

To: Board of Directors
From: Donna Ceravolo, Executive Director/CEO
Date: August 17, 2009
Subject: 2009 Mid-year Report by Integrated Objective

The attached reports highlights the Council's work toward our measurable Integrated Objectives for the first half of Fiscal Year 2009 (January through June). This report is meant to provide a snapshot of our work and is not exhaustive in its content or intent.

Some items that were reported in the 2008 Year-end Report by Integrated Objectives are not included in this report because their outcomes can be better gauged when measured against the entire year.

Special thanks to Deborah Goldsmith, Lori DiMaggio and Susan Caruso for their efforts to gather, corral and distill information collected across departments.

Please contact me if you have questions, comments or see areas where you would like more depth of data or explanation – ceravolo@gsnc.org or 516-379-1519.

Thank you for your continued support of Girl Scouts of Nassau County ...

Be sure that your calendars are marked for these
upcoming Girl Scout meetings and events:

September 13th – Honor Circle Tea – 2pm Allison Kasson's home – invitations are being mailed.

September 16th – Board Meeting - 7:30pm Service Center

October 4th – Girlfest – Broadway Mall in Hicksville – 12noon – 4pm

October 27th – Annual Luncheon – Garden City Hotel – 11am

November 18th – Board Meeting - 7:30pm Service Center

MEMO

Girl Scouts of Nassau County Integrated Objectives for 2008-2011

Girl Scouts of Nassau County will continue to hold the Girl Scout Promise and Law as the cornerstone of our movement and to operate within the Charter issued by Girl Scouts of the USA. Girl Scouts of Nassau County is committed to putting girls first, to the sound stewardship of assets and to open communications with our membership and the community.

1. **PEOPLE TURN TO US ...** GSNC will be recognized as the experts on girls in our community and beyond. [Brand]

Branding Efforts

GSUSA has postponed the introduction of its Girl Scout Brand Campaign until March 2010. GSNC efforts continue to integrate Girl Scouts of Suffolk County and Greater New York into a shared or combined marketing effort. During this period we have shared advertising in *Networking* for Women's History Month and Media Blitz for Girl Scout Cookie® Program

Marketing Efforts

Year	06/30/07	06/30/08	6/30/2009
Speaking Engagements	17	25	8
Media Placements *	248	391	356
Media Circulation *	98,270,766	288,741,089	35,013,859
*Due to budget constraints - we suspended our clipping service in April which gave us Media placement and circulation numbers.			

- Kick-off event for program on Disordered Eating
17 Girls 45 Adults
- GSNC has been selected as one of sixteen Advocacy Champions by GSUSA which will position us further as experts on girls.
- The GSNC Chorus was invited to sing at the Girl Scouts of Suffolk County's Annual Meeting on April 15, 2009 – and the Chorus has continued to appear at Girl Scout events and other local organizations, including American Girl Place in February.

2. **GIRLS SEEK US AND RETURN TO US ...** GSNC will continue to increase membership numbers/market share and program offerings in order to deliver the Girl Scout experience to more girls. However, growth for growth's sake is not prudent when resources are limited. [Program Model and Pathways]

Tracking Membership
Membership as of June 30th

	Total Girls Registered	Total Adults Registered
2007	21,669	6,767
2008	21,465	6,730
2009	20,714	6,813

- **Fifteen of the 36 GSNC Associations or 42% serve more than 1 in 5 girls.**

NOTE: Decline in membership is a priority for all staff and is being addressed through a variety of ways including targeted marketing, adjustments to staffing patterns of Field staff, etc. – Over recent years the average number of girls per Troop has dropped from 11.5 in 2007 to 11.3 in 2009 ... However the total number of classic Troops has dropped from 1652 in 2007 to - 1614 in 2009 for a 5% decline – which corresponds to the overall drop in membership of 4% from 2007 to 2009.

A number of agencies where we have done Scoutreach in the past have become unavailable to us as they have reduced hours and staffing; our own GSNC budget constraints – led us to eliminate extra paid staffing for Scoutreach for the summer, instead deploying all willing staff to various Scoutreach locations for short-term assignments.

Change in Membership Diversity – Girls

Sept. 2007 Total Diversity	% of 2007 Girl Membership (22,321)	Sept. 2008 Total Diversity	% of 2008 Girl Membership (22,090)	June 30, 2009 Total Diversity	% of June, 2009 Girl Membership* (20,715)
5730	25.70%	6214	28.10%	5263	25.40%

Change in Membership Diversity – Adult

Sept. 2007 Total Diversity	% of Adult Membership (6775)	Sept. 2008 Total Diversity	% of Adult Membership (6736)	June. 2009 Total Diversity	% of June 2009 Adult Membership (6813)
851	12.60%	844	12.50%	873	12.80%

The numbers for 2009 also have a disproportionately large number of girls and adults whose racial/ethnic information was not reported .

***The numbers above do not include GSNC's Summer Program participants, and will increase somewhat by September 30th, however, do not expect to make the 2008 total.**

Program Participation Numbers

<u>Name of Program</u>	<u>EOY 2008</u>	<u>Mid Year 2008</u>	<u>Mid Year 2009</u>
Resident Camp *	588		493
Summer Fun at Cantiago*	242		344
Summer Fun at Wantagh*	442		482
Cookie Program (Girl Participants)	14621	14621	15114
Silver Award Seminar	158	67	83
Gold Award Seminar	141	65	82
Troop Tours	125	107	111
Camp Aide Training	24	24	20
Parent/Child Overnight Event cancelled due to Hurricane warning.	215 registered	Fall Weekend	Fall Weekend
Be A Reader** I think this needs 2 stars	1215	432	271

*Participant sessions.

**Numbers are lower based on new requirements to receive a patch.

We are infusing the New Girl Scout Leadership Experience into training that is on line and in person. The new Program Model and pathways incorporate the Discover, Connect and Take Action keys to leadership. Girl Scout experiences, are also, as much as possible, girl led and encourage learning by doing and cooperative learning. The training and programs that we offer are designed to reflect these processes.

January – June 2009

- During this six month period a total of 114 Leaders completed the new Program Model course titled “Leadership Essentials”
- During this six month period 47 Volunteers completed the new GSUSA Volunteer orientation online which summarizes the new Program Model and Pathways.
- From January through June 2009 level specific training was taken by 55 Daisy Leaders, 34 Brownie Leaders, 26 Junior Leaders and 25 Cadette, Senior or Ambassador Leaders. The on line level training includes components of the New Program Model.

3. **PEOPLE VOLUNTEER FOR US ...** GSNC will continue to be a destination of choice for both experienced and new volunteers, because volunteers see how their work impacts girls and communities. Respect for the time and talents of volunteers will continue to be a driving force in our business model. [Volunteerism]

From June 15th to June 22nd, over 230 volunteers worked 325 eight hour shifts at the U S Open, manning a concession stand on the 12th green of the Bethpage Black Course. Through their efforts GSNC raised over \$20,000. Volunteers were thanked via emails from Donna Ceravolo. In addition, a U S Open reception was hosted by Hofstra University on July 14th to thank volunteers for their hard work and keep them updated on other volunteer opportunities with GSNC.

Feedback on new Program & Pathways

A total of 331 Leaders took The 2009 Leaders Survey (February 2009). The survey was used to determine

- Leader awareness of the new Journey books,
- If they received a free set as part of early registration criteria and,
- If they chose not to use the new Journey books, why not.

Results were shared with GSUSA.

The following is a list of the breakdown by levels. 30% (91) Brownie Leaders, 26% (80) Junior Leaders, 19% (59) Daisy leaders, 19% (58) Cadette Leaders, 8% (23) Senior Leaders, 7% (20) Ambassador Leaders

62% or (188) were aware of Journey books, 20% (60) were not
20% reported that the material was easy to understand
14% reported girls enjoyed the activities
19% did not purchase the new books

We will market the first and second Journey books through our web site, publications and programs including Girlfest and *Possibilities* as well as training. Membership decided not to offer the books as an early registration incentive for new Leaders due to budget constraints. With the new GSUSA Bronze, Silver & Gold Award revisions, there should be an increase in usage by older girls.

New online trainings developed to accommodate the need of volunteers' time constraints.

On line Trainings;

- September 2008 included all Level Training; Daisy, Brownie, Junior & Cadette, Senior Ambassador
- GSUSA Volunteer Orientation was linked to our web site in July 2008
- Leadership Essentials has been offered on line since April 2009; 81 Leaders completed by end of June 2009

There were 26,207 visits to regular website, including visits to Association web pages.

New GSUSA Tracking System

- Staff completed a series of web conference calls with GSUSA exploring the processes and possibilities available when councils update to GSUSA's CES system, which will store information for and facilitate communication with volunteers at each stage in the volunteer development process (recruitment, training, background checks, recognition, etc.). We are currently using E-council as much as possible to perform similar functions in a more limited manner.

Changes in Background Check Process

- At this point we will be conducting Background Checks on new leaders and volunteers completing camp training. Repeating the checks with ongoing leaders who have already been screened has been put on hold as a budget saving measure.
- The new Volunteer Portal which allows volunteers to perform their own background checks was introduced at the end of June 2009. Letters with specific instructions on using this new method went out to all Service Team members and new Leaders who have not completed their background check. As of today, 18 members have chosen this option.

Keeping the Volunteer Engaged

We will continue to celebrate the achievements of our volunteers through appropriate recognitions, Alumnae gatherings and targeted publicity.

- Alumni engagement is critical. The Fund Development Committee is planning a series of geographically-based informal events where alumni can gather and hear about programs and opportunities to support the Council. We will be targeting alumni with daughters who are current Girl Scouts and their families.
- Outcomes for Adult Recognitions Awards Ceremony
 - 22 Appreciation Pins
 - 1 Honor Pin
 - 1 Thanks Badge
- 78 people attended Volunteer dinner
- **New Recognition:** In April 2009 letters from Donna Ceravolo - were mailed out to 536 new Leaders congratulating them on completing their first year as a Girl Scout Leader.

4. **PEOPLE GIVE TO US ...** GSNC will continue to increase its adult generated income through fundraising activities. [Fundraising]

Mid Year Fund Development Comparisons

	2007 6/30/2007 ACTUAL	2008 6/30/2008 ACTUAL	2009 6/30/2009 ACTUAL
PUBLIC SUPPORT AND REVENUES			
ANNUAL GIVING	134,343	153,745	123,609
UNITED WAY, FUNDS, CHESTS	28,344	30,155	18,135
FOUNDATIONS	17,500	17,500	10,000
GOVERNMENT GRANTS	5,000	0	6,750
RESTRICTED F/A	5,783	5,830	5,330
CORPORATE	5,927	4,925	10,685
UNSOLICITED GIFTS(Tributes)	1,570	3,019	2,786
ORGANIZATIONS	3,307	1,476	295
FUND RAISING EVENTS (net)	30,871	21,076	12,738
MISCELLANEOUS INCOME (incl. interest)	55,374	21,010	3,174
SITE USE FEES	0	10,000	0
<u>Adult Generated Income</u>	\$288,019	\$268,736	193,502
increase/decrease from previous year		-6.70%	-28.00%*

*Reflective of the downturn effecting all not-for-profit organizations.

While continuing to produce Golf and Luncheon events, fundraising strategies will focus on targeted gifts to fund specific projects and activities.

Funding awarded:

- Jewish Women's Fund of NY	\$40,000	Critical Issues (2 year grant)
- JP Morgan Chase	\$ 575	General Operations
- Disney	\$ 1,000	General Operations
- GSUSA	\$ 2,785	Uniquely Me
- GSUSA	\$ 6,275	Lego's Robotics
- Horace and Amy Hagedorn Fund	\$ 7,500	UMOJA Alliance
- Manhasset Community Fund	\$ 1,500	Scoutreach
- Community Chest of Pt. Washington	\$ 3,000	Scoutreach

Grants pending as of August 1, 2009:

- Bank of America	\$10,000	Lego's Robotics
- Bank of America	\$ 5,000	Local Hero Award
- Astoria Federal	\$ 7,000	Lego's Robotic/Scoutreach
- T D Bank	\$10,000	Healthy Living
- Legislative Grant	\$ 5,000	Critical Issues (Skelos)
- Legislative Grant	\$ 2,000	Lego's Robotics (McKevitt)
- Hempstead CDA	\$ 2,750	Scoutreach
- Freeport CDA	\$ 4,000	Scoutreach
- Glen Cove CDA	\$ 2,500	Scoutreach

Additional Funding Strategies

- A Planned Giving presentation will take place at the Honor Circle Society Reception on September 13, 2009 at the home of Board Member Allison Kasson. There will be a mailing of our planned giving brochure to all alumni in September.
- Plans are underway to have the Fund Development Committee work closely with the Board to identify their network of individuals and organizations who may be potential givers. The plans will be presented at the next Board Meeting.

Note: At their August meeting, the Fund Development Committee decided to work on funding tied to the Council's Healthy Living Initiative.

5. **WE LISTEN TO OUR MEMBERSHIP AND THE COMMUNITY ...** GSNC will provide opportunities for on-going and periodic feedback from our membership and the community. [Governance and Organization]

The Delegate Communications Committee worked with a group of active delegates to inform all delegates/alternates about proposals to be presented at the 2009 Council Annual Meeting and to promote attendance at the meeting. The necessary 2/3 quorum was met to bring the proposals to the floor and one of the proposals was approved. GSNC Bylaws have been amended to reflect the changes and posted on the website. [Please discard any previous copies.] The new Co- Chairs of the DCC will work with the President to set priorities for the coming year.

In addition, feedback continues to be routinely gathered through the Service Teams, from various operational committee and from short surveys on the website. The staff expects to expand its efforts on measurement outcomes over the next two quarters.