

Path to Possibilities

2014 - 2015 ANNUAL REPORT





Dear Friends of Girl Scouts of Eastern Massachusetts:

Juliette Gordon Low founded our organization on the belief that all girls deserve opportunities that enable them to reach their full potential. Over a century later, her vision remains as important as ever. Girls' interests and options have changed,

but our commitment to developing courageous and confident leaders remains unwavering. Every girl who becomes a Girl Scout embarks on a path full of possibilities.

When you meet a Girl Scout, you know it. She is the go-getter organizing a winter clothing drive in her school. The innovator coding her own game at our annual STEM conference. The risk-taker rising to new heights—and new challenges—on a summer camp ropes course. The leader making her voice heard on the council's advisory board. The change-agent transforming her community through her Gold Award project. Throughout this past year, our council celebrated today's Girl Scouts and strengthened awareness of our mission delivery.

The outdoor experience has long been a centerpiece of Girl Scouting. Last year, we made significant investments at our camp properties—building new challenge courses, improving infrastructure, and upgrading equipment, as the first stage of a multi-year property improvement plan. These are an investment in our girls, and in keeping camp a strong and vibrant component of our programming.

Our focus on enhancing member experience and engagement ensures not only that our organization remains vital and relevant, but that we can continue to provide opportunities for girls to discover their strengths and the leader within.

Looking ahead, the council's 2016 launch of our new Volunteer Systems, many months in the making, will enable us to make it easier for girls and adults to join and stay involved in Girl Scouts and to better serve those at the heart of our member-driven organization.

At Girl Scouts of Eastern Massachusetts, we are 50,000 strong in 178 communities—35,000 girls and 15,000 dedicated volunteers who make their Girl Scout experience possible—and we are even stronger because of you, our supporters. Thank you for making girls a priority!

Yours in Girl Scouting,

Patricia A. Parcellin

Chief Executive Officer

E.B.Stevensow.

Elizabeth Stevenson

Council President, Board Chair

BOARD OF DIRECTORS*

Elizabeth Stevenson Board Chair

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Roc O'Connell

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Tricia Tilford

Girl Members

Anna Mullane Shanelle Mendes Mary Rzepczynski

* Board members are elected each year in May. The above list is as of March 2016. For an updated list, please visit hergirlscouts.org



GIRL SCOUT MUSEUM

No one works harder to preserve the history of Girl Scouting in eastern Massachusetts than the volunteers of the Girl Scout Museum. Boasting a combined 912 years in Girl Scouting, they are responsible for maintaining one of the largest collections of Girl Scout artifacts in the country. Through programs like *Tea with Juliette*, the volunteers celebrate our rich legacy while making it relevant to today's girls. In May, the museum hosted a special guest, GSUSA CEO Anna Maria Chávez, with a luncheon and tour during her GSEM visit.





PROPERTY INVESTMENTS

Exciting progress was made in the Long Range Property Plan, which lays out a strategy of preserving and improving GSEM's properties with the goal of creating memorable leadership opportunities for every girl. By investing in our camps we are able to enhance a key element of Girl Scouting: the outdoor experience. One of the most dynamic additions was the installation of new high ropes courses at Camps Cedar Hill, Maude Eaton and Runels, which give our most adventurous campers a unique way to build courage, confidence and character.

GREAT HALL RENOVATION

Thanks to a WCVB Channel 5 Boston "Extreme Makeover" and the generosity of local businesses, Camp Cedar Hill's Great Hall underwent a stunning transformation, including new floors, windows, bathrooms and kitchen. The former dairy barn has hosted meetings, ceremonies and encampments for nearly a century. The renovations have made a huge difference—the space is now ADA compliant and creates opportunities for new programming—while the exposed ceiling beams, museum display case and restored hearth remind us of the generations of girl leaders who have walked through Great Hall's doors and can now continue to do so for years to come.



MAPKEY

PRESERVING OUR LEGACY

ENHANCING TODAY'S GIRL SCOUT EXPERIENCE

CELEBRATING FUTURE LEADERS



APRIL VACATION CAMP

For the first time, campers came together at a single property during April vacation. This week of camp exceeded expectations, with over 250 girls attending each day of programming at Camp Cedar Hill. Additionally, our first April vacation camp program for teens sold out well in advance. Girls got a taste of summer camp fun, challenged themselves on the new high ropes course, and some even showed off their archery skills for a *Waltham Newswatch* segment.





COOKIES FOR A CAUSE

Not even snow could stop more than 600 Girl Scouts and their families from delivering cookies, smiles and gratitude to the airmen at Hanscom Air Force Base last March. Girls met some of the women and men who serve at Hanscom and wrote heartfelt cards for troops overseas. Nearly 30,000 packages of cookies were donated through GSEM's "Cookies for a Cause" initiative, which allows the public to purchase Girl Scout Cookies set aside for girls to donate to military organizations, food pantries and other local charities while teaching girls the importance of giving back.



VOLUNTEER RECOGNITION

We are deeply grateful to our volunteers whose commitment to enriching girls' lives enables them to thrive and become the leaders of tomorrow. At our annual Volunteer Recognition Dinner in May, we recognized approximately 150 extraordinary individuals who serve above and beyond the expectations of their position.

Janet Coombs and daughter, Jennifer, accepted a posthumous honor for Richard (Dick) Coombs for 50 years of membership. Mother and daughter Girl Scouts Shirley Murray and Sheila Murray Kupchaunis, of Stoneham (pictured), received 50-year membership pins, while Hyde Park's Umilta and Ashley Eadie were honored for their combined 45 years in Girl Scouting.



GOLD AWARD

The Gold Award, the highest achievement in Girl Scouting, recognizes girls who have taken action to make a difference through sustainable service projects that address a community issue. In 2015, 70 girls were honored at the Massachusetts State House for earning their Gold Award and the contributions they made to their communities. Projects included teaching women of all ages how to code, explaining math concepts through baking lessons and assembling art packets for children in hospitals. These Gold Award recipients shine as remarkable examples of meaningful leadership.





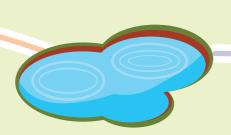
FAB FACTOR

Thanks to the support of more than 20 sponsors and over 80 site partners, FaB Factor ensures Girl Scouting is open to all girls. Through activities on financial literacy, health and fitness, leadership and STEM, girls are empowered to make a positive impact in their communities. Lawrence's Amaryllis Lopez has embraced the leadership opportunities Girl Scouting offers and combined them with her interest in STEM, notably moderating the *Women in STEM* panel at the 2015 STEM Conference and Expo. She also joined several of her fellow FaB Girl Scouts in a roundtable discussion with GSUSA CEO Anna Maria Chávez.

LEADING WOMEN

"I am lucky to have grown up constantly being told it's okay to be a smart and ambitious girl." Every girl deserves the encouragement that motivated Leading Woman Elaine Weddington Steward of the Boston Red Sox toward success. The Leading Women Awards spotlight individuals whose achievements stand as an example to Girl Scouts as they forge their own path.

The event also provides an opportunity to strengthen and build relationships that benefit our girls. Honoree Christa Hagearty, CEO of Dependable Cleaners, recently showed amazing support by hosting cookie booth sales and launching a campaign that donates to GSEM when customers dry clean a green item during March. Other honorees included: former Massachusetts Attorney General Martha Coakley, Marian Court College President Dr. Denise Hammon, and 7News anchor/reporter Janet Wu.







You made it possible.

Thanks to you, last year was a great year for girls. Girl Scouts of Eastern Massachusetts gratefully acknowledges the individuals, corporations, foundations and community partners who gave generously to ensure that every Girl Scout has the chance to discover her inner strengths and make the world a better place.

This listing reflects all cash gifts, new pledges and in-kind donations of \$250 and above recorded during fiscal year 2015 (October 1, 2014 – September 30, 2015).

We could not serve our girls and support our volunteers without you.

Thank you!



Champion (\$100,000 and higher)

Anonymous •

United Way of Massachusetts Bay and Merrimack Valley

Ambassador (\$50,000-\$74,999)

Horn Family ••

The Improper Bostonian Magazine

Anna G. Runels • George H. Runels •

Toyota USA Foundation

Senior (\$25,000-\$49,999)

Captivate Network
Citizens Bank
Clear Channel Outdoor
Intel Corporation, Inc.
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Secondary Education
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Yawkey Foundation II

Cadette (\$15,000-\$24,999)

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City of Lawrence Cubist Pharmaceuticals Gill Fishman Associates Girl Scouts of the USA KPMG I I P

Marion E. Lebourveau

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Summer Fund
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Tricia J. Tilford 🔷 🗣

Winfield S. Russell Trust

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TJX Foundation
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Webster Bank
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Jacqueline Goode
Ruth M. Gorman ◆
Greater Boston Chamber of
Commerce



SYMBOL KEY

Bold 1912 Giving Society: individuals who made cash gifts totaling \$1,912 or more during the fiscal year.

- Trefoil Society: individuals whose cumulative gifts surpassed \$10,000 in a five-year period.
- Pearl Society: individuals who made gifts of any amount over \$250 the last three consecutive fiscal years.



Stephen Haber and Raquel Ruiz

Beatrice Mah Holland •
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Judah Family

Lynn and Greg Kenney

Kiwanis Club of Greater Lawrence

Sonia Kwon

The Leblang Charitable Foundation •

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Diane L. Longtin 🗣

Victoria Lopez Lindsay Levkoff Lynn and Jeff Lynn ◆

Wendy and Robert Macdonald • •

Maguire Mechanical Services
Mansfield Bank Charitable
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MathWorks

Walter R. McCabe

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Marcia A. Metz

Regina M. Mullen 🗣

Murphy & King, Professional Corporation

Needham Memorial Trust Nellie Mae Education Foundation

Newburyport Five Cents Savings Charitable Foundation

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Hillary Abbey Nancy Adams Anonymous • Rick Bankhead Julia and John Barker Elaine W. Beals Beth I. Boland The Boston Foundation Thomas Brayer **Bridgewater Savings** Bright Horizons Foundation For Children Jean Mangas Carr • Christine Carter Matthew Cluney Community Outreach Circle of Friends, Inc. Rose Conti Christie Coombs Patty Cyr Rosemarie Day and Steve Churchill • Delcevare King Trust Fran Dichner Beverly Dillaway Kirit Dodia Nancy and Del Drew • Martha Sloan Felch Robert Fisher Nancy A. Frank • Dianne L. Gauthier • Valerie Giles Megan Goddard • Richard J. Goettle • Nancy and Barry Gonder Denise Hammon Maureen Harrison and Jennifer Ulicnik Cammie L. Henderson Ann S. Hurd Fine Jacob



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Stuart Peskoe

Yozell Associates Lorin Zackular

Every effort has been made to ensure the accuracy of our donor listing. Please accept our apologies if any errors or omissions have occurred. Please contact the Fund Development department at 857-453-5329 to make corrections to our records.



Run like a Girl Scout!

Congratulations to our incredible Boston Marathon team who braved the rain and cold to run 26.2 miles for girls on April 20, 2015. Together, Team Girl Scouts raised more than \$85,000 to support health and wellness programming for girls across eastern Massachusetts.

Elliott Adler Fran Kistner
Stephanie Cave Victoria Lopez
Theresa Conn Rob Passanisi
Prarthna Desai Christopher Valle
Valerie Giles Saralyn Wolfe
Jacqueline Goode Lorin Zackular
Erin Kelly Malissa Zimmerman
Meghan Kenney

Special thanks to the Boston Athletic Association Official Charity Program and to all who helped our runners cross the finish line!





In Memory of Pat Ross

Patricia Mott Ross, known as "Pat" to many within Girl Scouts of Eastern Massachusetts, passed away on April 13, 2015. Her vision, leadership, dedication, knowledge and sense of humor had an immeasurable influence throughout the more than 50 years she was involved with Girl Scouts.

We are grateful to all who shared a memory, told a story, wrote a letter and gave generously in her memory to benefit her passion, the Cedar Hill Museum. We hope to give something back by recognizing all donors for their unique and precious gifts to our council as a tribute to Pat. She is truly missed and will never be forgotten.



Marlene M. Edwards Sharon E. Febo Verity L. Feldmann Hanna Friedenstein Pauline A. Gardner Girl Scouts of Eastern Massachusetts Troop 65410 Girl Scouts of Eastern Massachusetts Troop 71775 Priscilla Gray Henry L. Hall Shirley T. Hamblen Dorcas R. Hardy Lois S. Harris



Mary Heafy
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Jeanne M. Hobbs
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Judy Kirsch
Gayle Koch
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Marlene Logan
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Mary Ann Reczek
Karolyn A. Ricker
Linda Roemer
Renée Sack
Stacy E. Spies
Viola Storer
Ruby Transue
Holland Watson
Amy Weinstock
Diane M. White
Suzanne Wilson











Juliette Gordon Low Society

The Juliette Gordon Low Society recognizes a special group of donors who support Girl Scouts of Eastern Massachusetts' mission through planned gifts. The society honors these members who, even after their lifetime, plan to continue their generosity.

Anonymous Karen Iolli
Ruth N. Bramson Ann S. Janzen
Lynn S. Cutter Joanne L. Johnson
Michelle V. Duane Joan M. Kelly
LeAnne Grillo Nancy Kiehnle
Carole Herman Kathryn King

Laura P. Lane Mary-Ann Macaione Regina M. Mullen Edward Napekoski Judith Nitsch Elisabeth B. Roitman Patricia C. Romeo-Gilbert Paula J. Ruozzi Gail R. Shapiro Peggy H. Stevens Diane M. White

Please let us know if you have already named us as the beneficiary of a planned gift so that we can welcome you as a Juliette Gordon Low Society member. If you would like more information about how you can become a member—in a manner that benefits you, your heirs and Girl Scouts—please contact Erika Field at 857-453-5304 or efield@gsema.org.











Financial Report

For the year ended September 30, 2015

Statement of Financial Position

ACC	61	FC
A33		13

CURRENT ASSETS

Cash	\$ 1,372,088
Accounts receivable, net of allowance for doubtful accounts	119,471
Current portion of pledges receivable	28,790
Inventories	187,712
Prepaid expenses	71,613
Total current assets	1,779,674
Board Designated and Restricted Cash	3,471,441
Pledges Receivable, net of current portion	103,400
Investments	12,647,493
Property held for sale, net	114,164
Property and equipment, net	5,407,709
Total assets	\$ 23,523,881
LIABILITIES AND NET ASSETS	
CURRENT LIABILITIES	
Accounts payable and accrued expenses	\$ 1,017,848
Deferred revenue	254,026
Total current liabilities	1,271,874

NET ASSETS

Unrestricted	18,404,624
Temporarily restricted	1,578,550
Permanently restricted	2,268,833
Total net assets	22,252,007
Total liabilities and net assets	\$ 23,523,881



How we invest our resources:

Fundraising

Management & General

81% Program



Statement of Activities and Changes in Net Assets

ODED ATIMO DEVENIUES	
OPERATING REVENUES Product sales, net	\$ 5,790,900
Program fees	3,240,81
Contributions	1,611,283
Investment return appropriated for operations	650,000
Merchandise sales, net	361,853
Interest, dividends and miscellaneous revenue	85,530
Total operating revenues	11,740,38
OPERATING EXPENSES	
Program services	10,781,468
Management and general	1,372,519
Fundraising	1,101,050
Total operating expenses	13,255,043
Change in net assets from operations	(1,514,658
Non-operating activities	4,299,02
Change in net assets	2,784,363
	19,467,64
Net assets, beginning of year	10,407,04
Net assets, beginning of year Net assets, end of year Statement of Cash Flows	\$ 22,252,00
Net assets, end of year	
Net assets, end of year Statement of Cash Flows CASH FLOWS FROM OPERATING ACTIVITIES Change in net assets	\$ 22,252,00
Net assets, end of year Statement of Cash Flows CASH FLOWS FROM OPERATING ACTIVITIES Change in net assets Adjustments to reconcile changes in net assets from operations to net cash	\$ 22,252,00 \$ 2,784,363
Statement of Cash Flows CASH FLOWS FROM OPERATING ACTIVITIES Change in net assets Adjustments to reconcile changes in net assets from operations to net cash used in operating activities Net cash used in operating activities Cash flows from investing activities	\$ 22,252,000 \$ 2,784,363 (4,251,83 (1,467,466
Net assets, end of year Statement of Cash Flows CASH FLOWS FROM OPERATING ACTIVITIES Change in net assets Adjustments to reconcile changes in net assets from operations to net cash used in operating activities Net cash used in operating activities	\$ 22,252,000 \$ 2,784,363 (4,251,83 (1,467,466
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Statement of Cash Flows CASH FLOWS FROM OPERATING ACTIVITIES Change in net assets Adjustments to reconcile changes in net assets from operations to net cash used in operating activities Net cash used in operating activities Cash flows from investing activities Cash flows from financing activities	\$ 22,252,00 \$ 2,784,363 (4,251,83 (1,467,466 886,90 394,166
Statement of Cash Flows CASH FLOWS FROM OPERATING ACTIVITIES Change in net assets Adjustments to reconcile changes in net assets from operations to net cash used in operating activities Net cash used in operating activities Cash flows from investing activities Cash flows from financing activities Net change in cash	\$ 22,252,000 \$ 2,784,363 (4,251,83 (1,467,466 886,903 394,163 (186,393
Statement of Cash Flows CASH FLOWS FROM OPERATING ACTIVITIES Change in net assets Adjustments to reconcile changes in net assets from operations to net cash used in operating activities Net cash used in operating activities Cash flows from investing activities Cash flows from financing activities Net change in cash Cash, beginning of year	\$ 22,252,000 \$ 2,784,363 (4,251,833 (1,467,463 886,903 394,163 (186,393 1,558,483
Statement of Cash Flows CASH FLOWS FROM OPERATING ACTIVITIES Change in net assets Adjustments to reconcile changes in net assets from operations to net cash used in operating activities Net cash used in operating activities Cash flows from investing activities Cash flows from financing activities Net change in cash Cash, beginning of year Cash, end of year	\$ 22,252,000 \$ 2,784,363 (4,251,833 (1,467,463 886,903 394,163 (186,393 1,558,483
Statement of Cash Flows CASH FLOWS FROM OPERATING ACTIVITIES Change in net assets Adjustments to reconcile changes in net assets from operations to net cash used in operating activities Net cash used in operating activities Cash flows from investing activities Cash flows from financing activities Net change in cash Cash, beginning of year Cash, end of year Supplemental disclosures of cash flow information Cash paid for interest Non-cash investing transactions:	\$ 22,252,000 \$ 2,784,36; (4,251,83; (1,467,46; 886,90; 394,16; (186,39; 1,558,48; \$ 1,372,08;
Statement of Cash Flows CASH FLOWS FROM OPERATING ACTIVITIES Change in net assets Adjustments to reconcile changes in net assets from operations to net cash used in operating activities Net cash used in operating activities Cash flows from investing activities Cash flows from financing activities Net change in cash Cash, beginning of year Cash, end of year Supplemental disclosures of cash flow information Cash paid for interest	\$ 22,252,000 \$ 2,784,36; (4,251,83; (1,467,46; 886,90; 394,16; (186,39; 1,558,48; \$ 1,372,08;



OFFICES

95 Berkeley Street

1740 Turnpike Street

T: 978-689-8015

F: 978-688-1846

T: 781-893-6113

F: 781-893-0022

265 Beaver Street

Waltham, MA 02452

North Andover, MA 01845

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Middleboro, MA 02346 T:508-923-0800 F:508-923-7676

Partner Agency of



Design by: Gill Fishman Associates

Randy H. Goodman

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.

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.

hergirlscouts.org 844-306-GSEM









