



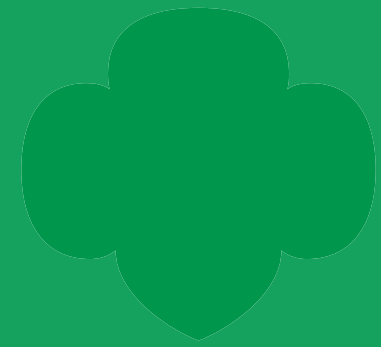
campaign for girls

girl scouts 
of eastern
pennsylvania



little girls with dreams
become strong women
with vision.

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





executive message

Today's girls navigate a world that is more complex than ever before. It's almost impossible to escape the constant barrage of messages coming at them from all directions. More often than not, what girls are hearing and seeing on TV, music, and movies are negative representations of what it means to be a woman. In so much of today's mainstream media, an alarming trend emerges: almost none of the images shown are about empowering women and girls to be smart, capable and fearless.

Girl Scouts provides girls with the confidence and critical thinking skills to counteract these false messages, and Girl Scout camp provides the setting for life-changing experiences. Camp is a sanctuary where girls can step away from the noise, listen to their own inner leader, and define who they want to be – not who the media tells them they should be. It's a place to unplug, participate in real-life adventures, learn important skills, try something new, and connect with peers in a safe and supportive environment.

Through our programs, girls forge deep friendships, build self-confidence, and learn self-reliance. Research reveals that spending time in nature improves children's concentration and creative reasoning, motivates their curiosity and sense of discovery, and presents opportunities to engage in physical, psychological and social situations. What's more – we know that girls and their families are actively seeking out these opportunities! Last year, our day camp attendance increased by 36 percent and resident camp attendance was up 18%. This understanding is the platform for our Outdoor Program Vision and has guided Girl Scouts of Eastern Pennsylvania's decision to invest in our Outdoor Leadership Centers.

In this case statement, we share the key goals of our vision for expanding and improving girls' leadership development in the 21st century. The challenges of the 21st century are complex, interconnected and, more than ever, global. Solving them will demand collaborative leadership and innovative perspectives. Girl Scouts says "yes" to every girl – we break the leadership barrier for girls of all backgrounds. Today's girls represent humanity's greatest untapped talent pool. Investing in girls today will produce the greatest return in economic development, social progress, and public health, improving not only individual lives, but the fabric of society overall.

We invite you to be a part of this historic journey. Invest in the critical resources that will enable us to offer every girl the skills and opportunities she needs to excel, exceed and lead. Together we can inspire the next generation of girls to lead with courage, confidence and character. Thank you for your leadership and support.

With gratitude,

Natalye Paquin, Esq.
CEO



why girl scouts?

INCOMPARABLE REACH

As the largest girl-serving organization in the U.S., Girl Scouts ranks among the nation’s top nonprofit brands. And with Girl Scouts’ national footprint of 112 councils, the Girl Scouts Overseas program, and peer organizations around the world, Girl Scouts are truly global.

Girl Scouts says “yes” to every girl – we break the leadership barrier for girls of all backgrounds. Our membership reflects the rich diversity of our country.



We are in schools, churches, temples, mosques, foster homes, detention centers, and public housing.



We are urban, suburban, and rural... in virtually every residential zip code.



We are socioeconomically diverse.



We are inclusive of all racial and ethnic groups.

over 100 years of history & leadership

Juliette “Daisy” Gordon Low founded the Girl Scouts on the principles of innovation, diversity and inclusion. Three of the first Troop Leaders were Jewish. For 100 years Girl Scouts has been celebrating and nurturing the leader in every girl, and girls have been changing the world.

1912

1917

The first troop for girls with disabilities was established, and the first troop for African-American girls was established.

The first troop for Latina girls was established, and the Girl Scouts provided innovative programming that inspired girls to enter non-traditional careers in flight, electricity and natural science.

1922

1932

Girl Scouts of Greater Philadelphia commercially baked cookies and sold them from the display windows of the gas and electric company, launching the largest girl and women led business in the world.

Girl Scouts volunteered in hospitals, operated bicycle courier services and collected personal necessities for soldiers during World War II.

1940s

1956

Martin Luther King Jr. described Girls Scouts as “a force for desegregation.”

The first Girl Scout national environmental program, “Eco-Action”, inspired girls to take the lead in protecting the environment.

1969

1986

Girl Scouts developed initiatives to help girls and their families deal with new social issues including youth suicide, drug abuse and AIDS.

Millions of Girl Scouts explore science and technology, and participate in national service projects on illiteracy, health, fitness, and the environment.

1990s

2000

The Girl Scout Research Institute, whose goal is to elevate the voices of girls on issues that matter to them and their futures, launched its first study.



Girl Scouts celebrates its centennial and developed a new girl-centered leadership model with 15 outcomes.

2012

2015

GSEP launches a \$9 million comprehensive campaign to invest in innovative program, increased access for all girls, and our outdoor leadership centers.

GSEP celebrates 100 years of women’s right to vote.

2020





We shape leaders for today and the future:



- **8 out of 10** Girl Scout alumnae attributed their personal and professional success to Girl Scouting.
- **90%** of Girl Scout Alumnae are registered voters.
- **80%** of women business owners were Girl Scouts.
- **70%** of female US Senators and US Congress were Girl Scouts.

transformational leadership begins in girlhood

Leadership

In order to earn her Girl Scout Gold Award, **Kelley, age 18**, designed a multi-faceted project to benefit Haitian children impacted by the recent earthquake. She made bean bags and activity books to help improve the children's motor skills and musical abilities, collected donated musical instruments, and developed a five-day "trip to Haiti" program to teach local kids about Haitian culture, the effects of the earthquake, and how they can help children in Third World countries.

"My Girl Scout experience has showed me that it is actually very possible to make a large difference."

—KELLEY, 18

STEM

The Tin Mints, GSEP's robotics team, sold 700 boxes of cookies each in order to participate in the "Ultimate Ascent" challenge. One of only a few all-girl and Girl Scout teams competing in the FIRST program, **the girls, ages 16**, spend six weeks creating a functioning robot that went on to win four awards and helped them advance to the Regional Championships, where they finished 27th out of 109 teams.

"With our spirit, leadership experiences and can-do attitude, we have a great shot of reaching the national championships every year!"

—ERIN, 16

Health & Wellness

When **Kennedy, age 8**, arrived at the first-ever Girl Scouts triathlon, she wasn't completely sure what to expect. She set up her pink bike in the transition area, let a volunteer write her race number on her arm and leg, and snapped on her swimming cap. After reaching the end of the swim-bike-run event, she stayed at the finish line giving out high-fives to all of the other athletes.

"I felt glad when I made it to the finish line. It was really fun and encouraging."

—KENNEDY, 8

Adventure & Entrepreneurship

Elizabeth, age 16, sold over 550 boxes of cookies to help fund a once-in-a-lifetime Girl Scout Destination trip to Japan. After touring Tokyo and visiting the Imperial Palace, she met sister Girl Scouts from Japan for a cultural exchange. The final highlight was climbing Mt. Fuji and participating in a sunrise summit ceremony.

"I had the most amazing adventure of my life."

—ELIZABETH, 16



15 outcomes of the girl scout leadership experience



DISCOVER

- Girls develop a strong sense of self
- Girls develop positive values
- Girls gain practical life skills
- Girls seek challenges in the world
- Girls develop critical thinking



CONNECT

- Girls develop healthy relationships
- Girls promote cooperation and team building
- Girls can resolve conflicts
- Girls advance diversity in a multicultural world
- Girls feel connected to their communities locally and globally



TAKE ACTION

- Girls can identify community needs
- Girls are resourceful problem solvers
- Girls advocate for themselves and others locally and globally
- Girls educate and inspire others to act
- Girls feel empowered to make a difference in the world

“**Girl Scouts changed my life** because I developed the many hidden talents inside of me. I am a more complete person now because of my Girl Scout experiences.”

Valentina K., 2014 Girl Scout Gold Awardee

who we are



BERKS, BUCKS, CARBON, CHESTER, DELAWARE, LEHIGH, MONTGOMERY, NORTHAMPTON & PHILADELPHIA

100+ FULL-TIME & 350+ SEASONAL EMPLOYEES

MORE THAN 40,000 GIRLS



APPROXIMATELY 9,000 GIRLS SERVED THROUGH OUTREACH PROGRAMS

APPROXIMATELY 15,000 GIRL CAMPERS



NEARLY 15,000 VOLUNTEERS & ADULT MEMBERS



MISSION

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





building a brighter future for **every** girl

Invest in our three year, \$9 million Campaign and support girls to make our community stronger.

goal #1

Inspire Leadership through access to innovative experiences.

Total
\$2 million

goal #2

Advance the values of diversity and inclusion through outreach.

Total
\$2 million

goal #3

Improve GSEP outdoor leadership centers to expose girls to environmental stewardship, adventure and fun.

Total
\$5 million



goal #1

Total \$2 million

Inspire leadership through access to innovative experiences.



Our primary focus is to retain current members and reach new ones through consistently high-quality programs that support the Girl Scout Leadership Experience, an outcomes-based model that engages girls to discover their own abilities, connect with others, and take action to make the world a better place.

Close to 10,000 girls participate in GSEP programs each year. We’ve listened to what 21st-Century girls want and focused our programming on the following priority areas:

LEADERSHIP

Girl Scouts offers unique leadership building opportunities for all girls. In order to experience leadership in action, girls as young as five years-old undertake:

- Community Service
- Careers & Entrepreneurship
- Personal Development
- Team Building and Conflict Resolution

OUTDOOR

Spending time outdoors is empowering, motivating, restorative and increasingly rare for young people. Through immersive experiences at camp and outdoor programs close to home, girls jump into:

- Camping
- Adventure
- Outdoor Skills
- Environmental Stewardship

TRAVEL

Today’s girls live in a global world. Whether they are travelling digitally or packing a backpack to head overseas, girls experience:

- New Places
- Cultural Experiences
- Self-sufficiency
- Adaptability

STEM

Although women are underrepresented in STEM careers, research shows that a majority of girls have an interest in STEM. Through innovative hands-on programs and access to women working in STEM fields, girls investigate:

- Science
- Technology
- Engineering
- Math

EXPRESSION

Non-stop media may be a fact of life for today’s girls, but it can also be a powerful tool for sharing ideas and creating change. So they can harness the media and take back control of the messages coming at them, girls learn about:

- Design
- Communication
- Media Literacy
- Advocacy & Policy

HEALTH & WELLNESS

Girl Scouts is a safe space for girls to build the confidence needed to make life-long smart choices. Through activities that focus on the whole girl, girls practice:

- Physical Activity
- Healthful Eating
- Positive Body Image
- Developing Healthy Habits

goal #2

Total \$2 million

Advance the values of diversity and inclusion through outreach.



We believe every girl deserves the opportunity to become the leader she wants to be and the world needs her to be. Through targeted outreach, GSEP serves thousands of girls each year through a variety of signature programs.



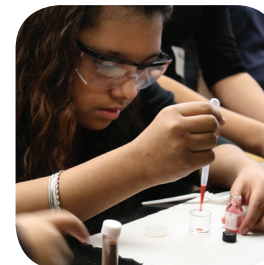
FUNDED TROOPS

Through our Funded Troop Program we serve more than close to 3,000 girls in urban, suburban and rural areas. Raub Middle School Funded Troop in Allentown, PA discovered that their community did not have a recycling program. Through their Take Action project, the girls developed a recycling program for their school, that was later adopted by the township.



GIRL SCOUTS BEYOND BARS (GSBB)

More than 100 girls from the city of Philadelphia whose mothers are or have been incarcerated participate in Girl Scouts Beyond Bars programs every weekend, including visits to Riverside Correctional Facility every other week. Through the GSBB program, girls have achieved several GSLE outcomes including: (1) Girls' personal development; (2) Girls' leadership development; and (3) Strengthening the mother-daughter bond (secondary).



FUNDED SERIES: *INSPIRAR*

Each year close to 2,000 girls participate in 4-6 part Girl Scout series at their schools. In the City of Reading we implemented a Hispanic Leadership Fund initiative supported by MetLife Foundation. *Inspirar*, invites girls to engage their minds and hearts as they explore air with all their senses. Nearly 1,000 Hispanic girls from the four Reading School District middle schools participated over two years, including visits to college campuses and Girl Scout camp.



CAMPERSHIPS

Girl Scout camp is heavily subsidized by GSEP, however some girls need more assistance. More than 300 girls receive Camperships to attend camp each year.



FINANCIAL AID

Additionally, Financial Aid is provided to those girls throughout the year who need assistance with programs and supplies.



goal #3

Total \$5 million

Improve GSEP outdoor leadership centers to expose girls to environmental stewardship, adventure and fun.



Camp experiences offer five main factors that build strength and resilience in young people.

- 1 Positive Emotions from having FUN!
- 2 Engagement with people and activities.
- 3 Relationships that develop with other young people and adult mentors.
- 4 Meaning that come from nature and new experiences.
- 5 A sense of achievement with opportunities to try new things.

In an all girl-setting, **camp is their first opportunity to experience true independence**, freedom to **discover** who they want to be, a safe place to **take risks**, and the opportunity to **explore** nature.

21st century skills

Research¹ shows that the camp experiences develop 21st Century Skills:

- 1 Critical Thinking and Problem Solving
- 2 Teamwork and Collaboration
- 3 Adaptability and Leadership.



¹More than S'mores: Success and Surprises in Girl Scouts' Outdoor Experiences, a Report from the Girl Scout Research Institute (GSRI), 2014



goal #3: outdoor program vision investment plan

CAMP SHELLY RIDGE :
STARTER CAMP AND STEM

Located just outside Philadelphia in Montgomery County, Shelly Ridge offers 113 acres of meadows and woodlands, a spacious indoor activity lodge, and a large swimming pool.

- Site of a new state-of-the-art activity and STEM center
- New 54 bed year round lodge
- High and Low Ropes Courses
- Expand capacity from day camp to resident camp
- Expand camp capacity by 30%

CAMP LAUGHING WATERS:
HEALTH AND WELLNESS

Laughing Waters is set on more than 400 gently sloping acres, offering excellent recreational activities, camping pavilions, cabins, and platform tents. The site has wide open spaces, a large swimming pool with lighting, an athletic field, and hiking trails, and features archery and horseback riding.

- Site of a new state-of-the-art Health and Wellness Center
- Renovations to year round cabins
- High and Low Ropes Courses
- 9-hole Frisbee Golf Course
- Expand camp capacity by 15%

CAMP MOSEY WOOD:
ADVENTURE AND WATER

Located in Carbon County, Camp Mosey Wood’s natural beauty is nestled in the Pocono Mountains on more than 400 acres. Mosey Wood features a beautiful lake that beckons every girl to swim, canoe, stand up paddle-board, kayak or sail – or to try these water skills for the very first time! Last year, we added stand-up paddle-boarding and guided rafting trips down the Lehigh River!

- Dueling Zip Lines across the lake
- High and Low Ropes Courses
- New 54 bed year round lodge
- Expand camp capacity by 30%

gsep camp facts

6 CAMPING
EXPERIENCES



3 RESIDENT CAMPS



3 DAY CAMPS



APPROXIMATELY
15,000
GIRL CAMPERS



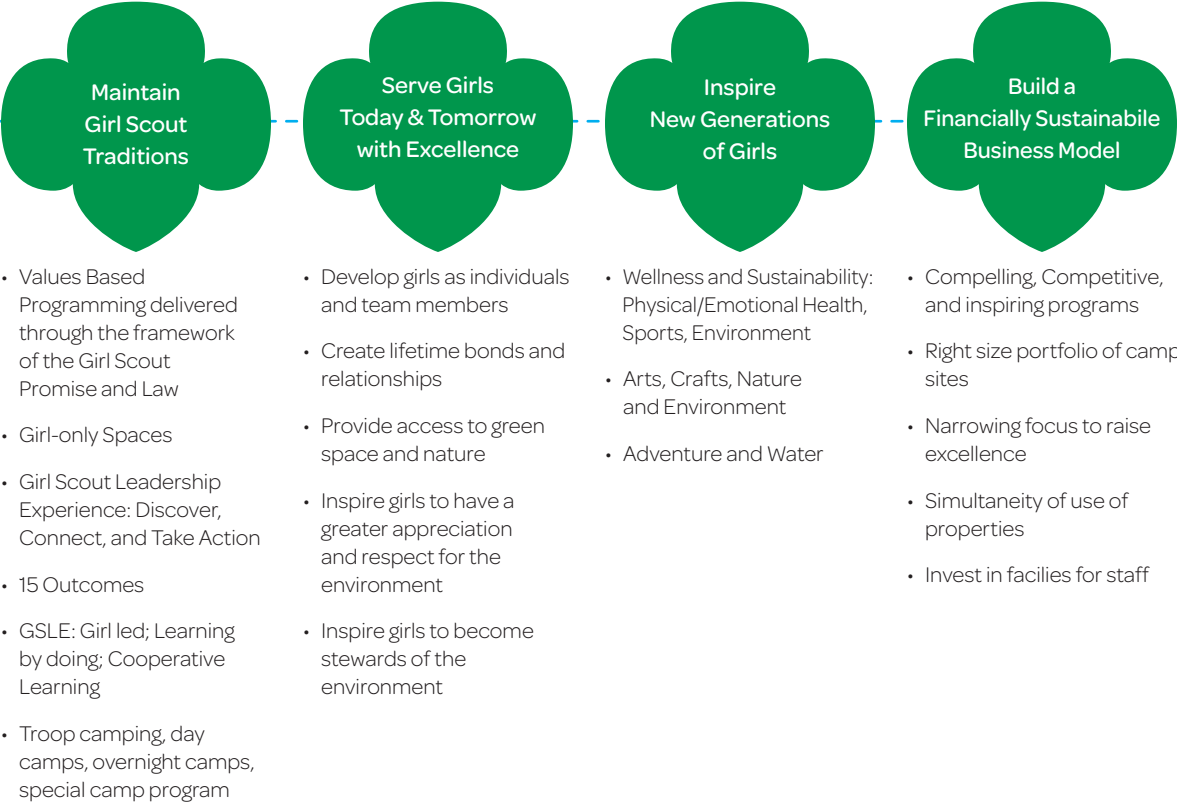
❄️ 10,000+
GIRLS UTILIZED CAMPS
OUT OF SEASON

\$ CAMPSHIP DONATIONS SEND MORE
THAN 300 GIRLS TO CAMP EACH YEAR

100% FUN



goal #3: our outdoor program vision will:



“Camp is my second home, a safe haven. It is sacred. Every time I go, I try to slow down and appreciate every moment, every detail – my friend’s smile, the crunch of leaves on the trails...the ripples that spread across the lake when I skim my hand across the surface.”

Mosey Wood Camper





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.

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