



girl scouts
of greater new york

ANNUAL REPORT 2019



SERVING MORE GIRLS IN MORE POWERFUL WAYS



Dear Girl Scout family and friends,

2019 WAS AN INCREDIBLE YEAR FOR GIRL SCOUTING IN NEW YORK CITY! The end of 2019 marked the first full year of implementing our new strategic plan, helping to guide substantial growth and impact for the Girl Scouts of Greater New York. As we head into the second year a smarter and stronger organization, let us take a moment to reflect with pride on the successes of our movement, and the role that you played in creating opportunities for more than 32,000 girls to develop courage, confidence, and character. In the pages ahead you'll read about some of the highlights from the last year, but there are so many more than we could share in this report. A few of the many noteworthy accomplishments in 2019 include:

- **66** girls earned their Girl Scout Gold Award, a prestigious achievement that unlocks college scholarship and signals excellence to future employers.
- **195** girls spent their summer with Girl Scouts as campers at our Urban Day Camp. Launched in 2016, Urban Day Camp is a city-based outdoor learning program designed to expand access to outdoor education and provide quality, educational summer childcare for families.
- More than **1,300** Girl Scouts tried their hand at coding for the first time, either by completing an Hour of Code or by participating in our coding camp, Breaking the Code.
- A Girl Scouts Robotics team – the Tech Hoppers from Troop 3001 on Roosevelt Island – made it all the way to the FIRST Robotics International Championship! We're so proud of the Tech Hoppers and all Girl Scout Robotics teams.

All in, over 32,000 New York City girls had a Girl Scout experience in 2019 – more than ever before. As a result, thousands of girls learned about a new career, discovered a new talent, met lifelong friends, developed valuable skills, and made the world a better place.

None of this would be possible without our incredible Girl Scout community, made up of 6,284 troop leaders and volunteers, thousands of Girl Scout parents and caregivers, hundreds of partners and supporters, and our dedicated Board of Directors and staff. Thanks to all of you, we are truly serving more girls in more powerful ways.

If you are already a supporter, thank you! And if not, we invite you to join the movement. Together, our community is working to realize a clear vision: a New York City in which every girl feels empowered to lead in her community, the workplace, and the world.

Yours in Girl Scouting,



Stephanie K. Schnabel
Board President



Meridith Maskara
Chief Executive Officer



“A GIRL SCOUT DOES BIG THINGS FOR THE GREATER GOOD. SHE HAS EVERYTHING IN HER POWER TO DO WHATEVER SHE LIKES.”

WE'RE # 1!

FOR OUR ORGANIZATION, 2019 ENDED WITH A BANG! After a year spent striving to work more efficiently, reach new communities, and test new ideas, our hard work was rewarded: of all 111 local Girl Scout councils across the country, Girl Scouts of Greater New York ended the year ranked #1 in growth.

So, what does that mean? Most importantly, it means in 2019, 32,000+ girls in New York City had a courage, confidence, and character-building Girl Scout experience – more than ever before! The majority of the girls we serve are from low- to moderate-income families and many joined Girl Scouts thanks to new, more robust financial aid programs made possible by the generosity of donors who believe in the importance of Girl Scouting for all girls.

Being the fastest growing council in the country also means that more girls and families than ever are choosing Girl Scouts. In New York City there are a lot of activities vying for young people’s out-of-school time. We are thrilled and honored to see that more and more, girls and families are prioritizing Girl Scouts.



One of the main reasons girls and families choose Girl Scouts is the relevance of our programs. Girl Scouting provides girls with mentorship and guidance, exposes them to successful female leaders across varied industries, shows girls they are powerful by focusing on their passions, and helps them see the ways they can make a difference in their community.

In 2019:

- **4,105** girls joined a Girl Scout troop for the first time!
- Our Leadership Institute was filled to capacity. This program was designed to ensure older girls have the opportunity to explore future options for college and career, through Girl Scouts.
- **657** girls in 42 newly launched troops received a yearlong Girl Scout experience completely free-of-charge, thanks to new financial aid initiatives.

#GIRLBOSS

THE MAJORITY OF GIRLS BELIEVE LEADERS ARE IMPORTANT TO A HEALTHY SOCIETY. Yet only one in five girls believe they themselves have what it takes to lead.

Launched in 2013 in response to this reality, the Leadership Institute provides a unique and essential opportunity for girls to build skills, knowledge, and confidence as leaders. By helping girls reshape their views on leadership and about their own potential, participants transform into powerful agents of change, well-equipped to advocate for themselves, change the world around them, and succeed in school and future careers.

After presenting the program to 250 girls in its first 5 years, we re-launched in 2019 with a new structure that provides an intensive, year-long experience through which girls in grades 6-12 develop 21st century leadership skills as well as subject-specific knowledge and experience by choosing one of three tracks: Business & Entrepreneurship, STEM, or Advocacy.

Through this intensive 12-month program, girls develop leadership skills like public speaking, conflict resolution, negotiation, and problem solving; explore professions within industries relevant to their chosen subject area or track; learn to navigate transitions into high school, college, and the workforce; and put their new skills to use by planning and implementing real-world projects designed to make the world a better place.

In 2019:

- **144** girls were welcomed into the first cohort of the re-launched program.
- All participants attended workplace visits to Activision Blizzard, Condé Nast, FXCollaborative, Lord & Taylor, River Birch Capital, RXR Development, Salesforce, and SAP.
- **28** high school-aged participants were placed in internships.



“THE LEADERSHIP INSTITUTE HAS BOOSTED MY LEADERSHIP SKILLS AND SHOWED ME THAT I CAN DO ANYTHING I PUT MY MIND TO.”



“BEING PART OF TROOP 6000 MEANS I HAVE TO BE A LEADER TO OTHER KIDS WHO ARE GOING TO BE FUTURE LEADERS AFTER ME.”

TROOP 6000 TRANSITION

LAUNCHED IN 2017, TROOP 6000 IS A FIRST-OF-ITS-KIND Girl Scout troop specially designed to serve the thousands of girls living in the New York City shelter system.

The average stay for a family in a city shelter is 18 months. When families transition out of the shelter and move into permanent housing, it takes time for them to get back on their feet and achieve financial stability. To help facilitate a successful transition, it is essential that girls stay connected to the Girl Scout community introduced to them through Troop 6000.

In 2019, we launched the Troop 6000 Transition Initiative to ensure members of Troop 6000 and their families continue to have access to Girl Scouting and the community, consistency, learning, and fun that it provides.

Now, members of Troop 6000 who have moved out of a shelter receive a “Welcome Home Basket” with items like shampoo, soap, pillows, and blankets to celebrate their new homes; are introduced to existing Girl Scout troops in their new neighborhoods and other programs through which they can continue their Girl Scout experience; and continue to receive need-based financial aid.



In 2019:

- We prepared and sent **18** “Welcome Home” gift baskets to Girl Scouts moving out of shelters and into permanent housing.
- **78** girls have continued their Girl Scout experience after moving out of a shelter thanks to the Transition Initiative.
- **14** girls were placed in local troops in their new neighborhoods.
- **39** girls participated in our summer Urban Day Camp or Leadership Institute.
- **4** members of Troop 6000 served as Counselors-in-Training at Camp Kaufmann.



GIRL SCOUTING FOR ALL

IN OCTOBER 2018, WE LAUNCHED A NEW INITIATIVE to ensure all girls have access to Girl Scouting: *Girl Scouting for All Abilities.*

This initiative was inspired by a very special troop leader, Lisa Rosenfeld, who started a troop for her daughter over a decade ago on Staten Island, designed to serve girls at her school – a school exclusively serving young people with multiple disabilities. Over time, Lisa showed that Girl Scouting can be transformative and unifying for girls like her daughter, many of whom have trouble connecting or communicating with others.

With Lisa's inspiration, we are committed to ensuring every girl can have a Girl Scout experience that is inclusive and accessible. Therefore as part of this new initiative, we now have specialized staff to support Girl Scouts with diverse abilities by:

- Supporting parents, caregivers, and community members in creating new accessible troops in their school or community that provide a customized experience for girls with autism spectrum disorder, significant cognitive delays, emotional disorders, sensory impairments, or other disabilities;
- Providing training and resources to volunteer troop leaders to promote successful troop experiences for individual girls in existing troops;
- Adapting and modifying the Girl Scout curriculum as needed to support accessibility;
- Helping girls with diverse abilities to find troops to join;
- Educating and equipping girls, parents, volunteers, and our staff to support and advocate for individuals with disabilities; and
- Helping to ensure that all Girl Scout programs are accessible to all Girl Scouts.

These activities provide girls with disabilities with an inclusive Girl Scout experience, welcoming of and adaptable to their specific needs. And over time, we will ensure that every Girl Scout experience imaginable is accessible to, representative of, and empowering for girls with diverse abilities.

In 2019:

We supported **98** girls through the Girl Scouting for All Abilities Initiative in its first year.

BEST.SUMMER. EVER.

GIRL SCOUTS OF GREATER NEW YORK is the only local Girl Scout council of the 111 across the country to serve exclusively urban girls, therefore we feel a special responsibility to get New York City girls outdoors.

After 15 years, we celebrated the relaunch of our sleepaway camp, Camp Kaufmann. Until this summer, it had been years since Girl Scouts have had the opportunity to spend more than a night or two at Camp Kaufmann, let alone an entire summer.

Staying overnight at camp for more than just one or two nights allows city girls who are not immediately comfortable, with the chance to acclimate to nature and time away from home. With week-long stays or longer, girls are able to build their confidence over time and develop team-building skills like trust, communication, problem-solving, conflict resolution...all while making new friends and memories that will last a lifetime.

Relaunching Sleepaway Camp would not have been possible without capital improvements made possible by our Generation Next Campaign, completed in 2017, and the generosity of so many members of our community who believe in the powerful impact a camp experience can have on girls.



In 2019:

- **207** girls attended summer Sleepaway Camp at Camp Kaufmann.
- Of the girls who attended sleepaway camp this year, many were members of Troop 6000, our Girl Scout troop specially designed to serve girls living in New York City's homeless shelter system.
- **19** girls completed our Counselor-in-Training program.
- Over **6,000** girls, troops leaders, and parents visit Camp Kaufmann annually.

Camp Kaufmann features include:

a lake for fishing and boating, an archery range, a pool, a playground, sports field, a peace garden, fire pits, hiking trails, a frog pond, a butterfly garden, a half-basketball court, an organic garden and greenhouse, a climbing wall, and high and low ropes challenge courses.

For more than half of the girls we serve, visiting our Camp Kaufmann is their **first trip out of New York City** and their first opportunity to experience open woods or see the star-filled night sky without the obstruction of streetlights.

Camp Kaufmann is located **75 miles** north of New York City in Holmes, New York and encompasses **425 acres** of hilly terrain and a **4-acre** lake.

“AT CAMP KAUFMANN, I LEARNED HOW TO SWIM UNDER WATER AND HOW TO MAKE FRIENDS.”



50% of girls arrive at Camp Kaufmann without basic swimming skills. As sleepaway campers, girls can now learn to swim during their time at camp.



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Contributions received or recognized 10/1/2018 - 9/30/2019

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* Includes multi-year commitment

^ Pass-through grant from Girl Scouts of the USA

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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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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 Donovan J. Richards, District 31
Council Member Robert Holden, District 30	Council Member Eric A. Ulrich, District 32
Council Speaker Corey Johnson, District 3	Council Member Jimmy Van Bramer, District 26
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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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Susana Torres
Mary Lou & Wells
Magda Yrizarry

FINANCIAL OVERVIEW

Statements of Financial Activity

	2019		2018	
Public Support and Revenue				
Foundations & Government Grants	\$1,382,929	15%	\$1,150,708	15%
Special Events (net expenses)	\$1,468,840	15%	\$1,246,025	16%
Individual	\$1,438,917	15%	\$1,168,599	15%
Legacies and Bequests	\$39,973	-	\$42,539	-
United Way of NYC	\$1,867	-	\$1,771	-
Donated Goods & Services	\$370,894	4%	\$32,694	-
Total Public Support and Revenue	\$4,703,420	49%	\$3,642,336	46%
Product sales (net expenses)	\$4,094,373	42%	\$3,367,685	43%
Program Fees	\$690,657	7%	\$346,556	5%
Net Investment Return	\$202,755	2%	\$332,395	4%
Other Income	\$13,845	-	\$174,123	2%
Total Income	\$9,705,050		\$7,863,095	
Expenses				
Membership Services	2,720,713	27%	2,541,443	31%
Girl Program Services	2,323,150	22%	1,978,840	24%
Camp Program Services	1,834,584	18%	1,206,305	15%
Adult Education	570,805	6%	256,768	3%
Advocacy & Public Information	555,639	5%	369,455	4%
Total Program Services	8,004,891	78%	6,351,811	77%
Fund Development	827,862	8%	761,926	9%
General Administration	1,393,044	14%	1,123,838	14%
Total Supporting Services	2,220,906	22%	1,885,764	23%
Total Operating Expenses	10,225,797		8,238,575	

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 \$273,065 in fiscal year 2019 and a surplus of \$500 in fiscal year 2018. This year's results reflect a significant increase in spending due to the launch of resident camp program and the increased costs of reaching more girls.

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.

Statements of Financial Position

	Fiscal Year 2019	Fiscal Year 2018
ASSETS		
Cash and Cash Equivalents	\$592,454	\$190,304
Investments	\$6,614,847	\$6,348,199
Contributions Receivable, Net	\$1,100,366	\$1,232,336
Accounts Receivable	\$105,221	\$44,052
Government Grants Receivable	\$764,015	\$393,392
Prepaid Expenses and Other Assets	\$164,477	\$194,853
Inventory	\$85,732	\$67,567
Beneficial Interest in a Perpetual Trust	\$420,382	\$431,362
Fixed Assets	\$2,097,699	\$1,920,533
Total Assets	\$11,945,193	\$10,822,598
LIABILITIES AND NET ASSETS		
Accounts Payable and Accrued Expenses	\$425,643	\$285,966
Deferred Revenue	\$218,599	\$194,145
Line of Credit Payable	\$1,500,000	\$-
Deferred Rent Payable	\$705,732	\$725,926
Annuities Payable	\$1,888	\$2,483
Total Liabilities	\$2,851,862	\$1,208,520
Net Assets		
Without Donor Restrictions	\$6,996,876	\$7,355,267
With Donor Restrictions		
Purpose Restrictions	\$1,676,073	\$1,827,449
Perpetual in Nature	\$420,382	\$431,362
Total Net Assets	\$9,093,331	\$9,614,078
Total Liabilities and Net Assets	\$11,945,193	10,822,598

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 2018-2019

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Kim Bourne

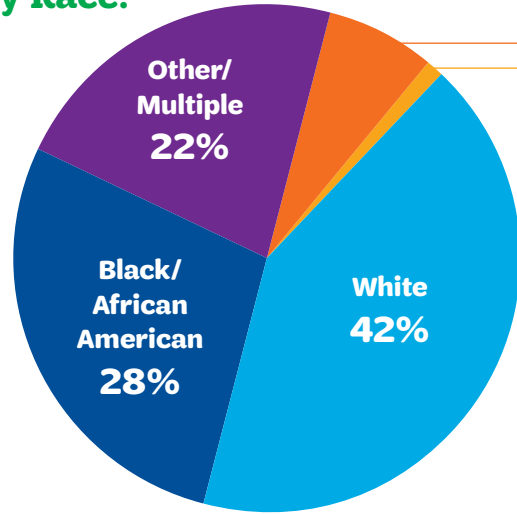
BOARD MEMBERS
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Marty Willis
Suzanne Yadav



AT-A-GLANCE

DEMOGRAPHIC INFO ON MEMBERSHIP

By Race:

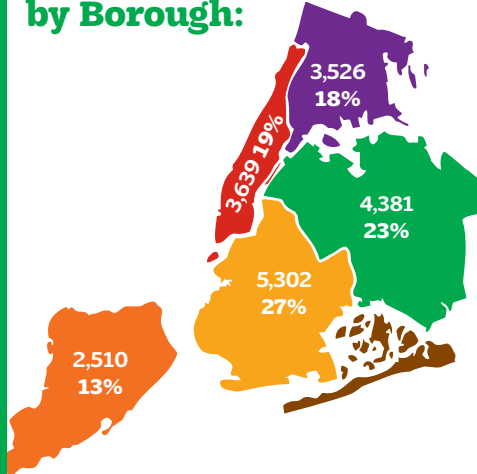


Asian/Pacific Islander
7%

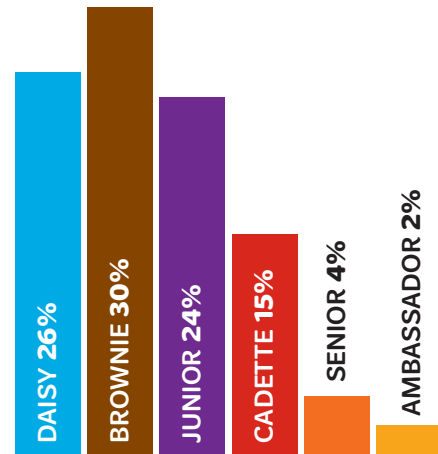
American Indian or Alaskan Native
1%

In addition, 20% of girls self-identify as Hispanic/Latina.

Girls in Troops by Borough:



By Girl Scout Level:



32,280
girls served in New York City.



13,000+
girls served through programs and at Camp.



GSGNY is currently the fastest growing Girl Scout Council in the nation.

7,249
volunteers delivered over 90% of all Girl Scout programming in NYC.



530
girls served in Troop 6000 in 18 shelters across NYC.

144
girls participated in GSGNY's Leadership Institute.



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



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



459
girls participated in workplace visits.





**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

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

