



Today, somewhere in Northern California, one of our Girl Scouts is trying something new for the first time.

Maybe she's speaking in front of a group. Or paddling a canoe. Planting a tree. She might be setting leadership goals, or helping her troop plan a service project for her community.

Whatever that Girl Scout is doing, you can be certain of one thing: what she is doing today is making her **stronger for tomorrow.**





Turning 365 Todays into Phenomenal Tomorrows

On any given day, in any given year, Girl Scouts of Northern California is changing lives. Throughout our 19 counties, more than 47,000 girls are discovering, connecting, and taking action through Girl Scouting. It takes a pretty big team to make the world a better place, and we are fortunate to have a great group of partners in building tomorrow's leaders: dedicated volunteers, engaged parents, generous donors, eager community supporters, and hardworking staff.

Every day, the members of this Girl Scout team are doing their part to make Girl Scouting the best organization it can be for our girls. Our 32,000 adult volunteers work tirelessly, organizing camping trips and cookie sales and troop meetings, taking the time to get trained, and searching out resources to bring new opportunities to girls. Parents play an essential role, including pitching in to serve as chaperones, driving girls to events, and helping them qualify for awards.

And all of this is made possible by the support of our donors, foundations, and corporations who believe that girls have unlimited, unleashed potential and Girl Scouting is the best way for girls to tap into that.

In 2010, we began to see a reverse of some of the effects of the economic decline that took such a toll on our council's finances in the past few years. We made a strategic, concerted effort to reduce expenses, which we did, by more than \$672,000. Our overall revenue increased by 8 percent. We were particularly thrilled to see dramatic growth in grant funding from foundations and corporations, a 74 percent increase over last year. Conversely, we were faced with a challenging 53 percent drop in family giving, and we are continuing to work diligently to help our members understand how crucial their support is to carrying out our mission.

Our total number of troops held steady in 2010, but we saw our total number of girls decrease by 2 percent – and we are focusing our resources in 2011 on ways to turn that figure around.

Girl Scouts of Northern California's 5 council-run camps saw record-attendance. At our 23 volunteer-run community camps, an amazing 1,673 volunteers led day and resident programs for 6,619 girls! And our 2010 Cookie Program was the most successful we've had – a 9 percent increase from the previous year, with more than 30,000 girls selling over 3.6 million boxes of cookies!

In this annual report, we're highlighting the remarkable progress made by Girl Scouts of Northern California in 2010 – facts, statistics, and first-hand testimonials of girls, parents, and partners discussing the positive effects of Girl Scouting. Of course, our look back only begins to scratch the surface of all that was accomplished by the girls and adults who make up this council.

We hope that you'll be inspired by the stories of our success in 2010, and we are grateful to everyone who contributed to changing the world for a girl. With the continued support of our donors, our volunteers, our member families and our communities, we look forward to 2011!

Yours in Girl Scouting,

Marina Park
CEO

Robert "Woody" Shackleton
Board President



Over 8%
increase
in total revenue

3.6 million+
cookies sold,
a 9% increase –
our biggest sale ever!

74% increase
in grants
from foundations
and corporations

179 girls
earned Gold Awards,
up from 169 the
previous year

7% increase
in campers
at council-run camps –
a record setting 3,810

6,769 more
property users,
from 21,024 to 27,793

6,619 girls
attended 23 volunteer-
run community camps

21 new
volunteer-run
outreach troops
in Girl Scout Corps

Our Impact: What People are Saying About Girl Scouts

“When we are back on our feet, you can be sure that we will be making a donation so that another girl will get the opportunity like Samantha has been given.”

– Mother of a camper who received financial aid



“The Girls Go Tech Program at Alliance Academy helps fill an enormous need in our East Oakland community – an enriching after-school program that provides a safe, supervised place for girls to grow and learn in a field where we have limited resources. Our students are now competitors in areas of study they wouldn’t have experienced without the Girls Go Tech Program.”

– Yvette Renteria, school principal

“The Future is Green Destination ... fueled my passion for the environment even further, and gave me more tools to share that passion.”

– Kate, a participant at GSNorCal’s The Future is Green Destination, a 10-day camp where 36 girls merged technology and environmental awareness



“I really want you to know the real me and not just the girl you come and see in the jail on Mondays ... There is one big thing – I’m ready to do right by me and my son. Love, your new Girl Scout.”

– Andrea, a teen incarcerated mother who had just informed her troop leader that she was joining the Girl Scout Got Choices program



For the first time, girls selling nuts and magazines in our Fall Sale were able to earn credit for camp and programs, an affordable way to extend the family budget.

October



The Cordelia site in Solano County (closed since 2005) was re-opened as a new outdoor program center for programs, camping, and day camps.

November

Our girls completed hundreds of holiday service projects, including one where girls in the Crossroads Service Unit threw a party with gifts for families of a Richmond outreach troop.



December



Camp brochures were mailed to homes, setting the stage for the record-setting attendance in summer 2010 with 3,810 campers at council-run camps!

January

Our Strategic Goals: How Did We Do in 2010?

Engaged Volunteers

We took important steps this year to help improve the volunteer experience, including:

- Our second annual volunteer survey to improve the volunteer experience. 95 percent reported that volunteering with Girl Scouts is very rewarding, and many offered suggestions for improving processes. 83 percent feel adequately prepared for their volunteer roles
- 16 new learning facilitators in North Central
- A new online membership registration system that saw 37,000 members renew online and on time
- More online training: 3,248 different people took one or more classes for a total of 9,390 online course completions (compared with approximately 5,100 online course completions the previous year)
- A re-vamped Council Resource Guide and new adult screening system designed to implement new GSUSA requirements and strengthen girl safety
- A strengthened Regional Delegates program and member engagement in the camp property discussion

Vibrant Programs

We exceeded our goals for both council-run enrichment programs and council-run camps and delivered over 40,000 program experiences to girls in underserved communities through outreach programs, including Got Choices, Green By Nature, Girls Go Tech and Universe Quest.

- Over 36,000 girl and adult participants in Choices programs
- Over 3,000 participants used Green By Nature Eco-Choice Boxes
- 3,810 girls attended 5 council-run camps
- 6,619 girls attended 23 community camps – 19 day camps and four resident camps – made possible by 1,673 adult volunteers

Diversity and Inclusion

We can all be proud of the high impact opportunities that we offered to girls from underserved communities during 2010. We also took important steps to build a volunteer structure that reflects and supports the diverse communities we serve, including:

- 21 volunteer-led outreach troops
- 3 service units with bilingual Spanish/English liaisons
- 93 percent of middle school girls in our Girls Go Tech after-school program said it increased their interest in science and confidence in their ability to pursue that interest
- 95 percent of girls in Got Choices said the program helped them develop greater awareness of healthy relationships
- 80 percent of families participating in the Gilroy Migrant Day Camp program, which focuses on violence prevention, reported improvements in their relationships and conflict resolution skills

Financial Strength

We are beginning to recover losses caused by the economic downturn.

- We achieved our budget goals for 2010 and increased our year end rainy day operating reserve from 2.7 to 3.0 months
- Our total revenue increased from \$13 million in 2009 to \$14 million in 2010
- Our total expenses decreased by 4.5 percent

Sustainable Growth

When the economy took a downturn, we shifted our focus to growing volunteer-led troops.

- The percentage of girl members participating in Girl Scouts through volunteer-led troops increased from 87 percent to 90 percent

Over 650 adults and older girls from Eureka to San Jose were trained at Discoveree in Union City – a learning conference that included over 120 workshops.



Girl members played a big role in our annual meeting – serving as girl delegates and board representatives and as featured speakers telling what they've learned from Girl Scouting.



More than 30,000 GSNorCal girls sold a whopping 3.6 million boxes of cookies at 8,000+ booths – setting a council sales record!



4,100 girls bridged to older girl program at the 29th Annual Golden Gate Bridging ceremony.

February

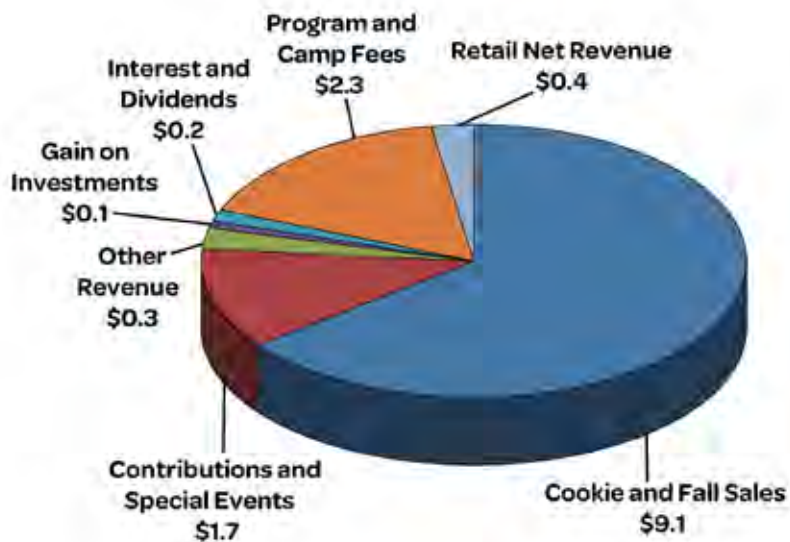
March

April

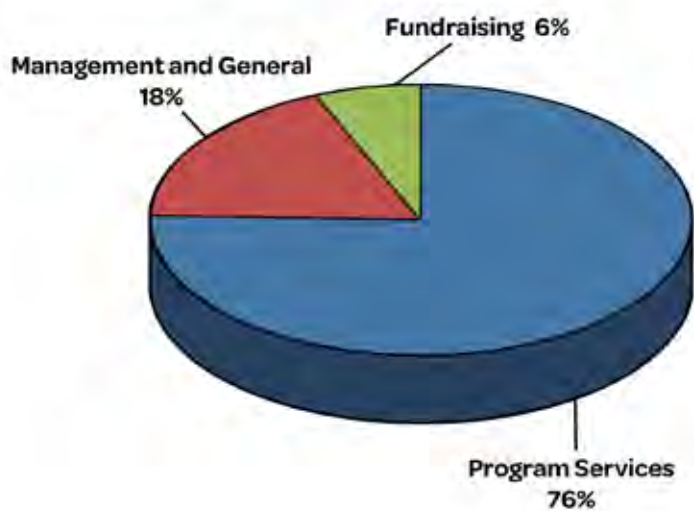
May

Our Finances: Year-at-a-Glance

Our Revenue (in millions)



Our Expenses



Girl Scouts of Northern California STATEMENT OF ACTIVITIES Year Ended September 30, 2010 and 2009

	2010 Total	2009 Total
Revenue		
Public support		
Annual giving	\$211,871	\$446,103
Gifts or grants from foundations/corporations	857,685	429,102
Workplace campaigns	81,745	76,171
Legacies and bequests	20,000	-
Gifts in kind	70,950	242,627
Other gifts	135,965	101,053
Government grants and exchange transactions	239,041	199,809
Total public support	1,617,257	1,494,865
Special events		
Gross revenue	103,305	354,883
Cost of special events	(40,977)	(119,479)
Net special events income	62,328	235,404
Program related revenue:		
Product sales		
Gross revenue	16,538,372	15,689,135
Cost of sales	(7,478,215)	(7,325,382)
Net product sales income	9,060,157	8,363,753
Other program related revenue		
Program event fees	668,371	689,421
Outdoor program fees	1,615,740	1,511,174
Less financial aid	(64,208)	(63,732)
Net program event & outdoor program fees	2,219,903	2,136,863
Other program fees	70,251	92,951
Total other program related revenue	2,290,154	2,229,814
Merchandise sales		
Gross receipts	1,139,526	1,090,617
Less cost of sales	(785,096)	(717,601)
Net sales of merchandise	354,430	373,016
Total program related revenue	11,704,741	10,966,583
Other revenue (losses)		
Interest and dividend income	187,278	142,975
Gain/(loss) on investments	141,087	(110,192)
Miscellaneous income	156,141	97,220
Rental income	171,518	154,764
Total other revenue	656,024	284,767
Total public support and revenue	14,040,350	12,981,619
Total revenue	14,040,350	12,981,619
Expenses:		
Program services	10,771,899	11,388,115
Supporting services:		
Management and general	2,588,824	2,653,223
Fundraising	898,542	890,800
Total supporting services	3,487,366	3,544,023
Total expenses	14,259,265	14,932,138
Change in net assets	(218,915)	(1,950,519)
Net assets, beginning of year	14,583,248	16,533,767
Net assets, end of year	\$14,364,333	\$14,583,248

220 girls from underserved communities attended Camp Ladybug in Santa Rosa and 5 teen Girl Scouts from our Got Choices program for at-risk girls were Program Aides.



A record 52 teen girls from underserved communities attended Camp CEO, an outreach program that brought together girls and executive women to build the next generation of leaders.



We opened a new office location in Redding to serve the North Central area and extended Camp Tall Trees volunteer-run resident camp to two weeks in Humboldt County.



Former San Francisco 49er Jeff Stover hosted the 12th annual Stover Celebrity Golf Tournament in Corning, raising over \$40,000 for Girl Scouts!

June

July

August

September



OUR TERRITORY

Girl Scouts of Northern California serves 19 counties in Northern California: Alameda, Butte, Contra Costa, Del Norte, Glenn, Humboldt, Lake, Marin, Mendocino, Napa, Santa Clara, San Francisco, San Mateo, Shasta, Siskiyou, Solano, Sonoma, Tehama, and Trinity counties. The counties are further divided into a total of 98 volunteer-led service units that support almost 4,000 Girl Scout troops.

OUR LEVELS

We tailor our programs for the developmental, educational, emotional and social needs of girls at six levels: Daisy (grades K-1), Brownie (grades 2-3), Junior (grades 4-5), Cadette (grades 6-8), Senior (grades 9-10), Ambassador (grades 11-12).

OUR CORE PROGRAMS

Leadership

Helping girls develop skills to lead today and tomorrow.

Green By Nature

Committed to "use resources wisely."

Girls Go Tech

Making the fields of science, technology, engineering, and math girl-friendly.

Growing Strong

Keeping bodies healthy, minds engaged, spirits alive.

DIVERSITY & INCLUSION

Girl Scouts of the USA and our council, Girl Scouts of Northern California, value diversity and inclusiveness; our staff and volunteers are representative of the diverse communities that we serve. Girl Scouts does not discriminate on any basis, including age, race, ethnicity, religion, disability, sexual orientation or gender identity.

THE 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

** The word "God" can be interpreted in a number of ways, depending on one's spiritual beliefs. When reciting the Girl Scout Promise, it is okay to replace the word "God" with whatever word your spiritual beliefs dictate.*

THE 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.

OFFICE LOCATIONS

Chico
50 Landing Circle
Chico, CA 95973
(530) 343-1904

Eureka
3203 T Street
Eureka, CA 95503
(707) 443-6641

Oakland
7700 Edgewater Drive Suite 340
Oakland, CA 94621
(510) 562-8470

Red Bluff
933 Jackson Street
Red Bluff, CA 96080
(530) 528-8655

Redding
1670 Market Street, Suite 248
Redding, CA 96001
(530) 221-6180

San Jose
1310 S. Bascom Avenue
San Jose, CA 95128-4502
(408) 287-4170

Santa Rosa
4825 Old Redwood Hwy
Santa Rosa, CA 95403
(707) 544-5472

Ukiah
P.O. Box 658
Ukiah, CA 95482
(707) 463-2888

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