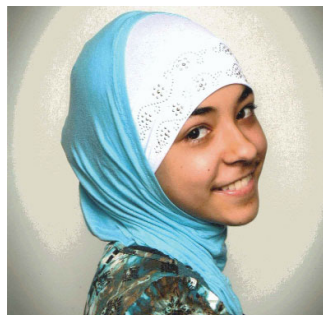


More Than Just Cookies

Many people have the misconception that Girl Scouts is just about selling cookies. What they don't know is that the Girl Scout Cookie Program is America's leading business and economic development literacy program for girls.



Khadijah Bagais

Take, for instance, South Dayton native Khadijah Bagais, 17. A Girl Scout for 8 years, she wants to study business and hopes to have her own health-related firm someday, attributing her desire to some

of the skills she learned by selling cookies and becoming competitive with the sales. Case in point, she sold more than 150 boxes this year.

Thanks to Girl Scouts like Khadijah, the GSWNY's Cookie Program, which ends Dec. 3rd, is on track to hit our target goal of \$1.6 million. That's great news for the organization — and even better news for all those girls who developed leadership, decision-making, and interpersonal skills through the program. Go girls!

ROC THE DAY

Choose. Give. Matter.

Make a Difference With a **Mouse Click**

On December 8th, our community will come together to ROC the Day — and the Girl Scouts of WNY hope to make it a huge success.

ROC the Day is a 24-hour giving opportunity to support all eligible non-profits in the nine-county Greater Rochester area.

Community members are encouraged to visit www.ROCtheDay.org to give. Please consider a donation to the Girl Scouts of WNY! All money donated will remain right here, in our local economy.

100 Thank You's for 100 Years



girl scouts
1912-2012

Show your gratitude to the generous donors, volunteers, and community members who have supported us over 100 years by sending in a picture of your troop holding a “THANK YOU” sign. Our goal is to

receive 100 pictures of 100 troops that we can then use in a video on our website.

Where to Send Your Photo:

Emma.Perrott@gswny.org or post them on GSWNY's Facebook page.



AT&T Employees Can Double Donation Dollars

In honor of our centennial, AT&T has announced a matching gifts initiative for employees.

When AT&T employees donate to a local Girl Scout council or to GSUSA between now and Dec. 31, 2011, AT&T will match 100% of gifts up to \$500,000. Gifts made to Girl Scouts through the 2012 United Way/Employee Giving Campaign will also be matched.

Double Your Dollars

Many companies match their employees contributions. Check with your HR Office to see if your employer offers this incredible benefit!

Mags & Munchies... & the Military

The Girl Scouts of WNY is proud to announce that this year's Magazines & Munchies will include a share program for our nation's military!

The What:

The 2012 Magazines & Munchies & Military Program is a fun and easy way for Girl Scouts to help support our military troops and VA Hospital patients. Since 2012 is our 100-year anniversary, our aim is to have 100% participation in this program.

The How:

Nuts and candy will be shipped to the Niagara Falls Air Force Base and then shipped to troops overseas. Magazines donations will be sent directly to VA Hospitals in WNY.

And When:

Girls will be taking orders in person from Feb. 11 - March 11. Remember, magazine orders can be placed online with a credit card.

"Girl Scout Great" Randa Williams Celebrating 55th Anniversary



Randa Williams, LeRoy, NY with granddaughter Skye Gregory

The Girl Scouts of the USA aren't the only ones celebrating an important milestone in 2012. Girl Scout Great and Lifetime Girl Scout Randa Williams will also be marking 55 years with the GSWNY in 2012!

"Girl Scout Greats" is how we now refer to our alumnae; these are distinguished women who

have given back, achieved more, and inspired us all along the way. And Randa certainly fits the bill.

In her more than five decades of Girl Scouting, Randa has touched the lives of thousands of girls and young women across WNY. She has served in nearly every volunteer capacity the Girl Scouts offer and her dedication

to the community has extended to organizations such as the YWCA, Rape Crisis Services, and her church.

We salute Randa for her selflessness, tireless dedication, and unwavering commitment to enriching the lives of girls and young women.

Promoting *Healthy Girls,* From the *Inside Out*

For almost a decade, policymakers have grappled with issues such as childhood obesity and children's health. In many cases, solutions have focused solely on the physical side of the issues — like nutrition and exercise — with scant attention given to children's social and emotional health.

However, Girl Scouts' original research, *The New Normal? What Girls Say About Healthy Living*, suggests that this approach may miss the mark with girls since they place as much emphasis on emotional and social wellness as they do on physical health.

That's why Girl Scouts believes it's important to advocate for holistic policies that address both girls' physical and emotional well-being. For instance, in the 112th Congress, we will advocate for legislation and policies that address challenges like healthy media images and eating disorders.

Locally, Girl Scouts of WNY will focus on supporting school safety policies that help combat threats like relational aggression. Relational aggression includes starting rumors, gossiping, rejection or exclusion of a peer, teasing, cyber bullying, and other forms of social isolation. Girls are more likely to instigate or be the victim of relational aggression.

Learn More:

www.girlscouts.org/who_we_are/advocacy/112_federal_legislative_agenda.pdf





L-R: Ray Fashano, Betsy Shults, Peter B. Sullivan, Kelly A. Dawson, Mark I. Hampton, Miles L. Lasser, Alexis T. Singleton, Barclay O. Wellman

Announcing Our 2011 Distinguished Honoree

The Girl Scouts of WNY is proud to honor **the Ralph C. Sheldon Foundation** as our 2011 Association of Fundraising Professionals National Philanthropy Day Distinguished Honoree.

The Sheldon Foundation has been a loyal benefactor of Girl Scouting since the 1960s. Recently, the Foundation provided significant capital support toward improvements at Camp Timbercrest, located on 900 acres of the Allegheny Forest in Randolph, NY. Due in part to their generosity, Camp Timbercrest now boasts two fully renovated lodges, two camping yurts, and ropes courses.

Established in 1948 by Isabella Marvin Sheldon, in memory of her husband Ralph C. Sheldon, the Sheldon Foundation grants over \$1.8 million annually to non-profits serving Southern Chautauqua County.



Honoring Women of Distinction

Women of Distinction 2011 was a great success! More than 400 people attended, gathering to celebrate this year's nine honorees, and America Ferrera delivered an inspirational keynote address. She also presided over a Girl Forum with more than 75 girls, answering questions about self-confidence, body image, and her life as an actress.

Thank you to all of our sponsors! Your support is making a direct impact on the lives of girls and young women across WNY.

Save the date for next year's event on Thursday, September 20th at Salvatore's in Depew, NY.

Building *Confidence*, *One Girl* at a Time

At Girl Scouts of WNY, a girl's leadership potential has the opportunity to blossom among other girls — away from school pressures, social cliques, and boys — where she can be herself and try new things.

When I started Girl Scouts, my leader was very nice to me and made me feel important. I learned to take responsibility for my actions and not blame everyone for everything. I started to have a sense of belonging.

And the results speak for themselves. For instance, thanks to Girl Scouts, Christine found the confidence she needed to flourish:

"I learned to take responsibility for my actions and not blame everyone for everything. I started to have a sense of belonging."

"My parents divorced and my mom split when I was 6. When my mom left, my dad said I had to join Girl Scouts so I could be with some girls. But I didn't want to go because I was angry at everyone and was having trouble at school and getting into fights.

I have done lot of things with my troop that I would never get to do. We sell cookies and plan what we are going to do with the money. I even got to go to camp for a week. With Girl

Scouts, I know I can do anything if I work hard for it."

Clearly, donors and volunteers are changing the world by supporting young women like Christine. Just imagine what an entire generation of girls will do given the confidence, skills, and experience they need to lead.

Help Our Girls "Go Green"

Girl Scouts Forever Green (GSFG), the 100th Anniversary Take Action Project, is a national effort of girls leading their families, schools, and communities to help improve the environment

and protect natural resources. GSFG invites girls to take action in three different month-long projects (Feb, March & April): Reduce Waste, Earth Hour, and Rain Gardens.

Learn More: Watch for details on how to get involved locally or go to girlscouts.org/geforevergreen.

Rock Out With GSWNY!

In honor of our 100th anniversary, Girl Scouts of WNY will be “rocking out” at some exciting events in 2012!

Rock the Mall

In June, Girl Scouts from around the country will gather to celebrate our 100th Anniversary in true Girl Scout fashion: with song. The Girl Scouts Rock the Mall: 100th Anniversary Sing-Along will be held on Saturday, June 9th at the National Mall in Washington, DC. We will leave on June 8th and return June 10th.

Learn More:

Go to gswny.org or contact Kathie.Woika@gswny.org.

Rock the Falls

Locally, we’ll be participating in the first ever Rock the Falls on Saturday, June 23rd from 10 a.m.-12 p.m. at Niagara Falls State Park, USA. Thousands of Girl Scouts and Girl Guides will gather for a sing-along. The event will take place on Goat Island with a camp-out (optional) afterwards at Old Fort Niagara.

Learn More:

Registration opens January 2012. More details will be coming soon to gswny.org.



Dates to Remember

- ROC the Day December 8, 2011
- 100-Year Anniversary March 12, 2012
- Rock the Mall June 9, 2012
- Rock the Falls June 23, 2012
- Women of Distinction September 20, 2012

Design a Patch Contest

Design a Patch Contest

How would you like to design a patch your fellow Girl Scouts will proudly sport? Now is your chance! We want one of our Girl Scouts to design next year’s Family Partnership Campaign Patch.

Attention Girl Scouts:

Help us create a special Family Partnership patch for those who donate \$15 or more to the campaign. Go to gswny.org for a template and more information.