

#iwillbe

2016 Annual Report



#iwillbe...



Dear Girl Scout Family and Friends:

This year's Annual Report, with its theme of #iwillbe, showcases some of our Girl Scouts and the dreams they have for their lives. We open the world up to our girls and show them they can be anything—we help the girls we serve think critically, dream boldly, and reach for their North Star.

In spite of bold dreams, too many girls feel like there are limits to what they can be. We at the Girl Scouts of Greater New York have never believed that, yet we need to do more. We need to continue to build out programs, particularly those that expose girls to emerging career opportunities.

The girls we serve are facing new issues they haven't had to confront before. To help them respond effectively to these emerging issues, we are looking at 2017 and beyond to create new opportunities for civic engagement, to discuss differences and build common bridges, and work to create vibrant and thriving communities.

Thanks to the diversity of our council—we serve 28,000 girls from every corner of the city—Girl Scouts today have the opportunity to hear and learn from fellow girls with different life experiences and views. We are seizing the opportunity to double down on the Girl Scout Promise to make our world a better place and on preparing girls to be anything they want—maybe even the 50th president of the United States.

We are deeply grateful for your support and for joining us in helping girls believe their value and potential knows no bounds.

Yours in Girl Scouting,

Michelle R. Clayman
Board President

Barbara Murphy-Warrington
Chief Executive Officer

#iwillbe a policy maker



Girl Scout Leadership Institute

“Through GSLI, I learned about the power of advocacy, that I had a passion for social justice, and that more than anything, my voice matters. Girl Scouts taught me how to make it loud.”

– Calista, age 17, Manhattan Troop #3197



The Girl Scout Leadership Institute gave Calista the confidence to speak out about issues she cares about. It inspired her to join the Manhattan Borough President’s Youth Council, become captain of her school’s Mock Trial team, and president of the Asian Affairs Club. Now she’s ready to build on her new-found passion in college and beyond.

This 15-month immersive leadership and business training program for high school-aged girls gives girls access to female professionals across industries through coaching circles, workplace visits, and internships. They get first-hand leadership experience working toward their **Gold Award**, for which they design and execute an 80-hour service project to solve a problem in their community. They also gain confidence in their leadership skills at Pitchfest, where they work in teams to develop an idea for a socially-conscious mobile app, presenting it to business leaders and investors.

Girls who leave GSLI say they learned what it takes to lead, pursue their dreams in the workforce, and create a positive future for themselves, their families, and their communities.

Girl Scout Leadership Institute at-a-glance:

- 83% of participants viewed themselves as leaders after GSLI, vs 54% before GSLI.
- 91% said they believed they could make a positive impact in the world after GSLI, vs 68% before.
- 86% said they are confident when they talk after GSLI, vs 55% before.

#iwillbe a scientist



Robotics

“When I grow up, I want to build a robot assistant to help me with my scientific research. My experience programming my troop’s robot is a good start.”

– Victoria, age 10, Manhattan Troop #3001



At Victoria’s request, her troop joined Girl Scouts of Greater New York’s new **Fundamental Robotics** program, which serves girls as young as age 5. Since getting their feet wet by programming and building their own robots, her troop has joined our competitive robotics program, and they now compete with teams from all over the city!

Today, Girl Scouts across all five boroughs are building and programming robots through our expanding robotics programs. Our **Fundamental Robotics** and **Competitive Robotics** tracks teach girls technical skills and problem solving. Along the way, girls gain the confidence to know that they can build robots — and tell them what to do!

The robotics programs are part of our broad effort to introduce girls to Science, Technology, Engineering and Math (STEM) fields, where the fastest growing jobs with high earning potential are located today.

In addition to robotics, we have designed a range of programs — including app development, digital-movie making, and coding — to spark girls’ interest in STEM careers. Each year, we’re adding more of these programs and bringing them to girls in every corner of the city.

Robotics at-a-glance:

- 284 Girl Scouts learned about STEM by building and programming their own robots in 2016 – and even more are participating in 2017!
- Our **Competitive Robotics** teams fared well in city-wide competitions, earning awards for Teamwork and Gracious Professionalism.

#iwillbe
a dancer



Girl Scout Cookie Program

“Selling Girl Scout Cookies helps me with my confidence and teaches me not to be scared of speaking with new people. It will help me be confident on stage. You can’t be scared to give it your all when performing.”

– Madison, age 10, Queens Troop #4557



Madison knows that her future success depends not only on developing the poise and confidence she needs to make her dreams come true — but also on developing the financial skills to make smart decisions for the rest of her life.

Madison is a member of our **Cookie Executive Committee**, the latest programming component of the **Girl Scout Cookie Program**. Madison joins other top-selling girls as they discuss sales goals, marketing strategies, and how to pass business and entrepreneurial skills on to other Girl Scouts.

Girl Scouts have been selling cookies and building business skills for 100 years. The **Girl Scout Cookie Program** helps girls develop skills in money management, decision-making, goal-setting, people skills, and business ethics. Girls also gain important technology skills through **Digital Cookie**, which allows them to dip their toes into e-commerce by developing their own online stores to market and sell their products online.

Nearly half of the girls we serve in New York City participate in our Girl Scout Cookie Program, and they all have big aspirations. The cookie program is a vital step toward making their dreams a reality, no matter what stage on which they someday find themselves.

Girl Scout Cookie Program at-a-glance:

- In 2016, nearly 13,000 girls in New York City built their business and entrepreneurship skills by participating in the Girl Scout Cookie Program.
- New York City girls sold a record-breaking 1,274,467 boxes of cookies in 2016, and they are on track to surpass that number in 2017!
- The Girl Scout Cookie Program is the largest girl-led business in the world.

#iwillbe an engineer



Breaking the Code

“I love to code because I can control the computer and tell it what to do. When I get older, I want to write my own computer programs that will help me as an engineer.”

– Sarah, age 13, Brooklyn Troop #7001



Like many girls, Sarah had no access to computer science programs, nor any idea how inspiring she would find coding until she tried it for the very first time through our new **Breaking the Code** program. Now Sarah is hooked.

Breaking the Code seeks to expand access to computer science education in NYC, where only 10% of students in public schools have access to computer science classes. The stats are even grimmer for girls and students of color, who are even less likely to have access to these kinds of opportunities.

This new after-school program introduces coding and computer science to girls like Sarah, who attend under-resourced middle schools. The program uses hands-on activities many girls are interested in — creating, customizing, and sharing videos.

The curriculum was co-developed by Vidcode, a female-founded startup, and combines creating issue-based films with our traditional leadership development curriculum. **Breaking the Code** helps girls develop the teamwork, communication, and problem-solving skills they will need in future careers.

Breaking the Code at-a-glance:

- Breaking the Code was recognized by the White House as part of President Obama’s “Computer Science for All” initiative.
- In recognition of this program, the SXSWedu (South by Southwest) educational conference invited Vidcode and our Council to give a presentation on empowering girls through leadership, filmmaking, and coding.
- 867 girls completed our new online coding tutorial, launched in conjunction with the annual Hour of Code.
- After a successful pilot program launched in 2016, the program will expand to six sites in 2017.

#iwillbe a veterinarian



Camp Kaufmann

“Camp introduced me to wildlife I’d never seen on Staten Island, and all the things we saw — like deer, rabbits and turtles—made me want to have a career where I get to work with all different kinds of animals, not just pets.”

— Kaitlyn, age 13, Staten Island Troop #5527



Camp Kaufmann, our 425-acre camp in upstate New York didn’t just inspire Kaitlyn to a future career, it helped her come out of her shell, become more outspoken, and gain new nature skills that gave her the confidence to pursue her dream job.

Camp Kaufmann gives girls the opportunity to hike, swim, boat, and climb, often for the first time. The butterfly garden, frog pond, and greenhouse are novel experiences for many city girls, who benefit enormously from trying something new, while participating in team-building activities and developing leadership skills.

There are many ways for girls to experience camp throughout the year — day trips, weekend getaways, troop camping, and more. When girls get out of the city, engage with nature, and become exposed to environmental leadership, they discover new interests and develop new passions that open their eyes to future careers. And the confidence they gain from taking on new challenges propels them to pursue their new dreams.

Camp Kaufmann at-a-glance:

- Over 5,000 campers visited Camp Kaufmann in 2016, up from 4,500 in 2015, and 4,000 in 2014.
- Many of our girls come to camp without knowing how to swim. So in 2016, we opened our new pool and aquatics center, aimed at building girls’ skills in this area.
- Compared to a national sample of girls, Girl Scouts reported much higher levels of environmental stewardship¹.

¹ *More than S’mores: Successes and Surprises in Girl Scouts’ Outdoor Experiences*, Girl Scout Research Institute, 2014.

#iwillbe a writer



Urban Day Camp

“Camp taught me about lots of new things that I can use in the stories I write — like learning about boats for the first time. And I learned that listening is important, because if you don’t, you might miss cool stuff that you wish you learned.”

– Zara, age 8, Brooklyn Troop #2937



Zara participated in our inaugural season of **Urban Day Camp**, where she was exposed to outdoor experiences she’d never had before, broadening her worldview. She’s taking the lessons she learned, and is now writing her future.

Offered in underserved neighborhoods throughout the city, the 8-week, full-day **Urban Day Camp** combats summer learning loss in girls ages 6 to 9 and gets them out of their typical environment to see and try new things. Along the way, they build new skills, explore new interests, and gain the confidence to step outside their comfort zone.

Throughout the summer, girls participate in environmental leadership activities through outings to parks, beaches, and other outdoor spaces across the city; they engage in hands-on STEM projects to reinforce science and math concepts; they spend time reading; and they participate in community service projects.

Urban Day Camp provides girls with learning opportunities that support their education today and inspire them to pursue their career dreams tomorrow.

Urban Day Camp at-a-glance:

- Girls reported that their confidence had increased as a result of making new friends, having new experiences, and learning new things.
- Due to the popularity of this program, **Urban Day Camp** will expand to more sites across the city in 2017 and add new features including trips to the great outdoors at our 425-acre Camp Kaufmann in Dutchess County!

Thank You

The collective efforts of thousands of generous people make our work with the deserving girls of New York City possible.

Our 8,224 adult volunteers invest their expertise and countless hours to prepare girls to lead and succeed. These dedicated women and men deliver more than 90% of all programming to our girls as troop leaders, mentors, career speakers, program and camp volunteers, and much more.

Our supporters, led by our Council's Board, generously invest in our girls' futures through their funding, which supports all of our programming, and in 2016, allowed us to develop and launch new programs.

We are deeply grateful for all of these investments that support the journey of our girls as they discover who they are and who they will be.



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Gifts and contributions received 10/1/2015 - 9/30/2016

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✓ Pass-through grant from Girl Scouts of the USA

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Juliette Low Society

The Juliette Low Society recognizes loyal supporters who have named the Girl Scouts of Greater New York in their estate plans.*

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* This list does not include members who wish to remain anonymous. † Deceased

Trefoil Society

The Trefoil Society recognizes those who, through their generous financial support, are advancing the Girl Scouts' mission and helping today's girls become tomorrow's leaders.

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Financial Overview

Statements of Financial Activity

Income

Public Support and Revenue	Fiscal Year 2016		Fiscal Year 2015	
Foundations & Government Grants	\$494,026	8%	\$424,439	8%
Special Events (net expenses)	956,322	16%	862,359	15%
Individuals	695,225	12%	859,897	15%
Legacies & Bequests	17,637	—	21,143	—
United Way	4,504	—	4,177	—
Donated Goods & Services	74,878	1%	257,991	5%
Total Public Support and Revenue	\$2,242,592	37%	\$2,430,006	43%
Product Sales (net expenses)	\$2,890,632	47%	\$2,822,365	50%
Program Fees	297,291	5%	297,321	5%
Investment Return	482,918	8%	(125,333)	—
Other Income	174,621	3%	157,280	2%
Total Income	\$6,088,054	100%	\$5,581,639¹	100%

Expenses

Membership Services	\$1,612,520	26%	\$1,564,301	25%
Girl Program Services	1,473,031	24%	1,856,181	30%
Camp Program Services	1,068,777	17%	650,575	11%
Adult Education	410,205	7%	566,412	9%
Public Information	268,474	4%	203,529	3%
Total Program Services	\$4,833,007	78%	\$4,840,998	78%
Fund Development	\$634,413	10%	\$497,291	8%
General Administration	794,803	12%	897,288	14%
Total Supporting Services	1,429,116	22%	1,394,579	22%
Total Expenses	\$6,262,123	100%	\$6,235,577¹	100%

I. Measure of Operations

The Council has implemented a measure of operations, which establishes parameters to correlate our operating results with our audited financial statements. This year's results include a significant increase in spending on girl members, an investment in a leadership center, relocation of the administrative office, and improvements to camp facilities. The Council's operating results generated a surplus of \$209,284 and \$504,171 in fiscal years 2016 and 2015 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 2016	Fiscal Year 2015
Cash and Cash Equivalents	\$872,759	\$1,609,908
Investments	5,984,202	5,458,540
Contributions Receivable, Net	514,549	615,995
Accounts Receivable	49,808	39,810
Prepaid Expenses and Other Assets	165,202	176,034
Inventory	38,258	15,938
Beneficial Interest in Perpetual Trusts	383,676	379,286
Fixed Assets	2,031,480	1,871,909
Total Assets	\$10,039,934	\$10,167,420

Liabilities and Net Assets

Accounts Payable and Accrued Expenses	\$399,629	\$482,450
Deferred Revenue	99,107	101,734
Line of Credit Payable	900,000	900,000
Deferred Rent Payable	561,417	429,075
Annuities Payable	5,544	5,905
Total Liabilities	\$1,965,747	\$1,919,164

Net Assets

Unrestricted	\$7,092,376	\$6,736,028
Temporarily Restricted	598,135	1,117,942
Permanently Restricted	383,676	394,286
Total Net Assets	\$8,074,187	\$8,248,256
Total Liabilities and Net Assets	\$10,039,934	\$10,167,420

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.

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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.

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.

Our Mission

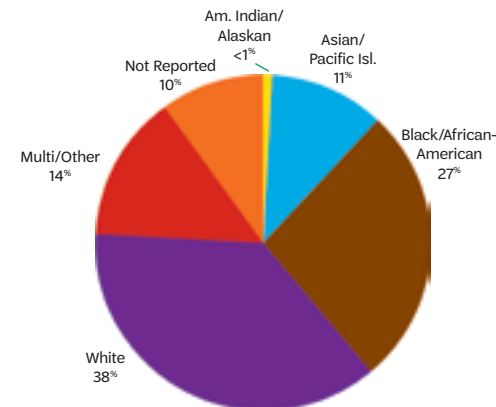
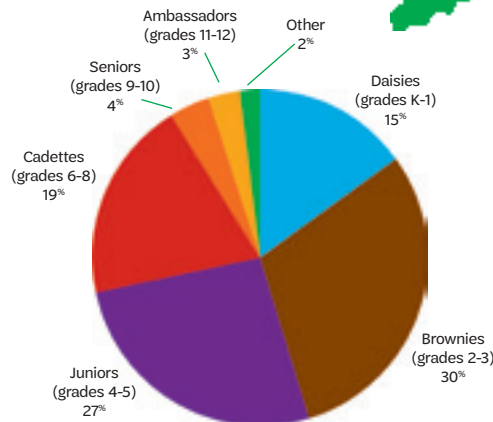
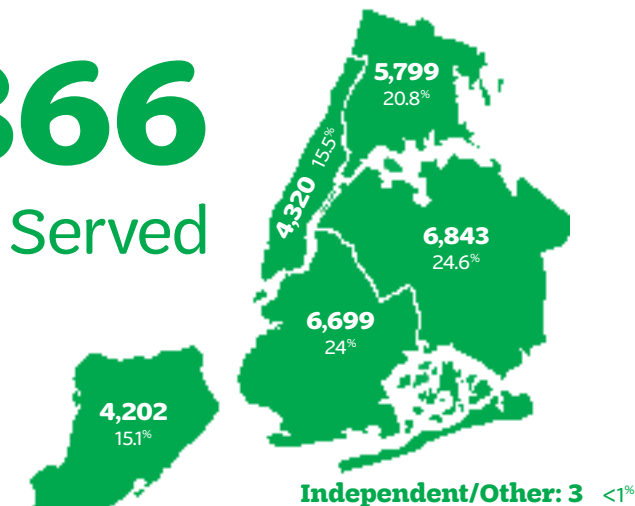
Girl Scouting builds girls of courage,
confidence, and character,
who make the world a better place.



Girl Scouts of Greater New York at a Glance

27,866

NYC Girls Served



In addition to the above, 28% of girls self-identify as Hispanic/Latina.

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



In 2016, our 8,224 volunteers delivered over 90% of all Girl Scout programming to NYC girls.



Our Vision:

**Be the premier leadership
organization for girls in
New York City**



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