



In 1912, Juliette Gordon Low gathered 18 girls in Savannah, Georgia, to begin Girl Scouts. Since then, Girl Scouts has grown to be the largest leadership development organization for girls in the world—more than 2.5 million strong.

Juliette’s outstanding leadership was matched by her thoughtfulness in preparing her will; she gave Girl Scouts of the USA (GSUSA) her carriage house, which became our first national headquarters. Her bequest represents the beginning of planned giving to Girl Scouts.

The Juliette Gordon Low Society was formed in 2012, the 100th anniversary of Girl Scouting, to honor Juliette and those who, like Juliette, chose to include Girl Scouts as part of their Legacy and as a beneficiary of their estate.



*“As an alumnae who earned the Girl Scout Gold Award, I know how powerful the Girl Scout Leadership Experience can be in one’s life. I have depended on the skills and values Girl Scouts has given me countless times. It is comforting to know that Girl Scouts is continuing the tradition of building girls of courage, confidence and character, who will do great things to make the world a better place — instilling the values that girls need to become strong leaders.”*

*Tracy Keller  
Chief Executive Officer, GSCCC*



*Girl Scouts of the Colonial Coast CEO Tracy Keller as a Girl Scout Junior welcoming a new troop member during a bridging ceremony.*

# Juliette Gordon Low Society



*Your Legacy.  
Her Future.*



The Juliette Gordon Low Society recognizes those who make a planned gift to Girl Scouts of the Colonial Coast. These gifts can include naming Girl Scouts as a beneficiary of a:

- Will
- Retirement plan
- Donor-advised fund
- Life insurance policy
- Remainder gift of real estate
- Tax-smart gift that provides lifetime income, such as a charitable gift annuity or a charitable remainder trust



Juliette Gordon Low Society pin

Your thoughtful and generous planned gift will extend your involvement with the Girl Scout Movement beyond your lifetime.

Contact us to share your plans or to discuss the best planned gift option for you.



## How to name Girl Scouts as a beneficiary in your will or estate plan

The easiest way is to name Girl Scouts of the Colonial Coast as a full or partial beneficiary to a life insurance policy, retirement account or savings account. You can also consult your attorney or financial advisor to establish a new will or trust or to amend your existing documents.

### Sample language to include:

Girl Scouts of the Colonial Coast is to receive the sum of \$\_\_\_\_\_ and/or \_\_\_ percent of the rest, residue, and remainder of my estate. This bequest is unrestricted. The board or other governing body may use and expend the bequest in any manner it deems appropriate.

Contact Sally Swanson to learn about other planned giving options.  
Call 757-549-0641 or email [philanthropy@gsecc.org](mailto:philanthropy@gsecc.org)



For gifts to  
Girl Scouts of the Colonial Coast:  
FEDERAL TAX ID:  
54-1158412  
Address: 912 Cedar Road  
Chesapeake, VA 23322

## We invite you to join the Juliette Gordon Low Society

If you have already included Girl Scouts in your estate plan, simply join the society by submitting this card so we can recognize your support.

Name

Address

City

State

Zip

Phone

Email

### Yes, I want to ensure the future of Girl Scouting!

- The Girl Scouts of the Colonial Coast is included in my estate plans.
- I am considering a planned gift to Girl Scouts of the Colonial Coast. Please contact me so I can learn more about my gift options.
- I wish to remain anonymous.

Please mail this card to:

Sally Swanson  
Philanthropy Director  
Girl Scouts of the Colonial Coast  
912 Cedar Road  
Chesapeake, VA 23322  
Office: 757-549-0641

All information will be kept strictly confidential