



## Joining the Society

It's easier than you think. You become a member of the Juliette Gordon Low Society simply by making a planned or deferred gift to Girl Scouts of Western Ohio. Your gift may take on many forms:

**Appreciated Stock** or other assets.

**Bequest** in your will for a:

- Specific amount of money.
- Percentage of your estate.
- Residual bequest after specific bequests.
- Contingent bequest, if one or more of your named beneficiaries does not survive you.

**Retirement Assets**

**A Life Insurance Policy**—a gift of an existing or new life insurance policy naming Girl Scouts of Western Ohio as the owner and beneficiary of the policy.

**Life Estate Agreement**—a gift designating ownership of your home to Girl Scouts, but you retain occupancy for life.

**Charitable Remainder Trusts:**

- **Annuity Trust** will pay you, year after year, the same dollar amount based on a fixed percentage of the starting valuation of the trust.
- **Unitrust** will pay you, each year, a fixed percentage of the fair market value of the trust's assets, as revalued annually. Your income is variable because it's based on the trust value.

*Girl Scouts of Western Ohio does not provide tax or legal advice, but we are available to meet with you and your financial advisor or attorney to discuss potential gifts.*

*"Wouldn't it be wonderful to make a contribution during your lifetime that helps secure the future of Girl Scouting, not pay a cent and maybe even receive some income? It is possible to do this with a planned gift to Girl Scouts. Once you make your gift, you have the satisfaction of knowing that you are helping to ensure the future of Girl Scouting in our community."*  
*Marjorie Motch, former national president, Girl Scouts of the USA and Cincinnati resident*

**T**he Juliette Gordon Low Society recognizes individuals who make a planned or deferred gift to Girl Scouts of Western Ohio, assuring that Girl Scouting will be available to future generations of girls.

You can translate your lifelong passion for Girl Scouts into a legacy that will build girls of courage, confidence, and character, who make the world a better place for many tomorrows.



girl scouts  
of western ohio



# Juliette Gordon Low Society

## Planned Giving Program

girl scouts  
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Cincinnati  
513-489-1025  
800-537-6241

Dayton  
937-275-7601  
800-233-4845

[www.girlscoutsofwesternohio.org](http://www.girlscoutsofwesternohio.org)

Lima  
419-225-4085  
800-962-7753

Toledo  
419-243-8216  
800-860-4516



## A Special Invitation...

When Juliette Gordon Low gathered the first 18 Girl Scouts in her Savannah home 100 years ago, she knew how important this would be for girls. But she had no idea that it was just the beginning of such a vast movement.

Even though the spirit of Girl Scouting has not changed over the century, the needs of girls are greater than ever before. Girls are facing challenges in the 21st century that are unprecedented and more complex—making leadership skills achieved through Girl Scouting even more relevant to girls today.

There are a range of advantages to planned giving, including tax benefits. You can also enjoy the satisfaction of knowing that your gift will provide vital future support for local girls in Girl Scouting.

I invite you to join me and become a member of the Juliette Gordon Low Society by simply notifying us of your planned gift. You can help ensure the future of Girl Scouting at Girl Scouts of Western Ohio by establishing your legacy today. Your membership will help secure a bright future for the girls in your community in the years and decades ahead. Thank you!

Gratefully,



Roni Luckenbill  
Chief Executive Officer



### Juliette Gordon Low Society

Membership in the Juliette Gordon Low Society provides you a unique opportunity to leave a legacy with Girl Scouts of Western Ohio and help secure the future of Girl Scouting. A planned or deferred gift, no matter what size, will make a lasting statement about what was important to you during your lifetime.

Members of the Juliette Gordon Low Society receive:

- An etched plaque which signifies the planned gift commitment to Girl Scouts of Western Ohio.
- An invitation to an Annual Recognition Dinner for Juliette Gordon Low Society members as well as to other social and education offerings.
- Communications about the tax implications on changing estate related issues.

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hen Juliette Gordon Low founded the Girl Scout movement in 1912, she did so because she firmly believed that every girl needed an organization of her own, where

she could learn life skills, develop self-esteem and have fun. Juliette Gordon Low believed that girls as a group could share ideas, solve problems and enrich their own lives and those of others. As a result of her vision, Girl Scouting today is unwavering in its mission to build girls of courage, confidence, and character, who make the world a better place.

In 1912, girls learned the things that were important for girls of that era. Today, Girl Scouting continues to help girls learn to make positive decisions, work cooperatively with others, gain leadership skills and learn the importance of contributing to their community. The Girl Scout Leadership Experience gives young women the confidence and the tools to lead—to find, even with the uncertain girl, the citizen who will make a difference in her world.

*"I have received so much from Girl Scouts—friends and good training, both as a girl and as an adult. I feel that Girl Scouts, along with my church, was a major factor in shaping my life and my values."*

*Ruth Jones, former Board member and longtime Girl Scout leader*

## 1912

Juliette Gordon Low brings the Girls Scout program to the United States. She organizes the first troop in Savannah, Georgia.

## 1930s

While the country struggles with the Great Depression, Girl Scouts prove they can challenge adversity with resourcefulness. The first nationally organized Girl Scout Cookie Sale takes place in 1936.

## 1940s

Girl Scouts provide thousands of hours of community service to support the war effort. Promoting Girl Scouting to girls with disabilities is a national priority.

## 1960s

Girl Scouting celebrates its 50th Anniversary. The Curved Bar award is retired and First Class award—later renamed the Gold award—becomes the highest honor a Girl Scout can earn.

## 1980s

Girl Scout Daisies introduced in 1984. Resources for girls and leaders focus on career opportunities and family relationships. Celebrating 75 years, Girl Scouting is recognized for its flexibility, integrity and concern for girls.

## 2000s

From the very beginning, Girl Scouts has been about developing leadership in girls. The new Girl Scout Leadership Experience engages girls in discovering themselves, connecting with others and taking action to make the world a better place. Girls become leaders in their own lives and communities.

## 2012 and beyond

Girl Scouts celebrates its 100th anniversary in 2012. Girl Scouting will continue to develop qualities that serve girls throughout their lifetime—understanding their own self-worth, realizing their full potential, developing attitudes that promote healthy living, learning strong leadership skills and gaining a global and multicultural perspective.