





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

GIRL SCOUT PROMISE AND LAW The Girl Scout Promise and Law are shared by every member of Girl Scouting. The Girl Scout Promise is the way Girl Scouts agree to act every day toward one another and other people, and the Law outlines a way to act towards one another and the world.

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.

who we serve

Girl Scouts of Eastern Pennsylvania (GSEP) serves over 41,000 girls ages 5 through 17 in Berks, Bucks, Carbon, Chester, Delaware, Lehigh, Montgomery, Northampton, and Philadelphia counties. We are a volunteer-based, non-profit organization with over 14,000 adult volunteers. Nationally, nearly 4 million girls and adult volunteers enjoy the Girl Scout experience.

This report reflects activities and financials from October 1, 2009 to September 30, 2010.



The Girl Scout Leadership Experience (GSLE) and its supporting programs empower girls to become leaders by teaching them to:

- **Discover** a strong sense of self
- **Connect** with others, and
- **Take Action** to make the world a better place.

As we report on the year ending September 30, 2010, we would like to thank Barbara Hill for her leadership. We send our love and well wishes to her and our sisters in scouting in Japan, where Barbara is now serving as Chief Executive Officer, West Pacific, Girl Scouts Overseas, as they recover from the recent tsunami tragedy.

The Girl Scouts of Eastern Pennsylvania (GSEP) believes we owe every girl the opportunity to be the leader she wants to be, and that society needs her to be... wherever she lives... whatever challenges face her... however great the journey. According to national research done by the Girl Scouts Research Institute, only one in five girls believes she has what it takes to lead despite the fact girls and boys agree leadership has no gender. Estimates show that if women continue to progress in leadership roles at the same rate since earning the right to vote, they won't enjoy equal footing with men until the 23rd Century. We want to change girls' perceptions of leadership.

“The world is ready for a new kind of leader.”

In 2009–2010, GSEP delivered the Girl Scout Leadership Experience (GSLE) and its supporting programs to urban, suburban, and rural communities through traditional and funded troops, camps, and special events and weekend programs. We provided these leadership experiences to girls in large part through the dedication and support of our volunteers. It is truly through volunteers and generous funding from individual and institutional contributors that we are able to have such a powerful impact on girls in our region.

Thank you for empowering girls to take action to make the world a better place.

Yours in Girl Scouting,

Ann Thornton Field

Ann Thornton Field, Esq.
Chair, Board of Directors

Natalye Paquin

Natalye Paquin, Esq.
Chief Executive Officer

honoring achievement

Girl Scouts has a long tradition of presenting prestigious awards to girls who make a difference in their communities and in their own lives.



GOLD AWARD



61 girls earned the highest award in Girl Scouting. The Gold Award is reserved for girls ages 14–18 who complete rigorous, community-based leadership projects by committing a minimum of 65 hours for their planning, implementation and completion.

SILVER AWARD

128 Girls earned the highest award for girls ages 12–14. The award recognizes accomplishments in Girl Scouting and community activities as a girl matures and works to better her life and the lives of others.



BRONZE AWARD



881 Girls earned the highest award for girls ages 9–11. The award recognizes leadership and planning skills required to follow through with a project that makes a positive difference in a girl's community.

GSEP fast facts

41,194 GIRLS SERVED

14,390 VOLUNTEERS

567 STAFF MEMBERS

4324 GIRLS ENROLLED IN SUMMER CAMP

9-County Territory

Berks Lehigh
Bucks Montgomery
Carbon Northampton
Chester Philadelphia
Delaware

9 Camps

Hidden Falls Tohikanee
Laughing Waters Tweedale
Mosey Wood Valley Forge
Mountain House Wood Haven
Shelly Ridge



6 Service Centers

HEADQUARTERS

*Shelly Ridge Service Center
Miquon, PA*

REGIONAL OFFICES

*Berks County Service Center
Reading, PA*

*Delaware County Service Center
Springfield, PA*

*Jane Seltzer Service Center
Philadelphia, PA*

*Lehigh Valley Service Center
Allentown, PA*

*Valley Forge Service Center
Valley Forge, PA*

engaging volunteers



Volunteer engagement is the foundation of Girl Scouting and provides GSEP with the capacity to serve girls in the communities where they live. With more than 14,000 volunteers, in 2009–2010 GSEP provided 19,174 hours of critical training and development opportunities to ensure that volunteers had a meaningful and satisfying experience with Girl Scouts.

VOLUNTEERS ARE OUR BEST EXAMPLE

The total number of Troop Leaders is a direct measure of our capacity to deliver troop-based programming. 5,615 Troop Leaders and Co-leaders participated in 2009–10; and, 26 percent of those volunteers completed advanced training to implement the Girl Scout Leadership Experience.



“*Volunteer engagement is the foundation of Girl Scouting and provides GSEP with the capacity to serve girls in the communities where they live.*”

building girls of courage, confidence and character

Girl Scouts of Eastern Pennsylvania programs—based on research by experts in youth development—are designed to advance the delivery of a consistent, core leadership program for girls, balancing important outcomes with fun, hands-on learning. The Girl Scout Leadership Experience (GSLE) and supporting programs engage girls to achieve short-term and intermediate outcomes including skills, knowledge, and attitudes they need to succeed in school, the workplace, and life in the 21st Century.

STEM

A troublesome gap often develops between girls' interest and ability in science, technology, engineering and math (STEM) and their desire and confidence to pursue higher education, and ultimately careers, in these fields. By eighth grade, only half as many girls as boys in the United States are interested in careers in STEM. The interest gap widens in high school and college. Less than 1 in 5 of all engineering degrees are awarded to women. And even among these women, a great many leave the profession in their 30s and 40s. Women are also under-represented in the fields of chemistry and physics.

To sustain interest and build confidence, Girl Scouts of Eastern Pennsylvania (GSEP) believes that early

exposure to the joys and wonders of science and technology is crucial—as is encouragement from families, teachers, and the media that is so much a part of daily life. What's key is ending the many myths and biases that girls encounter when pursuing these subjects. An additional challenge is for girls to realize that science, technology, engineering, and math offer ways to help people and communities.

GSEP offers a variety of STEM programs for girls ages 5–17 throughout our 9-county service area. Programs allow girls to explore various areas of STEM, including forensic science, astronomy, robotics, and engineering, and blend leadership development with hands on STEM learning and content, thus providing



an engaging experience. Programs are designed and lead by a combination of GSEP staff and/or subject matter experts from academia and the corporate sector. The involvement of female STEM professionals as volunteers provides role models which can foster girl interest in STEM careers and address some of the negative stereotypes of women in STEM careers.

servicing those most at risk

Girl Scouts of Eastern Pennsylvania brings the Girl Scout program to local communities, serving at-risk and under-served girls. The numbers are impressive but the real sum of Girl Scouting's funded initiatives can't be quantified. The success lies in lives affected.

GIRL SCOUTS BEYOND BARS

Thanks to a generous grant from The Pew Charitable Trusts, GSEP launched Girl Scouts Beyond Bars (GSBB), a program for daughters of incarcerated women that helps reduce the impact parental incarceration can have on a girl, her mother, and her caretaking family.



The first GSBB program began in 1992 as an award-winning partnership between a Maryland Girl Scout council, the National Institute of Justice, and a District Court judge.

Over time the program evolved, was developed into a formal curriculum by GSUSA, and was replicated extensively across the U.S. by Girl Scouts councils. The program has been evaluated and demonstrated to result in significant positive outcomes for girls who participate.

GSEP has the goal and capacity to serve 50 to 75 girls each year. Girls taking part in GSBB are ages 7-17 and live within GSEP's 9-county region. Their mothers are incarcerated at one of two partner correctional facilities and are approved by the prison to participate. The program has four essential elements: bi-weekly meetings at the correctional facilities for mothers and daughters; community-



Photos courtesy of Girl Scouts of Oregon and Southwest Washington.

“*I will do my best to be courageous and strong.*”

based troop meetings for girls; in-prison parenting workshops for mothers; and the engagement of caregivers and guardians. The three year grant for this effort was awarded with the intent to improve social and academic outcomes for girls.

FUNDED TROOPS

GSEP partners with schools and community organizations in high poverty communities to offer girls the Girl Scout Leadership Experience through Funded Troops meeting either in-school or after-school. These programs foster skill building, such as conflict resolution, communication, and team leadership, all of which can contribute to a girl's improved performance in school and in her life. These efforts are supported through GSEP's operating revenue, as well as by United Way organizations in eastern Pennsylvania and by charitable contributions from individual and institutional donors.

GIRLS SERVED: 3,000+

MIDDLE SCHOOL MENU

Middle School Menu is an 8-week series offered in Allentown middle schools for at least 45 minutes per week during Health Class. The curriculum, led by paid program facilitators, seeks to help girls succeed in school and make positive decisions in their lives. It uses a combination of three curricula developed by the Girl Scout Research Institute. The program includes exercises that help girls recognize their strengths, build positive self esteem, handle peer pressure, learn ways to make healthy choices, and identify core values and personal interests. Additional information about eating disorders, the power of positive thinking, relationships, and stress is also available to girls on an age-appropriate basis.

GIRLS SERVED: 900+

CAMPERSHIPS

Girl Scout Camp has the power to change lives. We have all seen examples of children who blossom under the guidance of caring adults who encourage and support them. This happens to girls who attend GSEP camps—often within the course of a week! The girl who arrives on Sunday is very different from the girl who leaves the following week. She is changed by having been guided by camp counselors, met new friends, learned new skills, and quite probably experienced independence for the first time. While all of GSEP's camps offer diverse programs in the arts, sports, nature and wildlife, horseback riding and swimming, the traditions of Girl Scouting make a girl's experience truly memorable. Camp experiences

contribute to a girl's development and growth as an individual and create memories and bonds that can last a lifetime.

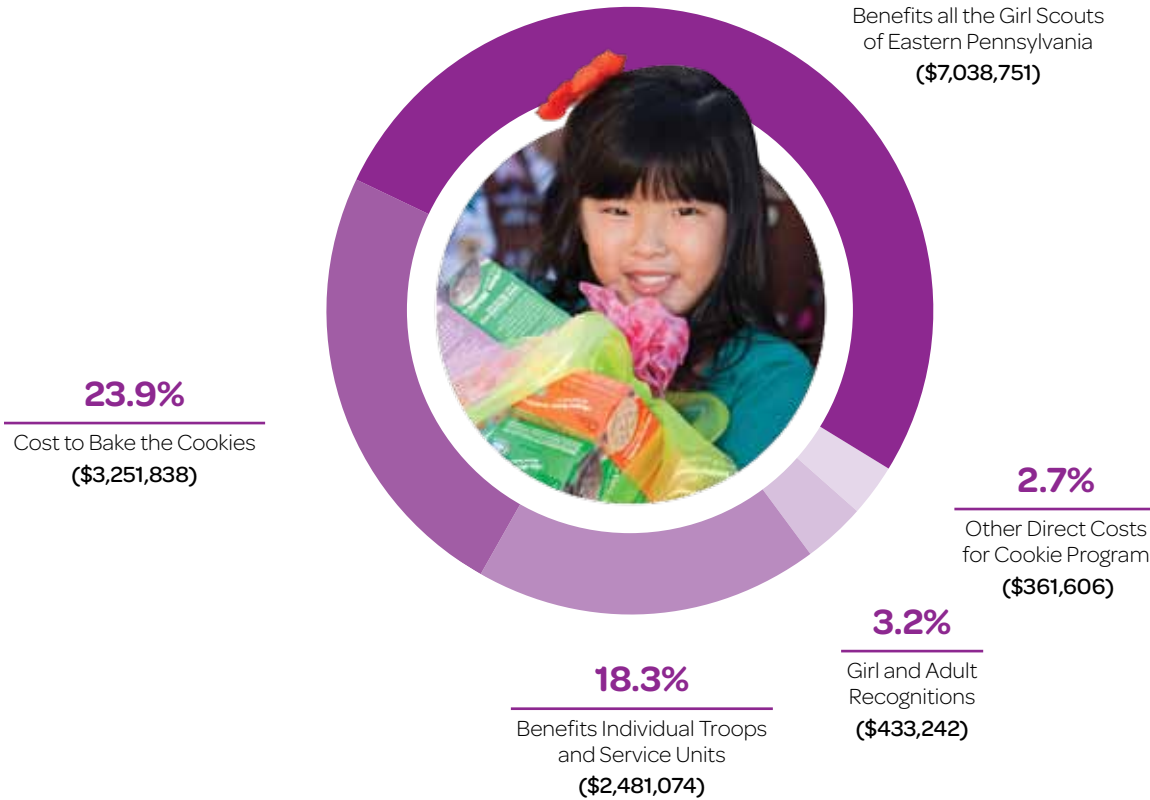
GSEP strives to ensure that our camp rates remain affordable by underwriting 60% of the cost for every girl. These heavily subsidized rates, however, are beyond the means of a growing number of families. GSEP Camperships provide opportunities to girls to attend camp who might otherwise not have a chance to experience the world outside of their neighborhoods.

GIRLS SERVED: 400+



2010 COOKIE PROGRAM REVENUE

(TOTAL \$13,566,511)



EVERY COOKIE HAS A MISSION

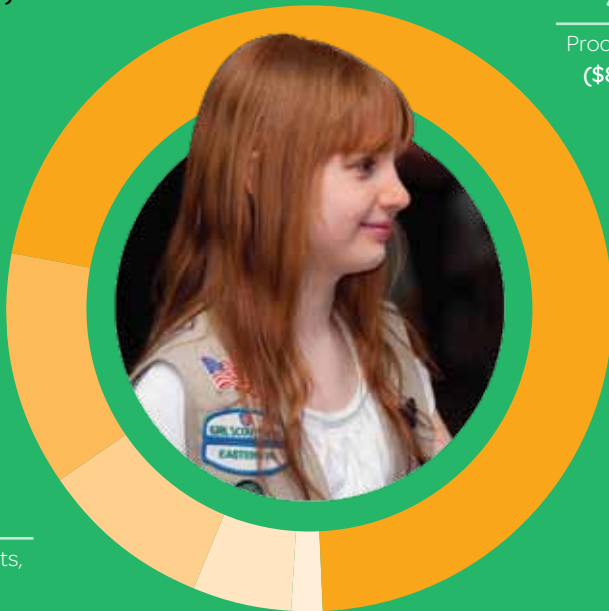
Through the Cookie Program, Girl Scouts learn important lessons about financial literacy, marketing, and communications.

As a non-profit, the Girl Scouts of Eastern Pennsylvania puts the proceeds received from the Cookie Program right back into the more than 41,000 Girl Scouts in the nine counties we serve in eastern PA. Next time you buy a Thin Mint or a Caramel Delight, you're not just enjoying a delicious treat... you're empowering girls in Pennsylvania to become the leaders of tomorrow.

“*Through the Cookie Program, Girl Scouts learn... financial literacy, marketing, and communications.*”

Through the Cookie Program, and the generous support of our donors, Girl Scouts across the council enjoy affordable rates for programs and camps, and no girl is turned away.

2010 REVENUE
(TOTAL \$11,658,457)



71.5%

Product Program
(\$8,333,920)

12.4%

Program Service Fees
(\$1,441,626)

9.2%

Contributions, Bequests,
Grants & Events
(\$1,069,969)

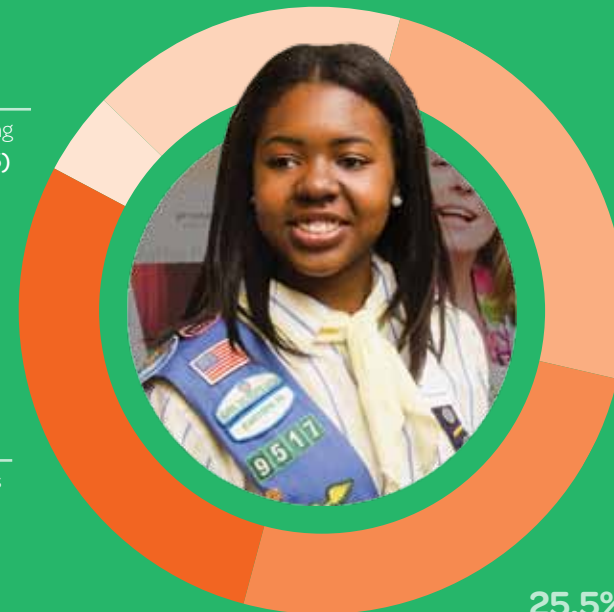
5.3%

Merchandise Sales
and Other Income
(\$623,294)

1.6%

United Ways
(\$189,648)

2010 EXPENSES
(TOTAL \$11,393,886)



17.1%

Other Girl Programs
(\$1,949,688)

4.3%

Fund-raising
(\$488,635)

24.4%

Camp Programs
(\$2,786,253)

28.7%

Membership Services
(\$3,268,128)

25.5%

General and
Administrative
(\$2,901,182)

support in action



Take the Lead is more than an awards ceremony recognizing accomplished women leaders throughout our region—it's a unique opportunity for our business community and steadfast supporters to witness and experience girl leadership in action.

Girl Scouts themselves interview the honorees, prepare presentations, and serve as event emcees and hostesses, interacting with corporate and community leaders. GSEP was proud to honor outstanding women from the Berks, Lehigh Valley, and Philadelphia communities at three *Take the Lead* award ceremonies in Spring 2010.

Thank you to our sponsors and ticket purchasers who helped to make these events a success!

“Our honorees serve as role models to the next generation of women leaders.”

2010 Honorees

BERKS COUNTY HONOREES

Hon. Elizabeth Ehrlich
Senior Judge/Retired

Virginia (Ginny) Hand
Alvernia University

Joni Naugle
Focused, LLC

Elaine Stanko, Esq.
Fox Rothschild, LLP

Dr. Raquel Yiengst
Centro Hispano Daniel Torres, Inc.

LEHIGH VALLEY HONOREES

Kim Capers
Capital BlueCross

Terry Capuano
Lehigh Valley Health Network

Debra Fraser-Howze
OraSure Technologies, Inc.

Priscilla Payne Hurd
Philanthropist

Dr. Joan Schork
Air Products

PHILADELPHIA HONOREES

Councilwoman Blondell Reynolds-Brown
City of Philadelphia

Hon. Annette Rizzo
Philadelphia Court of Common Pleas

Judy Spires
Formerly Acme Markets

Sharmain Matlock-Turner
Greater Philadelphia Urban Affairs Coalition

take the lead 2010

\$20,000-\$29,999

PECO
Rittenhouse Hotel

\$15,000-\$19,999

Exelon Power
Philadelphia Media Holdings, LLC

\$10,000-\$14,999

Comcast Family of Companies
Cozen O'Connor
UPS Metro Division

\$7,500-\$9,999

Capital BlueCross
Wells Fargo Bank, N.A.

\$5,000-\$7,499

Air Products
Citizens Bank
Crayola LLC
East Penn Manufacturing
Lafayette Ambassador Bank
Philadelphia Magazine
PPL Corporation
Stradley Ronon Stevens & Young, LLP

\$2,500-\$4,999

ACME Markets, Inc.
Alvernia University
Aqua Pennsylvania, Inc.
Campbell Soup Company
Centocor Ortho Biotech Services LCC
CIGNA Corporation

Crown Holdings
Firsttrust Bank
Fox Rothschild LLP
Good Shepherd Rehabilitation Network
The Kent Foundation
Keystone Mercy Health Plan
Lehigh Valley Health Network
The Morning Call
OraSure Technologies, Inc.
Philadelphia Phillies
Catherine A. Pullen
Reading Eagle Company
Saltz, Mongeluzzi, Barret & Bendesky, PC
Sweet Street Desserts
TD Bank
Technicom
ViaMedia
White and Williams LLP

\$1,500-\$2,499

Anonymous
Ballard Spahr LLP
CBS-3
CRW Graphics
EisnerAmper LLP
Nancy J. Gilboy & Phillip Harvey
Independence Blue Cross
Katie Loeb-Schwab
KNBT, Division of National Penn Bank
National Penn Bank
NSM Insurance Group
Offset Impressions Inc.
ParenteBeard LLC

People First Federal Credit Union
PJM Interconnection, LLC
PricewaterhouseCoopers, LLP
Radisson Plaza Warwick Hotel Philadelphia
Roscommon International, Inc.
Rosemont College
Tierney Communications
University of Pennsylvania
VIST Financial
Wilson Black Photography

\$1,000-\$1,499

Ace Group
Airgas, Inc.
Ambalu Jewelers
Beneficial Savings Bank
Berks Products
Masano Bradley
Buchanan Ingersoll & Rooney PC
David's Bridal
Day & Zimmermann Group
The Down Town Club
Margolis Edelstein
Ernst & Young
Linny Fowler
Fox Rothschild
Fulton Bank
Elizabeth H. Gemmill
Greater Philadelphia Chamber of Commerce
Greater Philadelphia Tourism Marketing Corporation
Harleysville National Corporation
Highmark Blue Shield

The Honickman Foundation
IBM Corporation
Jones Apparel Group
Just Born, Inc.
Kline & Specter
Kulp Car Rentals
Lehigh University
Charisse R. Lillie
M&T Bank
Mack Trucks, Inc.
Master, Weinstein, Schatz & Moyer, PC

McCann Schaible & Wall, LLC
Leslie Anne Miller
Model Consulting, Inc.
Susan P. Mucciarone
Mutual of America
Rawle & Henderson
Reading Area Community College
Reinsel Kuntz Leshar LLP
Security First, Inc.
Somerset Manufacturers
Spector Gadon & Rosen, P.C.

Southwest Graphics
Stevens & Lee
Leslie S. Stiles
UGI Utilities, Inc.
United Way of Southeastern Pennsylvania
Karen D. Walton
Carol B. Watters
Robert Wood



Contributions reflect cumulative gifts to all three Take The Lead celebrations. Thank you for your generous support.

GSEP acknowledges ALL donors who have invested in girls through gifts from October 1, 2009–September 30, 2010. During this time, we received an additional 1,350 gifts up to \$99. We regret that we are unable to list all of our supporters here, and are grateful for every contribution.

We apologize for any omissions, misspellings or inaccuracies in recognition and hope to hear from you to make changes moving forward. Please contact us at 866.564.2030, ext. 1513.

\$100,000 OR MORE

The Pew Charitable Trusts
United Way of Berks County

\$50,000–\$99,999

Estate of Harold D. Duff

\$25,000–\$49,999

Girl Scouts of the USA
Lenfest Foundation
PECO
United Way of Bucks County

\$10,000–\$24,999

Capital BlueCross
Citizens Bank
Comcast Family of Companies
Cozen O'Connor
Exelon Power
Ann T. Field
Estate of Clara L. Hallowell
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Lafayette Ambassador Bank
Lockheed Martin Corporation
Philadelphia Media Holdings, LLC

Priscilla Payne Hurd Foundation
Rittenhouse Hotel
Dianne Rotwitt
TD Charitable Foundation
United Way of Boyertown Area
UPS Metro Division

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Best Buy Children's Foundation
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East Penn Manufacturing
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Highmark Blue Shield
Florence K. Horsfield
Merck
National Park Foundation
North Penn United Way

Patrick J. O'Connor
PPL Corporation
Catherine A. Pullen
Stradley Ronon Stevens & Young, LLP
Thornton D. and Elizabeth S. Hooper Foundation
United Way of Southeast Delaware County
United Way of Southeastern Pennsylvania
Wells Fargo Bank, N.A.

\$2,500–\$4,999

ACME Markets, Inc.
Aqua Pennsylvania, Inc.
Campbell Soup Company
CIGNA Corporation
Donna-Marie Daday
Pamela DeCamppli
The Eden Charitable Foundation
Firsttrust Bank
Fox Rothschild LLP
Frances Strayer Trust
Good Shepherd Rehabilitation Network

The Grace S. & W. Linton Nelson Foundation
IronPigs Charities
Just Born, Inc.
The Kent Foundation
Keystone Mercy Health Plan
Lehigh Valley Health Network
Maurice Seltzer Trust
Merck & Co., Inc. Foundation
OraSure Technologies, Inc.
Oxford Area Foundation
The Philadelphia Foundation
Philadelphia Phillies
Reading Eagle Company
Roscommon International, Inc.
Saltz, Mongeluzzi, Barret & Bendesky, PC
Sweet Street Desserts
TD Bank
Carol B. Watters
White and Williams LLP

\$1,000–\$2,499

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Alvernia University
Ballard Spahr Andrews & Ingersoll, LLP
Kathleen Bender
Beneficial Savings Bank
Berks Products
Masano Bradley
Delight E. Breidegam
Stacy L. Broad
Buchanan Ingersoll & Rooney P.C.
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Greater Philadelphia Tourism Marketing Corporation
Harleysville National Corporation
Barbara A. Hill
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Philadelphia Area Combined Federal Campaign
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SAP
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Security First, Inc.

Olivia Selinger
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Somerset Manufacturers
Spector Gadon & Rosen, P.C.
State Farm Companies
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Carbon County
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Chester County
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