnered to create and sell reusable bags to commemorate the 100th anniversary. Art depicted on the bags was created by local Girl Scouts and proceeds from bag sales benefitted all Texas councils.

**Girl Scout Day at the San Antonio Stock Show & Rodeo**—The first-ever Girl Scout Day at the San Antonio Stock Show and Rodeo was held Sunday, February 12. Nearly 2,700 participants enjoyed all sorts of cowgirl fun, including a Girl Scout scavenger hunt and a commemorative rodeo patch.

**100th Anniversary Press Conference**—GSSWT held a 100th Anniversary Press Conference on March 12 to launch the national ToGetHerThere campaign—an effort to get the issue of gender-balanced leadership on the national agenda. On this monumental day, the Girl Scout Greats initiative was announced and a commemorative poster by local artist Shelley Fluke was unveiled. On March 13, GSSWT made the front page of the San Antonio Express-News.

**Girl Scout Alumnae Rededication Ceremony**—To further mobilize the community behind the national ToGetHerThere cause, GSSWT hosted a city-wide Girl Scout Alumnae Rededication Ceremony on April 5. Sponsored by Dove, the event honored the 10 Girl Scout Greats who were featured in the March/April issue of San Antonio Woman magazine: Sylvia Benitez, Jelynne LeBlanc Burley, Dr. Lee S. Carlisle, Janie Martinez Gonzalez, Ana Margarita “Cha” Guzman, Ph.D., Lisa Sanchez-Wong, Sheryl Sculley, The Honorable Leticia Van de Putte, Suzanne Wade and Carri Baker Wells.

**¡Viva Fiesta!**—Girl Scouts took part in a variety of Fiesta events, including the Battle of Flowers and Fiesta Flambeau parades. GSSWT produced its first-ever Fiesta medal, which replicated the 100th anniversary poster design.

**Camporee**—In May, 444 people attended the Camporee at Camp La Jita and enjoyed fishing, archery, geocaching, canoeing, storytelling, horseback riding, stargazing and a chuck wagon-style dinner.

**Girl Scouts Rock the Mall: 100th Anniversary Sing-Along**—Thirty-five local participants joined nearly a quarter-million Girl Scouts, Girl Guides, alumnae and friends on the National Mall in Washington, DC on Saturday, June 9 for the world’s largest sing-along.

**Volunteer Service Center opens its doors**—After months of planning and renovations, the Volunteer Service Center at the Sally Cheever Girl Scout Leadership Center opened its doors on June 23 to provide a one-stop volunteer hub. The Volunteer Service Center exists to assist volunteers and adults with program, adult learning, camp and membership information. There are also three computers available for adults to utilize for online training and all things Girl Scouting.
International Celebrations—Nine girls and eight adults celebrated the 100th anniversary internationally from July 5-14, touring Ireland, Wales and England with a visit to Pax Lodge as well as Buckingham Palace, Big Ben and Westminster Abbey, just to name a few.

Trefoil 2012—In its 25th year, the annual Trefoil event honored Esperanza “Hope” Andrade, 107th Secretary of State. CPS Energy, H-E-B and Valero Energy Corporation returned for the third year as Trefoil Level Business Patch partners, Wells Fargo joined for a second year and SWBC joined the prestigious group—providing a total of $150,000 in support among all five partners. To celebrate the 100th anniversary, dessert was set with green tealights and participants sang happy birthday. Total income from the luncheon was $282,627. Special thanks to Hope, her office and her family for their immense support of Girl Scouting.

Rooted in History, Branching Out to the Future—The State Fair of Texas provided an exhibition of education, preservation and empowerment at the Girl Scout 100th Anniversary Experience in the Hall of State from September 28-October 21. Councils from across Texas were represented and GSSWT displayed Rooted in History, Branching Out to the Future, featuring a replica of the beloved Storybook Tree at Camp La Jita.

South Texas Maize at Graff Family Farm—In its fall 2012 season, the Graff Family Farm, located in Hondo, dedicated part of the cornfield maize to honor the 100th anniversary. The seven-acre labyrinth of twists, turns and dead ends carved into stalks over your head, offered the perfect experience for those seeking fall fun.

West Side Girl Scout Leadership Center at Coronado/Escobar Grand Opening—After several months of preparation, community leaders, Girl Scouts, alumnae and Mayor Julián Castro attended a ribbon-cutting ceremony on October 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 65,000 sq. ft. campus, including the cafeteria and gymnasium.

GirlExpo 2012—During 2011-2012, GSSWT geared up for another first with GirlExpo 2012 that celebrated everything great about being a girl and provided interactive activities promoting STEM, self-esteem, healthy living and more. The event, held October 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 celebrating Girl Scouts.

Camp Attendance—With more offerings than ever before, including summer day camps at the Sally Cheever Girl Scout Leadership Center and Camp Mira Sol, GSSWT had a 52 percent increase in campers over 2011.

Cookies—Girls sold 1,449,756 packages of cookies, an increase of 1,567 boxes over 2011 sales. The packages sold per girl average increased by 22 boxes. Four girls reached the 3,000+ level, with the top seller selling 6,600 packages.

Visibility—GSSWT received 6,254,247 measurable media impressions with an estimated ad equivalency of $134,052.

Parades, Festivals & Fiesta—More than 2,200 Girl Scouts and volunteers marched in 24 parades throughout our 21-county service area and participated in three city-wide events during the centennial celebration year.
2012
Major Donors
Our thanks to the many donors who supported the Girl Scout Mission with their generosity during 2012.

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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.