

Speaking Up

2017 Annual Report




girl scouts
of greater new york



Dear Girl Scout family and friends,

Some of the most important scientific, political, cultural, and societal advancements in history have been driven by courageous and determined women and girls.

Juliette Gordon Low
Susan B. Anthony
Dolores Huerta

Malala Yousafzai
Rachel Carson
Tarana Burke

Mary Ann Shadd Cary
Marley Dias
Shirley Chisholm

Household names and unsung heroes alike have raised their voices, sparked change, and made the world a better place, and included in this sisterhood of change-makers are thousands of Girl Scouts.

Every day women – and girls – are stepping up to make a difference in their communities, the city, our country, and the world. When New York City Girl Scouts see inequality or opportunity, they speak up. Girl Scouts have worked to save their local public library, created robotics programs for children who have faced domestic violence, and pushed their school to install a green roof.

In Girl Scouting, speaking up starts early. Our leadership development programs are designed to equip girls with the skills and knowledge they need to identify solutions in areas like STEM, business, and the environment. Our programs also instill the courage and confidence they need to push them forward.

Our youngest Girl Scouts learn confidence as part of the Cookie Program. Through our Breaking the Code program, girls in middle school write, film, and edit videos on issues they care about, using code. As part of the Girl Scout Leadership Institute, high school girls learn how to advocate for themselves and others. And of course, our greatest change-makers are our Gold Award Girl Scouts.

Every day, even the smallest girls are stepping up to make a BIG difference. **Core to our mission of building girls of courage, confidence, and character, who make the world a better place, is helping each girl to find her voice.** This year's annual report will highlight the many ways Girl Scouts speak out to highlight problems and propose solutions in their own communities and beyond.

All of this is possible thanks to the support of people like you and the dedication of our incredible volunteers, board, and staff. We are so proud of all we've accomplished together and we can't wait to see what the year ahead will bring!

Yours in Girl Scouting,

Michelle R. Clayman
Board President

Meredith Maskara
Chief Executive Officer

COOKIE EXECUTIVE COMMITTEE

“I used to be very shy and didn’t want to talk to new people, but after selling Girl Scout cookies I learned to be more confident in speaking up. Now I’m speaking up on behalf of other girls as a member of the Cookie Executive Committee.”

Zoe, age 8

Participating in the Girl Scout Cookie Program - the largest girl-led business and entrepreneurship program in the world - has helped countless girls like Zoe build confidence and develop their own business with each box of cookies sold. In the three years since she first started selling cookies, Zoe has become a pro, recently selling 617 boxes in a single season and earning herself an invitation to join the **Girl Scouts of Greater New York Cookie Executive Committee**. As a committee member, Zoe has the opportunity to speak up to shape the Cookie Program, including developing the reward structure and having input in delivery logistics - taking her business skills to the next level. This experience will come in handy when Zoe pursues her dream of starting her own business.

Fast Facts about the Cookie Executive Committee:

- More than 180 girls were eligible to participate in this unique program in 2017, having sold over 500 boxes of cookies the previous cookie season.
- Girls provide feedback on the Cookie Program, talk strategy with other top sellers, and teach other girls sales skills, including online marketing to enhance Digital Cookie sales.
- The Committee builds on skills girls learn as part of the Cookie Program: goal setting, decision making, money management, people skills, and business ethics.

TALKING SHOP





GIRL SCOUT LEADERSHIP INSTITUTE

“Presenting my ideas to an audience of professionals at the Girl Scout Leadership Institute’s Pitchfest took public speaking to a whole other level – it felt a little scary but also incredible! Most teens don’t get the opportunity to do something like that.”

Tiffany, age 17

To kick off the **Girl Scout Leadership Institute** (GSLI), Tiffany was among 50 Girl Scouts who developed ideas for socially conscious mobile apps; researched technical design elements, market share, and costs; and then pitched them to an audience of professionals including successful entrepreneurs and corporate executives. Presenting to this audience was a huge confidence boost, she says. But it’s her ongoing conversations with business executives through GSLI, that provide Tiffany and other participants the unique opportunity to talk about workplace issues and learn how to advocate for themselves as they explore professional careers.

Fast Facts about the Girl Scout Leadership Institute:

- GSLI is an immersive leadership program.
- 250 girls have participated in the Girl Scout Leadership Institute in the program’s first five years. Each year girls engage with C-suite level professionals across industries, and learn about leadership in the workplace, community, and the world.



PITCHING Professionals

Atlantic Avenue
Barclay Center Station



2 3 4 5 B D
via passageway

TECH
TALK



BREAKING THE CODE

“When I use technology to talk about a problem in the community, like with our video about bullying, I feel like I’m inspiring others to do good by using my voice in a new way.”

Esma, age 11

Since Esma started GSGNY’s computer science program **Breaking the Code**, she’s learned fundamental coding skills that will support future academic and career goals, all while building confidence. In Breaking the Code, teams of girls work together to brainstorm and develop an idea for a video on an issue that’s important to them, and then use code to manipulate that video by adding text, filters and graphics. Esma’s group chose to speak up about bullying. She says it feels good to try to inspire change using technology. Esma is ready to put these skills to use when she grows up and becomes an engineer.

GSGNY engages girls in Science, Technology, Engineering and Math (STEM) through:

- **Breaking the Code**, which reaches middle school-aged girls in all five boroughs with a curriculum – designed specifically for girls – that combines coding with the leadership skills central to Girl Scouting.
- Troop-based robotics programming, which serves hundreds of girls ages 5+ with age level-appropriate lessons that help girls develop engineering skills.
- **Science, Technology, Engineering, Arts, Math (STEAM)** programs delivered over a series of sessions where girls learn about STEM concepts and careers like civil engineering and architecture through activities that incorporate the arts.





CAMP KAUFMANN

“The first time I went to camp, I loved experiencing something new with other Girl Scouts, especially outdoor team-building activities. It helped us trust each other more, and learn how to communicate better.”

Elice, age 16

Elice loved her experience at GSGNY’s Camp Kaufmann in Dutchess County so much, she decided to get involved as a Counselor-In-Training (CIT). As a CIT, she helps groups of younger girls become more comfortable in their new surroundings and more confident taking risks with new activities. She also sees girls begin to try things they’ve never done before and engage more with others. Being a CIT has taken her own confidence and leadership skills to a new level - she knows how to take charge, motivate and encourage younger girls, and lead groups.

Fast Facts about Camp:

- GSGNY’s 425-acre upstate camp provides critical outdoor experiences for our urban girls, some who have never left the city, as well as more experienced campers seeking adventurous outdoor activities.
- Girls learn new skills that give them memorable camp experiences, including scaling our rock wall, swimming in our pool, hitting a target on our archery range, boating and fishing on our lake, and learning about the local ecosystem in our butterfly garden.
- Girls ages 5-9 can get the camp experience in the city through GSGNY’s 8-week summer **Urban Day Camp**, which gets girls outside, focuses on STEM and environmental education, and includes community service projects.



Camp CONFIDENCE



MIC ME UP

ADVOCACY

“It feels amazing to use your own words and own voice to advocate for an issue that you believe in. Girl Scouts has given me the opportunity to be able to do that — including giving a speech while standing next to a U.S. Congresswoman!”

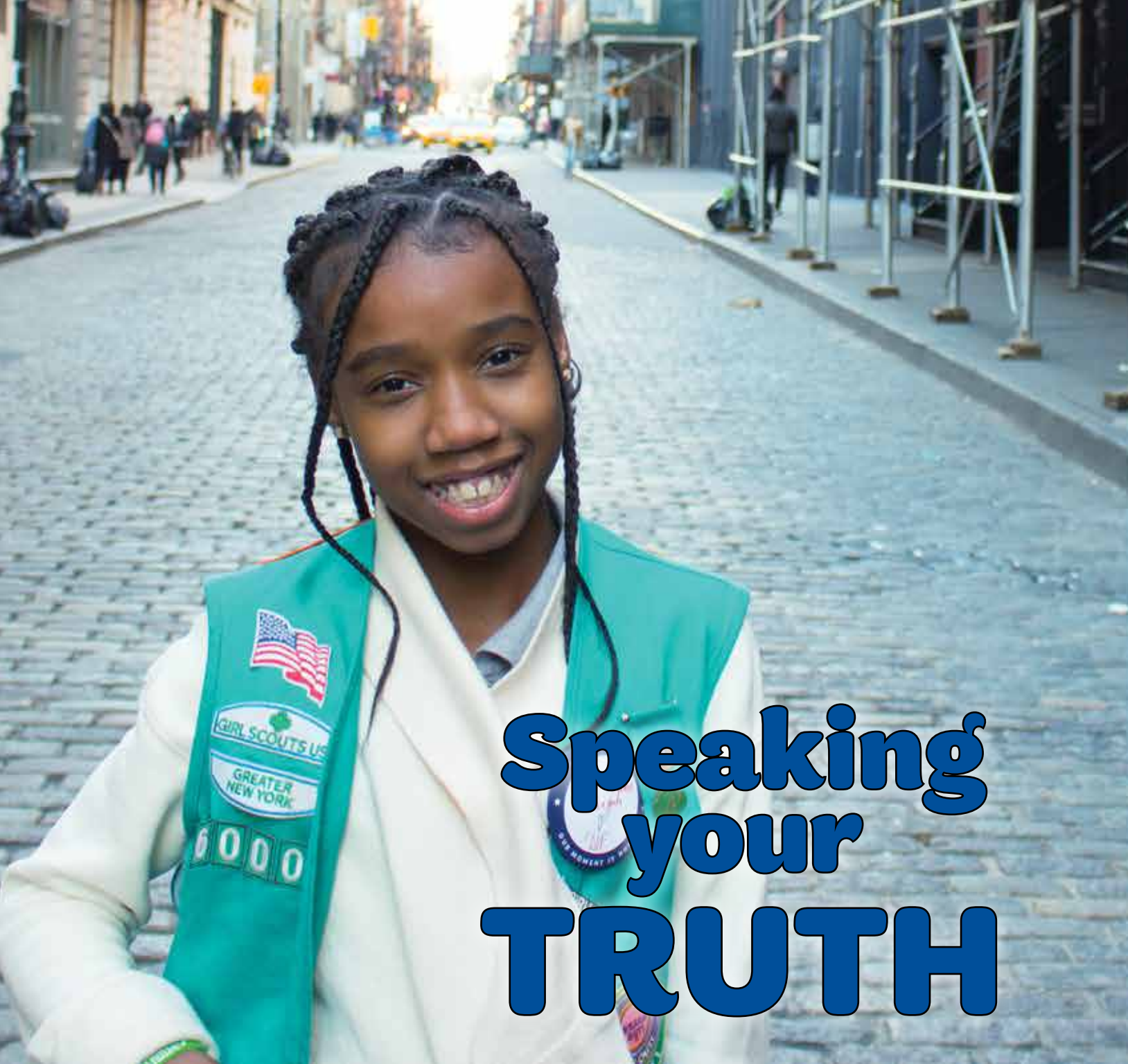
Monique, age 17

Girl Scouting helps girls develop the skills and confidence they need to speak up and make the world a better place. As a Girl Scout ambassador, Monique has advocated publicly for the passage of the Equal Rights Amendment - standing shoulder to shoulder with elected officials and professional women. Through her Gold Award project, she's used her voice by facilitating workshops exploring concepts of race and privilege at her school.

In the last year alone, Girl Scouts like Monique have spoken up for:

- More after-school leadership development programs for girls in NYC.
- Statues in Central Park that represent historical women.
- The passage of the Equal Rights Amendment.
- The establishment of a National Women's History Museum in Washington, D.C.





Speaking your TRUTH

TROOP 6000

“Joining Troop 6000 made me feel like I wasn’t alone, that other girls were dealing with this too, and for the first time we could talk about it together. Now I speak up a lot more, including telling the whole world why I love Girl Scouts so much!”

Sanaa, age 10

Sanaa was one of the first members of GSGNY’s Troop 6000. It was in those troop meetings that for the first time, Sanaa felt comfortable talking about what was going on in her life. She now serves as a role model for younger girls in her troop and other girls across the city who also live in the shelter system. Sanaa proudly stands up and speaks out about the impact and importance of Troop 6000. Sanaa says Girl Scouts is all about showing other people - through your actions - the right thing to do.

Fast Facts about Troop 6000:

- Troop 6000, launched in February 2017, is the first troop specially designed to serve girls living in the shelter system.
- In April 2017, the story of Troop 6000 was chronicled in the New York Times, inspiring a groundswell of support from the public and private sector, including individuals from around the world.
- In July 2017 the de Blasio Administration announced an investment of more than \$1 million to expand Troop 6000 over the next three years, and on October 1, 2017, we launched our Troop 6000 program expansion. Our goal is to serve at least 500 girls and women by September 2018.
- Troop 6000 provides girls in shelters with the same great leadership development opportunities open to every other Girl Scout.





Thank You

Generation Next Campaign achieves its \$5 Million Goal. GSGNY's First Capital and Program Expansion Campaign raises \$5,083,246.

Thanks to you:

We launched and expanded new programs and ways to reach girls, such as the Girl Scout Leadership Institute, Urban Day Camp, Girl Scout Robotics, Breaking the Code, and Troop 6000.

We built a new swimming pool and made imperative capital improvements at Camp Kaufmann such as a camp-wide electrical upgrade. These prerequisite projects were necessary to advance our vision, which includes a four-season state-of-the-art hospitality hall and environmental leadership center at our 425-acre Girl Scout camp, Camp Kaufmann in Dutchess County.

We created a new Girl Scout Leadership Center in lower Manhattan, offering an expanded urban gathering space where girls and volunteers can come together for a shared experience.

“We are deeply grateful to everyone who joined us supporting the Generation Next Campaign. Your generosity allowed us to make significant investments in our girls’ futures and is a demonstration that girls are worthy of the highest level of support and investment. Funding from the Campaign will allow us to continue to expand to reach many more of the deserving girls of New York City and to make it possible for them to achieve their highest possible goals.”

Michelle R. Clayman and Robert Ouimette
Generation Next Campaign Co-Chairs

Our Supporters

Gifts and contributions received 10/1/2016 – 9/30/2017

\$1,000,000 +

The Donald and Barbara Zucker Family Foundation *

\$200,000 - \$999,000

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* Includes multi-year commitment ^ Pass-through grant from Girl Scouts of the USA



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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 the next three years, to expand Troop 6000 to serve over 500 girls and women.

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 Speaker Corey Johnson, District 3
Council Member Peter Koo, District 20
Council Member I.Daneek Miller, District 27

Council Member Eric A. Ulrich, District 32
Council Member Jimmy Van Bramer, District 26
Council Member Jumaane D. Williams, District 45

Juliette Low Society

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

Anonymous (4)
Sarah Cushing Page Bateau
Stacey and Steven Bell
Valerie Bell
Evelyn Bishop
Arlene Blackett-James
Rhonda Boston
Kim Bourne
Eunice Bownes†
Joyce Brisbane
Evelyn "Teddy" Brodek†
Jennifer L. Chase
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Patrice A Tanaka
Susana Torres
Tanya Velez
Harry Weisfeld
Shelia Weisfeld†
Marie Wiggins
Laura Whitman

† 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.

Pearl Members

Anonymous
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Suzanne Gluck and Tom Dyja
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Adam Silver
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Janice Stapley
Victoria Stapley-Brown
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Susan Waltman
Mary Lou and John Wells
Jane Zimmy

† Deceased

Financial Overview

Statements of Financial Activity

	2017		2016	
Public Support and Revenue				
Foundations & Government Grants	\$1,170,357	13%	\$494,026	8%
Special Events (net expenses)	\$933,549	11%	\$956,322	16%
Individual	\$2,323,880	26%	\$695,225	12%
Legacies and Bequests	\$25,189	-	\$17,637	-
United Way of NYC	\$2,068	-	\$4,504	-
Donated Goods & Services	\$39,146	-	\$74,878	1%
Total Public Support and Revenue	\$4,494,189	50%	\$2,242,592	37%
Product sales (net expenses)	\$3,255,959	36%	\$2,890,632	47%
Program Fees	\$412,156	5%	\$297,291	5%
Net Investment Return	\$666,137	7%	\$482,918	8%
Other Income	\$146,276	2%	\$174,621	3%
Total Income	\$8,974,717		\$6,088,054	
Expenses				
Membership Services	2,004,450	29%	1,612,520	26%
Girl Program Services	1,485,227	21%	1,473,031	24%
Camp Program Services	1,443,248	20%	1,068,777	17%
Adult Education	280,227	4%	410,205	7%
Public Information	307,127	4%	268,474	4%
Total Program Services	5,520,279	78%	4,833,007	78%
Fund Development	619,255	9%	634,313	10%
General Administration	919,812	13%	794,803	12%
Total supporting services	1,539,067	22%	1,429,116	22%
Operating expenses	7,059,346		6,262,123	

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

	Fiscal Year 2017	Fiscal Year 2016
ASSETS		
Cash and Cash Equivalents	\$902,821	\$872,759
Investments	\$6,135,744	\$5,984,202
Contributions Receivable, Net	\$1,602,810	\$514,549
Accounts Receivable	\$134,287	\$49,808
Prepaid Expenses and Other Assets	\$173,733	\$165,202
Inventory	\$44,919	\$38,258
Beneficial Interest in a Perpetual Trust	\$416,241	\$383,676
Fixed Assets	\$1,981,407	\$2,031,480
Total Assets	\$11,391,962	\$10,039,934
LIABILITIES AND NET ASSETS		
Accounts Payable and Accrued Expenses	\$263,544	\$399,629
Deferred Revenue	\$89,662	\$99,107
Line of Credit Payable	\$400,000	\$900,000
Deferred Rent Payable	\$643,996	\$561,467
Annuities Payable	\$5,202	\$5,544
Total Liabilities	\$1,402,404	\$1,965,747
NET ASSETS		
Unrestricted	\$7,347,070	\$7,092,376
Temporarily Restricted	\$2,226,247	\$598,135
Permanently Restricted	\$416,241	\$383,676
Total Net Assets	\$9,989,558	\$8,074,187
Total Liabilities and Net Assets	\$11,391,962	\$10,039,934

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

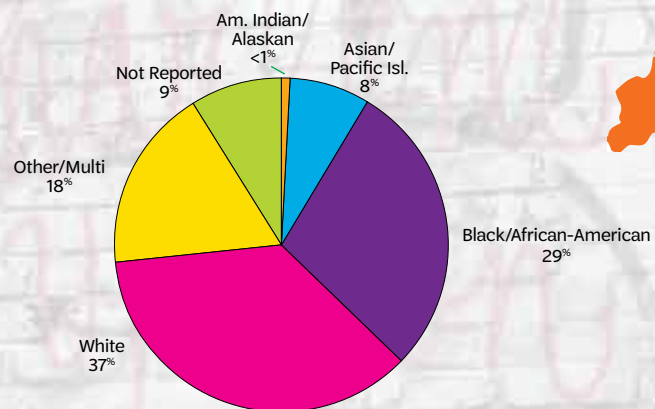
The Council invests its portfolio to grow the principal value of the assets with a moderate level of risk over the long term in excess of inflation, all distributions, and a passive set of market indices in consideration of cash flows, time horizon, and overall risk tolerance. Our portfolio is invested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

Girl Scouts of Greater New York at-a-Glance

29,109

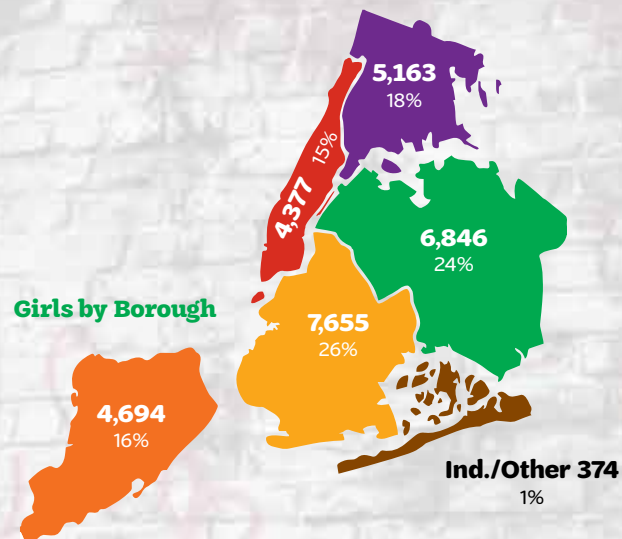
NYC Girls Served

Girls by Ethnicity

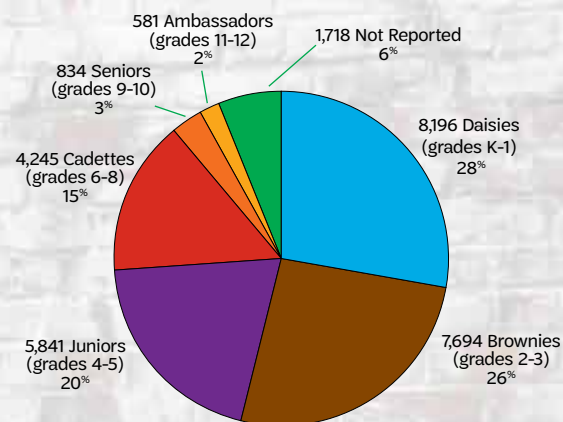


In addition to the above, 26% of girls self-identify as Hispanic/Latina.

Girls by Borough



Girls by GS Age level



In 2017, our 8,312 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.



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Meridith Maskara

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
of greater new york



All photos by Diamonay Overton Durant, Jeohsua Palma and Arturo Paredes



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GIRL

GO-GETTER INNOVATOR RISK-TAKER LEADER

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