



girl scouts
of eastern
massachusetts

2020 ANNUAL
REPORT



The Girl Scout Way

DEAR SUPPORTERS,

There's no denying 2020 will be an important year in our Girl Scout history.

What started as an exciting new membership year, with inspiring events like the Volunteer Conference, CookieFest, and Leading Women, became a year of online troop meetings, virtual programs, and summer camp in a box. The COVID-19 pandemic was difficult in many ways, forcing us to change nearly every aspect of how we live.

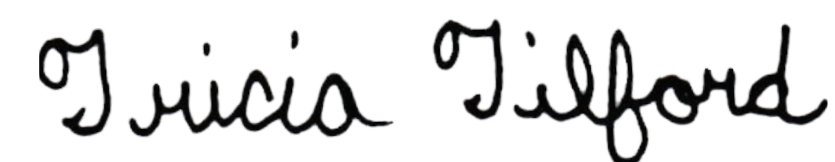
During times of strife in our country's history, Girl Scouts have stepped up to support their communities in numerous ways. Of course, 2020 was no different. We saw Girl Scout service and leadership in action as they sewed masks, opposed racial injustice, and facilitated donations to frontline workers and food banks, even in the midst of overwhelming change in their own lives. Our volunteers also exemplified unbelievable leadership as they completely reinvented the ways they delivered Girl Scout experiences.

What has resonated with me is the resilience of our community. For so many, the leadership and tenacity developed through Girl Scouts enabled them to not only weather the storms, but also compelled them to provide essential aid and support, as well as the conviction to stand together in solidarity for justice. Years in Girl Scouts have prepared each of our members for such a time as this.

I am hopeful when I think of what is next, because I know we can make it through together, as we have done throughout the history of our Movement, and as we have done this past year. We have what it takes.

Thank you for all you have done to support one another and the Girl Scout Movement in this unprecedented year.

Yours in Girl Scouting,



Tricia Tilford

Board Chair and President



GSEMA is the 10th largest Girl Scout council in the USA and the largest girl-serving organization in Massachusetts.

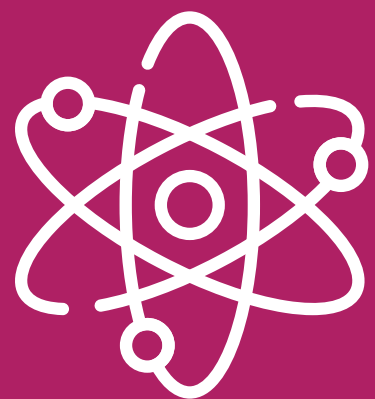
178
EASTERN MA
COMMUNITIES SERVED



26,432
GIRL MEMBERS

2,451
TROOPS

15,091
ADULT MEMBERS
SUPPORTED



26,127
hours of STEM
exploration through
Girl Scout awards



1,305

Camp Outside
the Box kits
mailed



7,141

Girl Scouts
participated in
Girl Scouts at
Home virtual
programs



20,519
girls participated in the
Girl Scout Cookie Program



33,168
Girl Scout cookie packages
donated to local charities

girl scouts
of eastern
massachusetts

BOARD OF DIRECTORS

Officers

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President*
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Tracy Curley
Teresa Epperson
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Trevor Frankel
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Kelly Corwin
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Kristen Truglio
Allison Walsh
Brenda J. Wrigley, Ph.D., APR



GIRL SCOUTS AT HOME

At GSEMA, we learned that we can withstand incredible challenges. In response to a global pandemic, we assessed the best and safest ways to serve our members, focusing on how we could bridge the gaps girls would inevitably face in their education, personal development, and socialization.

We reimagined Girl Scouts from the ground up, and our staff mobilized quickly to deliver Girl Scouts at Home, a collection of programs, badges, modified outdoor adventures, virtual meetings, enrichment activities, resources for caregivers, and more for our community to engage with safely from home.

“These meetings have been VITAL to keeping her at least somewhat connected to children in her age range. Many, many, many thanks!”

–caregiver of a Girl Scouts at Home participant

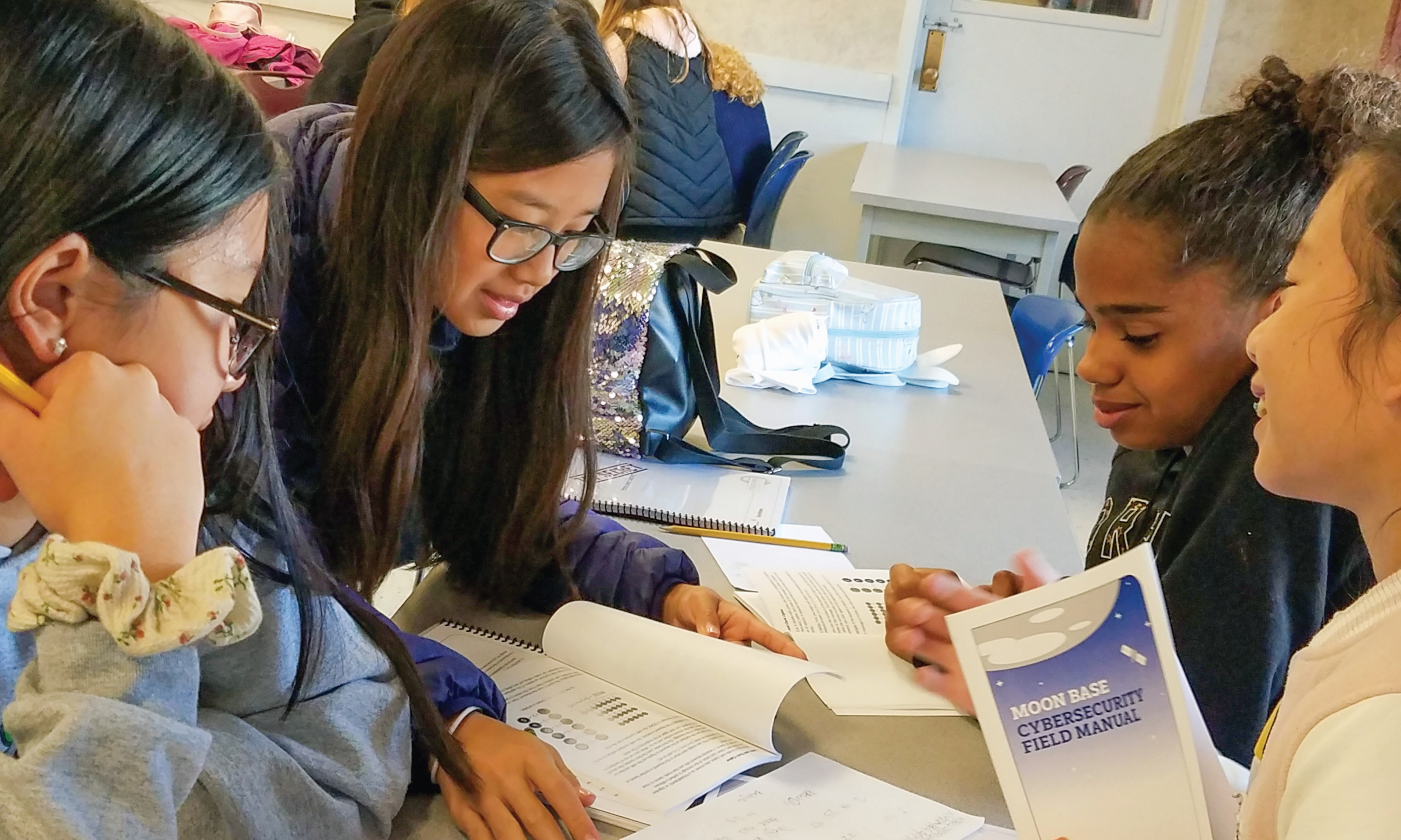


OUTDOORS

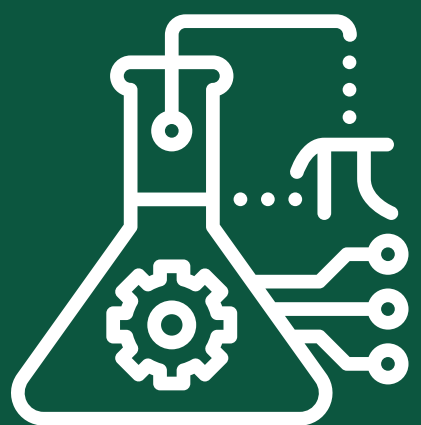
Letterboxing, surfing, hiking (pictured left), wildlife identification... you name it, Girl Scouts do it! Even when the pandemic forced many interactions online, we focused on bringing as many outdoor experiences to girls as possible. At the start of the pandemic, virtual outdoor **Camp-In Campouts** (pictured below) united girls of all ages and areas of the council as they built tents, made fires (real or edible!), practiced outdoor skills, and sang classic Girl Scout campfire songs together. Then, through six themed weeks of **Camp Outside the Box**,

girls experienced a reimagined version of summer camp from the safety of home, taking on art, science, and outdoor projects and exploring the natural world around them.

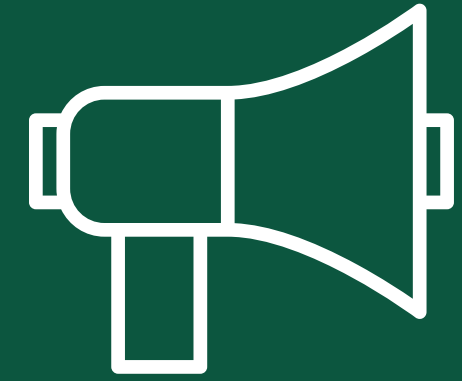




The **Girl Scout Cyber Challenge** (pictured left) transported Girl Scouts to the year 2050 for an outer-space adventure: resolving a cyberattack on the systems of a moon colony! At the 9th annual **MathMovesU**, Girl Scouts engineered gliders, shock-absorbing spacecraft landers, bridges, and urban landscapes to manage stormwater runoff and reduce pollution. Girl Scouts have the resources and initiative to take their STEM skills to new heights, especially with 42 new STEM and outdoor badges for all levels. From cybersecurity, to automotive design, to app development, to space science... the sky isn't even the limit.



STEM



LIFE SKILLS



Debating a bill on the Senate Floor of the Edward M. Kennedy Institute. Mastering digital photography at camp. Practicing first aid before a hike. Learning ways to protect native wildlife species. All year long our Girl Scouts are gaining new experiences and skills to take with them into a future of their dreams. With badges and programs for all levels on topics including woodworking (pictured left), democracy, women's health, comic artist, and public speaking (pictured right), Girl Scouts can pursue and achieve anything they set their minds to.



Financial literacy badges—like Philanthropist, Product Designer, Business Startup, and My Portfolio—provide girls with endless opportunities to explore their interests, build valuable business skills, and create a foundation for lifelong success. Through the renowned **Girl Scout Cookie Program**, girls put their entrepreneurial skills into action, setting goals and promoting their cookie sales to earn funds for epic Girl Scout experiences and adventures. At the second annual **CookieFest** (pictured right), thousands of Girl Scouts and their families participated in this day of business skill-building, marketing exercises, and, of course, celebrating all things cookies!



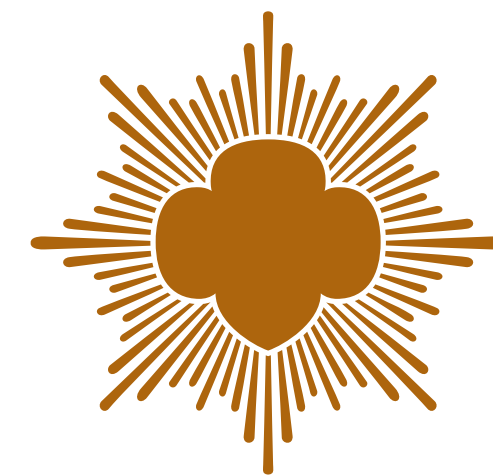
ENTREPRENEURSHIP



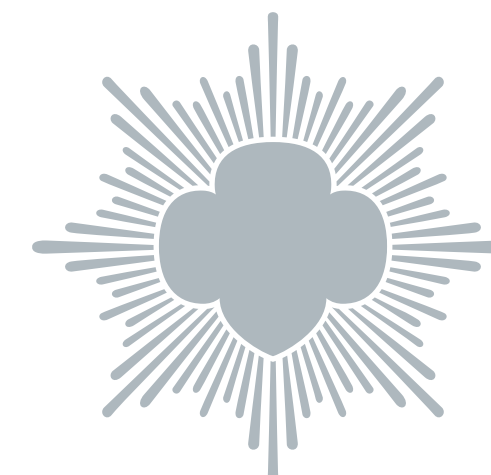
HIGHEST AWARDS

From native species conservation to road safety curriculums and senior enrichment programs (pictured left), if a Girl Scout discovers an issue she cares about, she can make a real difference! It takes a lot to earn the **Bronze, Silver, and Gold Awards**—and it certainly was a tough year to get it done!—but Girl Scouts are more than prepared to identify an issue, make a plan to address it, put the plan in motion, spread the word, and ensure sustainability for long-lasting impact. All the while, they're building their confidence and skills for whatever they put their mind to next.

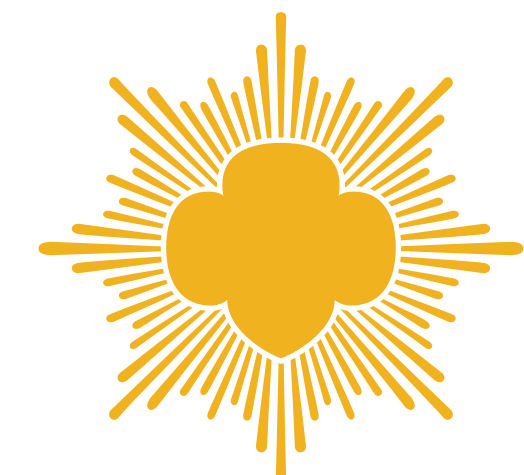
IN 2020 WE CELEBRATED:



234
Bronze Award
Girl Scouts



88
Silver Award
Girl Scouts



36
Gold Award
Girl Scouts



The Girl Scout sisterhood is for those of all abilities and racial, social, and economic backgrounds, and is a community that encourages each of us to listen to and learn from one another, and to grow together. Expanding opportunity to every girl will always be our motivation. And it's bigger than skill-building. As Girl Scouts earn badges, experience summer camp, and engage with their troop, they are confronting current events, finding their place in the world, and discovering ways to make a difference.

A YEAR OF RECKONING

This year was a reckoning for our country. GSEMA stands in solidarity with the Black community and people of color who for too long have had to endure a society that upholds white supremacy. We are committed to evaluating and developing our business practices to ensure we are a truly equitable and anti-racist organization that serves our members, our staff, and our community in a meaningful way.

DIVERSITY, EQUITY, INCLUSION, AND ACCESS

In March 2020, the **Diversity and Inclusion Steering Committee (DISC)** was formed as a staff-run group to develop initiatives for staff competencies in these areas. Their Moments of Inclusion communications share resources and exercises for promoting inclusion in accessible ways, helping staff grow in these areas personally and professionally with Girl Scouts.

On the membership side, our **Community Engagement** team identifies barriers to participation and creates community-specific solutions to bring Girl Scouts to girls who may not have the chance to be involved otherwise. They partner with schools, community centers, housing authorities, and afterschool programs, and train and support adult leaders who are invested in providing meaningful and welcoming spaces for girls to take part in our leadership programs outside of the troop model.



LIFT YOUR VOICE

When the news continued to break of Black people being killed by police officers and others—including George Floyd, Breonna Taylor, Ahmaud Arbery, and many more—we were heartbroken and angry. The Community Engagement team created **Lift Your Voice**, a series of free and safe online spaces for girls and adults to have age-appropriate discussions for healing and unity, and engage in activities to learn how they can make their communities better places as anti-racist advocates.

LEADING WOMEN AWARDS



Girl Scout supporters came together in early March for the 28th annual Leading Women Awards, honoring **Mon Chau**, Partner, Deloitte; **Dr. Paula Hammond**, Department Head, Chemical Engineering, and David H. Koch Professor of Engineering, MIT; and **Kate Jaspon**, Chief Financial Officer, Dunkin' Brands. This event included an honest and uplifting fireside chat—featuring our honorees and three inspiring Girl Scouts, Emma C., Samantha J., and Annemarie N.—about the importance of collaboration among female leaders, and how Girl Scouts provides the important all-girl, girl-led environment for girls to become successful leaders. Thank you to those who joined us for this morning of inspiration, and for believing in Girl Scouts!



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COOKIES & COCKTAILS

Girl Scout supporters came together in November for an exciting and delicious evening! At the first-ever Cookies and Cocktails, eight renowned local chefs showcased their culinary creations that incorporated one of the best ingredients ever... Girl Scout Cookies! **Michelle Boland** of Oak + Rowan made PB&J Marshmallow Profiteroles, winning over judges **Kennedy Elsey** of Mix 104.1, **Vanessa Hale** of 103.3 AMP, and **Danielle Murr** of WEEI 93.7 (pictured left). With cookie-inspired cocktails, a silent auction, and some incredible creations, it was a pretty sweet evening in support of Girl Scouts!





THANK YOU TO OUR SUPPORTERS

Girl Scouts of Eastern Massachusetts gratefully acknowledges the individuals, corporations, foundations, and community partners who gave generously to ensure that every Girl Scout continues to have the opportunity to discover her passions and talents, try new things, and participate in activities to which she may not otherwise have access. This listing reflects all cash gifts, new pledges, and in-kind donations of \$250 and above recorded during fiscal year 2020 (October 1, 2019–September 30, 2020).

CHAMPION (\$100,000 and higher)

BNY Mellon
The Linda Hammett Ory &
Andrew Ory Charitable Trust
United Way of Massachusetts
Bay and Merrimack Valley

AMBASSADOR (\$50,000–\$74,999)

Celia L. Schulhoff

SENIOR (\$25,000–\$49,999)

Comcast Foundation
MB Flanders
Paul Gilbert and
Patricia Romeo-Gilbert
The Horn Family
Tricia J. Tilford

◆ Team Run like a Girl Scout, 2020
Falmouth Road Race at Home Edition

CADETTE (\$15,000–\$24,999)

Citizens Bank
Teresa Epperson
Judith Nitsch
P&G Gillette
People's United Bank

JUNIOR (\$10,000–\$14,999)

Patricia Hennessy Chadwick
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Endowment Fund
Massachusetts Department
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Secondary Education
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Girl Scouts of the USA
Raytheon Integrated
Defense Systems

BROWNIE (\$5,000–\$9,999)

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Amelia Sillman Rockwell
& Carlos Perry Rockwell
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GUIDE
(\$1,000-\$2,499)

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 Charitable Foundation
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Joyce Hamlyn
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Taunton-South Shore
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Christopher Tonkin and
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Stacy Wilbur ♦
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**ADVENTURER
(\$500-\$999)**
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American Legion Post #308,
Orleans, MA Veterans Fund of
The Cape Cod Foundation
Christine Bahtiarian ♦
Elaine Baker
Julia and John Barker

Sharon Barrett
Beals and Thomas
Bethesda Lodge #30 I.O.O.F
Lori Spinella Beverage
Marianne H. Bickerton
Anne L. Boas
Sam Bobo
Bowditch
Bright Horizons Foundation
For Children
Bristol-Myers Squibb Company
Barbara Callan-Bogia
Lisa Camara
Patricia Carroll
Mark E. Chadbourne
CohnReznick
Karen Cole
Anne Marie Conway
Kasey Cook
William G. Curtis
Michelle and Jim Duane
EF Education
Jane Fosberry Enos
Clinton and Kimberly A. Fernald
Amanda Gavilanez ♦
Amy C. Gindel
Mike Goonan
Kristina Gray

Ms. Kristen M. Gryglik
Paula Hammond
Ann S. Hurd
Mary Lou Jackson
Sarah Judge ♦
Sue and Bill Kohlman
Katherine and Leroy
Le Lacheur
Joanna Lenahan
Nancy F. Lewis
Caryn A. Libbey, M.D.
Gillian Lieberman
Kristin and Matthew Lynch
Massachusetts Service
Alliance
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Elaine B. Mills
Roberta J. Noland
Cathy and Timothy O'Neil
Pfizer Foundation
Plimoth Plantation
Carol Pons
Nicolette Preble
Susan Pursell
Paula Robert-Hunt
Jill and Jane
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Janice Ruell and Stephen
Mongeau

Alana Rusin
Mara Salis ♦
Helen and DuWayne Sayles
Cindy Schatz and Kevin
Maschhoff
Merisa Selby ♦
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Felice Silverman
Angelene Simonello
Gretchen Slemmons
Gail Spring
Robyn Stewart
Katie Sullivan
Richard Taggart
Travelers
Tufts Health Plan
Alicia Van Cott Wert
Barbara E. Wolfinger
John Yozell
Yozell Associates
Judith and Richard Zaunbrecher

EXPLORER (\$250-\$499)

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Curt and Mariah Avallone
Tracey Barker
Tracy Boehme

Dorothy Boisvert
Jeannie and David Brooks
Mary M. Browne
Kathryn Bueker
Linda Byron
Caring Choice
Transportation, Inc.
Marie "Skip" Carver
Terry Charron
Community Dispute
Settlement Center
Mark Connolly
Kerrie Constant
Elizabeth Cook
Jim Cronan
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Priscilla and Neiland
Douglas
Susan M. Esper
Linda Evans
Andrea and Kevin Falcone
Vicary M. Graham
Marjorie and Nicholas
Greville
Kathy Hahn
HarborOne Bank
Healthworks
Doug and Peggy Hinkle



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Watson
Ginger Hook
Marian Carr Hopkins
Isaacson, Miller
Kate Jaspon
Stephanie L. Johnson
Alyssa Jones
Julian M. Southworth Post #164
Dawn Kay
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Lois Kim
Krokidas & Bluestein LLP
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Melissa Lassonde
Clare Livak
Kendra Lockley
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Michelle Schofield
Cris and Alma Shepard
Lori Siegal
Kim Silva
Nicole Stephenson
Elaine Steward
Ray and Megan Sullivan
Judith R. Sunblade
Melissa A. Tansey
Alison Taunton-Rigby, Ph.D.
Patrick Waldron
Sally Webster
Bernadette Wilson
Dr. Brenda Wrigley

Every effort has been made to ensure the accuracy of our donor listing. Please accept our apologies if any errors or omissions have occurred. You may contact the Fund Development department at 857-453-5327 or donations@gsema.org to make corrections to our records.



DONOR SPOTLIGHT: JUDITH NITSCH

Longtime Girl Scout supporter and former Leading Woman Judith Nitsch's generosity this past summer provided critical financial support during the COVID-19 pandemic. Judith believes in the importance of Girl Scouting and is a firm advocate for our STEM and outdoor programming. In addition to developing a matching fundraising campaign in support of Girl Scouts at Home, Judith also supported GSEMA with another matching gift to help fund Camp Outside the Box, which brings safe summer camp experiences to the doors of hundreds of Girl Scouts. We are so grateful for Judith's philanthropy, which made a huge difference during a critical time for many in our Girl Scout community.

GIFTS IN KIND

Airbrush ONE Spray Tanning
Alice Walk
Anonymous
Bar Bouloud at Mandarin
Oriental, Boston
Boch Center
Boston Bruins Foundation
Boston Celtics
Boston College
Boston Duck Tours
Boston Harbor Cruises
Boston Marriott Copley
Place
Boston Red Sox
Brass
Broadway in Boston
Buttonwood Park Zoo
Cedric Maxwell of the
Boston Celtics
Joanne Chang & Flour
Bakery + Café
ChappyWrap
Community Dispute
Settlement Center
Entercom
Fat Chick Press

Fierce + Regal
Erica Gennaro
Grafton Street Pub & Grill
The Griffin Family
The Handle Bar
The Institute of
Contemporary Art/Boston
Isabella Stewart Gardner
Museum
Jill Rosenwald Studio
Sonia Kwon
LEVITATE
Lovepop
M. Flynn Jewelry
Mad Science of Southern
MA and RI
Magnolia Bakery
Mamaleh's Delicatessen
Anne M. Mastro-Valade
Diane McLoughlin
Museum of Science
New England Aquarium
New England Patriots
Oak + Rowan
Ocean Prime
Olive Connection

Paddle Boston
The Paint Bar
Paper Source-Boston
Parish Café
Pats Peak
Peabody Essex Museum
PGA Tour Superstore
Polkadog Bakery
Rachel's Makeup and Brow
Studio
Roxy's Grilled Cheese
Salon Acote
Samantha Shedlock
Sh*t That I Knit (STIK)
Sip Wine Bar and Kitchen
SoulCycle Back Bay
Tavern in the Square
TD Garden
Tod's
Trader Joe's
The University of
Massachusetts Club
Uwila Warrior
W Boston
Westin Boston Waterfront
Stacy Wilbur



JULIETTE GORDON LOW SOCIETY

The Juliette Gordon Low Society recognizes a special group of donors who support Girl Scouts through planned gifts. We thank the following members of the Juliette Gordon Low Society for including GSEMA in their estate plans, and for helping to secure the future for our girls:

Erik and Eva Andersen Girl
Scout Movement-wide
Challenge Planned Gift
Anonymous (4)
Dianne Belk and
Lawrence Calder Girl
Scout Movement-wide
Challenge Planned Gift
Dorothy Lozowski Boisvert
Ruth N. Bramson
Mary M. Browne
Kelly Corwin
Lynn Saunders Cutter
Barbara H. Fortier and
Karen L. Edlund
Amy Fong
Rachael Fusco
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LeAnne Grillo
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Joanne L. Johnson *
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Edward Napekoski
Judith Nitsch
Roberta J. Noland
Roc O'Connell
Charmayne Platt

Sandra Publicover
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Linda A. Rossetti
Paula J. Ruozzi
Renee Sack
Carol Sapoznik
Celia L. Schulhoff *
Linda Schuller
Crystal Sekerak
Gail R. Shapiro
Peggy H. Stevens
Deborah G. Taft
Caitríona Taylor
Marielle Thorne
Tricia Tilford
Amy vanNederpelt
Diane M. White
Zuania Wood

* deceased



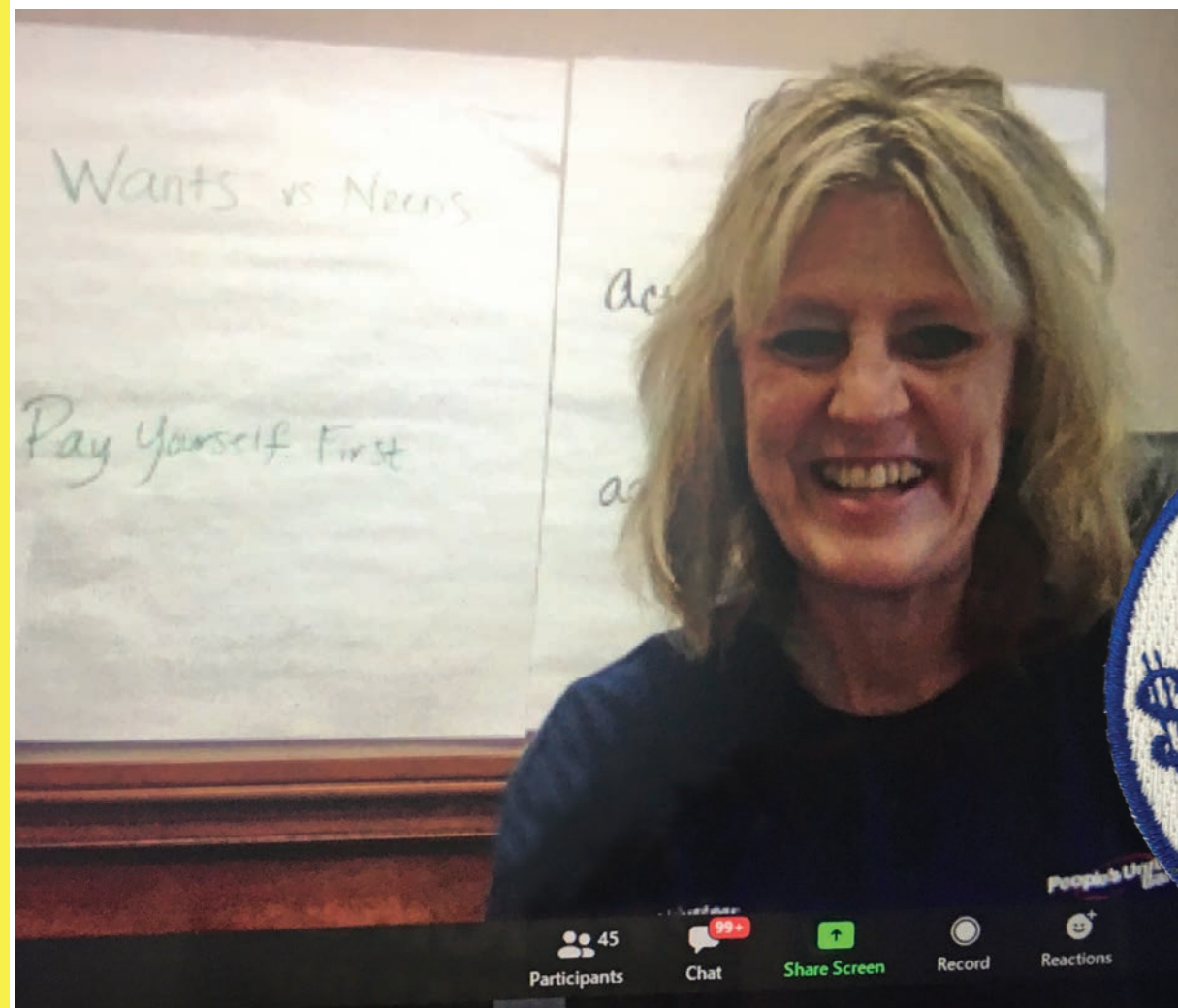
**When you
make a
planned gift
to GSEMA, you
become a local and
national member of
the Juliette Gordon Low Society.
A planned gift can be a specific
dollar amount or a percentage,
and there is no minimum. If you
would like more information about
how you can support leadership
development for our girls into
the future, or if you have already
named GSEMA as the beneficiary
of a planned gift, please email
legacy@gsema.org, so that we can
welcome you as a Juliette Gordon
Low Society member.**

CORPORATE PARTNER SPOTLIGHTS

PEOPLE'S UNITED BANK

In the summer of 2020, People's United Bank supported GSEMA's Girl Scouts at Home financially and through three badge and patch financial literacy workshops. Girl Scout Daisies, Brownies, and Juniors went on a **virtual tour of a People's United Bank branch** to learn about the day-to-day responsibilities of a banker, see the inside of a bank, learn why people use banks, and meet banking professionals. After learning how a bank keeps money

safe, Girl Scouts explored themes of needs versus wants, and learned how to make smart financial decisions.

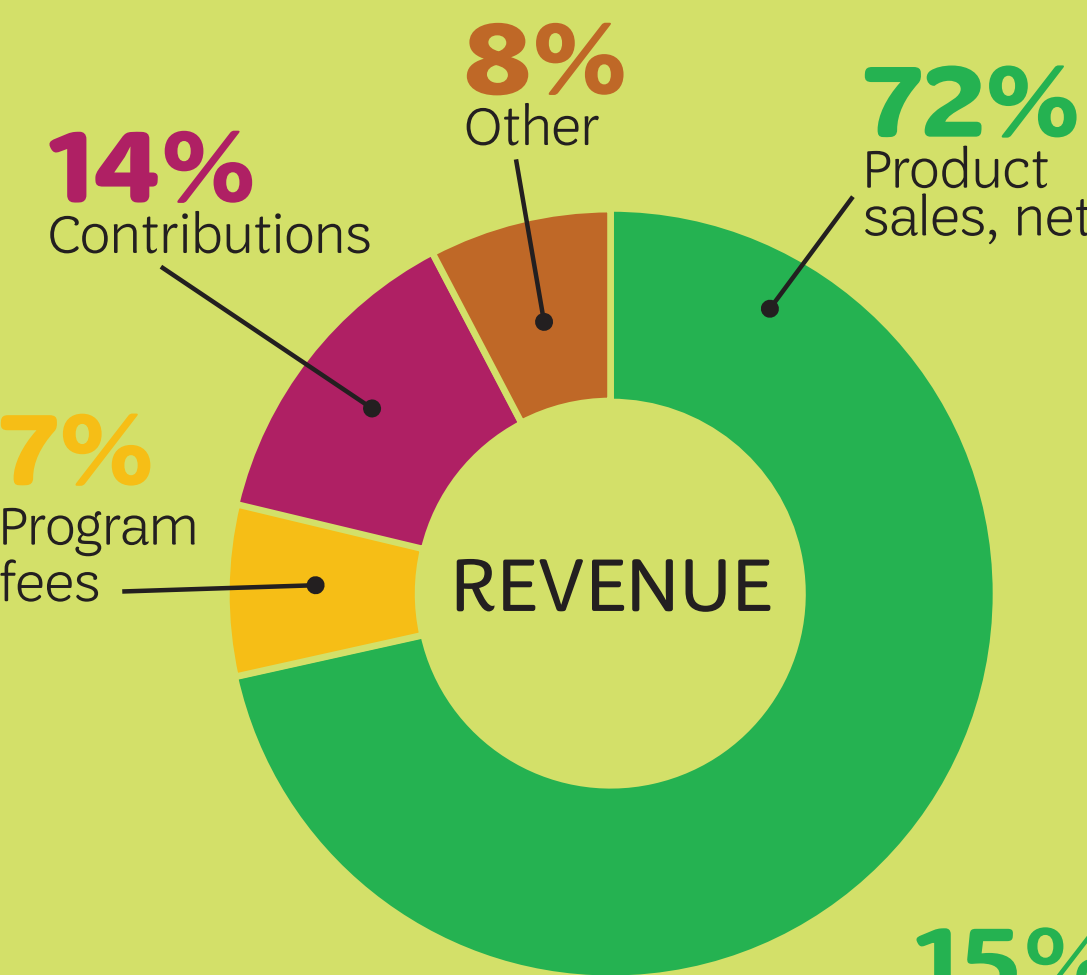


P&G GILLETTE

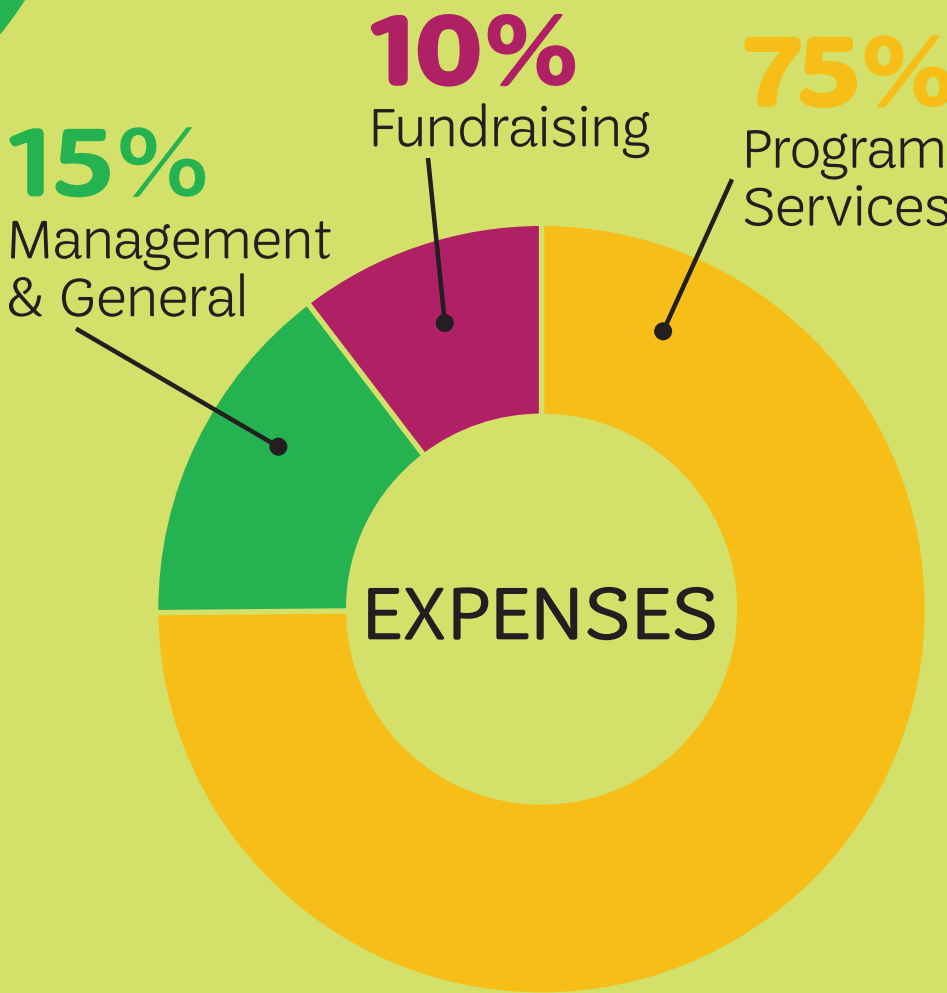
Girl Scouts honed their engineering skills during the **P&G Gillette Face Shield Challenge**. They designed, constructed, and tested their own personal protective equipment and shared their creations with women engineers and scientists from P&G Gillette on August 4. These panelists shared their inspiring story of developing face shields when hospitals faced a shortage of protective equipment during COVID-19. In just a few months, P&G Gillette distributed more than 300,000 face shields to Massachusetts healthcare organizations, first responders, emergency response services, and nursing homes.



FINANCIAL OVERVIEW



*Girl Scouts of Eastern
Massachusetts, Inc.
Statement of Activities
and Changes in
Net Assets for the
Year Ended
September 30, 2020.*



OPERATING REVENUES AND OTHER SUPPORT:

Product sales, net	\$7,950,459
Program service fees	803,262
Contributions	1,508,447
Investment return appropriated for operations	529,992
Net merchandise sales	266,375
Interest, dividends and miscellaneous revenue	57,984
Total operating revenues and other support	11,116,519

OPERATING EXPENSES:

Program services	9,183,944
Management and general	1,810,814
Fundraising	1,273,785
Total operating expenses	12,268,543

Changes in net assets from operations	(1,152,024)
Non-operating activities including property sales	397,681
Changes in net assets	(754,343)
Net Assets, beginning of year	21,377,356
Net Assets, end of year	\$20,623,013

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.

PARTNER AGENCY OF



GSEMA is able to provide the Girl Scout Leadership Experience to thousands of girls across eastern Massachusetts thanks to the generosity of our donors, members, and volunteers.

265 Beaver Street
Waltham, MA 02452
customer care@gsema.org

gsema.org



@GirlScoutsEMass



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