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**Girl Scouts of Eastern Pennsylvania Announces Cecily Macy
as Head of Fund Development**

MIQUON, PA (January 11, 2021)— [Girl Scouts of Eastern Pennsylvania](#) (GSEP), the 8th largest Girl Scout council in the country out of 111, serving 55,000 girl and adult members throughout nine counties in Eastern Pennsylvania, today announced Cecily Macy as Head of Fund Development. Ms. Macy's employment with GSEP commenced on January 4, 2021.

Macy brings more than 15 years of experience leading development and fundraising efforts for non-profits and academia in the Philadelphia and Waltham, Massachusetts areas. Most recently, she was Vice President of Development for the Pennsylvania Academy of the Fine Arts, where she directed and provided strategic oversight of Development Department operations and database management. Prior to her role at the Pennsylvania Academy of the Fine Arts, Macy was the Manager of Individual Giving at the Pennsylvania Horticultural Society, where she increased Annual Fund donors by 17.8 percent and increased funds raised during the first appeal cycle by 7.8 percent.

"Cecily is a highly effective development leader who not only understands our mission at Girl Scouts but also takes pride in generating the annual capital needed to create the best learning experiences and opportunities for our members," said Kim E. Fraites-Dow, CEO of the Girl Scouts of Eastern Pennsylvania. "She takes on the role of an important member of the Senior Management Team, and will work closely with the Board to initiate, develop, and strengthen partnerships on behalf of GSEP."

"I am thrilled to join GSEP as the Head of Fund Development," said Cecily Macy. "Girl Scouts are skilled entrepreneurs and understand what it takes to raise the funds to power their troop's experiences and launch community projects. I'm honored to lead the planning, coordination, and implementation of the comprehensive annual and capital fundraising campaign for the Girl Scouts of Eastern Pennsylvania."

Macy's expertise will be essential in tracking GSEP's progress against the organization's set goals and the effectiveness of solicitation, cultivation, and stewardship strategies while working closely with several departments to ensure consistency, efficiency, accuracy, and equally high standards across the organization.

About Girl Scouts of Eastern Pennsylvania

Girl Scouts of Eastern Pennsylvania (GSEP) is the largest girl-serving organization in Pennsylvania and builds girls of courage, confidence, and character, who make the world a better place. GSEP serves close to 40,000 girls in partnership with more than 15,000 volunteers in Berks, Bucks, Carbon, Chester, Delaware, Lehigh, Montgomery, Northampton, and Philadelphia counties. Today, 80 percent of women in leadership and executive roles in the U.S. were Girl Scouts. Girl Scout alum comprise 70 percent of women in the U.S. Congress. For further information about Girl Scouting, how to join, volunteer, reconnect, or donate, call 215-564-2030 or visit www.gsep.org.

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