



Together, We've Got This!
Annual Report 2020

A Year Like No Other

Girl Scouts of Suffolk County's (GSSC) journey throughout 2020 was an unprecedented and challenging one due to COVID-19. We worked diligently to continue serving our girls and volunteers in ways that kept their safety and well-being our top priority through virtual programming, online events, digital product sale options and more.

Our Girl Scouts and volunteers also seized the opportunity to continue to serve their communities through projects that benefited essential workers, rest home residents and those in need. We are so proud of the hard work and dedication of our girls and volunteers as they continued to honor the Girl Scout promise of helping others at all times-even in the face of a global pandemic.

While we know that 2021 will be another year of serving our girls and volunteers in the best ways possible, we also realize it may look a bit different as we navigate through the after-effects of COVID-19. We are excited to continue to support our young women in innovative ways as they make great strides in learning the skills necessary to become the exemplary leaders of tomorrow.

We look forward to having you join us on this next exciting phase of our journey.



Tammy Severino
Interim President & CEO

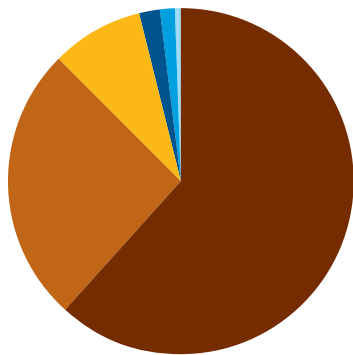


Donna Smeland
Chair of the Board

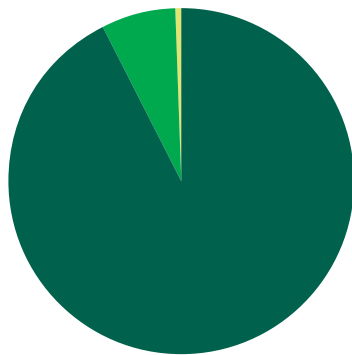
Supporting Girls

In 2020, GSSC's \$5 million budget remained in the top echelon of non-profit management, with 92.5% of its budget allocated for girl program services.

GSSC lifetime membership increased by 4%, and the GSSC council was ranked in the top six councils nationwide for market share.



Income



Expenses

- Product Sales (net): 61.75%
- Program Fees: 1.5%
- Investment Income: 8.6%
- Contributions: 25.8%
- Other Income: 2%
- United Way: 0.35%
- Program Services: 92.5%
- Fundraising: .5%
- Mgmt & General: 7%

Creating New Ways to Serve

Moving Forward in Challenging Times

The onset of COVID-19 in 2020 brought an unexpected myriad of challenges to GSSC. As a result, GSSC had to pivot very quickly to secure an effective way of continuing to serve its girls and volunteers while ensuring safety for all.



Changes included offering virtual programs and virtual summer camp for girls, and providing tools to help girls host successful virtual product campaign programs. Additionally, volunteer trainings were hosted online and curbside pickup was introduced at the GSSC Shoppe. GSSC staff also transitioned to continue to serve its membership by working remotely.

Another challenging result of COVID-19 was the cancellation of both in-person girl events and fundraisers. Once again, GSSC pivoted to hosting some of these events virtually, and with great success. Going forward, when in-person events are once again possible, GSSC will strive to maintain an element of virtual connectivity for participants.

While it was a challenging year, GSSC's girls and volunteers, in typical Girl Scout fashion, faced the unique situation with strength, courage, and the determination to continue to make the world a better place.

Camp & Girl Programs

- **Summer Camp:** In 2020, GSSC provided a virtual summer camp experience for girls. Campers purchased a total of 160 weeks of virtual summer camp, where activities focused on developing outdoor skills and enjoying STEM adventures.
- **Programs:** More than 1,200 girls enjoyed in-person (pre-COVID-19) programs and virtual programs in 2020. Additionally, GSSC offered 90 virtual no-cost programs to girls that focused on Girl Scout badges and journeys. These programs soared in popularity as it gave girls an opportunity to continue with Girl Scouting from the safety and comfort of home.

Cookies, Community & More

Product Sales Programs

- **Girl Scout Cookie Sales:** In 2020, 888,047 boxes of Girl Scout cookies were sold, with more than 100,000 boxes donated to essential workers.
- **Digital Cookies:** As a result of COVID-19, in-person cookie booth sales were not hosted. The result? GSSC introduced Virtual Cookie Booth sales to girls, and Digital Cookie Sales increased by 71%.
- **Girl Scouts on the Do-Si-Dos Cookie Box:** Two of GSSC's own Girl Scouts were selected to be on the new Do-Si-Dos cookie box for 2020. The girls participated in a special photo session and had the opportunity to meet other Girl Scouts from across the country as part of their experience.
- **Operation:Cookie:** In 2020, 17,365 boxes of Girl Scout cookies were sent to U.S. military through GSSC's Operation:Cookie campaign.
- **Fall Product Sales:** Girl-delivered online nut sales increased by 42.8%, and Direct-Shipped nuts increased by 120%. Magazine sales also increased by 3%.

Smith Point Light Show

In partnership with Suffolk County Executive Steven Bellone, GSSC hosted its 17th Annual Smith Point Light Show at Smith Point County Park in Shirley, NY. The show had its best year ever, with more than 80,000 visitors, an increase of 47%.

GSSC was delighted to unveil five new light displays designed by several Suffolk Girl Scouts as part of its all-new *Girl Scout Holiday Way* display.

GSSC was also excited to welcome Samantha Augeri, meteorologist from News12 Long Island, who spent an evening forecasting the weather from the light show. Newsday also provided media coverage on the opening night of the show.

Visitors drove along the shores of Smith Point Beach to enjoy the mile-long display of glittering lights and holiday vignettes. Proceeds benefitted Girl Scout programs and outreach services.

GSSC Shoppe Highlights

In the wake of COVID-19, the GSSC Shoppe moved to a new retail model, where customers ordered items online for pick up via curbside. Shoppe items were also delivered to customers' homes who were unable to pick up during curbside hours. GSSC's online sales through GSUSA's girlscoutshop.com increased by 60%.



Community Partners

Amityville School District
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Suffolk County Legislator
Bay Shore School District
Bayport Fire Department
Bayport Fire District
Hon. Steven Bellone,
Suffolk County Executive
Bendy Beans Yoga
Hon. Susan Berland,
Suffolk County Legislator
Brentwood School District
Brookhaven National Lab
Hon. Rob Calarco,
Presiding Officer,
Suffolk County Legislature
Hon. Nick Caracappa,
Suffolk County Legislator
Hon. Angie Carpenter,
Supervisor, Town of Islip
Town of Brookhaven
Central Islip School District
Hon. Tom Cilmi,
Suffolk County Legislator
Community Housing Innovations
Community Learning Academy
Cornell Cooperative Extension
County of Suffolk
Hon. Thomas Donnelly,
Suffolk County Legislator
East/West Industries
Family Service League of LI
FARE Food Allergy Research

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Hon. Steven Flotteron,
Suffolk County Legislator
Hon. Andrew Garabarino,
NYS Assembly
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Town of Shelter Island
GoHealth Urgent Care
Hon. Sam Gonzalez,
Suffolk County Legislator
Habitat for Humanity
Hon. Kara Hahn,
Suffolk County Legislator
Hallock State Park Preserve
Hampton Bays School District
HIA-LI
Hofstra University
Island Harvest
Islip Community
Development Agency
IBEW Local 25
IBEW Local 1049
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Health
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Suffolk County Legislator
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Suffolk County Legislator
Light Leading
Hon. William J. Lindsay III,
Suffolk County Legislator

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Long Island Chapter - National
Electrical Contractors
Association (NECA)
Long Island Head Start
Longwood School District
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Huntington Town
Manorfield Community Center
Hon. Monica Martinez,
NYS Senator
Hon. Kevin McCaffrey,
Suffolk County Legislator
Microsoft
Moonjumpers Charitable
Foundation
News12 Long Island
Newsday
Northwell Health
NYS-DEC
NYS Parks
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Suffolk County Legislator
PSEG Long Island
Hon. Jason Richberg,
Suffolk County Legislator
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Hon. Scott A. Russell, Supervisor,
Town of Southold
Hon. Rich Schaffer, Supervisor.
Town of Babylon

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Supervisor, Town of
Southampton
Smith Point County Park
Smith Haven Mall
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Suffolk County Police
Suffolk County Sheriff
Suffolk County Veteran
Services Agency
Suffolk Federal
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Suffolk County Legislator
Sweetbriar Nature Center
Tina Polenberg Photography
Town of Southampton
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Suffolk County Legislator
United Way of LI
Hon. Peter Van Scoyoc,
Supervisor, East Hampton
WBAB FM
WBLI FM
Hon. Edward R. Wehrheim,
Supervisor, Town Supervisor
William Floyd School District
Wyandanch School District
YMCA's of LI, Bay Shore,
Huntington, Holbrook,
Patchogue, & East Hampton
Youth Enrichment Services

Donors

\$30,000+

Knapp Swezey Foundation, Inc.

\$18,000+

United Way of LI

\$15,500+

PSEG Long Island

\$15,000+

New York State Census Grant

\$13,000+

Suffolk Federal

\$12,000+

Suffolk County

\$10,500+

Flushing Bank

\$10,000+

Brookhaven National Lab

Capital One Bank

Nancy Entenmann Trust

\$5,000+

Bethpage Federal Credit Union

\$3,000+

Estee Lauder Inc.

Trophy Nut Company

\$2,500+

Bank United

Donna Smeland

Verizon

\$1,500+

Nawrocki Smith LLP

South Shore Plumbing

& Heating Inc.

\$1,000+

Central Semiconductor Corp.

IBEW Local 25

Leviton

Northrop

RNC Industries, LLC

RWDSU Local 338

Shore Office Systems

\$800+

East/West Industries

\$500+

Amvets Post 18 - Ladies Auxiliary

Jennifer Friedman

Medford-North Patchogue

Lions Club

The Schaefer Agency

\$400+

Family Residences & Essential Enterprises (FREE)

\$300+

Lauren Davis

Diagnostic Medical Imaging of Long Island, P.C.

Joann Dubato

Eastern Sanitation Service Corp.

Greenport Fire Department - Star Hose Co. #3

IBEW Local 1049

Suffolk County PBA



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Girl Scouts of Suffolk County

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