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2022

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girl scouts
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Annual Report 2022

We Are Girl Scout Strong



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Table of Contents

Financials.....	4
Mission Delivery.....	5-6
Leadership Experience.....	7
Highest Awards.....	8-9
Cookies & Retail.....	10-11
Summer Camp.....	12-13
Community Partners & Donors.....	14-15

“Ours is a circle of friendship united by ideals.”
—Juliette Gordon Low

Dear Girl Scout Family,

Today’s Girl Scouts are finding new ways to make a difference in our ever-changing world. They use technology to create websites to share knowledge on their Highest Awards projects and to reach new customers in our Cookies and Mags & Munchies Programs. Our Media Girls take photos and videos to share their stories while our Trailblazers tackle the wonders of the outdoors. With the support of trusted volunteers, Girl Scouts use their experiences to learn skills that give them the backing they need to soar.

This year we marked the 110th anniversary of Girl Scouts with the total return of in-person programs and events that celebrate the power of Girl Scouts. Our Girl Fest event in June served over 500 participants and featured stations from community partners like Catholic Hospital, Mental health place, and Long Island Power Authority. From knot-tying with the Coast Guard to jamming with School of Rock, all set to the beautiful backdrop of our Camp Edey location, Girl Scouts found inspiration and recognized that they could do anything!

Our 2022 Annual Report is based on a truncated budget to align with the national fiscal cycle ending in September. Our adaption to the budgetary model, held by over 90% of Girl Scout councils, features Girl Scouts of Suffolk County’s fiscal and program highlights from January 1, 2022, until September 30, 2022. Our 2023 Report will include information from October 2022 to September 2023.

Thanks to your support, we can provide Girl Scouts in Suffolk County with a safe space to grow so they can achieve their dreams. With community engagement and the backing of a global sisterhood, our girls join the legacy of empowerment that started 110 years ago. By uplifting the Girl Scout Mission and helping girls find their voice, we ensure that today’s Girl Scouts are tomorrow’s leaders. And we can’t wait to see what they can do.

Yours in Girl Scouting,



Tammy Severino
President & CEO



Donna Smeland
Chair of the Board

Who We Are

Our Mission: To build girls of courage, confidence, and character who make the world a better place.

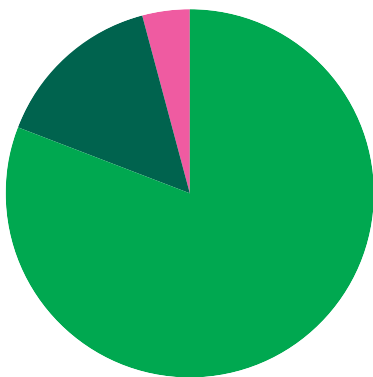
Girl Scouts of Suffolk County is one of the largest youth-serving agencies on Long Island. Our programming helps Girl Scouts create the world they want to live in as they take the lead to be the world-changers of tomorrow. Girl Scouts explore their strengths, take on new challenges, and can always be themselves, regardless of background or ability.

Supported by adult volunteers and mentors right here in our community, as well as millions of alums around the globe, Girl Scouts lead the way as they discover who they are and how they can make the future a brighter place.



Financials

Fiscal year budget reflects January 1 - September 30, 2022.

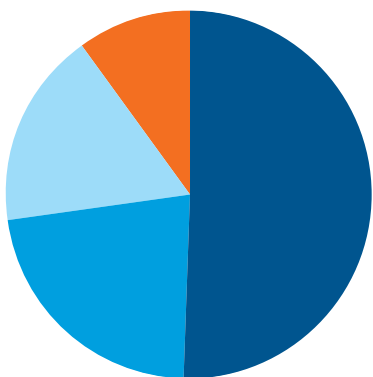


Revenue

- ◆ Product Sales: 81%
- ◆ Camp: 15%
- ◆ Other Income: 4%

Expenses

- Program Services: 89%
- ◆ mission delivery: 56%
 - ◆ camps: 25%
 - ◆ product sales: 19%
- ◆ Supporting Services: 11%



☘ ***“Scouting rises within you and inspires you to put forth your best.”***
—Juliette Gordon Low

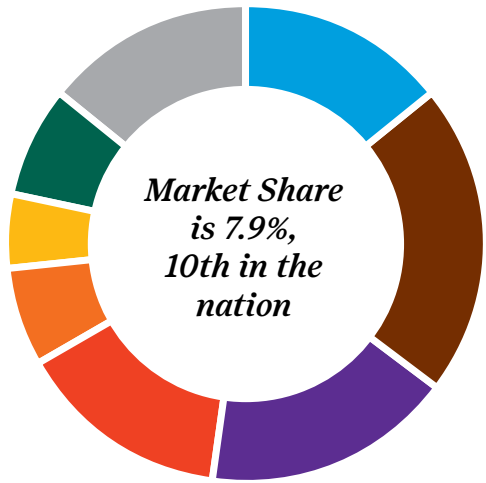
Mission Delivery

One in every three women in the United States was a Girl Scout at some point in their lives. The Girl Scout alum community is over 50 million strong.

2022 Membership Totals

- **Girl Scout Troops: 861**
- **Adult Volunteers: 2,066**
- **Girl Scouts: 7,580** (up 2.96% from 2021)

- | | |
|--|-------------------|
| ■ Volunteers: 1,363 | ■ Junior: 1,622 |
| ■ Lifetime Members: 703 (up 9.33% from 2021) | ■ Cadette: 1,404 |
| ■ Daisy: 1,373 | ■ Senior: 632 |
| ■ Brownie: 2,048 | ■ Ambassador: 501 |



Girl Scout Volunteers are the role models and mentors that keep girls engaged and make Girl Scouting possible.

In 2022, we offered additional training and online options to allow volunteers the freedom to access resources on a personalized schedule.

- **Live virtual trainings: 20**
- **gsLearn courses completed: 5,840**

Courses included training on troop management, badges and awards for program levels, inclusion for girls with disabilities, product sales campaigns, troop trips, and highest awards.

- **New Leader Circle:** focused on topics specific to the leader's first year of volunteering.
- **September 2022:** Launched the First-Year Daisy Leader Development Program, which gave first-year leaders the ability to engage via a Group Me texting app and exclusive access to monthly virtual sessions on topics such as "Planning First Meetings, Troop Trips, and Working with Parents/Caregivers."



There's more than one way to be a Girl Scout...

Juliettes

Named after our founder, Juliette Gordon Low, are independent Girl Scouts who want to enjoy Girl Scout programming without a troop. They can attend events, work on badges and highest awards with family, and the help of Girl Scout mentors on a schedule that works for them.

Girl Scout Juliettes: 213



Community Programs

Girl Scouts Explorations, a program in partnership with several local school districts, is for girls in grades K-8. This pathway offers the Girl Scout experience through staff-led programs held during lunch recess. This year's program series included work on badges for entrepreneurship, outdoor arts, camping, creative writing, civics, and the Becoming Me Program inspired by former First Lady of the United States, Michelle Obama.



Girl Scout Explorations: 781 girls in 8 schools

**2021 Girl Scout Explorations was a virtual only program due to the pandemic.*

Girls in our Exploration program sold a total of 3,064 boxes of Girl Scout Cookies!



Council Initiatives to Drive Membership Growth

Becoming a Troop Leader:
Virtual Zoom workshops to help guide prospective volunteers through the steps of joining Girl Scouts as an adult volunteer. Informational sessions include details on training, resources, and Girl Scout initiatives in their community.

- 14 Council staff run programs for Suffolk County from April to September.
- Over 78 attendees and over 30 troops either created or retained.
- Additional programs held in key areas to increase Adult Membership.

Latinx Community Engagement:
Participated in community events to establish or re-kindle community and school-based partnerships.

- 12 Recruitment events from May to September 2022
- Average attendees 50-300 people per recruitment
- All Membership flyers available in English and Spanish

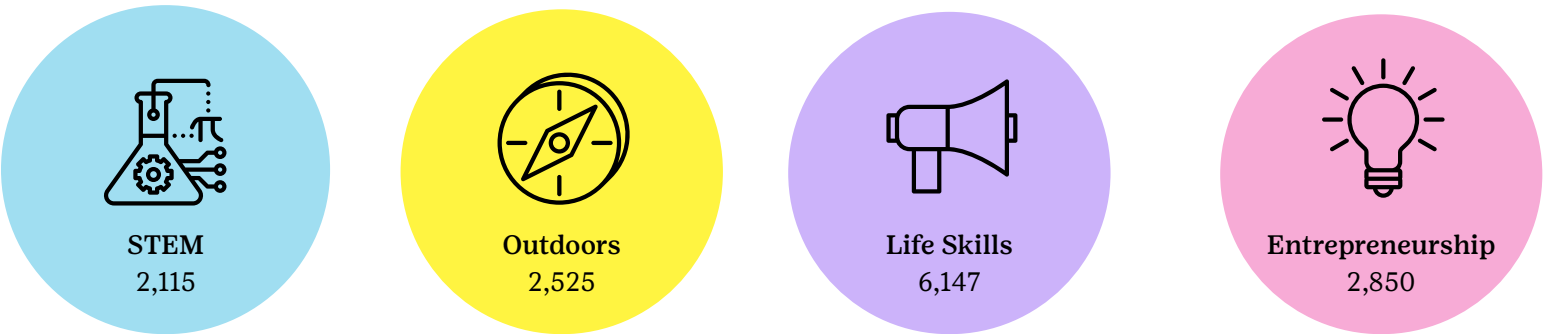
Girl Scout Leadership Experience

Each badge is a world of possibility.

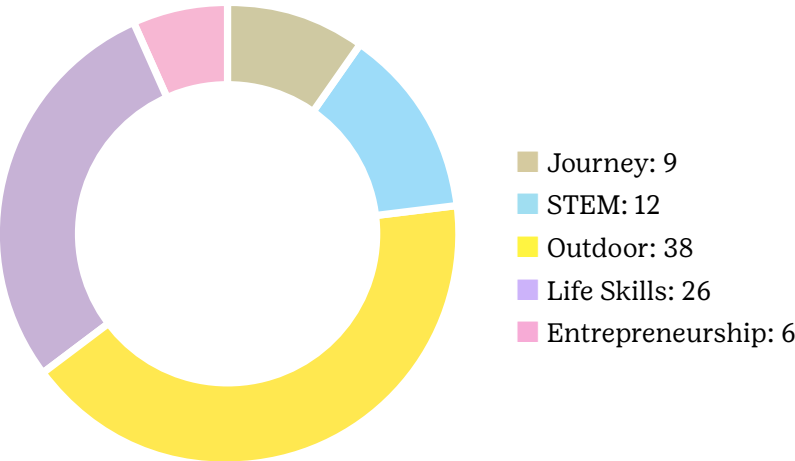
Everything a Girl Scout does—whether it's climbing mountains, speaking her mind, or dreaming up new technology—has been developed especially for girls. Girl Scouts is a world where girls can do and be whatever they dream.

The Girl Scout Leadership Experience is centered on four pillars STEM, Outdoors, Life Skills, and Entrepreneurship, and is designed to build confidence and stewardship.

Badges Earned in 2022: 13,637



Council-led Programs: 91 / Total Girls Attended: 925



"All of the activities for the space science badge were fun and age appropriate! ★ ★ ★ ★ ★"

—Parent of Daisy Girl Scout

"My daughter loved learning about archery, and actually doing it hands on."

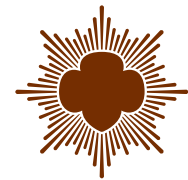
—Parent of Cadette Girl Scout



Highest Awards

Girl Scouts shine brightest when they are making the world a better place.

Total girls who earned the highest awards: 643



348
Bronze Award Girl Scouts



239
Silver Award Girl Scouts



56
Gold Award Girl Scouts



43
Earned all three awards

Nearly all Gold Award Girl Scouts hold leadership roles in their everyday lives &

7 in 10

hold three or more leadership roles.

Bronze Award

Highest award a Girl Scout Junior can earn. Bronze Award Girl Scouts work together as a troop to explore their community and plan and implement a project that makes a difference. *(minimum project time 20 hours)*



Troop 610 worked with the parks department to beautify their local hiking trails. They created a secret garden path with the hopes of increasing the use of the trails and getting people out and moving. The girls worked to clean the paths and add custom stepping stones along the way.

Troop 4946 worked with Little Flower Children and Family Services of New York to sponsor two cottages, a total of 16 girls, with Christmas trees, hand-made decorations, personalized stockings, and baskets of holiday treats. Through community outreach and social media campaigns, the girls were able to shop for and fulfill each girl's Christmas wish list.



Silver Award

Highest Award a Girl Scout Cadette can earn. Silver Award Girl Scouts work alone or team up in small groups to find an issue they care about and develop projects that lead to lasting change in their community. *(minimum project time 50 hours)*

Gold Award

Highest Achievement in Girl Scouting. Gold Award Girl Scouts use everything they've learned as a Girl Scout to help fix a problem in their community or make a lasting change in their world. *(minimum project time 80 hours)*



Eleanora Alloway created a 9/11 Memorial website and documentary to show her generation how communities came together after the tragedy. She interviewed & filmed first-person accounts that detailed the impact on the North Fork community and used her vision to educate her peers and help heal her community. She was selected as the 2022 Girl Scouts of the USA Gold Award Scholarship recipient from GSSC.

Girl Scout Cookie Program

Climb with Courage

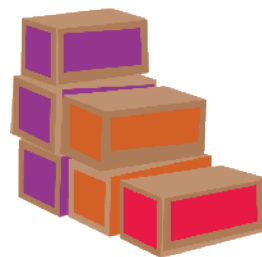
Our Girl Scout Cookie Program saw the return of booth sales, stand-a-bouts, and door-to-door sales and introduced a new cookie flavor, the Adventurefuls. In addition to the five skills, girls and volunteers learned the difficulties of supply chain management and inventory when delays and warehouse staffing issues disrupted deliveries. But these goal-getters found new ways to reach their goals by using the Digital Cookie program to engage with customers near and far.

And despite the drawbacks, their perseverance & entrepreneurial skills led to a 22% increase in packages sold!

Total Cookies Boxes Sold: 912,357 (up 22%)

- Total Girl Selling: 6,536 (up 9%)
- Per Girl Average (PGA): 139 (up 11%)
- Girl Participation: 82% (up 4%)

Digital Cookie participation has had a steady growth since 2019, up 165% (23% to 61%)



NEW adventurefuls™

Indulgent brownie-inspired cookies topped with caramel flavored crème with a hint of sea salt.



Digital Cookie Sales: \$351,760 (up 32%)

This includes 5,061 packages sold through Girl Scout Troop link.

- Girls Selling: 3,939 (up 21%)
- Girl Participation: 61%
- Digital PGA: 89 packages (up 9%)

Digital Sales Breakdown:

- Girl Delivered: \$208,167 (up 58%)
- Shipped: \$106,087
- Gift of Caring: \$37,506

Cookie Boxes Donated to Operation:Cookie: 47,265 (up 2%)



Did you know...?

Girls who participate in the Girl Scout Cookie Program® do a lot more than sell cookies! They learn 5 essential skills while running their very own cookie business.



Retail

For over a century, Girl Scouts have proudly worn distinctive uniforms that symbolize the high ideals for which the organization stands.

Wearing a Girl Scout uniform shows the world that a girl is proud of her commitment to the Girl Scout Promise & Law.

Girl Scouts of Suffolk County has three retail locations and an online shop.

GSSC Monthly Kits introduced in March that could be purchased for a troop activity or individually for fun at home. Each kit contains everything you need, including activity instructions, materials, a patch or badge, and links to online resources so girls can expand their knowledge.

Most Successful Kits:

- *National S'more Day: 99 kits sold*
- *Love the Earth: 78 kits sold*



Summer Camp

Girl Scouts are forces of nature.

And they were meant for outdoor adventures.

- **Total Campers: 509**
- **Sleepaway Campers: 52**
- **Summer Camp Weeks Sold: 1201**



Girl Scout Summer Camp returned in full force giving girls in Kindergarten through 10th grade the chance to make new friends and explore nature guided by our amazing camp staff, who were there to support them along the way.

Girl Scout Camp and Mental Health

$\frac{2}{3}$ of girls feel like being in Girl Scouts supports their mental health.

In a world where 84% of Girl Scouts say they feel stressed about their futures, we know mental health is more important than ever.

For Summer Camp, we teamed up with **Project Hope**, which taught stress-relieving techniques, made stress balls and fidget sticks with the campers, and helped them talk about and acknowledge their feelings and anxiety.

Think Wellness NY ran yoga sessions and educated on the importance of exercise and stress reduction. They also taught sessions on nature and outdoor art.

Special Guests:

NY Department of Environmental Conservation (DEC)

Offered environmental education in a way that was fun and engaging on topics like Long Island’s food chain and animal habitats, and native species found in the lake at Camp Edey.



Cornell Cooperative Extension

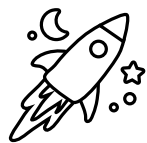
Campers learned the importance of a balanced diet, and how to prepare snacks and simple meals. Campers enjoyed the snacks that they prepared and received a copy of the recipe so they could recreate the experience at home.

Long Island Disc Golf Association

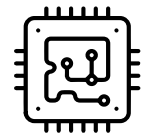
Instructed campers on the rules of disc golf and gave them practical tips on how to improve their techniques. With their guidance, a nine-hole course was created on the west side of Troop House at the end of July. Fairways range from 30-60 feet and run through the open field.



The World Needs Girl Scouts



90% of US women astronauts were Girl Scouts.



80% of women tech leaders were Girl Scouts.



76% of women US Senators were Girl Scouts.



50% of women business leaders were Girl Scouts.



86% of Girl Scout alums are registered to vote and vote always or nearly always.



84% of Girl Scout alums have held one or more leadership roles.



Community Partners

(January-September 2022)

Hon. Sarah Anker, Suffolk County Legislator	Family Service League of LI	Long Island Disc Golf Association	Smith Haven Mall
Bay Shore School District	FARE Food Allergy Research	Long Island Head Start	Hon. Edmund J. Smyth, Supervisor, Huntington
Bayport Fire Department	Hon. Bridget Fleming, Suffolk County Legislator	Longwood School District	Stony Brook Medicine
Hon. Steven Bellone, Suffolk County Executive	Hon. Steven Flotteron, Suffolk County Legislator	Manorfield Community Center	Suffolk County Parks
Bendy Beans Yoga	Frodos Franks	Hon. Kevin McCaffrey, Presiding Officer, Suffolk County Legislature	Suffolk County Police
Hon. Trish Bergin, Suffolk County Legislator	Officer Yasmin Galant, Community Liaison Officer of the 5th Precinct	Hon. Dean Murray, NYS Senator	Suffolk County Sheriff
Big Black Food Truck	Hon. Andrew Garbarino, NYS Assembly	National Foundation for Human Potential, Inc.	Suffolk County Veteran Services Agency
Big Brothers Big Sisters of Long Island	Hon. Sam Gonzalez, Suffolk County Legislator	News12 Long Island	Suffolk Credit Union
Brentwood Legion Ambulance Company	Habitat for Humanity	Newsday	The Suffolk Y JCC
Brentwood School District	Hon. Kara Hahn, Suffolk County Legislator	New York Life	Sundaes Donuts
Brookhaven National Lab	Hallock State Park Preserve	Northwell Health	Sweetbriar Nature Center
Hon. Nick Caracappa, Suffolk County Legislator	HIA-LI	NY Power Authority	Think Wellness NY
Hon. Angie Carpenter, Supervisor, Islip	Hofstra University	NYS-DEC	Tina Polenberg Photography
Town of Brookhaven	ICA Training Academy	NYS Parks	Town of Southampton
By a Thread	Islip Community Development Agency	Hon. Anthony A. Piccirillo, Suffolk County Legislator	Town of Smithtown Youth Bureau
Catholic Health	IBEW Local 25	Project Home NY	Hon. Dominick S. Thorne, Suffolk County Legislator
Coach Joe, Certified Health & Fitness	Hon. Yvette Aguiar, Supervisor, Riverhead	Project Hope	Hon. Robert Trotta, Suffolk County Legislator
Community Ambulance Company Sayville	Katz Institute for Womens' Health, Northwell Health	PSEG Long Island	United States Coast Guard
Community Housing Innovations	Hon. Leslie Kennedy, Suffolk County Legislator	Hon. Jason Richberg, Suffolk County Legislator	United Way of LI
Community Learning Academy	Konas Ice Long Island	Hon. Ed Romaine, Supervisor, Brookhaven	Hon. Peter Van Scoyoc, Supervisor, East Hampton
Cornell Cooperative Extension of Suffolk County	Hon. Al Krupski, Suffolk County Legislator	Hon. Scott A. Russell, Supervisor, Southold	Virtual Therapy For Kids
Hon. Thomas Donnelly, Suffolk County Legislator	Light Leading	Hon. Rich Schaffer, Supervisor, Babylon	WBAB FM / WBLI FM
East/West Industries	Little Flower Children and Family Services of New York	School of Rock Port Jefferson	Hon. Edward R. Wehrheim, Supervisor, Smithtown
Hon. Manuel Esteban, Sr., Suffolk County Legislator	Long Island Cares	Hon. Jay Schneiderman, Supervisor, Southampton	William Floyd School District
		Hon. Gerry Siller, Supervisor, Shelter Island	YMCA's of LI, Bay Shore, Huntington, Holbrook, Patchogue, & East Hampton
		Smith Point County Park	Youth Enrichment Service

Donors

(January-September 2022)

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National Foundation for Human Potential, Inc

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