

Board of Directors Meeting

Wednesday, March 18, 2026

5:30-7:00 p.m. on Zoom

Mission Moment

Girl Scout Ambassador Alexa W. from Montgomery County shared her Gold Award project, which benefited the Center for Aquatic Studies. She catalogued and established a database of specimens in the Center as well as creating two environmental educational videos for the public.

Management Report

CEO Kim Fraites-Dow introduced the Senior Management Team members who presented the various aspects of the report.

Chief Mission Delivery Officer Molly Eigen reported on current membership numbers, noting that GSEP's figures as well as the other councils across the country are down approximately 10% year over year. However, participation in community troops in our footprint has increased by 75% over last year. The Spring Early Renewal campaign for MY27 runs from April 1-June 30 and includes a number of incentives. An Extended Year Daisy campaign also begins on April 1 and runs through July 31. GSEP is offering a \$10 discount for families who register their daughter as a Daisy during this time period. Plus, GSUSA's annual "joiner" survey of new members showed that GSEP had a significant increase in the "net promoter" score YOY (from 21 to 61 this year!). More than 3,000 girls have registered for summer camp; we are 83% toward our goal. GSEP continues to provide hardship financial aid for membership and camperships.

Chief Advancement Officer Gina Range shared that GSEP brought 30 girls involved in governance to join sister Girl Scouts from across the Commonwealth at last month's Troop PA event in Harrisburg. The girls conducted an Investiture Ceremony for the female legislators, followed by advocacy visits with state representatives and senators from around our Council footprint. In the afternoon, GSEP hosted a panel discussion with women who hold various non-elected roles in government, followed by small group table talks with the girls. Take the Lead-Greater Philadelphia was held last week in a new venue, which received excellent feedback from our 380 guests. We achieved 82% of our fundraising goal, and more than \$22,300 was donated for camperships (enough to send 89 girls to camp).

Chief Marketing Officer Stacey Moyers gave an update on the 2026 Cookie Program. Although there were issues this year (including severe weather resulting in an extension, quality concerns for the Trefoils, which the baker quickly and efficiently handled, Digital Cookie technical issues, and the new cookie did not sell as well as expected). We are very close to 95% of the overall goal. We have a smaller number of girls selling, but the PGA (per girl average) is currently higher than last year.

CMO Stacey Moyers also shared GSUSA's new Brand Positioning. She explained that this information is based on extensive research about what girls and families want (both current members and non-members). The research shows that parents want their

daughters to be confident, supported, and free to be who they want to be. The brand “behavior” (or, organizational principles) includes that Girl Scouting honors every girl’s individuality; we celebrate effort; we nurture growth; we lead with authenticity and purpose; we lead by lifting others; and we model resilience, kindness, and leadership. This brand campaign launches next month, and GSUSA is embarking on a big national marketing push. This will continue in the fall during the prime membership recruitment timeframe and into the 2027 Cookie Season.

Finance/Audit Committee Report

Committee Chair Rick Perkins and Chief Financial Officer Mike Vanic presented the Form 990, which the IRS uses to determine if we are still a nonprofit. Nothing in the form raises a flag that could jeopardize our 501 (c) 3 status. We also filed our annual PA Form BCO-10, which is the annual registration as a charitable organization in the state.

Mike then gave a report on Year-to-Date Operating Results as of January 31, 2026. Most of the revenue lines are tracking favorably. Expenses YTD are under budget, mainly due to lower personnel costs (because of open positions). The Cookie Program is currently close to 95% of the budgeted goal, but these other factors will help.

Investment/ Pension Subcommittee Report

Subcommittee Chair Judy Freyer reminded the Board that GSUSA is terminating the national Girl Scout retirement plan next summer, which results in an annual savings for GSEP of \$660,000. She also reported that 2025 was a very strong year for our investments, which include the Endowment Fund, the LBE (Land, Building, and Equipment) Fund, and the Permanently Restricted Fund. All three funds now have asset allocations of 60% stocks and 40% bonds.

Human Resources Committee

Committee Chair Allison Green Johnson introduced the consultant who worked with the Committee and HR department on a staff compensation study. There were five phases to the study, including benchmarking 85 current & future positions in GSEP in comparison to similar nonprofits’ roles, markets (based on organization size and location), and anchoring those positions to 15 pay grades with average scales and identified minimum, median, and maximum ranges. The Council was able to realign some individuals’ pay grades and ranges. GSEP pays nearly 95% of the market median overall, which is a positive reflection on the council’s management.

Board Development Committee

CEO Kim Fraites-Dow offered the BDC report on behalf of Chair Joann Gonzalez-Generals . The Girl Governance Subcommittee reviewed 44 applications from girls interested in becoming Girl Advisors to the Board or Girl Delegates. Each Subcommittee member scored every application individually and the group reviewed the aggregated and averaged scores together. Then, to create the suggested slates, they looked at all the demographic data and history to ensure equitable representation in terms of grades, race and ethnicity, counties, and whether girls have applied in the past. The three Girl Advisor nominees are all 12th graders and live in Bucks, Montgomery, and Northampton counties.

The three Girl Advisor nominees are all 12th graders and live in Bucks, Montgomery, and Northampton counties. The 30 Girl Delegate nominees are in all four grades in high school, live in eight of our nine counties (except for Carbon), and reflect the racial and ethnic diversity of our girl members. The BDC has also identified and recruited a new Board Member-at-Large nominee. The BDC has officially approved these suggested slates, which will be shared on April 2 in the Official Notice of the Annual Meeting.

Closing Remarks

Board Chair Nicole LeVine shared reminders. She:

- invited everyone to attend Take the Lead in Berks or the Lehigh Valley
- purchase more cookies in the next four days
- join the virtual Spring Delegate Council meeting immediately following
- attend the Board meeting and Annual Meeting on May 2.

Adjournment

The meeting was adjourned at 6:57 p.m.