



Making a Difference

FOR FRIENDS OF GIRL SCOUTS SAN DIEGO ♦ SUMMER 2021



Planned Giving Officer Merle Brodie Retires

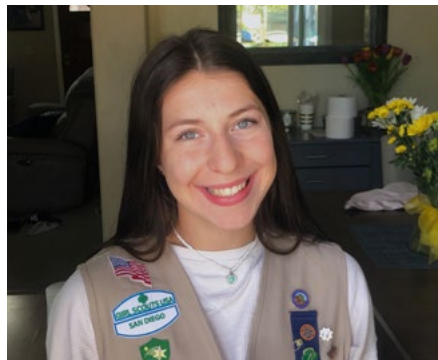
Like all parents, Merle and Mitch Brodie wanted to lay the foundation for their two daughters to have the best chance at future success. →



p. 3

Power Her Promise

Exciting! Our second annual campaign starts Sept. 1.



p. 4

Older Girls Thrive!

Inspiring examples of our older girl experiences.

Girl Scout Alum, Mom, Volunteer, Employee

Knowing that Girl Scouts would keep their girls focused on positive growth, Merle and Mitch enrolled Courtney and Blake in Daisies. (Blake is pictured with Merle on the cover.)

The girls thrived in their troops, which Merle describes as “tight-knit sisterhoods.” She credits leaders Ruth Burr and Debby Parrish for keeping the troops active all the way through the Ambassador level, and for guiding the girls to complete their Gold Award projects.

As a working mom, Merle found it reassuring to know her daughters were engaged in community service projects and strong leadership development activities, guided by caring, responsible mentors. “I continue to be very grateful for Ruth and Debby,” reflects Merle. “They were so skilled, and they motivated the girls to accomplish amazing things.”

“Both girls really liked their leaders,” she says, “They knew

Ruth and Debby believed in them and were truly pushing them to be their best.”

Merle is a Girl Scout alum who says participating in the cookie program was the first step in her long career of raising funds for non-profits. She served on the Girl Scouts San Diego Board of Directors and helped create our council’s planned giving program. Many years later, when there was an opening for a part-time person to lead that effort, she stepped forward to help out for a “short time.”

That short time turned into 11 years!

During that time, Merle built strong, genuine relationships, expanding support for our powerful mission. She grew the planned giving program (originally called the Puente de Oro Society, then Legacy Circle, now known as the Juliette Gordon Low Society) exponentially, led the philanthropy team for a time, and played a pivotal role



Sue Major (center) accepts an award from Merle, Rick Brooks, and Ellie McConnell.

in the capital campaign to build the fabulous new Cabin 3 on our Balboa Campus. In short, she made a big impact.

“Merle was successful because she wholeheartedly believes in Girl Scouts and truly cares about the people she worked with—donors, volunteers, girls and staff,” expressed Carol Dedrich. “She saw how Girl Scouting helped her daughters grow into strong, independent, successful women and wanted every girl to have the same opportunities.”

Merle Brodie made her mark on Girl Scouts before retiring this spring. Her legacy will live on through her daughters, the many people whose lives she impacted, and the planned gift she and Mitch have included in their estate plan.

To follow Merle’s lead and ensure that all girls can grow with Girl Scouts, please visit sdgirlscouts.org/give or call Chief Advancement Officer Liz Sheahan at 619-610-0735.



Merle is pictured with Carol Dedrich and Alan and Nancy Spector.

CEO UPDATE

Carol Dedrich

The Future is Bright!

Bright days are ahead! One strong indicator of future success: Eighty-seven young women recently earned their Girl Scout Gold Awards. That's the largest class in our council's history!



Those of us who are close to this organization—girls, families, volunteers, supporters, staff—see the power of the Girl Scout Mission day in and day out. Girl Scouts learn skills, overcome challenges, explore opportunities, and become the changemakers they want to be.

People think they know Girl Scouts, because it has been around for so long. **Yet many of them miss the underlying force of this mission: empowering girls to design their futures and change the world.** Through the Girl Scout experience, girls grow and develop:

- Strong values
- Critical thinking and problem-solving skills
- Confidence and courage to move forward in the face of obstacles
- Resilience to find another way when things do not go as planned

As these traits become part of their core, our Girl Scouts rise to each new challenge and develop into strong, capable leaders.

The phenomenal young women who recently achieved Gold Award status are at the pinnacle of the Girl Scout Leadership Experience, just beginning to make their mark on the world. I can only imagine the profound impact each of them will make throughout their lives!

In September, we will embark on our second annual Power Her Promise campaign, and I hope you will join us. We will raise awareness of our powerful mission and build support to ensure *all* girls in our community have the opportunities Girl Scouts provides. Please visit sdgirlscouts.org/PHP to learn how you can partner in this effort.

Thank you for all you do to Power Her Promise!

September 2021

Please join us in Sept. as we embark on our second campaign to ensure Girl Scouts is available for *all* girls, regardless of their families' ability to pay.

Visit sdgirlscouts.org/PHP for details about these ways to help share the joy of Girl Scouting:

- Spread the word by talking about the power Girl Scouts has had in your life.
- Display a yard sign.
- Invite others to get involved via your personal Friends & Family giving website. You could win free airfare compliments of Southwest Airlines!
- Enjoy the visibility of becoming a sponsor!



Have an Old Vehicle?

Have an old car, camper, boat or motorcycle you don't need? Whether it runs or not, Girl Scouts San Diego can accept your vehicle donation. Just call 855-500-RIDE (7433) today to have it towed at no charge.

You'll free up the space in your driveway, get a tax deduction, and empower a girl. What could be better than that?!

You can make a big impact on a girl's life. Go to sdgirlscouts.org/give today.



<<Addressee>>
<<Address Line 1>>
<<Address Line 2>>
<<City>>, <<State>> <<ZIP>>

Making a Difference

Older Girl Scouts Thrive!

These recent highlights are among the many exciting options for Cadette, Senior, and Ambassador Girl Scouts:

Speed Mentoring Sessions: 90-minute Zoom calls connect older girls with successful women in a variety of fields. These fast-paced, quarterly sessions—featuring new mentors each time—expose girls to careers they may not have imagined.

“Maddie really enjoyed [her mentoring sessions],” comments Anne Grasser, whose daughter is a Cadette. “She learned so many great nuggets of knowledge. What a tremendous experience for these young women to practice speaking to women in different professions!”

While it’s exciting for the girls to meet these women, the mentors are equally inspired when they hear about the girls’ goals and accomplishments.

Emerging Leader Girl Scouts: On April 30, we introduced 42 Emerging Leaders during the

annual Cool Women celebration. To earn that distinction, Seniors and Ambassadors take the initiative to apply for the program. Once accepted, they complete skill-building sessions on topics like networking, business etiquette, building personal brand, and public speaking.

We inducted six inspiring female professionals into the Cool Women sisterhood this year. The group embodies the Girl Scout way by courageously pursuing their dreams and being positive role models for girls. We love this opportunity to spotlight these professionals alongside the Emerging Leader Girl Scouts, our Cool Women of the future.

Many Emerging Leaders took an active role in the virtual celebration. Six of the young women interviewed and introduced the Cool Women honorees, several Emerging Leaders recited the Girl Scout Promise and Law and thanked our sponsors.

Trifecta Girl Scout, Alexi Grabia, (earned Bronze, Silver and Gold

Awards) who participated in the Emerging Leaders program throughout high school, co-hosted the Cool Women event with CEO Carol Dedrich. “Thanks to the Emerging Leader program, I went from a timid sophomore who had never been formally mentored, to a confident speaker,” she recalls. “What a transition! I learned countless new things, became completely sure of myself, was inspired by the stories of others, and most importantly, grew into a kind and hard-working leader.”

Find more about the Emerging Leader Girl Scouts and Cool Women at sdgirlscouts.org/cw.

Girl Scout Destinations travel program: Applications are open now for 34 exciting trips in 2022, including Pacific Exploration in STEM (Hawaii), Charting the Galapagos, Sea Turtle Retreat (Costa Rica), and Hiking the Swiss Alps!

As girls grow into their teens and become more independent, Girl Scouts grows with them, empowering the strong leaders of our future.