



MISSION

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

GIRL SCOUTS OF THE USA (GSUSA)

Girl Scouts is America's premier leadership development organization for girls, with more than 3.2 million members. Founded in 1912 by Juliette Gordon Low, GSUSA is part of a worldwide family of girls and adults in 136 countries through the World Association of Girl Guides and Girl Scouts.

Membership is open to all girls ages 5-17—regardless of their racial, ethnic, socioeconomic or religious background—who make the Girl Scout Promise, accept the Girl Scout Law, and pay annual dues of just \$12. Financial assistance is available.

SAN DIEGO-IMPERIAL COUNCIL

San Diego's first Girl Scout troop began in Coronado in 1917. Girl Scouts San Diego now includes about 2,300 troops.

The council provides activities and events for nearly 30,000 girl members, offers training for leaders and maintains seven camps and program centers. Volunteer leaders, consultants and staff specialists in areas such as child development, adult training and outdoor education are among the council's nearly 13,000 adult members. These women and men fill a wide variety of roles, from assisting with camps and fundraising events to serving on the board of directors.

The Girl Scout Outreach Program brings Girl Scouting to areas where traditional troops are not likely to form because of language, economic or other barriers.

- One of every 10 local girls ages 5-17 is a Girl Scout (more than 10% of that population).
- 42% of the council's total membership are girls from diverse cultural backgrounds.
- 19% of girl members are from underserved communities.

FUNDING

The council's primary sources of revenue are the Girl Scout Cookie Program, product and merchandise sales, program fees, individual and corporate contributions, foundations and the Urban Campout fundraiser.

Nearly 85% of revenues supports girl programs, resource materials, equipment, membership support and maintenance of seven facilities.

LEADERSHIP

Council leadership is provided by 29 volunteers elected to the Board of Directors by council representatives. The Board appoints the Chief Executive Officer.

Board Chair:	Katie Sullivan
Chief Executive Officer:	Jo Dee C. Jacob
Operating Finance Officer:	Gerry Keshka



Girls select from hundreds of programs in engineering, the arts, sports, travel and more.



Camp Winacka and Camp Whispering Oaks are two of the council's seven properties.

WHAT WE DO

The Girl Scout Leadership Experience provides contemporary and relevant programs that engage girls to:

- Discover themselves
- Connect with others
- Take action to make the world a better place

Local Girl Scouts choose from hundreds of opportunities, including:

- Skill building: leadership conferences, travel program, and the prestigious Girl Scout Gold Award
- Community service projects and diversity programs
- Science, technology and math workshops
- Sports events, clinics and leagues
- Day and resident camps
- Family events



COUNCIL FACILITIES

- **Balboa Service Campus (Council Headquarters)**
1231 Upas Street, San Diego 92103
(619) 298-8391
- **North Coastal Service Center (Carlsbad)**
2382 Camino Vida Roble, Suite H, Carlsbad 92011
(760) 444-9011
- **Imperial Valley Service Center (El Centro)**
1745 S. Imperial Avenue, Suite 105, El Centro 92243
(760) 353-2840
- **Escondido Program Center (Kit Carson Park)**
3050 Las Palmas, Escondido 92025
(760) 740-2670
- **Camp Winacka (near Julian)**
- **Camp Whispering Oaks (near Julian)**
- **Palomar Mountain Program Center**



Fifteen hundred participated in the council's annual New Day 5K and Sharp Health Expo in 2010.

www.sdgirlscouts.org



Local Girl Scouts have sent nearly 1.85 million boxes of Operation Thin Mint® cookies to military troops since 2002.



Urban Campout, the council's annual "fun fundraiser for grown ups" nets nearly \$300,000.



These young women earned the prestigious Girl Scout Gold Award—the organization's highest honor—during 2011.