



girl scouts
of greater new york

2023 Annual Report

BIGGER & BOLDER



Dear Girl Scout family and friends,

2023 was a year of growth for Girl Scouts of Greater New York. After several years of adjusting, responding, and recovering from the impacts of the pandemic, we were finally able to find a true foothold and broaden our reach, physical space, and impact.

We saw a significant increase in Girl Scouts participating in troops and programming. Compared to 2022, our total girl membership increased by more than 20%. During the Pandemic, many of our troops fully transitioned to virtual meetings. This year we saw a full shift, and most troops are meeting in-person and exploring our amazing city, traveling to camp and beyond.

In January, we broke ground on Girl HQ at Camp Kaufmann. As the only Girl Scout Council serving a 100% urban population, we know the importance of providing our Girl Scouts with green spaces. Girl HQ will ensure that even more Girl Scouts can benefit from our beautiful property.

The Girl Scout community in New York City always has its arms wide open. Whether we're breaking down financial barriers, providing accessibility resources, or training our staff and volunteers in a variety of inclusion topics, we strive to ensure that every girl in New York City can be part of Girl Scouting. The recent influx of immigrant families was no exception. We expanded and adjusted Troop 6000 to provide girls in the emergency shelter with the Girl Scout experience.

Last but certainly not least, we saw an increase in volunteers. Without our dedicated volunteers, we wouldn't be able to serve girls in every zip code in NYC.

Thank you for your unwavering commitment to our mission. As dedicated Girl Scouts, we will always strive to make new friends and keep the old. We're so proud to welcome so many new friends to join our GSGNY community!

Yours in Girl Scouting,



Stephanie K. Schnabel
Stephanie K. Schnabel
Board President



Meredith Maskara
Meredith Maskara
Chief Executive Officer



A Snapshot of 2023

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

October



Hosted our 2023 Women of Distinction Breakfast



Over 700 Girl Scouts participated in Cybersecurity programming.

November



Thanked our dedicated volunteers with a Cookie Cruise.

December

Girl Scouts were exposed to coding during Hour of Code and Computer Science Education week.



January



The Green Angel Memorial was unveiled at Camp Kaufmann. It honors volunteers who have passed.

March

Girl Scouts learned critical business skills while selling cookies.



GSGNY hosted a Hack Club Hack-a-thon.

February



Over 130 Girl Scout Leadership Institute participants engaged in a variety of seminars at Barnard.

April

Thanked our incredible volunteers during our Volunteer Recognition Luncheon.



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A Snapshot of 2023 (continued)

May



Hosted our 2023 Gold Achievement Gala.

June



Celebrated Gold Awardees and Scholarship recipients during the 2023 ceremony.



July



National Girl Scout Convention
in Orlando, Florida



August



Construction continued on Girl HQ

September



Celebrated Silver Awardees during the 2023
Ceremony.

A New Home for Our Growing Community

Cookie Hall, our former camp dining hall and activity center, was built in 1958. The unheated structure was suitable only for warm-weather programs and was inadequate to provide programming for an ever-increasing number of campers.

In January, we broke ground on Girl HQ! A modern, flexible, and welcoming environment that meets the needs of today's Girl Scouts. The new building will serve as the camp's year-round welcome center, dining hall and kitchen facilities, gathering place, and educational space, providing breakout rooms for STEM, arts & crafts, and other essential indoor activities and services. Girl HQ will provide Girl Scouts visiting Camp Kaufmann with the experience they deserve.

Construction Progression:



Winter 2023



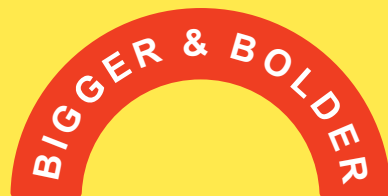
Summer 2023



Spring 2023



Fall 2023



Bringing Girl Scouting to NYC Emergency Shelter

“We are proud to adapt and expand Troop 6000 to serve recent immigrants and asylum seekers. With the generous support of our partners, we will always answer the call to serve ALL girls and young people in New York City.”

– Meridith Maskara



In 2023 GSGNY expanded and adapted Troop 6000’s supportive programming to address the social and emotional needs of newly arrived young people. In January, Troop 6000 launched a new site in an NYC Humanitarian Emergency Response and Relief Center, serving more than 100 Girl Scouts.

Since its inception in 2017, Troop 6000 has brought the Girl Scouting experience to more than 2,500 girls and women living in over 20 different NYC family shelters.

Troop 6000 is specifically designed to serve young people living in temporary housing by integrating trauma-informed care and mental and emotional health training into Girl Scouts’ signature leadership development program.



BIGGER & BOLDER

Contributions received or recognized 10/1/2022-9/30/2023

| | | | | | | | | | |
|--|---|--|--|---|--|--|--|---|--|
| <p>\$100,000 +</p> <p>Bank of America Cerberus Capital Management L.P. Craig Newmark New York Life Foundation Pinkerton Foundation Steven and Alexandra Cohen Foundation The Donald and Barbara Zucker Family Foundation The Peter and Carmen Lucia Buck Foundation, Inc. TPG Capital New Trinity Church Wall Street</p> <p>\$50,000 - \$99,999</p> <p>Beth Shaw God Bless America Fund James Neupert The Horace W. Goldsmith Foundation Travelers</p> <p>\$25,000 - \$49,999</p> <p>Amazin' Mets Foundation BNY Mellon Jennifer A. Soros Kim Bourne and Raydean Tinglin Mayor's Fund to Advance New York City Sarah Cogan and Douglas Evans Susan and Stefan J. Findel</p> | <p>Susan Nitze The Beatrice Renfield Foundation The Frederick A. DeLuca Foundation The Thompson Family Foundation Unilever YMCA of Greater New York</p> <p>\$15,000 - \$24,999</p> <p>Anonymous Belanne M. Ungarelli CIBC World Markets Girl Scouts of the USA High Touch Investor Relations IBM Jeffrey and Nancy Halis Joanne M. Minieri Kimberly S. Blanchard KPMG LLP LaForce Merrill Lynch & Co., Inc. Stephanie Breslow and Paul Watterson Stephanie K. Schnabel Susan L. Schulman Suzanne O. Donohoe Tatlock and Carmona Family Transit Wireless Uber VHB ZenFi Networks</p> <p>\$10,000 - \$14,999</p> <p>Agnes Gund Amanda N. Persaud and Christian Struck</p> | <p>ARUP Services New York Limited Atlantic Records Brittany Bragg Consolidated Edison Company of NY, Inc. Edward Munves Elizabeth A. Davis and Luis Penalver Emmanuel Baptist Church Florence M. Buckley Franklin Templeton Investments George Cogan Interbrand Corporation Kelly and Todd Guenther Lily Auchincloss Foundation, Inc. Lynda Davey Mary F. Rowe Menna and Eli Samaha Michelle R. Clayman Robert Ouimette Sang Lee</p> <p>\$5,000 - \$9,999</p> <p>Anonymous (2) Adebola and Paul Osakwe Alex Benjamin Andy Mooney Brown Advisory Charitable Foundation CBRE Covington & Burling Davia Temin and Walter Kicinski Dorothy M. Hoyer</p> | <p>Dr. E. Lawrence Deckinger Family Foundation, Inc. Edina Jennison E-J Electronic Installation Co. Garrett Moran and Mary Penniman Family Foundation George A. Gaston Charitable Trust Harlem Capital James LaForce and Stephen Henderson Jane Turley Janel Anderberg Callon Judy Angelo Juliana Prather Laura J. Hay Martha Willis MMS US Holdings Monique and Louise Herena Nancy Jacobs Nancy Sands OMD USA Patrice Tanaka Ropes & Gray Rose and Robert Littlejohn RXR Development Services Samantha Kappagoda & David K.A. Mordecai Sandra Mcpherson Suzanne and Ravi Yadav The Cleveland H. Dodge Foundation, Inc. The Millennium Alliance</p> | <p>The Robert Wood Johnson Foundation Venable Foundation LLP VistaVu Solutions Ltd Yaniv Lunger</p> <p>\$2,500 - \$4,999</p> <p>Anonymous (3) Akiko Mikumo American Airlines Asha Wills Barbara Seril Beth Bovis Carmen Dubroc and Lewis Haber Carol Obler Centralizes Management Services Inc. Cheryl L. Swiatkowski Colleen Goggins Deborah Norville Debra Gregory EAD & Associates, LLC Erica McLean Frank Carone Georgica Green Ventures LLC Girl Scout Troop 3063 Gloria Marcello Heather Dubrow John Doyle John N. Blackman, Sr. Foundation Kristin Goodfellow Maeve DuVally Marcella Hymowitz Marcus McFadden Melinda White New York Community Trust Roger Lavan Salesforce</p> | <p>Sisca Northeast Associates LLC Sue Major Target The M & T Charitable Foundation The Starbucks Foundation Valerie Block</p> <p>\$1,000 - \$2,499</p> <p>Anonymous (11) Albert Zhou Alyssa and Charles Moeder Anat Gerstein Anne Tatlock Anthony Mormile April E. Newbauer Arison Arts Foundation Beatrice B Jackson Ben Bernard Beryl Raff Bob Foley Brooke Guven Brooklyn Baseball Co., LLC Brookwood Companies, Inc. Cara Stein</p> | <p>Carol and Andrew Beck Carolina Jimenez CCS Fundraising Chelsea J Dunlap Chris Rictor Corebridge Financial Crystal Roubadeaux Cynthia Wang Darren McClure David Baker Deborah Taft Diana Beinart Diane E. Britz Lotti Edith Cooper Elizabeth Ashcraft Elizabeth M. Sherman Ellen Gavin Ellen Hancock Ellen McElduff Gale Epstein Gina Addeo Girl Scout Troop 1033 Los Angeles, CA Girl Scout Troop 2832 Girl Scout Troop 3746 Girl Scout Troop 4382 Gonzalo Casals Grace Yee Helen Minieri Stacy</p> | <p>Holmes Camp and Retreat Center Insite Engineering, Surveying & Landscape Architecture, P. C Irene Natow James Witt Jamie Sholen Jane F. Karlin Jane Murphy Janet and Pano Anthos Janice Reals Ellig Jeri Finard John Winter Johnathan Yazdani Judith Harrison Julia Hanft Karen Layng Katherine Lauricella Kenneth Kirschner Kevin E. Crowe Keya Pitts Larry Keigwin Lauren K. Vessey Levy- Wall Loretta Cangialosi Lorraine Grillo Louise Milligan Lucy Kriz</p> | <p>Marc Crawford Leavitt Marc Mezvinsky Marianne Mills Marisa Stavenas Megan Mekoli Megan Seiboldt Melinda Wolfe Melissa and Chappy Morris Merck & Company, Inc. Meredith Pickett Nicole Mahoney Orly Avidan Patricia Mohiuddin Paula J. Saint-Amour Peter Falvey Publicis Groupe Rachael Carter Rhonda Boston Richard J. Gradkowski Robert Pacheco Roberta Golubock Rosalind Killingstad Salonika and Venk Lal Samara Daly Samuel T. Keany Sandra King</p> | <p>Sarah Cushing Page Bareau Shelley Siroonian Shingmin Lai Silda W. Spitzer St. Andrews Lutheran Church St. John's University Greenberg School of Risk Management Stacey and Steven Bell Steve Kaufer Stop & Stor Charitable Fund Susan Rudin Susan Waltman Suzyn Waldman Tara Popernik TASC The Kranzdorf Family Foundation The Law Office of Joshua W. Branch, LLC Tom Hay Valerie M. Andrusco Vanita Gaonkar Virginia Kawochka Virginia Teller</p> |
|--|---|--|--|---|--|--|--|---|--|

Government Support

In 2023, the Adams Administration and DHS increased their annual funding by \$240K. In addition, the following New York City Council Members provided support for troop-building in their districts.

Council Member Erik Bottcher, District 3
Council Member Amanda Farías, District 18
Council Member Vickie Paladino, District 19
Council Member Sandra Ung, District 10
Council Member Shekar Krishnan, District 25
Council Member Julie Won, District 26
Council Member Nantasha Williams, District 27

Speaker Adrienne E. Adams, District 28
Council Member Robert F. Holden, District 30
Council Member Selvena N. Brooks-Powers, District 31
Council Member Farrah N. Louis, District 45
Council Member Joseph C. Borelli, District 51
Mayor's Fund to Advance New York City

Juliette Gordon Low Society

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.

| | | | | |
|-------------------------------|--|----------------------------------|----------------------------------|------------------------------|
| Alyssa and Charles Moeder | Dianne Belk and Lawrence Calder†, Girl Scout Movementwide Challenge Planned Gift | Jane Dennis Janet Nettleton Otto | Lorraine J. Ochs Margaret Seiler | Sandy Kazinski Sarah Cushing |
| Ann Newburger | Edina Jennison | Jennifer Chung | Margarita Perusquia | Page Bareau |
| Arlene Blackett-James | Edward Munves | Jennifer Jimenez | Marie Raperto | Sasha Prado |
| Barbara Medina | Elizabeth Jane Dennis | Jennifer L. Chase | Marie Wiggins | Shayla Scarlett |
| Barbara Murphy-Warrington | Eunice Bownes† | Jessica Rodulfo | Marilyn Masiero | Sheila Weisfeld† |
| Beatrice Jackson | Evelyn Bishop | Jill and John Scibilia | Mary Jane Meconi | Shelby Nielson† |
| Carmen Dubroc and Lewis Haber | Franz L. Martin | Joan Ventriglia | Mary Phipps | Stacey and Steven Bell |
| Carol Obler | George A. Gaston | Joanne Overton | Melissa D'Andrea | Stacey Pilson |
| Cathy Phillips | Gillian Murray | Jody Pardo | Melissa McEvoy | Susan L. Schulman |
| Charmaine Chung | Gliced Irizarry | Joyce Brisbane | Meridith Maskara | Susan Nitze |
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| David M. Mahood | Jacqueline Sturgess | Kandice Lavalas-Barron | Patricia Stensrud | Tanya Velez |
| Dawn M. Nolan | James Gundell | Karen Lundgard† | Paula Hart† | Toni Morrisette |
| Dawn McEvoy | Jamie Haxton | Karenbeatrice Porcher | Philomene Gates† | Topaz Spooner-Lay |
| | | Kathleen W. Maitland | Phyllis Joyner | Valerie Bell |
| | | Kim Bourne | Rhonda Boston | Wendy Marsh |
| | | Laura Whitman | Robert Ouimette | Zoila Gomez |
| | | Lindsey Cosgrove | Rose and Robert Littlejohn | |
| | | Liz Cianfrone | | |

Trefoil Society

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.

| | | | | |
|----------------------------------|---|--|--|--------------------------------|
| Pearl Members | | | Gold Members | |
| Amazon' Mets Foundation | Pinkerton Foundation | The Horace W. Goldsmith Foundation | Agnes Gund | Florence M. Buckley |
| Bank of America | Sarah Cogan and Douglas Evans | The Peter and Carmen Lucia Buck Foundation, Inc. | Amanda N. Persaud and Christian Struck | Franklin Templeton Investments |
| Beth Shaw | Steven and Alexandra Cohen Foundation | ARUP Services New York Limited | George Cogan | Girl Scouts of the USA |
| BNY Mellon | Susan and Stefan J. Findel | Atlantic Records | Gladys & Roland Harriman Foundation | |
| Cerberus Capital Management L.P. | Susan Nitze | Belanne M. Ungarelli | High Touch Investor Relations | |
| Craig Newmark | The Beatrice Renfield Foundation | Brittany Bragg | IBM | |
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| Jennifer A. Soros | | Edward Munves | Joanne M. Minieri | |
| Kim Bourne and Raydean Tinglin | | Elizabeth A. Davis and Luis Penalver | Kelly and Todd Guenther | |
| New York Life Foundation | | Emmanuel Baptist Church | Kimberly S. Blanchard | |
| | | | KPMG LLP | |
| | | | LaForce | |

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Gale Epstein
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Girl Scout Troop 1033
Los Angeles, CA
Girl Scout Troop 2832
Girl Scout Troop 3746
Girl Scout Troop 4382
Gonzalo Casals
Grace Yee
Helen Minieri Stacy
Holmes Camp and Retreat Center
Insite Engineering, Surveying & Landscape Architecture, P. C
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St. John's University
Greenberg School of Risk Management
Stacey and Steven Bell
Steve Kaufer
Stop & Stor Charitable Fund
Susan Rudin
Susan Waltman
Suzyn Waldman
Tara Popernik
TASC
The Kranzdorf Family Foundation
The Law Office of Joshua W. Branch, LLC
Tom Hay
Valerie M. Andrusco
Vanita Gaonkar
Virginia Kawochka
Virginia Teller

Statement of Financial Activity

| | (Audited) | | (Audited) | |
|----------------------------------|------------------|-----|------------------|------|
| Public Support and Revenue | Fiscal Year 2023 | | Fiscal Year 2022 | |
| Foundations & Government Grants | \$2,290,096 | 24% | \$1,238,645 | 12% |
| Special Events (net expenses) | \$718,997 | 7% | \$456,418 | 4% |
| Individual | \$1,679,384 | 17% | \$5,197,971 | 50% |
| Legacies and Bequests | \$38,890 | - | \$28,679 | - |
| United Way of NYC | - | - | \$983 | - |
| Donated Goods and Services | \$5,000 | - | \$10,690 | - |
| Total Public Support and Revenue | \$4,732,367 | 49% | \$6,933,386 | 67% |
| Product Sales (net expenses) | \$3,926,495 | 41% | \$3,372,400 | 33% |
| Program Fees | \$85,630 | 1% | \$161,389 | 2% |
| Net Investment Return | \$607,678 | 6% | (\$978,648) | -10% |
| Forgiveness of Loan | - | - | \$889,587 | 9% |
| Employee Retention Credits | \$248,346 | 3% | | |
| Other Income | \$63,126 | 1% | (\$68,405) | -1% |
| Total Income | \$9,663,642 | | \$10,309,709 | |
| Expenses | | | | |
| Membership Services | \$1,534,902 | 15% | \$2,376,606 | 25% |
| Girl Scouts Program Services | \$3,432,056 | 33% | \$2,023,260 | 21% |
| Camp Program Services | \$1,065,823 | 10% | \$1,181,803 | 12% |
| Adult Education | \$865,753 | 8% | \$935,042 | 10% |
| Advocacy & Public Information | \$553,638 | 5% | \$502,234 | 5% |
| Total Program Services | \$7,452,172 | 73% | \$7,018,945 | 72% |
| Fund Development | \$1,362,271 | 13% | \$1,370,980 | 14% |
| General Administration | \$1,454,789 | 14% | \$1,323,282 | 14% |
| Total Supporting Services | \$2,817,060 | 27% | \$2,694,262 | 28% |
| Total Operating Expenses | \$10,269,232 | | \$9,713,207 | |

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 Councils’ operating results generated a deficit of -\$605,590 in fiscal year 2023 and a surplus of \$596,502 in fiscal year 2022. **Programming began to return to pre-pandemic levels in 2022 and continued in 2023. Product sales for 2022 and 2023 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 right of use assets and deferred rent.

Statement of Financial Position

| | (Audited) | (Audited) |
|--|------------------|------------------|
| ASSETS | Fiscal Year 2023 | Fiscal Year 2022 |
| Cash and Cash Equivalents | \$463,670 | \$1,646,091 |
| Investments | \$7,545,475 | \$8,370,302 |
| Contributions Receivable, net | \$2,034,120 | \$1,449,586 |
| Accounts Receivable | \$290,141 | \$23,493 |
| Government Grants Receivable | \$783,129 | \$816,727 |
| Prepaid Expenses and Other Assets | \$142,710 | \$179,697 |
| Right-of-Use Assets | \$3,829,116 | - |
| Inventory | - | \$30,905 |
| Beneficial Interest in Perpetual Trust | \$462,504 | \$409,585 |
| Fixed Assets | \$9,591,413 | \$2,862,334 |
| Total Assets | \$25,142,278 | \$15,788,720 |
| LIABILITIES AND NET ASSETS | | |
| Accounts Payable and Accrued Expenses | \$1,693,825 | \$572,903 |
| Deferred Revenue | \$47,789 | \$76,577 |
| Short Term Payable | \$1,000,000 | - |
| Loan Payable | \$4,077,867 | - |
| Lease Liability | \$4,459,906 | - |
| Deferred Rent Payable | - | \$669,949 |
| Annuities Payable | \$430 | \$1,240 |
| Total Liabilities | \$11,279,817 | \$1,320,669 |
| Net Assets | | |
| Without Donor Restrictions | \$11,739,123 | \$11,083,948 |
| With Donor Restrictions | | |
| Purpose and Time Restrictions | \$1,660,834 | \$2,974,518 |
| Perpetual in Nature | \$462,504 | \$409,585 |
| Total Net Assets | \$13,862,461 | \$14,468,051 |
| Total Liabilities and Net Assets | \$25,142,278 | \$15,788,720 |

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 2022-2023

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Elizabeth Davis
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Melanie Haller
Laura Hay
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Salonika Lal
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Lindsay McKenna Carlson
Joanne Minieri
Martha Monserrate
Adebola Osakwe
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Juliana Prather
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- Menna Samaha
Shimna Sameer
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Susan Nitze
Mary S. Phipps*
Patricia Stensrud

EMERITUS
Bob Ouimette

CHIEF EXECUTIVE OFFICER
Meridith Maskara

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



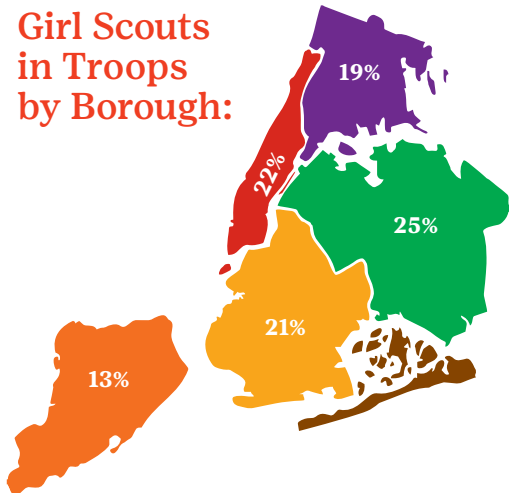
girl scouts of greater new york At-A-Glance



25,000+
Girl Scouts served in New York City.

796
Girl Scouts earned a Cybersecurity Badge

Girl Scouts in Troops by Borough:



975K

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

9 Robotics Teams and 4 Challenge teams competed in Qualifiers, 2 progressed to the City semi-finals, and 1 progressed to City Finals, where they won 4th place in Core Values.

Troop 6000 served over
1000
adults and girls.

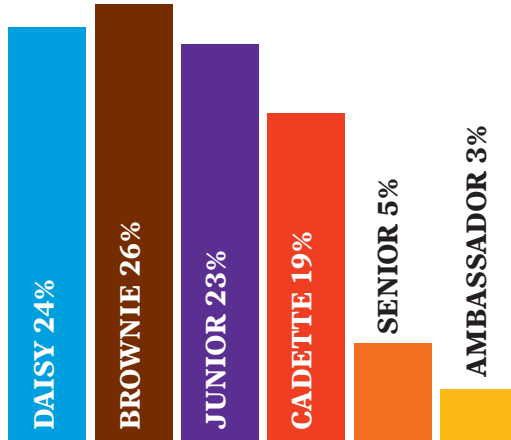
Total Adult and Girl Membership increased by more than 20% compared to FY22.

61 Gold, 135 Silver, and 131 Bronze Awards

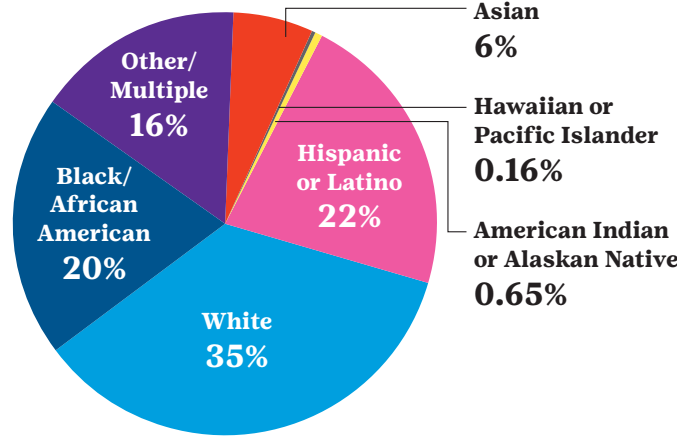
Were earned by Girl Scouts making a real impact in their communities.

BIGGER & BOLDER

By Girl Scout Level:



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.



girlscoutsnyc.org

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

