

FIELD NOTES

**32-Page Report for 2014
Girl Scouts of Eastern Pennsylvania**



THIS ANNUAL REPORT BOOK IS PROPERTY OF

Girl Scouts of Eastern Pennsylvania

PERTINENT COORDINATES

Girl Scouts of Eastern Pennsylvania

330 Manor Road, Miquon, Pennsylvania 19444

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FOR INITIAL RECORDS

GIRL SCOUTS OF EASTERN PENNSYLVANIA, INC.
("GSEP") OPERATES AS AN INDEPENDENT, NONPROFIT
ORGANIZATION CHARTERED BY THE NATIONAL GIRL SCOUTS
OF THE USA TO PROVIDE LEADERSHIP DEVELOPMENT
OPPORTUNITIES FOR GIRLS IN NINE COUNTIES: BERKS,
BUCKS, CARBON, CHESTER, DELAWARE, LEHIGH,
MONTGOMERY, NORTHAMPTON, AND PHILADELPHIA.

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.

IN THE EVENT OF MISPLACEMENT

IF FOUND PLEASE CONTACT

.....@.....

HENCE, THERE IS
 ISN'T A HANDSOME REWARD WAITING.

GIRL SCOUTS

OUR MISSION:

GIRL SCOUTING BUILDS GIRLS OF COURAGE, CONFIDENCE, AND CHARACTER, WHO MAKE THE WORLD A BETTER PLACE.

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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.



EXECUTIVE MESSAGE



It is always humbling to look back at the year's accomplishments, because we know that the work we do at Girl Scouts of Eastern Pennsylvania is multiplied by the thousands of Girl Scouts and volunteers in our council who are taking action to improve their local schools, churches, and neighborhoods every day. We are proud to serve as leaders of an organization that fills a community need, and builds up girls who are doing good things to make their communities stronger. We are pleased to feature a small sample of their stories in this report.

This Annual Report is an opportunity to reflect on the past year's accomplishments, and signals the start of something new. This is the first of a series of GSEP Field Notes that will document the progress of our Outdoor Program Vision, which began in 2009 with an assessment of our outdoor facilities and programs and led to a multi-year planning process to develop a vision for the highest level of stewardship and sustainability of the outdoor centers. This past year, we kicked off the Design Phase of the Outdoor Program Vision, which includes planning and design for capital investments at three of our camps. You can read more about the details and history of the Outdoor Program Vision, as well as our plans for the future, on page 10.

In addition to outdoor property investments, GSEP identified eight other strategic organizational priorities that have been our focus for 2014 & 2015: innovation, diversity and inclusion; girl leadership program; girl and adult membership; volunteer structure and experience; partnership; funding; staffing; and infrastructure systems and communication. Key outcomes relating to each priority are highlighted below:

Innovation, Diversity & Inclusion:

GSEP+IBM Partnership = **BIG DATA ANALYTICS**

16.4%

16.4% more African American girls served

3.3%

3.3% more Latina girls served

20%

20% more girls from the City of Philadelphia attended Day Camp

Girl Leadership Program



10 thousand girls engaged in STEM programming



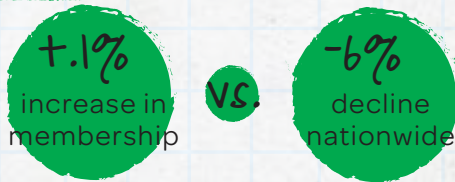
girls participated in The Green Project = 5,200 hours of community service



girls participated in first-ever Girl Scouts Triathlon/Duathlon

New WOW! Factors at all camps

Girl & Adult Membership



Volunteer Structure & Experience

- Improved customer service
- Formed Communications Focus Group
- Support for Alumnae Committee
- Volunteer Essentials goes online = real-time access virtually anywhere

Partnership

- Created a database of **450+** partners

Funding

- Contributed revenue **12.5%** over budget
- Corporate & Foundation grants up **350% over 5 years**
- Increase in program revenue

Camp Registrations



Staffing

- **90%** Staff retention up 9% Leadership reorganization with internal promotions

Infrastructure Systems & Communications

- **f 69%** increase in Facebook followers
- **t 39%** increase in Twitter followers
- **🛒** Upgraded retail store POS system
- **🕒 24 hour** response time for cookie questions
- **📣** Implemented GSUSA recruitment campaign and new brand voice

This report is divided into three sections: Membership, Land, and Finance. Each section represents an important part of how we carry out our mission to build girls of courage, confidence and character who make the world a better place. Girl and adult membership will always be our number one priority, and in the Membership section we share how and why Girl Scouts is still relevant for today's girls. We're focusing on land because research (and 103 years of camping experience!) tells us that spending time outdoors plays a unique role in girls' healthy development. The outdoors is where girls try new things, develop resilience, build independence, and practice leadership. In the Land section, you'll learn how we are committed to making the best use of the precious land that we own and to fostering a sense of "active preservation" that engages girls in the outdoors while teaching them how to be good stewards. And, finally, the Finance section demonstrates how our organization is staying financially healthy in order to support this important work now and in the future.

Thank you for being part of our vision and joining us on this journey. We look forward to sharing this story with you as it unfolds.

Yours in Girl Scouting,

Ann Thornton Field, Esq.
Board Chair

Natalye Paquin, Esq.
CEO

MEMBERSHIP



When Juliette Gordon Low, the founder of Girl Scouts, was asked what should girls do, she responded “What do the girls WANT to do?”

At GSEP, we continue to ask that question. So it should come as no surprise that today’s Girl Scouts are evolving with the times... discovering new causes, connecting using technology, and finding new ways to take action. Girl Scouts in our council are so busy doing great things that it’s hard to highlight just one girl. GSEP’s Spark Magazine, which is published two times per year, is full of inspiring reports from girls who are traveling the globe, advocating on behalf of issues they believe in, funding their own adventures, and creating sustainable improvements through community service projects.

Today’s girls are smart, capable, and fearless. Unfortunately, this is not the message conveyed in the media. Flip to almost any TV channel and you’ll find a “reality” show that portrays women as unintelligent, materialistic, irresponsible, and desperate for male approval. Girl Scouts offers an alternative to this distorted depiction of what it means to be female.

We don’t just talk about the problems facing girls today. Instead, we offer innovative programs and girl-led leadership opportunities that provide girls of all ages with tools and skills that empower them for a lifetime. By exposing girls to female leaders and bringing them together in a safe, all-girl environment where they are free to be themselves, girls are able to expand their definition of what it means to be successful.

Adult Girl Scouts also receive many benefits of membership, including the opportunity to mentor girls and build relationships with other adult members. Girl Scouts provides busy parents with structured, high-quality experiences they can share with their child. Volunteers receive training, learn new skills, and have access to a proven research-based curriculum. And for alumnae, Girl Scouts offers an opportunity to maintain traditions and give back to an organization that has impacted generations of girls and women. Together, we are creating a positive cycle of capable adult women developing the next generation of female leaders.



*picked wild
blueberries today*

HONORING ACHIEVEMENT: GIRL SCOUTS HIGHEST AWARDS

In 2014, 50 Girl Scouts between the ages of 14-18 earned the Gold Award, the highest award in Girl Scouting. The Silver Award was achieved by 125 Girl Scouts ages 12-14, and 1,462 Girl Scouts ages 9-11 earned the Bronze Award either as individuals or with their troops.

Want to read more
about what Girl
Scouts are up to?

Check out their stories
in Spark Magazine online:
issuu.com/girlscoutsofeasternpa

Bronze Award

Girl Scout Junior Troop 41207 from Chester County, PA earned their Bronze Award by planning a fitness day in their community. Each girl chose a sport or healthy living topic and met with an expert in their chosen field to create a fun activity station for other kids. Topics represented included tae kwon do, basketball, softball, lacrosse, soccer, healthy snacks, and dancing. The girls worked hard to gather supplies and create posters to advertise the event. The best part was meeting new people and knowing that they made a difference in the community.

Silver Award

Jessica C., age 14, earned her Silver Award by creating a historic tour of the Schuylkill Center to help celebrate the organization's 50th Anniversary. Jessica led group tours and created a brochure describing the plant life and historic ruins on the property. As a result, the history of the center is preserved and visitors can continue to use the brochure to take a self-guided tour.

Gold Award

Alexa I., age 17, from Lehigh County, PA earned her Gold Award by creating a documentary called "What You Don't Know About Child Pornography."

Alexa researched the topic and interviewed four legal and law enforcement professionals with knowledge on the subject, as well as a Vice President from the National Center for Missing and Exploited Children. Alexa has given presentations at two colleges and has been invited to share her documentary with law enforcement staff from ten counties in Eastern Pennsylvania.



Pushing for personal best at the 1st-ever Girl Scout Triathlon

In June 2014, 122 Girl Scouts ages 7-17 became multisport athletes at the first-ever Girl Scout Triathlon/Duathlon held at French Creek State Park. As an official USA Triathlon sanctioned event, the girls had to do everything adult athletes would do – without parental assistance. For almost everyone, it was the first time participating in this kind of event. However, the girls dove right in and overcame their fears as they swam, biked, and ran to the finish line where they took turns handing out high-fives to their fellow racers.





"I learned how to swim at Girl Scout Camp!"
— Elocyn, age 9

Providing access to Day Camp

More than 30 girls ages 5-13 from Mastery Charter Smedley Elementary School in the Frankford section of Philadelphia attended Shelly Ridge Day Camp in 2014. Although Shelly Ridge is only a short bus ride away, for many of the girls it was a rare opportunity to escape into nature and interact with other girls outside their neighborhood. The girls who attended summer camp were more likely to stick with Girl Scouts in the fall, and were eager to participate in the cookie program to help fund their next camping experience.

LAND

Girl Scouts has a century's long relationship with outdoor programming for girls. In a recent Girl Scouts Research Institute study of nearly 2,000 Girl Scout alumnae, 49 percent described "camping trips" as one of the most positive aspects of their Girl Scout experience—ranking it just behind "fun" and "friendships with Girl Scouts." Girl Scouts of Eastern Pennsylvania (GSEP) is the responsible owner of several thousand acres of property at nine camps, and is committed to demonstrating the value of using resources wisely, while being responsible stewards of the environment. GSEP's Outdoor Leadership Centers aim to provide year-round enriching opportunities that bring girls together, serve as exploration laboratories, develop girls' resourceful decision making and team building skills, encourage environmental stewardship, and encourage girls to discover more about themselves.

Planning Phase I:

Beginning in July 2009, GSEP's Property Committee, made up of volunteers with expertise in accounting, engineering, environmental science, law, real estate, and carpentry, set out to establish a sustainable model for Outdoor Leadership Centers with the assistance of professional architects. This volunteer committee represented 256+ years of Girl Scout experience and included current and former Board Members, Troop Leaders, Camp Counselors, and Staff.

The first phase was to collect data, analyze it, and evaluate it. This data included market research, a demographic study, financial modeling, and an analysis of camp use.

A survey of 2,800+ GSEP members showed:

- High demand for residential and day camps (girls and adults)
- Desired travel time 30-90 minutes
- Universal program desires: swimming, hiking, horseback riding, arts and crafts, water sports
- Use preferences: platform tents, more bathrooms, air conditioned buildings, dining facilities
- Better support services: security, maintenance

▶ In our region, girls age 5-17 will increase at a faster rate than the total population over the next 5 years

▶ Financial modeling revealed a steep loss of over \$5,000/day to maintain all nine camps

▶ Camp use analysis indicated GSEP camps were not being utilized to their capacity during a significant portion of the year (October – April)

▶ During other months camps saw a waiting list due to high occupancy or due to smaller groups failing to take advantage of the camp's full capacity

Based on the initial evaluation, the Property Committee developed the following guidelines:

- Increase camp capacities
- Recognize and maintain unique environmental qualities
- Provide sufficient land area for future program growth
- Provide for the camp visitor a full camping experience at each camp location
- Maintain site(s) with diverse program resources, e.g., a significant body of water, suitable horseback riding, and areas suitable for large open fields
- Provide multi-purpose sites that support both resident and troop camp
- Winterize buildings to extend troop season
- Rearrange/build new facilities for summer troop camping

Several basic assumptions were developed from the initial evaluation:

- GSEP's camp and outdoor program could be supported by two to three large outdoor centers
- Camps should be multi-purpose, large enough to accommodate future development potential, and have the necessary attributes to accommodate desired programming;
- Facility resources should include cabins, tent platforms, winterized buildings, and new buildings to accommodate increased use
- Sites should have water access, be able to accommodate horseback riding, and have large open fields

Planning Phase II:

In January 2010, the next phase began with a thorough review of the Council owned camps to determine which best supported the model for current and future number of girls, programs girls are interested in, location and setting, and current and future facilities.

Over the next 18 months

the following work was conducted and presented at town hall and delegate meetings:

- Market research
- Development of a site evaluation matrix
- Site assessments
- Constituent surveys
- Property Committee members attended site visits
- Camp Rating Matrix (see pg. 12) was completed with rankings

The Camp Rating Matrix criteria included:

- Site components
- Operational components
- Costs
- Location and setting
- Facilities
- Program
- Site data
- Usage
- Capacity

The rankings revealed a clear direction for GSEP's long range planning process. It was recommended that three of the six camps evaluated be divested of camp use and that the other four would be included in the long-range plan.

Planning Phase III:

After several Town Hall meetings communicating the results of the site assessment, Phase III, the master planning phase, began September 2011. A call for new members to the Property Committee resulted in a few new members.

The Committee decided Phase III should focus on four main goals:

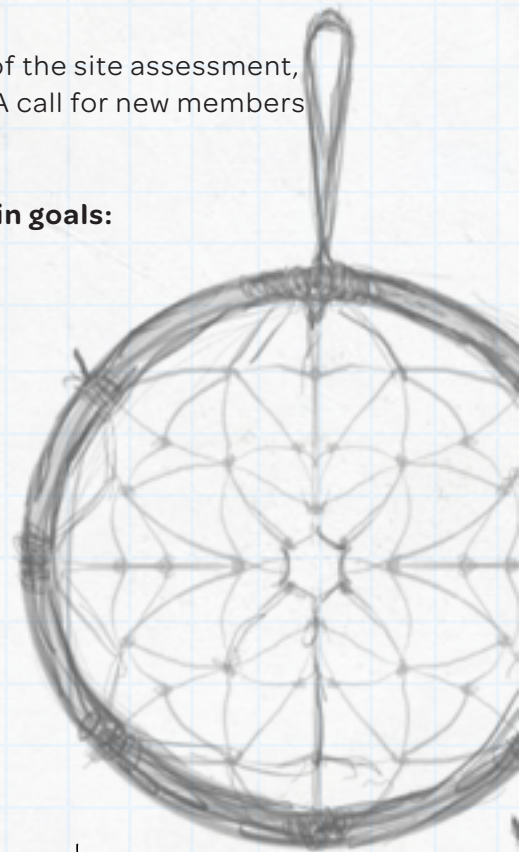
1. Maintain Girl Scout traditions
2. Serve girls today with excellence
3. Inspire new generations of girls
4. Build for sustainability

A program subcommittee was formed, and surveys and girl meetings produced a few themes:

- Adventure
- Water
- Animals/horses
- Environmental learning/nature
- STEM
- Physical activities

Additionally, architectural needs were identified:

- Quality staff spaces
- Multipurpose centers
- More heated and air conditioned spaces
- More storage



dreamcatcher

Through this process the Committee determined that three of the nine outdoor centers were to be divested of camp use:

1. Camp Hidden Falls
2. Camp Tweedale
3. Camp Tohikanee

A multi-year multi-million dollar Master Plan Vision, which includes new buildings and improvements, was developed to maintain traditional camp activities and enhance four camps with overarching themes:

1. Camp Laughing Waters – Health & Wellness
2. Camp Wood Haven – Crafts & Environmental Learning
3. Camp Mosey Wood – Adventure & Water
4. Camp Shelly Ridge – STEM & Starter Camp

The Board unanimously approved the Master Plan Vision on September 27, 2012.

Planning Phase IV: Feasibility Study

In 2013 GSEP conducted a feasibility study to test the potential for raising funds to implement the Master Plan Vision. While the study showed strong community support for the Girl Scout mission and for GSEP, it also showed that raising the funds needed was not feasible all at once, but could be done in phases.

As a result, GSEP created a revised Master Plan Vision that would have three phases. Capital Project Phase I has a total budget of \$14 million for master planning, pre-construction infrastructure work for site readiness, and construction projects at Camps Laughing Waters, Mosey Wood and Shelly Ridge. Phase II includes proposed construction projects at the three camps above, providing increased capacity to serve the growing population of girls in our 9-county footprint. Phase III proposes to create a state of the art equestrian facility and program space at Camp Laughing Waters.

Capital Project Phase I:

During 2013-14 the Outdoor Leadership Centers project was in the design period. Design charettes were held in December 2013 at each site to get input from users including 82 girls and 41 adults.

*blue jay
feather*

Investments in Phase I will support the themes developed during the planning process:

• **Camp Shelly Ridge - STEM and Starter Camp:**

Build winterized 56-bed lodge equipped with showers, kitchens, and common areas; build year-round activity center; incorporate adventure elements, e.g. low ropes and trails; renovate buildings for support staff.

• **Camp Laughing Waters - Health and Wellness:**

Add 5,000 square foot all season Activity Center; renovate Murphy House for better housing for summer staff and troops in fall, winter, and spring; renovate universal courts and sports fields; incorporate adventure elements, e.g. high and low ropes courses.

• **Camp Mosey Wood - Adventure and Water:**

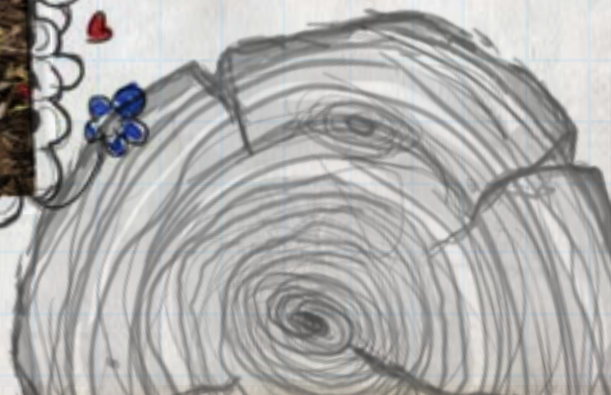
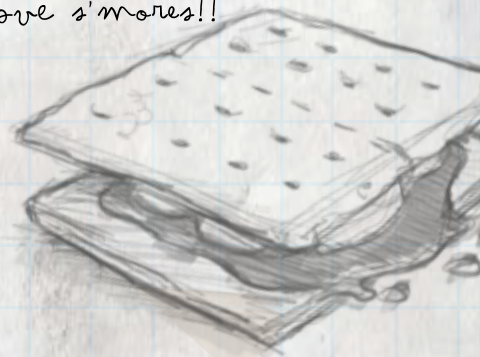
Build winterized 56-bed lodge equipped with showers, kitchens, and common areas; renovate the changing hut; renovate Lakeside Cabin; install a new swimming dock; incorporate new high adventure elements e.g., dueling zip lines across the lake and high and low ropes courses and trails.

Adventure elements are expected to be complete by the 2015 camp season, and construction projects are expected to be completed by the 2016 camp season.

In addition to the Phase I construction project, GSEP has expanded its annual capital improvements schedule to ensure that all outdoor centers receive investment.



i love s'mores!!



Environmental Stewardship project at Raub Middle School

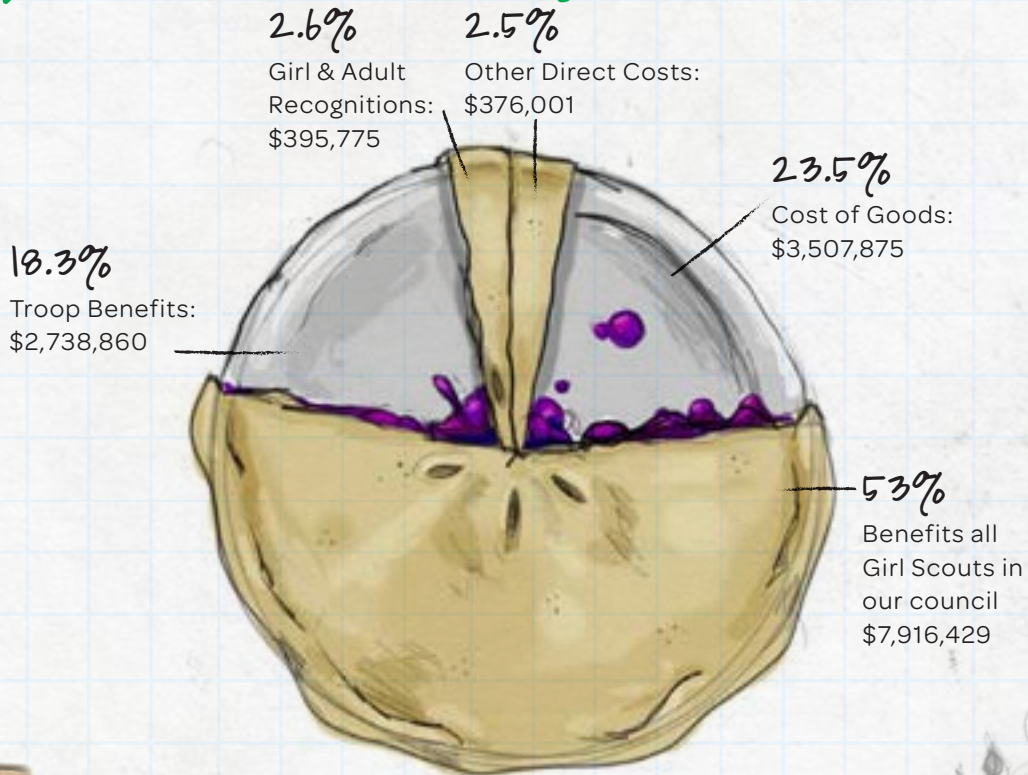
Troop #62032, a Funded Troop at Raub Middle School in Allentown, PA started a project during the 2012-13 school year to make a sustainable impact on their community. The project introduced recycling to their school for the first time. During the 2013-2014 school year, the troop continued this project and expanded it to make a broader impact on their community.

This year, the troop received approval from the administration at Raub to install a community recycling dumpster on the school premises. Residents of the community now have a place where they can bring recycling refuse, thanks to this group of middle school girls. As had been the case in the middle school, the nearby community did not have a reliable recycling program until Troop #62032 initiated and expanded this program. Not only has this project made a sustainable impact, but it has grown and spread awareness about the importance of recycling throughout the community.

FINANCE

One of the top ten Girl Scout councils in the nation, Girl Scouts of Eastern Pennsylvania works hard to produce a fiscally strong, and stable operating budget and investments. GSEP's operating budget has increased in size by nearly 20% over the past five years.

2014 Product Program Revenue



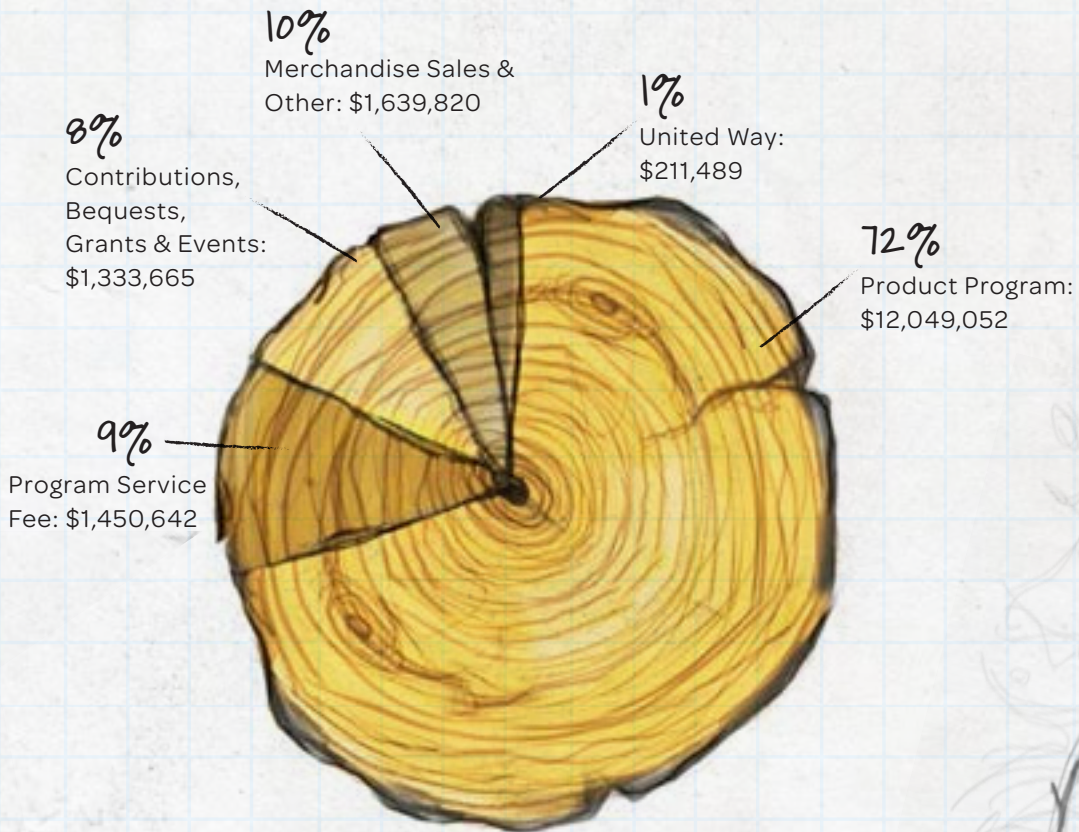
Easy Blueberry Pie Recipe

INGREDIENTS

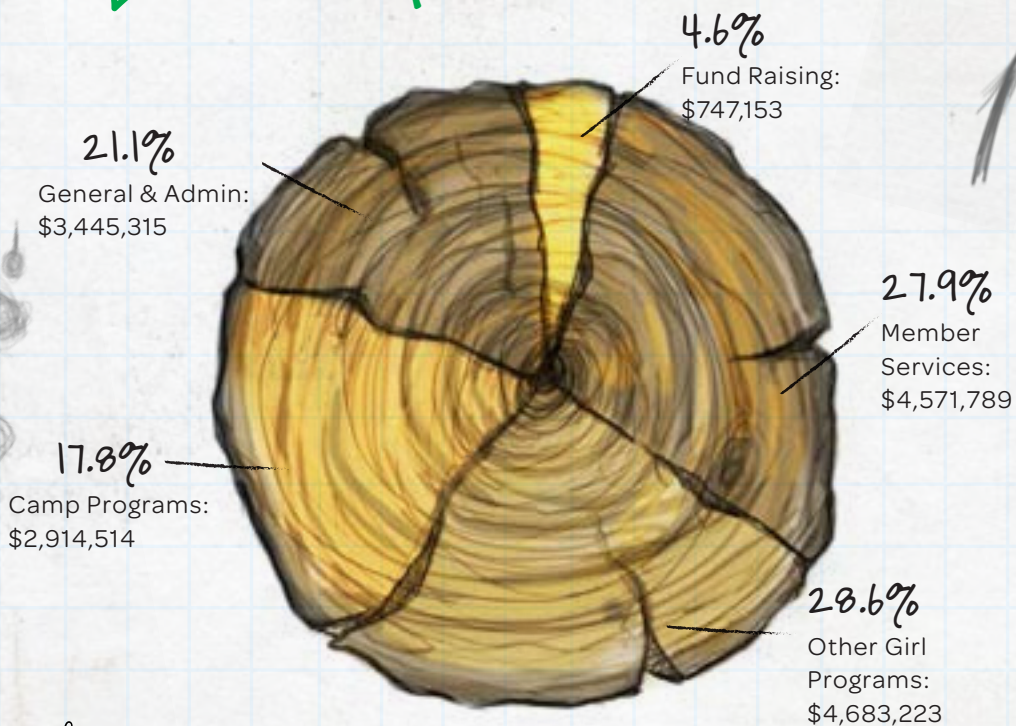
- all-purpose flour for dusting work surface
- pie dough for double 9-inch pie crust, chilled
- 2 pints (5 cups) fresh blueberries
- 1 tablespoon freshly squeezed lemon juice
- 4 tablespoons all-purpose flour
- 1/2 cup brown sugar + extra for sprinkling on top
- 1/4 teaspoon ground cinnamon
- 1 large egg, beaten with 1 tablespoon water (for egg wash)

Line a pie tin with dough, mix all other ingredients in a bowl, pour into pie crust, bake in oven at 375-degrees F until crust is golden and the filling is bubbling, about 30 to 40 minutes.

2014 Revenue



2014 Expenses



bear tracks
in the woods

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Celebrating women in our communities who demonstrate courage, confidence and character and have made the world a better place:

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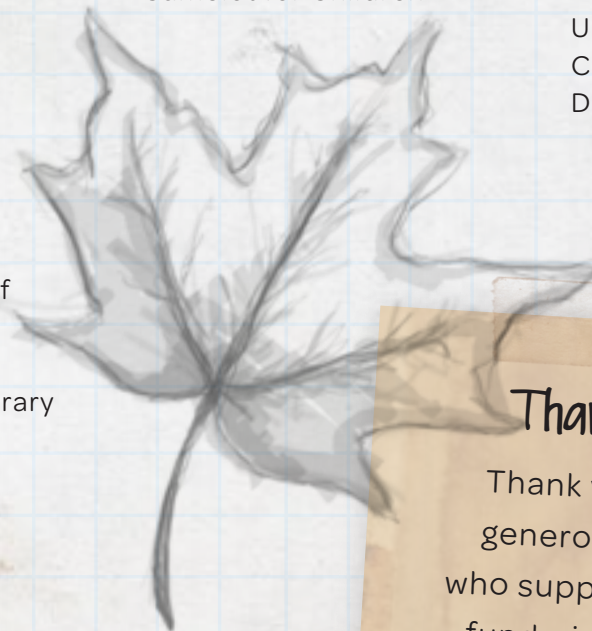
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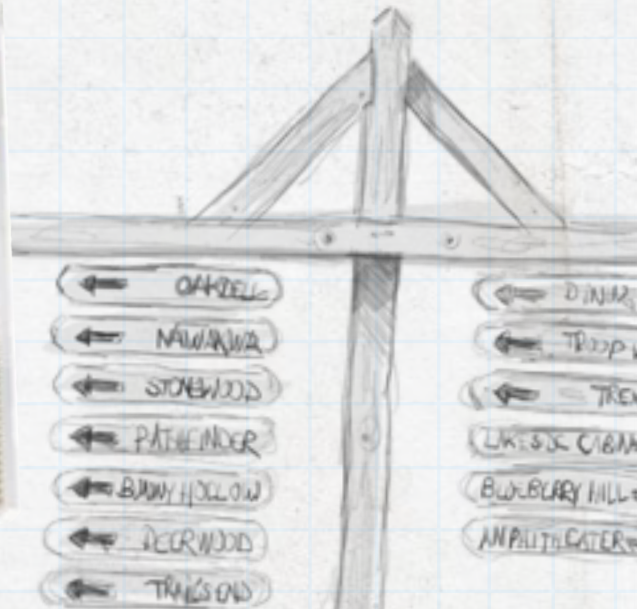
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where should i go next?

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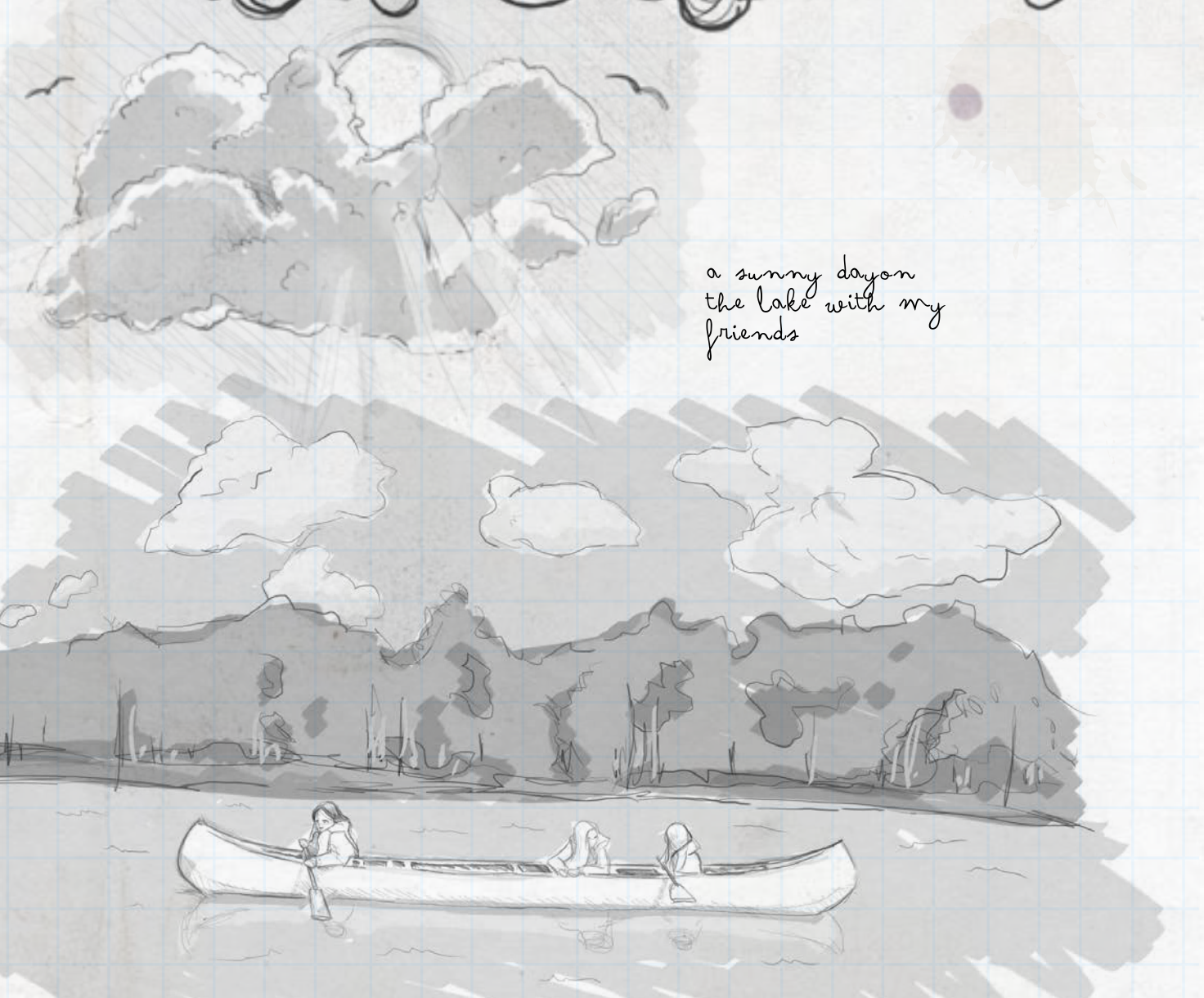
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*a sunny day on
the lake with my
friends*

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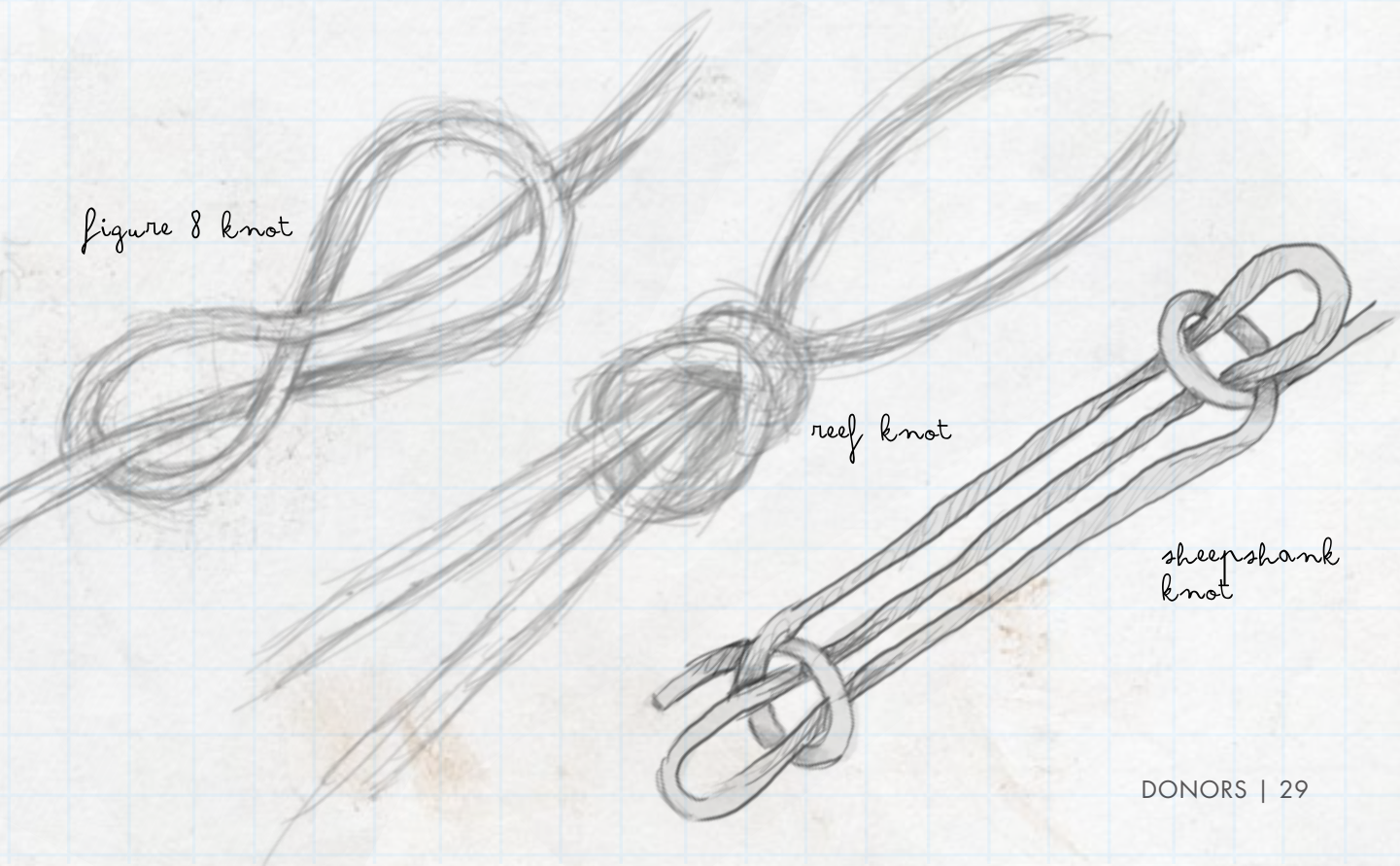
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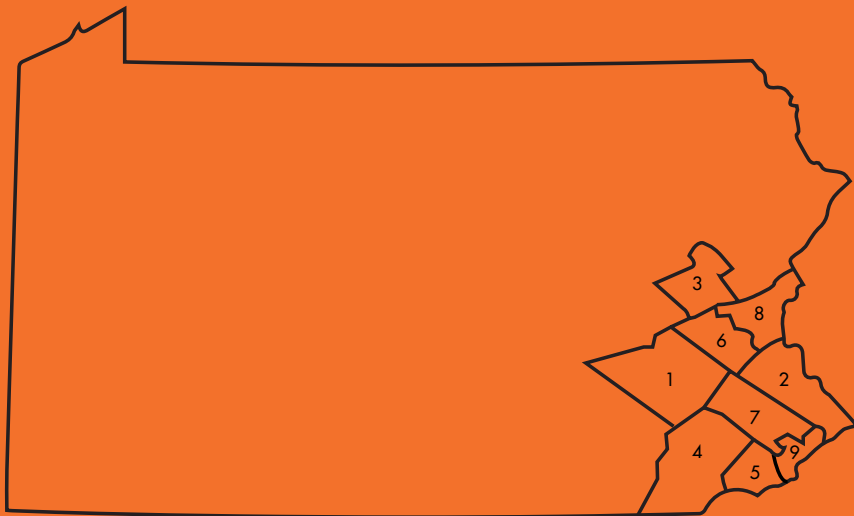
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*pressed rose from
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