

# NOTES FROM THE FIELD

**28-Page Book for 2016  
Girl Scouts of Eastern Pennsylvania**



**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

This annual report is the final volume of a three-year series documenting Girl Scouts of Eastern Pennsylvania's Outdoor Program Vision and our journey to position GSEP as the premier leadership experience for girls.



A look back at 2016 demonstrates our organization's commitment to service, learning, and growth for girls, as well as for the adult volunteers, alumnae, and staff who guide our organization.

When our former CEO, Natalye Paquin, joined Girl Scouts of the USA (GSUSA) in November 2015 and Kim was named her successor in March 2016, one of the first initiatives we led together was a staff satisfaction survey and a culture audit to inform the work of the Strategic Plan's first year. The Strategic Plan is guiding both our big-picture planning, as well as our day-to-day work to serve nearly 40,000 girls in our nine-county footprint.

Next, we created a new senior management structure and made significant investments in staff training and development. Additionally, we implemented two staff realignments to prepare for the new Customer Engagement Initiative (CEI) business model, a GSUSA-led initiative that will improve the experience of our more than 15,000 volunteers and the girl and adult members joining our organization.

On our campsites, we dedicated new state-of-the-art buildings that have allowed us to increase year-

round camping opportunities for our girls. Finally, we successfully met our governance goals and enjoyed 100 percent board and staff participation in our annual giving campaign.

While we are in a constant state of evolution, a strong foundation is in place. Looking ahead, our work will continue to be guided by the five goals outlined in our Strategic Plan (next page), which support the seven guiding principles of GSEP:

**Leadership:** We are dedicated to building girl leadership, and this dedication powers and guides all of our efforts.

**Community:** We are a diverse and dynamic community that is bound together by a shared belief that by building girls of courage, confidence, and character, the world will be a better place.

**Service:** Volunteers are the backbone of Girl Scouting, and we cultivate a culture of service at every level of our organization, which is reflected in our girls, staff, and volunteers.

**Inclusion:** We seek to create inclusive experiences and processes, recognizing that our organization and our impacts will be strengthened by engaging a full range of individuals and perspectives.

**Respect:** We build trust and show respect for each other, our partners, and all that we do by leading and interacting with empathy, honesty, and courage.

**Integrity:** We expect the best from our girls, our volunteers, and our staff. We are thoughtful and transparent in our processes, communications, and decisions.

**Innovation:** We continually seek and encourage new ideas that will ensure the relevance of the Girl Scout experience, and that will translate into positive impacts for everyone.

# Leadership for the Future: 2016-2019 Strategic Plan

Girl Scouts of Eastern Pennsylvania will be known as the premier leadership organization for girls that is driven by an engaged community of volunteers, members, alumnae, partners and staff, and supported by an organizational culture of **service, learning, and growth.**

## 1. Our Organization

Build a learning and growing culture that enhances the contributions of the GSEP staff and leadership.

## 2. Communications

Advance a clear message and build community around GSEP programs, experiences, and impacts.

## 3. Girl Experience

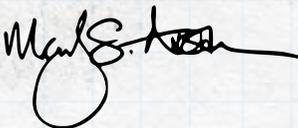
Position GSEP as the premier organization for girls to build leadership, confidence, independence, and community.

## 4. Volunteer Experience

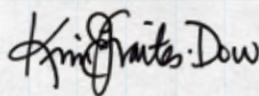
Position GSEP as a rewarding and sought-after volunteer experience.

## 5. Financial Sustainability & Revenue Enhancement

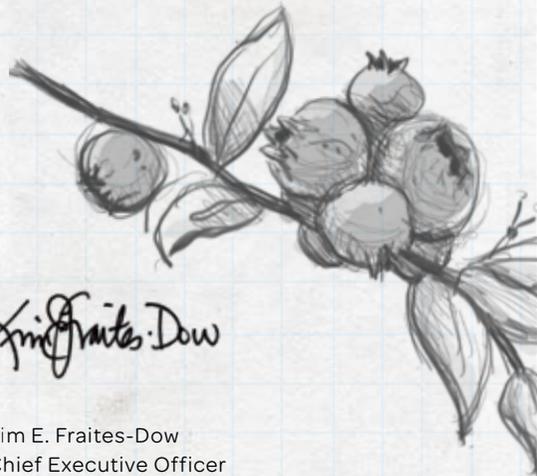
Optimize revenue sources and uses.



Mary Stengel Austen  
Board Chair



Kim E. Fraites-Dow  
Chief Executive Officer



# MEMBERSHIP

Being an active citizen is something Girl Scouts know all about, and 2016 provided many opportunities to remind our girls that they have powerful voices—and that it's important to use them.



Consider, for example, our highest awards—Bronze, Silver, and Gold—which recognize girls who carry out sustainable service projects that meet a need in the community. Last year, more than 1,200 Girls Scouts earned their Bronze Award, 153 earned their Silver Award, and 56 earned their Gold Award. All together, they contributed more than 37,000 hours of service to our community!

Of course, our Take the Lead events encourage hundreds more girls each year to become future leaders by connecting them with distinguished women professionals. In addition, the program gives them the chance to run three recognition ceremonies from start to finish, showcasing their poise and maturity.

If that weren't impressive enough, last year GSEP was thrilled to celebrate our very own



*Girls change  
the world!*

Alexa Iannace, who was selected from all of the Gold Awardees across the country as a National Young Woman of Distinction, after creating a documentary about child pornography. Alexa's work was recognized by local and national leaders, and she presented her project to district attorneys, university students, and select members of the Homeland Security department.

Our Cookie Program also gave GSEP girls an opportunity to step into leadership roles. After tapping into their inner #CookieBosses and collectively raising more than \$15 million, Girls Scouts in Eastern Pennsylvania donated more than 60,000 boxes of sweet treats to the armed forces through Operation Cookies From Home. It's not lost on GSEP girls that supporting men and women in the military is among the most honorable forms of civic engagement.

And, it's not just girls who embodied the Girl Scout mission of courage, confidence, and character. GSEP's 15,000-plus volunteers made sure girls were supported as they embarked on yet another amazing year of Girl Scouting. GSEP was excited to honor its volunteers' dedication and commitment at our annual Adult Awards ceremony, which saw a marked increase in nominations and participation—117 recognitions were given, GSEP's highest number to date!

Clearly, the vision of Juliette Gordon Low lives on. From that first troop meeting of 18 ethnically diverse girls, Juliette broke the conventions of her time—reaching across class, culture, and race to ensure that all girls have the chance to develop their leadership skills. And, isn't that the embodiment of an active, engaged citizen who wants to make the world a better place?

It's no surprise then that Girl Scouts has been leading the way ever since, and for GSEP, 2016 was no exception.





## LAND

*Lou's lodge at camp mosey wood*

### **GSEP's Outdoor Program Vision (OPV) culminated in 2016 when new and upgraded features were unveiled at three of our camps: Camp Shelly Ridge, Camp Laughing Waters, and Camp Mosey Wood.**

This \$11 million investment—financed through GSEP's Land Building and Equipment fund, the Campaign for Girls, and proceeds from the sale of Camp Tweedale—allowed these camps to really live up to their potential.

At Camp Shelly Ridge, a new activity center, named Daisy's Place by the girls, was installed, as well as a climbing wall; a new, modern 64-bed lodge; an outdoor low-ropes challenge course; a gaga pit; and a refurbished health center and staff housing facility. The camp also expanded to offer day and residential camp programs.

Camp Laughing Waters was outfitted with a new activity center, named Youghioghenny by the girls, an indoor climbing wall, an outdoor multi-use court, and high and low-ropes challenge courses.

At Camp Mosey Wood, girls scaled new heights on an adventure tower, soared across the canopy on dueling zip lines, and relaxed in a new, modern 64-bed lodge, named Lou's Lodge, by the girls.





daisy's place activity center at shelly ridge



youghiogheny activity center  
at camp laughing waters

## 2016 Camp Facts:



APPROXIMATELY  
4,000 CAMPER



10,000+  
GIRLS USED CAMPS  
OUT OF SEASON



CAMPERSHIP DONATIONS  
SENT 338 GIRLS TO CAMP



100% FUN!

# campaign for girls

In 2016, GSEP raised more than \$4.45 million for our 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.**

The Exelon Foundation and PECO made a \$250,000 investment in the Campaign for Girls, our biggest donation yet. Exelon and PECO's gift will enable our girls to experience more STEM programs at camp, expose them to women leaders in STEM fields, and help provide STEM education to girls in underserved communities in Philadelphia.



## Goal #2:

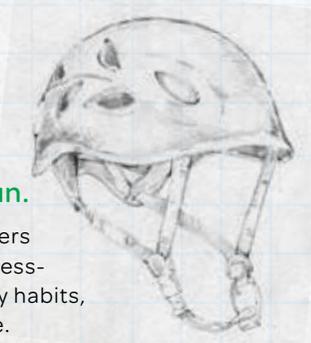
**Advance the values of diversity and inclusion through outreach.**

In FY '16, GSEP served more than 8,500 girls (almost 24% of our overall membership) from underserved communities. Our outreach included troop programs; themed school-year series, such as STEM and financial literacy; summer programs, serving 2,571 girls at community-based locations; and 66 girls through our Girl Scouts Beyond Bars program. In addition, 338 girls received more than \$80,000 in financial assistance to attend camp.

## Goal #3:

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

Independence Blue Cross invested \$150,000 in Camp Laughing Waters to keep girls physically active year-round. Through health-and-wellness-focused programs, Camp Laughing Waters strives to develop healthy habits, such as playing sports, exploring nature, and getting regular exercise.



## Campaign Donations

### \$150,000+

Exelon Foundation and PECO  
Independence Blue Cross  
Carol and Nick Watters

### \$99,999-\$50,000

Capital BlueCross  
BB&T  
Ann Thornton Field, Esq.  
Penske Truck Leasing

### \$49,000-\$15,000

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Mr. Richard Fairman  
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Dr. Rev. Chris Nelson  
Sealstrip Corporation  
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### \$499-\$100

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Deborah Hassan

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Paula Barrett  
Cathy Beaver  
P. Sue Perrotty

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Angel Helm  
Joanne Judge  
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Michele Richards  
Sallie Weaver

### LEHIGH VALLEY CABINET:

Anne Baum  
Pam DeCampi  
Ilene Wood

# FINANCE

One of the 10 largest Girl Scout councils in the nation, Girl Scouts of Eastern Pennsylvania works hard to produce a fiscally strong, stable operating budget and investments. GSEP's operating budget has increased in size by nearly 20% over the past five years.

## 2014-2016 Outdoor Program Vision

Sources of Funding: \$11,051,804

**28%**

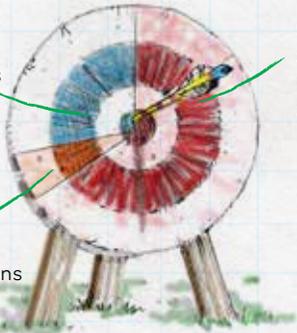
Investments  
\$3,074,874

**64%**

Sales of Properties  
\$7,068,132

**8%**

Campaign Contributions  
\$908,798



Total OPV Project: \$11,051,804

**90%**

Camp Construction & Related Costs, Improvements & Program Elements  
\$9,968,029



## 2016 Product Program Revenue

Total Revenue: \$16,107,391

**52%**

Benefits Girl Scouts in our Council  
\$8,268,568

**2%**

Other Direct Costs  
\$390,913

**2%**

Girl & Adult Recognitions  
\$340,966

**18%**

Troop Benefits Costs  
\$2,912,507

**26%**

Cost of Goods  
\$4,194,437

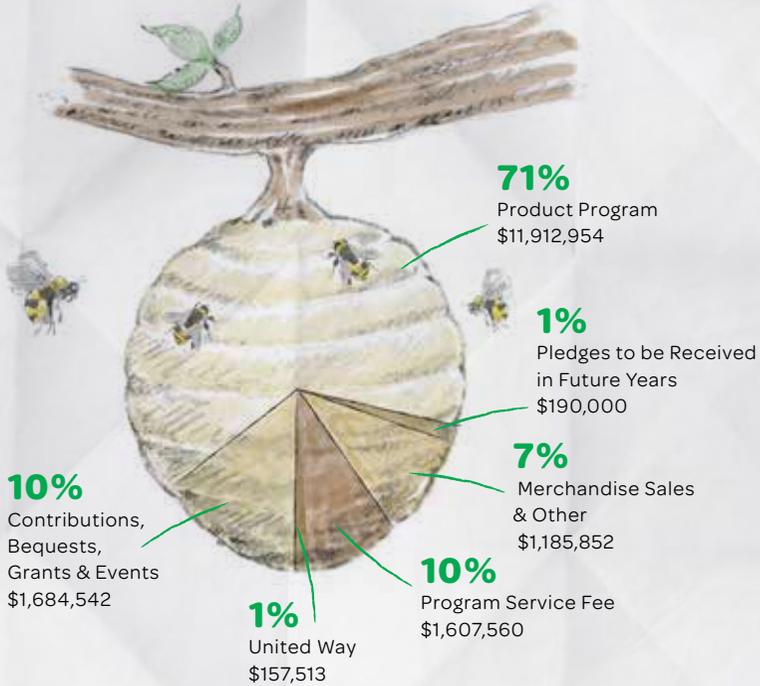
**10%**

Internal Costs & Expenses  
\$1,083,775



# 2016 Revenue

Total Revenue: \$16,738,421



# 2016 Expenses

Total Expenses: \$16,358,999



# TAKE THE LEAD 2016

Celebrating outstanding women leaders in our communities!

## Berks

### Co-Chairs

**Michael A. Duff**

*Penske*

**Alison Snyder**

*East Penn Manufacturing Co., Inc.*

### Honorees



**Paula M. Barron**

Senior Vice President  
Chief Retail Officer  
*Tompkins VIST Bank*



**Ellen M. Huyett**

Community Volunteer



**Mary Lou Kline**

Professor  
*Reading Area  
Community College*



**Dr. Natalie M. Parisi**

Owner  
*ROG Orthodontics*

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**Dan McCarthy**

*PPL*

### Honorees



**Amy C. Beck, LSW**

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*Lehigh Valley Center for  
Independent Living*



**Polly Beste**

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Chairman  
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**Bonnie J. Hall**

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Continuous Improvement  
*Crayola, LLC*



**Sharon Jones Zondag**

Executive Director  
*The R.K. Laros  
Foundation, Inc.*

Thank you!

Thank you to the generous donors who supported these fundraising events to raise more than \$677,000 (includes campership auction) to support the important work GSEP is doing to empower our girls to change the world.

## Greater Philadelphia

### Co-Chairs

**Rhonda R. Cohen**

**David L. Cohen**

Comcast

### Honorees



#### Honorable

**Renee Cardwell Hughes (Ret.)**

CEO

American Red Cross  
Eastern Pennsylvania



#### **Susan Schick**

Chief Growth Officer  
UnitedHealthCare  
Community & State



#### **Jane Scaccetti, CPA, MT, PFS**

Shareholder & CEO  
Drucker & Scaccetti



#### **Patricia D. Wellenbach**

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Please Touch Museum

#### **\$25,000+**

Comcast NBC10 Telemundo 62  
Comcast Spectacor  
Independence Blue Cross

Jerlyn Foundation, In Memory of  
Gertrude K. McGonigle  
UnitedHealthCare

Philadelphia Energy Solutions LLC  
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Talen Energy  
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Temple University Health System  
The Huron Foundation  
Tierney  
UGI Energy Services, LLC  
Vault Communications, Inc.  
Victaulic Company of America  
Wells Fargo Bank, N.A.

#### **\$24,999.99-\$15,000**

Air Products  
Canon Solutions America  
Lutron Electronics Co., Inc.  
PECO  
The Leslie Miller and Richard Worley  
Foundation

#### **\$9,999.00-\$5,000**

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Bosco's, Inc.  
Mrs. Helen S. Breidegam  
Dilworth Paxson, LLP  
Drucker & Scaccetti, P.C.  
East Penn Manufacturing Co., Inc.  
Ernst & Young LLP  
Jingoli Power  
Kenny Construction Company-  
A Granite Company  
On Q Productions

#### **\$4,999.99-\$2,000**

ABC Interbake Foods

#### **\$14,999.99-\$10,000**

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Capital BlueCross

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**\$1,999.99-\$350**

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 First Priority Bank  
 Fox Rothschild LLP  
 Freedom Auto Group  
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 Gage Personnel Services  
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 Southern New Jersey  
 United Way of the Greater Lehigh Valley  
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 White and Williams LLP  
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 WPVI-TV  
 Yuengling's Ice Cream

# THANK YOU

# TO OUR DONORS



Thank you to our generous supporters during the 2015-2016 membership year.

Girl Scouts of Eastern Pennsylvania was supported by more than 1,000 donors who contributed up to \$99, too many to list in this report. We appreciate every gift to the Girl Scouts and regret not being able to list them all.

## **\$100,000 and above**

Comcast NBC10 Telemundo 62  
Comcast Spectacor  
Lenfest Foundation  
Microsoft Corporation  
United Way of Berks County

## **\$99,999.99-\$50,000**

The Pew Charitable Trusts  
Toyota Financial Services

## **\$49,999.99-\$25,000**

Independence Blue Cross  
PECO  
United Way of the Greater  
Lehigh Valley

## **\$24,999.99-\$10,000**

Air Products  
Canon Solutions America  
Capital BlueCross  
Century Fund  
Citizens Bank Charitable Foundation  
Crayola  
CRW Graphics  
Horace Mann Life Insurance  
Company  
Jerlyn Foundation, In Memory of  
Gertrude K. McGonigle  
Lutron Electronics Co., Inc.  
PPL Corporation  
Dianne and Jeffrey Rotwitt  
The Leslie Miller and Richard Worley  
Foundation

UnitedHealthCare  
Wells Fargo Bank, N.A.

## **\$9,999.99-\$5,000**

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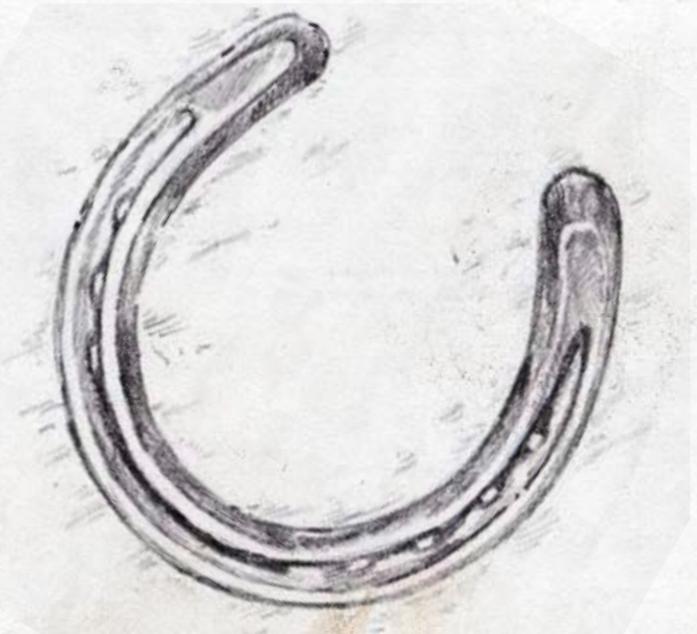
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Development Center  
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Ms. Susan H. Zeager  
Ms. Sandra E. Ziegler

*\*Denotes Juliette Gordon Lowe  
Society members*

*We apologize in advance for any  
incorrect listings, misspellings,  
or omissions.*

# Juliette Gordon Low Society

Juliette Gordon Low Society members have designated Girl Scouts of Eastern Pennsylvania as a beneficiary of their estate through a planned gift, or by contributing to the GSEP endowment. For more information about how to make a planned gift, call 215.564.2030 ext. 1083.

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Ms. Colleen S. Alexander  
Ms. Jennifer A. Alexander  
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•Deceased



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Advanta Corporation  
AIG Matching Grants  
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Allstate Giving Campaign  
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Gap Foundation  
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## Memorial Tributes \$100+

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### **In Memory of Angela DePippo**

McAndrew Associates, P.C.

### **In Memory of Betty Schroll**

Ms. Carolyn M. Adams

### **In Memory of Deborah Estep and Faye Mattson**

GSEP Service Unit #607-  
Greater Coatesville

### **In Memory of Dr. Elizer S. Lim**

Gie and Lisa Liem  
Mr. Warren Hanscom

### **In Memory of LeRoy Schoch**

Mr. Joseph Montesano

### **In Memory of Marguerite Ruhf**

Mr. & Mrs. Gregg D. Moore  
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Ms. Gayle Hendricks

### **In Memory of Philomena Malikowski**

Mrs. Linda Weinberger

### **In Memory of Rebecca Stalnaker**

Goshen Fire Company



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This list reflects the Board of Directors as of March 2017.

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## 5 SERVICE CENTERS

### HEADQUARTERS

*Shelly Ridge*  
330 Manor Road  
Miquon, PA 19444  
888.564.4657

### REGIONAL OFFICES

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760 West Sproul Road,  
Suite 300  
Springfield, PA 19064  
610.328.3100

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2633 Moravian Avenue  
Allentown, PA 18103  
888.664.9770

*Jane Seltzer*  
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Philadelphia, PA 19152  
215.745.1717

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P.O. Box 814  
Valley Forge, PA 19482  
800.355.3847

