

girl scouts
of greater new york

2024 Annual Report



GROWING TOGETHER

An illustration of three hands of different skin tones (light, medium, and dark) holding small green seedlings in white pots, symbolizing growth and unity.



Dear Girl Scout family and friends,

2024 marked a year of expansion for Girl Scouts of Greater New York having served 25,000 Girl Scouts.

Through the completion of Girl HQ and relaunch of sleepaway camp, continued growth of Troop 6000 in asylum-seeking emergency shelters, and expansion of the Leadership Institute, we connected with Girl Scouts across New York City in meaningful ways—and grew together.

Our work wouldn't be possible without the incredible contributions and commitments of our outstanding supporters, partners and volunteers. In 2024, we increased our Girl Scout membership by five percent. We are proud to serve Girl Scouts throughout New York City and at our beautiful Camp Kaufmann.

In February, we completed construction on Girl HQ, our award winning, year-round dining hall, commercial kitchen, educational space, and welcome center located at Camp Kaufmann. Girl HQ allows us to serve thousands more campers each year. In 2024, we saw a triumphant return of sleepaway camp, serving hundreds of Girl Scouts.

In 2024, we expanded the Leadership Institute, our signature yearlong leadership program for Girl Scouts in 6-12th grade, to serve over 270 Girl Scouts. Girl Scout programming is built in the pursuit of leadership growth, and we knew that older Girl Scouts should have greater access to mentorship, workplace and college visits, and tangible support on their leadership journey.

The strides we made in 2024 were possible because of the extraordinary dedication of our volunteers. In 2024, we saw a nine percent increase in the number of adult volunteers. We are so thankful for our committed volunteers who enable GSGNY to support Girl Scouts in every New York City zip code. We are so proud to be building Girl Scouts of courage, confidence, and character, and we are grateful for your unwavering support in our mission.

Yours in Girl Scouting,



Stephanie K. Schnabel

Stephanie K. Schnabel
Board President



Karen Lundgard

Karen Lundgard
Interim Chief Executive Officer



A Snapshot of 2024

Fall

2024 was a year of incredible growth and achievement for the Girl Scouts of Greater New York. We started strong by hosting the inspiring Women of Distinction Breakfast, honoring trailblazing women and the next generation of leaders. As we moved into November, the Leadership Institute expanded its horizons with visits to Yale and other universities, empowering Girl Scouts to dream big.



Winter

In January, we kicked off Cookie season with an exciting Cookie Rally at Barclays Center—our first Rally since 2020! After a successful Cookie season, we turned our attention to Camp Kaufmann for a very special occasion: the completion of Girl HQ. We celebrated this milestone all spring long and are thrilled to give Girl Scouts a year-round space to explore, connect, and learn.



Spring

Back in the city, we proudly celebrated the diversity of our council through fun and meaningful events for AANHPI Month, Juneteenth, Pride Month, and Hispanic Heritage Month. Girl Scouts across the five boroughs also participated in cybersecurity programming, and two robotics teams advanced to the FIRST LEGO League NYC finals.



Summer

With Girl HQ now open, summer sleepaway camp returned to Camp Kaufmann! Hundreds of Girl Scouts swam, hiked, and toasted marshmallows as they made new friends and immersed themselves in nature.



Finally, we honored Highest Award Girl Scouts and scholarship recipients for their hard work and outstanding accomplishments. This year's successes reflect the resilience, creativity, and leadership of these Girl Scouts—and it's only the beginning!

Girl HQ

In March 2024, we proudly opened the doors to Girl HQ at Camp Kaufmann—a major milestone for the Girl Scouts of Greater New York. Of all the 111 Girl Scout councils across the country, GSGNY is the only one that serves an exclusively urban population. That makes our 425 acres of woods, open fields, hiking trails, and a lake at Camp Kaufmann even more essential to our community. For some Girl Scouts, Camp Kaufmann is a familiar place of fun and freedom; for others, it's where they build confidence by trying new things in a new place.

Girl HQ is now the heart of Camp Kaufmann — a central gathering place for Girl Scouts, volunteers, and families. It features classrooms, spaces for arts and STEM programs, and a winterized dining hall, providing a more comfortable, sustainable, and enriching experience for all. With Girl HQ complete, we can now double the number of Girl Scouts we serve at camp each year, ensuring that even more Girl Scouts can explore, learn, and grow in the outdoors. Girl HQ is more than a building—it's the home base our community deserves.



The Return of Sleepaway Camp

This summer marked the triumphant return of sleepaway camp at Camp Kaufmann, with hundreds of campers attending over five incredible weeks. For many Girl Scouts, it was their first experience away from home—a chance to build independence, explore new challenges, and create lasting friendships. From soaring down the zipline and aiming for bullseyes in archery, to testing their courage on the high ropes course and cooling off in the swimming pool, campers embraced adventure at every turn.

From hiking and swimming to arts and STEM projects, sleepaway camp offered a wide range of activities that encouraged Girl Scouts to step outside their comfort zones and discover new strengths. The newly completed Girl HQ made the experience even more enriching, offering a comfortable and welcoming space for gathering, learning, and connecting.

Camp Kaufmann is more than a place—it's a community where Girl Scouts can be themselves, try new things, and develop confidence that lasts a lifetime. The return of sleepaway camp reaffirmed the importance of providing urban Girl Scouts with access to the outdoors, where they can grow as leaders and form bonds that extend far beyond the summer. With the success of this year's program, Camp Kaufmann is once again a vibrant hub of adventure, friendship, and discovery.



Troop 6000

Troop 6000 continues to thrive, with 905 active members in 2024 and over 2,500 members since its founding. This innovative program for families experiencing homelessness has inspired councils across the country to launch similar initiatives. Troop 6000 members have gained national recognition, featured in The New York Times, CNN, and AP News, and supported by high-profile advocates like former First Lady Hillary Clinton and new partners including Amplify Her, Starbucks, and Bank of America.



Leadership and entrepreneurship remain central to Troop 6000's success. Girl Scouts sell thousands of boxes of cookies each year, building financial literacy and business skills. Many alumni have transitioned into college, employment, and permanent housing—with several returning as volunteers and leaders. This year, 15 Troop 6000 members joined the Leadership Institute, developing essential skills for their future careers.

Troop 6000 Girl Scouts also excelled in outdoor education, with over 60 attending sleepaway camp and several earning Bronze and Silver Awards. The Troop 6000 documentary has been filmed and shared for review, spotlighting the program's powerful impact. Troop members have spoken at conferences and advocacy events, and plans are underway to engage with Borough Cabinets and Community Boards to expand resources and awareness for Girl Scouts across New York City.



From Shy Girl to Global Advocate: A Troop 6000 Success Story

Although she often described herself as shy, Karina joined Girl Scouts through Troop 6000 as a resilient young girl looking for a place to belong. Navigating childhood in the New York City shelter system was complicated: isolating yet motivating.

Through the Girl Scout program, Karina discovered her voice. Her passion for advocacy and telling the profound story of youth poverty and homelessness inspired others – and herself. With the encouragement of her troop, Karina began speaking publicly about the challenges of growing up in the shelter system.

Today, she has become an international advocate, speaking at the United Nations, and in Washington D.C. about the importance of supporting girls and women in poverty. Her leadership journey has come full circle as she now works on her Girl Scout Gold Award project, which creates a resource network for new Troop 6000 members, offering mentorship and guidance for girls entering the program.

What started as a safe space for her to belong became the foundation for a powerful voice—one that is now driving change for girls and women facing poverty and homelessness around the world.

Thank you to our supporters!

Thanks to your generosity, we're building a New York City in which every Girl Scout feels empowered to lead in their community, the workplace, and the world.



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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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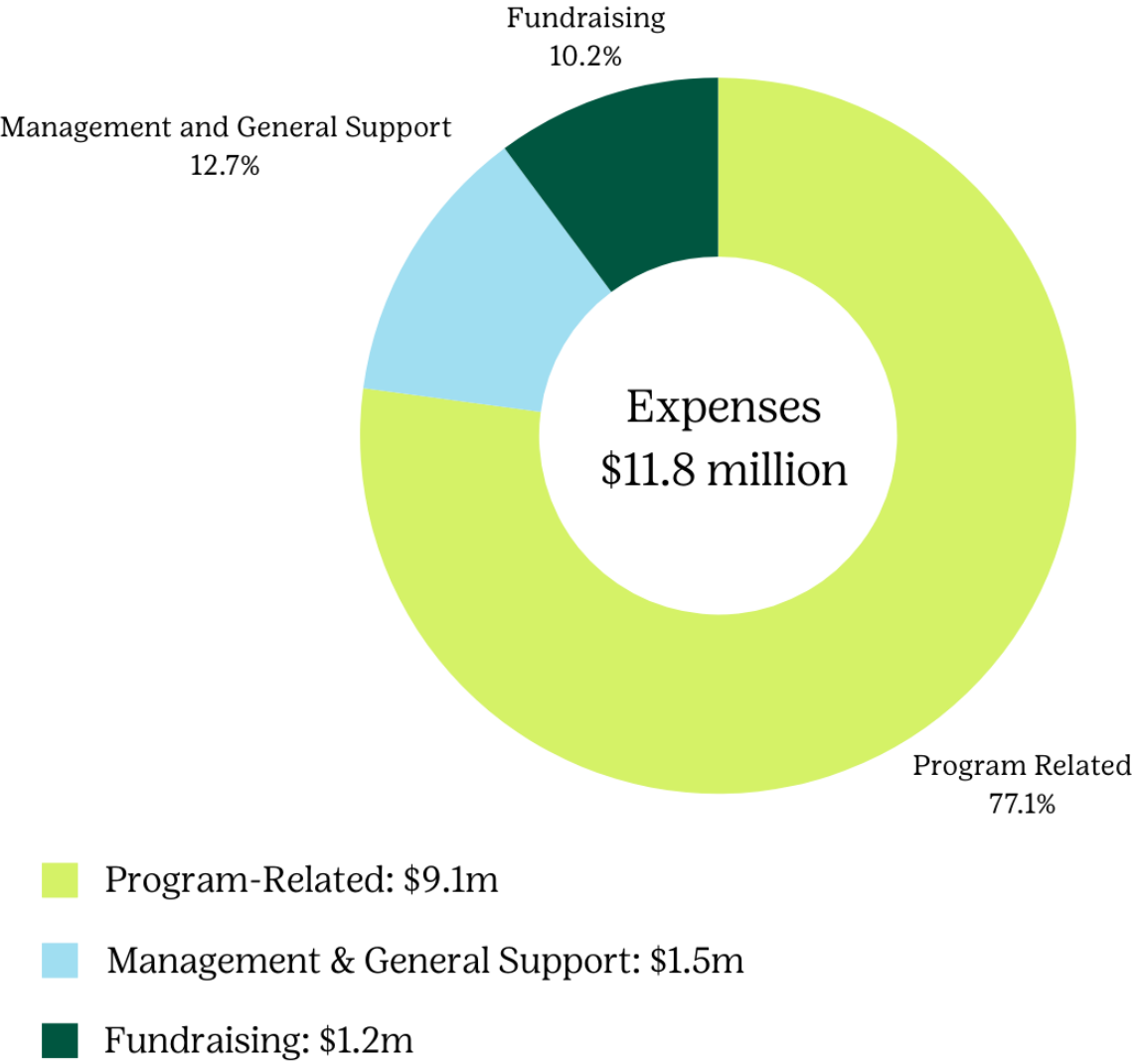
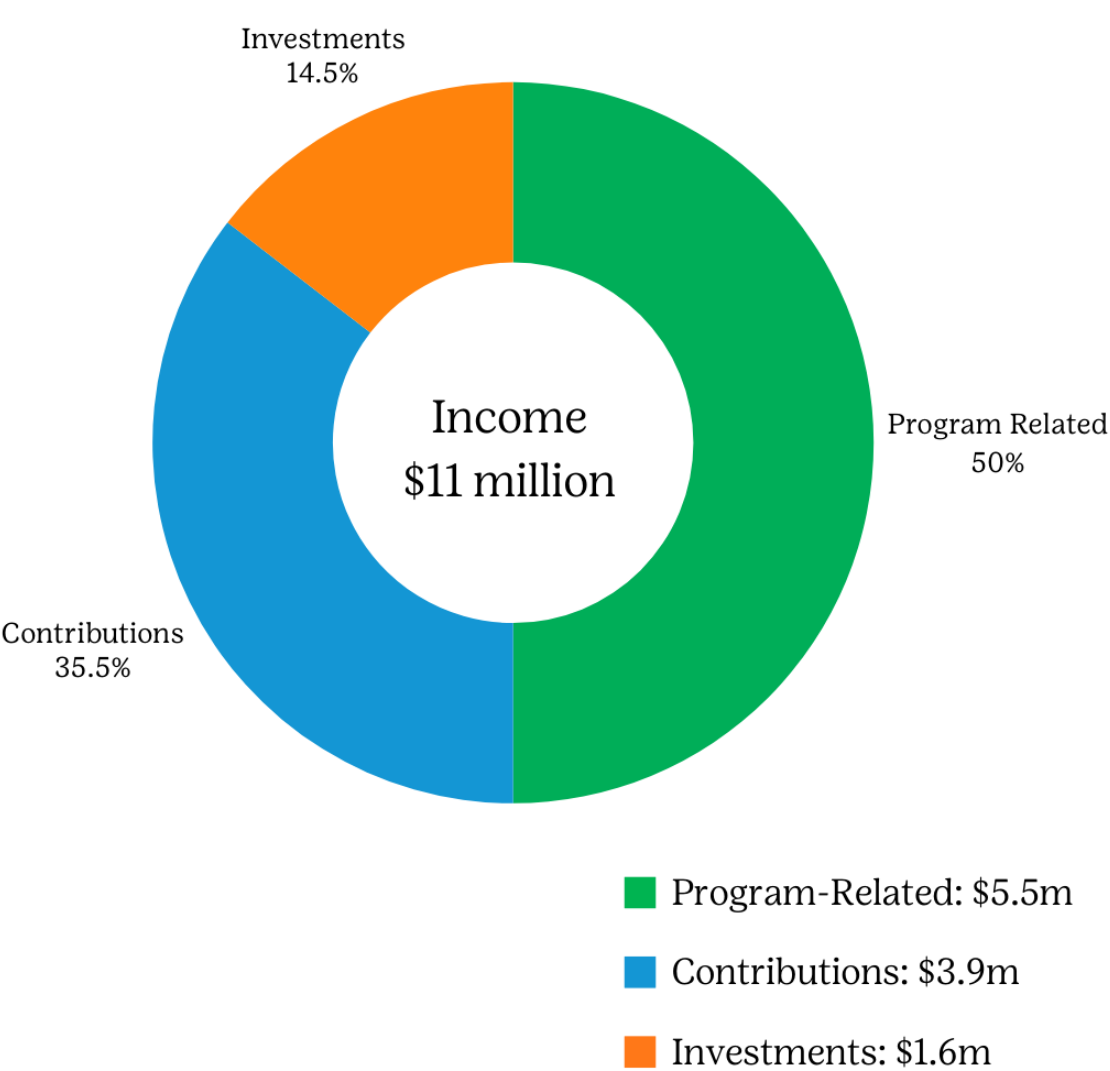
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In 2024, GSGNY received significant support from the City of New York and DHS. In addition, the following New York City Council Members provided support for troop-building in their districts.

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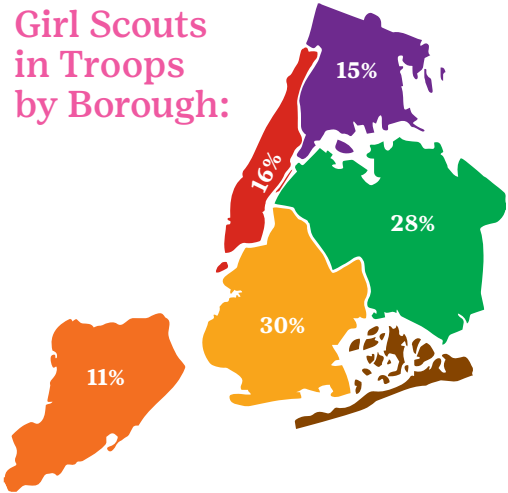
girlscouts of greater new york At-A-Glance



25,000+
Girl Scouts
served in
New York
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461
Girl Scouts
participated in
Robotics.

Girl Scouts in Troops by Borough:

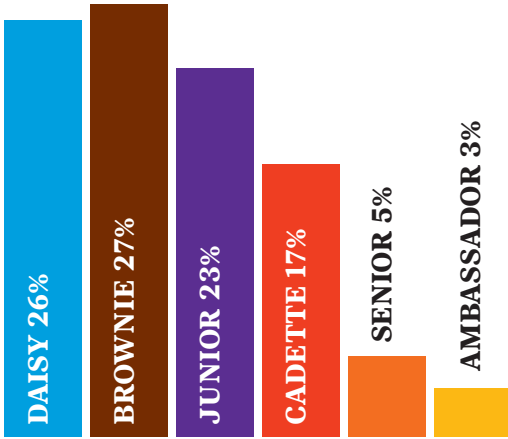


423

Girl Scouts
earned Cookie
Executive status by
selling more than
500 packages.

1.22
million
cookie packages
sold.

By Girl Scout Level:



62K

Packages of cookies
were donated to local
food pantries in all
five boroughs.

Troop 6000
served over
900
adults and
girls.

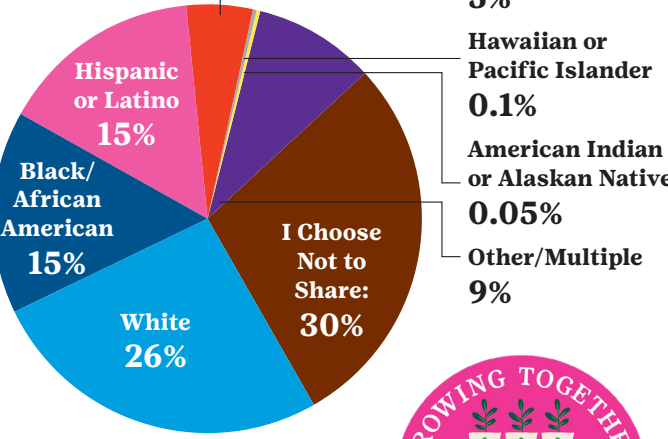
Total
adult & girl
membership
increased by
5% compared
to FY23.

896

Girl Scouts
participated in
cybersecurity
programming.

40 Gold,
75 Silver, and
201 Bronze Awards
Were earned by
Girl Scouts making a
real impact in their
communities.

By Race:



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.



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