



BUILDING UP!



girl scouts
of greater new york

2015 ANNUAL REPORT



Dear Girl Scout Family and Friends:

As we started our second century of Girl Scouting in New York in 2012, we challenged ourselves to do more to help girls lead and succeed at school, in their communities, and in their future careers. These goals have always been at the heart of Girl Scouts. Our track record is proof that Girl Scouting “works.” However, with the rapidly changing world and employment landscape, we realized we needed to quickly build up our capacity.

To that end, 2015 was a blockbuster year. We launched large-scale programs to teach girls all things STEM (Science, Technology, Engineering and Mathematics) including: robotics, coding, digital movie making and web design. In addition, the largest girl-led business in the world – the Girl Scout Cookie program – went digital, teaching girls mobile commerce and technology skills. And, New York City Girl Scouts achieved the highest per-girl-average of Digital Cookie sales in the country! These new programs and opportunities expand our capacity to help girls develop the courage, confidence, and character to succeed.

We also moved to new offices that can accommodate our growth. We have now experienced 10 straight years of growing the number of girls we serve. The new space allows us to provide better programming for girls and better training for our 7,657 adult volunteers.

In this report you will find more information about the ways we’ve built up the Girl Scouts of Greater New York. This is an exciting time for us. We are so pleased to have you on this journey with us, and we are honored by your support of our 29,000+ girls, and counting.

Yours in Girl Scouting,

Rose M. Littlejohn
Board President

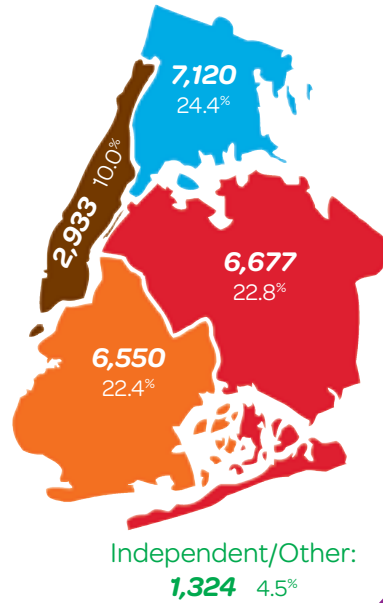
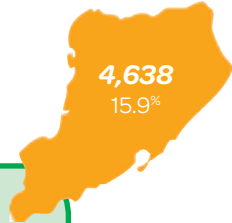
Barbara Murphy-Warrington
Chief Executive Officer

Ten years of growth in the number of girls served

29,242 NYC Girls Served in 2015



Our 7,657 adult volunteers delivered over 90% of all Girl Scout programming to NYC girls.



2006
21,015

2007
21,056

2008
21,085

2009
22,356

2010
23,130

2011
24,960

2012
26,658

2013
27,926

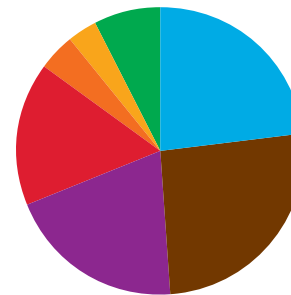
2014
29,034

2015
29,242



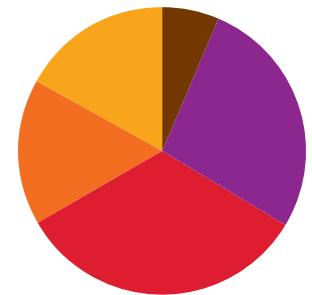
Over 70% of the girls we serve come from low to moderate-income families.

Grade Levels of NYC Girl Scouts



Grades K-1 (Daisies)	6,809	23.3%
Grades 2-3 (Brownies)	7,506	25.7%
Grades 4-5 (Juniors)	5,841	20.0%
Grades 6-8 (Cadettes)	4,747	16.2%
Grades 9-10 (Seniors)	1,224	4.1%
Grades 11-12 (Ambassadors)	935	3.2%
Not Reported	2,180	7.5%

Ethnic Background of NYC Girl Scouts



American Indian/Alaskan	74	>1%
Asian/Pacific Islander	1,815	6.2%
Black	7,993	27.3%
White	9,651	33.0%
Other/Multi-Racial	4,774	16.3%
Not Reported	4,935	16.9%

In addition to the above, 7,324 girls (25.0%) self-identify as Hispanic/Latina

102 NYC girls earned the prestigious Gold Award, the highest achievement in Girl Scouting, in 2015.



New Space



"I feel like a leader to the younger Girl Scouts, and it's helping me build my confidence, knowing that I have accomplished something other people aspire to accomplish."

Hawa, Bronx Troop 2168, who uses the new *girlspace* to mentor younger girls.

The new Girl Scouts of Greater New York Leadership Center in lower Manhattan was built specifically to accommodate more girls, more programs, and better training for volunteers.

Our Girl Scouts now have a space that is more conducive to leadership skill-building and a *girlspace* all their own. Girls use the space to advance their community projects, learn from one another, and complete school projects.

Volunteers have better facilities to build their skills, too. We can now host webinars and provide digital training sessions. As a result, more volunteers, who deliver over 90% of our programs, receive even better training to support girls' development.



The new 17,500 square foot Girl Scouts of Greater New York Leadership Center is 30% larger than our previous space.



Our new girlspace, a room designed just for girls, offers a place for them to learn, grow, and lead.



New Programs



"I'm really interested in technology, and it will help me in the future. I want to be a pediatrician, and learning about robotics will help me find new cures and cure people in quicker ways."

Sabat, Queens Troop 4272, who is learning to build and program robots with her troop.



Through the new Digital Cookie e-commerce platform, NYC girls had the highest average per-girl online sales in the country.



Participants in the Girl Scout Leadership Institute developed and coded apps designed to make the world a better place.

Programs launched in 2015 are sparking the interest of young girls and preparing older girls for careers in STEM (Science, Technology, Engineering, and Mathematics), one of the fastest growing sectors in the job market.

Through new robotics, coding, digital cookie sales, digital movie making, and web design programs, girls are building technical, problem-solving, and analytical skills. At the same time, they are building confidence to take on new challenges.



Skills Learned



"I like that when people buy cookies I get to count the money and sort it. It helps me do math."

Trinity, Manhattan Troop 3280,
Cookie University graduate who sold 313
boxes of cookies through her business.

Girl Scout programs are created to build skills that equip girls to succeed.

The Girl Scout Cookie Program is the largest girl-led business and entrepreneurship program in the world. Through selling cookies, girls learn five essential skills: money management, decision making, goal setting, people skills, and business ethics. Through our Cookie University programs, our youngest girls develop and build on each of these skills with help from older Girl Scouts.

Financial Literacy badges earned at every level of Girl Scouting teach skills ranging from making change to creating a budget, exploring needs vs. wants, and establishing good credit.



NYC Girl Scouts sold 1,252,694 boxes of cookies in 2015 through traditional sales, Digital Cookie, and booth sales.



Over 21,000 NYC girls learned about money management through our Financial Literacy programs in 2015.



Confidence Built



“At first I was really scared by the Girl Scout Leadership Institute app development project, but it pushed me further than I thought I could go. It made me believe in myself and how I could do anything I set my mind to.”

Khadijatou, Staten Island Troop 5313, who wants to head a company someday.

The leadership development training provided through Girl Scout programs helps girls gain confidence in their ability to lead and succeed in school, their communities, and in their future careers.

The Girl Scout Leadership Institute (GSLI), which welcomed its third cohort in 2015, helps high school girls develop 21st century leadership and professional skills, gain confidence in their ideas and abilities, and explore career options and opportunities over the course of a 15-month leadership journey and beyond, as part of the GSLI network.

Through GSLI, girls develop and pitch an app and business idea to solve a social problem. They also regularly visit workplaces, meet with professional mentors, and receive guidance to apply their leadership skills in real-world settings, including in pursuit of the Gold Award, the premier leadership award for girls in the United States.



After taking part in the Girl Scout Leadership Institute, 91% of the girls said they can make a positive impact in the world, vs. 68% before.



Girls of all ages participated in Leadership Coaching Circles and workplace visits, where they met and learned from female professionals.



Real-World Experiences



“After practicing public speaking during our video project, I decided to run for student council and I won my election. I think Green Corps helped me do that.”

Cassandra, Manhattan Troop 3107,
2015 Cadette Green Corps participant.

Real-world experiences made possible by the Girl Scouts of Greater New York allow girls to put their skills to the test, giving them the confidence to tackle future challenges.

In 2015, middle school girls in our Green Corps program designed and executed a sustainable environmental service project at the Girl Scout Edith Macy Conference Center. They researched plants on the property, created identifying trail markers, and produced videos for the center’s iPads, so hikers can learn about flora on the property.

As part of the Counselor in Training (CIT) program at our Girl Scout Camp in Dutchess County, older girls get the opportunity to serve as mentors to younger girls. When our CITs get the chance to be role models, they realize their power to impact their community in positive ways.



Over 4,000 girls attended Camp Kaufmann, our 425-acre camp in Dutchess County, in 2015.



Members of our Girl Scout Leadership Institute traveled to Costa Rica, where they implemented environmental service projects.

Thank You

It takes the collective efforts of many generous people to build girls of courage, confidence, and character in New York City.

Our 7,657 adult volunteers deliver more than 90% of all programming to our girls. It is thanks to the devotion of these exceptional women and men that we are able to serve more than 29,000 girls in New York City.

We also are deeply grateful for the generosity of our many supporters who make all of our investments in girls possible. Among these is our new pool and aquatics center at Camp Kaufmann, which will open in time for the summer 2016 camp season. Thank you.



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*The Juliette Low Society recognizes loyal supporters **

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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 2015		Fiscal Year 2014	
Foundations & Government Grants	\$424,439	8%	\$1,241,898	18%
Special Events (net expenses)	862,359	15%	919,004	14%
Individuals	859,897	15%	903,999	13%
Legacies & Bequests	21,143	—	29,952	—
United Way	4,177	—	2,747	—
Donated Goods & Services	257,991	5%	8,749	—
Total Public Support and Revenue	\$2,430,006	43%	\$3,106,349	45%
Product Sales (net expenses)	\$2,822,365	50%	\$2,660,685	40%
Program Fees	297,321	5%	273,318	4%
Investment Return	(125,333)	—	385,931	6%
Other Income	157,280	2%	341,187	5%
Total Income	\$5,581,639¹	100%	\$6,767,470	100%

Expenses

Membership Services	\$1,564,301	25%	\$1,554,347	27%
Girl Program Services	1,856,181	30%	1,593,003	28%
Camp Operations	650,575	11%	597,109	10%
Adult Education	566,412	9%	329,011	6%
Public Information	203,529	3%	148,317	3%
Total Program Services	\$4,840,998	78%	\$4,221,787	74%
Fund Development	497,291	8%	719,171	12%
General Administration	897,288	14%	813,336	14%
Total Supporting Services	1,394,579	22%	1,532,507	26%
Total Expenses	\$6,235,577¹	100%	\$5,754,294	100%

I. Measure of Operations

The Council has implemented a measure of operations this year, 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 \$504,171 and \$357,523 in fiscal years 2015 and 2014 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 2015	Fiscal Year 2014
Cash and Cash Equivalents	\$1,609,908	\$1,423,844
Investments	\$5,458,540	5,832,537
Contributions Receivable, Net	615,995	1,092,723
Accounts Receivable	39,810	7,752
Prepaid Expenses and Other Assets	176,034	191,162
Inventory	15,938	13,030
Deferred Rent Receivable	—	37,195
Beneficial Interest in Perpetual Trusts	379,286	417,979
Fixed Assets	1,871,909	805,578
Total Assets	\$10,167,420	\$9,821,800

Liabilities and Net Assets

Accounts Payable and Accrued Expenses	\$482,450	419,288
Deferred Revenue	101,734	257,807
Line of Credit Payable	900,000	200,000
Deferred Rent Payable	429,075	33,323
Annuities Payable	5,905	9,188
Total Liabilities	\$1,919,164	\$919,606

Net Assets

Unrestricted	\$6,736,028	\$6,715,476
Temporarily Restricted	1,117,942	1,755,739
Permanently Restricted	394,286	430,979
Total Net Assets	\$8,248,256	\$8,902,194

Total Liabilities and Net Assets **\$10,167,420** **\$9,821,800**

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.





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