

2009  
ANNUAL REPORT

# JOURNEY

TO Leadership



**Girl Scouts**  
Girl Scouts of Eastern Missouri



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# Developing our future leaders



A full year of a new program model called Journeys, development of a new three-year strategic plan, recognition of Gold Award honorees and two lifesaving medals awarded to Girl Scouts are just some of the highlights from Girl Scouts of Eastern Missouri's (GSEM) 2009 fiscal year.

GSEM embarked on a strategic planning process in April, 2009. More than 40 volunteers and staff members collaborated for a six-month period to identify and set a path to guide the Girl Scout mission in Eastern Missouri for the next three years. Sub-committees assigned to examine each operating aspect of the council (for example, program, membership, marketing) identified a vision for their specific area, and then goals to help reach that vision. The plan was then presented to hundreds of Girl Scout volunteers at various committee meetings, teleconferences and the council's Representative Assembly, for feedback. The final plan will be approved by the Board and presented to membership in 2010, with implementation to begin in the 2010-2011 membership year.



Seventy-six Girl Scouts were honored with Girl Scouting's highest honor, the Gold Award, in 2009. Gold Award honorees complete a number of achievements, including a culminating community service project that allows the Girl Scout to demonstrate her leadership skills and abilities in goal-setting, planning, and putting her values into action. One such project was the development of a recycling center in the City of Marcelline, MO, thanks to Gold Award honoree Megan Corbin in District 15. Megan, an 11-year Girl Scout and the 2008-2009 President of Girl Congress, applied for and received a \$15,000 Missouri State grant that funded the center.

This past year also included recognizing two Girl Scouts, Samantha Schwegmann and Alexandra Ripper, who demonstrated their ability to take the lead in a crisis. Both girls were presented with the Girl Scouts of the USA (GSUSA) Lifesaving Medal of Honor. The award recognizes Girl Scouts who have saved a human life under circumstances that indicate heroism beyond the degree of maturity and training to be expected at their age. The council has presented only 11 Lifesaving Awards to local Girl Scouts since 1981.

Finally, 2009 was GSEM's first full year with the new Journeys program model that focuses on girl leadership. To help create new opportunities that support leadership development and the Journeys' goal for girls to discover, connect and take action, GSEM continues to seek and receive grants for programs, such as *FIRST*<sup>®</sup> LEGO<sup>®</sup> League. Through a grant and partnership with GSUSA and *FIRST*<sup>®</sup> Robotics, the *FIRST*<sup>®</sup> LEGO<sup>®</sup> League "inspires young people to be science and technology leaders, by engaging them in exciting mentor-based programs that build science, engineering and technology skills."

It is because of programs like *FIRST*<sup>®</sup>, along with many other available activities, that GSEM may offer girls of all ages and interests an opportunity to become involved with Girl Scouts. The 2010 year will be an exciting time, as our organization continues to evolve and provide more and more ways to become a Girl Scout ... and a future leader.

A handwritten signature in black ink, appearing to read "Laurina Godwin".

LAURINA GODWIN, *Board Chair*

A handwritten signature in black ink, appearing to read "Marcia Barber".

MARCIA BARBER, *Chief Executive Officer*



“Learn from the mistakes of others. You can't live long enough to make them all yourself.”

~ Eleanor Roosevelt





# Highlights of the 2008 – 2009 GSEM Year

## Giving back to the community

Being a Girl Scout includes serving the communities within the GSEM jurisdiction. Through the council's Seasons of Giving program, Girl Scouts, with the help of adult leaders, contact a community agency to learn what service they can give, then plan and implement a program to benefit that agency. In 2009, our girls wholeheartedly gave their time to 757 community agencies, a 12% increase over last year. A total of 88,579 hours of service was reported\*, an increase of 72% over 2008. These hours are also above and beyond the annual council-wide community service project, April Showers.

GSEM's April Showers program was once again a highlight of the year. Over 1.1 million items were collected during the 12th annual personal care item drive, benefiting individuals and families in need. All items collected by nearly 30,000 Girl Scouts and their families were distributed throughout pantries and shelters served by Operation Food Search and Central Missouri Food Bank, the council's April Showers partners.

*\*These figures represent what was actually reported, and does not include additional service that was completed, but may not have been reported.*



# Highlights CONTINUED . . .

## Celebrating diversity

In September, GSEM was honored with the 2009 Workplace Diversity Award from A World of Difference Institute of the Anti-Defamation League of Missouri/Southern Illinois.

The award was given based on the diversity of the GSEM workplace, as well as our membership and programs offered. GSEM was selected as the non-profit honoree, along with Wells Fargo who was named as the corporate honoree. The award was presented to GSEM CEO Marcia Barber by St. Louis County Executive Charlie Dooley.

Being selected for such an honor was a celebration of GSEM's rich diversity, with a staff that is 91% female and 28% diverse. Thirty-nine percent of our girl membership reflects the diversity of our region.

## GSEM participation in national research continues

Since 2000, when Girl Scouts of the USA's (GSUSA) new Girl Scout Research Institute (GSRI) was formed, GSEM has been involved over the years with its work, often included as a council among those selected to be part of national research.

In 2009, GSEM was involved with GSUSA's National Outcomes Project, serving as a pilot council in collaboration with the GSRI. Randomly selected Girl Scouts and volunteers completed a series of online surveys. This research was designed to measure achievement of the Keys to Leadership through participation in the Girl Scout Leadership Program.



“People are like stained-glass windows. They sparkle and shine when the sun is out, but when the darkness sets in, their true beauty is revealed only if there is a light from within.”

- Elizabeth Kubler Ross



## Membership Services

In 2009, GSEM saw a 6.5% increase of girls served in troops -- specifically in the council's urban areas. Our girl diversity was at almost 36% for the year. Adult membership was at 18,049, with 73% of new leaders retained from 2008, and overall, 80% of continuing leaders retained. Adult diversity stands at 11%.

Membership diversity was a focus in 2009, specifically in the Hispanic and Bosnian communities. Both of these are growing markets in GSEM's jurisdiction, however, these are communities not very familiar with Girl Scouts. The council partnered with St. Cecilia's Church and School in St. Louis, a center of the Hispanic community in the metro area, and held several events there to introduce Girl Scouting. Similar events were held in collaboration with the St. Louis area Puerto Rican Society. Marketing materials and news stories were translated and distributed in the community and also placed with Hispanic and Bosnian newspapers. GSEM's involvement with these communities has allowed the council to continue enriching its diverse membership and opened the door to Girl Scouting for many new adults and girls.

For volunteer recruitment, GSEM looked to young adults as a resource. Recent studies from GSUSA indicated that girls preferred having leaders and adult volunteers who were younger. With that in mind, GSEM's Spectrum Young Professionals Group was formed, to draw in younger professional adults interested in helping girls develop their leadership skills.

# Highlights CONTINUED . . .

## Volunteer Services

Handling the registration logistics of tens of thousands of volunteers in a timely manner was something that was streamlined in 2009. The time required to process volunteer applications was decreased by 50%, and the department has reduced paper consumption and storage by nearly 70%. This achievement makes it easier for potential volunteers to become involved in Girl Scouts, and also met the council's continuous goal of going "greener."

The department's mentoring program for leaders resulted in the recruitment of nearly 80 mentors who were trained to assist new Girl Scout leaders through their first year. To enhance the council's Adult Education program for volunteers, courses offered in 2009 increased by 16%, along with a 41% jump in the volunteers who attended those courses.

## Pat O'Herin, Volunteer Extraordinaire

Without the thousands of volunteers who generously give their time to support Girl Scouts, GSEM would not be the thriving organization it is. Whether it's serving as a troop cookie manager or helping at a Girl Scout weekend event, GSEM volunteers are paramount to helping our young ladies grow into future leaders.

Pat O'Herin is one such volunteer. Currently, Pat serves as a co-chair for GSEM's 100th Anniversary Committee, a task force which has begun planning for how GSEM will celebrate the centennial of Girl Scouting in 2012. She is also the chair of GSEM's Camp Committee, and was also one of 10 woman business leaders who participated in GSEM's inaugural Camp CEO in 2008, a four-day camp activity that focuses on leadership development, allowing girl participants to interact one-on-one with women business leaders, and learn about their career successes and challenges.

Pat's Girl Scout volunteer experience started in 1992. Her dedication to Girl Scouts was first recognized in 1997, when she was awarded with the Daisy Pin, a council-level award which recognizes outstanding service within a Girl Scout neighborhood. In 1999, she was honored again, as the year's Outstanding Volunteer, and also awarded a Promise Pin, another council level award. Pat was selected for the Gold Laurel Award in 2000, the highest council honor which recognizes a superior combination of outstanding, unusual and lasting service.

It is volunteers like Pat who live the Girl Scout mission and set a shining example for the girls whose lives they touch.



## Marketing & Communications

With the reduction of the number of issues produced by local newspapers and cutback of staff at some media agencies in 2009, GSEM concentrated on utilizing more online media to get the word out about Girl Scouts. To also increase the use of electronic communication among council constituents, an online presence was created on several social media networks, such as Facebook, Twitter and LinkedIn. GSEM members responded. For example, the “fan” base on GSEM’s Facebook page grew to several hundred fans within a few months, and continues to grow, engaging users in online conversations about Girl Scouting.

The 2009 year also brought the launch of a newly designed GSEM Web site, more appealing in look and functionality, encouraging members to utilize the site more for information resources and news. An e-alert system was also put into place, with an e-mail newsletter being sent out twice a month to its 15,000-plus subscriber database. The system also allowed GSEM to alert subscribers of when council publications are posted online.

The e-alert system was part of the council’s “go greener” initiative to reduce the amount of paper publications generated by GSEM. This initiative continues in 2010, with the transition of several paper publications to e-publications, resulting in GSEM being a more environmentally friendly organization.

## Program Services

The 2009 year included a partnership with Girl Scouts of the Missouri Heartland and Girl Scouts of Northeast Kansas/Northwest Missouri, to offer a financial literacy patch program to Girl Scouts throughout Missouri. The Making CENTS in the City Patch Program, sponsored by Citi, was introduced to nearly 39,000 girls and adults statewide.

Another exciting program in 2009 was GSEM’s partnership with *FIRST*<sup>®</sup> Robotics to create and sponsor six Girl Scout teams in the *FIRST*<sup>®</sup> LEGO<sup>®</sup> League. The *FIRST*<sup>®</sup> (For Inspiration and Recognition of Science and Technology) program aims to help young people discover the fun of science and technology while building self-confidence, and knowledge of life skills. Over 60 girls and adult coaches and mentors participated on Girl Scout teams to solve problems using engineering concepts, presentation techniques, and robots.

The 2009 year also brought more funding to GSEM, for expansion of the Challenge and Change program into four additional Missouri communities in our jurisdiction: Macon, Palmyra, Philadelphia, and Canton. A U.S. Department of Agriculture grant-funded program for girls ages 14-18, Challenge and Change provides an opportunity for Girl Scouts in rural areas to enrich their communities by developing their own fully sustainable projects and creating a positive change.

# Highlights CONTINUED . . .



## Camp

A new camp structure was implemented at Camp Tuckaho in the 2009 season. Short programs (three day/two night) formerly held at Camp Fiddlecreek were moved to Tuckaho; this allowed that camp's property to be utilized more fully. This change opened up Camp Fiddlecreek for use by troops, groups, day camps, etc., throughout the summer. For the first time last summer, paid administrative staff was used to deliver the Camp Tuckaho resident camp program; however, opportunities for volunteers were available for positions such as unit staff – not only at Camp Tuckaho, but also at Camp Cedarledge.

Troop Camp >> 15,501 campers

Day Camp >> 2,264 campers participated at 31 day camps

Resident and Family Camp >> 2,768 campers

# A Gift of Girl Scout Tradition

## Elsie St. Cyr

Since 1933, when she first became a Girl Scout, Elsie St. Cyr, along with her family, has been a dedicated friend and supporter of the Girl Scout organization.

Following her long Girl Scout career as both a girl and adult member, troop leader, Program Committee Chair, Council Trainer, Day Camp Director, First Vice President of the Board of Directors and Chair of the Activity Scholarship Panel, Elsie and her family continued supporting Girl Scouts. The Lantz Fund was established in the name of her uncle, George R. Lantz; Elsie and her husband Frank established the Frank and Elsie St. Cyr Charitable Remainder Unitrust. The Lantz Fund provides financial assistance for troops that serve disabled girls, and for individual Girl Scouts who are disabled and need financial assistance to continue participating in Girl Scout programs. The Frank and Elsie St. Cyr Charitable Remainder Unitrust fund supports Reflections, a ceremony hosted by the council to recognize Gold and Silver Award honorees, along with 10- and 13-year, and graduating Girl Scouts. Until her move to Texas in 2007, Elsie always attended Reflections.

In 2009, Elsie presented Girl Scouts of Eastern Missouri with yet another incredible gift, a \$50,000 donation to support one of Girl Scouting's most traditional leadership-building activities – summer camp. Elsie's gift provided 2009 camperships for girls who might not have otherwise been able to attend camp due to financial hardship. In addition, the donation funded refurbishment for the longest operating Dining Hall at Camp Cedarledge, originally built in 1941.

Because of her generous support, especially in a difficult economic time, Elsie provided hundreds of girls with an amazing experience, and helped the council renovate a facility that will serve girls for many more summers to come. Her continued involvement in Girl Scouts represents a brilliant example of the Girl Scout mission to make the world a better place.

## SHOUT OUT

### Fund Development

The 2009 year included extraordinary financial support by mature women. Donations from donors such as Elsie St. Cyr and bequests from women donors and volunteers helped the council overcome deficits in other areas of giving. A long-time Juliette Low Society member also influenced a foundation's support with two new \$25,000 gifts.

The council received grant funding from new corporations and foundations such as Bank of America, Savvis and Monsanto. GSUSA provided new funding to launch the *FIRST*® LEGO® League program, and the Society of Manufacturing Engineers Foundation increased its grant, also to support programming in science, technology, engineering and math. Anheuser-Busch continued its major funding of the Urban Girl Scout program.

# Highlights CONTINUED . . .

## Juliette Low Society

The Juliette Low Society (JLS) is a valued group of leading donors who support and inspire girls today while ensuring the future of Girl Scouts for years to come. Membership starts at \$1000 per year. In 2008-2009, JLS had 56 members.

## Program Support

Thanks to the support of many corporations and organizations in GSEM's community, Girl Scouts continued to benefit from the variety of programs offered by the council. Organizations and individuals that donated more than \$1500 to GSEM programs are listed below.

### CENTS in the City

Lauren Campbell-Webb  
Citi Foundation  
United Way of Greater St. Louis

### Challenge and Change

Girl Scouts of the USA

### destinations® Pass Grant for Girl Travelships

Girl Scouts of the USA

### FIRST® Lego® League

Girl Scouts of the USA  
Monsanto Company

### Girl Scouts Beyond Bars

Enterprise Holdings Foundation  
John R. Goodall Foundation  
E. Reuben and Gladys Flora Grant Charitable Trust  
Graybar Foundation  
Old Newsboys Day-Suburban Journals

### GS with Disabilities

Jordan Charitable Foundation  
Old Newsboys Day-Suburban Journals  
Variety the Children's Charity of St. Louis

### Membership

Franklin County Area United Way  
Clifford Willard Gaylord Foundation  
Girl Scouts of the USA

### Transform Your Future

Express Scripts  
Wachovia Foundation

### Project Anti-Violence Education

Bank of America Foundation  
Crawford Taylor Foundation  
Edward Chase Garvey Memorial Foundation  
Pershing Charitable Trust  
United Way of Adair County  
US Bancorp Foundation

### STEPS Camp

Emerson  
SME Education Foundation  
SAVVIS

### Uniquely Me! Girl Scout/Dove® Self-Esteem Program

Girl Scouts of the USA

### Urban Girl Scout Program

Anheuser-Busch Companies, Inc.  
The Boeing Company  
Cooper Bussmann  
Employees Community Fund of Boeing St. Louis  
St. Louis Christmas Carols Association

# 2009 Girl Scout Gold Award Honorees

Margaret Elizabeth (Emmie) Altepeter  
Dawn Andrews  
Sarah Elizabeth Ashmore  
Judy Lynn Bafaro  
Jacquelyn Michele Ballard  
Alison Renee Berndt  
Robyn Elizabeth Boltz  
Stephanie Danielle Boyce  
Michelle Anne Boyer  
Casey Brandt  
Rebecca Jolene Brehe  
Madison Shari Burke  
Lauren Margaret Capuano  
Paige Champaign  
Heather Marie Cochran  
Madison Lynn Conklin  
Megan Marie Corbin  
Amanda Davis  
Sharoyah Monique Davis  
Karen L. Dick  
Margaret Mary Dillon  
Erin Marie Doyle  
Grace Anna Dubrowski  
Stephanie Marie Efthim  
Katie Lena Ensign

Kathryn Lyn Ervin  
Melissa Gail Flynn  
Angela Rose Garcia  
Morgan E. Geile  
Megan Elise Gilbertson  
Sarah Elise Godbold  
Shelby Taylor Gregory  
Jessica Lee Haberstock  
Emily Timon Hagar  
Ashley T. Hart  
Michelle Christine Hoeing  
Emma Howard  
Kristen M. Hug  
Colleen Renee Hunter  
Julie Jacobs  
Tiffany Michelle Jarvis  
Brittany Anna Jensen  
Kayla Lynn Kabbaz  
Kristin Elizabeth Knoop  
Allison Jean Krebsbach  
Rebecca M. LaChance  
Elizabeth Louise Lawless  
Melissa Marie Maciorowski  
Maureen Marie Mahon  
Amber Capri McCreary

Megan R. McKenzie  
Jennifer Lynn Meyers  
Julia Rose Millburg  
Ashley Marie Mitchell  
Emily J. Murphy  
Joy Renae Nasalroad  
Blaire Elizabeth Nixon  
Taylor Lee Ann Nixon  
Kathryn E. Notch  
Stephanie Nye  
Michelle Ouhl  
Christina Marie Rasch  
Rachel Louise Robin  
Christina B. Robinson  
Abby Sabrina Mae Rose  
Rebecca Ruthanne Schloemann  
Victoria Schneider  
Brittany Elizabeth Shoemaker  
Kathleen Louise Siebuhr  
Samantha Nichole Sullivan  
Jennifer Leigh Townsend  
Alexandria Francine Trussler  
Alyssa Lavonne Uro  
Emily Ann Walk

## Youth in Action Empowerment (YEA!)

Girl Scouts take on tobacco education and prevention

In a partnership with the University of Missouri-St. Louis (UMSL), Girl Scout Seniors of Troop 2425 from St. Charles County, MO discovered, connected and took action by getting involved with UMSL's YEA! program to deliver an advocacy and media program on tobacco education and prevention.

The three Girl Scout Seniors, Brianne Ross, Katie Portilla, Kayla Lanier, along with guidance from their leaders, Renee Ross and Ellen Lanier, participated in the 10-session training course offered by UMSL through YEA! The girls then provided elementary students with a closer look at the harmful effects of tobacco products. New topics, such as "third-hand smoke," the invisible yet toxic brew of gases and particles that clings to smokers' hair and clothing, as well as carpeting and furniture, were also introduced and discussed.

The YEA! program provided these Girl Scouts with a unique opportunity to flex their leadership skills by teaching the importance of personal responsibility to their younger counterparts. The experience also allowed them to apply and showcase the teamwork skills they learned in Girl Scouting. The girls learned much about their community and public policy, contributing to their knowledge of citizenry ... and perhaps inspiring them to become community leaders in their adult lives.



# SHOUT OUT

JOURNEY TO LEADERSHIP

# 2009 Financial worksheet

## Financial Comments

Beginning in FY09, following two full years as the newly merged GSEM, the council is able to once again provide comparative year-to-year reports that reflect full 12-month fiscal years, as shown.

In FY09, the change in net assets from operations increased \$221,000, compared to a decrease in FY08 of \$1,839,000. The decrease in FY08 was due to the impact of a down economy on the value of investments, along with a one-time Board approval of expenses related to GSEM's move to the new St. Louis Service Center. The council also owns numerous properties, and when long-term capital depreciation is taken into account, GSEM had a deficit of \$274,475 in FY09 compared to a deficit of \$2,672,904 in FY08. Each year, the council uses reserves to fund depreciation on long-term capital assets.

Revenues from FY08 to FY09 reflect a 21% decrease in public support because of a large multi-year gift received last year, a 28% decline in donations by Girl Scout families, and a 6% decline in program revenue due to reduced participation and increased scholarships. Net revenue from product sales increased by almost 16% - the combined balance of a price increase and lower volume.

### Membership Fees

100% of membership fees are transmitted to Girl Scouts of the USA. GSEM does not retain any portion of the membership fees.

## Still Making the World a Better Place

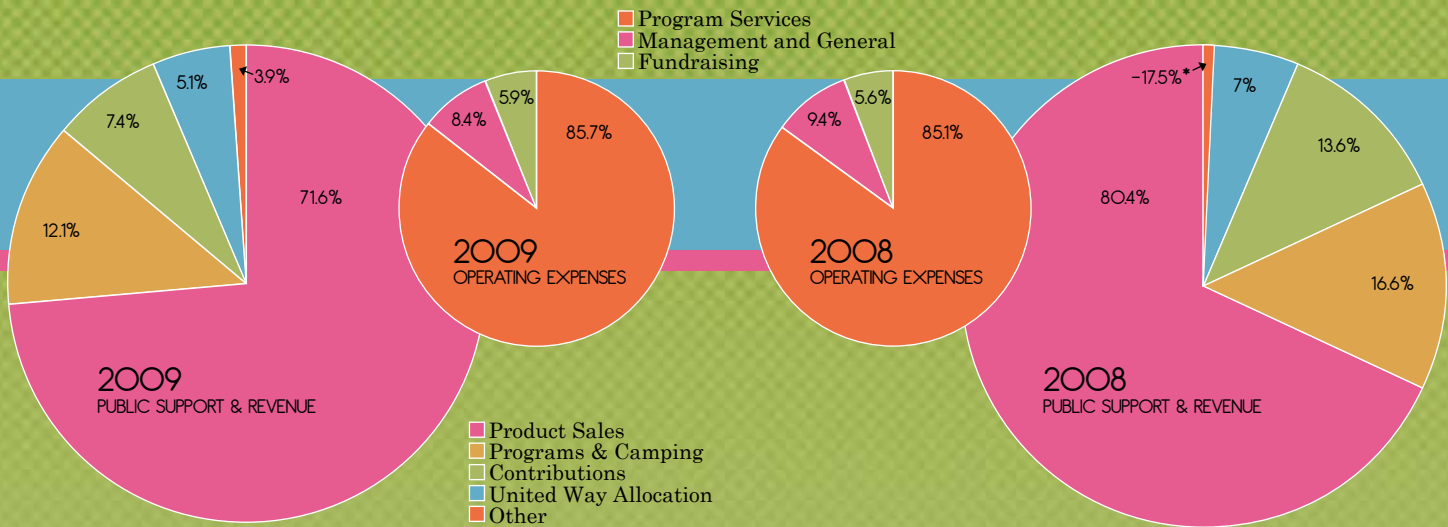
### Melanie Perry

Her childhood years in Girl Scouts might be over, but as a Girl Scout adult, Melanie Perry is still working to make the world a better place.

A St. Louis Girl Scout alumna, Melanie represented GSUSA at the World Association of Girl Guides and Girl Scouts' Juliette Low Seminar, 2009 held in Nairobi, Kenya. The experience allowed participants to broaden their horizons through interacting with their peers from around the world. Young women from more than 50 countries attended; Melanie was the sole representative from the USA.

"During my life, I have been surrounded by strong, intelligent women who have provided me with great examples of leadership," said Melanie. "Girl Scouting has helped me develop into the woman I am today and will continue to positively influence my life."

Melanie was a 13-year girl member in the former Girl Scout Council of Greater St. Louis (now GSEM). She earned the Girl Scout Gold Award, the highest award in Girl Scouting, and later served as a member-at-large on the council's Board of Directors. She is currently a Girl Scout Cadette Troop Leader in Indianapolis, IN.



\*Other: -17.5%

	FISCAL YEAR 2009				FISCAL YEAR 2008			
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total FY 2009	Unrestricted	Temporarily Restricted	Permanently Restricted	Total FY 2008
<b>Public Support and Revenue</b>								
Public Support								
Contributions	\$ 317,425	\$ 401,496	\$ -	\$ 718,921	\$ 380,048	\$ 639,695	\$ -	\$ 1,019,743
United Way	16,646	486,314	-	502,960	38,130	485,914	-	524,044
	<b>334,071</b>	<b>887,810</b>	<b>-</b>	<b>1,221,881</b>	<b>418,178</b>	<b>1,125,609</b>	<b>-</b>	<b>1,543,787</b>
Net assets released from restrictions	906,829	(906,829)	-	-	855,499	(855,499)	-	-
Satisfaction of program restrictions	1,240,900	(19,019)	-	1,221,881	1,273,677	270,110	-	1,543,787
<b>Total public support</b>								
<b>REVENUE</b>								
Product Sales	12,288,203	-	-	12,288,203	10,993,353	-	-	10,993,353
Less direct costs of product sales	(5,290,419)	-	-	(5,290,419)	(4,951,079)	-	-	(4,951,079)
<b>Gross profit on product sales</b>	<b>6,997,784</b>			<b>6,997,784</b>	<b>6,042,274</b>			<b>6,042,274</b>
Camping Fees	694,770	-	-	694,770	702,149	-	-	702,149
Program Events	190,934	-	-	190,934	240,668	-	-	240,668
District/Neighborhood fees	295,539	-	-	295,539	301,208	-	-	301,208
Net investment income (1)	97,658	22,333	-	119,991	(731,872)	-	-	(731,872)
Change in value of beneficial interest in third party trusts	-	22,989	149,125	172,114	-	(26,981)	(586,388)	(613,369)
Miscellaneous	85,646	-	-	85,646	29,498	-	-	29,498
<b>Total revenue</b>	<b>8,362,331</b>	<b>45,322</b>	<b>149,125</b>	<b>8,556,778</b>	<b>6,583,925</b>	<b>(26,981)</b>	<b>(586,388)</b>	<b>5,970,556</b>
<b>Total public support and revenue</b>	<b>9,603,231</b>	<b>26,303</b>	<b>149,125</b>	<b>9,778,659</b>	<b>7,857,602</b>	<b>243,129</b>	<b>(586,388)</b>	<b>7,514,343</b>
<b>EXPENSES</b>								
Program Services								
Camping program	2,742,166	-	-	2,742,166	2,645,579	-	-	2,645,579
Membership program	5,302,374	-	-	5,302,374	5,605,048	-	-	5,605,048
<b>Total program services</b>	<b>8,044,540</b>	<b>-</b>	<b>-</b>	<b>8,044,540</b>	<b>8,250,627</b>	<b>-</b>	<b>-</b>	<b>8,250,627</b>
Supporting services								
Management and general	786,109	-	-	786,109	907,251	-	-	907,251
Fundraising	551,534	-	-	551,534	539,435	-	-	539,435
<b>Total supporting services</b>	<b>1,337,643</b>	<b>-</b>	<b>-</b>	<b>1,337,643</b>	<b>1,446,686</b>	<b>-</b>	<b>-</b>	<b>1,446,686</b>
<b>Total expenses</b>	<b>9,382,183</b>	<b>-</b>	<b>-</b>	<b>9,382,183</b>	<b>9,697,313</b>	<b>-</b>	<b>-</b>	<b>9,697,313</b>
<b>Change in Net Assets from Operations</b>	<b>221,048</b>	<b>26,303</b>	<b>149,125</b>	<b>396,476</b>	<b>(1,839,711)</b>	<b>243,129</b>	<b>(586,388)</b>	<b>(2,182,970)</b>
<b>Depreciation-Long-Term Capital Assets</b>	<b>670,951</b>			<b>670,951</b>	<b>489,934</b>			<b>489,934</b>
<b>Change in Net Assets</b>	<b>(449,903)</b>	<b>26,303</b>	<b>149,125</b>	<b>(274,475)</b>	<b>(2,329,645)</b>	<b>243,129</b>	<b>(586,388)</b>	<b>(2,672,904)</b>
NET ASSETS, Beginning	\$22,977,889	\$693,546	\$1,561,359	\$25,232,794	\$25,307,534	\$450,417	\$2,147,747	\$27,905,698
NET ASSETS, Ending	\$22,527,986	\$719,849	\$1,710,484	\$24,958,319	\$22,977,889	\$693,546	\$1,561,359	\$25,232,794

(1) Includes realized and unrealized gain/loss on investments

# Goals & Challenges for 2009-2010

## Strategic Planning, 2011-2013

While GSEM's strategic plan won't be implemented until the start of the 2011 fiscal year, the recommendations for the plan included some pre-work to be completed in the 2010 fiscal year. Pre-work projects stretch across several departments:

The PAVE (Project Anti-Violence Education) program celebrates its 10th year with a shift in the program. "PAVE Plus" will increase GSEM's interaction with students in the PAVE program, which helps girls grow strong by empowering them to prevent violence in their lives. This change is being piloted in five schools.

Program Services will revisit its long range property plan that was initiated in 2007, and prioritize some of the action items for improving and best utilizing the properties owned by GSEM.

Marketing & Communications will be conducting market research to identify perceptions of Girl Scouting by adults and girls who are not currently involved. The results of this research will be used to develop a new brand strategy for GSEM's jurisdiction, with the intention of complementing GSUSA's new branding to be released this year.

## Girl Scouts 100th Anniversary, 2012

The Girl Scout organization will celebrate its 100th anniversary in 2012. Planning for this historical occasion is already underway with GSUSA, and GSEM is also beginning preparations for how the council will celebrate within the jurisdiction. This milestone will take place at the same time that GSEM's next Shades of Green event is scheduled. A team of staff and volunteers are meeting now to start planning for both the Girl Scout centennial and GSEM's Shades event.

## GSEM and national research

In the coming year, GSEM will continue its collaboration with GSRI, as one of four councils in the United States that will participate in the Leadership Case Studies. GSRI's Program Evaluation and Outcomes Measurement (PEOM) team is extending its endeavors to measure the benefits of Girl Scout programming through an extensive case study analysis of girls from diverse backgrounds nationwide. The purpose of these case studies is to help GSUSA gain a deeper understanding of what leadership looks like in the everyday lives of girls, what factors contribute to their success as girl leaders, and the role Girl Scouts plays in building their leadership skills.

GSEM is also participating with the GSRI in the national effort to measure GS outcomes – specifically to assist in the development of a measurement tool of the troop experience. A group of volunteers, half of whom have experience with implementing the Journeys program and half with no experience, will participate in this research. Their responses will help shape the process by which the troop experience is defined and measured on the national level.

## Membership Services

To help enhance the relationships throughout the communities that GSEM serves, the decision was made to concentrate on customer service/relationship building in 2010; Membership Development Managers became Community Development Managers, or CDMs. The CDMs are broadening their reach within their assigned districts, with the new direction of making Girl Scouts an integral part of the communities, rather than just focusing solely on member recruitment.

Member recruitment in the 2010 year includes expanding marketing efforts to movie theatre advertisements and a partnership with St. Louis City's television station, STL-TV. Programs aired by STL-TV that are geared to the Hispanic and Bosnian communities will include telling the Girl Scout story, and encouraging community viewers to get involved as a volunteer.

Other goals for 2010 include the continuing work of GSEM's St. Louis City Task Force, which was formed in 2007-2008. The group will expand their recruitment efforts to area churches. The GSEM Spectrum Young Professionals Group is planning more events, including a camp activity in April, 2010.

## Volunteer Services

For 2010, engaging today's busy volunteers and preparing them to succeed within their GSEM volunteer positions with the same passion and skill of our veteran volunteers remains the goal of Volunteer Services.

The GSEM Alumnae Association and the Mentor Program will expand opportunities in 2010 through two avenues by which veteran volunteers can offer their abundant knowledge to better equip new adults within GSEM membership.

The council continues to explore and evaluate opportunities to provide adults with enriching experiences that complement their interests and capitalize on their talents in the most time-effective way possible. For example, efforts are underway to develop a streamlined camping prep series for launch in 2010.

A new volunteer development program that harmonizes the goals of adult learning with the GSLE Keys to Leadership (Discover, Connect and Take Action) and correlating outcomes, complete with new insignia, will be unveiled this year.

## Program Services

A new troop-based resident camp at Camp Fiddlecreek will be introduced for summer 2010. The camp experience will be supported by pre-planned program activities, food, waterfront staff, program specialists, adult education workshops and onsite health staff.

GSEM will embark on a project with several groups of Girl Scouts to begin measuring the long-term impact of the Girl Scout Leadership Experience, including girls in troops, girls at resident camp and girls who participate in PAVE (Project Anti-Violence Education).

Several new science, technology, and engineering programs are being introduced to existing Girl Scout Juniors, Cadettes, Seniors, and Ambassadors, including *FIRST*® LEGO® League and the Design and Discovery program.

## Marketing & Communications

With the growth of online marketing and communications, the goal for 2010 will be to continue shifting the approach from using traditional media to utilizing online media to tell the Girl Scout story, engaging both members and the community at large. In 2009, a blog by GSEM CEO Marcia Barber was added to the council Web site. For 2010, the blogsite will be expanded to include additional bloggers from different walks of Girl Scout life and specific topics, with goal of getting more members online to discuss their Girl Scout experiences.

The general, twice-a-month e-alert will be enhanced, and one of the council's former paper publications targeted to older girls (*Connections*) will be transformed into a true e-newsletter. This change, along with the transition of other paper publications to electronic ones supports the council's "go greener" initiative.

## Fund Development

Building a "culture of philanthropy" among families and volunteers is a goal for the 2010 year. Because donations from Girl Scout families comprise less than 1% of the council's income, the council will focus on helping families understand why their support is so critical to both the short- and long-term success of the council, which translates into support for girls. For example, most people aren't aware that the price paid by campers to attend Girl Scout camp is only 50% of the actual cost; the council picks up the remaining expense.

With a slow economic recovery, reaching council fundraising goals so that the council may continue to provide affordable programs for girls will be a challenge. A more aggressive approach, employing all current methods of giving, including individual and family giving, corporate grants, foundations and planned giving will be developed and implemented. However, the council will also seek new and additional resources to make up for any potential decreases in the typical methods of giving as mentioned.

# Thank You GSEM Supporters

GSEM appreciates the generous support received in 2008-2009 by so many individuals and organizations listed here. Because of these gifts, Girl Scouts continues to be the premier leadership development organization for young women.

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— Ruth Smeltzer

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## Lifesaving Girl Scouts

### Samantha Schwegmann & Alexandra Ripper

Two amazing GSEM members were recognized by GSUSA in the 2008-2009 year for their heroic lifesaving deeds.

Samantha Kay Schwegmann, a Girl Scout Junior, received the Girl Scouts of the USA Medal of Honor for rescuing two-year-old Dayton Spink when he fell into a swimming pool on June 10, 2008. Samantha is a member of Troop 477 and attends Bayless Intermediate School in St. Louis County.

Alexandra Ripper, a Girl Scout Cadette, received the Girl Scouts of the USA Medal of Honor for saving her 10-year-old cousin, Mallory Henak, from choking on February 6, 2009. "I was just following my instinct to help my cousin," Alexandra said. "I'm so happy that she's okay, and I really appreciate the Girl Scouts for such a great honor." Alexandra is a member of Troop 1989 and attends St. Clare of Assisi School in St. Louis County.

The lifesaving awards that Samantha and Alexandra were honored with have been part of the Girl Scout program since Girl Scouting began in the United States in 1912. Lifesaving awards are a form of recognition given to a Girl Scout who has saved a human life under circumstances that indicate heroism. These awards are reserved for those Girl Scouts who have performed heroic acts beyond the degree of maturity and training to be expected at their age. The Lifesaving Medal of Honor is given for saving a life without risk to the candidate's own life.



# Years of Service

## 15 Years

Carolyn Pickel  
Barbara McMahan  
Ronald Moore  
Kathy Slavik  
Judy Heard  
Michele Jackson  
Sherry Fichtinger  
Becky Darron  
Rita L. Bub  
Barbara Ford  
Christopher Ford

## 20 Years

Cindy Lord  
Ellen Gardiner  
Gina Henry  
Kathy Ray  
Sue Bland  
Susan Rabus  
Sandee Marshall  
Diane Chouinard  
Karen Smith  
Karen Flaherty  
Barb Wildberger  
Georganna Krumlinde  
Michael G. Kaseberg  
Rita Gibbons

## 25 Years

Susan Carpenter  
Mary Kay Horan  
Cynthia Stocker  
Diane Dressel  
Marty Manes  
Barb Wildberger  
Susan Moore  
Carleen Kramer  
Twyla Hollister  
Jo Ann Klinger  
Linda Zeman

## 30 Years

Jan Edmiston  
Carol Klostermann  
Barb Knehans  
Jackie Rahm

## 35 Years

Susan Barley  
Theresa Berscheid

## 40 Years

Janet Stanford  
Kathy Bochantin  
Angela Smith  
Estelle Faust

## 45 Years

Janet Licklider  
Darlene Spink  
Margie Kern

## 50 Years

Beverly Young  
Carolyn Menze  
Joy Brown  
Ellen Hartwig  
Charlot Stille

## 70 Years

Marion Morisse



# Awards

## Gold Laurel

Fran Boyer  
Laura Carpenter  
Carolyn Davis  
Theresa Forrest  
Barb Gable  
Pat Higgenbotham  
Sue Kroll  
Laura Mersch  
Lisa Murphy

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**Girl Scouts**<sup>®</sup>  
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GSEM is supported by the following United Way Agencies: United Way of Greater St. Louis, United Way of the Mark Twain Area, United Way of Adair County, The United Way of Franklin County.