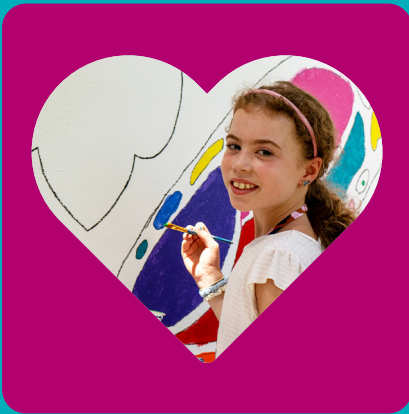


2023 Annual Report

girlscouts
of eastern
pennsylvania



The Girl Scout Mission

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

The 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.

The 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 the USA makes no attempt to define or interpret the word “God” in the Girl Scout Promise. It looks to individual members to establish for themselves the nature of their spiritual beliefs. When making the Girl Scout Promise, individuals may substitute wording appropriate to their own spiritual beliefs for the word “God.”

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Executive Message

Dear Friends,

We are proud to share, showcase, and celebrate our successes from Membership Year 2023. After the declines seen during the pandemic, 2023 marked Girl Scouts of Eastern Pennsylvania's (GSEP) second consecutive year of double-digit percentage Girl Membership growth—this time 12% more than last year. Adult Membership was also up, by 6%, and Lifetime Membership increased by 4%. These gains moved GSEP into the slot as the sixth largest Girl Scout council in the nation, serving 5.5% of the available girl population.

2023 was a record year for the Cookie Program and for sponsorship and attendance at our signature events, Take the Lead. Programs and summer camp enjoyed strong participation as well.

And just as we encourage our girls to try new things, as a council, we did just that! We'd been looking for solutions for how to reach and serve more girls in the city of Philadelphia and found a winner in our brand new "Philly Camp" pilot, through which we served more than 500 girls, in super fun Day Camp settings in four Philadelphia neighborhoods. We hope this new tradition will continue to evolve and GSEP will serve girls in Philadelphia during the summer months for years to come.

In 2023, we bid a fond Girl Scout farewell to our Board Chair Deborah (Debbie) Hassan, who completed her final term on our Board of Directors after serving since 2014, including six years as chair. Debbie was a guiding star, helping to navigate through the disruption of COVID and the uncertainty of our rebuild efforts. She was a constant not only at Board meetings and Board Committee meetings, but also at council events, including Take the Lead, Volunteer Awards, Silver & Gold Award ceremonies, and Adult Camping Weekend. A Gold Award Girl Scout, Debbie's pride in being a member of our sisterhood makes her leadership a shining example of our mission. Thank you, Debbie, for all you have done for GSEP!

And thank you, Volunteers, supporters, donors and friends for traveling on this journey together with us. We remain collectively committed to our mission and continue to strive to reach as many girls as possible with our proven framework for building girls of courage, confidence, and character, who make the world a better place.

Yours in Girl Scouting,



Nicole LeVine
Chair, Board of Directors



Kim E. Fraitess-Dow
Chief Executive Officer



Program Accomplishments

The following narrative details how GSEP worked to achieve its goals in FY23 and is organized by Pillars of Excellence.

STRATEGY & NEW MARKETS

The GSEP team had two priority focus areas for FY23 recruitment:

1. Launch a hyper-local regional strategy across our nine-county footprint
2. Build new troops, especially in the K-3 age range, serving girls in schools throughout our footprint

Renewal for Membership Year '23 (MY23) kicked off in April of 2022, with national marketing from Girl Scouts of the USA encouraging members to renew for the new year. GSEP also launched its own early renewal campaign with tiered incentives offered to Girl Scouts to renew through June. The Mission Delivery team organized the annual council-wide recruitment event called Meet Us at Rita's in September 2022. We started MY23 at 55% of our girl goal for the Membership Year.

To customize our recruitment efforts to local needs, we analyzed communities where we served a lower market share. We identified the area with the greatest need as Philadelphia. We restructured staff so all communities had support, adding team members who live in the community they are serving. Over FY23 we achieved a total of 41% growth across Philadelphia compared to the prior year. The success resulted from increased local recruitment events and the launch of the first ever Girl Scouts Day Camp in Philadelphia. The camp quickly filled its 500+ available spots and had a waiting list of more than 100 girls.

To prioritize reaching girls in the K-3 age range, we coordinated a council-wide campaign in January through March 2023 with the goal of engaging schools and community locations, like libraries. We focused on grades K-3 to ensure families that may not have had the same opportunities to join Girl Scouts during COVID-19 had an easy path to get engaged. Our goal was to recruit 1,500 girls. At the end of March, we had recruited 2,066 girls in 362 existing troops and 22 troops newly formed in the spring.



MEMBER & COMMUNITY EXCELLENCE

In FY23, GSEP girl membership was up 12%, finishing the year at 25,178 girls. Adult Membership was up 6% to 9,598, and Lifetime Membership was up 4%, at 3,487. These gains moved GSEP into the slot as the sixth largest Girl Scout council in the nation, serving 5.5% of the available girl population.

FY23 was the second year of GSEP's newly formed regional structure.

REGION 1

Philadelphia County

REGION 2

Berks, Chester, and Delaware Counties

REGION 3

Bucks, Carbon, Lehigh, Northampton, and Montgomery Counties

Each region was led by a Regional Mission Delivery Director and included Community Engagement Specialists (CES), Volunteer Experience Specialists (VES), and Girl Experience Specialists (GES). This approach brought the Transformation Strategy to life with communities at the center.

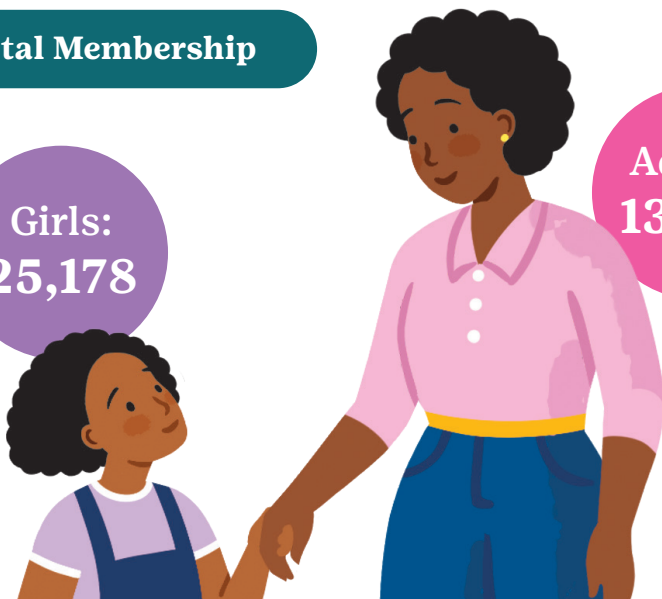
CES are focused on membership goals for their Service Units and organized and attended recruitment events across the council while managing relationships with Service Unit leadership teams.

VES provide support for our nearly 13,000 adult members and offer training for them to better serve their girls.

Total Membership

Girls:
25,178

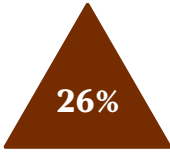
Adults:
13,085



Girl Membership by Grade Level



Daisy:
6,013



Brownie:
6,409



Junior:
5,495



Cadette:
4,380



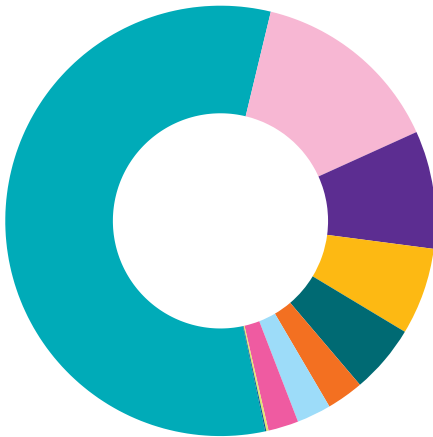
Senior:
1,445



Ambassador:
1,040

Grade Unknown:
322 (1%)

Girl Race/Ethnicity



- White
61.09%
- Chose not to share
15.48%
- Black or African American
9.47%
- Hispanic or Latinx
7%
- Not reported
5.52%
- Other races
2.97%
- Asian
2.76%
- Two or more races
2.44%
- American Indian or Alaskan Native
0.18%
- Hawaiian or Pacific Islander
0.09%

Girl Membership by Region

Region 1



Unknown:
580



Philadelphia:
4,257



Berks:
2,377



Chester:
3,805



Delaware:
2,864

Region 3



Bucks:
4,086



Carbon:
198



Lehigh:
1,219



Montgomery:
4,416



Northampton:
1,310

In MY23, our Girl Experience team developed a new focus on regional programming, to make sure programs and events were available for Girl Scouts across the council footprint. Programs were planned proportionally, based on the number of girl members and with the four pillars of programming in mind: Outdoor, STEM, Life Skills, and Entrepreneurship. These programs will take place in late MY23 and MY24.

There remains a focus on Philadelphia, and in MY23 focus groups were conducted to find out more about girls who live in the city of Philadelphia, including what challenges they and their caregivers face, what they know about Girl Scouts, and what they need from programs designed for them. This data is supporting how we approach our work in Philadelphia and will help to inform a new special project, called “Calling All Girl Bosses.” Planning for this kicked off in MY23. It aims to increase access and engagement for middle and high school aged girls in Philadelphia.

The FY23 Fall Product Program exceeded goal by almost 14%, with Girl Scouts selling \$644,305 worth of nuts, candy, and magazines, a 24% increase over last year’s gross sales. More than 2,370 Girl Scouts took part, an increase of 16% over the prior year.

The FY23 Cookie Program ran from January 19–March 12 and closed with a record high \$19,307,276 in gross revenue, \$903,474 above budget. The Per Girl Average (PGA) was 269, slightly below 2022’s number of 294. 77% of registered Girl Scouts participated, or 14,313 girls. By comparison, in the previous year an average of 75.7% of registered Girl Scouts participated.

While the season was a success from a revenue standpoint, it was not without challenges. GSUSA launched a new cookie, the Raspberry Rally, which was available to customers only online, not at traditional Cookie Booths. This caused confusion for the consumer and frustrations for Girl Scouts. Additionally, bakers did not keep up with demand, which led to negative feedback from troops and Girl Scouts, and dissatisfaction from some consumers. GSEP ended the season with a glut of leftover inventory, due to various factors, including existing troops holding onto cookies for fear of running out, GSEP ordering additional product for new troops to have access, and GSEP facilitating troop-to-troop transfers instead of utilizing inventory at the council level.

In FY23, fundraising at GSEP met 95% of its overall goal. All three Take the Lead fundraising events—Philadelphia, Berks County and Lehigh Valley—were held in-person. In each location, GSEP hosted a girl-led, fully produced event, attended by members of each respective community. As in prior years, each event recognized remarkable women, whose work and contributions to their region exemplifies the Girl Scout mission. In 2023, GSEP was proud to recognize 12 honorees, who were paired with high school-aged Girl Scouts for a shadow day and mentorship experience. Due to the generous support of corporate sponsors and individuals and the commitment of our co-chairs, committees, and staff, Take the Lead fundraising reached 118% of its goal. In fall 2022, GSEP hosted its inaugural Golf for Girl Scouts event at Stonewall Golf Club in Chester County, which raised almost \$42,000 and introduced the organization to many new members of the community. United Way efforts surpassed their fundraising goals and individual giving reached 96% of its fundraising goal. Furthermore, GSEP was chosen to participate in a workforce development grant, along with five other Girl Scout councils, through the Department of Labor to increase employment opportunities for historically underserved populations at our camp properties. Corporate and Foundation grants missed their combined goal by 40%.

Retail introduced two new concepts: Luella the mobile shop van and a Build-A-Bear Workshop at Shelly Ridge.



Luella, the Mobile Shop

OPERATIONAL EXCELLENCE

GSEP celebrated 572 Bronze Award Girl Scouts and held in-person award ceremonies for 135 Silver Award Girl Scouts and 63 Gold Award Girl Scouts.

2023 was the inaugural year for GSEP's Philly Camp, held in four locations across the city of Philadelphia: Northwest, Center City/South, Northeast, and North. 511 girls registered for Philly Camp. Each attendee received a free week-long session, which included GSLE activities and a field trip. The Day Camp was featured on PHL-17.

GSEP's four resident camps and three day camps served close to 3,700 Girl Scouts during summer 2023. There were 1,502 registrations for day camp and 2,164 registrations for resident camp. Campers in grades K-3 made up 24% of all GSEP camp registrations, while campers in grades 4-5 made up 28%. Cadettes and older campers made up around 47% of camp registrations. The average age of all campers was 10.5 years; 9 years for day camp and 11 years for resident camp.

Girl Scouts Beyond Bars (GSBB) served 27 girls in 2023. An important life-changing program at GSEP for girls whose mothers are or were incarcerated, this program has been running since the 1990s. This year's events and activities included wildlife exploration and overnight camping at Camp Shelly Ridge.

On April 16, 2023, GSEP held the Women's Leadership Summit for 75 volunteers and local leaders. Held during national volunteer week, this event had keynote speaker author Tina Wells, who shared her "Elevation Approach" toward achieving work-life harmony. The event included a service project for the Laurel House, a local domestic violence shelter, and personal and professional development sessions on personal finance, fostering an inclusive culture, and art therapy.



Philly Camp

GSEP attended the Girls Scouts' 56th National Council Session (NCS), held in Orlando, Florida in July. Our 16 Delegates and 3 Alternates were joined by 11 staff and our top six Cookie Sellers. GSEP's proposed change to the Blue Book of Basic Documents—allowing virtual attendance at future NCS sessions—was presented, debated, and accepted. Delegates from every council across the nation and USA Girl Scouts Overseas were also in attendance. The session was followed by “Phenom by Girl Scouts”—a Girl Scouts extravaganza that included speakers, performers, and more. The next NCS takes place in 2026 in Washington, D.C.

Adult Camping Weekend, organized by GSEP's Alumni Association, was a big success in August 2023, with 150 participants attending from the GSEP footprint and well beyond. In total, the event raised more than \$23,000 for older girl scholarships.

Our F.A.L.L. (Fall Adult Leading and Learning) 2022-2023 event served 124 participants from all over GSEP for a day of learning, networking, and fun. There were more than 30 workshops for attendees. But it wasn't all work as attendees also had a camp-filled fun time getting prepared to serve girls.

The annual Volunteer Awards ceremony was at Camp Laughing Waters on November 9, 2022. It was a wonderful opportunity to thank Volunteers for all that they do build girls of courage, confidence, and character who make the world a better place. In 2022, 52 Volunteers and 13 Service Units were recognized for their exemplary service to GSEP. There were 12 numeral guard pins awarded, totaling 585 years of collective service to Girl Scouts. Eight Service Units received the CEO Award, which recognizes their efforts to achieve the council's goals and objectives of Service, Learning, and Growth in Membership Year 2022.



Women's Leadership Summit



National Council Session



Adult Camping Weekend



Volunteer Awards

2023 VOLUNTEER AWARD RECIPIENTS

Rising Star Award

Amy Alford
Karen Buzzi
Shannon Cowdrick
Jacquelyn Davies
Gail DeHelian
Valentina Denisco
Amanda Diprospero
Tabitha Fronheiser
Jennifer Harding
Kaylee Hartzell
Christina Holody
Amy Kusen
LaTanya Kennedy
Michelle MocarSKI
Ashley Moser
Jessica Radicke
Valerie Raie
Crystal Schaeffer
Hilary Walton

Lights of Loyalty

Janet Slater

Appreciation Pin

Korine Blackwell
Augie Chung
Carissa Celements-Moock
Victoria Czechowski
Natasha Davis
Claudia Dicrosta
Jennifer DiPietro
Nicole Floyd
Kimberly Giangrante
Ashley Gill
Ginny Harze

Jennifer Heinz
Chandra Masimore
Phyllis McBride
Jennifer McDuell
Nikki Nesta
Rachael Tresch
Anne Wagner
Monica Weisberg

Super Service Unit Award

Laura Burtner
Carrie Daly
Stacey Darrohn
Cory Derer
Beth Gutierrez
Heather Jordan
Cindy Lighton
Shannon Long
Beth Michener
Jennifer Pontzer
Bridget Powell
Becky Rimby
Felise Shellenberger
Erica Szwast

Diversity Award

Karen Turek

Thanks Badge

Chris Reber

Friend of GSEP Award

Scoupe DeVille Ice Cream

Service Unit Growth Award

SU 556-Caryl McNeill

Service Unit Retention Award

SU 618-Palisesades

GSEP CEO Award

SU560-Colonial
SU606-Westtown
SU539-Schuylkill Hills
SU607-Greater Coatesville
SU635-Oxford Valley
SU515-Mill Creek
SU714-Bethlehem Friendship
SU616-Tohikanee

Leadership Knot Award

SU611-Octorara
SU624-Sandy Run
SU645-Freeland Hills

Gertrude K. McGonigle Award

Rebecca Smirk



FUNCTIONAL EXCELLENCE

The FY23 Operating Budget was bolstered by the success of the Cookie Program and the three Take the Lead events surpassing goals. Both helped to put GSEP in a great financial position for the second half of the year. While GSEP camps did not reach their budgeted attendance goal, corresponding costs were also considered and the impact was able to be absorbed. GSEP ended the year with a multiple six-figure income from operations for the second consecutive year.

Human Resources was incredibly active recruiting and onboarding new positions for the three-region structure. For FY23, GSEP planned for 84 Full-Time and 9 Part-Time positions. The bulk of the hiring was done during quarters one & two; however, HR continued hiring into FY24 for the remaining open positions, some of which were newly created roles. GSEP hired Sophia Lee as Chief Administrative and Engagement Officer overseeing Human Resources and Property, and Michael Pompey, Chief Information & Transformation Officer managing IT, Business Analytics, and Member Support.

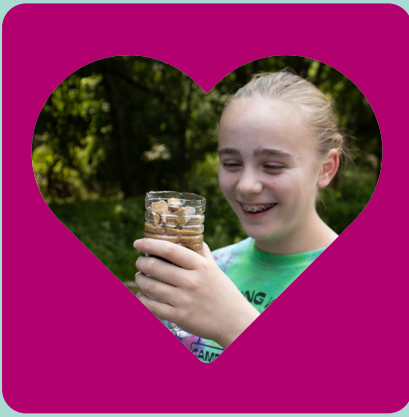
In FY23, GSEP realized significant progress under the dynamic leadership of GSEP's first Chief Information and Transformation Officer, Michael Pompey. The strategic vision and initiatives undertaken the past year have allowed the organization to increase momentum in moving toward a more technologically mature and optimized state. A few notable achievements include completing major projects outlined by the IT Strategy Committee, started by Interim CIO Fari Azad. These projects, emphasizing Microsoft Cloud technologies and improved security offerings, have positioned GSEP to accelerate and thrive in today's fast-paced tech landscape.

Data and business intelligence platforms have also seen positive changes, making it easier to get valuable insights. New staff was hired to ensure the best possible value for both internal teams and external customers.

Renewed attention to both Member and customer support applications and processes has led to real improvements and has strengthened collaboration, increasing opportunities for troop placements in local areas.

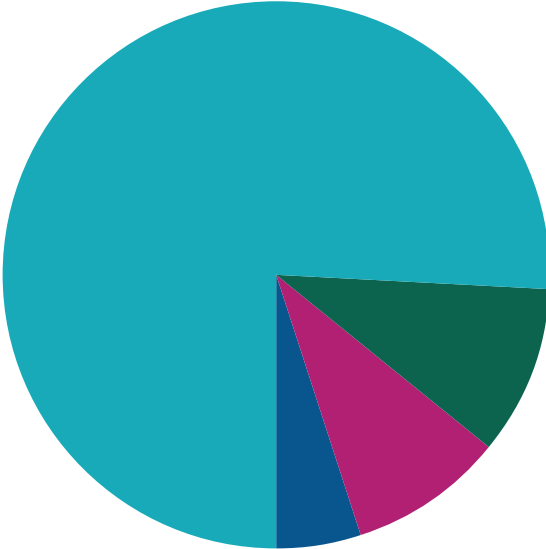
Several annual capital projects at GSEP camps provided significant improvements to the girl experience. Camp Mosey Wood received the replacement of two large, beautiful decking systems for four platform tent sites at Stonewood. Camp Shelly Ridge received a new roof for the Service Center, the addition of a Clivus Multrum bathroom facility at the site of the new platform tent unit, and a new picturesque window in the loft space of Smith Lodge. Camp Laughing Waters received a brand-new Horse Barn and extensive renovations to the interior and exterior of the Health Center. General maintenance projects were performed at Camps Shelly Ridge, Valley Forge, Mosey Wood, and Wood Haven, and a maintenance vehicle was also purchased.





During 2023, GSEP secured a commitment of \$125,000 for the Girl Adventure Place Campaign at Camp Mountain House from State Senator Nick Miller. Additionally, solicitations are pending for Camp Shelly Ridge for a second phase of the capital campaign to access the southwest area of the property, for a new well and swimming pool at Camp Wood Haven, and for the ongoing Girl Adventure Place campaign for Camp Mountain House.



2023 FINANCIAL REPORT

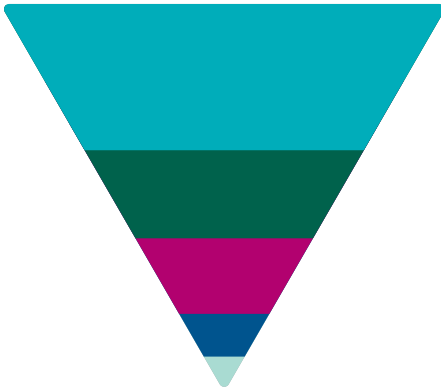
2023 Revenue



-  Product Program (Net Cost of Goods): \$14,831,096 (76%)
-  Program Service Fee: \$1,940,338 (10%)
-  Contributions, Bequests, Grants & Events: \$1,718,785 (9%)
-  Merchandise Sales & Other: \$1,011,466 (5%)

Total Revenue: \$19,501,685

2023 Expenses



■ Girl Programs: \$6,671,620 (35%)	} Total: \$10,337,409 (55%)
■ Camp Programs: \$3,665,789 (20%)	
■ Member Services: \$5,232,277 (28%)	
■ General & Administration: \$1,600,941 (9%)	
■ Fundraising: \$1,534,898 (8%)	

Total Expenses: \$18,705,525

2023 Product Program



■ Benefits All Girl Scouts in Council: \$10,110,628 (51%)	} Total: \$14,635,710 (74%)
■ Troop Benefits: \$3,775,018 (19%)	
■ Girl & Adult Recognition: \$750,064 (4%)	
■ Cost of Goods: \$5,120,485 (25%)	
■ Other Direct Costs: \$195,386 (1%)	

Total Revenue: \$19,951,581



Take the Lead

*Inspiring the next generation of
women leaders.*

Greater Philadelphia

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Our Footprint

Our Council Footprint made up of nine counties, four resident camps, and three day camps.

7 Sites

1. Camp Shelly Ridge
*Miguon, PA 19444
(Headquarters)*
2. Jane Seltzer
Philadelphia, PA 19152
3. Camp Laughing Waters
Gilbertsville, PA 19525
4. Camp Mountain House
Allentown, PA 18103
5. Camp Mosey Wood
White Haven, PA 18661
6. Camp Valley Forge
Valley Forge, PA 19481
7. Camp Wood Haven
Pine Grove, PA 17963



9 Counties

Berks
Bucks
Carbon
Chester
Delaware
Lehigh
Montgomery
Northampton
Philadelphia

4 Resident Camps

Camp Laughing Waters
Camp Mosey Wood
Camp Shelly Ridge
Camp Wood Haven

3 Day Camps

Camp Mountain House
Camp Shelly Ridge
Camp Valley Forge



2023 Annual Report

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