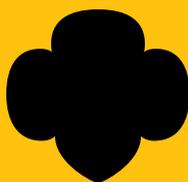


NOTES FROM THE FIELD

**32-Page Book for 2015
Girl Scouts of Eastern Pennsylvania**



girl scouts 
of eastern
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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,
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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



This has been a year marked by big changes and great accomplishments at Girl Scouts of Eastern Pennsylvania. In May 2015, we elected a new Chair of the Board of Directors, and in September 2015, our CEO announced that she would be taking on a new role at Girl Scouts of the USA. As the new Board Chair and CEO, we want to thank Ann Thornton Field and Natalye Paquin for their dynamic leadership. We look forward to building on the past while creating even more opportunities to engage our Board of Directors, inspire our volunteers, expand our alumnae, attract talented staff – and, most importantly, grow and support

our girl leaders. We can't wait for you to read this annual report, which features many of the exciting things we have accomplished together and are planning for the year ahead.

This is volume two of our Field Notes trio, where we have documented the progress of our Outdoor Program Vision, spotlighted some of the past year's accomplishments, and showcased the tremendous impact our girls continue to make in our nine-county footprint and beyond. As always, GSEP is committed to being the premier leadership organization for girls, and 2015 provided us with many shining examples. We sent 16 girl delegates out West for our National Convention in Salt Lake City. We hosted #GirlPOP2015, an all-day celebration that featured inspiring speakers like NASA's Dr. Aprille Ericsson and Little League sensation Mo'ne Davis, who taught us all how to aspire to do things "Like a Girl." In addition, we focused on important internal operations work designed to improve the volunteer experience and make it easier to join our organization.

We also remained focused on our eight strategic priorities: innovation, diversity and inclusion, girl leadership, girl and adult membership, volunteer experience, partnership funding, staffing, and infrastructure systems and communication. The outcomes of each are highlighted below:

Innovation, Diversity & Inclusion

- Introduced **Digital Cookie program**
- New hands-on STEM (Science, Technology, Engineering, and Math) activities at camp
- Developed an adaptive race option for girls with disabilities to participate in Girl Scouts Duathlon/Triathlon

3.6%

Increased Latina participation **+3.6%**

Staffing

- Formed cross-department work teams to focus on council priorities
- Developed full-time/seasonal hybrid positions to retain and engage key summer staff

Girl & Adult Membership

+1.8%

increase in
adult
membership



3.1%

decline
nationwide

Funding

- Contributed revenue **17%** over budget
- Corporate and foundation grants up **350% over 5 years**
- Launched **\$9 million three-year** comprehensive Campaign for Girls

Girl Leadership Program



10 thousand+ girls engaged in Girl Scout Leadership Experience Programming



girl attendees at #GirlPOP2015 girl expo



1,027 girls ages 9-11 earned Bronze Award



135 girls ages 12-14 earned Silver Award



49 girls ages 14-18 earned Gold Award

Volunteer Structure & Experience

- Developed new Volunteer “Roadmap”
- Provided enhanced volunteer resources
- Offered more online trainings
- Created new volunteer enrichment trainings on contemporary issues
- Implemented new criminal background check processes and requirements
- Offered additional reports and data for volunteers

Partnership

- Co-hosted Girl Scout Cookie Crunch event with our partner ArtsQuest™ at SteelStacks™
- Featured 30+ partners in the Hall of Experience at #GirlPOP2015
- Partnered with KidzTri3 on 2nd Annual Girlz Tri.Du.Rule! Duathlon/Triathlon

Infrastructure Systems & Communications

- 37%** increase in Facebook followers
- 22%** increase in Twitter followers
- Launched Instagram account @GirlScoutsEPenn
- Revamped Website
- Hired full-time IT Director

Outdoor Program Investments

- Implemented adventure elements at three camps: Shelly Ridge, Laughing Waters, and Mosey Wood
- Broke ground on new buildings at Shelly Ridge, Laughing Waters, and Mosey Wood

As we look ahead, there is so much more we can learn and accomplish by working together. Thank you to all of our supporters, volunteers, donors, partners, and friends for your commitment to GSEP. Together, we are impacting the lives of so many amazing young women and girls who are taking action and working to make the world a better place.

Yours in Girl Scouting,

Mary Stengel Austen
Board Chair

Kim E. Fraites-Dow
CEO

MEMBERSHIP

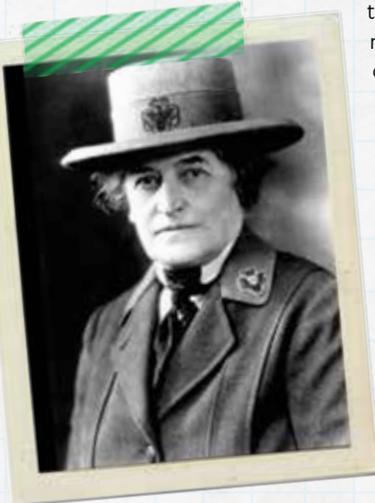
It's great to be a girl. That is, until somewhere between middle and high school. That's when girls start to remove themselves from leadership positions, experience a rapid decline in confidence, and develop a poor self-image. This is what makes the work of Girl Scouts of Eastern Pennsylvania so important.

GSEP is committed to building girls of courage, confidence, and character, which puts us in the unique position to guide young women on the path to success in many areas of their lives. Studies show that as girls emerge from adolescence, they aren't leaning into the challenges and opportunities they face, but rather opting out altogether. Often, girls underestimate their valuable skills, so they retreat, taking with them all their untapped talent and potential.

Complicating matters more is a pervading belief that girls today have so many activities to choose from and are often forced to select one over another. When we look at our data, however, it consistently demonstrates the opposite result. Girls who participate in GSEP also play soccer, sing in the choir, and join the band. And they don't just stop there. Many go on to hold leadership roles such as team captain, first chair, or band leader. Time and again, GSEP provides a space where girls can discover who they are and gain increased confidence in their abilities. With every Girl Scout experience, girls are encouraged and empowered to find the things that make them sparkle.

Moving forward, GSEP will stay on top of national trends, as well as solicit feedback directly from girls to inform the direction of our programming. One such report, *More Than S'Mores*, recently published by our very own Girl Scout Research Institute, documents why getting girls outdoors is crucial to their development. When girls spend time outside, they unplug. They learn about nature, experience the environment, become resourceful, and develop healthy relationships with other girls. Girl Scout camp is just one way girls spend time outdoors, but according to the study, it is by far the most popular. As Girl Scout Roxanna W. put it, "Camp is one of the most magical, amazing, special, and beautiful places in the world. You learn to be outgoing, independent, and a leader. The skills you learn don't just help you at camp. They are more like life lessons."

GSEP is also poised to benefit from the latest trends around working mothers and women in the workplace. It's no secret that women are waiting until later in life to start families, and when they do, 75 percent return to work after having children. Research conducted by McKinsey & Company found that women today are looking for "centered leadership experiences," or ones that are inspiring, positive, engaging, and collaborative. That's true for the work they do and the volunteer



opportunities they seek out. What that means for GSEP is that there is an entire population of women, ages 18 to 30, searching for meaningful ways to share and connect. We know about 40,000 girls who would welcome them with open arms.

We have been fortunate enough to see this in action with some of our partners. For the last few years, women leaders from Comcast, Penske, and PPL have been hosting Take the Lead Trainings for our girls, helping them polish their presentation skills and make connections. We hope to expose more Girl Scouts to women professionals who can serve as role models and mentors—women who can attest to one very real fact. It is great to be a girl.



It is great to be a girl!

GSEP at the 2014 National Council Session

In October 2014, 16 girl and adult delegates traveled to Salt Lake City to attend the 53rd National Girl Scout Convention. The girls spent time sightseeing before getting down to business at the National Council Session.

It all kicked off with the Girl Scout Leadership Institute (GSLI), where the delegates learned how to plan a Take Action Project before being challenged to develop one of their own. Each of the intrepid girls from GSEP focused on body image for their project but decided to approach it from different perspectives. Shannon tackled media bias and how it affects a girl's self-image, Kelly explored peer pressure and its affect on self-confidence, and Katrina drew up plans for an app that would help girls who suffer from depression find support and connect. This was a once-in-a-lifetime opportunity for the girls to gain new leadership and advocacy skills alongside thousands of other Girl Scouts from around the world.

#GirlPOP2015 – The Power of One Day

It was a nonstop celebration of girl power. More than 1,000 girls gathered at the Pennsylvania Convention Center to take part in hands-on exhibits, listen to inspiring speakers, and dance the night away at #GirlPOP2015. This Girl Scout-led event was open to all girls and featured everything from science to fashion, all with the goal of empowering young women to love themselves just as they are while setting out to change the world for the better.



LOVE





Some of the highlights of the day included a speech by Jenna Bush Hager, a book signing with Little League champion Mo'ne Davis, girls rocking out to electric guitars courtesy of the School of Rock, and archery lessons inside the PA Convention Center. During the closing ceremonies, Shiza Shahid, cofounder of the Malala Fund, talked about how she followed her dream of going to college in the United States before moving back to Pakistan to help girls there who have been forced out of school. You can visit www.gsep.org/girlpop to view a full list of speakers and workshops, photos, and a video recap of this incredible day.



Spotlight on the Silver Award

Kayla D. was one of 300 Girl Scouts to earn her Silver Award, the highest achievement in Girl Scouting earned by girls ages 12-14. In 2015, Kayla helped raise awareness about youth violence by hosting three local workshops and organizing a community walk at Malcolm X Park in the Germantown neighborhood of Philadelphia. More than 130 people attended the workshops and rally, where they created posters and flyers to post throughout the park. "I wanted to focus on this topic because it's really affecting my community," Kayla said. "Afterward, I felt inspired to do more because the people I talked to and met really care about what happens to today's youth."

"I wanted to focus on this topic because it's really affecting my community."

– Kayla



GSEP Staff Working Together in New Ways

Over two dozen GSEP employees were engaged in priority work teams, which brought staff members from various departments together on an ongoing basis to focus on several key operational issues. This work enabled individuals and teams to collaborate with colleagues, and provided highly visible leadership opportunities for staff at various levels in the organization. A team consisting of Membership, Marketing & Communications, Volunteer Intake, and Finance staff members developed a new process for Early Bird Troop Leader Recruitment, which significantly improved adult member retention and enabled waiting girls to be placed into troops over the summer.



LAND

Ask any Girl Scout and she'll tell you. Camp is a special place to relax, have fun, and step away from the hustle and bustle of everyday life. It's a safe space where girls learn the value of taking risks. It's where friends are made and traditions are formed.

Over the last three years, our camper weeks have continued to increase, largely due to high quality camp staff and innovative programs made possible through new investments at our properties developed through the Outdoor Program Vision. This means even more girls will get to experience the adventures that await at Girl Scout camp. Below is a snapshot of the progress made on our Outdoor Program Vision in 2015, with even more exciting developments underway.

➡ *Outdoor Program Vision - Implementation Phase 1*

Camp Shelly Ridge STEM & Intro to Camp

Shelly Ridge saw several new improvements, including renovated accommodations for our ranger and his wife, who have 10 years of experience living and working at GSEP camps. We also installed a new low-ropes course for girls (fourth grade and above) to allow for fun team-building exercises and collaboration. Next up for the 2016 camping season: a 64-bed year-round lodge and Activity Center!



low-ropes course



activity center at camp laughing waters

Camp Laughing Waters **Health & Wellness**

Phase one of Outdoor Program Vision implementation at Laughing Waters included installing both low ropes (fourth grade and above) and high ropes (sixth grade and above) courses, two nine-hole disc golf courses, and resurfacing the multi-use outdoor court to encourage fun physical activity. Other elements included new male accommodations for troops and service units camping with dads or other male volunteers, and renovations at Murphy House, which functions as the camp office and staff quarters during the summer months. Murphy House can also be rented by troops during the off-season. Next up for the 2016 camping season: a state-of-the-art year-round Activity Center complete with climbing wall and garage door walls that roll up and provide wide-open space! Also exciting for winter usage will be an ice-skating rink on our seasonally-converted outdoor court.

Camp Mosey Wood **Adventure & Water**

With supercool dueling zip lines over the lake (sixth grade and above), a new low-ropes course (fourth grade and above), and a three-story challenge tower, Camp Mosey Wood now lives up to its reputation as our adventure camp! Groups of girls can experience fun together as they scale the adventure tower, hang out at the new swimming dock, and enjoy the lakeside. In 2015, we also renovated the changing hut, added new waterfront equipment, and renovated the camp director's quarters for year-round usage. Next up for the 2016 camping season: a 64-bed year-round lodge and additional adventure elements!



adventure tower at camp mosey wood

WOW! Factors

Each year, GSEP also introduces WOW! factors at all of our camps. New WOW! factors for 2015 included:

- Western horseback riding and an additional week to camp at Wood Haven
- A pottery kiln, gaga pit, and more cooking and traveling programs at Mountain House
- Interactive STEM activities, overnight options, and soft archery for Brownies at Shelly Ridge
- Karaoke, soft archery for Brownies, overnight options, and more campfire cooking at Valley Forge

Plus, we added even more opportunities for girls to earn badges and segments of the new council-created Adventurer, Archery, and Waterfront patches at camp!

campaign for girls

In 2015, GSEP launched the Campaign for Girls, a three-year \$9 million comprehensive campaign to build a brighter future for every girl through innovative experiences, outreach, and investment in our outdoor leadership centers.

Goal #1: Inspire leadership through access to innovative experiences
Total \$2 million

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.

Goal #2: Advance the values of diversity and inclusion through outreach
Total \$2 million

We believe that 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 including funded troops, Girl Scouts Beyond Bars, funded themed series, camperships, and financial aid.

Goal #3: Improve GSEP outdoor leadership centers to expose girls to environmental stewardship, adventure, and fun.
Total: \$5 million

Investments

Investments in our outdoor centers at Camp Shelly Ridge, Camp Laughing Waters, and Camp Mosey Wood will:

- Maintain Girl Scout traditions
- Inspire a new generation of girls
- Serve girls today and tomorrow with excellence
- Build a financially sustainable business model



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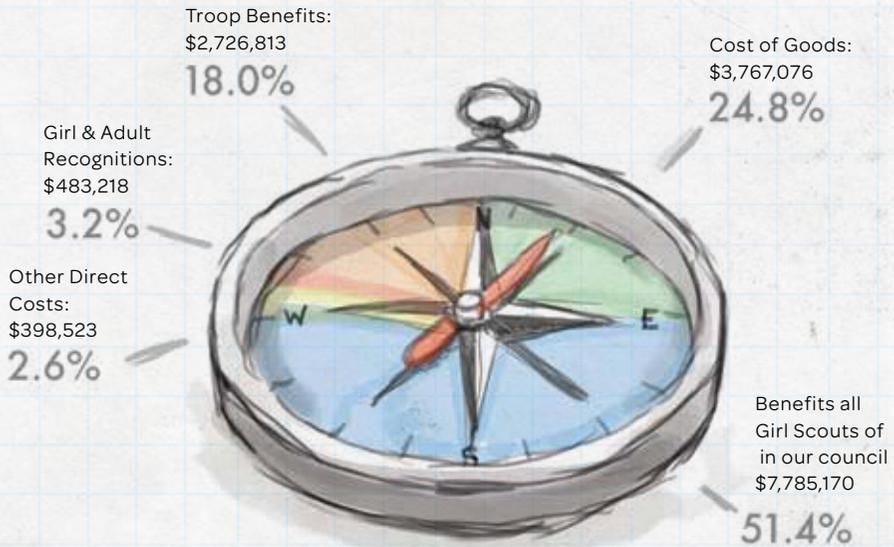


FINANCE

One of the top 10 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.

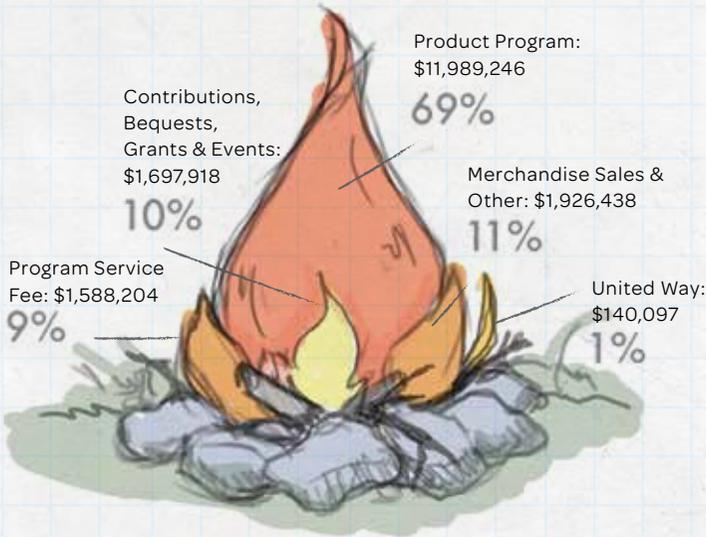
2015 Product Program Revenue

Total Revenue: \$15,160,800



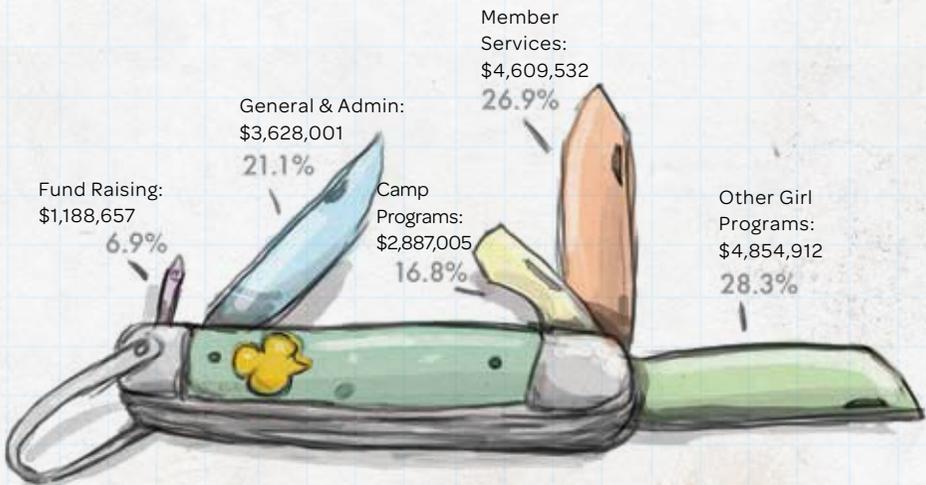
2015 Revenue

Total Revenue: \$17,341,903



2015 Expenses

Total Expenses: \$17,168,107



TAKE THE LEAD 2015

Celebrating outstanding women leaders in our communities.

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*Denotes those donors who are also members of the Juliette Gordon Low Society.

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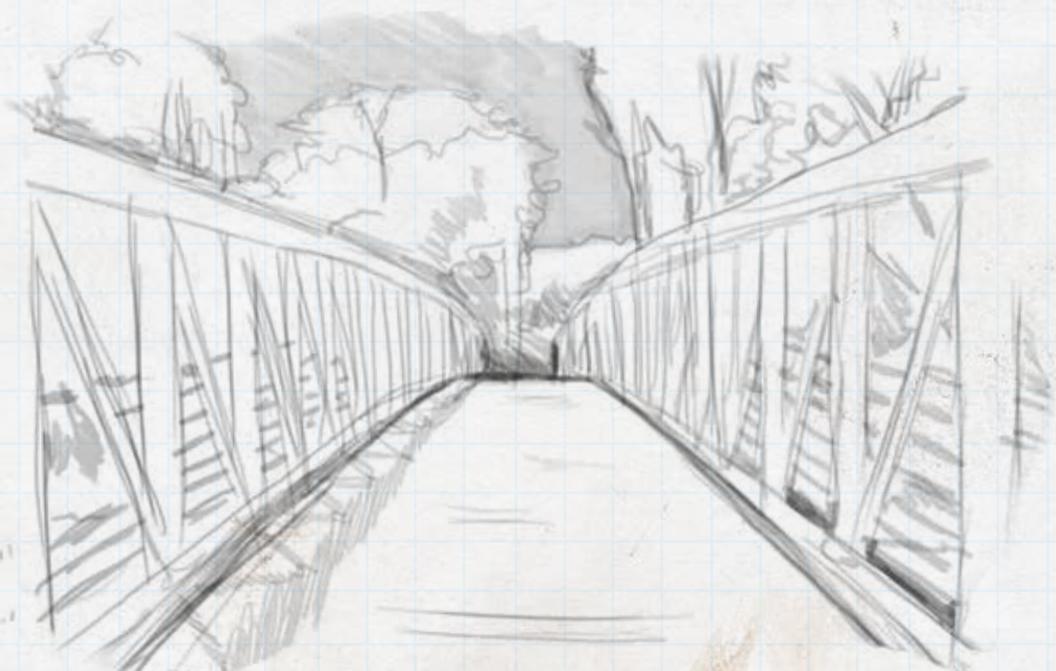
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Miquon, PA 19444
888.564.4657
gsep.org

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Reading, PA 19605
888.664.9770

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