

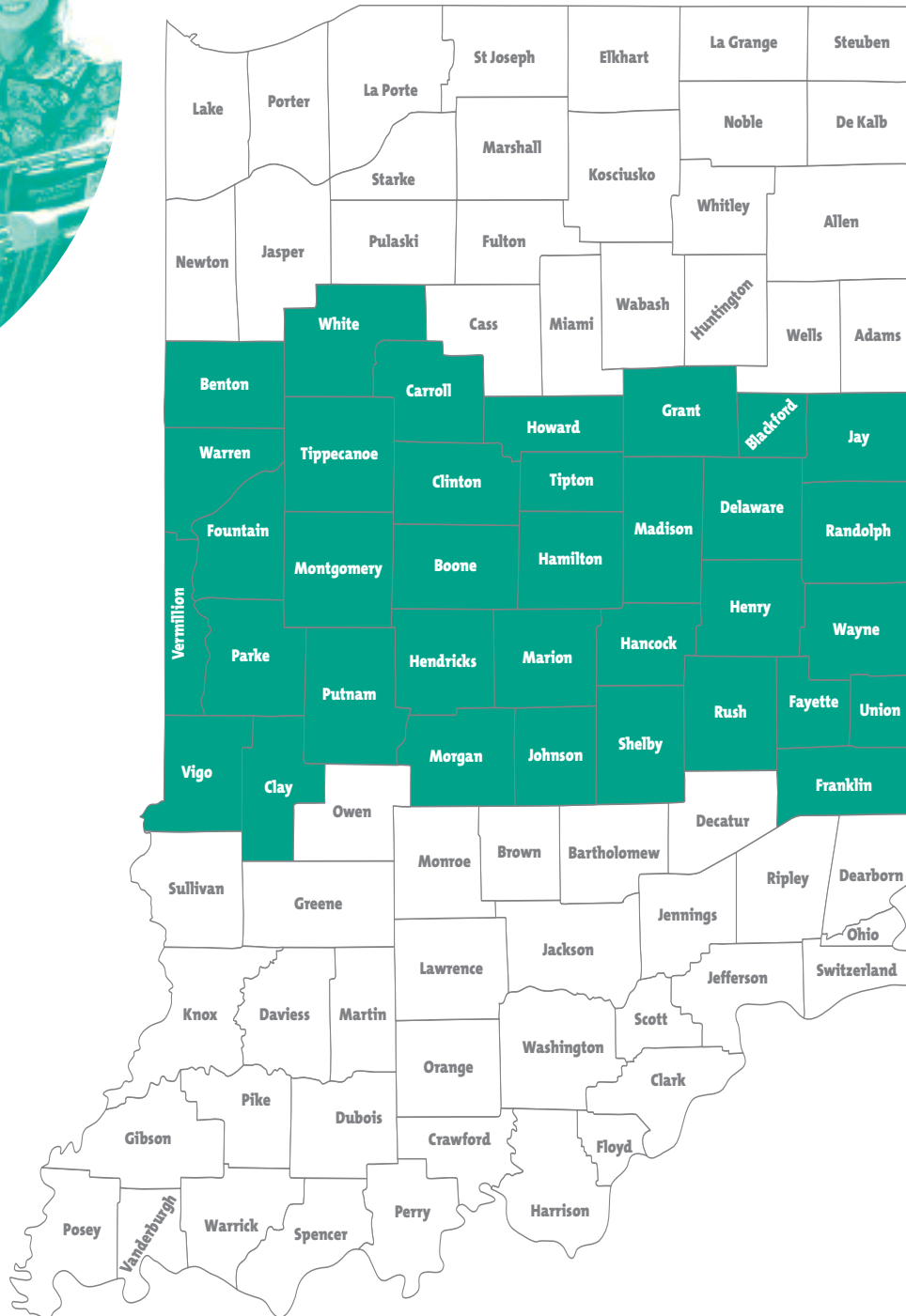


Girl Scouts®

Central Indiana



**Capital Campaign 2009:
Building the Dream**



Girl Scouts of Central Indiana

- A 501(c)(3) not-for-profit serving more than 42,000 girls in 35 Central Indiana counties through six service centers and 11 program sites
- Girl Scouting costs an annual average of \$215 per girl, subsidized significantly by generous donors
- Approximately 87 percent of Girl Scouts of Central Indiana's budget goes directly to program services, supporting the girls and adults of Central Indiana

Girl Scouts. Building leaders today.

If you aren't a Girl Scout yourself, or the parent or sibling of a Girl Scout, chances are you know many people for whom Girl Scouting has been the path to strong values and confident, active adulthood.

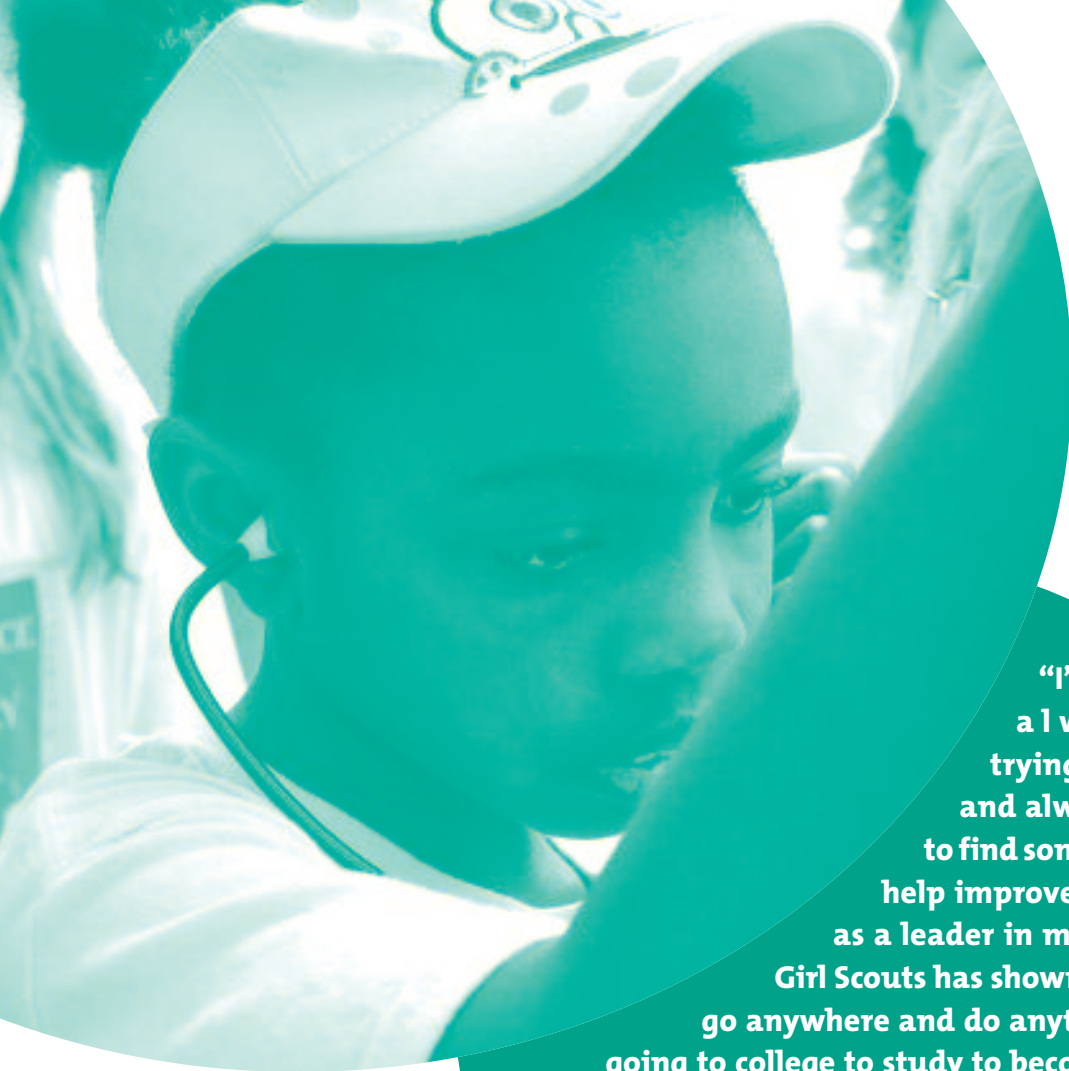
Girl Scouting is nearing its centennial anniversary. On March 12, 1912, Juliette Gordon Low brought together 18 girls from Savannah, Georgia, for the first Girl Scout meeting. Low believed all girls needed a chance for physical, mental, and spiritual development. She drew her girls into the community for hikes, sports, camping trips, and as an antidote to isolation at home.

From that modest start, an enduring organization took root and grew. In the United States today, Girl Scouts of the USA has nearly 4,000,000 members (girls and adults) and more than 50,000,000 alumnae.

Girl Scouting helps girls build courage, confidence, and character. They become self-assured, self-reliant individuals poised for leadership. They learn to see through negative stereotypes and model their lives after positive examples.

For 15 years, the headquarters of the not-for-profit organization now known as **GIRL SCOUTS OF CENTRAL INDIANA** has been located on two floors of leased space in downtown Indianapolis. But just as today's Girl Scouting has become much more than crafts, camping, and merit badges, we have outgrown our facility and need a new home. Our **BUILDING THE DREAM** campaign seeks to raise \$4,000,000 to construct a new Girl Scouts of Central Indiana headquarters.





**“I’m
a l w a y s
trying to help
and always trying
to find something I can
help improve. I see myself
as a leader in my community.
Girl Scouts has shown me that I can
go anywhere and do anything. I’m now
going to college to study to become a forensic
scientist.”**


**—Mayra, 18,
recent Girl Scout Gold Award recipient**

Where we are.

Before 2007, Girl Scouts of Hoosier Capital was the organization responsible for leadership and activities involving girls and adults in seven-and-a-half Central Indiana counties. On January 1, 2007, five Girl Scout councils merged to become **GIRL SCOUTS OF CENTRAL INDIANA**. As of July 1, 2009, this dynamic not-for-profit organization covers 35 counties across the heart of the state.

Girl Scouts of Hoosier Capital moved into our current headquarters location 15 years ago with a much smaller client base and staff. We chose our office location because it matched our needs at the time. Today, with expanded capabilities and an exponentially larger client base, we’re constrained to a physical location that we’ve outgrown. To be an efficient, effective organization, we need a facility that works with us, not against us.

- With no loading dock, we strain to move program supplies and Girl Scout Cookies into and out of our facility.
- Our building stands diagonally across Meridian Street from our parking lot, so our volunteers must cross the street to reach us.
- Our current space is a traditional office first and foremost, with a plan that can't accommodate on-site programming. Likewise, it isn't a good match for today's workplace, in which employees may telecommute from field or home offices.
- We've conducted a long, careful search for an existing structure to retrofit, but none of the locations we've reviewed match our requirements.

A young girl with dark hair, wearing a white Girl Scout uniform with a sash, is sitting at a table. She is focused on writing on a document with a pen. The document has some text and small images on it. The background is a light teal color.

“Our troop does a lot of community service projects. One of the projects we’ve done is to support a local women’s shelter. We also gathered and gave out food during Thanksgiving to the hungry people in our neighborhoods. It may not seem like it, but you can help make the world a better place.”

—Nellie, 15, Girl Scout



“Community service projects like collecting food items for those in need teaches the girls compassion for others. They feel happy about helping people in their community. Girl Scouts work together as a team to try to find new ways to keep bettering the community and the world.”

—Guadalupe, Girl Scout mother and troop leader

Where we need to be.

GIRL SCOUTS OF CENTRAL INDIANA owns approximately 145 acres of land at 21st Street and Girls School Road, about 10 miles west of downtown Indianapolis in Wayne Township. The site sees daily use and already features on-site maintenance.

Girl Scouts of Central Indiana plans to build a 25,000-square-foot two-story administrative hub on our Wayne Township property. Our new headquarters also will serve as a learning laboratory for environmentally sound living. We plan to make it accessible to 42,000 girls and 18,000 adult volunteers per year.

This land already is the site of our Math and Science Center, a programming facility available to all troops and for all ages. It’s also the location of Camp Dellwood, a day and overnight camping and programming site nestled in wooded acreage. Camp Dellwood includes an outdoor pool and sleeping quarters for more than 200 girls per week in six platform tent units and three buildings.





“My youngest daughter had just completed her Girl Scout Daisy year. While we were walking in Florida on vacation, she ran off the sidewalk into the grass. I was a little concerned about where she was going until she quickly ran back to us with a handful of trash that she’d picked up from the grass. She exclaimed, ‘Make the world a better place, Mommy!’ Even while on vacation, she still understood that she can make a difference.”


—Nancy, Girl Scout mother and troop leader

Serving new needs.

Rather than continue the search for an existing facility capable of meeting our needs, **GIRL SCOUTS OF CENTRAL INDIANA** plans to build a headquarters designed for our future as well as our present. Our current premises assume that we’re an organization in which every staff member works on site, visitors are rare, and programming and public functions are held off site. Transforming this traditional office space into a flexible workplace and a regular destination for program events and volunteer activities would be an expensive, ineffective compromise. The result simply would rearrange the problems we already have rather than solve them.

In short, we need to combine cost-effective operation with user convenience, environmental good sense, and the flexibility to respond to the girls and adults we serve. To reach the solution we need without complications and compromises, we need a building specifically built for our organization.

- Our new building will feature program and retail space on the first floor and unified administrative offices on the second. Both floors will be designed for configuration flexibility, making them easy to tailor to specific uses as and when needed.
- A loading dock will facilitate movement of program supplies and Girl Scout Cookies into both public and administrative areas.
- The facility will be designed and built in full compliance with the Americans with Disabilities Act, simplifying access for persons with disabilities.
- We plan to incorporate as many environmentally friendly, green-centered features into the facility design as possible, with an eye on the prospect of LEED certification.



“A leader is somebody who knows herself really deeply, understands her values, has conviction about her values, has self-awareness, self-knowledge, self-confidence...You can’t lead well unless you really understand yourself and have your set of values very well in place. A leader is somebody who really does care about the world that they live in.”

**—Kathy Cloninger, CEO,
Girl Scouts of the USA**



“Girl
S c o u t s
taught me that
if you feel good
about yourself and
have a sense of balance
and purpose, then you can look
outward instead of inward and
find your own ways to make the world
a better place.”

—Virginia Caine, MD,
Director, Marion County Health Department
and former Girl Scout

Please join us.

Your gift or pledge will help **GIRL SCOUTS OF CENTRAL INDIANA** guide new generations through society’s maze of influences, choices, ideas, and attitudes toward healthy, confident adulthood. Our new Wayne Township administrative hub also will serve as a teaching center for productive concepts in environmentally centered living.

Help us lead the way to a brighter, more productive future for Central Indiana’s girls and women. By supporting our **BUILDING THE DREAM** campaign, you’re joining us as we guide girls toward lives of **COURAGE, CONFIDENCE, AND CHARACTER.**

Your contribution is tax deductible to the fullest extent allowed by law.





Girl Scouts®

Central Indiana

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