

Dear Girl Scout family and friends,

2022 was a year of resurgence for Girl Scouts of Greater New York.

After several years of isolation, limitation, and innovating through challenges, this year, we got to return to old traditions with new energy and appreciation. Our community and impact are growing, and Girl Scouts are on the rise in New York City!

In addition to park clean-ups, community service projects, and other classic Girl Scout activities that brought people together this year, Girl Scouts of Greater New York also hosted many events reflecting and celebrating the diversity of our community, such as Hispanic Heritage Month, Black History Month, Juneteenth, Iftar, disAbility Pride Month, and more. Every time we come together to celebrate one special part of our beautiful community, we all benefit.

But of all the amazing celebrations and achievements this year, perhaps the most momentous was embarking on a project that's been a long, long time coming: the construction of a new dining hall and welcome center at Camp Kaufmann.

Camp Kaufmann is a special place for so many reasons. Read on to learn more about what we've accomplished together as a community so far to give the Girl Scouts of today and tomorrow the camp they deserve, and what's to come.

Thanks to you – our volunteers, board members, staff members, donors, partners, and of course, Girl Scouts and their families – Girl Scouts of Greater New York has much to celebrate, and the future is looking brighter than ever. Thank you for all you've done to support Girl Scouting in New York City. Onward!

Yours in Girl Scouting,



Stephanie K. Schnabel
Roard President



Meridith Maskara
Chief Executive Officer











ON THE

RISE



A Snapshot of 2022

This is just a tiny fraction of all the Girl Scout events, programs, projects, and goings-on in New York City this year!



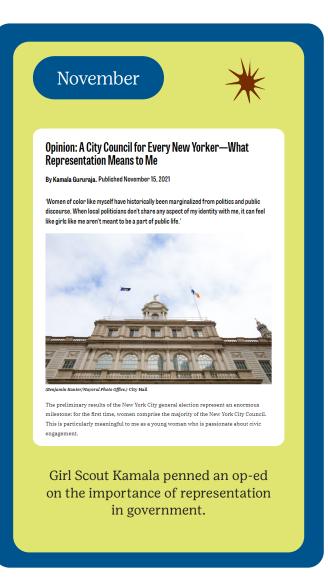
Madison Garrett was selected as the 2022 Future Woman of Distinction!



428 Girl Scouts completed an Hour of Code in honor of Computer Science Week.







January

The 2022 cohort of the Leadership Institute kicked off, bringing together middle and highschool-aged Girl Scouts from across the five boroughs!

March

Troop 6000 celebrated five

years of bringing Girl Scouting

to the New York City shelter

system, and Mayor Adams

hosted them for a very

special birthday party!





February



Girl Scouts across the city got down to business with the Girl Scout Cookie Program.

April

Volunteers make Girl Scouting possible, and in April, we celebrated them at our annual Volunteer Recognition



event.

A Snapshot of 2022 (continued)





The Gold Achievement Gala brought together hundreds of supporters for a memorable night, hosted by Girl Scouts.



Girl Scouts led the New York City Pride March, celebrating the LGBTQ+ members of our community.



before a last hurrah at Cookie Hall! Read on for more information and exciting updates!



at sleepaway camp at Camp Kaufmann!

September

Girl Scouts came together to squash Spotted Lantern Flies and learn how to protect the green spaces around them as part of the national initiative, Girl Scouts Love State Parks.





Goodbye to Cookie Hall

Cookie Hall, our dining hall, built with Girl Scout Cookie proceeds in 1958, has served as the heart of Camp Kaufmann for over 50 years.

After decades of camp meals, talent shows, rainy day games, and friendship circles – and the wear and tear that comes with thousands of Girl Scouts having the time of their lives – it is time to start a new chapter.

In August 2022, construction began on a new dining hall and welcome center that will serve Girl Scouts for decades to come.

"So, so, so many happy memories here. Talent shows, candy waffles on the last day, meals with campers, singing songs all day long, making bandana pillows, freeing the hummingbird, early mornings in the kitchen... Working there was the best time of my life."

- Camp Kaufmann Counselor



"I'm so glad that I was able to enjoy Camp Kaufmann as a Scout 46 years ago, as well as a leader with my own daughters 12 years ago. Wonderful memories."

Girl Scout Alumna& Volunteer







A New Home for Our Growing Community

To continue and expand our outdoor and camp experiences, it is time to start a new chapter with the construction of a new dining hall and welcome center: Girl HQ.

Of all the 111 Girl Scouts councils across the country, Girl Scouts of Greater New York is the only one that serves an exclusively urban population. Therefore, 425 acres of

woods, open fields, hiking trails, and a lake are

essential to our community. Camp Kaufmann

is a place where our community can escape into nature: for some, it's a familiar place of fun and freedom, and for others, a place to develop confidence by trying new things in a new place. Whatever the objective, Camp Kaufmann has something for everyone, and it's the only property that is truly ours.

Girl HQ will be Camp Kaufmann's central gathering place for Girl Scouts, volunteers, and families. It will include classrooms, spaces for arts and STEM programs, a winterized dining hall, and more. Girl HQ will mean a more comfortable, sustainable, and enriching experience for our community and will double the number of Girl Scouts we can serve at camp each year.

To be completed in 2023, it will provide the home base everyone visiting Camp Kaufmann deserves.













Contributions received or recognized 10/1/2021 - 9/30/2022

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^ Pass-through grant from Girl Scouts of the USA

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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.

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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.

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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 \$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

Council Member I. Daneek Miller, District 27 Council Member Adrienne E. Adams, District 28 Council Member Robert F. Holden, District 30 Council Member Selvena N. Brooks-Powers, District 31 Council Member Eric A. Ulrich, District 32



Financial Overview

Statement of Financial Activity

Public Support and Revenue	2022		2021	
Foundations & Government Grants	\$1,238,645	12%	\$1,099,939	9%
Special Events (net expenses)	\$456,418	4%	\$814,506	6%
Individual	\$5,197,971	50%	\$1,789,714	14%
Legacies and Bequests	\$28,679	-	\$16,838	-
United Way of NYC	\$983	-	\$1,799	-
Donated Goods & Services	\$10,690	-	\$26,043	-
Total Public Support and Revenue	\$6,933,386	67%	\$3,748,839	29 %
Product sales (net expenses)	\$3,372,400	33%	\$7,224,507	55%
Program Fees	\$161,389	2%	\$46,355	-
Net Investment Return	(\$978,648)	-9%	\$1,055,855	8%
Forgiveness of Loan	\$889,587	9%	\$889,587	7%
Other Income	(\$68,405)	-1%	\$82,828	1%
Total Income	\$10,309,709		\$13,047,971	
Expenses				
Membership Services	\$2,376,606	24%	\$2,119,321	27%
Girl Scouts Program Services	\$2,023,260	21%	\$1,866,192	24%
Camp Program Services	\$1,181,803	12%	\$793,343	10%
Adult Education	\$935,042	10%	\$287,238	4%
Advocacy & Public Information	\$502,234	5%	\$439,504	6%
Total Program Services	\$7,018,945	72 %	\$5,505,598	71 %
Fund Development	\$1,370,980	14%	\$994,956	13%
General Administration	\$1,323,282	14%	\$1,300,713	16%
Total Supporting Services	\$2,694,262	28 %	\$2,295,669	29 %
Total Operating Expenses	\$9,713,207		\$7,801,267	

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 desire outcomes of the organization. The Councils' operating results generated a surplus of \$596,502 in fiscal year 2022 and a surplus of \$5,246,705 in fiscal year 2021. Results for 2021 were significantly affected by the pandemic and the cancellation of summer camp programs, with programming beginning to return to normal levels in 2022. 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 2022	Fiscal Year 2021
\$1,646,091	\$4,055,594
	\$8,279,378
	\$442,185
	\$24,169
· · · · · · · · · · · · · · · · · · ·	\$567,527
	\$209,550
· ·	\$61,810
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	\$512,825
•	\$13,871,549
\$15,788,720	\$15,925,045
	\$1,646,091 \$8,370,302 \$1,449,586 \$23,493 \$816,727 \$179,697 \$30,905 \$409,585 \$2,862,334 \$15,788,720 \$572,903 \$76,577 \$669,949 \$1,240 \$1,320,669 \$11,083,948 \$2,974,518 \$409,585 \$14,468,051

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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*Sadly, Mary S. Phipps passed away on October 20, 2022.

CHIEF EXECUTIVE OFFICER

Meridith Maskara







girl scouts

of greater new york

At-A-Glance





delivered programming in NYC.



117,000

food pantries.

Girl Scouts were supported by our **Girl Scouts for All** initiative, which ensures that young people of all abilities have access to Girl Scouting.

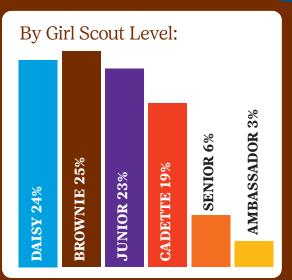


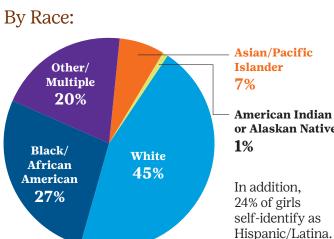
55 Girl Scouts earned the Girl Scout Gold Award — the highest achievment in **Girl Scouting!**



ON THE

RISE





Asian/Pacific Islander American Indian or Alaskan Native 1% In addition, 24% of girls

19

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

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









