

## Pamela Marsch

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**From:** Marge Larson <mstoneking@girlscoutsalaska.org>  
**Sent:** Friday, December 09, 2011 2:29 PM  
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**Subject:** Girl Scouts of Alaska Troop 49  
**Attachments:** CIU! Research Summary-What Girls Say (Eng).pdf; Girl Scouts Declares 2012 the Year of the Girl.doc

Dear Girl Scout Troop 49;

Girl Scouts of Alaska is very grateful for Honorary Troop 49. Your enthusiastic response to launching Troop 49 this past year affirmed your commitment to the girls of Alaska, their welfare and leadership potential, today and into the future. You can renew your membership online for 2012 at <http://www.girlscoutsalaska.org/for-girls/join>.

As 2011 comes to a close, we want to share some highlights of what Girl Scouts in Alaska has been up to and give you a preview of what 2012 will bring. 2012 is the centennial of Girl Scouts of the USA. In 2011:

- Our rural traveling day camp served 22 Southwest villages, reaching 33% of the region's K-12 girls. This program has been growing for ten years now. We work in partnership with Job Corps, Food Bank, and local tribal organizations to make it happen.
- Over 2,200 Alaskan girls went to Girl Scout camp this summer.
- In Southeast and the Yukon-Kuskokwim regions, 500 new girls experienced Girl Scouts for the first time.
- Over 1,600 girls in Bethel, Juneau, Kodiak, Ketchikan, Sitka, Soldotna, Mat-Su, and Anchorage spent a day doing hands-on science and technology activities with female Alaskan scientists in our signature Women of Science & Technology events.
- Dozens of girls in Kodiak, Juneau, Wasilla, Soldotna, and Ketchikan learned outdoor living skills such as shelter building, outdoor cooking, tent pitching and lashing, and fire-building.
- We kicked off our 100<sup>th</sup> Anniversary celebration at our Statewide Encampment, drawing nearly 1,000 girls and 400 adults from all over the state. Girls camped out at the Palmer State Fairgrounds for three nights. Thanks to hundreds of Alaskan volunteer presenters, girls discovered new experiences from civil defense to roller derby to wildlife management. A NASA astronaut visited and shared her experience as one of the first women in the space program and what life is like in space.
- Forty Alaskan teenagers traveled abroad, and twenty-six Alaskan teenagers traveled in the U.S. through Girl Scouts.
- In November, Girl Scouts of Alaska sent six girls to the national Girl Scout Leadership Institute (GSLI) where they learned about leadership, marketing, global citizenship, and more. GSLI participants reported back:
  - The top three things they feel are most important: education, environment, and women's issues.
  - The biggest concern in American girls' daily lives is body image.
  - They asked the adults to demonstrate leadership and Girl Scout pride.

• The GSLI co-occurred with the triennial Girl Scout National Convention, held this year in Houston, Texas. This year's Convention was particularly special, as it launched the national 100<sup>th</sup> anniversary celebration and the **Year of the Girl**. The following key messages were shared over and over at Convention:

- Girl Scouts has done amazing things for girls and women in the first 100 years; We've grown from the original 18-girl troop to over 50 million girls served;
- 10% adult women were once Girl Scouts, and 2/3 of women leaders are former Girl Scouts;
- Women make up 50% of the US workforce and over 50% of college grads;
- Women are the great untapped leadership resource;
- Girl Scouts is the pipeline for building leadership in both girls and women;
- Girls think about leadership differently than boys. Girls think it is about helping others and working collaboratively to make a difference in the community. Boys think of leadership as power and making money (Source: Girl Scout Research Institute *Change it Up*; summary report attached).
- The challenge for Girl Scouts in the next 100 years is to bring gender balance to the leadership of this country and this world.

One of the convention highlights was the internal kickoff of 2012 as the **Year of the Girl**, which evoked great excitement and energy. Building on that, we are excited to share the attached **Year of the Girl** press release, which will be distributed to national media this week. Additionally, a Web page [www.girlscouts.org/YearoftheGirl/](http://www.girlscouts.org/YearoftheGirl/) is live on [www.girlscouts.org](http://www.girlscouts.org) and is a place you can go to for additional information about the **Year of the Girl**. On that website, you will have the ability to share your e-mail address to receive additional information as the campaign progresses.

As part of the **Year of the Girl** campaign, Girl Scouts of the USA will launch on January 31 a landmark cause asking all members of society to join us in support of girls to help them realize their leadership potential. We will encourage mothers, fathers, and all adults, corporations, members of government, as well as other nonprofits to help girls reach their leadership potential -- because when girls succeed, so does society. We all have a role to play in making that happen. Together, we can get girls there.

We'll be in touch again soon to share with you our 2012 Girl Scouts of Alaska event calendar as well as ways you can join us in celebrating 100 years of Girl Scouting and promoting **Year of the Girl**. In the meantime, **please save the date for the evening of March 17<sup>th</sup>**, when we'll be commemorating our centennial and raising funds for girls in Southeast Alaska at the **Girl Scouts of Alaska, Southeast Auction** right there in Juneau.

Yours in Girl Scouting,

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Inspiring Girls to Lead  
[www.girlscoutsalaska.org](http://www.girlscoutsalaska.org)

## **Girl Scouts Declares 2012 the Year of the Girl**

### **CEO Anna Maria Chávez Announces Girl Scouts Plans to Start Transforming American Leadership During the Iconic Organization's 100th Anniversary**

NEW YORK, N.Y. — In a move designed to focus national attention on girls and the issues they face, Girl Scouts of the USA (GSUSA) has declared 2012 the Year of the Girl: a celebration of girls, recognition of their leadership potential, and a commitment to creating a coalition of like-minded organizations and individuals in support of balanced leadership in the workplace and in communities across the country.

The announcement comes as GSUSA assumes new leadership under CEO Anna Maria Chávez and prepares to celebrate its centennial in 2012, using this important moment in its history to launch a major initiative to change the landscape for girls and young women. The initiative, which also includes the largest fundraising and advocacy campaign dedicated to girls' issues in the nation's history, will be formally announced in January and will extend well beyond the Year of the Girl in 2012.

"The Year of the Girl is only a beginning," said GSUSA Chief Executive Officer Anna Maria Chávez. "We can't transform American leadership in a year, but we can transform expectations in a year. We can transform awareness in a year. We can set in motion a generational change, and make certain that a baby girl born in 2012 will experience her life in a new and vastly different world. Only Girl Scouts, with its scale and time-honored place in society, can launch this initiative. If not us, who? If not now, when? When girls succeed, so does society. We know that together, we can get her there."

This declaration serves as the foundation for Girl Scouts' broader, multiyear, multipronged effort to break down societal barriers that hinder girls from leading and achieving success in everything from technology and science to business and industry.

During the Year of the Girl, local Girl Scout offices nationwide will mix celebrations of the organization's 100 years as the premier leadership experience for girls with efforts to create a sense of urgency around girls' issues.

"Girl Scouts is at the forefront of building girl leaders, GSUSA National President Connie L. Lindsey said. "We embrace the opportunity we have to develop the next generation and future generations of leaders that understand the interconnectedness of the global community. Our girls will understand that they matter. And when they dream their future, they see a world of shared leadership: where the values of courage, confidence, and character really do make the world a better place."

#### **About Girl Scouts of the USA**

Founded in 1912, Girl Scouts of the USA is the preeminent leadership development organization for girls, with 3.2 million girl and adult members worldwide. Girl Scouts is the leading authority on girls' healthy development, and builds girls of courage, confidence, and character, who make the world a better place. The organization serves girls from every corner of the United States and its territories. Girl Scouts of the USA also serves American girls and their classmates attending American and international schools overseas in 90 countries. For more information on how to join, volunteer, reconnect, and donate to Girl Scouts, call 800-GSUSA-4-U or visit [www.girlscouts.org](http://www.girlscouts.org).

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