Report to the Community 2022

Girl Scouts of Northeastern New York



Our rally cry this year was that the world needs more Girl Scouts! We know the positive impact Girl Scouts have on the world—and the impact the Girl Scout program has on our members. As we continue to recover from the impacts of the pandemic, the world can certainly use the influence of more Girl Scouts, girls who are capable of doing great things, supporting others, and living our mission to make the world a better place.

To create a world with more Girl Scouts, we spent time in 2022 developing our Strategic Plan for the next 3 years. This included conducting a Market Assessment from both member families and community members to better understand barriers to joining, relevancy of Girl Scouting from the messages they see from us, what they want to get out of their Girl Scout experience, and more. We learned that our girl members are more highly satisfied with their Girl Scout experience and more likely to stay than the national average. We also learned that 94% of caregivers of non-Girl Scouts were aware of Girl Scouting.

This was a very complex stage, resulting in more ideas than it is reasonable to undertake! We then prioritized the ideas, taking into account budget and staffing constraints as well as the projected impact on the Girl Scout experience. Our board, staff, and delegates attended a retreat at the historic Edith Macy Conference Center to further refine our strategic goals in these categories: Reach and Retain More Girls, Transform Volunteer Experience, Relevant Brand, Strengthen and Diversify Revenue, Effective Operations, and Diversity, Equity, and Inclusion.

These strategic efforts will help us in our ultimate goal to triple our membership by 2025, to reach more girls through Girl Scouting. Why do girls need Girl Scouting? Our programs support girls during this unprecedented mental health crisis among girls, creating a safe space to be themselves with a network of caring adults and peers, and providing FUN, which is a protective factor against depression, anxiety, and more. And long-term, Girl Scout alums report more positive life outcomes than their peers: a higher sense of self, more involved in volunteer work, more likely to vote, attained more degrees, and earning a higher household income. Girl Scouts is uniquely positioned to equip all girls with the skills they need to succeed academically and lead in their own lives. We

hope you will join us in the coming year, as we build girls of courage, confidence, and character, who make the world a better place.

Yours in Girl Scouting, Kristen Navarette, M.D., Board Chair and Brenda Episcopo, Chief Executive Officer





Updates from Across the Council

Girl Experience Team

Seven teams of Girl Scouts collected food for families facing food insecurity, and used the donations to build Carnival-themed structures during Girls Can Do. We were awarded second place as a Hunger Hero at the Capital Region CANstruction 11th Annual Harvest Evening Celebration for collecting 6 tons of food.





Fifteen girls and 13 adults tried a new experience: the Wolf Mountain Nature Center camping program. Girl Scouts learned how wolves communicate with their body language, scent marking, and vocalizations. They toured the facility, assisted caretakers in feeding the animals over their fences, and camped in tents at the center.

SPOTLIGHT on Summer Camp

CSNENY hosted day camps at Camp Is-Sho-Da and
Lake Clear camp and resident camps at Hidden Lake Camp
and Lake Clear Camp during a summer where many
organizations, including other Girl Scout Councils, cancelled
summer camp programs in light of the ongoing pandemic, staffing
challenges, and rising transportation costs. We served a total of 901
girls through these programs and an additional 158 girls through
Cookie Camp! This was a group effort supported by council staff
and volunteers acting as counselors to ensure girls had a great
camp experience. Donations from many individuals, the Carl E.
Touhey Foundation, the Chapel Hill Foundation, Adirondack
Foundation—The Cairn Fund, and the Niskayuna Community

Foundation General Fund of the Community
Foundation for the Greater Capital Region
supported these summer
camp experiences.

Volunteer Services Team

At the Volunteer Appreciation Dinner in Albany, we recognized Girl Scouts with 20 or more years of service for a combined 530 years of service!



Outdoor Education Weekend included a new Fishing 101 session, which was a big

hit! Everyone caught a fish, even if it was only the gummy variety.

To best support our volunteers, we updated a lot of resources:

Orientation Guides for each camp, the Encampment Director Guide, and the Train the Trainer program.

Philanthropy Team

Ignite Her Flame raised over \$26,000 to support our camps and outdoor programs!

Women of Distinction honored 4 local women for their impact in the careers and communities. This event raised almost \$14,000 to support Girl Scouting.

Camp Affinity Groups started forming and supporting our camps! Friends of Lake Clear Camp renovated the waterfront closet with improved storage for supplies, plenty of room for damp life vests to finish drying, and gave it a seahorse-themed makeover.



Properties Team

Our small and mighty team accomplished a lot in 2022! In addition to the normal maintenance of our properties, they:

- installed a new woodstove in Wright's Cottage at Hidden Lake Camp
- improved the Troop House at Camp Woodhaven and lodges at Camp Meadowbrook with new interior paint
- started renovations at Weld House at Lake Clear Camp

They also arranged transportation for donated furniture and fixtures to improve our camps.

Updates from Across the Council

Product Program Team

More than 190 Girl Scouts participated in Project Warm Up, the Sweets & Treats service project, donating hats, scarves, and mittens to keep people warm this winter.

Gift of Caring donations allowed Girl Scouts to donate over 30,000 packages of Cookies to the Red Cross, veterans, and active military through Adopt a Soldier.



Girls "learn while they earn" during
Sweets & Treats and the Cookie Program,
and 173 Girl Scouts earned the
opportunity to attend
a special Cookie Camp program.

Membership Team

To support more new members, GSNENY piloted Starter Troops with support from GSUSA. Twelve new troops started and transitioned to volunteer leadership by the end of 4 staff-supported meetings. Troop 5522 invited sister Girl Scouts from 2 Starter Troops for a stream study day with Columbia Land Conservancy to discover what lives in local waterways.





The Executive Office led the charge of our strategic planning, with the theme:
Tomorrow is Ours! With record engagement by members, Girl Scouts, volunteers, and
community members, we charted our course for recovery with a long range property plan,
membership and recruitment plan, techniques to improve the volunteer experience and all on
solid financial footing.

We enhanced our Council's governance, as signified by recruiting the largest new class of members to the Board of Directors, and showing growth in the number of elected Council delegates, who represent members to the board!

We are also preparing for the 51st National Convention and facilitating the election of three girl and two adult National Delegates plus three adult alternates to represent GSNENY at the National Council Session in July 2023.

in and Inclusion

GSNENY has made bold moves to ensure our Girl Scout Council is welcoming to all eligible members and inclusive in creating a place of belonging for our diverse communities of staff, volunteers, and Girl Scouts.

We have made a commitment to being an Anti-Racist organization, which means we actively oppose racism and work towards creating racial equity at our Council and in our communities. Tangible Development was engaged to conduct an anti-racism audit of our Council and staff, and volunteer task force members engaged in anti-racism training. Finance Specialist Lisa Shaw was selected to participate in GSUSA's Diversity, Equity, Inclusion, and Racial Justice Task Force at the national level.

GSNENY also clarified our summer camp policies and protocols to be clear about the inclusion of gender expansive Girl Scouts at summer camp and council-led programs, to ensure that we are providing a safe, inclusive environment for all.

Member Care Team

We updated our website to better serve our members and the wider community. We added new property rentals resources and orientations. We launched online booking forms for people interested in renting our camps. A new online registration system streamlined processes and sign-ins for members. We also added a live chat feature to our website to provide more support to member families. Outside of business hours, this feature points visitors to Frequently Asked Questions that may assist them.

GSNENY invited our members and supporters to celebrate with Norma Langevin before her retirement.

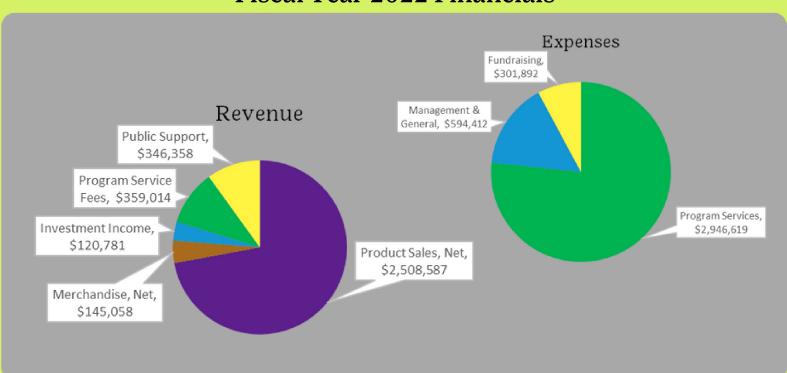




Our 2022 Journey



Fiscal Year 2022 Financials



Thank you for supporting Girl Scouts of Northeastern New York!

Juliette Gordon Low Society

The Juliette Gordon Low Society recognizes those who have made provisions for GSNENY in their estate plans or through life income gifts.

Ms. Roberta Alexander Anonymous (5) Mary and Jim Buszuwski Ms. Alexandra De Grandpre Jennifer M.W. Demarco The Dianne Belk and Lawrence Calder Girl Scout Movement-wide Planned Giving Challenge Brenda and Matt Episcopo The Erik and Eva Anderson Girl Scout Movement-wide Planned Giving Challenge Donna Rae Gelder Bigelow Ms. Marilyn Gillespie Kathleen Godfrey Susan Gustafson Byrnes Cindy Hess Mr. Craig Hilchey Mrs. Lynn Hilchey Ms. Carol Hyde Sue and Robert Larsen Alaina McCreary Jill Rafferty-Weinisch Ms. Chandler M. Ralph and Mr. David K. Aldrich Roo Sanford and Martha Searleman

Joann Tiemann

Diane White

Mrs. Valerie Trudeau

Chancey Ann Young

and 12 donors who have

fulfilled their planned gift.

Pearl Society:

Donors of \$7,500 & Above

Adirondack Foundation—
The Cairn Fund
Anonymous
Godfrey Financial
Associates, Inc.
GSUSA
Mother Cabrini Health
Foundation, Inc.
NBT Bank
Stewart's Foundation

Pathways Society:

Donors of \$5,000 to \$7,499

April Dalbec
Donna Rae Gelder Bigelow
Mrs. Cindy Hess
Carol Hyde and Sanjay
Correa
LPL Financial
John and Elizabeth
Prybylowski
Town of Clifton Park-Community Action Fund

Trefoil Society:

Donors of \$3,500 to \$4,999

United Way of the Adirondack Region

Promise and Law Society:

Donors of \$2,500 to \$3,499

Roberta Alexander
Anonymous
Arthur J. Gallagher & Co.
Columbia County Youth
Bureau
Susan Delehanty

Promise and Law Society (cont.)

Greene County Youth Bureau
Lynn and Craig Hilchey
Life Saving Benevolent
Association of New York
Ms. Chandler M. Ralph and
Mr. David K. Aldrich
UBS Financial Services
UFirst Federal Credit Union

1912 Society:

Donors of \$1,912 to \$2,499

Benevity Community Impact Fund

David S. & Janet R. Sheridan Foundation

Catherine and Bradley Lewis Sandy Hill Foundation

Daisy Society:

Donors of \$1,000 to \$1,911

Susan Anderson Limeri Anonymous (3) Mary and Jim Buszuwski Casella Waste Systems, Inc. Niskayuna Community Foundation General Fund of the Community Foundation for the Greater Capital Region Dodge & Cox Funds Fidelity Charitable Gift Fund Matie Flowers and Joseph Visalli Franklin County Youth Bureau Nicole Kelton Jennifer Mahar

Marshall & Sterling

Employee Benefits

Daisy Society (cont.)

Courtney Moore
Kristen and Ray Navarette
Navy Federal Credit Union
The Northeast Group and
MHAB
Dorothy Prouty
Nicole Stafford
Rotary Club of Plattsburgh
United Way of the Greater
Capital Region—SEFA
WGY Radio 810

Gifts in Honor Of

Abby and Megan from David Johnson

All My Former Is-Sho-Da Counselors and Coworkers! from Susan Anderson Limeri

Haley Wilsey from David Wilsey

Hannah Moore and Andy Holland from Patrick McSharry and Julie Sasso Old Mohawk Pathways GS Troop 142 from Barbara Gage

Nancy Olsen from Alice Sample

Terry Button from Barbara Edwardsen



Gifts in Memory Of

Bruce Brian Michael Sayers from April Dalbec Diane Wescott from Donna Rae Gelder Bigelow, and **Betsy Birchenough** Esther Hoffman from Barbara Guerin Jean Ferguson Hadley from **Edward Lorraine** Joyce Channell from Jill Dattel, and Carol and Steven Carpenter Louise Kauffman Sira from Amy Kauffman Sweeney Mr. and Mrs. Don and Betty Bates from Lynn and Craig Hilchey Nancy Cathers from Donna Rae Gelder Bigelow

Past Girl Scout Leaders from

Sharon Maneri

Gifts in Memory Of

Patricia D. Wall from Julie Libarkin, Mary Frewin, Catherine Landis, Robin Wall Kimmerer, Paul Finnegan, Karen Robbins, John and Lucy Halstead, Jane & Kenneth Robbins, Bernice Hollowood, Diane and Merrill Whitburn, Sarah Keo, and Audrey D. Heaphy Patricia Shults from Donna Wickham and Greg Frost, Maryjo Czarkowski, and Diane Perrella Penny Russell from Gina Wiitanen, Maria Mountain, Laura Savidge, and Erin Sierbers





(Above) The 2022 Class of Gold Award Girl Scouts

(Left) Girls from Columbia and Greene Counties who participated in Starter Troops discovered local wildlife such as frogs, grasshoppers, and butterflies during a Butterfly Workshop.

Friend Society:

Donors up to \$999

Alexander Orthodontics Amanda and Craig Allen AmazonSmile Foundation **American Legion Post 219** America's Mattress Marilyn and Daniel Andrews Anonymous (12) Codruta Antonovici Stephanie Apple May Arno Carol Arnold Beth Ashline Carol Asiello Assemblyman Billy Jones Karen and Neal Baillargeon John and Rosemarie Bailo Lvnne Baldwin Lia Ball Ballston Spa National Bank Bank of America Helen Barber Ashley Barnaby Donna Bell Amanda Belzile Diane Bengtson-Kilbourn



and Scott Kilbourn

She & Me at Lake Clear Camp

Friend Society (cont.) Theresa and Mark Bennett Bill and Jennifer Bergan Terra Berghela Bethanie Beschle-Fagerquist Cecia Bicknell Betsy Birchenough Bonnie Black Regina Blom Kate Rose Bobseine Travis Bogdan Jennifer and Alan Booth Carol Borthwick Ellen Bouchard Deborah and Steven Bouvia Jennifer Bower Deborah Bovce Stephen and Barbara Brabetz Brennan Buick GMC Eva Briggs Laura and Ken Brittain William A. Bronk Angela Brown Mary Brown and Dianne Tkach Tricia and Parke Brown Clifford and Jean Bruce Charlotte and Charles Buchanan Sally Jean Bunk Samantha Burgess Erin Cade Christa Campbell Dana Cann David and Theresa Capobianco Nancy Carlin Elias Carlton Carol and Steven Carpenter Jennifer Carraher Samuel Carrera Roberta Castelli Ashley Castle Sherry Lee Cavallaro

Harriet Cederstrom



Schuyler received the Presidential Service Award, **GOLD LEVEL for 122 hours** of volunteer work at the William K. Sanford Library in Colonie

Friend Society (cont.)

Jamie Chabot **Felice Chandonet** Michelle Childs Dr. Nancy J. Church Shirley and Phil Clark Robert Colborn and Patricia Rodriguez Kate Cole Lauren Colling Deborah and David Colver Combined Federal Campaign of Northern New England Susan Commanda Community Bank, NA **Robin Conner** Madeleine Consler Nicole Correia CrossCountry Mortgage, LLC Maryjo Czarkowski Melanie Czepiel Joanne and Kjell Dahlen Jan and Craig Daly Sandra Daly Barbara Dangman and

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Wendy and John Delehanty

Pamelyn Demar

Susan DePaula

Wendy and Crick Diefendorf

Lyn Donohue

Ellen Donovan

Susan Dubois

Shannon Duerr

James Duffy

Victoria and Chris Duley

Heather and Eric Durr

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Barbara Edwardsen

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Paul Finnegan

Nola and Daniel Fiorillo

Patricia Flath

Brian Florence

Paula Follett-Murphy and

Robert Murphy

Jennifer Foster

Lois Frederiksen

Mary Frewin

Rebecca Fried

Barbara Gage

Friend Society (cont.)

Jillian and Christopher Gale

Jennifer Galietta

Theresa Galusha

Carolyn Gardner

Lauren Garrison

GE Foundation

Donna Rae Gelder Bigelow

Anthony Germano

GLOBALFOUNDRIES

STILLWATER

FOUNDATION

Glens Falls National Bank &

Trust Company

Fay Graham

Jonathan Grald

Heather Gray

Victoria Gray

Richelle Gregory

Linda Griffin and Freling

Smith

Barbara Guerin

Tiffany Guyett

Kerry and William Haley

Robin Halko

John and Lucy Halstead

Hannah Hanford

Tamora Hanley

Hannaford

Donna and Timothy

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Christine and Edward

Harper

John Hawn

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Alisa and Donald Henderson

Jane Fulton Hess

Nikki Hilchey

Stacey Hillman

Amanda Hodder

Jennifer and Gavin Hogan

Nicole Hollister

Bernice Hollowood

Anthony and Judith Holston



Congratulations to the 2022 Woodswomen: girls who attended Camp Is-Sho-Da for six years and increased their outdoor skills!

Friend Society (cont.)

Hoosick Valley Contractors, Inc.

Karen Horth

Tiffany Hurley

Nancy Huss

Irving Tissue, Inc.

Lincy and Sony Jacob

Geri Jaeger-Bradley and

Patrick Bradley

Peter and Gail Jandrisevits

Margaret Janes

David Johnson

Julie & Co. Realty LLC

Amy Kauffman Sweeney

Christine Keating

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Kristen Kellv

Renee and Mark Kelly

Joseph and Susan Kennedy

Eliza Kent

Sarah Keo

Robin Wall Kimmerer

Edward and Anne Kirby

Kiwanis Club of Plattsburgh-

Noon

Connie Knapp

Dedra and James Kneeshaw

Jessica and Jarad Kogut

Toni and Richard Koweek Mary and Anthony La Creta Kristyna Lamphere Catherine Landis Norma Rabideau Langevin Mandi LaPort Nicole Laurin LayerEight Cheryl Learned Pat Leary Meena Lee Ryan Lee & Lauren Gonyea Richard and Martha Leggett Michael and Barbara Leone Julie Levin Julie Libarkin Renee Lindo Melissa Livingston Hillarie Logan-Dechene Erica Long Long Run Wealth Advisors Robert and Sylvia Loomis Edward Lorraine Loyal Order of the Moose #1185

Dominique Luke Richard and Barbara Macdowell

Kathleen and Jack Malone Sharon Maneri

Friend Society (cont.)

Melissa Marino Vicki Marking Laurie Matula George and Barbara Mayer Lisa McAndrew Tess McCaffrev Timothy McCaffrey Caitlin McCrea Alaina McCreary Sharon McGivern Flood Megan and Ken McGivnev Louise McNeilly and Kathleen McDonough Aimee McNulty Patrick McSharry and Julie Sasso

Nicole Meacham Corey Mestoik Thomas and Betsy Metz Middleburgh Telephone Company

Janet Mikovich Julia Miller

Robert Miller and Jo-Ann Lubinski

Katherine and Thomas Miller Jo Anne Moore

Robert and Phyllis Mooso Paulette Morgan

Carissa Morganstein



GSNENY Delegates at Edith Macy Conference Center for the Strategic Planning Retreat

Friend Society (cont.)

Philip and Rebecca Mueller Cheryl Mugno and William Trompeter **Betty Murphy**

Kathleen Murphy

Coleen Murphy-Young

Margaret Murray

Desiray Murtha

Dr. Judith Mysliborski

Katherine Nadeau

NAMI

Anne Nellis

New York City/Long Island SEFA

Jovce Nichols

Susan and J. Kevin Norris

Louie Nowak

Ruth Olmsted

Nancy Olsen

Patti and Peter Paine Jr.

Dawn T. Palmer LMT

Amy Parker

Helen Perez

Diane Perrella

Dale Sears and Tammy

Perrotte Sears

Elizabeth Pessetto

Catherine Peters

Valerie Plamondon

Nicholas and Jeanne Pope

Jackie and Monte Prather

Price Chopper's Golub

Foundation

Laura Priestlev

Stephanie Puckett

Kathleen Ouaranto

Queensbury VFW Post 6196

Joyce Rafferty

Jill Rafferty-Weinisch

Agnes Rapoli

Dr. Valerie Rapson

Mary Sue and Edward Ray

Repeat Business Systems,

Inc.

Deborah Rickes Cynthia and Hector Rivera Roo Michael and SandiLyn Rivet Jane & Kenneth Robbins **Karen Robbins** Robyn Roemer **Rogers-Carroll Family Foundation** Mary-Jane and John Rooney Kathryn and Richard Rose Chris Rosenquest Kelly Rossman Rotary Club of Scotia Sherri and Steve Ruggles Colleen and Kevin Rumsev Jennifer Runkel Allison Russo Elizabeth Ryan Alice Sample **Eleanor Samworth** Gail and Arthur Sanderson **Tina Santor** Kerri Scheib Heather Schrempf-White Schutze Family Dentistry Schwab Charitable Fund



Girls loved the return of overnight camp programs at Hidden Lake Camp and Lake Clear Camp in 2022!

Friend Society (cont.)

Catherine and Richard Scoons Senior Citizens Council of Clinton County Christine Serrano Jennifer Shea Jean Sheridan Leslie and Scott Shimick Mary Sieder Lois Siegel Mary Skillan **Emily Smith** Jacqueline Smith Joanne Snell Sharon and John Snider Jim and Angela Snook Tiffany Soricelli Soroptimist International of the Adirondacks Cheryl and Stephen Springer Jan St. Louis Delorme Stafford, Owens, Murnane, Kelleher, Miller, Myer & Zedick, PLLC State Farm Companies **Foundation** Hon, Leslie Stein Linda Stephen **Ashley Stewart** Tiffany Stone Jill A. Stott Meg Strickland Michele Strobeck Christine Stuto Dean Sullivan Pamela Susice Cynthia Swadba and Joyce

Elliott

T&T Parts, LLC

Beth Tangorre

Ashley Tejada

The 110 Group

John Thomas

Charles Thomas



GSNENY elected our National Delegates who will represent our council at the 2023 National Convention. We will have 2 volunteers and 3 girl members representing our council!

Friend Society (cont.)

Mary Thompson Robert and Lorraine Thompson TIAA Sarah Tillman Katie Fontaine **Tiffany Titus** Katharine Tomasi Honorable Paul Tonko Catherine Torlucci Tri-City ValleyCats United Way of Tri County Valerie and David Trudeau Cynthia and Jerry Tucker **United Way of Greater** Rochester and the Finger Lakes Sally Urban Lvnn Valenti Maurissa Valentine Becky Vinchiarello

Laurie Wagner and Karen

Conners

Danielle Ware Lisa Watson Mary Beth and Robin Weeden Lisa Wells Diane and Merrill Whitburn Charles and Elaine White Donna Wickham and Greg **Frost** Gina and Jeff Wiitanen Liz Wilcox Colin Wilkinson Ginger Will David Wilsey Joanne Wolcott Ayuko Yamada

Robert Youmans

Alice Zuvers

Chancey Ann Young



Girls learned how to tap trees for maple syrup.



Albany Service Center 8 Mountain View Avenue Albany, NY 12205 518.489.8110

In Kind Donors

9 Maple Avenue Jazz Club Adirondack Experience, The Museum on Blue Mountain Lake **Albany Marriott** Albany Symphony Anonymous (2) Liz Black Bromley Mountain Resort Clifford and Jean Bruce **Buzzy Seeds** Cabot Creamery Cooperative **Christmas Tree Shops** Clinton County Historical Association & Museum The Corner Stone Bookshop Crossgates Crowne Plaza Lake Placid Depot Theatre **Drue Sanders Custom** Jewelers **Empire State Aerosciences** Museum Fleurtacious Designs Marilyn Gillespie Glimmerglass Festival GSUSA The Haley Farm Hampton Inn & Suites Lake

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In Kind Donors (cont.)

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Yarborough Square

Thank you for joining us
to build girls of courage, confidence, and
character, who make the world a better place!
If you prefer to be listed differently, please let us
know at 518.489.8110 x 137 or
Give2GirlScouts@girlscoutsneny.org

Plattsburgh Service Center 13 Latour Avenue, Suite 110 Platsburgh, NY 12901 518.563.1560 Queensbury Service Center 213 Meadowbrook Road Queensbury, NY 12804 518.792.0947