







2021 Annual Report

Resilient.

Refocused.

Ready.









The Mission

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

The Girl Scout Promise

On my honor, I will try: To serve God* and my country, To help people at all times, And to live by the Girl Scout Law.

*Members may substitute for the word God in accordance with their own spiritual beliefs.

The Girl Scout Law

I will do my best to be honest and fair, friendly and helpful, considerate and caring, courageous and strong, and responsible for what I say and do, and to

respect myself and others, respect authority, use resources wisely, make the world a better place, and be a sister to every Girl Scout.

gswny.org

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Resilient. Refocused. Ready.

Dear Girl Scout Family,

If there are three words to describe Girl Scouts of Western New York's efforts in 2021, we would have to say resilient, refocused, and ready. We have seen our girls, volunteers, staff, alumni, families, and donors continue to step up in the last year of this pandemic. Although we thought we had seen it all in 2020 at the height of COVID-19, 2021 proved to be another year of the unknown. However, our council once again came together and rose to the occasion.

Our girls helped to lead the way by exploring new and innovative ways to come together and exemplify sisterhood. Their goal to make the world a better place was on display like never before as they helped their communities and completed service projects earning Bronze, Silver, and Gold awards. Studies show that during these challenging times, organizations like Girl Scouts of Western New York provided a much-needed outlet for girls to voice not only their concerns about the uncertainties but also demonstrate their leadership skills by creating solutions.

Our volunteers played a pivotal role in helping our girls shine despite the unknown. They refused to let a global pandemic hinder their efforts to teach vital life skills. You will read stories about how GSWNY volunteers rose to the occasion during the most challenging times.

Our staff executed excellent teamwork to ensure that, although it may have looked different, girls had access to quality programming year-round, including an eagerly anticipated return to in-person summer camp. It is with heartfelt gratitude, we thank our alumni and donors whose unwavering support has been critical in our council's ability to weather the storm of this pandemic. Through the collective efforts of many and unyielding contributions of our donors, our council has thrived. Together, we have flourished in our endeavor to build girls of courage, confidence, and character despite the unexpected challenges thrown their way.

Although the future is uncertain, we remain optimistic about what the coming months and years will bring. Moreover, we recognize that we will not be able to accomplish anything without YOU!

Because of YOU, our girls and our council are moving forward with resilience and a heightened sense of purpose, refocused on the new normal and ready to reach our goals.

alison Wilcox

Alison Wilcox Chief Executive Officer Lynnette Haley OSteward Lynnette Haley O'Stewart, Ph.D.

Chair, Board of Directors

Our Locations

Girl Scouts of Western New York (GSWNY) is the leading organization for girl leadership in the Western New York region. GSWNY serves more than 10,000 K-12 girls annually across a 9-county jurisdiction, including Cattaraugus, Chautauqua, Erie, Genesee, Livingston, Monroe, Niagara, Orleans, and Wyoming counties.



Cattaraugus County



Camp Timbercrest 11169 Moore Road,

Randolph, NY 14772

Chautauqua County



Jamestown Service Center 2661 Horton Road,

Jamestown, NY 14701

Erie County



Buffalo Service Center 4433 Genesee Street Suite 101

4433 Genesee Street, Suite 101, Buffalo, NY 14225



Camp Seven Hills

(Lakeside) 10299 Savage Road, Holland, NY 14080 (Goodyear) 10150 Olean Road (Rt 16), Holland, NY 14080

Monroe County



Rochester Service Center

1000 Elmwood Avenue, Door 9, Rochester, NY 14620



Camp Piperwood

2222 Turk Hill Road, Fairport, NY 14450

Niagara County



Niagara Service Center (Satellite Office),

1522 Main Street, Suite 307, Niagara Falls, NY 14305



Lockport Service Center 5000 Cambria Road,

Lockport, NY 14094



Camp Windy Meadows 5000 Cambria Road Lockport, NY 14094



2021 Membership at a Glance

The digital divide, limitations of in-person gathering, and financial burdens of COVID-19 impacted GSWNY membership in 2021 as many were still uncertain about the lasting impact of the pandemic. Despite a drastic decrease in Girl Scouting nationwide, GSWNY has retained the majority of members at a higher rate than other councils.

Council Employees

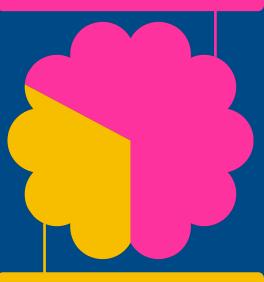
Full-Time Staff: 72 Part-Time Staff: 11



We remain one of the strongest mid-size councils in the nation with

14,419 members and 1,105 troops.

Girl Members: 9,693



Adult and Lifetime Members: 4,726



2021 Financial Highlights

Girl Scouts of Western New York's financial statements are audited by independent public accountants and are available by request. The figures on this page represent results from operations before the change in fair value of marketable securities.

Revenue

Source	Amount	Percentage
Contributions	\$2,192,493	30%
Shop	\$109,914	2%
Other	\$254,259	4%
Program Fees	\$414,892	6%
Investment	\$242,519	3%
Income		
Product Program	\$4,012,190	55%
Total	\$7,226,267	100%



Source	Amount	Percentage
Camping	\$1,639,232	22%
General, Administration & Development	\$1,400,723	19%
Troops and Girl Programs/ Adult Volunteer Development	\$4,286,071	59%
Total	\$7,326,026	100%

81% of our expenses go directly to support our girls and volunteers, exceeding industry standards.

Awarded in Financial Assistance: \$180,757

Number of Girls Who Received Financial Assistance: 4,092 Our Girls

Even as things change, one thing stays the same: Girl Scouts are innovative! Our girls are forward-thinking and creative. Our girls proved once again they are future entrepreneurs. The 2021 Girl Scout Cookie Program saw **1.2 million** packages of cookies sold. GSWNY used this challenging year as an opportunity to build upon our already strong foundation with innovative approaches to new skill-building experiences through the Smart Cookies online program. Additionally, Girl Scouts came up with creative ways to safely sell cookies. From driveway cookie booths with neighbors to contactless deliveries and even engineering their own safety shields, girls put their Girl Scout knowhow to use, taking action to address the unique challenges of the Covid-19 pandemic.

During our Girl Scout Product Programs, not only are girls practicing the 5 Essential Business Skills: goal-setting, decision-making, money management, people skills, and business ethics, they are also earning funds to power their Girl Scout Leadership Experience. This year, troops earned nearly **\$1 million** to support their troop activities and Take Action projects to make their world better.

6,079 girls

participated in the Cookie Program

1,105 troops

participated and earned proceeds of

\$928,787

17,652

Cookie Share packages went out to first responders, military men and women, and local community organizations. all girls in our council by supporting:

Girl Scout programming:

Girl Scout proceeds stay local to benefit

Girl Scout programming:

DEI, STEM, outdoors, life skills,
entrepreneurship, and leadership training

Camp properties and program centers

Troop earnings used for travel, camp, and service projects Take Action projects for the community and girl-led adventures

Girl and Volunteer support: financial assistance, volunteer and family resources





Total 2021 Operating Budget: \$7,300,000

High Awards

GSWNY girls continue to be leaders when it comes to supporting their communities. Our girls completed community service projects earning Bronze, Silver, and Gold Awards. Girls can begin to earn their high awards, starting with the Bronze Award as a Junior Girl Scout (4th/5th grades). Each award requires girls to develop a project that will make lasting change in their community. Some of this year's projects focused on developing face masks and mental health.



Above: Activity kits and care items for Golisano kids. **Below:** Huggable comfort pillows for nursing home residents.





Gold Award Girl Scout Sophia made masks for Oishei Children's Hospital, Roswell Park, and Buffalo General Hospital staff and patients.

Bronze Award286 girls x 20 hrs/each =

5,720 hours

Silver Award

194 girls x 50 hrs/each = **9,700 hours**

Gold Award

56 girls x 80 hrs/each = 4,480 hours

Total estimated hours from all High Awards: $19,900\ hours$



100 sensory blankets for Golisano Children's Hospital's child life team.



Uplifting empowerment murals for Sweden Clarkson Recreation Center.

Gold Award Girl Scout Arianna McKnight

Arianna McKnight of Rochester, NY, Troop 60671, has been a member of Girl Scouts for nine years.

Arianna's Gold Award project aimed to provide resources for youth dealing with mental illnesses, and it took place within her community in Henrietta, NY.

Her original plan was to host an in-person mental health forum with different organizations and professionals available for students to access while also providing students with an information pamphlet. However, Arianna quickly shifted her project because the pandemic closed schools and prohibited students from gathering. She instead offered services during a much-needed time for mental health resources, virtually creating a positive community impact.



Arianna receiving her Gold Award.





Stills from Arianna's mental health videos.

Our Volunteers

GSWNY wouldn't be what it is without our dedicated volunteers. They tirelessly give their time to help build girls of courage, confidence, and character. The impact they have on this next generation of leaders is long-lasting. It's no surprise a global pandemic was unable to thwart their efforts. There are many stories of how our volunteers came together to support and care for our girls and community. Here are just a few examples:

Destini Bowman



From left: Melanie Bloodworth,
Destini Bowman, Esq., Lena Budd
2019: GSWNY was honored by Greater
Rochester Association for Women
Attorneys (GRAWA) with the Director's
Award for the Girl Scout program
'A Day at the Courthouse.'



Aug. 2021: Williams Park Service Unit recently had a bring-a-friend ice cream social, where girls and families enjoyed ice cream, STEM activities, and more!

Destini Bowman is the Service Unit Manager for the Williams Park Service Unit, which is the entire west side of the city of Rochester. Destini is a Girl Scout Lifetime Member and a successful attorney.

Destini is an agile volunteer who is always willing to try new things for the girls and volunteers. She hasn't let COVID-19 slow down the Service Unit! They have had many virtual and in-person programs.

They hold annual Black History Month initiatives, Service Unit-wide booth sales to benefit all the girls, and fun bridging ceremonies at Genesee Valley Park.

Destini is very proud of Williams Park Service Unit. They pride themselves on being one of the most diverse Service Units throughout the council.

Destini is an advocate for her Service Unit and always takes inclusion and accessibility into consideration.

She is a past Volunteer Appreciation Pin recipient.



May 2019: A selfie with the girls! The Williams Park Service Unit participated in The Great Genesee Youth Flower Planter Project.

Dr. Bree Kramer



From left: Alison Wilcox, Dr. Bree Kramer, Lettie Chilson May 2019: Bree receives an award at the Annual Meeting from CEO Alison Wilcox and Board Chair Lettie Chilson





June 2021: Bree's Troop 70085 offered a 'Journey in a Day' program for younger Brownie Girl Scouts.



She describes herself as determined, but for many, it's clear to see Dr. Bree Kramer is an excellent example of someone who is making the world a better place. By day, Dr. Kramer helps young people in need as a pediatric intensive care unit physician at Oishei Children's Hospital. However, during her downtime, if you can call it that, Dr. Kramer spends her time helping GSWNY build girls of courage, confidence, and character as a dedicated troop leader.

A Kenmore native, Kramer spent most summers working at Girl Scout camp, teaching ropes courses and high adventure. Dr. Kramer is also a Girl Scout Gold Award recipient who credits her Girl Scout leader for helping her build enough confidence to pursue a medical career.

Dr. Kramer also runs GSWNY's World Thinking Day program with her troop. She volunteers as an expert at STEM-a-palooza, teaching the girls suturing and helping to pass the torch to the next generation of great medical minds. Dr. Kramer also volunteers with GSWNY's outdoor committee and serves as an international trip chaperone.

October 2021: Bree serves as an committee co-chair at Great Escape, a training weekend for volunteers at Camp Seven Hills Goodyear.

Our Programs

Although GSWNY was faced with many obstacles during the pandemic, we were able to adjust and offer quality programs quickly. We launched gsEvents, a virtual platform that provided information and convenient registration for our programs.

151

council-sponsored programs offered virtually and in-person

Business & Entrepreneurship:

Through the Girl Scout Cookie and Badge programs, teaching girls goal setting, decision making, money management, people skills, and business ethics—skills that will last a lifetime.

STEM: Capturing girls' natural curiosity and creativity and helping them unleash their inner innovators through hands-on experiences and career exploration in science, technology, engineering, and math (STEM).

Life Skills: Developing practical skills to create the next generation of problem solvers and leaders. Our girls deliver 15,000+ hours of community service annually by helping older adults, mentoring younger students in STEM, music therapy, advocating for a work with better world safety, and healthy nutrition practices.

Girl Opportunity Funding:

Awarding need-based scholarships to cover membership dues, Girl Scout supplies and uniforms, and travel expenses for camping, as well as program grants to fund their projects. In addition to support from our generous donors, GSWNY invests annual cookie program proceeds in camp properties and programming for girl and adult members.

Outdoor Adventure & Education: Helping girls learn to engage safely and responsibly in a range of outdoor activities; develop a love and an interest in nature; gain confidence in their ability to take on new challenges; understand how their behaviors impact the environment; and the ways they can improve life for everyone on the planet.

2021 Program Highlights





Badge in a Box

In 2021, GSWNY continued to provide flexible program offerings such as virtual programs, in-person programs when possible, and Badge in a Box. These options allowed girls to participate safely, remain active and achieve their goals.

More than 2,500 Badge in a Box kits were sold to support virtual and in-person troop meetings, with girls earning badges via virtual or socially distanced troop meetings, or at home with family.

Sample of some of the boxes:

- Self Care
- Democracy
- Engineering
- Space Science
- Independence
- Senses
- Special Agent
- and many more



2021 Outdoor & Camp Highlights

GSWNY owns and maintains nearly 1,800 acres of wooded land, with four primary properties: Camp Seven Hills, Camp Piperwood, Camp Windy Meadows, and Camp Timbercrest (*pictured at right*).

GSWNY's camp and outdoor programs proved to be a vital outlet for our girls. After months of uncertainty and limited capacity, our properties were the first spaces girls could gather for in-person programming and socializing.

Our goal is to make sure everyone has access to green spaces and can enjoy the beauty of nature. 3,258 girls were able to develop or enhance their outdoor and leadership skills while building friendships to last a lifetime. Please take a look at what some parents had to say about the impact GSWNY's camp and outdoor experience had on their children in 2021.

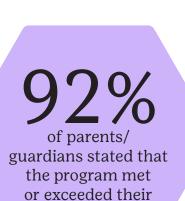
Thank you so much for making camp happen. I know it was a lot of work, and the girls and I appreciate everyone, from camp staff to council members, working so hard to come up with solutions to make it a successful summer. Is it a little different? Sure. But still just as priceless an experience. THANK YOU!!!

- Parent of Seven Hills camper

100%
of parents/guardians
stated that they would
want to send their girls
to camp again next
season.

This is our first time doing Girl Scout Camp, and I will have nothing but good things to say! My daughter loved both the Engineering Week and the Taste of Overnight Camp. She made new friends, was pushed out of her comfort zone (in all the best ways), and really enjoyed the entire two-week experience. The drop-off/pick-up was efficient, safe, and easy for parents. All the staff we interacted with were SO upbeat, positive, and patient. I emailed staff questions, and those questions were answered with polite and detailed responses. I couldn't be happier with the communication. My daughter said her counselors were awesome both weeks—she said they were super upbeat. That is so important and great to hear, especially from a Cadette with lots of opinions.:) We will be back next year!

- Parent of Piperwood camper



expectations.



Overall I'm happy we had Resident Camp open this year and that my daughter was able to experience it. I'm sure it was challenging to prepare for all of it. Great job!

-Parent of Timbercrest camper



94% of parents/guardians stated that their child gained confidence because of their camp experience.



YOU! Our Alumni and Donors

The Juliette Gordon Low Society

"As a woman born in the '60s, I had more opportunities to explore the world than my mother did. My daughter, born in the late '90s, has had significantly more than I did. I want every girl in every generation to become whatever she wants to be. This world needs more women to become leaders – now more than ever. My legacy donation is one small way I can help this mission-driven organization continue to provide a safe place for each girl to build their courage, confidence, and character to make this world a better place."



– Judy Gardner

This year we welcomed six new members to our Juliette Gordon Low Society:

Frances R. Finnerty
Lynn M. Lubecki, Ed.D
Fay C. McDonald

Charlene Schoenenberger Robin Selino Patricia Shanahan*

We are honored to be included in the estate plans for the following Juliette Gordon Low Society Members:

Anonymous (3)
Erik and Eva Andersen Girl
Scout Movement-wide
Challenge Planned Gift
Nicole L. Andrews

Dianne Belk & Lawrence Calder Girl Scout Movement-wide Challenge Planned Gift

Lisa S. Berta

Diane L. Bockrath

Patrice Sampson-Bouchard

Mary Lou Britton Jennifer L. Brooks Linda Bumgardner

Katherine A. Campbell

Lettie J. Chilson

Susan and Clayton Cloen

Wendy S. Cohen Laura DeConinck Donna M. Dolce Cynthia J. Erickson Joan H. Frazier Judy G. Gardner Patricia A. Garnjost

Lisa Goodell

Nancy S. Grimes Katelyn R. Grodecki

Sally A. Guthrie Lynnette Haley

O'Stewart, Ph.D. Marian L. Herz

Eileen Hettich

Jerilyn J. Hickey, CFRE Jean E. Hitchcock

Suzanne K. Isgrigg

Diana W. Kubick Karen Lundgard

Joelle M. Maurer Lanette C. McGovern

Jean McGowan Cheryl Messore Dawn Myers

Joanne E. Nelson

Samantha J. Nichols Judith A. Penzotti

Georgiana Prince

Patricia J. Raab

Heather E. Reed Beverley A. Rhodes

Ann L. Sartwell Jennifer Schlick Laura Schulitz

Michele and Paul Smith Bette L. Stonebraker

Sue C. Sweet

Elizabeth W. Thorndike

Lori M. Valenti Donna Vanstrom

Alison J. Wilcox-Lanfear and David Lanfear Rose Anne Woodard Each year as our Juliette Gordon Low Society grows, so does the impact that these planned gifts have on our future Girl Scouts. These gifts go above and beyond what we are able to donate within our lifetime, and they fund our passions within Girl Scouts.

This year, six new members joined the Juliette Gordon Low Society, forever impacting the lives of our Girl Scouts. To those who have decided to dedicate a planned gift to Girl Scouts of Western New York, we thank you. And thank you to those who are considering joining.

If you would like any more information, I would love to speak with you! Please contact Heather Bailey at 1-888-837-6410 x6068 or Heather.Bailey@gswny.org.

A legacy gift from these Juliette Gordon Low Society Members is a lasting tribute to their belief and love of Girl Scouts:

Josephine Amish*
Betty Baker Anderson*
Margaret Anderson*
Harry J. Beu Trust
May C. Carroll*
Warren J. Chase Trust
Judith A. Cranston*
Emerson Colopy*
George B. Corby*
Irene Hower Corby*
Peter C. Cornell Trust
Thomas and Mary E. Driesel*
Alice V. Dutcher*
Helen Creswell Ellwanger*

Adeline E. Fracassi Trust
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Ruth C. Hoover*
John Wylie Jones*
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Martha L. MacAskill*
Virginia D. Martin*
Jeanne M. Mousaw*
Constance M. Neth*
Barbara H. Panasiewicz*
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Thelma K. Rawcliffe*

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Margaret Shannon*
Arthur E. Shrubsall*
Floyd D. Slater*
Dorothy E. Slocum*
Alice W. St. Clair*
Margaret W. Strong*
Elizabeth C. Todd*
James H. Van Arsdalle, III*
TUW R Wells Harrison*
Dorothy M. Young*

* Deceased

Donor Honor Roll

Girl Scouts of Western New York highly honors all of our donors. On behalf of the Board of Directors, staff and most especially, the girls who benefit directly from your generosity, thank you!

All of the financial contributions listed were made between the dates of October 1, 2020 and September 30, 2021. This report reflects:

- Donors whose cumulative support is \$100 or greater for annual, capital and/or endowment purposes.
- In each listing, corporate matching gifts, where applicable, are included as part of the donor's contribution.
- An asterisk (*) denotes deceased donors.

In preparing this report, every effort has been made to ensure accuracy and completeness. If a mistake was made in the way you or your spouse or your loved one has been identified, or if your name was omitted from the donor list, we sincerely apologize. With your help, we can ensure all names are reported accurately on future lists. Please contact Bev Rhodes at 1-888-837-6410 x.7984.



Gifts of \$50,000 and above

United Way of Greater Rochester

Gifts of \$25,000 - \$49,999

Cynthia Olson Charitable Remainder Trust
Ralph C. Wilson, Jr. Legacy Fund for Design and Access
administered by the
Community Foundation for Greater Buffalo
United Way of Buffalo & Erie County

Gifts of \$10,000 - \$24,999

Anonymous (1)

Judith A. Cranston* and Lynn Tavernese

Holly K. Elwell*

Erie County Youth Bureau

ESL Charitable Foundation

George L. and Elizabeth C. Todd Trust

Grigg Lewis Foundation

Daisy Marquis Jones Foundation

Dorothy M. Young Endowment Fund

Mary McLean Wilson

Ralph C. Wilson, Jr. Legacy Fund for Youth Sports Rochester administered by the Rochester Area Community Foundation

United Way of Southern Chautauqua

Walmart Foundation

Gifts of \$5,000 - \$9,999

Bank of America LEAD for Women Chautauqua County Youth Bureau GEICO

General Motors

Virtual Patch Event via Girl Scouts of the USA

The Joan & Harold Feinbloom Supporting Foundation, Inc.

Tru/u W Hodge for Charities

TUW R Wells Harrison Memorial

United Way of Cattaraugus County, Inc.

United Way of Greater Niagara, Inc.

Wyman Potter Foundation

Gifts of \$2,500 - \$4,999

Children's Foundation of Erie County, Inc. Louise Hochreiter

Timothy and Kathleen O'Mara

The Guido & Ellen Palma Foundation United Way of Northern Chautauqua United Way of Wyoming County

Gifts of \$1,000 - \$2,499

Anonymous (1)

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Diane L. Bockrath

Cutco Foundation, Inc.

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Reza and Laura Fakharzadeh

Crisandra Harrison

Jerilyn J. Hickey, CFRE

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Dr. Bree Cyrene Kramer

Avi Lapidus and Heidi Childs

Judith A. Maness

Joyce A. Markiewicz

National Fuel Gas Company Foundation

Niagara County Sheriff's Office

Kathryn J. Nixon

Optimax

Order of The Silver Trefoil Chapter #33 Michael Osika and Daniel Salcedo, M.D.

Timothy and Karen R. Penfold

Judith A. Penzotti

R. R. & Clara J. Gould Foundation

Patricia Mackey Raab

Rachel D. Richard

Catherine M. Roberts

Robin Selino

Sony

Sue C. Sweet

Lori M. Valenti

United Way of Genesee Country

Allan and Carol Welsh

Debra J. Whais

Alison J. Wilcox-Lanfear and David G. Lanfear

Zontiana-Zonta Club of Jamestown



Gifts of \$250 - \$999 Anonymous (6) "The Girlz" - Friends of **Judy Cranston** David and Elizabeth Acker Acome Construction, Inc. Allergy Advocacy Association Amazon Smile Ames-Amzalak Memorial Trust Linda Ashton Rita M. Babcock Rochelle R. Batterson Douglas and Cynthia Brown Mary Jo Brown Kathryn A. Brysinski Bureau of Infectious Disease & Laboratory Sciences, MA Dept. Lauren Bush Cattaraugus Region **Community Foundation** Faye Chapman Anthony J. Chase

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Friends of Camp Timbercrest

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Girl Scout Troop 34273

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Lauri A. Keller

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Donald and Diane Kinton

Kiwanis Club of Greece Anne K. Kyzmir

Deborah Linkowski

Liberty Mutual

Lower Niagara Moose Lodge 584

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Karen Lundgard

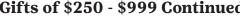
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Ralph Tener

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David and Judith Wieserner

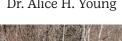
William and Therese Wincott

Renee Woloszyn Sheila O. Wood

Rose Anne Woodard

Dr. James H. Yahr

Dr. Alice H. Young





Lettie J. Chilson

Dr. Terence M. Clark and

Barbara T. Clark









Gifts of \$100 - \$249

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