

2021 Impact Report

Table of Contents

- 2 Areas Served
- **3** Finances
- 4 Letter from the Chief Executive Officer and Board Chair
- **6** IMPACT: Imagining the Possibilities
- 8 Enterpreneurship
- 9 STEM
- **10** Outdoors
- **10** Life Skills
- **12** Donors

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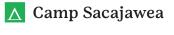
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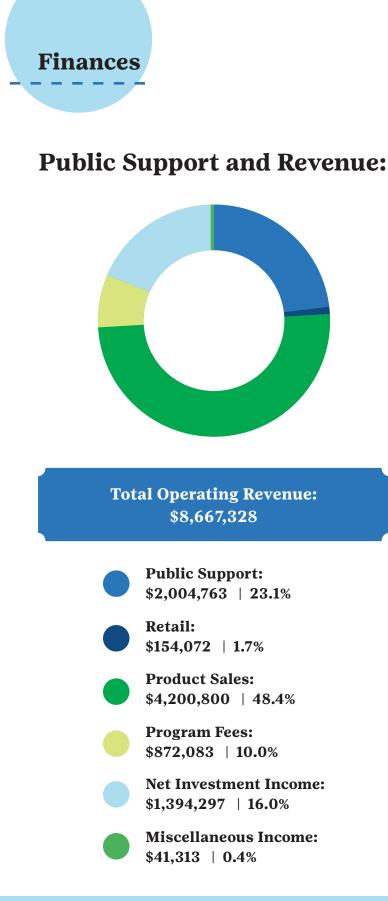
Service Centers

Mission

Girl Scouts builds girls of courage, confidence, and character who make the world a better place.

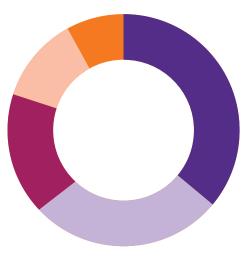
Promise

On my honor, I will try: To serve God and my country, To help people at all times, <u>And to l</u>ive by the Girl Scout Law.



Net Assets, Ending: \$17,094,226 Financial Asssistance Awarded to Members: \$148,186

Expenses:



Total Expenses: \$7,568,062



Membership Development: \$2,730,390 | 36.0%



Programs: \$1,882,656 | 24.9%



Camping Services: \$1,420,835 | 18.8%

\$936,737 | 12.4%

Management and General:

Fundraising: \$597,445 | 7.9%

Letter from the Chief Executive Officer and Board Chair

To our valued Members, Partners, and Friends,

Our heartfelt thanks to every one of you, for the considerable ways in which you supported and uplifted the Girl Scouts of Central & Southern New Jersey (GSCSNJ) throughout these past tumultuous twelve (plus!) months. Your devotion of time, talent, and resources made it possible for us to accomplish many things for our Girl Scouts. They needed us this past year, more than ever.

Our fiscal year 2021 proved even more challenging than 2020, as humanity had no choice but to adapt to ever-changing COVID-19 safety measures, social norms, closures and staffing issues. Although we experienced an anticipated reduction in Girl Membership (by 17%), our team rose to the occasion to ensure that we did everything possible to get the word out that Girl Scouts was open and ready to serve all girls. They demonstrated, through their dedication and action, the power of every G.I.R.L. (Go-getter, Innovator, Risktaker, Leader)[™] to change the world.

We accomplished significant operational pivots, maintained organizational and financial stability, excelled at managing our various stakeholder groups, and continued to be a leading council in the national movement.

Membership Highlights

- Our Girl Retention Rate (at 83%) was **5th best in the nation,** among the 111 Councils that comprise the Girl Scouts of the USA (GSUSA).
- Our Girl Market Share (at 5.8%) ranked **20th best council** in the country. Market share is defined as the percent of Girl Scouts within each region's total.
- Our Girl Membership decline (at 17%) represents **the smallest drop**, both nationally and within our mid-size council peer group, where declines ranged from (17% to 53%).
- 86 new troops were formed.

Financial Achievements

- A 100% Grant Funding Retention Rate represents the year's greatest fundraising success.
- We raised \$570,733 in total funds, only a 4% decline.
- A **210% increase** in monetary donations by the GSCSNJ Board of Directors exemplifies their collective generosity during a tough year.
- In addition to the 100% renewal of key government grants, we gained several **new** corporate partners and sponsors for our programs and Cookie Angel initiatives.

Programs and Other Accomplishments

- over pre-pandemic 2019.
- interested in purchasing or donating cookies.
- We developed and implemented **Juliette's Pearls Club**, an elite recognition program honoring Top Cookie Sellers.
- the next generation of leaders.

Thanks to your generous contributions, we remained a top performer in terms of holding our **own, year over year.** More than any other, this year has taught us how to be nimble, despite the odds. We adapt, innovate, and turn challenges into possibilities. Demonstrating by example, we empower our Girl Scouts to follow suit—to become courageous, confident future leaders and change-makers.

We are, in one word, resilient.

Your enduring support was—and continues to be—appreciated and crucial to the ways in which we re-tool our collective efforts, programs, and initiatives. We are confident that the new technologies, programs and initiatives we implemented will serve as a launching pad for our council's ability to reach more girls in new and exciting ways.

Again, we thank you. We are so grateful for your support.

Yours in Girl Scouting,



Ginny Hill CEO

P.S. As we continue to evolve and become more adaptive to today's world, so does our beloved and iconic brand. You may notice a fresher, solid green Trefoil[®] logo and other design changes in coming days as we phase into GSUSA's revitalized (and forward-thinking) branding standards.

• Summer Day Camp and Sleepaway Camp resumed, with an average **136% increase in enrollment**

• Our Girl Scout Cookie Program was a success. All girls accomplished their sales by combining virtual and/or hybrid selling platforms with their own goals and entrepreneurial skills. We incorporated the **Cookie Angel Program**, designed to connect troops who had excess inventory with donors who were

• We launched a **council-wide diversity and inclusion effort** to enhance our council and inspire



Kachel Helland

Rachel Holland Board Chair

IMPACT: Imagining the Possibilities

As the global pandemic ensued, COVID-19's impact could be felt by our council's girls, troops, their families, volunteers, and staff. The lengthy ripple effect of stay-at-home mandates was far reaching especially for organizations such as the Girl Scouts, traditionally dependent upon face-to-face interaction with each other, our community, and our cherished cookie consumers.

The good news is that, as Girl Scouts, we never give up! The negative impact that COVID-19 had on our Girl Scouts was met full force with positive efforts to make this pandemic world a better place. Our resilient girls **turned challenges into opportunities** for introspection, connection, and growth.

We upheld our Girl Scout values—innovating, adapting, exploring and leading. Instead of simply accepting what is, our girls imagined what is possible.

Together, we:

- EXPLORED new ways of looking at the world—with 28 new badges to navigate a changing society, investigate math in nature, digital leadership, and novel approaches to entrepreneurship
- EMBRACED technology—with virtual and mobile platforms, finding new ways to learn, grow and support each other in a manner that's safe, kind, and helpful to others
- FACED increased racism—by discussing diversity, inclusivity, and civility

In essence, the year's silver lining is that we transformed our operations, our programs and membership outreach to meet 2021's challenges—in pivotal ways that take our Girl Scouts into the future!



While following Covid-19 restrictions, we continued—and expanded upon our programming with a virtual twist. Through Girl Scouts at Home[™] activities, online troop meetings, and social platforms, we helped our girls **hold on to a much-needed sense of connection** with Girl Scouts and each other. As restrictions loosened, we resumed in-person activities with safety protocols and sanitizing practices in place.

Staying connected with our girls helped us in holding our own membership numbers. Our membership experienced the smallest decline in the country within our peer group of mid-sized councils.



Through our new badge experiences, girls can conserve the natural world, run their own small business, create digital content that inspires others, and address online bullying. Girl Scouts has been a source of connection, support, and joy for girls throughout the pandemic, and is addressing current issues girls, parents, and caregivers care about.

-Judith Batty, GSUSA Interim CEO

Celebrating Our Own

We are so proud to acknowledge recipients of 2021's Adult Recognition Awards. We thank our volunteers for all they do to champion the success of our council-and our Girl Scouts! Each of these awardees has given their time, talent and love to our girls, providing them with fun experiences, learning opportunities, challenges and growth. Words can't convey how much we appreciate all that they gave to help our council's girls achieve their full potential.

While restrictions prevented us from celebrating as a group, awards were personally delivered to our volunteers. A complete listing of this year's award recipients can be found at gscsnj.org/en/for-volunteers/volunteer-recognition.html

Holding Our Own







Partners in Pandemi-vation!

As we celebrate our Girl Scout innovators and go-getters, we also honor you—our community partners, donors, troop leaders and staff. Your helping hands lifted the spirits of our scouting community during difficult months. Your leadership, guidance and support helped our Girl Scouts build deeper levels of self-esteem, courage, and character, giving them more confidence to create, innovate, set goals, and envision a better tomorrow.



The CAN-DO girls of GSCSNJ did not let the global pandemic stop them from having a strong cookie season. Instead, they put their problem-solving and leadership skills to the test. They viewed the cancellation of traditional cookie booths as a chance to do things differently. The Girl Scout Cookie Program, with new initiatives, helped our girls unleash their cookie-selling superpowers. Utilizing mobile technologies and safe, innovative distribution channels, every single one of our girls reached her sales goals.

Key ingredients for cookie success:

- Smart Cookie —online ordering and delivery
- The Cookie Angel program allowed community businesses to purchase troop inventory and gift cookies to their customers, employees or organization of their choice
- Contactless delivery—through a unique partnership with GrubHub™
- Individual goal setting, money-management skills, and teamwork



Cookie Goal Go-Getters: Top 10 Cookie Sellers entering Juliette's Pearls Club

Emma Tomlin Brynn Boyle Taylor Edwards Jenevieve Vives Josephina Corona Samantha Wessner Isabella Britt AnnaBelle Webb Shayne Ventura Cassidy Williams

Discovering Digitally



As a champion for girls, Girl Scouts leads the way in fostering female interest in STEM programs, virtual learning and cyber experiences. But as wilderness adventurers, we also inspire outdoor learning with numbers attached. The new Math in Nature badge was designed for girls to investigate math concepts by noticing shapes, patterns and measurements in the wild. The Digital Leadership badge motivates Girl Scouts to safely and mindfully connect, build community, and lead, then use those skills to become digital leaders themselves.





Discovering—From the Inside, Out



Outdoors Badges:

Outdoor exploration has always been a big part of the Girl Scout adventure. Realizing that stay-at-home learning meant an increase in screen time, this year's badges encouraged a balance of growth and curiosity about the natural world outdoors—as well as exploration of girls' inner selves through journaling and other practices.

The summer brought a breath of fresh air as we returned to camp! We also celebrated the return of Girl Scouts Love State Parks, a partnership between Girl Scouts and the New Jersey State Park Association. We met with troops, family, and friends to participate in activities and celebrate our shared love of our park grounds.

Each year, many of our girls earn recognition for going above and beyond in service to the community the Girl Scout Bronze, Silver, and Gold Awards. The number of Silver and Gold Award Girl Scouts bounced back to pre-pandemic levels, showing that girls still have interest in obtaining our highest honors and making community impact.

The Girl Scout Gold Award is the highest award in Girl Scouting. Gold Award Girl Scouts have spent at least 80 service hours on projects they care about that benefit the community. This year's recipients focused on mental health, childhood obesity, STEM, environmental education, and more.



Gold Award Girl Scouts report greater lifetime benefits than their peers in terms of positive sense of self, life satisfaction, leadership, life success, community service, and civic engagement thanks to their experience in Girl Scouting.

-Girl Scout Research Institute's (GSRI) report, The Power of the Girl Scout Gold Award: Excellence in Leadership and Life

Going for Goals Life Skills Badges: 12,871



Bronze Award: 280 *Up 1.8% from 2020*



Silver Award: 152 Up 24.5% from 2020



Gold Award: 89 Up 56% from 2020



Featured Gold Award Girl Scouts



Vonesha Shaik - STEAM GIRLS (Go-getter, Innovator, Risk-taker, Leader, Social-Entrepreneur) Crack the Equity Code

STEAM on Wheels: bridging the gender and diversity gap in technology to make STEAM education more inclusive. Vonesha hosted bilingual workshops for thousands of students from rural villages in her homeland of India and underserved communities in the US. Working with schools and training teachers, Vonesha was able to provide sustainable STEAM learning resources and empower girls through technology!



Radhika Vyas - The Healing Minds Project

After analyzing the mental health issues surrounding her community, Radhika realized that many of her peers were ashamed to ask or were unaware of how to get help. The shame and stigma surrounding mental health is caused by the lack of accurate information being provided to the public in a digestible way. To combat this, Radhika founded The Healing Minds Project, an outreach program that's goal is to connect young adults to mental health resources and educate communities on mental wellness to reduce the stigma and foster healthy mindsets. In addition to providing information and support lines, The Healing Minds Project also offers information pertaining to affordable care and insurance.

Donors

Green Trefoil Society

• Amy & Stephen Webb

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- Andrea Miller
- Anne Williams
- Anthony Gizzi
- Barbara Casey
- Beth Davies
- Carol Miller
- Carol Murphy
- Cathleen Lewis
- Charletta Ayers
- Danielle Esser
- Denise Gargan
- Dr. Stephen & Caitlin Ryan Persche
- Gail Pfister
- Ginny & Bob Hill
- Grace Chow

GSCSNJ Green Trefoil Society donors commit \$1,000+, 5-year pledges to support annual operating expenses. These sustainable donations are the cornerstone for advancing the Girl Scout mission and helping today's girls become tomorrow's leaders.

- Heather McHugh
- HL Ransom
 - Jackie Needleman
 - Jane Crosby
 - Janet Stevens & Peter Burgess
 - Jean Battaglia
 - Jeanne Fox & Steve DeMicco
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- Michelle Perry-Thompson
- Nicole Gillespie
- Opal Stockwell
- Patricia Claybrook
- Rachel Holland & Kevin Drennan
- Sandra Yerkes, M.D.
- Shelley Sylva

The founder of Girl Scouts, Juliette Gordon Low's bequest of property

beginning of planned giving to Girl Scouts. In her memory, the Juliette

Girl Scouting who choose to make Girl Scouts part of their legacy and a beneficiary of their estate plans. This funding is crucial to ensuring that GSCSNJ will be able to provide future generations of Girl Scouts

Gordon Low Society was established to thank and honor friends of

that would become the Girl Scout's headquarters kicked off the

- Terry and Ann Marie Horner
- Valarie Gilbert
- William St. Clair

Margaret Smith

Mary Connell • Natasha Hemmings

Opal Stockwell

• Peter Klugman Rachel Holland

Renee Richardson

• Valerie McKinney • Vicky Beyerle

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- Gaye Freitag Textile Creations, Inc.
 - Google Inc.

- Juliette Gordon Low Society
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- Dianne Belk & Lawrence Calder
- Donna Tully
- Eleanor Stevenson

12 | 2021 Impact Report

- Erik and Eva Andersen
- Gail Greenberg
- Hugh Regan and Tim Brennan

with pathways to reach their fullest potential.

- Jane Crosby
- Jane Valas
- Janet Stevens
- Jeanne Fox
- Joyce Leonetti
- Kevin Drennan
- Laurel Van Leer
- Leslie Fehrenbach

• Lorraine Leise

• Lisa Cheng

\$25,000+

• Laurel Van Leer and Charles Weibel

• Middlesex County Office of Human Services

\$10,000-\$24,999

- Girl Scouts of the USA
- TD Charitable Foundation United Way of Delaware • United Way of Gloucester County
- The Henry Rowan Family Foundation
- Wakefern Food Corporation/ Shoprite LPGA
- Walmart Foundation

\$5,000-\$9,999

- Janet Stevens and Peter Burgess
- Mary G. Roebling Foundation, Inc.
- Sandra A. Yerkes, M.D.
- Schwab Charitable Fund
- Terry and Ann Marie Horner
- WSFS Bank Foundation

Gifts in Kind

Russell and Diane Bauer

\$1,000-\$4,999

- American Camp Association, New York and New Jersey
- Amerigroup, an Anthem Company
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- Ginny & Bob Hill

- Grace Chow
- GSCSNJ WWPSU
- Hard Rock Hotel & Casino
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14 | 2021 Impact Report

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70234

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16 | 2021 Impact Report

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Jordan Meyers

Judy Rothman

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Juliette Olivares

• Josephine Cathrall

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• Joanna Bermudez

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• Jennifer McMillan

• Jennifer Palenchar

Jennifer Eppensteiner

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Jackie Fiordland

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- Kate Robertson
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- Katherine Beatty
- Katherine Gilmore
- Katherine Haines-Bornheimer
- Katherine McMaster
- Kathleen and Joseph Fidler
- Kathleen and Robert Zatta
- Kathryn Kullman
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 - 102
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