

2019 IMPACT REPORT



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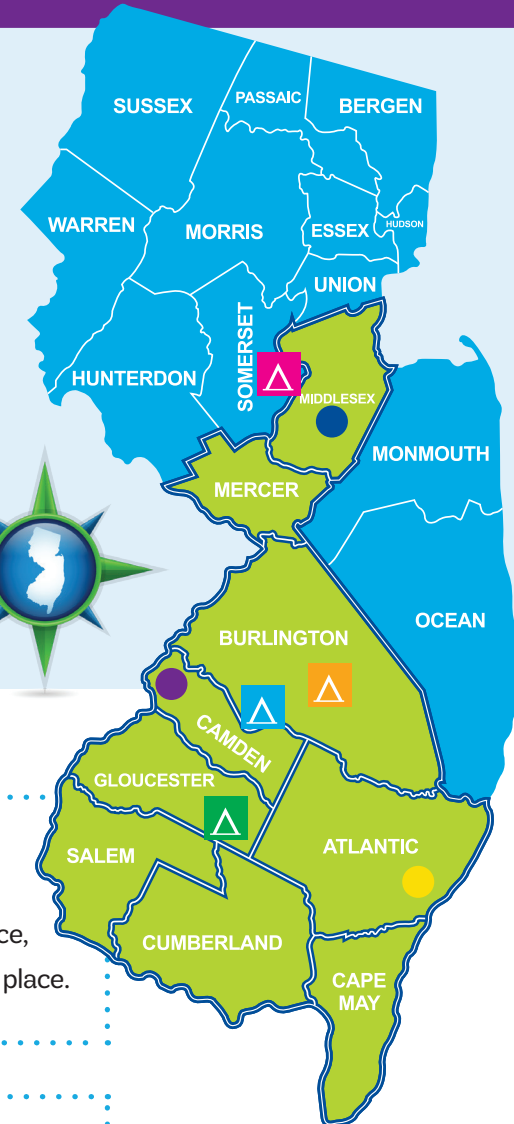


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Rihi Jain	Girl Representative

Areas Served

-  **Camp Oak Spring**
-  **Camp Inawendiwin**
-  **Camp Kettle Run**
-  **Camp Sacajawea**
-    **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,
And to live by the Girl Scout Law.

Dear Girl Scout Family & Friends,

We want ALL GIRLS, from every social, cultural, economic, and developmental sphere to thrive through the life-changing benefits Girl Scouts provides. 2019 was an exciting year for us as our membership GREW and those life changing benefits were expanded to more girls in Central & Southern New Jersey. We also continued to move the needle as we expanded the number of girl members in underserved areas. Our collective and accelerated efforts ensured that girls had greater opportunities to engage in high-impact programming, networking, and growing foundational skills. And along the way our girls discovered the fun, friendship, and the power of girls together, leading to a Girl Scout sisterhood which can last a lifetime.

You know the importance of building the next generation of leaders, and for many girls that leadership foundation begins at Girl Scouts. One great opportunity we achieved this past year was the ability to increase the number of girls taking part in the Girl Scout Leadership Experience, our unparalleled leadership development program. This would not have been possible without the investment of your time, heart, and resources in this program that inspires every girl to unleash her full potential. We thank you for helping the next generation of girls to go out and get what she wants, become innovative, take risks and take charge towards her future!

As you read through the pages of this annual report, we hope you are proud of the words and images that highlight what your efforts and our programs mean to the girls. You'll see, among other great accomplishments, that we:

- ◆ Launched 42 new badges to mobilize girls to change the world in the fields of cybersecurity and space science;
- ◆ Facilitated STEM programming to more than 2,200 girls across our region with the help of our volunteers, staff and funders; and,
- ◆ Enriched the programming and experiences of several of our signature events, including the Girl Leadership Summit, STEM Conference and the Girl Scouts Love State Parks Weekend.

With the support of our Girl Scout community, in 2020 we look forward to continuing to expand our efforts, reach even more girls and help inspire and prepare them for a lifetime of leadership.

On behalf of our Board of Directors, staff and the over 20,000 girl and adult members, we thank you for the ongoing commitment to and support of the critical work of nurturing tomorrow's leaders.

In Girl Scouting,



Jennifer Romond
Jennifer Romond
Board Chair



Ginny Marino
Ginny Marino
CEO

Girl Scouts Impact

WATERING THE SEEDS
TO GROW
POSITIVE OUTCOMES



Outdoor
Experiences,
Entrepreneurship,
Life Skills,
STEM

**CORE PROGRAM
CONTENT**

Girl-led,
Learn-by-doing,
Cooperative
Learning

CORE PROCESSES

Volunteer-led
Troops,
Staff-led Programs,
Camp/Adventure
Programs

**CORE DELIVERY
MODELS**


**CHALLENGE
SEEKING**




**POSITIVE
VALUES**




**COMMUNITY
FOCUS**

**HEALTHY
RELATIONSHIPS**

**STRONG SENSE
OF SELF**

Membership

BY THE NUMBERS:



GIRLS:
18,479



ADULTS:
8,216



LIFETIME:
1,564



TROOPS:
1,508



Thank you for the opportunity that Avianna has had to be a Girl Scout. There aren't many activities offered in this area. **Girl Scouts provides a direct channel to fun, educational experiences, and ways to do good in the community.**

On camping trips, she gets to interact with other girls from different parts of South Jersey. She's made new friends that she can call and talk about all sort of things. The girls love to create arts and crafts and donate them back to the community or cancer center. These are truly worthwhile accomplishments.

The Cookie Program has given her responsibility, a goal to try to achieve and how to handle money. **I believe being part of Girl Scouts has given Avianna more interest in helping others.** She adheres to the Girl Scouts' belief. She often visits her aunt, who isn't able to get around as well, and does chores for her.

This was our second year, we look forward to another year. One of Avianna's friends came back to Girl Scouts because of Avianna's enthusiasm. It is such a wonderful opportunity for these girls. **Thank you for this program!**

GIRL SCOUT PARENT

“
The connections I have made through Girl Scouts is amazing. I would have never thought of all the adventures and leadership opportunities I was given throughout my life, if I wasn't a Girl Scout. I made myself so involved because of how much Girl Scouts mean to me. With 10 years of Girl Scouts, I didn't want it to end. I decided to become a Lifetime member because I want to support the organization that helped me find myself. I was given the opportunity to work at Camp Oak Spring during the summer and I hope that will never end.

ALEXANDRA GONZALEZ

Membership

“



Girl Scouts has changed the four of my girls in such positive ways! The program has also helped my youngest daughter Aubree come out of her shell. My daughters enjoy learning things about nature and the meaning and history behind Girl Scouting. They also enjoy very much when it's cookie season. They went on many trips and learned many things -their favorite trip was day camp. **The girls participate in community service projects, which helps my girls understand and realize there are many people in this world that need help.** They learned it's okay to volunteer and help people who are in need or even just a neighbor or a friend. I've seen a lot of growth in my daughters since they've been in Girl Scouts; from wanting to help clean up trash outside, to holding doors for people while walking in a store, they are always trying to do a good deed and I really believe they learned that from being in their Troop and learning Girl Scouts values.

GIRL SCOUT PARENT

COOKIE IMPACT



INTERNATIONAL COOKIE SHIPPING
GIRL SCOUT COOKIE DONATION TO JOINT BASE MCGUIRE:

Facebook Post: #SundayFunday A special "thanks-a-lot" from the #eFP Troops deployed in Poland to the American Red Cross New Jersey Region, as well as Verizon, United Postal Service, and Girl Scouts of Central & Southern NJ, Inc.!

We really appreciate the time and effort it takes to create and send these care packages! Thank you for your support and providing us with a taste of home!

This is not an endorsement

NEFP ENHANCED FORWARD PRESENCE BATTLE GROUP POLAND

Entrepreneurship

BY THE NUMBERS:



TOTAL CASES SOLD:
193,012
(2,316,144 PACKAGES)



COOKIE SHARE:
2,945
(35,340 PACKAGES)



ONLINE ORDERS:
4,356
(52,272 PACKAGES)



COOKIE PINS:
1,151

Cookie University

IN 2019, WE HELD 2
COOKIE UNIVERSITY EVENTS
(girls in K-5 grades):

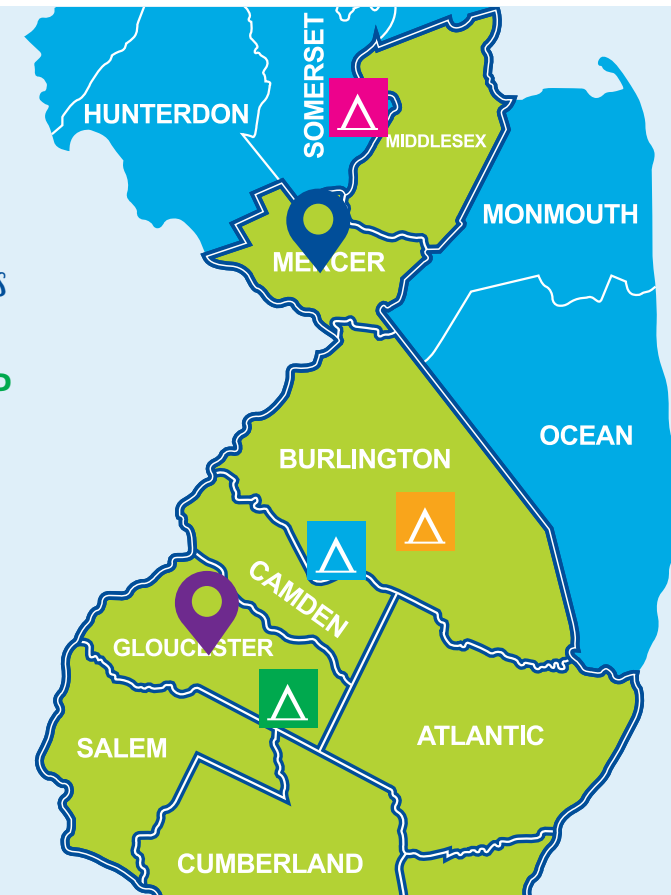
**EACH PROGRAM HOSTED
150 GIRL SCOUTS**



Lawrence, New Jersey



Pitman, New Jersey



STEM

In 2018-2019, we have facilitated and promoted STEM programming to more than 2,200 girls ages 6-17 from across our region. STEM in Girl Scouts includes a variety of topics from engineering and computer science to STEM and the outdoors.

It is our goal to prepare girls for the 21st century STEM workforce and expand out-of-school STEM programming to girls, including those within underrepresented minority groups. Since 1912, girls have explored, developed, and sharpened their science, technology, engineering, and math (STEM) skills through Girl Scouting. This past July, Girl Scouts of the USA (GSUSA) rolled out 42 new badges and 2 new Journeys exclusively for girls ages 5-18—enhancing the time tested, one-of-a-kind leadership experience that has prepared countless women and girls to excel in life.

IN THE 2018–2019 PROGRAM YEAR, WE OFFERED HUNDREDS OF HANDS-ON STEM ACTIVITIES:



8,100

Completed over 8,100 STEM badges, Girl Scout STEM Leadership Journeys, and related Journey awards



STEM EXPERIENCES

Hosted STEM experiences such as Makers Day at Princeton Plasma Physics Lab, experiences at Franklin Institute, Plainsboro Preserve, and Challenge Island



13 TEAMS

Formed 13 robotics teams: 12 in grades 4-8 and 1 in grades 7-12



**ATTENDANCE AT THE GIRL SCOUT STEM CONFERENCE:
285 GIRLS**

Outdoors

Girl Scouts of the USA (GSUSA) hosted its first-ever Girl Scouts Love State Parks weekend July 13–14 for girls to experience the great outdoors, an integral part of the organization's all-girl leadership program.

In collaboration with the National Association of State Park Directors (NASPD), Girl Scouts hosted a variety of events at state parks for girls to explore what the parks have to offer and to participate in select activities, such as working on a badge or Take Action® project, camping overnight, and much more.

“

GSUSA has always been a leader in getting girls outdoors, and we are excited to open our state parks specifically to the organization this July. Girls can flex their leadership and risk-taking skills while exploring the parks, learning something new, and, most of all, having fun.

LEWIS LEDFORD | NASPD CEO



71%
**OF GIRL MEMBERS AGES 8-14 TRIED
THEIR FIRST OUTDOOR ACTIVITY
THROUGH THE ORGANIZATION**



50%
**WOULD NOT HAVE HAD ACCESS
IF NOT FOR GIRL SCOUTS**



Life Skills

Gold Award Girl Scouts are the dreamers and the doers who take “make the world a better place” to the next level. The Girl Scout Gold Award is the mark of the truly remarkable—proof that not only can she make a difference, but that she already has.



“We are incredibly proud of our 107-year legacy of giving girls access to amazing outdoor experiences that help them build important life and leadership skills. We want to continue to get more girls outside to explore the world around them and learn the importance of environmental stewardship. Girl Scouts Loves State Parks is another exciting way for girls to take advantage of our unique and adventurous outdoor programming.

GSUSA CEO SYLVIA ACEVEDO



ADHITHI SREENVISAN – EXPLORING EPILEPSY AWARENESS

The aim of Adhithi’s project was to combat the lack of epilepsy awareness and education in New Jersey as well as in India. She created an informational video in both English and the Indian language Tamil, as well as brochures and a tri-fold poster to teach people about epilepsy. She also ran an awareness camp in a rural Indian village where she spoke to villagers face-to-face about epilepsy and held a presentation at her high school.



PUJA VENGADASALAM – ECOCAMP: A WORKSHOP TO DEVELOP YOUNG ENVIRONMENT SPECIALISTS

Puja’s EcoCamp project had three parts: workshop, showcase, and website. At the EcoCamp workshop at the South Plainfield library children learned to advocate for the protection of natural resources from land, air, light, noise and water pollution through recycle crafts, earth themed art eco-movies and making pledges. Next, the EcoCamp showcase was a platform that offered the EcoCamp graduates a chance to exhibit their enhanced advocacy and communication skills and get to meet decision makers. The EcoCamp website launched by the Mayor on showcase day can be used by kids who want to learn about the environment and by adults who want to hold future EcoCamps globally.



GRACE SCHLECK – THE BUTTERFLY EFFECT

Grace’s project is twofold: she created a moveable mural to spread her project’s message and a video to educate the general population on how to close the gender equality gap. The second part of her project involved interviewing five women from different professional and personal backgrounds (law, finance, pharmaceuticals, medicine, education, military, nonprofit), and she asked them questions such as: “as a woman in your career, have you faced adversity?” and “to all the young women out there, what would you tell them?” After conversing with local constituents, Girl Scouts, and government officials, she knows that her target audience (the general population and specifically young women) gained the knowledge to enter the next generation with confidence, poise, and awareness.

Community Development

Girl Scouts of Central and Southern New Jersey thanks the many corporate, foundation and government funding partners that support our goal to offer all girls the opportunity to be a Girl Scout and participate in the Girl Scout Leadership Experience. Because of you, girls can soar, and that's a big deal.

Our Community Development Team delivers a **consistent, high quality leadership experience to all girls in underseved communities** to foster leadership development through experiential learning in Life Skills, Entrepreneurship, STEM (Science, Technology, Engineering & Math) and the Outdoors.

THIS YEAR WE EXCEED OUR GOAL AND:



BROUGHT THE GIRL SCOUT LEADERSHIP EXPERIENCE TO VIRTUALLY 3,500 GIRLS IN HIGH NEED COMMUNITIES

of which 2,200 experienced all the fun and life-changing programs for the first time.

PROGRAM FINANCIALS:

The **\$7,000 in funding** from Camden Home for Children and S.P.C.C. paid for exceptional speakers, expert STEM presenters, memberships and personnel costs to bring the STEM Career Series to **42 Camden City girls**. Girl Scouts of Central & Southern NJ supplemented the program by contributing \$859.

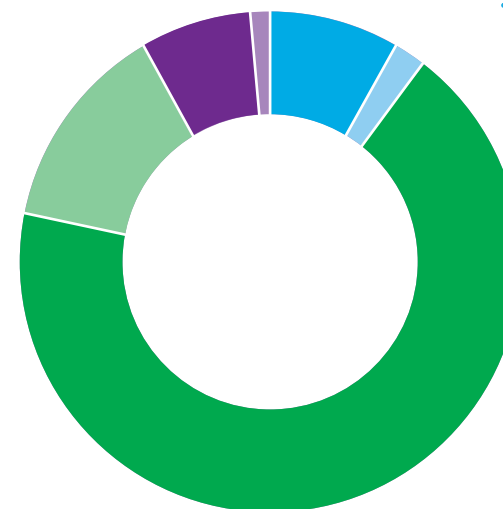
ATLANTIC CITY COMMUNITY DEVELOPMENT BLOCK GRANT

This grant allows Girl Scouts to establish troops in communities by building collaborative partnerships and providing innovative solutions and guidance. The funding has partly contributed to making a difference by helping to establish **42 Daises** from 7 troops, **43 Juniors** from 3 troops, and **9 Senior/Cadet/ettes/Ambassadors** in 2 troops.



Finances

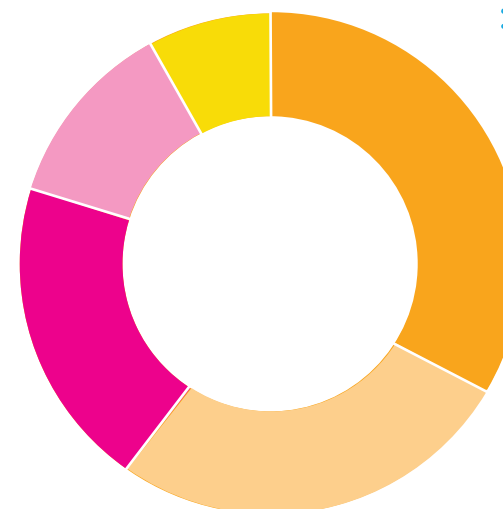
PUBLIC SUPPORT AND REVENUE:



TOTAL OPERATING REVENUE:
\$7,887,380

CONTRIBUTIONS:	
\$627,911 7.96%	
RETAIL:	
\$222,099 2.82%	
PRODUCT SALES:	
\$5,242,222 66.46%	
PROGRAM FEES:	
\$1,167,323 14.80%	
NET INVESTMENT INCOME:	
\$584,265 7.41%	
MISCELLANEOUS INCOME:	
\$43,560 0.55%	

EXPENSES:



TOTAL EXPENSES:
\$8,630,854

MEMBERSHIP DEVELOPMENT:	
\$2,933,349 33.99%	
SPECIAL PROGRAMS:	
\$2,192,220 25.40%	
CAMPING SERVICES:	
\$1,820,599 21.09%	
MANAGEMENT AND GENERAL:	
\$1,044,106 12.10%	
FUNDRAISING:	
\$640,580 7.42%	

FINANCIAL ASSISTANCE AWARDED: \$334,339

NET ASSETS, ENDING: \$15,505,718

Donors

INVEST IN GIRLS

Thanks to the support of corporations, foundations and individual gifts, Girl Scouts of Central & Southern New Jersey provided financial assistance that enabled Girl Scouts and troops to enjoy the full Girl Scout experience. These Girl Scouts received support to pay membership dues, obtain Girl Scout supplies and uniforms, go camping and cover expenses for travel and program grants to fund their projects.



I support Girl Scouting to continue the mission of providing young women with opportunities to explore their interests outside the classroom, amongst friends and with dedicated leaders and mentors focused on helping girls develop leadership skills that will last a lifetime.

MARY DIMARTINO

Green Trefoil Society:

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

- ◆ Amy Webb
- ◆ Andrea Miller
- ◆ Anne Williams
- ◆ Anthony Gizzi
- ◆ Busillo Family Charitable Fund
- ◆ Barbara Casey, Esq.
- ◆ Beth and Bob Davies
- ◆ Carol A. Miller
- ◆ Assemblywoman Carol Murphy
- ◆ Carolyn Rutsky
- ◆ Charletta Ayers, MD, MPH
- ◆ Deb Ihunnah
- ◆ Denise Gargan
- ◆ Donna B. Evans
- ◆ Dorothy Fauver, Ed. D.
- ◆ Gail Pfister
- ◆ Ginny Marino
- ◆ Hugh Regan, Jr. and Tim Brennan
- ◆ Jackie Needleman
- ◆ Jane E. Crosby

Donors

- ◆ Janet Stevens and Peter Burgess
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- ◆ Jeanne Fox & Steve DeMicco
- ◆ Jennifer Romond
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- ◆ Kathleen Brust
- ◆ Kathleen Gilroy
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- ◆ Lauren Beetle, Esq.
- ◆ Lori Matuza
- ◆ Lori Stopyra
- ◆ Lori Wolfhope
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- ◆ Michelle Perry- Thompson, Esq.
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- ◆ Opal Stockwell
- ◆ Patricia Claybrook
- ◆ Rachel Holland and Kevin Drennan
- ◆ Rhonda and Tom Holland
- ◆ Shelley Sylva
- ◆ Smita Varia, PhD.
- ◆ Teresa Gallagher
- ◆ Terry and Ann Marie Horner
- ◆ Vicky Beyerle
- ◆ William P. St. Clair

Juliette Gordon Low Society:

The founder of Girl Scouts, Juliette Gordon Low's bequest of property that would become the Girl Scout's headquarters kicked off the beginning of planned giving to Girl Scouts. In her memory, the Juliette Gordon Low Society was established to thank and honor friends of 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 with pathways to reach their fullest potential.

- ◆ Alexis Carrasquillo
- ◆ Andrea Mandel
- ◆ Barbara Casey, Esq.
- ◆ Beth and Bob Davies
- ◆ Carol Bruno
- ◆ Carolyn McCallum
- ◆ Carolyn Rutsky
- ◆ Denise Baserman
- ◆ Dianne Belk and Lawrence Calder Girl Scout Movement-wide Challenge Planned Gift
- ◆ Donna Tully
- ◆ Dorothy Fauver, EdD
- ◆ E. Jane Valas, PhD.
- ◆ Eleanor Stevenson
- ◆ Erik and Eva Andersen Girl Scout Movement-wide Challenge Planned Gift
- ◆ Gail Greenberg
- ◆ Hugh Regan, Jr. and Tim Brennan
- ◆ Jane E. Crosby
- ◆ Janet Stevens and Peter Burgess
- ◆ Jeanne Fox and Steve DeMicco
- ◆ Joyce Leonetti
- ◆ Laurel Van Leer and Charles Weibel Vicky
- ◆ Leslie Fehrenbach
- ◆ Lorraine Leise
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- ◆ Opal Stockwell
- ◆ Rachel Holland and Kevin Drennan
- ◆ Rhonda and Tom Holland
- ◆ Sandra and Peter Klugman, PhD.
- ◆ Sheryl Meyer
- ◆ Terry and Ann Marie Horner
- ◆ Valerie McKinney
- ◆ Vicky Beyerle

Donors

Gifts in Kind:

- ◆ Allison Kovalcik
- ◆ Christmas Tree Shops/Bed Bath and Beyond
- ◆ Claudine Keenan
- ◆ Diagonal Media, LLC
- ◆ Genevieve and James Kollasch
- ◆ Honest Tea
- ◆ Margaret Smith
- ◆ Opal Stockwell

\$50,000 or more:

- ◆ Community Planning & Advocacy Council

\$25,000-\$49,000:

- ◆ Camden County Health & Human Services
- ◆ State of New Jersey, Juvenile Justice Commission

\$10,000 - \$24,999:

- ◆ Beneficial Bank
- ◆ Blanche and Irving Laurie Foundation
- ◆ Bristol-Myers Squibb Foundation
- ◆ Girl Scouts of the USA
- ◆ Henry M. Rowan Family Foundation
- ◆ Janssen Pharmaceutical Company
- ◆ National Center for Women & Information Technology
- ◆ New Jersey Manufacturers Insurance Group
- ◆ ShopRite LPGA Classic
- ◆ TD Charitable Foundation
- ◆ United Way of Gloucester County
- ◆ Verizon NJ Shares
- ◆ Virginia Rowan and Manning J. Smith
- ◆ Wakefern Food Corporation/Shoprite
- ◆ William G. Rohrer Charitable Foundation

\$5,000 - \$9,999:

- ◆ Amerigroup an Anthem Company
- ◆ Atlantic City Department of Planning and Development
- ◆ Benevity Community Impact Fund
- ◆ Bloomberg Philanthropy
- ◆ Camden Home for Children and S.P.C.C.
- ◆ Community Foundation of New Jersey
- ◆ Holman Automotive Group, Inc.
- ◆ Horizon Foundation, Inc.
- ◆ Johnson & Johnson
- ◆ Mary G. Roebling Foundation, Inc.
- ◆ Meta A. & William S. Griffith Foundation
- ◆ OceanFirst Foundation
- ◆ Pennsylvania Lumbermens Mutual Insurance Company
- ◆ Roma Bank Community Foundation
- ◆ TD Bank
- ◆ The Bolte Family Foundation
- ◆ Wells Fargo Foundation
- ◆ Zonta International Foundation

Donors



I support Girl Scouts because I love that they empower girls. They encourage girls to be **Go-Getters, Innovators, Risk-Takers and Leaders** which is the essence of their brand G.I.R.L. They truly are shaping leaders for tomorrow and I am inspired by their vision and mission.

MICHELLE PERRY THOMPSON

\$1,000 - \$4,999:

- ◆ Andrea and Frederick Henning
- ◆ Bank of America Charitable Foundation, Inc.
- ◆ Bank of America United Way Campaign
- ◆ Barbara Ray
- ◆ Barbara Wallace
- ◆ Ben Watts
- ◆ Berkshire Bank
- ◆ Bright Funds Foundation
- ◆ Camp No Worries Inc
- ◆ Carol Bruno
- ◆ CBS Studios Inc. "The Talk"
- ◆ Compliance Ed. Institute
- ◆ Doyen Investments, LLC
- ◆ Fox Foundation
- ◆ Gail Greenberg
- ◆ Genevieve and James Kollasch
- ◆ Girl Scouts Times Charities, Inc.
- ◆ GSCSNJ Service Unit WW-P
- ◆ GSCSNJ Winter in the Woods
- ◆ InTEST Corporation
- ◆ Investors Foundation
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- ◆ Kimberly Bryson
- ◆ Kiwanis Club of Trenton
- ◆ Lucinda Cochran
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- ◆ Marcia Rosen
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- ◆ Millville Board of Education
- ◆ Morgan Stanley
- ◆ National Association of Women Business Owners South Jersey
- ◆ Nottingham Service Unit
- ◆ O'Toole Scrivo
- ◆ Parker McCay
- ◆ Provident Bank Foundation
- ◆ PSEG Foundation
- ◆ Robert Rafano
- ◆ Steven Danko
- ◆ Surety Title Company, LLC
- ◆ The Alaska Community Foundation
- ◆ The Bartlett Foundation
- ◆ Troop 80105
- ◆ UBS Financial Services, Inc.
- ◆ Verizon Foundation
- ◆ Wells Fargo Bank, N.A.
- ◆ Wells Fargo Philanthropy Fund
- ◆ Whitesell Construction Company



Donors

\$500 - \$999:

- Alison Megee
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- Annie Kahlenberg Charity Fund, Inc.
- ASRC Federal/Mission Solutions
- Bayshore Recycling Corporation
- BNY Mellon Community Partnership
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- Cathleen Lewis
- Christina Driscoll
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- DelMoSports, LLC
- Dennis Vogt
- ExxonMobil Foundation
- Fidelity Charitable Gift Fund
- Gail Pfister
- Gerard Willan
- Gloucester County PBA Local 122
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- Green Angels
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- Jennifer Brock Romolini
- Jessica Roessel
- Joanne Connor
- Joyce Leonetti
- Julian Kirby
- Karen Bennett
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- Kristine Kadela
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- Phyllis Terez
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- Sandra Yerkes
- Trisha Kennedy
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- Valerie Danzey
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\$250-\$499:

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- Ashley Penna
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- Virginia LaRose
- Walmart Foundation

\$100-\$249:

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- America's Charities
- Amit Murumkar
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- Lara Keller
- Laura Cavallaro
- Lauren Wilhelm-Ligman
- Linda Yung
- Lisa Bosley
- Lisa Peterson
- Lisa Van Fleet
- Louisa Ho
- Lucienne Beard
- Lynn Pechinski
- Maggie Drouaillet
- Manisha Prasad
- Margaret Obarski
- Maria Flick
- Maria Franchio
- Maria Parrott

Donors

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I support Girl Scouts because it was a terrific experience for my daughter. I was her troop leader for 13 years, and witnessed her leadership journey. My daughter graduated from high school 6 years ago. I've continued to volunteer as a troop leader and Service Unit Manager because I know how valuable the Girl Scout program can be to girls. It is also rewarding to help adult volunteers learn new skills. Most of all, working with girls is fun!

LOUISA HO

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