

GIRL TALK

Fall 2021

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Troop 70173 added a new mailbox with Girl Scout Law activities inside to the Silver Trefoil Memory Garden at the Lockport Service Center.



Troop 34389 had a great day at Allegany State Park celebrating Girl Scouts Love State Parks, a national Girl Scout initiative to get girls and their families outdoors.



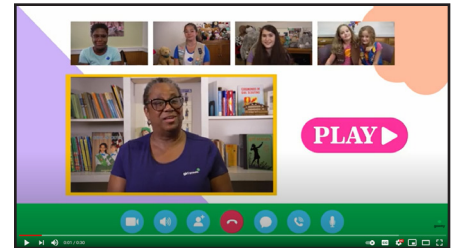
We're Pressing Play!

After 18 months where life seemed to be on pause, we are excited for our fall campaign—it's time to press play! To spread the word, we made a commercial that illustrates the core components of being a Girl Scout.

On August 18, eight Girl Scouts and two volunteers joined us at Camp Windy Meadows to film the commercial, facilitated by WGRZ. GSWNY staff planned the scenes, and the Girl Scouts brought with them an authentic energy that represents our mission and ideals.

Each moment in the commercial represents an important part of the Girl Scouting experience. We see the girls conducting a science experiment, giving back to their community, selling Girl Scout cookies, and making s'mores around a campfire. These capture our Four Program Pillars: Entrepreneurship, STEM, Life Skills, and Outdoors. Our Girl Scouts spoke their lines confidently to remind us what exactly we're pressing play on – connecting with friends, new adventures, and making a difference.

What makes this spot even more special are the behind-the-scenes moments. As we filmed around the fire, it didn't feel like a shoot, but a community coming together. Seeing the Girl Scouts go from strangers to sisters is why we're excited to press play this fall.



To watch the commercial, visit bit.ly/pressplaytv or scan the QR code.



CEO Remarks

So many people have recently said to me, "After the last 18 months, Girl Scouts is exactly what girls need!" I couldn't agree more. As experts cite concerns for youth and families navigating the pandemic, the best thing for girls is to be in a program like Girl Scouts. We have the ability to meet girls where they are, and to support them with everything they need from making friends, getting outside, and getting back into the swing of school. Our purpose is clear: GSWNY is here to help girls form new friendships, boost their confidence and provide the social emotional learning that is essential for their healthy development.

I am grateful for the support that you – our volunteers, our donors, and our alums – have provided this past year. Girls are the heart of everything we do and your investment in our girls makes a vital difference. I hope you will continue to support our mission as we embark on another sensational year of Girl Scouts.

It's time to Press Play! Connecting with Friends. New Adventures. Making a difference. It's what we want for our girls, and what they want for themselves. You're invited – Press Play with us!



Alison Wilcox,
CEO of GSWNY

-Alison Wilcox

Free lawn signs!



Show your Girl Scout pride with our Proud Girl Scout Family sign in fun purple. Want to place more signs? Ask about the green JOIN signs. All lawn signs are available on a first come, first served basis while supplies last. They're available at all our shop locations! Visit gswny.org/hours to see the shop location and hours near you, or call 1-888-837-6410 to ask about signs before arriving. Already placed a lawn sign? Send a photo to communications@gswny.org and we'll share it on our social media!



Juliette Gordon Low Society Trust and Will for Girl Scout Members



Trust & Will is offering free simple wills to anyone with a Girl Scout membership!

It takes just minutes to create. We all know the importance of having a plan for our futures. Now, you can be sure to leave a lasting legacy.

This is a really easy way to make decisions for yourself and take away the worry and "what-ifs." Using this site, you can also choose to designate some assets towards a cause or organization that you care about – like Girl Scouts of Western New York! Getting your personal plans down on paper is important when deciding how you want to leave your legacy.



Or contact GSWNY Development Coordinator Heather Reed at heather.reed@gswny.org or 716.935.6068 for more information.

Volunteer-Run Day Camp is a Repeat Success

For another year, the Girl Scouts that attended the volunteer-run day camp at our Camp Windy Meadows property in Lockport, NY, have enjoyed a summer of friends and outdoor fun. All summer long girls of all ages participated in leadership opportunities, science experiments, songs and skits, animal lessons, dog CPR, tie-dye, sports, hikes, Leave No Trace environmental education, and more! A huge thank you to Captain Z and all the volunteers who made the camp experience possible!



Overnight Camps Return to In-Person

Girl Scouts were over-the-moon excited when in-person week-long camp at Camp Timbercrest in Randolph, NY, and Camp Seven Hills in Holland, NY, were announced as returning in person, back in April. We even received a video of a Girl Scout screaming in joy at the news!

Some highlights of Camp Timbercrest that girls were excited to return to included long scenic hikes, plus paddle boarding and the Buffalo Swim across Keyser Lake.

Camp Seven Hills had a great time with their lawn games at the tennis court field, time in the pool, and zip line on the ropes course.

Of course, both camps offered many of the familiar camp staples such as hiking and nature walks, gaga ball, archery, camp songs, and campfires. The camps also held their closing campfire ceremonies recognizing girls for their years of attendance at camp in increments of 5, 10, and **even 15** years!



Camp Piperwood Teaches Life Skills and Kindness

Camp Piperwood in Fairport, NY, operated in-person day camp again this summer. Those who attended were treated to a wide range of programs providing the usual mix of education and adventure. Girls participated in programs that taught STEM (science, tech, engineering, and math), plus girls were able to challenge themselves on the high-elements ropes course. Campers also learned about building respectful friendships, treating others with kindness, being inclusive and welcoming, and bullying prevention. Older girls had additional opportunities to serve as program operators and leaders with older counselors.



Thank you to the camp directors, camp staff, and volunteers for providing a great summer!
You made the magic of summer camp possible for so many girls and have touched so many lives!

28 New Girl Scout Badges Introduced for entrepreneurship, math in nature, and digital leadership

Amid shifts in technology and culture brought on by the COVID-19 pandemic, Girl Scouts can now earn 28 new badges—in addition to the hundreds of existing badges—that address girls’ evolving interests in ways that resonate with them. The badges also address some of parents’ top concerns for their children as they handle the increasingly digital world, helping girls develop an entrepreneurial mindset toward technology, learn STEM skills while exploring nature, and build confidence and safe practices online.

Examples of some of the new Girl Scout badges include:

- **Math in Nature (grades K–5):** Girls get outdoors to explore and conserve the natural world as they learn math concepts. Activities include discovering shapes and patterns in natural objects, learning about symmetry and tessellation, and mastering time and measurement theories. Girls then use this background to design nectar feeders, trail maps, and other outdoor tools and essentials. *Sponsored by Johnson & Johnson.*
- **Cookie Business (grades K–12):** With businesses shifting their models and relying even more on technology, girls learn to think beyond the storefront. These badges help girls think like entrepreneurs as they run their own cookie businesses and incorporate online sales via the Smart Cookies online platform. The badges progress from goal setting and effective sales-pitching in person and online to using market research, creating business plans, and implementing digital marketing campaigns. In light of the consumer trend to shop more online, girls now have even more opportunities to experience digital sales and marketing.
- **Digital Leadership (grades K–12):** Girl Scouts learn how to be connected in a responsible and safe way, and dive into topics like managing your well-being online, how to balance your time on and offline, and how to deal with issues like misinformation, clickbait, and biases in advertising. Girls will discover how people use technology to connect and lead, then use those skills to create impact and become digital activists themselves. *Sponsored by Instagram.*



“Girl Scouts helps girls navigate our changing world and build the futures they want to see,” said GSUSA Interim CEO Judith Batty. “Through our new badge experiences, girls can conserve the natural world, run their own small business, create digital content that inspires others, and address online bullying. Girl Scouts has been a source of connection, support, and joy for girls throughout the pandemic, and is addressing current issues girls, parents, and caregivers care about.”

Corporate Partnership Highlight: Bank of America

If we were to think of a partner that continues to exceed our expectations, we would be remiss if we did not mention our partnership with Bank of America. Over the years Bank of America has proven to be a steadfast partner to GSWNY, and this year proved no different. When Lisa Bogart, Senior Release Train Engineer at Bank of America, reached out in March of 2021 it was a pleasant surprise. Bank of America awarded GSWNY with a \$5,000 grant from their Leadership, Education, Advocacy & Development Group for Women (LEAD) – a program dedicated to promoting professional interactions that help attract, develop, retain and advance women throughout the company.

Because of Bank of America’s generous donation, we were able to fund an at-home Girl Scout experience with our Badge-in-a-Box program. This initiative gives girls supplies needed to complete a badge at home, an easy to follow activity guide, and the badge itself. This is a program that has proven to benefit girls while troops continue to take breaks from meeting in-person due to COVID-19. Bank of America’s grant helped us distribute 425 boxes to girls and allowed us to continue the development of new Badge-in-a-Box offerings. Some of the badges included in the boxes were:

- **Cookie Express:** In this box is everything girls need to set up and expand their cookie business. Earning the Daisy Money Counts, Brownie Meet My Customers, or Junior Savvy Shopper badge and is the perfect complement to the Cookie Program
- **Daisy Roller Coaster Design Challenge Badge:** Become a mechanical engineer and learn about motion by building and testing a roller coaster
- **Think Like a Programmer Journey:** Find out how programmers use computational thinking to solve problems and then use what you learn to complete a project

We are so grateful for Bank of America’s continued support of our girls. Their partnership is crucial to our mission of building girls of courage, confidence and character and we look forward to taking this partnership to new heights in the future.



In early 2020, Daisy and Brownie Girl Scouts participated in a financial education Money Matters program with Bank of America.

Remember When



"The Shumack Memorial Pavilion will be a place that thousands of girls will use and enjoy."

Hard Work Pays Off In Completion Of Pavilion

A 30 by 60-foot pavilion built entirely by volunteers at the Chautauque Area Girl Scout Council Program Center near Jamestown has been dedicated to the memory of the late Sharon Shumack of Salamanca and her daughter, Jessica, who both died in an automobile accident last year.

Her husband, Michael, and daughter, Leah, were special guests at the dedication ceremony.

Council Executive Director Sharon Baake said the first group of girls has already started using the pavilion and the nature trails as the Girl Scouts finished one a week of day camps under this roof and the first girls to hike down many of the trails.

Eva Dawn Bashaw, chair of the council's property committee, noted the entire Shumack family was involved in Girl Scouting.

"Jessica was a Junior Girl Scout in Salamanca. Jessica loved the outdoors and was especially fond of going to Camp Timbercrest. She visited there often with her troop and with her family when they attended Do-Dad work-a-dads," she said.

Ms. Shumack had been a troop leader, a member of the council's board of directors, a



Members of the Chautauque Area Girl Scout Council light a ceremonial fire at the dedication of the Shumack Memorial Pavilion at the program center on Horton Road near Jamestown. They are, kneeling from left, Joanne E. Nelson, council president, and Carole Roach, a member of the council's program operating committee who helped build the pavilion. From left, Eva Dawn Bashaw, chair of the property committee, and David Roach, also a member of the committee and volunteer who helped build the pavilion.

Hard Work Pays Off In Completion of Pavilion

The pavilion at our Jamestown Service Center was dedicated **July 1995**. The news article gets into detail of how the pavilion is actually a memorial to Sharon Shumack and her daughter, Jessica, who were killed in an automobile accident.

Sharon was a troop leader, a member of the council board of directors, a Do-Dad housemother, and a council trainer who shared her Seneca heritage with others. Jessica was a Junior Girl Scout who loved beautiful Camp Timbercrest.

The Do-Dads were a group of Girl Scout fathers who volunteered their time to assist with maintaining Chautauque Area Council property. The photo of the girls and Do-Dads show one of the picnic tables they built for the the pavilion.

The pavilion is still in use by troops, groups, and staff (many staff love to take their lunch times down there).

GIVING TUESDAY

When you donate to Girl Scouts of Western New York on Tuesday, November 30, you join a global movement celebrating generosity around the world!

Your Giving Tuesday gift will benefit the Council Opportunity Fund which provides financial assistance to cover membership fees, dues, uniforms, council-sponsored programs and trips—and now Badge-in-a-Box—and ensures every girl can participate in Girl Scouting.

Every gift matters, because every gift makes a difference.

Visit gswny.org/donate on Nov. 30!

Thank you for supporting girls!

We're Hiring!

Full-time and part-time openings in our Buffalo, Jamestown, Lockport, and Rochester locations!

Join an award-winning team! We're a:

- 2021 Rochester Business Journal, Bridgetower Media and New York State SHRM Best Companies to Work for in New York State
- 2021 Buffalo Niagara Partnership ATHENA Organizational Award® Nonprofit Recipient
- 2021 Business First Buffalo Best Places to Work
- 2019 Greater Rochester Association for Women Attorneys Distinguished Director's Award

Our Benefits Include:*

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- Paid Time Off
- Paid Holidays
- Pre-tax Spending Accounts
- SAGE Tuition Rewards

Interested in joining our team?

Visit gswny.org/careers today to view all our open positions, descriptions, and to apply today.

**Not all positions are eligible for benefits.*

GSWNY celebrates diversity in all forms and is committed to creating an inclusive, collaborative, and supportive environment for all.

Save the Dates

GSWNY Service Centers and Shops will be closed for the following dates:

- Oct. 11: Indigenous People's Day
- Nov. 11: Veteran's Day
- Nov. 25 & 26: Thanksgiving
- Dec. 24-31: Winter Holiday Break

girl scouts of western new york

Batavia Service Center
NEW BATAVIA LOCATION
COMING SOON!

Buffalo Service Center
4433 Genesee Street, Suite 101
Buffalo, NY 14225

gswny.org
1.888.837.6410

Jamestown Service Center
2661 Horton Road
Jamestown, NY 14701

Lockport Service Center
5000 Cambria Road
Lockport, NY 14094



Niagara Service Center (Satellite Office)
1522 Main St., Suite 307
Niagara Falls, NY 14305

Rochester Service Center
1000 Elmwood Ave., Door 9
Rochester, NY 14620

Check out gswny.org for details and modified business hours.