

girl scouts  
of greater new york

# 2021 Annual Report



REIMAGINING COMMUNITY



# Dear Girl Scout family and friends,

2021 was a year marked by resilience, disappointment, creativity, frustration, joy, and hope. As we struggled to persevere through setbacks on our collective journey to move through the COVID-19 pandemic, we at Girl Scouts of Greater New York strived to take what we learned in 2020 and apply it to keeping Girl Scouting going and growing: to reimagine the experience of being part of our community.

It was a humbling but invigorating time to lead and to shepherd the delivery of our mission in new ways to the 25,000 girls we served in New York City.

When we look back on the last year, here are just a few things we accomplished together:

- Troops kept the Girl Scout movement moving – in person or online, Girl Scout troops continued to meet, earn badges, plan service projects, and have fun!
- Girl Scouts returned to Camp Kaufmann! Our upstate camp property is a safe place for our Girl Scouts and volunteers to enjoy fresh air and learn about the natural world. We could not have been more excited to safely welcome them back.
- More than 1,000 Girl Scouts across New York City learned to protect information online in our Cybersecurity programs.
- Hundreds of Girl Scouts learned to be environmental stewards at Girl Scouts Love State Parks events in all five boroughs.
- Girl Scout Cookie customers donated more than 250,000 boxes of cookies to local NYC food pantries through our Gift of Caring program, to bring a smile to the faces of families dealing with food insecurity.
- We appointed our first Director of Diversity, Equity, Inclusion, and Anti-Racism to lead the related initiatives launched in 2020, strengthening our commitment to becoming an anti-racist and uncompromisingly inclusive organization.
- We ended the year by establishing a new three-year strategic plan, which combines more recent innovations with the traditional conventions of Girl Scouting to create a road map for the future as we continue to reimagine community.

All of this would be impossible without the many dedicated members of our community. To our volunteers, board members, staff members, donors, partners, and of course, Girl Scouts and their families, “thank you” will never be enough to express our gratitude for your unflappable commitment to the Girl Scout mission.

Yours in Girl Scouting,



*Stephanie K. Schnabel*  
Stephanie K. Schnabel  
Board President



*Meridith Maskara*  
Meridith Maskara  
Chief Executive Officer



REIMAGINING COMMUNITY



## The Leadership Institute Reimagined

The Leadership Institute is Girl Scouts of Greater New York's capstone leadership program, which provides a unique and essential opportunity for New York City girls in grades 6-12 to build confidence as leaders and shape their views about their own potential.

Like most things in 2021, the Leadership Institute had to reimagine the ways it created a community for older Girl Scouts, where they can still gain leadership skills, connect with successful women role models, bond with their fellow Girl Scouts, and take action to drive systemic change in their communities and the world.

Nearly 200 Girl Scouts participated in the community-building yet all-virtual program in 2021, choosing



one of three tracks: Environmental Changemakers, Advocate and Activist, and STEM for Social Good.

In addition to workshops and capstone projects focused on their chosen track, participants also attended special online events including virtual workplace visits, a panel discussion on women in philanthropy, and an exclusive "Leadership Hour" with U.S. Senator Kirsten Gillibrand.

## Girl Scouting's Highest Awards

Despite the challenges young people faced in 2021, Girl Scouts still managed to make the world a better place. In fact, this year, more New York City Girl Scouts than ever before earned their Girl Scout Gold Award! The Gold Award is the culmination of a Girl Scout's personal leadership journey and is earned by high school-aged Girl Scouts who create a sustainable impact addressing a community need of their choosing. A record 91 Girl Scouts were awarded their Gold Award for tackling topics like climate change, the mental health crisis among Black teenagers, and the effects of social media on young girls' self-esteem.

This year 226 Girl Scouts earned their Bronze and 162 earned their Silver Award by completing substantial community service projects, putting themselves on the path to Gold!

  
**226**  
NYC Girl Scouts earned their Bronze Award.

  
**91**  
NYC Girl Scouts earned their Girl Scout Gold Award – the highest achievement in Girl Scouting.

  
**162**  
NYC Girl Scouts earned their Silver Award.



## Exploring Future STEM Careers

Our commitment to introducing young people to potential future careers did not stop when our programs went virtual! Dozens of Girl Scouts participated in virtual workplace visits and career panels thanks to our partners and funders, especially in the fields of science, technology, engineering, and math (STEM).

Women hold less than 28% of science, technology, engineering, and math jobs in the United States, even though they make up nearly half of the U.S. workforce. Girl Scouts is changing that, laying the groundwork for more girls to consider careers in these exciting and essential fields.

In addition to programs focused on robotics, coding, and mechanical engineering, this year we expanded our programs focused on cybersecurity, generously funded by Craig Newmark Philanthropies. They were a tremendous success among NYC Girl Scouts.

STEM Spark: Cybersecurity programs are GSGNY's latest additions to a robust suite of STEM programming for girls, through partnerships with institutions including the New York Hall of Science, Vidcode, and FIRST Robotics. This year, we offered age-specific programs in which girls practiced inquiry-based learning, explored STEM careers, and ultimately developed confidence with STEM subjects.



### Highlights:

**2021 Cybersecurity programs served 1,156 girls of all ages.**

**Thanks to generous funding from Craig Newmark Philanthropies, we also trained 25 troop leaders to deliver cybersecurity programming, who in turn helped hundreds of Girl Scouts of all ages earn their cybersecurity badges.**



# Back to Camp!

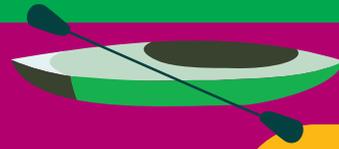
In June of 2021, after 18 months of empty climbing walls and still pool waters, we welcomed Girl Scouts back to Camp Kaufmann! With extra precautions, Girl Scout troops and families made the 75-mile trip for both day trips and overnights, complete with fishing, boating, swimming, archery, campfires, and of course, s'mores.

As Girl Scouts of Greater New York is the only Girl Scout council of 111 across the country exclusively serving girls growing up in an urban environment, Camp Kaufmann has always been an important place for New York City Girl Scouts to explore the natural world. At camp, they develop the confidence that can only come from venturing out of one's comfort zone with the help of supportive staff and mentors.

At camp, those mentors are called Counselors-in-Training (CIT) – high school-aged Girl Scouts who participate in a yearlong training program to learn responsibility, outdoor living skills, group dynamics, conflict resolution, and youth development skills. This summer, 22 Girl Scouts trained to be CITs and provided vital support to the summer program as lifeguards, kitchen support, program facilitators, and role models to younger Girl Scouts.

This year, after far too much time spent indoors and isolated from their Girl Scout community, it was particularly special to see troop leaders and Girl Scouts alike enjoying the open air of our 425-acre campus, and each other's company, with a newfound appreciation.

In the coming years, we are planning to make major improvements to the facilities at Camp Kaufmann, including building a new dining hall and leadership center: Girl HQ.



“Even though we came as a family, it was easy to be integrated into the larger troops. Everyone was friendly and helpful.”  
- Parent Camper



**Highlights:**

**We hosted 350+ campers at Camp Kaufmann this summer including troops and families.**

**61 troop leaders joined us for a Leader's Retreat weekend: a chance for the adults who keep the Girl Scout movement alive in New York City to reconnect after many months apart and to enjoy a relaxing and peaceful weekend at Camp Kaufmann.**

## Diversity, Equity, Inclusion, and Anti-Racism

Here in New York City, we want Girl Scouts to be a place young people can rely on, to process the world around them. In April, following the murder of six Asian women in Atlanta and increased violence toward Asian people here in New York City, the safety of our Asian community members was one topic staff and Girl Scouts requested our community come together to discuss. In the first of several council-wide Community Conversations events, we heard from Asian American and Pacific Islander Girl Scouts, staff members, and board members about their experiences, providing visibility and solidarity to their community and providing education for other community members who were not affected day-to-day by the surge in hatred and violence. The success of this pilot event led to following Community Conversations that centered the voices of Latina and LGBTQ+ Girl Scouts.



In 2021, we strengthened and formalized our commitment to inclusivity by hiring our organization's first Director of Diversity, Equity, Inclusion, and Anti-Racism (DEIA), who will continue the work of our staff's DEIA Taskforce and ensure our staff and all Girl Scout volunteers in New York City have the development opportunities they need to serve our exceptionally and beautifully diverse community.

“Girl Scouts has actually been a great outlet for me to connect to my heritage, which is one of the many reasons why Girl Scouts has been such an amazing experience for me.”

– Girl Scout Kamala, Age 14



## Girl Scouts for All

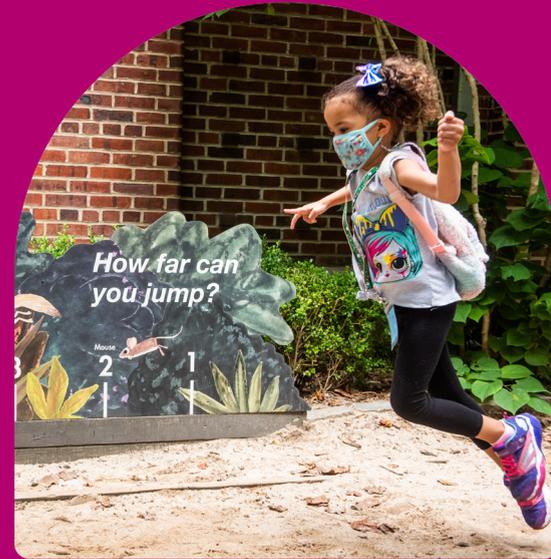
We believe every Girl Scout brings unique value to our community. Our Girl Scouts for All initiative is designed to welcome and support girls with physical, developmental, cognitive, intellectual, or sensory disabilities to Girl Scouting, while building community awareness and skills around topics of accessibility. We strive to support the inclusion of Girl Scouts with disabilities and learning differences in all our programming and provide training and resources to troop leaders to help them accommodate their troop members' needs.

This year, in addition to continuing our Girl Scouts for All initiative, we held our first, council-wide Disability Pride Month celebration in July! The virtual event included live music provided by council partner the BenAnna Band – which focuses on inclusive approaches to music-making – and encouraged creative expression, a sense of belonging, and pride among members of our Girl Scout community with disabilities. Plus, all participants even received a disAbility Pride fun patch.



## Supporting Girl Scouts in Troop 6000

Launched in 2017, Troop 6000 is a first-of-its-kind Girl Scout troop, specially designed to serve girls and women living in the New York City shelter system. Throughout the pandemic, our staff ensured that Troop 6000 continued to meet virtually, but we were thrilled to be able to bring the troop back together for the first time in person this summer for a series of field trips. Over the course of several fun-filled weeks, Troop 6000 took a street art tour in Manhattan, visited the Prospect Park Zoo in Brooklyn, the Museum of Ice Cream in Manhattan, the Hip Hop Museum in the Bronx, and Socrates Sculpture Park in Queens.



### Highlights:

**250+ members of Troop 6000 participated in 7 fun-filled field trips throughout New York City this summer.**

**More than 40 Troop 6000 Girl Scouts made new friends and enjoyed the great outdoors at Camp Kaufmann.**

**We provided Thanksgiving meals to Troop 6000 families in 12 partner shelters and 10 Troop 6000 families who had moved into permanent housing.**



### A Cookie Season Like No Other

Since Troop 6000's launch in 2017, thousands of people from all over the world have generously supported the program, but this year exceeded all expectations. Thanks to supporters on platforms like Twitter, Instagram, Reddit, and eventually conventional media like Good Morning America, Troop 6000 sold nearly 1.5 MILLION boxes of Girl Scout Cookies!



# Our Supporters

## Contributions received or recognized 10/1/2020 – 9/30/2021

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The Peter and Carmen Lucia Buck Foundation  
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Michael Butler  
Loretta Cangialosi  
Nicole Carrillo  
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Anne Chandler Bass  
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Choose Your Metric  
Karen Christianson  
Lindsey Cosgrove  
Jane Cranston

Michelle DeFeo  
James Dennett  
Margaret Diorio  
Mary D. Dorman  
Timothy Douros  
John Eckert  
Gale Epstein  
Victoria Foley  
Game Creek Video  
Eufaula Garrett  
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Girl Scout Troop 3789  
Girl Scout Troop 5256  
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Suzanne Gluck & Tom Dyja  
Colleen Goggins  
Risa Gold  
Michael Gould  
Michael Gratale  
Rini Greenfield  
David Hamre  
Laura J. Hay  
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Lauren Vessey  
Suzyn Waldman  
Kristy S. Wallace  
Peter Wallburg  
Susan Waltman  
Katherine Whalen  
Mary Lou & John Wells  
James Witt  
Christina Yum  
Amisha Zuber  
Linda Zukauckas

^ Pass-through grant from Girl Scouts of the USA

## Juliette Gordon Low Society

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

Sarah Cushing Page Bareau	Carmen Dubroc and Lewis I. Haber	Marilyn Masiero <sup>†</sup> Meridith Maskara	Stacey Pilson Karenbeatrice Porcher
Dianne Belk and Lawrence Calder, Girl Scout Movement- wide Challenge Planned Gift	Merle France Philomene Gates <sup>†</sup> Joyce Glencamp Chelsea Gomez Zoila Gomez	Melissa McEvoy Mary Jane Meconi Barbara Medina Alyssa Moeder Toni Morrisette	Sasha Prado Marie Raperto Jessica Rodulfo Dorothy Sander Shayla Scarlett Jill & John Scibilia
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Liz Cianfrone Lindsey Cosgrove Melissa D’Andrea Elizabeth Jane Dennis Jane Dennis	Tamika Mapp Franz Martin Wendy Marsh	Margarita Perusquia Cathy Phillips Mary S. Phipps	

## Government Support

In July 2017, the de Blasio Administration and the New York City Department of Homeless Services announced an investment of more than \$300K per year to expand Troop 6000. In addition, the following New York City Council Members provided support for troop-building in their districts:

Council Member Corey Johnson, District 3  
Council Member Ben Kallos, District 5  
Council Member Mark Gjonaj, District 13  
Council Member Peter Koo, District 20  
Council Member Daniel Dromm, District 25

Council Member Jimmy Van Bramer, District 26  
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Council Member Eric A. Ulrich, District 32

## Gifts- in-kind

Marissa Alperin  
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Elizabeth A. Davis  
Michael Della  
Femina  
Brian Flannery  
Diana Gilbert  
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Jason Wiener  
Amy Zhou

## Trefoil Society

Members of the Trefoil Society are part of 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.

### Pearl Members

Sarah E. Cogan  
& Douglas Evans  
Stefan J. Findel  
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Monique  
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Suzyn Waldman  
Susan Waltman  
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Katherine Whalen  
James Witt  
Christina Yum  
Amisha Zuber

## Statement of Financial Activity

	2021		2020	
<b>Public Support and Revenue</b>				
Foundations & Government Grants	\$1,099,939	9%	\$951,292	12%
Special Events (net expenses)	\$814,506	6%	\$1,037,207	13%
Individual	\$1,789,714	14%	\$1,780,601	22%
Legacies and Bequests	\$16,838	-	\$16,872	-
United Way of NYC	\$1,799	-	\$1,428	-
Donated Goods & Services	\$26,043	-	\$113,683	1%
<b>Total Public Support and Revenue</b>	<b>\$3,748,839</b>	<b>29%</b>	<b>\$3,901,083</b>	<b>48%</b>
Product sales (net expenses)	\$7,224,507	55%	\$3,951,099	48%
Program Fees	\$46,355	-	\$87,622	1%
Net Investment Return	\$1,055,855	8%	\$233,432	3%
Forgiveness of Loan	\$889,587	7%	-	-
Other Income	\$82,828	1%	\$23,420	-
<b>Total Income</b>	<b>\$13,047,971</b>		<b>\$8,196,656</b>	
<b>Expenses</b>				
Membership Services	\$2,119,321	27%	\$2,520,855	29%
Girl Program Services	\$1,866,192	24%	\$2,023,070	23%
Camp Program Services	\$793,343	10%	\$849,844	10%
Adult Education	\$287,238	4%	\$487,821	6%
Advocacy & Public Information	\$439,504	6%	\$518,356	6%
<b>Total Program Services</b>	<b>\$5,505,598</b>	<b>71%</b>	<b>\$6,399,946</b>	<b>74%</b>
Fund Development	\$994,956	13%	\$1,013,737	12%
General Administration	\$1,300,713	16%	\$1,251,459	14%
<b>Total Supporting Services</b>	<b>\$2,295,669</b>	<b>29%</b>	<b>\$2,265,196</b>	<b>26%</b>
<b>Total Operating Expenses</b>	<b>\$7,801,267</b>		<b>\$8,665,142</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 surplus of \$3,214,431 in fiscal year 2021 and a deficit of \$63,605 in fiscal year 2020. Results for 2021 and 2020 were significantly affected by the pandemic and the cancellation of summer camp programs. Product sales for 2021 were driven by strong digital sales.

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

	Fiscal Year 2021	Fiscal Year 2020
<b>ASSETS</b>		
Cash and Cash Equivalents	\$4,055,594	\$411,191
Investments	\$8,279,378	\$7,048,267
Contributions Receivable, Net	\$442,185	\$397,764
Accounts Receivable	\$24,169	\$19,740
Government Grants Receivable	\$567,527	\$277,700
Prepaid Expenses and Other Assets	\$209,550	\$183,079
Inventory	\$61,810	\$98,008
Beneficial Interest in a Perpetual Trust	\$512,825	\$434,752
Fixed Assets	\$1,772,007	\$1,898,487
<b>Total Assets</b>	<b>\$15,925,045</b>	<b>\$10,768,988</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts Payable and Accrued Expenses	\$377,926	\$376,419
Deferred Revenue	\$16,466	\$140,460
Line of Credit Payable	-	-
Loan Payable	\$889,587	\$889,587
Deferred Rent Payable	\$767,467	\$736,599
Annuities Payable	\$2,050	\$1,078
<b>Total Liabilities</b>	<b>\$2,053,496</b>	<b>\$2,144,143</b>
<b>Net Assets</b>		
Without Donor Restrictions	\$11,183,629	\$6,872,146
With Donor Restrictions		
Purpose and Time Restrictions	\$2,175,095	\$1,317,947
Perpetual in Nature	\$512,825	\$434,752
<b>Total Net Assets</b>	<b>\$13,871,549</b>	<b>\$8,624,845</b>
<b>Total Liabilities and Net Assets</b>	<b>\$15,925,045</b>	<b>\$10,768,988</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 2020-2021

## CHAIR

Michelle R. Clayman

## PRESIDENT

Stephanie K. Schnabel

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Robert Ouimette  
Alyssa Moeder  
Barbara J. Cooperman  
Kerry A. Tatlock  
Monique Herena

## TREASURER

Kim Bourne

## BOARD MEMBERS

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Rhonda Boston  
Brittany Bragg  
Stephanie R. Breslow  
Florence Buckley  
Sarah E. Cogan  
Lynda Davey  
Elizabeth Davis  
Todd Guenther  
Amy Hart  
Samantha Kappagoda  
Sang Lee  
Dawn McEvoy  
Lindsay McKenna Carlson  
Joanne Minieri  
Martha Monserrate  
Amanda N. Persaud  
Caitlin Pincus  
Menna Samaha  
Davia Temin  
Belanne Ungarelli  
Marty Willis



## PRESIDENTS EMERITAE

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Carmen Dubroc  
Lynn A. Foster  
Edina Jennison  
Rose M. Littlejohn  
Susan Nitze  
Mary S. Phipps  
Patricia Stensrud

## CHIEF EXECUTIVE OFFICER

Meridith Maskara



25,000+  
girls served  
in New  
York City.

## Girls in Troops by Borough:



3,800+  
Volunteers

delivering  
programming  
in NYC.

250,000+

boxes of cookies  
donated to NYC  
food pantries.

60+

“virtual” troops  
launched, serving  
287 Girl Scouts  
thanks to 131  
volunteers.

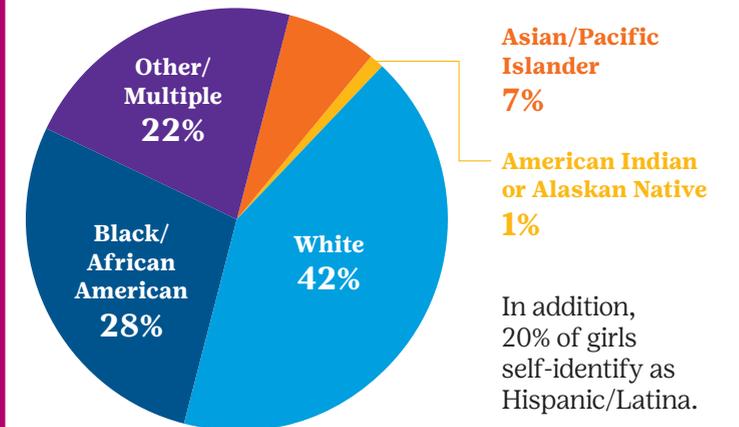
1,550

girls reached  
through virtual  
STEM programming,  
including  
cybersecurity,  
robotics, and  
coding.

## By Girl Scout Level:



## By Race:



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

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



[girlscoutsnyc.org](http://girlscoutsnyc.org)

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

