

# MAKE a DIFFERENCE

2012-2013 BOARD PROSPECTUS



**Celebrating 100 Years**  
**1913-2013**  
**Today's Girls, Tomorrow's Leaders**



## Dear Friend,

We are pleased to share the Girl Scouts of Greater New York (GSGNY) Board Prospectus, which provides highlights of our work on behalf of the 26,500 girls and young women we serve across every zip code of our great city.

As you read through the document, I believe you will see why GSGNY is the preeminent girl leadership development organization in New York, and why serving on our board would be a great opportunity for you to be a role model to our girls by sharing your years of knowledge and invaluable experience.

We believe Girl Scouts offers girls the tools they need to succeed in today's world. Through our programs, they develop skills they would not otherwise learn, inner strengths that will serve them for a lifetime, and the kinds of core values that make us all proud to be part of this wonderful organization.

You are getting to know our council at a very exciting time. For the next year, GSGNY will celebrate 100 years of Girl Scouting in New York City. We sincerely hope that you will join our board and be part of our future by sharing in the personal joy of helping Girl Scouts shape the next generation of leaders in our city.

*Sincerely yours in Girl Scouting,*

### Vision

Becoming the premier leadership development organization for girls in New York City.

### Mission

Girl Scouting builds girls of courage, confidence and character, who make the world a better place. The Girl Scout Council of Greater New York offers the Girl Scout program to all girls in the five boroughs of New York City.



**Rose Littlejohn**  
Board President



**Gwenn Carr**  
Board Development  
Committee Chair  
& Board Member

**26,500**

**NYC Girl Scouts**



**Girl Scouts are in  
Virtually Every  
NYC Zip Code**

**9,259**

**NYC Volunteers**

**1,226,006**

**Boxes of Cookies Sold  
by NYC Girl Scouts**

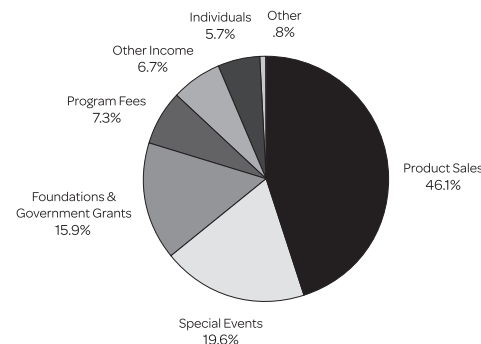
**80¢ OF EVERY DOLLAR  
FUNDS GIRL SCOUT  
PROGRAMMING**

## Financial Overview

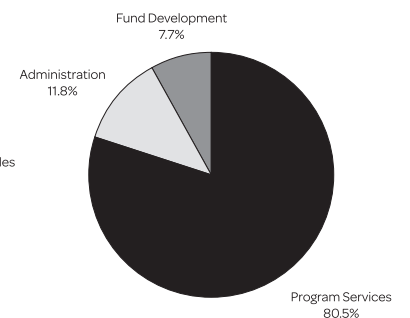
**1,503**

**Girl Scouts Living in Public  
Housing, Shelters and  
Detention Centers**

FISCAL YEAR 2011 REVENUE



FISCAL YEAR 2011 EXPENSES



## 🍀 Council-Sponsored Programs

We are the largest exclusively girl-serving agency in New York City. Our programs help girls develop leadership skills and make a difference in their communities. We meet the needs of all New York City girls and subsidize memberships and program fees, when necessary.

### Career Exploration Program (CEP)

CEP strengthens the educational and career trajectory of 6th–8th grade minority girls who attend five middle schools in the South Bronx. CEP offers four career tracks: leadership, business, science, and media & arts. CEP was launched in 2008–09 and has grown to serve 1,500 girls.

### Cookie Program

Our signature program is the nation's largest girl-led entrepreneurial program. It teaches girls lifelong skills, including goal setting, decision making, money management, people skills, and business ethics. This year, our girls sold over 1.2 million boxes of cookies.

### Science, Technology, Engineering, and Math (STEM)

We offer extensive STEM programming to girls at all age levels and introduce more girls to inspiring role models in scientific fields than any other organization.

### Camp Leadership Programs

At our camp, girls learn about ecology, how to positively interact with others, team building and other life skills while experiencing the great outdoors.

### Community Service

Part of our mission is to make the world a better place. Each Girl Scout program includes a "Take Action" component where girls learn to lead. From park and beach cleanups to food and clothing drives to comprehensive service projects, girls address problems they identify in their communities.

# Success Starts Here

**For 100 years, we've been preparing girls to lead.  
The results speak for themselves.**

**80%** of women business owners were Girl Scouts.

**67%** of female members of the House of Representatives and the U.S. Senate were Girl Scouts.

**38%** of Girl Scouts have attained college degrees, compared to 28% of non-alumnae

Girl Scout alumnae earn **25%** more than non-alumnae



**"Girl Scouts inspires me to succeed. They encouraged me to start writing and taught me to network. Now, I write for several publications."**

**Destiny DeJesus**  
St. John's University  
Journalism Major  
Girl Scout for 12 years.



**"Being a Girl Scout pushes me to succeed. My troop leaders help me reach for higher goals, whether it's selling more cookies or making High Honor Roll instead of Honor Roll."**

**Kiara Hubbard**  
8th grader  
Delta Honors Program  
Booker T Washington High  
Girl Scout for 3 years,  
fantastic cookie seller

## 🍀 Make a Difference

As a member of the Board of Directors of the Girl Scouts of Greater New York you will make a difference in the lives of New York City girls. You will help open doors to new experiences that build courage, confidence, and character, and help girls develop the leadership skills that will set them on the path of success that will last a lifetime.

### Board Guidelines

The Board of Directors provides strategic leadership to the Council and monitors its activities and finances to ensure that resources are effectively managed. Comprised of 38 directors with profit and nonprofit backgrounds, the Board is fully representative of the New York communities the Council serves. As a member of the Board, you will help expand the Girl Scout circle of friends and supporters, bringing additional visibility and funds to Girl Scouting.

The full board meets quarterly and operates within various committees, including Executive, Audit, Board Development, Fund Development, Strategic Planning, and Special Events. In addition, ad hoc committees are formed occasionally to address specific initiatives, e.g., President's Advisory Council.



**“Having been an Adult Volunteer for 50 years and on the Board for 48 of those years, after starting as a Brownie, I have had a kaleidoscopic view of what Girl Scouting has been and is today: always reaching out into the world, learning in vibrant ways, and enabling support systems all around us. The best in Girl Scouting never leaves us—and it’s our families, friends and neighborhoods that benefit.”**

**Mary S. Phipps**

## 🍀 Board Responsibilities

**Provide leadership in making girls and Girl Scouting in New York City a philanthropic priority.**

**“Give/Get” a minimum of \$25,000 annually for the Council, which includes:**

- Making a personal minimum financial contribution of \$5,000 to our Annual Board Appeal each fiscal year (between October 1 - September 30).
- In addition to the Annual Board Appeal, support the Council's special events, the Annual Gala and Women of Distinction Breakfast. Purchase a minimum of two tickets for each event; secure a table from your corporation (if applicable); and solicit colleagues and friends to purchase tickets and tables.

**Provide access and make introductions to a strong personal and professional network in New York City to:**

- Help us secure honorees, board and board committee members, campaign leadership and other individual supporters
- Help us secure corporate sponsorships and institutional grants.
- Participate in high-level cultivation calls, events and "asks" with potential donors.



**Gwenn Carr with Girl Scouts**



**Fernanda Kellogg with Girl Scouts**



## Board of Directors

**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.

**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.

**Sharon Baker-Parks**  
 Girl Scout Field  
 Representative

**Maria Bartiromo**  
 Anchor,  
 CNBC

**Christine Battaglia**  
 Educational Program  
 Marketing Consultant

**Donna J. Blank**  
 Executive Vice President  
 and Chief Financial Officer,  
 National Financial Partners

**Gwenn L. Carr** (retired)  
 Executive Vice President,  
 Office of the Chairman,  
 MetLife, Inc.

**Barbara J. Cooperman**  
 Global Marketing  
 Consultant

**Lynda Davey**  
 Chief Executive Officer,  
 Avalon Group Ltd

**Carmen Dubroc**  
 Independent Investor

**Heide L. Gardner**  
 SVP and Chief Diversity &  
 Inclusion Officer,  
 Interpublic Group

**Jim Gundell**  
 Co-Chief Operating Officer  
 and Facilitating Leader,  
 Eileen Fisher

**Helen Gurrera**  
 President,  
 Citarella

**Catherine M. Keating**  
 CEO, US Private Bank  
 JPMorgan

**Fernanda M. Kellogg**  
 Chairman,  
 Tiffany & Co. Foundation

**Amy Kule**  
 Group Vice President,  
 Macy's Parade and  
 Entertainment Division

**Rose M. Littlejohn**  
 Managing Director,  
 National Operations,  
 PriceWaterhouseCoopers

**Jennifer M. Lee**  
 Regional Managing Director,  
 Wells Fargo

**Kate Maitland**  
 Girl Scout Field  
 Representative

**Melissa  
 McClenaghan Martin**  
 President,  
 M3 Strategic Alliances

**Sherry Matays**  
 Senior Vice President,  
 Corcoran Group, Inc.

**Trish McEvoy**  
 President and Founder,  
 Trish McEvoy  
 Cosmetics, Ltd.

**Nina McLemore**  
 Chief Executive Officer  
 & Founder,  
 Nina McLemore, Inc.

**Alyssa Moeder**  
 Managing Director,  
 Investments;  
 Private Wealth Advisor  
 Private Banking and  
 Investment Group,  
 Merrill Lynch

**Susan Nitze**  
 Civic Leader

**Janet Nettleton Otto**  
 Principal,  
 Legg Mason  
 Investment Counsel

**Robert Ouimette**  
 Attorney

**Marie Raperto**  
 President,  
 CIM Search, Inc.

**Toni Riccardi**  
 Senior Vice President of  
 Human Resources & Chief  
 Diversity Officer,  
 The Conference Board

**Melissa Rice**  
 Interior Designer,  
 Melissa Rice Designs

**Barbara Roth**  
 Partner,  
 Hogan & Hartson

**Jocelyn Grahame**  
 Principal,  
 McKinsey and Company

**Betty Spence, Ph.D.**  
 President,  
 The National Association  
 for Female Executives

**Patricia Stensrud**  
 President,  
 A & H Manufacturing

**Cheryl L. Swiatkowski**  
 Vice President, New York  
 Operations Group,  
 Jones Lang LaSalle

**Patrice A. Tanaka**  
 CEO & Chief  
 Creative Officer,  
 CRT/tanaka, LLC

**Susan Vobejda**  
 Head of Media Syndication  
 and Distribution,  
 Bloomberg Media Group

**Sheri Wilson-Gray**  
 Gray Matters Marketing

**Paula H. Zirinsky**  
 Marketing Director,  
 Morvillo, Abramowitz,  
 Grand, Iason, Anello &  
 Bohrer, P.C.

**Barbara Murphy Warrington**  
 Chief Executive Officer  
 Girl Scouts of  
 Greater New York



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