





Girl Scouts taught us that we can accomplish anything, and have fun in the process.





Girl Scouts has helped me find my voice and stand up for myself and others in need.

# Dear Friends of Girl Scouts of Eastern Massachusetts.

We reflect on the past year with a deep sense of accomplishment and pride in our members. We saw the strength of our Girl Scout community as we celebrated 95 Girl Scouts who earned our Movement's highest award in its centennial year, and as we honored more than 75 volunteers at our annual Volunteer Recognition Luncheon.

We also saw our membership increase, resulting in more girls in eastern Massachusetts getting access to



our proven leadership development programs delivered by compassionate adult volunteers. Based on this growth, our council is now the 10<sup>th</sup> largest council in the United States. What an outstanding achievement, made possible with support and collaboration from friends and supporters like you.

We launched an integrated technology platform called Volunteer Systems – that includes our website, a streamlined online membership process, and the Volunteer Toolkit – designed to work together to make it easier for new members to join our council, for volunteers to manage troops, and for all our members to get the most benefit from Girl Scouting.

We accomplished all of this and more by focusing on **G.I.R.L.** That stands for **go-getter**, **innovator**, **risk-taker** and **leader**, and it is Girl Scouts' new platform for describing the experiences, skills and people inherent in our Movement.

These values and stories have always been part of who we are, what we do, and how we positively impact our communities and the world. We thank you for supporting our work and for giving us this opportunity to share some of our G.I.R.L. stories with you in this Annual Report.

Yours in Girl Scouting,

Patricia A. Parcellin Chief Executive Officer

fatura A. Parcellir

Tricia Tilford

**Tricia Tilford** 

**Board Chair and President** 

### **Board of Directors**

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Tanisha Sullivan

Building girls of courage, confidence, and character, who make the world a better place.

### **Girl Members**

Brianna Cristiani Rosabelle Fergus Caitlin Fowler Sarah Raines I hope my advocacy and passion inspires philanthropy from others, magnifying the impact of my family's gift for current and future Girl Scouts.





Our girls were full of smiles as they completed their service project. As a volunteer, I see that Girl Scouts is important because it teaches children that giving back can feel better than receiving.



Girl Scouts are determined to succeed. They are bold, honest and ambitious. These traits are exemplified by girls who earn the highest awards.

A committee of two dozen adult volunteers from throughout our council guide girls on their path to earning the Gold Award. Their dedication to the Girl Scout mission, along with their significant commitment of time and talent, is making an important investment in girls as future leaders.

The Bronze Award is earned by
Juniors, ages 9 - 11, the Silver Award
is earned by Cadettes, ages 11 - 13,
and the Gold Award is earned by
Seniors and Ambassadors, ages 13 17. Since 1916, more than one million
Girl Scouts nationally have made
meaningful, sustainable change in
their communities and around the
world through completion of the
highest award in Girl Scouting,
now called the Gold Award

In eastern Massachusetts, we celebrated the centennial anniversary of the highest award by inviting our sister Girl Scouts from Central and Western Massachusetts to join us at an event at the Massachusetts State House. Governor Charlie Baker.

Lieutenant Governor Karyn Polito, and State Senator Anne Gobi were on hand to congratulate Gold Awardees and their families from across the Commonwealth.

The awardees' projects address a wide range of community issues. For example, Zoë Smith connected middle school students with local organizations in need of volunteers, leveraging the opportunity to earn the President's Volunteer Service Award. Jaylan Fraser-Mines built a community garden containing beds for vegetables, herbs and other plants at a local senior center. She also created a cookbook for the senior center with recipes that can be made with the garden's produce.

Girl Scouts are always looking for creative ways to take action. They have developed the confidence to know they can get things done and aren't afraid to challenge real world issues with clever solutions.

As Girl Scouts, innovation is in our DNA.

Access to Girl Scout STEM programming beyond what girls experience in school inspires Girl Scouts to solve problems using science, technology, engineering and math. Eighteenvear-old Kate Schweikert is one such Girl Scout, inspired to improve an already innovative technology to save more lives. Kate developed a device that goes inside EpiPens® or other epinephrine auto-injectors that triggers an automatic 911 call when administered. It uses a contact switch embedded in the pen which wirelessly connects via Bluetooth to a smartphone app that Kate coded.

Innovation is also about using resources wisely, an essential commitment in the Girl Scout Law. Girls in our FaB community partnership program combined sewing skills with high-tech conductive thread. Their creation? Touch screen gloves for using smartphones during winter.

Today's girls have embraced their role in solving challenges through creativity and STEM. They are visionaries and do-it-yourselfers; in other words, innovators.



While some people think of cookies and friendship bracelets, Girl Scouts are so much more.
Girl Scouts are big thinkers, groundbreakers, and role models.





Girl Scouts are brave. "Take a chance. Make a mistake. Fail big." How rarely we use these words for encouragement. Yet, in Girl Scouts, taking healthy risks is the proven foundation of our leadership development approach.

Our 15,000 volunteers play an enormous role in our successful outcomes. Research has consistently documented the value of non-parental adult role models in young people's lives, especially in their development as future leaders.

For over 100 years, Girl Scouts has provided a safe and supportive place for girls to embrace new experiences and learn that failure can ultimately be a path to success. According to the Girl Scout Research Institute, 96 percent of girls have tried at least one new thing as a Girl Scout.

When a Girl Scout asks, "Would you like to buy a box of cookies?" she is learning a variety of marketing skills with support from other girls in her troop and its adult volunteers. When a camper locks into her climbing harness, she is learning about trust, cooperation and courage.

When a girl pursuing her Gold Award finds a way around obstacles, she is learning about problem solving, and feels pride in a job well done that benefits her community.

Whenever a Girl Scout steps out of her comfort zone – whether she succeeds at first or sees how much she learns if she fails – her self-confidence gets a boost. Experiences that challenge girls to try something new every day propel them towards their full potential.

Girl Scouts are confident, responsible and committed to changing the world. They know how to get the job done, and how to advocate for and empower others.

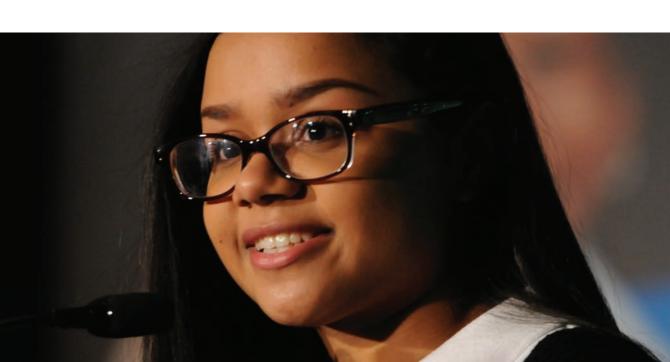
Like Mackenzie Kelly, who was selected by GSUSA to join the Girl Planning Team for the National Convention, to be held in October 2017. And Amaryllis Lopez, who passionately told her story as a Girl Scout in our FaB community partnership program at the Leading Women Awards ceremony. And girls who built rockets and explored robotics technology at our annual MathMovesU program, sponsored by Raytheon.

And then there's our 2016 Alcoa Chuck McLane national scholarship recipient, Akshitha Ramachandran, who was one of just two Girl Scouts selected nationwide to receive this \$10,000 award. She earned the scholarship based on the success of her Gold Award project, which aimed to increase representation of women in STEM fields by inspiring girls in elementary school.

Empowered by her local success, she located a small school in India where she expanded the reach of her project, believing that education is the best tool to help people climb out of poverty. Akshitha encourages other girls to "embrace being different and follow whatever path you want to take. Don't be afraid to break any and all barriers."



Our adult volunteers believe in the power of girls to change the world and provide the support and guidance they need to reach their potential.



I love Girl Scout camp because I was able to try something I couldn't have done any other place.





I wanted to learn how to be brave, and Girl Scouts makes me feel like I can do anything!



## **Powered by Girl Scouts**

Investment at the national level has powered the Girl Scout Movement toward membercentric innovation and increased brand visibility. Girl Scouts of Eastern Massachusetts joined with Girl Scout councils across the nation in adapting custom software designed to streamline the registration process, improve the customer experience, simplify meeting planning for troop volunteers, and allow councils to share best practices. Investment in this new technology by GSUSA and local councils has enhanced the ability of councils to unify our brand.

Within 10 months, we completed the rollout of five online components, namely our council website, a new email marketing

system, the online member registration process, a customer care database, and the Volunteer Toolkit.

While technology transitions can be disruptive, our council was well-prepared to complete the process smoothly.

Compelling materials featuring proprietary data from the Girl Scout Research Institute combined with the new technology to position us to reach more girls and adults and welcome them to Girl Scouting. And that means more go-getters, innovators, risk-takers, and leaders, and more adult volunteers who believe in the power of G.I.R.L.

At Girl Scouts, we prepare girls with the skills and experiences they need to empower themselves for life.



# Girls will change the world.

Girl Scouts of Eastern Massachusetts gratefully acknowledges the individuals, corporations, foundations, and community partners who gave generously to ensure that every Girl Scout continued to have the opportunity to discover and explore her interests in a safe, judgment-free environment. By investing in girls, you have opened up a world of possibilities for leadership development and adventure.

This listing reflects all cash gifts, new pledges, and in-kind donations of \$250 and above recorded during fiscal year 2016 (October 1, 2015 - September 30, 2016).

Our 1912 Giving Society celebrates the founding year of Girl Scouts. We extend special gratitude to our generous donors who contributed this level of philanthropy by donating cash gifts totaling \$1,912 or more this fiscal year.

You have made a difference in the lives of girls.

# Thank you!

## Champion (\$100,000 and higher)

Anonymous •
Clear Channel Outdoor
United Way of Massachusetts
Bay and Merrimack Valley

## Gold Award (\$50,000 - \$74,999)

The Improper Bostonian Magazine

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

Captivate Network
Citizens Bank
Intersection
Liberty Mutual Foundation
Massachusetts Department
of Elementary and
Secondary Education
Overdrive Media
Yawkey Foundation II

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

Bank of America
Comcast Foundation
Gill Fishman Associates
The Horn Family • •
Houghton Mifflin Harcourt
Intel Corporation, Inc.
William E. Schrafft and Bertha E.
Schrafft Charitable Trust

## Junior (\$10,000 - \$14,999)

Anna B. Stearns Charitable
Foundation
Stephanie Cave 
Marcela Danesh 
Daniel W. Field Trust
Dell
Michelle V. Duane
Kelly Family Foundation 
KPMG, LLP

Peggy Meyerhoff
Pearlstone Foundation
Sanofi Genzyme
State Street Corporation
Summer Fund
TD Charitable Foundation
Tricia J. Tilford • •
Roxanne and Michael Zak •

## Brownie (\$5,000 - \$9,999)

Sally Johnson •

Blue Cross Blue Shield
of Massachusetts
City of Lawrence
Corning Incorporated Foundation
Danielle Dontcho
Barbara H. Fortier and
Karen Edlund
Frederick Lobl Trust, Bank of
America, N.A., Trustee
Hannah, Jack, and Evangeline
Grove

#### SYMBOL KEY

- 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.
- Team Girl Scouts: individuals who participated in the running of the 2016 Boston Marathon and raised funds for our health & wellness initiatives. Special thanks to John Hancock for its partnership in the Marathon Non-Profit Program.



The MENTOR Network Charitable Foundation Charlotte Miller MilliporeSigma Nathaniel and Elizabeth P. Stevens Foundation P&G Fund Patricia A. Parcellin PricewaterhouseCoopers LLP Raytheon Integrated Defense Systems Rockland Trust - Peoples Federal Foundation Patricia C. Romeo-Gilbert and Paul B. Gilbert Renee Sack Carol Sapoznik • • TJX Foundation United Way of Greater New Bedford Winfield S. Russell Trust

## Daisy (\$2,500 - \$4,999)

Sarah Donahue

**AAFCPAs** Babson College Beth Israel Deaconess Medical Center Café Services Charles G. Pringle Foundation The Charlotte Home City of Boston -Boston Centers for Youth & Families Community Foundation of Southeastern Massachusetts -Women's Action Fund Kelly and Robert Corwin Maryteresa and Charles Crealese • Lynn and John Cutter •

Eaton Vance Management EMD Serono, Inc. **Essex County Community** Foundation - Greater Lawrence Summer Fund Erika Field and Gary Hall Dona L. File Elizabeth Fitzula The Fuller Foundation, Inc. Girl Scouts Hornets' Nest Council Girl Scouts of the USA Great Escape Committee LeAnne Grillo and Howard Marshall • • Kronos, Inc. Diane L. Longtin • Jane L. Lundquist • Patricia M. Manninen Marie G. Dennett Foundation Massachusetts Maritime Academy The MathWorks, Inc. Marcia A. Metz Nellie Mae Education Foundation People's United Community Foundation of Eastern Massachusetts Janet Phlegar

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Mary E. Shannon • •
Mary Shapiro •
Tanisha M. Sullivan
University of Massachusetts
Boston
University of Massachusetts
Dartmouth
Waters Corporation
Webster Bank
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Sonia Kwon •



Maryann LaVita The Leblang Charitable Foundation • Nancy F. Lewis • Wendy and Robert Macdonald • • Beatrice Mah Holland • • Mansfield Bank Charitable Foundation Walter R. McCabe Diane E. McCarthy • Dawn C. Morris MutualOne Charitable Foundation Needham Memorial Trust **Newburyport Five Cents Savings** Charitable Foundation Margaret and Stephen Ober • Ronald V. O'Connell • Steven Onishi and Dawn Alling • Melissa and David Palmer • • Jane W. Puffer **Robert Treat Paine Association** Wylev and Suellen Robinson • Rockland Trust Bank Rotary Club of Harwich-Dennis Jill Rothenberg-Simmons Willow Shire South Boston Community **Development Foundation** The Stein Sharpe Family Fund • Peggy and Jonathan Stevens Megan and Ray Sullivan • Christine M. Surette Taunton-South Shore Foundation University of Massachusetts Amherst University of Massachusetts **Building Authority** Weber Shandwick Worldwide Wentworth Institute of Technology Linda Zecher

## Adventurer (\$500 - \$999)

Anonymous (2)

Jared Adair

Arlington Girl Scouts, Troop 65268 (retired) Pauline R. Armstrong Tracy Atkinson Julia and John Barker William Bayers Allen Cavicchi Children's Services of Roxbury **Elaine Construction** Janice Fitzgerald Pat and John Gardner Dianne L. Gauthier Lvla Goldstein Ruth M. Gorman Ellen M. Gregus Kristen and Steven Gryglik • Ann E. Halteman Joyce G. Hamlyn Ann S. Janzen Selena Joe Judah Family • Shahn and Edwin Knights • Krokidas & Bluestein LLP Katherine and Leroy Le Lacheur Caryn A. Libbey The Linda Hammett Ory and Andrew Ory Charitable Trust Billie Jo MacPherson Madge M. Meyer MiddleOak Regina M. Mullen • Ocean Spray WAVE Professional Leadership Employee Resource Group Joanne H. Patton Laura M. Raisty . Rotary Club of Plymouth Janice Ruell and Stephen

Mongeau

Paula J. Ruozzi Ritchie B. Saunders **Brad Schofield** Linda Schuller Felice Silverman Silverman Trykowski Associates, LLP Gretchen Slemmons Elizabeth Stevenson Toshiba Business Solutions (USA), Inc. Trustees of Funds of Bethesda Lodge No. 30 I.O.O.F. University of Massachusetts Lowell Watertown Savings Bank **Emily Weiss** 

## Explorer (\$250 - \$499)

Melanie Wills-Tavares

Anonymous (3) Joseph Abbott Nancy I. Aicardi Florence B. Bahtiarian Patricia B. Beckwith Beth A. Benjamin Thomas Brayer Causes International, Inc. Maryann Chisholm Tracy Curley Delcevare King Trust John Dragoon Jennifer Duczkowski Flora J. Dunaians Bill Fine Gill Fishman Diane Foley Megan Goddard Jan E. Goldstein Lynn Graham Kirsten Green Kelly E. Grimes Maureen Harrison and Jennifer Ulicnik Mary Heafy Cammie L. Henderson Holliston Girl Scouts, Troop 72955 (retired) Ginger Hook Diana Y. Humphrey Kristina Johnson Anne M. Kern Jill and Christopher Kroger Lawrence General Hospital Patricia Lyden

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Kristin and Matthew Lynch Michelle M. Major Louise Mallette Carla M. McCall Sandra M. McCroom Mary P. McDermott Julie Mead Angela Menino Margaret J. Merzbacher Celia Morris Kathryn C. Murphy Sarah A. Nisenson Marie B. Normoyle

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Kelly Ryan
Wendy Schoneberger
Tamika Scott
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Melanie Skane
Susan Slaugenhaupt
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Marjorie O'Malley

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Susan Slaugenhaupt
Jan Smith

Alexandra P. Solimano Diane Souza Sabine I. St. Lot Valerie A. Stalzer Star Market Ann M. Storer Mary-Jane Strom Amy L. Svedberg Addie L. Swartz Jacqui Sweeney Anne-Marie Tan Matthew G. Valencius Joan M. Vitello-Cicciu Waltham Community Foundation Catherine Friend White Paula Wright Yozell Associates Lori A. Zaniboni

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.

## **Comcast Foundation**

Girl Scouts of Eastern Massachusetts is grateful to the Comcast Foundation for its continued commitment to quality science, technology, engineering and math (STEM) education for girls in underserved communities. By providing support for our community-based FaB Factor program's STEM module and our STEM Conference and Expo each year, the Comcast Foundation makes certain that all girls gain opportunities to practice new skills in girl-led activities and experiments.

Our own surveys demonstrate that these focused efforts lead to increased STEM interest among participants, with more tending to sign up for STEM classes or activities that



lead to dynamic learning experiences and potential career opportunities. Furthermore, through its employee volunteer participation, Comcast also helps connect girls to strong female role models excelling in STEM fields, STEM higher education options and career pathways.

## Support Girl Scouts' Pathway to Leadership



Cornelia Warren was 48 years old when she had a maze erected on her property, fulfilling a girlhood dream after visiting wonderful mazes on a voyage to Europe. The maze at Cedar Hill stood for 66 years.

Cornelia opened the maze for the public to enjoy until her death in 1921. Today we honor Cornelia Warren with

a pathway inspired by the design of the maze and open for all to enjoy once again.

Pathway to Leadership brick purchases benefit Girl Scouts of Eastern Massachusetts' Campership Fund, which provides hundreds of girls each summer with the opportunity to experience the joys of Girl Scout camp. In October, guests were welcomed to Camp Cedar Hill for the Pathway to Leadership Brick Ceremony, at which guests admired their brick installed in the pathway, reminisced with friends and family, and sang popular camp songs.

### **THANK YOU TO OUR 2016 DONORS:**

Barbara H. Wiberg in honor of Marie, Evelyn and Barbara Gerrior

Diane White in honor of Francine C. Edwards

Cristy J. Rosenhahn in honor of Joanne McIntosh and Shelby Rosenhahn

Edith G. DeAngelis in honor of Florence R. D'Avella and Patricia A. D'Avella

Ethel Leonard in honor of Brooksby Village Girl Scouts

Elizabeth MacKenzie in honor of Jane M. Johnson

Florence Bahtiarian in honor of Lucine Bahtiarian

Girl Scouts of Eastern Massachusetts in honor of past Board Chair Elizabeth Stevenson, as well as past Board Members Marcela Aldaz-Matos, Paul Carbone, Bea Mah Holland, Shanelle Mendes, Dawn C. Morris, Anna Mullane, Melissa Palmer, and Mary Rzepczynski

Lynn Saunders Cutter in honor of Shirley Hamblen

Roxie Walsh in honor of Paula Walsh

Sara SaintOurs

The Great Escape Committee and Laura Lane in honor of Mary Ellen Hurley



Girl led Inspiring next generation Reward – girls succeed Leaders of the future

Sharing Girl Scout traditions
Camping
Outdoors
Unique experiences
Teaching leadership
Singing fun songs

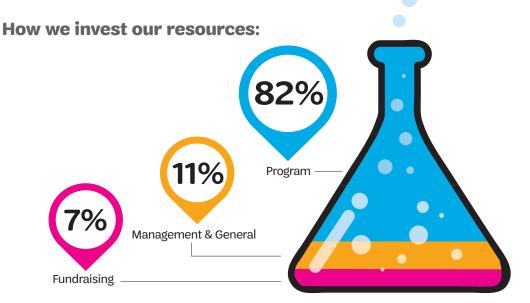
## **Financial Report**

For the year ended September 30, 2016

## Statement of Financial Position

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CURRENT ASSETS	
Cash	\$ 553,930
Accounts receivable, net of allowance for doubtful accounts	95,063
Current portion of pledges receivable	34,771
Inventories	212,723
Prepaid expenses	209,058
Total current assets	1,105,545
Board Designated and Restricted Cash	1,871,013
Pledges Receivable, net of current portion	14,000
Investments	13,165,253
Property Held for Sale, net	99,486
Property and Equipment, net	6,829,562
Total assets	\$ 23,084,859
LIABILITIES AND NET ASSETS	
CURRENT LIABILITIES	
Accounts payable and accrued expenses	\$ 841,703
Deferred revenue	274,531
Total current liabilities	1,116,234
NET ASSETS	
Unrestricted	18,023,386
Temporarily restricted	1,672,284
Permanently restricted	2,272,955
Total net assets	21,968,625
Total liabilities and net assets	\$ 23,084,859



## **Financial Report** (continued)

For the year ended September 30, 2016

## **Statement of Activities and Changes in Net Assets**

OPERATING REVENUES	
Product sales, net	\$ 6,670,074
Program fees	3,216,655
Contributions	1,476,808
Investment return appropriated for operations	675,000
Merchandise sales, net	417,304
Interest, dividends and miscellaneous revenue	75,120
Total operating revenues	12,530,961
OPERATING EXPENSES	
Program services	11,484,592
Management and general	1,506,184
Fundraising	1,055,936
Total operating expenses	14,046,712
Change in net assets from operations	(1,515,751)
Non-operating activities including property sales	1,232,369
Change in net assets	(283,382)
Net assets, beginning of year	22,252,007
Net assets, end of year	\$21,968,625

## **Statement of Cash Flows**

CASH FLOWS FROM OPERATING ACTIVITIES Change in net assets	\$ (283,382)
Adjustments to reconcile changes in net assets from operations to net cash used in operating activities	\$ (1,808,149)
Net cash used in operating activities	(2,091,531)
Net cash provided by investing activities	788,310
Net cash provided by financing activities	485,063
Net change in cash	(818,158)
Cash, beginning of year	1,372,088
Cash, end of year	\$ 553,930
Supplemental disclosures of cash flow information	
Cash paid for interest	\$ 7,453
Non-cash investing transactions:	
Unrealized gains (losses) on investments	\$ 733,107
Property and equipment, net, transferred to property held for sale	\$ -

### **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.

## **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.

### **Contact Us**

**Customer Care** 844-306-GSEM (4736) CustomerCare@gsema.org

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143 Abbot Street Andover, MA 01810

### **Boston**

95 Berkeley Street Suite 404 Boston, MA 02116

#### Middleboro

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#### Waltham

265 Beaver Street Waltham, MA 02452

Partner Agency of



gsema.org 844-306-GSEM (4736)







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