

CONFIDENCE **courage** HIGHER  
Girl Scouts are **character** DEGREES  
LEADERS **2018** trying new things  
ANNUAL REPORT TAKING RISKS

BUSINESS GOVERNMENT AND COMMUNITY MORE LIFETIME INCOME  
Our world needs MORE Girl Scouts

GIRLS-ONLY ENVIRONMENT  
ROI FAMILY FRIENDS  
self



girl scouts   
of greater new york

# Dear Girl Scout FAMILY<sup>AND</sup>FRIENDS

Everywhere we go, as soon as we mention Girl Scouts, every woman has a story.

We've met advertising executives who got their start promoting their Girl Scout Cookie business; leaders in finance who learned to be ambitious going for their Gold Award; school principals who learned how to lead a team as a camp counselor; City Council members who first practiced identifying community problems and devising solutions, in Girl Scouts. Even a Broadway producer once told us, "there should really be a producing badge because every skill I use today I learned in Girl Scouts."

Girl Scout alumnae are bursting to share the impact Girl Scouting had on them, and with every woman we meet, one fact is clear: Girl Scouts isn't just something you do, it's who you are.

Today's Girl Scouts stand on the shoulders of the 58 million who came before them and are now leaders in business, government, and beyond, breaking glass ceilings and reaching behind them to help the next generation dream even bigger. After all, our network of alumnae includes:

- **55% of women in Congress today**
- **More than 50% of women entrepreneurs and business, and**
- **Every female astronaut**

Here in New York City over 31,000 girls are proud to follow in their footsteps. Girl Scouting gives them a safe space to build the courage, confidence, and character they'll need to achieve their goals.

In the pages ahead you'll read about the impact of Girl Scouting here in New York City. If you are already a supporter of our work, thank you! And if not, we invite you to join the movement.

Together, our community is working to realize a clear vision: a New York City in which every girl feels empowered to lead in her community, the workplace, and the world.

Yours in Girl Scouting,



Michelle Clayman  
Board Chair



Meridith Maskara  
Chief Executive Officer



# Girl Scouts gain **SELF-CONFIDENCE** by trying NEW THINGS and are **RISK-TAKERS**



According to the Girl Scout Research Institute, one area in which girls are especially lacking confidence is STEM: although women hold nearly half of all jobs in the U.S. economy, they hold less than 25% of STEM jobs.

Unlike co-ed classrooms, Girl Scouts provides a safe, all-girl space to explore coding, robotics, engineering, and other STEM topics for the first time where their interest is more likely to be sparked.

The S in STEM stands for science and at our Girl Scout Camp Kaufmann in Holmes, NY, girls are surrounded by environmental science lessons to be explored. For many of the city girls we serve, the great outdoors can be intimidating and scary at first. For more than half of NYC Girl Scouts, visiting our Camp Kaufmann is their first trip out of New York City and first opportunity to explore deep woods or see the night sky without the glow of streetlights. Therefore, we provide many opportunities for girls to grow more comfortable in the outdoors, both in the city and at camp.

In 2018:

- 1,249 girls learned to code in Girl Scout programs.
- 106 Girl Scouts participated in competitive Robotics.
- 204 girls learned to love the outdoors at our summer Urban Day Camp.
- 4,070 Girl Scouts visited Camp Kaufmann, including more than 200 members of Girl Scout Troop 6000, a first-of-its-kind Girl Scout troop specially designed to serve girls living in the NYC shelter system, launched in 2017.

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*April, age 9, a member of Troop 6000, went to Camp Kaufmann for the first time in August 2018. Although she was nervous about it, she overcame her fears and is excited to go back.*

*“I was really scared to be at camp for the first time, and to do things like canoeing, because I was afraid I would fall in!” said April. “But now I would tell other girls that even though it might be hard, it feels so good to be able to accomplish something you haven’t tried before.”*



# RISK-TAKERS

**Girl Scouts** work  
to improve  
their  
and are  
**COMMUNITIES**  
**CHANGE-MAKERS**



**Across the city, you can find Girl Scouts improving their schools, neighborhoods, and beyond.** In the process of earning the Girl Scout Gold Award – the highest award in Girl Scouting – girls develop and implement a sustainable solution to a real-world problem.

The skills Girl Scouts develop through these “take-action” projects – collaboration, innovation, problem-solving, persistence – set them up for success in school and the workforce.

In 2018:

- 63 New York City Girl Scouts earned their Girl Scout Gold Award, a prestigious achievement that unlocks college scholarships and signals excellence to future employers.
- Girl Scout troops completed hundreds of thousands of hours of community service, cleaning up local parks, collecting items for disaster relief, and helping to register voters for the midterm congressional elections.

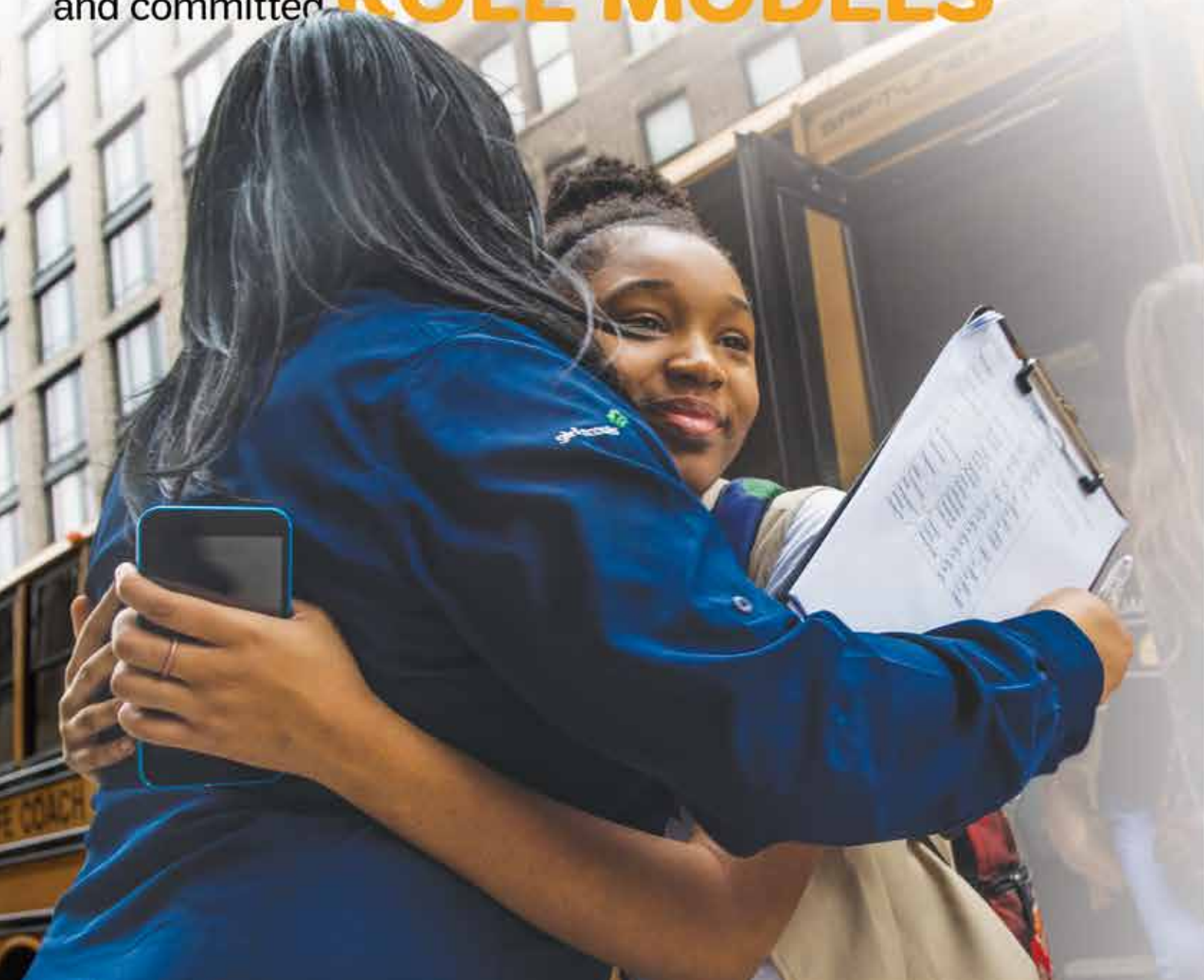
*Brielle, age 17, Gold Award Girl Scout and aspiring artist, likes to share her work and meet other young artists online. When she began seeing more and more bullying and negative comments, she decided to take action through her Gold Award project, creating and sharing an anti-bullying comic designed to resonate with her online community.*

*“I had this idea to create a positive impact, but it was because of Girl Scouts that I felt encouraged to put the project in motion,” said Brielle. “Before Girl Scouts, I didn’t think of myself as a leader, but now I have the confidence to say that I AM a leader.”*



**CHANGE-MAKERS**

# Girl Scouts learn from caring and committed **ROLE MODELS**



In 2018, over 18,000 girls in New York City experienced Girl Scouting in traditional troops, led by volunteer troop leaders. Within the community of 7,400+ Girl Scout volunteers every sector, profession, socioeconomic group, ethnicity, age – every wonderful element of the diversity that makes up New York City is represented.

Our volunteers give so much of their time and passion because they believe, as we do, that today's girls are tomorrow's leaders.

In 2018:

- 7,432 volunteers delivered over 150,000 hours of girls' leadership development.

*"As a leader, I make sure the girls meet women in their community who look like them and who help them understand what it takes to succeed in different fields. As these girls transition to adulthood, they need to know they can be change makers,"*  
– Stacey Bell, co-leader of Troop 2702, a Girl Scout alum, and a GSGNY volunteer since 1994.



**ROLE MODELS**

**Girl Scouts** make  
PLANS  
and **ACHIEVE THEIR GOALS**  
through **PERSISTENCE**



Every year more than 10,000 girls in New York City participate in the Girl Scout Cookie Program, the nation's largest girl-led entrepreneurship program.

The Cookie Program makes girls the boss, as they learn 5 essential skills: 1) Goal-Setting; 2) Decision Making; 3) Money Management; 4) People Skills; and 5) Business Ethics.

In addition to the Girl Scout Cookie Program, in 2018 girls also learned to be smart money managers. At Girl Scout workshops they learned about saving, making a budget, comparison shopping, building credit, and even philanthropy.

In 2018:

- 2014 girls participated in financial literacy workshops
- 188 Girl Scouts joined the Cookie Executive Committee  
\*Girl Scouts of all ages who sell five hundred boxes of cookies or more have the opportunity to join the elite Cookie Executive Committee. These top cookie-sellers participate in quarterly special professional development workshops and provide guidance to the Cookie Program in New York City.
- NYC Girl Scouts sold 1,475,527 boxes of cookies

*"The Girl Scout Cookie Program was particularly valuable, and taught me important lessons in sales, marketing, finance, and management at a young age. I have seen girls as young as five get the entrepreneurship bug and learn critical lessons in ethical business practices."*

*- Stephanie Schnabel, Corporate Development Lead, KPMG, and GSGNY Board President*



**PERSISTENCE**

An INVESTMENT in **Girl Scouts**  
is an **Investment in the Ethical**  
**LEADERS OF THE FUTURE**



**Every girl in New York City deserves a chance to reach her full potential:**

to learn and grow by trying new things and taking risks,  
to improve the world around her,  
to learn from caring mentors, and  
to chart her own course to achieve her goals.

Every girl deserves the chance to become a Girl Scout.

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*“When I was a young girl, Girl Scouts gave me my first lessons in leadership. I was encouraged to be all I could be, and the self-confidence instilled in me shaped me into the leader I am today,”*

*– Anne Keating, Girl Scout alum, former Senior Vice President of Public Relations, Special Events, and Corporate Philanthropy at Bloomingdale’s, Inc.*

*“I have seen many instances where Girl Scouts of Greater New York has made a difference in the lives of girls, giving them the tools to achieve their life goals. Much of the credit goes to our wonderful volunteer leaders. For me, GSGNY is an organization worthy of any support I can give.”*

*– Bob Ouimette, Vice President of GSGNY Board of Directors and a dedicated member since 2003*



**LEADERS**

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Gifts and contributions received 10/1/2017 – 9/30/2018

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## Government Support

In July 2017, the de Blasio Administration and the New York City Department of Homeless Services announced an investment of more than \$1million over three years, to expand Troop 6000.

In addition, the following New York City Council Members provided support for troop-building in their districts:

Council Member Julissa Ferreras-Copeland, District 21 (retired)  
Council Member Corey Johnson, District 3  
Council Member Ben Kallos, District 5  
Council Member Peter Koo, District 20

Council Member I. Daneek Miller, District 27  
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^ Pass-through grant from Girl Scouts of the USA

For a complete list of our supporters, please visit [www.girlscoutsnyc.org/support](http://www.girlscoutsnyc.org/support)

THANK YOU





## Juliette Low Society

The Juliette Low Society recognizes our dedicated supporters who make a legacy gift by including the Girl Scouts of Greater New York in their estate plans.

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## Trefoil Society

The Trefoil Society is a distinguished community of individuals and family foundations that give \$1,000 or more annually in support of our Council's most critical needs and initiatives.

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THANK YOU

# Statements of FINANCIAL ACTIVITY

Public Support and Revenue	2018		2017	
Foundations & Government Grants	\$1,150,708	15%	\$1,170,357	13%
Special Events (net expenses)	\$1,246,025	16%	\$933,549	11%
Individual	\$1,168,599	15%	\$2,323,880	26%
Legacies and Bequests	\$42,539	-	\$25,189	-
United Way of NYC	\$1,771	-	\$2,068	-
Donated Goods & Services	\$32,694	-	\$39,146	1%
<b>Total Public Support and Revenue</b>	<b>\$3,642,336</b>	<b>46%</b>	<b>\$4,494,189</b>	<b>50%</b>
Product sales (net expenses)	\$3,350,274	43%	\$3,255,959	36%
Program Fees	\$363,967	5%	\$412,156	5%
Net Investment Return	\$332,395	4%	\$666,137	7%
Other Income	\$174,123	2%	\$146,276	2%
<b>Total Income</b>	<b>\$7,863,095</b>		<b>\$8,974,717</b>	
<b>Expenses</b>				
Membership Services	\$2,541,443	31%	\$2,004,450	29%
Girl Program Services	\$1,978,840	24%	\$1,485,227	21%
Camp Program Services	\$1,206,305	15%	\$1,443,248	20%
Adult Education	\$256,768	3%	\$280,227	4%
Public Information	\$369,455	4%	\$307,127	4%
<b>Total Program Services</b>	<b>\$6,351,811</b>	<b>77%</b>	<b>\$5,520,279</b>	<b>78%</b>
Fund Development	\$761,926	9%	\$619,255	9%
General Administration	\$1,123,838	14%	\$919,812	13%
<b>Total supporting services</b>	<b>\$1,885,764</b>	<b>23%</b>	<b>\$1,539,067</b>	<b>22%</b>
<b>Operating expenses</b>	<b>\$8,238,575</b>		<b>\$7,059,346</b>	

## I. Measure of Operations

The Council has implemented a measure of operations, which establishes parameters to correlate our operating results with our audited financial statement results. This year's results include a significant increase in spending on girl members with the expansion of our Robotics, Breaking the Code, and Urban Day Camp programs as well as the launch of Troop 6000. The Council's operating results generated a surplus of \$6,998 and \$209,284 in fiscal years 2017 and 2016 respectively, as defined below.

The measure of operations includes all unrestricted operating revenues and expenses, as well as distributions from reserve funds as appropriated by the Council's Finance Committee of the Board. The measure of operations excludes net income and gains or losses on the Council's investments, changes in fair value of the annuities, depreciation and amortization, interest and related expenses, and contributions to temporarily and permanently restricted funds.

# Statements of FINANCIAL POSITION

ASSETS	Fiscal Year 2018	Fiscal Year 2017
Cash and Cash Equivalents	\$190,304	\$902,821
Investments	\$6,348,199	\$6,135,744
Contributions Receivable, Net	\$1,232,336	\$1,602,810
Accounts Receivable	\$44,052	\$100,287
Government Grants Receivable	\$44,052	\$100,287
Prepaid Expenses and Other Assets	\$194,853	\$173,733
Inventory	\$67,567	\$44,919
Beneficial Interest in a Perpetual Trust	\$431,362	\$416,241
Fixed Assets	\$1,920,533	\$1,981,407
<b>Total Assets</b>	<b>\$10,822,598</b>	<b>\$11,391,962</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts Payable and Accrued Expenses	\$285,966	\$263,544
Deferred Revenue	\$194,145	\$89,662
Line of Credit Payable	\$-	\$400,000
Deferred Rent Payable	\$725,926	\$643,996
Annuities Payable	\$2,483	\$5,202
<b>Total Liabilities</b>	<b>\$1,208,520</b>	<b>\$1,402,404</b>
<b>NET ASSETS</b>		
Unrestricted	\$7,355,267	\$7,347,070
Temporarily Restricted	\$1,827,449	\$2,226,247
Permanently Restricted	\$431,362	\$416,241
<b>Total Net Assets</b>	<b>\$9,614,078</b>	<b>\$9,989,558</b>
<b>Total Liabilities and Net Assets</b>	<b>\$10,822,598</b>	<b>\$11,391,962</b>

## II. Volunteer Contributions

Volunteers have donated significant time to the Council's program services and are engaged in delivering 90% of the programs offered. While these services are vital to the Council's operations and the range and quality of the programs we offer, they do not meet the necessary criteria for recognition under Generally Accepted Accounting Principles. As such, they are not reflected in the financial statements.

## III. Investment Portfolio Policy Statement

The Council invests its portfolio to grow the principal value of the assets with a moderate level of risk over the long term in excess of inflation, all distributions, and a passive set of market indices in consideration of cash flows, time horizon, and overall risk tolerance. Our portfolio is invested in accordance with sound investment practices that emphasize prudent asset allocation.



## 2019-2020 Board of Directors

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Michelle R. Clayman

### President

Stephanie K. Schnabel

### Vice Presidents

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Robert Ouimette

Alyssa Moeder

Todd Guenther

James Gundell

Barbara J. Cooperman

Jennifer M. Lee

Kerry A. Tatlock

### Treasurer

Kim Bourne

### Board Members

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Rhonda Boston

Brittany Bragg

Stephanie R. Breslow

Jennifer Chung

Sarah E. Cogan

Lynda Davey

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Samantha Kappagoda

Dawn McEvoy

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Caitlin Pincus

Menna Samaha

Dhivya Suryadevara

Davia B. Temin

Belanne M. Ungarelli

Marty Willis

Suzanne Yadav

### Chief Executive Officer

Meridith Maskara

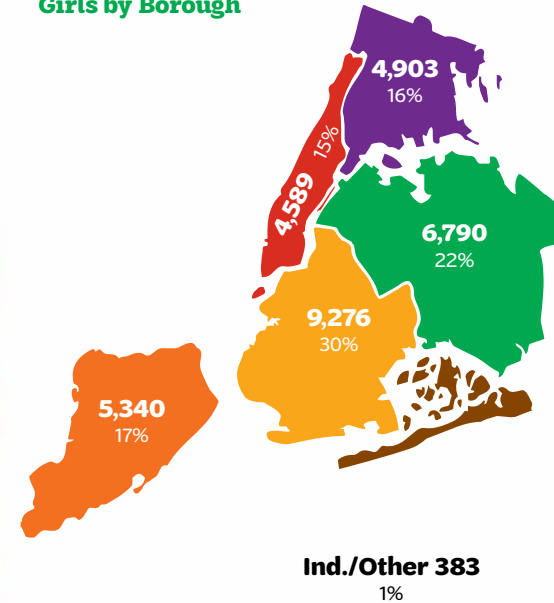


# Girl Scouts of Greater New York

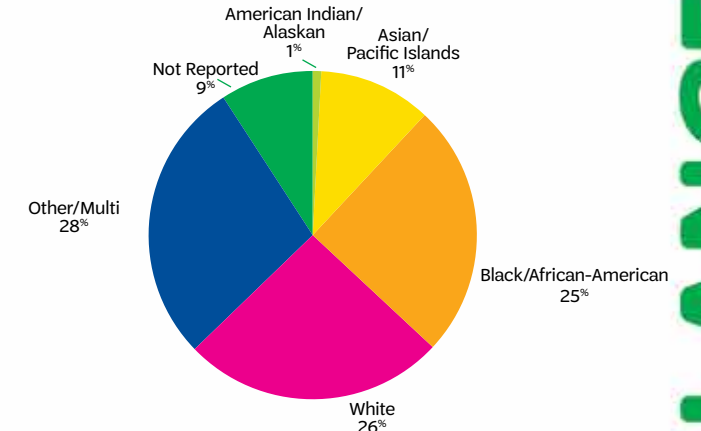
# 31,281

## NYC Girls Served

### Girls by Borough

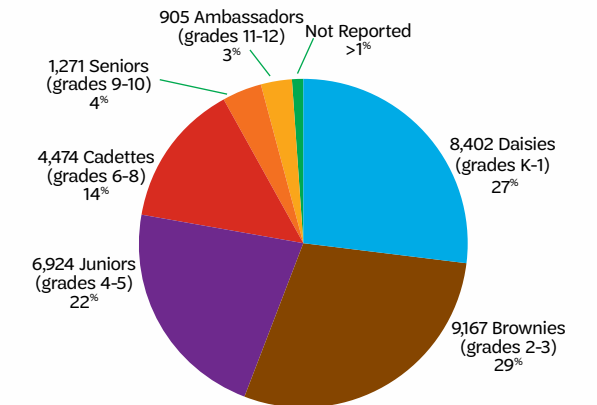


### Girls by Ethnicity



**In addition to the above, 22% of girls self-identify as Hispanic/ Latina.**

### Girls by Girl Scout Level



In 2018, our 7,432 volunteers delivered over 90% of all Girl Scout programming to NYC Girls.

70% of the girls we serve in New York City come from moderate to low-income families.

AT-A-GLANCE



### 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.

### Our Mission

Girl Scouting builds girls of courage,  
confidence, and character,  
who make the world a better place.

### 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.



GIRL SCOUTS



Girl Scouts of Greater New York Leadership Center  
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212.645.4000 • [www.girlscoutsnyc.org](http://www.girlscoutsnyc.org)

