



# Proven Outcomes | Annual Report 2021

**girl scouts**   
of eastern  
massachusetts



# Dear supporters,

As a supporter of Girl Scouts, you know our girls are resilient go-getters. And now, in 2022, they continue to inspire us with their tenacity. Since 1912, a Girl Scout meets every-day challenges with courage, confidence, and character, proving they are the leaders our world needs.

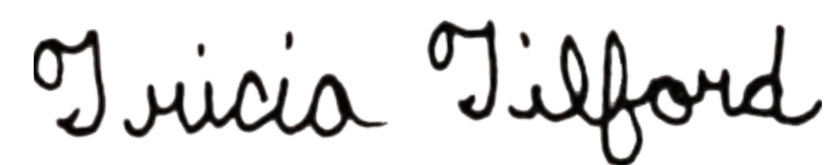
With the help of supportive adults and troop leaders, Girl Scouts of Eastern Massachusetts plays a pivotal role in a Girl Scout's support system. In a time where isolation and loneliness is at an all-time high, we are right by a Girl Scout's side, providing opportunities that empower her to discover who she is, connect and collaborate with her peers, and take action to make the world a better place.

Our key takeaway from this year? Not only are today's Girl Scouts adaptable and resilient, but they can, and will, exercise their power to act. Whether they were creating bylaws in their

town, developing an ability to persevere in a hybrid world, reimagining their Girl Scout Cookie Program, finding and raising their voice for themselves and others, or breaking down gender barriers, our Girl Scouts are a force for good.

We thank you and look forward to your continued partnership as we support today's girls, no matter their background or circumstances, in developing a strong sense of self, positive values, the aptitude for challenge seeking, healthy relationships, and community problem solving skills—the proven outcomes of the Girl Scout Leadership Experience.

Yours in Girl Scouting,



**Tricia Tilford**  
*Board Chair and President*



**Barbara Fortier**  
*Chief Executive Officer*



**Tricia Tilford**



**Barbara Fortier**

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

178  
EASTERN MA  
COMMUNITIES  
SERVED



18,542  
GIRL MEMBERS

Who can be a Girl Scout?

At Girl Scouts of Eastern Massachusetts, we center the experiences of girls and women, and welcome youth members who identify as girls, transgender boys, and non-binary and gender non-conforming people, as well as adults of all genders.

2,418

Girl Scouts attended in-person and virtual summer camp



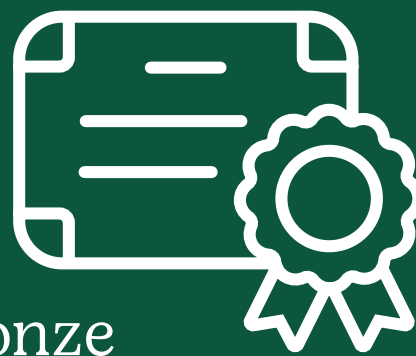
1,435

GSEMA financial supporters



59

Gold Award Girl Scouts



707

Silver and Bronze Award Girl Scouts



1,485,765

Packages of Girl Scout Cookies sold

Girl Scout Cookie packages sold online



618,936



44,000

Girl Scout cookie packages donated to local charities

girlscouts  
of eastern  
massachusetts

BOARD OF DIRECTORS

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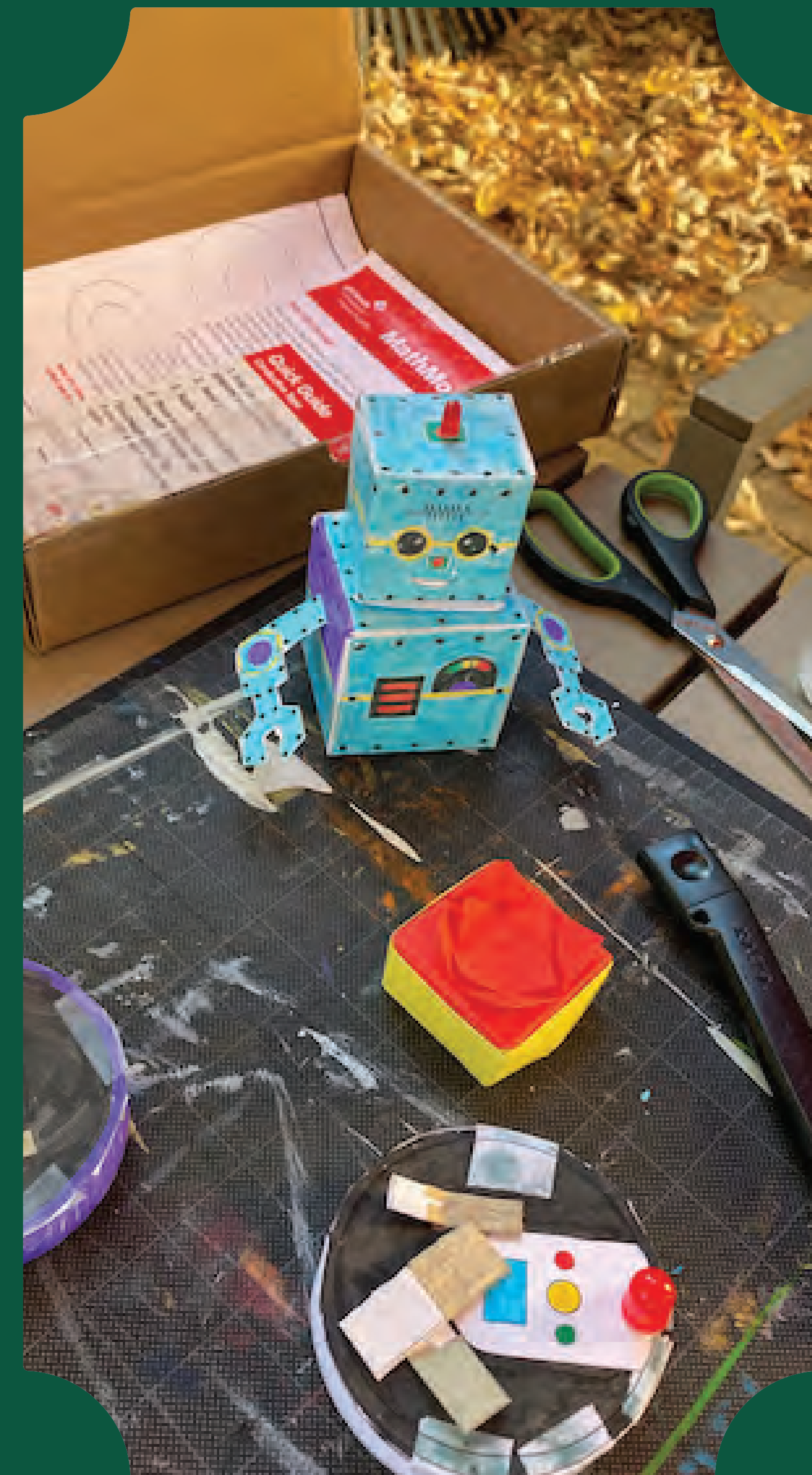




# A New Normal

In October 2020, our membership year began still in the midst of a pandemic, and children returned to school on a hybrid or fully remote schedule. While many Girl Scout troops returned to meeting in-person outdoors and in other creative ways, we recognized that virtual access to GSEMA programming was still essential. After experiencing great success with our Girl Scouts at Home online programming, we amplified many of our signature programs to include an at-home, hands-on experience with a virtual, live group component. CookieFest, MathMovesU®, STEM Conference, Extreme Gingerbread House Design, and Camp Outside the Box are examples of our highly successful, hybrid programs.

83% of Girl Scouts  
returned for another  
year of fun!







# Leadership the Girl Scout Way

How do we do it? Through the Girl Scout Leadership Experience, which offers a variety of age-appropriate activities that are girl-led, cooperative, and hands-on, and that prepare go-getting girls to take on challenges big and small in their lives. Guided by supportive adult volunteers, girls practice everyday leadership as they earn badges, sell cookies, go on exciting trips, explore the outdoors, and more. Girls learn and grow in a safe, all-girl environment, which helps them discover themselves and their values, try new things and take healthy risks, connect with others to create positive relationships, and take action in their communities on issues they're passionate about.

**Research confirms it: Girl Scouting works, today and into the future.**



GIRL SCOUT LEADERSHIP  
EXPERIENCE OUTCOME

# Community Problem Solving

Girl Scouts desire to  
contribute to the world in  
meaningful ways, learn  
how to identify problems  
in the community, and  
create solutions

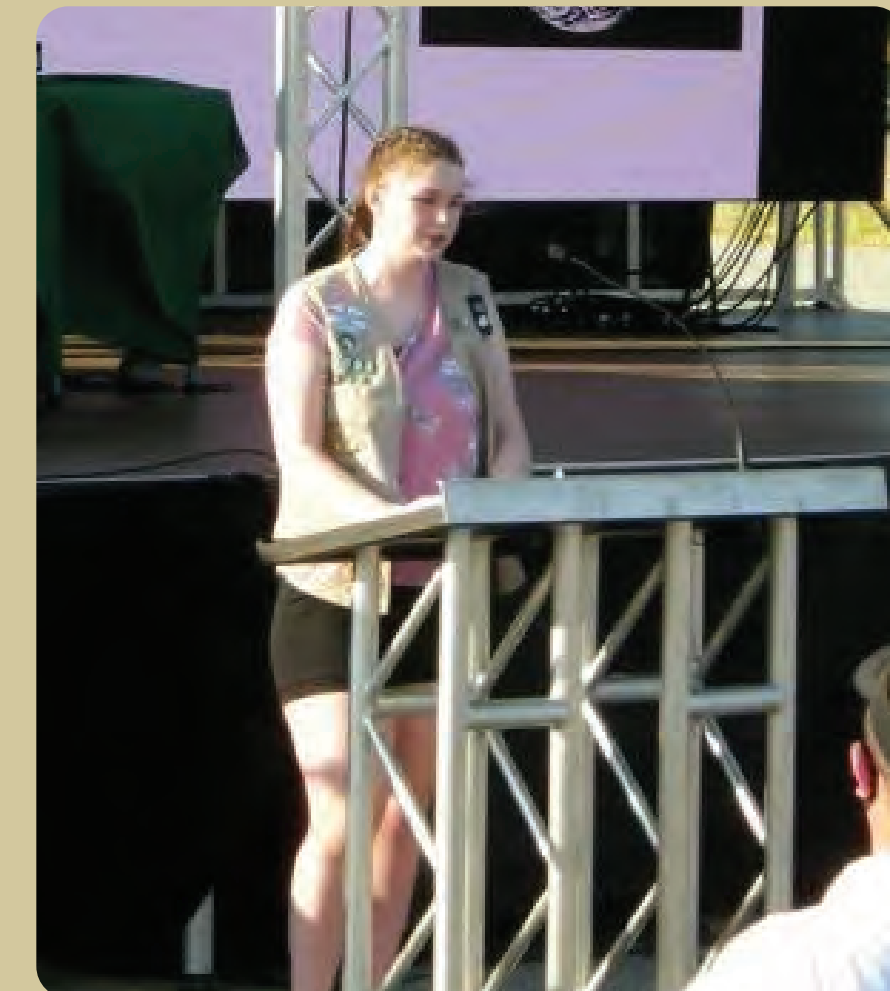


**girl scouts**   
gold award

is the most prestigious award in the world for girls—and the most difficult to earn. It is doubly impressive when conducted throughout a global pandemic. Overcoming restrictions and limitations, this year's class of Gold Award Girl Scouts put the resiliency they've been refining for years as Girl Scouts to action to deliver meaningful solutions for society's toughest challenges. Virtual tutoring sessions, campaigns to increase high school voter registration, and advocating for those with mental health issues are just a few ways eastern Massachusetts Gold Award Girl Scouts have established themselves as the leaders our world needs.

99%

of Gold Award Girl Scouts take  
on leadership roles in their  
everyday lives



Girl Scout Ambassador Lauren received the Girl Scouts of the USA Gold Award Scholarship for her Gold Award project, Plastic-less Mansfield, where she successfully passed a bylaw to

reduce the use of plastic straws and stirrers in her town. This scholarship recognizes Lauren's outstanding achievement, and demonstrates extraordinary leadership, and measurable and sustainable impact that addresses an issue of national and/or global significance.



# Community Problem Solving



A Girl Scout Take Action project is sustainable and continues long after a Girl Scout's responsibility is complete.





## GIRL SCOUT LEADERSHIP EXPERIENCE OUTCOME

# Healthy Relationships

Girl Scouts communicate  
their feelings directly,  
resolve conflicts  
constructively, and learn  
collaboratively



## Supportive Role Models

As caring adults in the lives of Girl Scouts, volunteers encourage the development of resilience and self-esteem. Whether they are supervising a Girl Scout Cookie booth sale, facilitating robotics badge activities, or getting trained in Youth Mental Health First Aid, their steadfast dedication supports Girl Scouts' long-term outcomes in positive and constructive ways.

“My troop leader is not only a role model and major influence on my life, she is like a second mom.”

– Girl Scout Cadette



Just a few months before the pandemic hit in 2020, a new Girl Scout troop formed at Notre Dame Cristo Rey High School, a school serving economically disadvantaged youth in Lawrence, MA. Led by four dedicated adults, this supportive and welcoming community has tripled their girl members!



“She’s so happy  
and proud of  
all she did on  
her own.”

– Parent at Camp  
Wabasso

Camp alums rate  
the experiences  
introduced at  
camp as most  
important to their  
daily lives today.

# Girl Scout Camp Provides Profound Personal Growth

After a year on pause due to the pandemic, this was a special summer for Girl Scout campers. While camp looked different with many safety measures in place—reduced capacities, adjusted program procedures, and increased training for staff—the excitement for being outdoors with friends was at an all-time high. The woods of our day and overnight camps were once again home base for reunions with camp buddies, unplugged adventures in nature, and exploration driven by imagination and laughter. Girl Scouts of Eastern Massachusetts goes to great lengths to give each camper the greatest gift of camp—a safe place where they can fully be themselves. In return, campers learn how to be responsible, they appreciate diversity, develop an ability to persevere, and are willing to try new things.

**In summer 2021, GSEMA safely ran four resident camps and four day camps in Massachusetts and New Hampshire, reporting zero COVID cases. Families eager for the return of camp, registered Girl Scouts in record time, filling sessions by April 23!**





## GIRL SCOUT LEADERSHIP EXPERIENCE OUTCOME

# Challenge Seeking

Girl Scouts take  
appropriate risks, try  
things even if they  
might fail, and learn  
from mistakes



## Reaching New Heights

When we create outdoor opportunities for Girl Scouts, it opens the door to new experiences, and helps girls move out of their comfort zone. Girl Scout Troop 85074 is just one example of a group of teenagers seeking challenges through outdoor adventure. These Girl Scout Cadettes and Seniors from the Parkway Service Unit (Hyde Park, Jamaica Plain, Roslindale, and West Roxbury) spent three days and two nights backpacking a portion of the Appalachian Trail, trekking 17 miles through the Taconic mountain range, tackling four peaks over 2,000 feet!

Nearly 80% of  
Girl Scout troops  
do at least two  
different outdoor  
activities per  
year.





# A Girl Scout Cookie Program Like No Other

With health and safety measures in place, GSEMA launched the Girl Scout Cookie Program during the global pandemic. Girl Scouts of all ages rose to the occasion, and reimagined their cookie program—pivoting from traditional in-person sales to innovative online transactions. As the program progressed, Girl Scout troops created drive-thru booth sale and contactless delivery options for their customers. Little did they know that when they shared pictures of their ingenuity on social media, Girl Scouts created a virtual cooperative learning moment that made this year's cookie program better for everyone. The result? Not only did Girl Scouts sell nearly 1.5 million packages of cookies, Girl Scouts showed that they aren't afraid to take on a challenge.

Online sales totaled 618,936 packages—a 457% increase over 2020. And, the highest of all the ABC Baker councils.





## GIRL SCOUT LEADERSHIP EXPERIENCE OUTCOME

### Positive Values

Girl Scouts act  
ethically, honestly,  
and responsibly, and  
show concern for  
others



## Making the World a Better Place

Girl Scouts of all ages engage in activities that are much larger than themselves that create positive and long-lasting change. Girl Scout Junior Troop 62407 from Littleton earned an Outdoor Journey Award that culminated with a Take Action project of planting 36 trees in their town. In Lexington, Girl Scout Senior Troop 66265 earned their Silver Award by honoring the contributions of 42 Lexington women throughout history, featuring them on large banners in their town center. And in Boston, Girl Scout Senior Troop 82487 earned their Silver Award through their Menstrual Love project, a menstrual cycle education and pad distribution program for young girls.

Research shows Girl Scouts are more engaged in community, and report greater interest and skills when it comes to solving problems in their communities.





The Girl Scout Silver Award is a 50-hour+ service project that has a lasting positive impact.



## GIRL SCOUT LEADERSHIP EXPERIENCE OUTCOME

# Strong Sense of Self

Girl Scouts have  
confidence in  
themselves and their  
abilities, and form  
positive identities



## Finding their Voice

Girl Scout research confirms that Girl Scouts become leaders in their lives, at work, and in their communities. When Girl Scouts participate in programs like our Becoming Me, Lift Your Voice, Multicultural Community Celebrations, or Promote the Vote service projects, they are exploring their beliefs as it relates to the world around them, they are embracing the power of finding their own voice, and they are discovering who they want to be.



Lift Your Voice was first developed by GSEMA staff in spring 2020 for Girl Scouts to process the racial issues they were witnessing both on the news and in their own lives. We reworked this program into a 6-week series so Girl Scouts could delve deeper into these issues through activities and guided staff-led discussions.







77% of girls say that because of Girl Scouts, they are considering a career in technology.

## The Promise of STEM Gender Equality

GSEMA and Suffolk, a national building and real estate enterprise based in Boston, announced a 10-year partnership to offer custom STEM and construction curriculum—comprised of workshops, events and volunteer opportunities—for Girl Scouts in grades K-12. This initiative, *Rebuild the Ratio*, demonstrates a commitment to increasing the visibility and career opportunities for girls and women in the construction and STEM industries, where there is great disparity between the representation of women and men. Companies like Suffolk understand the importance of investing in Girl Scouts. Exposing Girl Scouts to STEM opportunities help them be confident enough in their own abilities to pursue math and science-based education and careers.



Popular GSEMA event Extreme Gingerbread House Design went virtual. Girl Scouts engineered “earth-quake proof” sweet treats from the comfort of their homes.





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# GOLF,

## FOR GIRL SCOUTS

In September, Girl Scouts of Eastern Massachusetts' Board of Directors hosted their inaugural Golf for Girl Scouts fundraiser. While the weather forecast didn't play in our favor, over 125 golfing supporters did—and they raised over \$100,000 for Girl Scouts in eastern Massachusetts. We are grateful to our Board of Directors, golf committee, and event sponsors for their support in making our first golf tournament a huge success.





## 2021 RUNNERS

Carolyn Atchue  
 Christine Bahtiarian  
 Sharon Chase  
 Joy Ferney  
 Molly Frankel  
 Jessica Gove  
 Nicole Haberman  
 Meg Johnson  
 Allison Labbe  
 Pamela O'Leary  
 Diane McLoughlin  
 Mary Murphy  
 Mandy Ricci  
 Hope Roth  
 Laurie Ruszala  
 Linda Schuller



# Team Run Like a Girl Scout

For the second year in a row, Girl Scouts of Eastern Massachusetts was a charity partner of the ASICS Falmouth Road Race Numbers for Nonprofits program. Sixteen runners laced up for Team Run Like a Girl Scout—all of whom are invested in the mission of Girl Scouts—and collectively raised over \$20,500 to support Girl Scout programming across eastern Massachusetts. We are so grateful for their commitment to the race and our mission.





# 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, pledge payments, and in-kind donations of \$250 and above recorded during fiscal year 2021 (October 1, 2020–September 30, 2021).

## **GOLD (\$75,000 & HIGHER)**

Suffolk Construction Co. Inc.  
United Way of  
Massachusetts Bay and  
Merrimack Valley

## **AMBASSADOR (\$50,000-\$74,999)**

Citizens Bank  
The Linda Hammett  
Ory and Andrew Ory  
Charitable Trust  
The Horn Family  
Massachusetts Department  
of Elementary and  
Secondary Education  
Judith Nitsch  
Women's Foundation of  
Boston

## **SENIOR (\$25,000-\$49,999)**

Health Resources in Action,  
via the Commonwealth of  
Massachusetts  
Liberty Mutual Foundation  
People's United Bank

PwC Charitable  
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Tricia J. Tilford

## **CADETTE (\$15,000-\$24,999)**

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## **JUNIOR (\$10,000-\$14,999)**

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## **BROWNIE (\$5,000-\$9,999)**

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**DAISY**  
**(\$2,500-\$4,999)**

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Diane L. Longtin  
Mayflower Advisors  
MathWorks  
Marcia Metz

\* Deceased

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**(\$1,000-\$2,499)**

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## **ADVENTURER (\$500-\$999)**

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(\$250-\$499)**

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David Cammarata

**PEGGY STEVENS MEMORIAL FUND**



The following supporters donated in memory of Peggy Stevens, who passed away on June 24, 2021. Peggy was admired for her leadership and commitment to the Girl Scout Movement, and was the Board Chair and President for Girl Scouts of Eastern Massachusetts from 2010-13.

Margaret Bock  
Sharon Brouillard  
Joseph Chesler  
Jennifer Dubois  
Fidelity Charitable Gift Fund  
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Els Van Wingerden  
Vanguard Charitable  
Hilary Wallis  
Kathy Wellington

*This listing reflects gifts made through September 30, 2021.*



Canton Troop 4653  
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Dr. Brenda Wrigley  
Jennifer K. Wynn

*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 [donations@gsema.org](mailto:donations@gsema.org) to  
make corrections to our records.*

**GIFTS IN KIND**

Ashdon Farms/QSP  
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Systems  
Stacy Wilbur  
Starbucks Canton  
Tito’s Handmade Vodka



“Friendship Circle provides GSEMA with a steady source of funding with fewer administrative costs...I am proud to wear my Friendship Circle pin!”

- Lori Spinella Beverage



As a Friendship Circle member Lori Spinella Beverage feels proud to be part of a community that supports the Girl Scout mission and Movement. In addition to being a monthly donor, she is an active troop volunteer with Girl Scout Senior and Ambassador members, is the Learning Technologies Manager at GSEMA, and has

been a Girl Scout for 48 years. She is a Gold Award Girl Scout and has received numerous recognition pins for her varied service. She urges others to consider giving, “It’s imperative that those of us who have benefitted from this organization continue to pay it forward in order to provide the gifts of the mission to the young women who follow us.”

# Friendship Circle

The Girl Scouts of Eastern Massachusetts Friendship Circle recognizes a group of donors who support Girl Scouts through monthly, recurring gifts. Learn more about joining: [gsema.org/friendshipcircle](https://gsema.org/friendshipcircle).

Lori S. Beverage  
Cynthia M. Campbell  
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Karen Schofield  
Linda Schuller  
Angelene Simonello  
Brenda Wheelock  
Stacy Wilbur  
Judith Wilchynski







# Juliette Gordon Low Society

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](mailto:legacy@gsema.org), so that we can welcome you as a Juliette Gordon Low Society member. 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 (5)  
Dianne Belk and  
Lawrence Calder Girl  
Scout Movement-  
wide Challenge  
Planned Gift  
Dorothy Lozowski  
Boisvert  
Mary M. Browne

Kelly Corwin  
Lynn Saunders Cutter  
Amy Fong  
Barbara H. Fortier and  
Karen L. Edlund  
Rachael Fusco  
Tammy Geyer  
LeAnne Grillo  
Michelle Harris  
Carole Herman  
Margaret Gordon  
Gillispie Iwanchuk  
Nancy Kiehnle

Kathryn King  
Sonia Kwon  
Laura P. Lane  
Diane L. Longtin  
Jane L. Lundquist and  
William Lundquist  
Mary-Ann Macaione  
Anne M. Mastro-Valade  
Diane McLoughlin  
Marcia Metz  
Regina M. Mullen  
Edward Napekoski  
Judith Nitsch

Roberta J. Noland  
Roc O'Connell  
Charmayne Platt  
Alma Pontz Estate  
Sandra Publicover  
Elisabeth B. Roitman  
Patricia Romeo-Gilbert  
Linda A. Rossetti  
Paula J. Ruozzi  
Renee Sack  
Carol Sapoznik  
Linda Schuller  
Crystal Sekerak

Gail R. Shapiro  
Peggy H. Stevens\*  
Deborah G. Taft  
Marielle Thorne  
Tricia J. Tilford  
Amy vanNederpelt  
Diane M. White  
Zuania Wood

\* Deceased



## FOUNDATION SPOTLIGHT: The Women's Foundation of Boston



We have great appreciation for The Women's Foundation of Boston whose motivation is to close the philanthropy gap in foundation giving to women's and girls' causes. This year, WFBoston provided funding to Girl Scouts of Eastern Massachusetts for our Girl Scouts at Home programming, which was created to provide virtual participation options, as well as provide financial aid to Girl Scouts, to make programs accessible to our Girl Scout community during COVID. Girl

Scouts at Home's stellar curriculum of enriching, at-home activities included lessons in life skills, explorations in entrepreneurship, opportunities to earn leadership awards, modified outdoor adventures in both urban and suburban environments, and virtual Girl Scout troop meetings. The funding from WFBoston helped cover costs related to staffing, supplies, technology, and financial assistance for 300 Girl Scouts. But most importantly, it provided the much-needed peer-to-peer connections during a time when children were experiencing pandemic-related isolation.

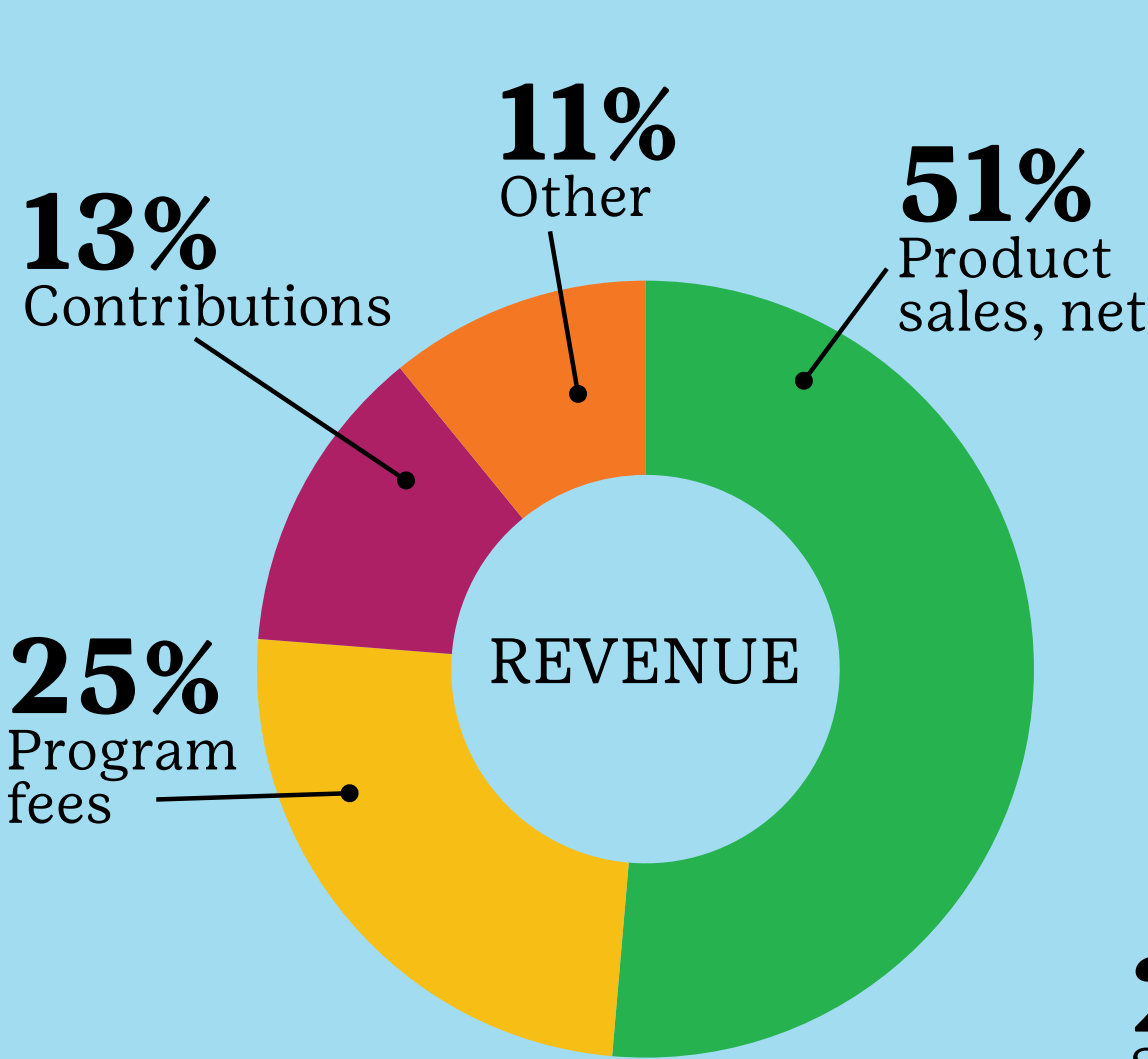
## CORPORATE PARTNER SPOTLIGHT: Intel

For nearly ten years, Intel Corporation has been a trusted partner of Girl Scouts of Eastern Massachusetts' STEM initiative. Through their generosity as the lead sponsor of GSEMA's STEM Conference & Expo, we were able to provide a unique, virtual conference for teen Girl Scouts. Intel's commitment extends beyond sponsorship, as they also regularly facilitate engineering-themed workshops for Girl Scouts. These sessions are filled with inquisitive girls, asking questions about what it is like to work and study in the science, technology, engineering, and math (STEM) fields. Knowing that women are still underrepresented in STEM fields, support from corporations like Intel, helps GSEMA provide opportunities for Girl Scouts to pursue STEM activities and interests, and become the next generation of leaders in STEM.

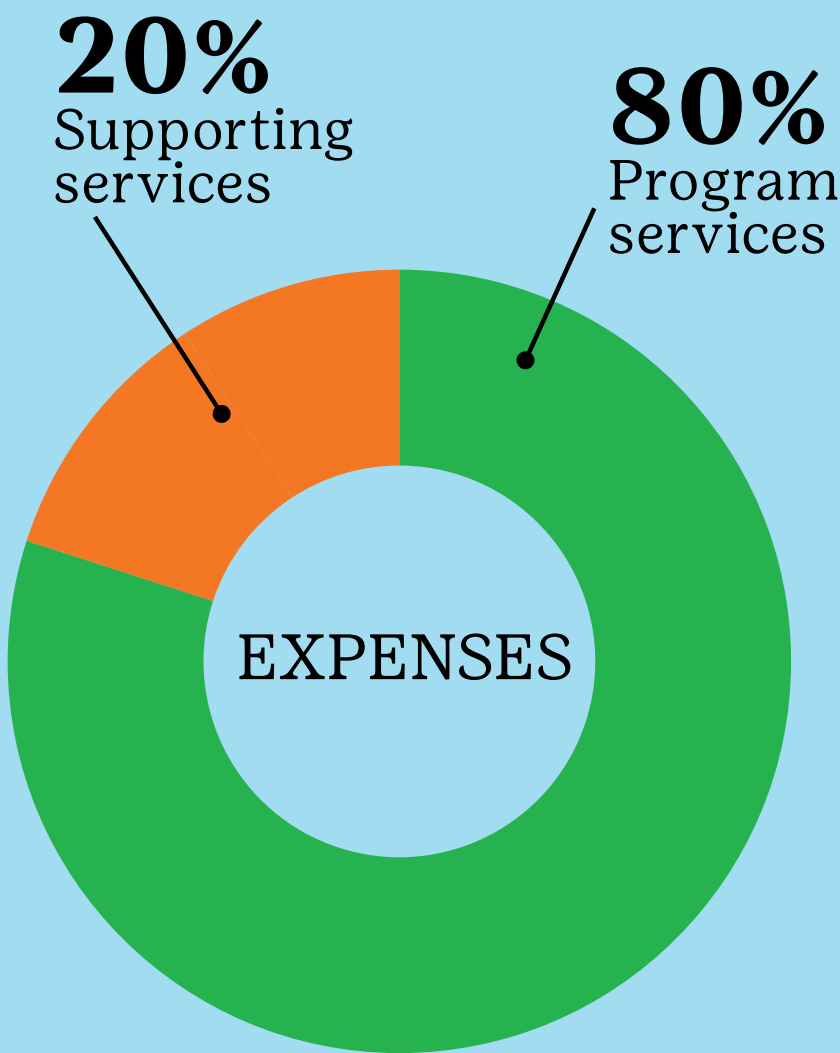




# Financial Overview



Girl Scouts of Eastern  
Massachusetts,  
Inc. Statement  
of Activities and  
Changes in  
Net Assets for the  
Year Ended  
September 30, 2021



## OPERATING REVENUES AND OTHER SUPPORT:

Product sales, net	\$4,774,253
Program service fees	2,311,392
Contributions	1,196,651
Investment return appropriated for operations	540,000
Net merchandise sales	260,773
Interest, dividends and miscellaneous revenue	211,030
<b>Total operating revenues and other support</b>	<b>9,294,099</b>

## OPERATING EXPENSES:

Program services	8,803,851
Supporting services	2,203,404
<b>Total operating expenses</b>	<b>11,007,255</b>

Changes in net assets from operations	(1,713,156)
Non-operating activities	4,465,627
Changes in net assets	2,752,471
Net Assets, beginning of year	20,623,013
<b>Net Assets, end of year</b>	<b>\$23,375,484</b>

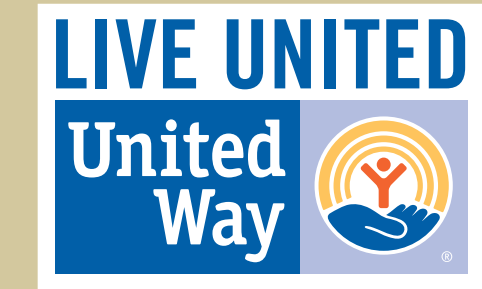


# Girl Scout Promise

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.

*For more information  
on the statistical data  
presented in the GSEMA  
2021 Annual Report,  
please visit the Girl Scout  
Research Institute at  
[girlscouts.org/research](https://girlscouts.org/research).*

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.

# 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 scouts**  
of eastern  
massachusetts

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