

**15,420** girls participated in the 2010 Girl Scout Cookie sale  
GIRL SCOUT COOKIE REVENUE WAS UP **2.5%**



### EVERY COOKIE HAS A MISSION

Selling Girl Scout Cookies helps girls develop five essential skills: goal setting, decision making, money management, people skills and business ethics. Girl Scouts Heart of Central California was chosen by our Girl Scout Cookie baker for an exclusive photo shoot of the Girl Scouts in our council. The photos are being used on national Girl Scout Cookie marketing materials for the 2010/2011 cookie season.

**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.**

**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.**

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# GS


2010 ANNUAL REPORT

WHO  
WHAT  
WHERE  
WHY  
WHEN

## GIRL SCOUTS TODAY, LEADERS TOMORROW

**G**irl Scouts are inspired to realize their full potential and use their knowledge and skills to explore the world. In their communities, they are encouraged to work with others to accomplish various goals.

A Girl Scout takes action to make the world a better place by leading with courage, confidence and character. Imagine what she'll do when she's old enough to vote!

We invite you to look inside this annual report to see how the girls, volunteers and staff of Girl Scouts Heart of Central California (GSHCC) have made an impact on their communities. Also, we welcome you to visit our interactive Web site to see GSHCC girls and volunteers in action. 

[girlscoutshcc.org/annualreport.asp](http://girlscoutshcc.org/annualreport.asp)

# LEADING

## GIRL SCOUTS BELIEVE THAT ANY GIRL CAN BECOME A LEADER WHEN GIVEN THE RIGHT TOOLS AND OPPORTUNITIES.

**B**ehind every successful Girl Scout is a committed volunteer trained to give girls the tools and inspire them to discover, connect and take action in above-average ways.

The council's more than 10,515 volunteers invest their time and resources because they understand that girls can be the future leaders of their communities and the world. According to Girl Scouts of the USA, investing in girls ~ one girl at a time ~ yields the greatest returns in economic development, social progress and even public health. Through one of our quality programs, for example, girls learn why healthy living is important, have fun learning about germs and meet medical professionals. Local women from the California Medical Association Foundation inspired girls to think differently about medical careers with hands-on, activity-filled days of discovery.



GSHCC's girl membership has increased by 2.7 percent since 2009, putting our total girl membership at 28,778 for the 2009 - 2010 membership year. Thanks to the support of 10,515 adult volunteers, the council is able to continue its mission to build girls of courage, confidence and character, who make the world a better place. Our girl membership mirrors the area population's ethnic and cultural demographics.

ALL GIRL SCOUT EXPERIENCES ARE DESIGNED TO TIE TO ONE OR MORE OF THE 15 OUTCOMES THAT GIRLS WILL GAIN FROM BEING A GIRL SCOUT.

### 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 promote cooperation and team building.
- 3 Girls can resolve conflicts.
- 4 Girls advance diversity in a multicultural world.
- 5 Girls feel connected to their communities, locally and globally.

### 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 to act.
- 5 Girls feel empowered to make a difference in the world.

### Leadership



# the **GIRL SCOUT** experience Program

EVENTS ARE ENRICHMENT ACTIVITIES THAT ARE ALSO DESIGNED TO BE FUN!

Volunteer and staff relationships with professional women in the area's communities have yielded many inspiring, grade-level appropriate opportunities for girls to expand their skills, challenge their abilities, and try new activities, all while having fun. More than 18,700 girls participated in such events, plus girl training and camping in 2010.

## Quality

**HIGH-QUALITY PROGRAMS YIELD HIGH-QUALITY CITIZENS AND FUTURE EMPLOYEES**

### M.E.D. (MEDICAL EXPLORATION DAY)

Girls learned how to stay healthy and aspire to careers in the medical field with inspiration from women doctors, nurses and medical researchers who volunteered to provide Medical Exploration Day, or M.E.D., a GSHCC event. The council used a hands-on, activity-filled day of discovery to get the girls thinking differently about a career in the medical field. Women who volunteered to help with M.E.D. were from the California Medical Association Foundation (CMAF), which has also partnered with GSHCC to create the Community Health Patch Program that teaches girls to take pride in themselves and the importance of keeping their bodies healthy.

### HORSE PROGRAM

The Council is proud to offer one of the only year-round Girl Scout horse-related programs on the west coast. GSHCC's horseback riding director has been teaching horsemanship for more than 30 years, developing a program that teaches girls the importance of rhythm, timing and balance while riding, all while learning to respect and understand horse behavior and psychology. Throughout the school year, designated GSHCC staff members travel to different sites throughout the council's jurisdiction, offering two-hour horse programs to troops as well as individual girls. The "Wrangler in Training" program allows high school age girls to improve their horsemanship as well as leadership skills by assisting with the younger girls in the horse program.

### ROCKS ROCK

Council Girl Scouts met with women from the Women in Mining Coalition, a group of professional geologists, mineralogists and mining engineers who volunteered their time to introduce girls to career opportunities in the field of mining. GSHCC believes it is important to expose girls to a multitude of career opportunities while partnering with community professionals.

### UNDER CONSTRUCTION

In 2010, professional women in the construction industry worked with GSHCC to teach girls about their careers in construction. They worked side by side with girls to build cabins while doing a service for Camp Menzies, the council's summer camp. Sacramento Chapter 63 of the National Association of Women in Construction (NAWIC) first partnered with the council in 2005 and has been helping Girl Scouts swing hammers, pound nails and learn how to use power tools ever since. In 2010, NAWIC helped 15 Girl Scouts build a cabin. ♦

## Collaborate

**COLLABORATION KEEPS GIRL SCOUTS CONNECTED TO THE COMMUNITY.**

### LEARN INDIVIDUAL IMPACT

Girl Scouts explored the UC Davis campus and worked with UC Davis Air Quality research staff and graduate students to earn their Breathe Journey during the Council's Air Aware day camp. They participated in activities that taught them about air monitoring, carbon footprints, alternative sources of energy, and other ways to "clear the air" in order to understand how to live a greener life.

### IT'S ALL ABOUT SELF-ESTEEM

Created in 2002 to build self-esteem and self-confidence in girls ages 8-17, uniquely ME! is a Girl Scout/Dove® Self-Esteem Program. In 2010, 7,500 area middle and high school Girl Scouts were served through the uniquely ME! program with grant money provided by Dove®. **3,741 older Girl Scouts participated in life skills and self-esteem events.**

### UNIQUE OPPORTUNITIES

A dozen professional women football players from the Sacramento Sirens ran a football scrimmage session with Girl Scouts from GSHCC in 2010. A first-time experience for most of the 42 girls who participated, the event gave girls a chance to see professional women football players in action. The athletes taught girls that a passion can become a career. Just for fun, the girls were able to try on the pros' uniforms and receive autographed photos. ♦

## Tradition

**MEMORIES THAT LAST FOREVER.**

### CAMP MENZIES

During the summer months, GSHCC offers resident camping experiences at Camp Menzies, a 176-acre property in the Sierra Nevada Mountains. At camp, girls sleep under the stars, ride horses, swim in lakes, hike, and sing songs with new friends by camp fires. Research has shown that away-from-home activities at camp help girls gain self-esteem, learn unique skills and build lasting relationships.

More than 900 girls stayed at Camp Menzies in the summer of 2010. Camp Menzies consistently maintains high standards for the health and safety of all campers and is accredited by the American Camping Association.

### CAMP FLEMING

Camp Fleming is used year-round for troop camping, service unit events and trainings. Adult trainings such as Leave No Trace and Troop Camping benefit from Fleming's campground and 440 acres of pine and oak-studded hills with a seasonal creek and numerous hiking trails. In 2010, Weekend of Workshops (W.O.W) was celebrated at Fleming, maintaining a 40 year tradition of Girl Scout adults coming together for fresh insights and to learn new skills and girl-centered activities. **1,125 girls attended nature, science and technology events.**

### DAY CAMPS

Day camps are designed to give individual Girl Scouts a chance to learn new skills, make new friends and participate in a variety of Girl Scout traditions. Some day camps also include an opportunity for girls to camp overnight. In 2010, there were 18 day camps held in seven counties with more than 1,300 girls participating. ♦



**THE HIGHEST AWARD A GIRL SCOUT CAN EARN IS THE GIRL SCOUT GOLD AWARD. IN 2010, GIRL SCOUTS HEART OF CENTRAL CALIFORNIA HAD A RECORD NUMBER OF GIRLS EARN THEIR GIRL SCOUT GOLD AWARD. GIRLS EARN THEIR AWARD BY ADDRESSING AN ISSUE IN THEIR COMMUNITIES IN A MEASURABLE AND SUSTAINABLE WAY. NATIONALLY, ONLY 5.4 PERCENT OF GIRL SCOUTS ELIGIBLE TO EARN THE GIRL SCOUT GOLD AWARD COMPLETE THEIR PROJECTS AND RECEIVE THE AWARD AFTER COMPLETING A REQUIRED 80 HOURS OF WORK.**

### I WEAR MY GIRL SCOUT GOLD AWARD WITH PRIDE BECAUSE:

- "I helped refugee students adjust to living in America."
- "I put on a music performance for the elderly and received a standing ovation."
- "I taught CPR."
- "I organized two blood drives."
- "I created an outdoor classroom for an elementary school to teach science in a hands-on environment."

**GSUSA ASKS GIRLS "WHAT DID YOU DO TODAY?" GSHCC GIRLS ARE MAKING A DIFFERENCE EVERYDAY!**

### 2010 GIRL SCOUT GOLD AWARD RECIPIENTS ♦

Wrinda Agarwal  
Laura Anderson  
Taylor Biggers  
Morgan Buckner  
Stephanie Butler  
Katherine Carey  
Jennifer Chan  
Michelle Clement  
Hannah Combs  
Jessica Crough  
Caitlin Devitt-Payne  
Katherine Elstad  
Jamie Estopinal  
Regan Greenhill

Morgan Henry  
Anna Hiller  
Rebecca Horn  
Jenny Horton  
Lindsey Huebner  
Michelle Huey  
Makenna Huey  
Linnea Jordan  
Kaitlin Kelley  
Emily Kratzer  
Kayla Kuhl  
Jenny Kushida  
Judy Kwan  
Laura Lapham

Jolie Law  
Elizabeth Lawson  
Georgette Limato  
Sarah London  
Corinna Ma  
Sara Rose Miyeko  
Matsura  
Amber May  
Tiffany McMurtry  
Tesa Mitchell  
Leah Mohtes-Chan  
Kimberly Nakamura  
Rachael Odell  
Lauren Otani

Victoria Payne  
Elise Peauri  
Clair Premzic  
Jessica Ann Rogness  
Erin Savoia  
Kiersten Schmidt  
Megan Serpa  
Chelsea Shannon  
Caitlyn Rio Smith  
Jenna Strack  
Michelle Tamai  
Hilary Teaford  
Charlotte ter Haar  
Samantha Wise

## Hispanic Initiative

Conectando con la Comunidad Latino



In the southern six counties of the council, served by the Modesto office, more than 50 percent of students in grades K-12 are Hispanic. The percentage of Hispanic students is increasing throughout our council; currently, 28.3 percent of our girl members are Hispanic.

The purpose of the Hispanic/Latino Initiative is to increase the council's ability to connect with the Latino community and thereby increase the involvement of both Hispanic girls and adult volunteers in Girl Scouts. The long term goal of the Initiative is to help Girl Scouting become a part of the Latino culture.

When the Hispanic Initiative began in 2007, there were only two troops – with 15 girls and four leaders. Now there are 16 troops with 246 girls led by 40 primarily Spanish-speaking volunteers. ♦

## GSUSA looks to GSHCC

GSHCC has been recognized as a leading council by GSUSA. Senior staff and directors have been nationally recognized and asked to sit on several committees such as the Product Sales National Committee and the Ad Hoc Pension Committee, which includes national board members and GSUSA Council CEOs.

## Meet the Leaders of GSHCC

### BOARD CHAIR

Catherine Cardoza Conner

"I continue to be amazed with the opportunities Girl Scouting provides for girls. A Girl Scout learns to be a leader and can really be seen as the best and the brightest."

-Catherine

### BOARD OF DIRECTORS

#### VICE CHAIRS

Robin Kren  
Norm Marshall

#### SECRETARY

Anne Ferguson

#### TREASURER

Barbara D. Ellis

#### DIRECTORS

Beverly E. Lamb  
Susan J. Sheridan  
John P. Gallagher  
Paige Smith  
Gianna Gianelli-Mehl  
Judy Lin  
Genevieve Marsh  
Jan Opie  
Anita Rohn  
Toni Rubin  
Debra Lee Brown  
Robert Ferriman  
Princetta Purkins

#### CHIEF EXECUTIVE OFFICER

Pamela G. Saltenberger

"Girls drive the decision making of the council. I'm so proud to have girl board members and an entire council staff focused on building girls of courage, confidence and character." ♦

-Pam

## OUTREACH PROGRAMS



## POSITIVE ROLE MODELS FOR GIRLS

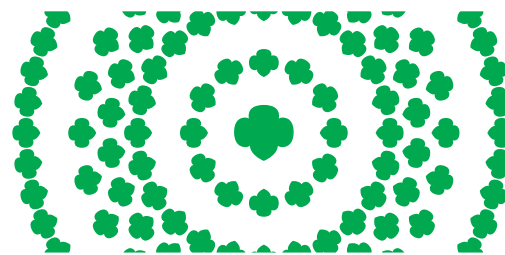
GSHCC recognizes the importance of ensuring that every girl who wants to be a Girl Scout has the opportunity. The council provides affordable programs for all girls interested in participating whether they live in a foster home, detention facility or migrant camp.

In 2010, GSHCC served more than 8,500 girls who are members of outreach troops. Many attend low-income and underperforming schools, live in subsidized or temporary housing, are pregnant or parenting teens, are incarcerated in county juvenile detention facilities or are daughters of migrant workers.

"It's a great program!" said one Monterey Trail High School outreach troop member. "We got to be more open with each other as well as work together as a unit instead of individually. I love it." ♦

## FINANCIALS:

To obtain a complete copy of the council's financial statements for the 2009-2010 fiscal year audited by Gilbert Associates, Inc., CPAs and Advisors, please call (916) 638-4475.



### STATEMENT OF ACTIVITIES FOR THE YEAR ENDED SEPTEMBER 30, 2010

#### UNRESTRICTED NET ASSETS:

#### + REVENUES

• Cookie program, net of cost of sales of \$1,956,204	\$7,169,863
• Camping and other program fees	649,967
• Shop, magazine and nuts & candy sales, net of cost of sales of \$705,688	594,498
• Contributions and grants	265,883
• Other income	34,222
• Net assets released from restriction	183,683
<b>TOTAL REVENUES</b>	<b>\$8,898,116</b>

#### - EXPENSES

<b>PROGRAM SERVICES:</b>	
Program and activities	\$4,421,439
Membership	2,132,569
Outreach	1,138,583
<b>TOTAL PROGRAM SERVICES</b>	<b>7,692,591</b>
<b>SUPPORTING SERVICES:</b>	
General and administrative	582,454
Fund development	200,639
Capital campaign expense	129,114
<b>TOTAL EXPENSES</b>	<b>8,604,798</b>

<b>INCOME FROM OPERATIONS</b>	293,318
Interest and investment income	139,118
<b>INCREASE IN UNRESTRICTED NET ASSETS</b>	<b>432,436</b>

<b>TEMPORARILY RESTRICTED NET ASSETS:</b>	
Contributions and grants	659,754
Net assets released from restriction	(183,683)
<b>INCREASE IN TEMPORARILY RESTRICTED NET ASSETS</b>	<b>476,071</b>

<b>INCREASE IN NET ASSETS</b>	908,507
<b>NET ASSETS, Beginning of Year</b>	<b>5,760,135</b>
<b>NET ASSETS, End of Year</b>	<b>\$6,668,642</b>

## PROGRAM CENTER

MARCH 4, 2010

Our building has been a part of the East Sacramento community since 1932, but it's new to us. We've recently purchased and renovated it to accommodate our growing council.

### THE COUNCIL NOW OFFERS

- Large areas for program activities with girl inspired design
- New state of the art Volunteer Resource Center
- New designated program support area for staff focused on at-risk girls
- Larger, better stocked Girl Scout Shop
- Faster response time to the needs of the girls
- Better access to light rail, bus lines and freeway



### FUN BUILDING FACTS:

- 17,600 sq. ft. of carpet
- 61 cubicles
- 500 gallons of paint
- 800 feet of duct work