



girl scouts  
of greater new york

# 2020

# ANNUAL REPORT



# GIRL SCOUT STRONG



# Dear Girl Scout family and friends,

**2020 challenged us in ways we never imagined, but despite a once-in-a-century pandemic, Girl Scouts rose to the occasion and found ways to do what they always do: make the world a better place.**

From sewing masks, to delivering cookies to frontline workers, to teaching family members to use technology to stay in touch with loved ones, our Girl Scout community in New York City sprang into action, and we could not be prouder. Through every disappointment and challenge, they showed that when we stick together and take care of each other, we will always be Girl Scout Strong.

Here in New York City, our Girl Scout community is made stronger by our diversity. We are proud to say that NYC Girl Scouts, their families, and our volunteers represent our city's diversity in every way. This year, we were called to be more intentional about the community we want to create – to make more than a statement, but a change to ensure that our organization is explicitly anti-racist and that all Girl Scout families and volunteers feel welcome and respected in all Girl Scout spaces.

Through staff training, facilitated conversations for Girl Scouts and volunteers, and the launch of a new task force focused on diversity, equity, and inclusion, we have begun the work of doubling down on our organization's stated vision for the future: a New York City in which every girl feels empowered to lead in her community, the workplace, and the world.

Girl Scouting only exists in New York City because of the tremendous dedication of our volunteers, who make sure that through it all, thousands of girls continue to enjoy the stability, friendship, and joy of Girl Scouts. To our volunteers: words cannot express our gratitude for the unbelievable dedication you demonstrated this year.

We are also grateful for our staff and Board of Directors, whose tireless energy and passion were tested and proved, again and again. Finally, we must thank our partners, supporters, and donors, who never faltered in their commitment to the importance of Girl Scouts, especially in times of uncertainty.

After this year, we know we can and will pursue our mission and build girls of courage, confidence, and character, who continue to make their world a better place, no matter what the future brings. Thank you for all you did this year to keep our community Girl Scout Strong.

Yours in Girl Scouting,



Stephanie K. Schnabel  
Board President



Meredith Maskara  
Chief Executive Officer



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1

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# GIRL SCOUT STRONG



**When day-to-day life changed in March 2020, we knew the connection and consistency of Girl Scouts would be essential to our community. So, we sprang into action!** We transitioned in-person programs to online platforms, gathered and shared best-practices from volunteers, launched new virtual-first troops, and kept our families close, making thousands of phone calls to caregivers and volunteers just to say, “we’re here for you.”

In the following report you’ll read about how programs like the Leadership Institute, Troop 6000, and our virtual summer camp, Girl Scout Summer 2.0, kept girls learning and growing together in 2020.

## Here are a few additional highlights from the past year:

- **5,938 girls** joined Girl Scouts for the first time in 2020, **230** by joining newly created staff-led virtual troops!
- **956 Girl Scouts completed an “Hour of Code”** in December, to celebrate Computer Science Week.
- In April, we launched a new online learning platform hosted by *Thinkific*, featuring new, original programming every week, including the **G.I.R.L. Every Day My Way Challenge**. Designed to ease the transition from in-person to virtual programs by re-creating the troop experience at home, the Challenge encourages girls to be leaders in their family.
- Thanks to a new partnership with **NYC Health + Hospitals**, Girls Scouts and cookie customers donated more than **70,000 boxes of Girl Scout Cookies** to area hospital breakrooms and in grocery packages distributed to healthcare workers and their families.
- Our licensed clinical social worker, usually tasked with supporting members of Troop 6000, established a series of workshops to provide support to all volunteers, parents, and caregivers called **Growing Together Through COVID-19**. Topics covered included: Managing Your Nerves While Sheltering-in-Place; Coping with Economic Instability; Dealing with Isolation, Loneliness, and Depression; and Supporting Yourself and Others through the Unknown.
- **567 Girl Scouts** collected commitments from friends and family to complete the census through our Be Counted Census Patch program.
- **373 Girls earned their Bronze, Silver, or Gold Award!** These awards represent the highest achievements in Girl Scouting and require girls to complete impactful and lasting service projects in their communities.
- Through our **Girl Scouting for All Abilities initiative**, our Council is committed to empowering parents, troop leaders, and teachers with the tools necessary to provide girls with disabilities with a customized Girl Scout experience, adapted to their needs. This year we provided one-on-one and group support to hundreds of parents, caregivers, troop leaders, and teachers, ensuring that hundreds of girls with unique abilities continued their Girl Scout experience at home.

Through it all, Girl Scouts kept a positive attitude and found the good in every situation. We ended this year more creative, more kind, more resilient, and looking forward to what 2021 will bring.



# TROOP 6000

**Girl Scout Troop 6000** – a troop founded in 2017, specifically to serve girls and women living in the NYC shelter system – has always been a place to build confidence and resiliency in a confusing and de-stabilizing time. Through all the challenges of 2020, Troop 6000 members continued to meet weekly, in person, and then virtually.



Starting in March 2020, our staff team devoted to supporting Troop 6000 worked with each shelter and family to facilitate laptop donations, increase access to wifi, and ramp up computer literacy training when necessary, to ensure members of Troop 6000 felt supported and had the resources required to have a full Girl Scout experience, virtually.



In addition to regular troop meetings, this year high school-aged members of Troop 6000 attended special meetings with expert guest speakers focused on college life and preparedness, the application process, financial aid and literacy, and scholarships.

In June 2020, the story of Troop 6000's founding and earliest, exciting days were chronicled in a new book by *New York Times* reporter Nikita Stewart: *Troop 6000: The Girl Scout Troop that Started in a Shelter and Inspired the World.*



**We are proud to report that this year:**

- **4 Troop 6000 Ambassadors** submitted Gold Award Project proposals.
- **15 members** of Troop 6000 participated in GSGNY's Leadership Institute.

**“Girl Scouts gives girls something to be happy about, and hopeful.”**

- Troop 6000 Mom



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# The Leadership Institute

**The Leadership Institute is Girl Scouts of Greater New York's intensive, 9-month leadership development program for girls in grades 6-12.**

Launched in 2013, the program provides opportunities for girls to become more effective communicators, learn to take risks and stretch beyond their comfort zone, and to discover that they can make an impact, even as a young person.

Through their participation in one of three subject-specific tracks, 205 girls developed skills, learned about possible careers, and earned badges in STEM, Entrepreneurship, or Advocacy. As part of the program, girls engaged in age-specific academic transition workshops; college visits; career readiness workshops; internships and job shadowing opportunities; panels with diverse women excelling in male-dominated fields such as Cybersecurity and Finance; and challenged themselves to find solutions to real-world problems while developing their identity as leaders.

A major goal of the Leadership Institute is to provide an experience that is acutely relevant to the lives of middle and high school girls in New York City, which encourages them to continue their Girl Scout journey into their high school years and seek their Gold Award, the highest award in Girl Scouting.

**“I love the connections that I was able to make from the Leadership Institute. Every week they would bring in a successful woman who talked about her role in society today.”**

- Leadership Institute Participant



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## We are proud to report that this year:

- **82% of participants** indicated that they intended to continue with Girl Scouts beyond the program; and
- **78% of participants** began working toward earning their Girl Scout Gold Award.

This year, Leadership Institute guest speakers included US Senator Kirsten Gillibrand and New York State Lieutenant Governor Kathy Hochul, the highest-ranking female elected official in New York State. It was especially powerful for our girls in the Leadership Institute to engage with such inspiring role models in government in a year that marked the 100th anniversary of women's right to vote!

**“The Leadership Institute inspired me to speak up more and project my voice, both in class and out of school activities. Because of this program, I am less fearful about speaking out in front of a group of people.”**

- Leadership Institute Participant

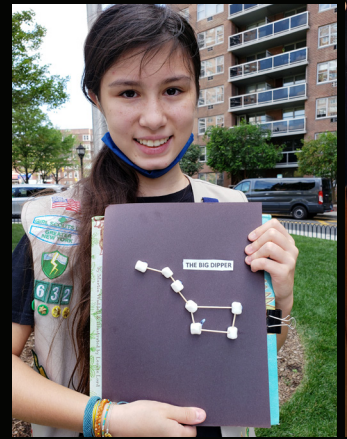
# Re-Imagining Summer Camp

**Nothing can replace the magic of summer camp, but there was still a lot of learning and fun to be had this summer with our new, all-virtual Girl Scout Summer 2.0 program!**

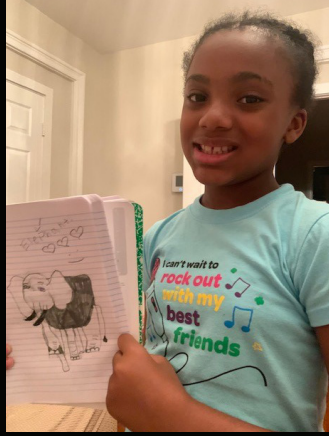
**262 girls of all ages participated** in a series of staff-led and girl-led sessions to bring the magic of camp into the home. Together with girls from all five boroughs, they discovered, learned, and had fun, while making new friends and exploring their immediate environment with activities requiring simple materials and minimal supplies.

Virtual campers met twice per day in small groups according to Girl Scout level, separated by four themes:

- **Interstellar Explorers** learned about the stars and planets, exercised like an astronaut, and made connections with friends from across the universe and just down the block.
- In **Center Stage**, campers explored different types of performing arts: dance, music, playwriting, acting, and poetry.
- In our **Cybersecurity Academy**, generously funded by Craig Newmark Philanthropies, campers worked to complete three Cybersecurity Badges, took part in virtual workplace visits with cybersecurity professionals, participated in a virtual spy field trip, and investigated a simulated, fictional cyber-attack.
- **Summer Safari** campers learned about observing and protecting animals from around the world and in their own backyard.







Each day ended with an evening event for all campers, where girls sang and danced to their favorite camp songs, exercised their bodies and minds, took virtual trips, and performed in a showcase, just like they would around a real campfire!

The feedback on the 2020 Girl Scout Summer 2.0 experience was overwhelmingly positive, and the success of our virtual program gives us the confidence to build on these curricula for future virtual programming.

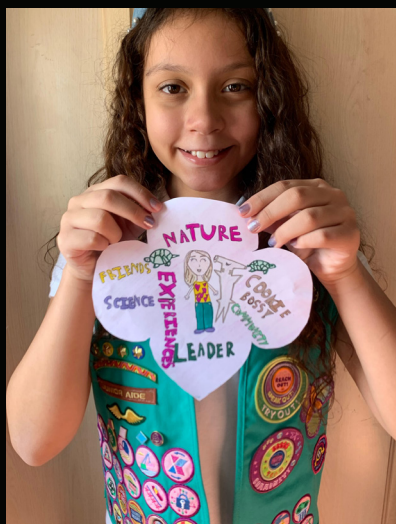
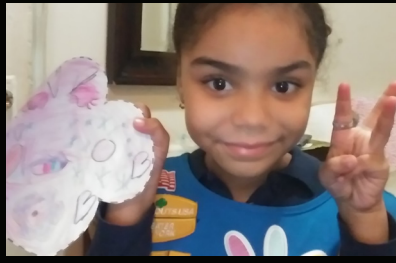
“My girls loved the fun activities that made them feel like they weren’t just watching a screen.”

- Mom of Camper



# GIRL SCOUT STRONG





# OUR SUPPORTERS

## Contributions received or recognized 10/1/2019 – 9/30/2020

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<sup>^</sup> Pass-through grant from Girl Scouts of the USA

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## 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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## Juliette Gordon Low Society Member

Dianne Belk and Lawrence Calder  
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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 Mark Gjonaj, District 13  
Council Member Robert Holden, District 30  
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  
Council Member Fancisco Moya, District 21  
Council Member Donovan J. Richards, District 31  
Council Member Eric A. Ulrich, District 32  
Council Member Jimmy Van Bramer, District 26

# Trefoil Society

Members of the Trefoil Society are 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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 James Witt  
 John and Mary Lou Wells

# FINANCIAL OVERVIEW

## Statement of Financial Activity

| <b>Public Support and Revenue</b>       | <b>2020</b>        |            |  | <b>2019</b>        |            |  |
|---|--------------------|------------|--|--------------------|------------|--|
| Foundations & Government Grants         | \$951,292          | 12%        |  | \$1,382,929        | 15%        |  |
| Special Events (net expenses)           | \$1,037,207        | 13%        |  | \$1,468,840        | 15%        |  |
| Individual                              | \$1,780,601        | 22%        |  | \$1,438,917        | 15%        |  |
| Legacies and Bequests                   | \$16,872           | -          |  | \$39,973           | -          |  |
| United Way of NYC                       | \$1,428            | -          |  | \$1,867            | -          |  |
| Donated Goods & Services                | \$113,683          | 1%         |  | \$370,894          | 4%         |  |
| <b>Total Public Support and Revenue</b> | <b>\$3,901,083</b> | <b>48%</b> |  | <b>\$4,703,420</b> | <b>49%</b> |  |
| Product sales (net expenses)            | \$3,951,099        | 48%        |  | \$4,094,373        | 42%        |  |
| Program Fees                            | \$87,622           | 1%         |  | \$690,657          | 7%         |  |
| Net Investment Return                   | \$223,432          | 3%         |  | \$202,755          | 2%         |  |
| Other Income                            | \$23,420           | -          |  | \$13,845           | -          |  |
| <b>Total Income</b>                     | <b>\$8,196,656</b> |            |  | <b>\$9,705,050</b> |            |  |
| <b>Expenses</b>                         |                    |            |  |                    |            |  |
| Membership Services                     | 2,520,855          | 29%        |  | 2,720,713          | 27%        |  |
| Girl Program Services                   | 2,023,070          | 23%        |  | 2,323,150          | 22%        |  |
| Camp Program Services                   | 849,844            | 10%        |  | 1,834,584          | 18%        |  |
| Adult Education                         | 487,821            | 6%         |  | 570,805            | 6%         |  |
| Advocacy & Public Information           | 518,356            | 6%         |  | 555,639            | 5%         |  |
| <b>Total Program Services</b>           | <b>6,399,946</b>   | <b>74%</b> |  | <b>8,004,891</b>   | <b>78%</b> |  |
| Fund Development                        | 1,013,737          | 12%        |  | 827,862            | 8%         |  |
| General Administration                  | 1,251,459          | 14%        |  | 1,393,044          | 14%        |  |
| <b>Total Supporting Services</b>        | <b>2,265,196</b>   | <b>26%</b> |  | <b>2,220,906</b>   | <b>23%</b> |  |
| <b>Total Operating Expenses</b>         | <b>8,665,142</b>   |            |  | <b>10,225,797</b>  |            |  |

### I. Operating Results

The Council operates within an annual budget approved by the Board of Directors. The operating parameters (detailed below) correlate to the strategic plan and desired outcomes of the organization. The Council's operating results generated a deficit of \$63,605 in fiscal year 2020 and a deficit of \$273,065 in fiscal year 2019. Results for 2020 were significantly affected by the pandemic and the cancellation of summer camp programs.

The audited statement of activities represents the comprehensive financial operations classified as both with and without donor restrictions. For operating purposes the Council's Finance Committee reviews performance based on the net income excluding contributions with donor restrictions, net income and gains and losses on the Council's investments, changes in fair value of the annuities, depreciation and amortization, interest and related expenses and non-cash adjustments to deferred rent.



## Statement of Financial Position

| <b>ASSETS</b>                            | <b>Fiscal Year 2020</b> | <b>Fiscal Year 2019</b> |
|--|-------------------------|-------------------------|
| Cash and Cash Equivalents                | \$411,191               | \$592,454               |
| Investments                              | \$7,048,267             | \$6,614,847             |
| Contributions Receivable, Net            | \$397,764               | \$100,366               |
| Accounts Receivable                      | \$19,740                | \$105,221               |
| Government Grants Receivable             | \$277,700               | \$76,015                |
| Prepaid Expenses and Other Assets        | \$183,079               | \$164,477               |
| Inventory                                | \$98,008                | \$85,732                |
| Beneficial Interest in a Perpetual Trust | \$434,752               | \$420,382               |
| Fixed Assets                             | \$1,898,487             | \$2,097,699             |
| <b>Total Assets</b>                      | <b>\$10,768,988</b>     | <b>\$11,945,193</b>     |
| <br>                                     |                         |                         |
| <b>LIABILITIES AND NET ASSETS</b>        |                         |                         |
| Accounts Payable and Accrued Expenses    | \$376,419               | \$425,643               |
| Deferred Revenue                         | \$140,460               | \$218,599               |
| Line of Credit Payable                   | \$-                     | \$1,500,000             |
| Loan Payable                             | \$889,587               | \$-                     |
| Deferred Rent Payable                    | \$736,599               | \$705,732               |
| Annuities Payable                        | \$1,078                 | \$1,888                 |
| <b>Total Liabilities</b>                 | <b>\$2,144,143</b>      | <b>\$2,851,862</b>      |
| <br>                                     |                         |                         |
| <b>NET ASSETS</b>                        |                         |                         |
| Without Donor Restrictions               | \$6,872,146             | \$6,996,876             |
| With Donor Restrictions                  |                         |                         |
| Purpose Restrictions                     | \$1,317,947             | \$1,676,073             |
| Perpetual in Nature                      | \$434,752               | \$420,382               |
| <b>Total Net Assets</b>                  | <b>\$8,624,845</b>      | <b>\$9,093,331</b>      |
| <br>                                     |                         |                         |
| <b>Total Liabilities and Net Assets</b>  | <b>\$10,768,988</b>     | <b>\$11,945,193</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.

# BOARD OF DIRECTORS 2019-2020

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Meridith Maskara

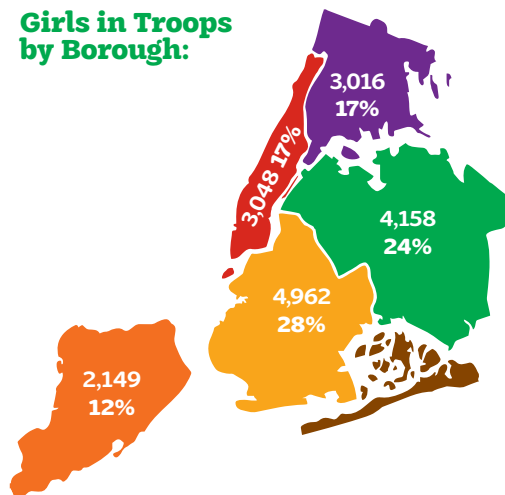


# AT-A- GLANCE



**38,000+**  
girls served in  
New York City.

## Girls in Troops by Borough:




**6,560**  
volunteers  
delivered over 90%  
of all Girl Scout  
programming  
in NYC.

**262**  
girls  
participated  
in Girl Scout  
Summer  
2.0.




**80%**  
of the girls we  
serve come from  
low to moderate-  
income families.



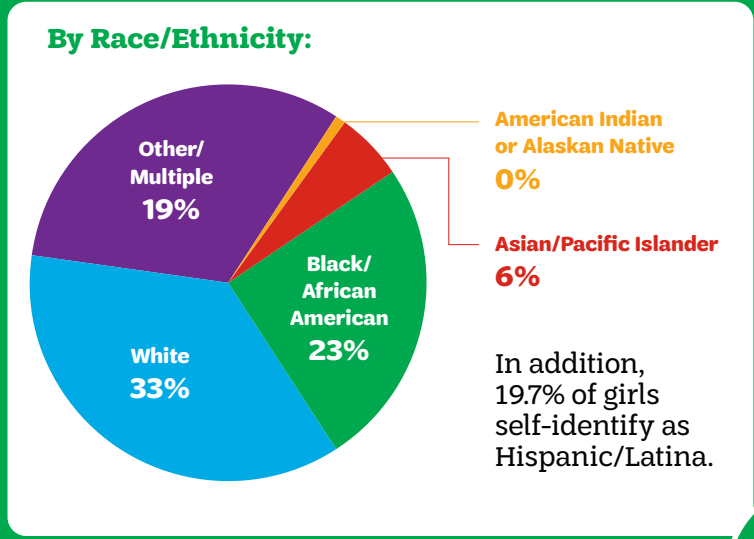
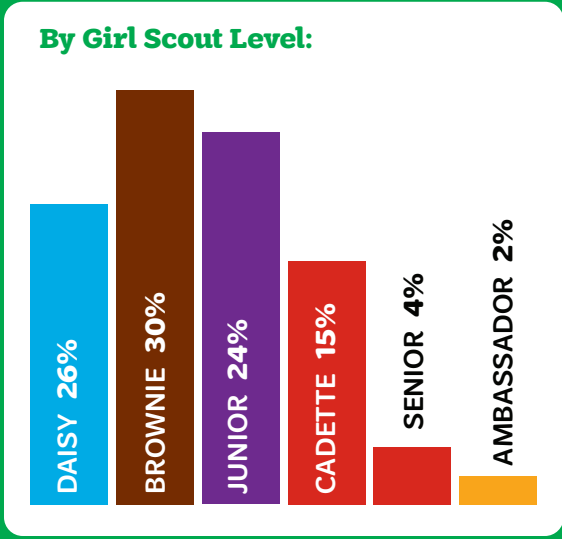
**552**  
girls served in  
Troop 6000  
in 18 shelters  
across NYC.



**100%**  
of girls live in an  
urban environment.  
GSGNY is the only all-  
urban Girl Scout Council  
in the nation.



**205**  
girls participated  
in GSGNY's  
Leadership Institute.

## Our vision:

a New York City in which every girl feels empowered to lead in her community, the workplace, and the world.

## Our mission:

to build girls of courage, confidence, and character, who make the world a better place.

[girlscoutsnyc.org](https://www.girlscoutsnyc.org)

Girl Scouts of Greater New York  
40 Wall Street, Suite 708  
New York, NY 10005  
212.645.4000



girlscoutsnyc



♥ 3484 likes

**girlscoutsnyc** In August 2020, after years of fundraising and advocacy, Troop 3484 joined GSGNY's CEO Meredith Maskara at the unveiling of Central Park's Women's Rights Pioneers Monument, the first monument in the park depicting real women.

[#19thamendment](#) [#ERA](#) [#CentralPark](#) [#girlscoutsnyc](#)