

The Annual Meeting of Girl Scouts of Eastern Pennsylvania was held at Camp Shelly Ridge on Saturday, May 3, 2025.

### **Call to Order**

The Meeting was called to order by Nicole LeVine, Board Chair at 10:10 am.

### **Opening Ceremony & Governance Award Presentation**

Girl Scout Ambassador and Girl Delegate Brianna C. from Philadelphia led the opening flag ceremony. Girls in various governance roles served as the color bearers and color guard.

Ms. LeVine then invited CEO Kim E. Fraites-Dow to join her at the podium for the presentation of the Governance Award. They presented the award to two outgoing Board members: Anne Baum and Loraine Ballard Morrill, for their long service, eager advocacy, and deep commitment to Girl Scouts and our Council.

### **Overview of Parliamentary Rules**

The presiding Parliamentarian, Mary Scout, provided an overview of the rules of parliamentary procedure.

Board Secretary Joann Gonzalez-Generals delivered the report of Quorum, noting that Quorum was achieved by a count of 102 voting delegates. GSEP Bylaws require 40% - or 70 delegates - to be present. In addition, 112 Girl Scouts and interested members were in attendance.

The next order of business was to approve the Agenda for the meeting. The agenda was approved by unanimous consent.

### **Approval of Minutes Committee**

The Delegates, by unanimous consent, approved a Minutes Committee to review and approve the Minutes of the Annual Meeting on behalf of the entire Delegate Body. The committee is comprised of Sophia Faust, Maria Read, and Tejal Shah.

### **Appointment of Tellers**

Board Chair Nicole LeVine appointed Linda Mills and Shawwna Difilippo to serve as Tellers for the meeting.

### **Governance Report**

Board Chair Nicole LeVine presented the Governance Report, which included a recap of:

- The Fall Delegate Council Meeting from October 2024, which focused on the issue of increasing the membership dues.

- This increase was debated and voted on four days after that meeting at a virtual Special National Council Session, resulting in Girl Scout dues being raised to \$45 (for girls) in Membership Year 2026 and to \$65 in MY2027 and adult dues increasing to \$30 starting in MY2026.
- The Winter Delegate Council Meeting, held in January 2025. This meeting's topic was the intersection of GSUSA's Strategic Plan and how it could possibly influence GSEP's next strategic plan. The Service Unit and Girl Delegates discussed local issues, including competitors, regional market awareness of Girl Scouting, and GSEP's strengths, weaknesses, and opportunities.
- The Spring Delegate Council Meeting, at which Delegate Council members were asked for input into what issues need to be discussed or debated at the 2026 National Council Session.
  - Ms. LeVine reminded the Annual Meeting attendees that more information on this topic would be shared at the Special Delegate Council Meeting on June 4.

Ms. LeVine also thanked the four outgoing Board members for their service and dedication: Anne Baum, Terri Boyer, Ann Donley, and Loraine Ballard Morrill. She also expressed gratitude to the outgoing Girl Advisors to the Board: Lindy A., Myah D., and Marisa M. The girls were presented with pearl necklaces as a token of appreciation.

Ms. LeVine then recognized various cohorts of attendees and thanked them for their service and commitment: parents and caregivers, troop leaders, Service Unit team members, and trainers, and staff.

### **Treasurer's Report**

Jennifer Dempsey Fox presented the Treasurer's Report. She gave an overview of the financial statements for the year-ended September 30, 2024, and the first half of Fiscal Year 2025. This included:

- A comparison of the past six years' revenue. Of the past six years, only one ended in a deficit (FY21) due the pandemic; other than that year, GSEP's goal of achieving a six-figure surplus every year has been successful and has helped the Council weather that situation and invest in the future.
- A pie chart illustrating the sources of FY24 revenue, with the biggest "slice" coming from Product Program. The other primary revenue sources were contributions, bequests, grants, and events; government grants; program service fees; and merchandise sales and other initiatives.
  - Ms. Fox explained that GSEP brought in \$3.2 million more than in FY23, one-third of which came from contributions, which she explained was a powerful vote of confidence from the community. The other major sources for the increase in revenue were a federal Department of Labor grant and the Employee Retention Credit, which helped the Council invest in areas such as staffing, systems, and programs.
  - She also mentioned the income from Product Program, camps, and merchandise dropped slightly from FY23, which she said serves as reminder that it is important to keep evolving and encourage every girl to stay engaged and every community to support our Mission.
- The FY24 expenses were also up from FY23, but Ms. Fox explained that most of that increase was attributed to more spending on enhancing girl programs, providing more financial aid, supporting member services, and investing in our camps and program delivery teams.

- 83% of every dollar spent went straight into programming and services for girls. (Ten years ago, that figure was 72%.)
- Ms. Fox also offered a detailed overview of the revenue and expenses of Product Program (the GS Cookie program and the Fall Product Program). Both those programs brought in \$19.4 million in gross revenue, more than a quarter of which went to our suppliers who make the products that are sold. Another quarter of the income went directly back to troops and service units as well as funding the recognitions for girls. The balance goes toward supporting every Girl Scout in our Council by subsidizing things like camp programs, financial aid, STEM workshops, and other girl programs (and the necessary infrastructure and the behind-the-scenes systems that make those experiences possible).
  - More than 72% of every dollar from Product Program stays in our local Girl Scout community.
- Ms. Fox then explained the parameters of the FY25 budget:
  - Slightly higher revenue and expense expectations
  - Steady girl membership
  - Modest increases in cookie sales and camp participation
  - Slight increases in
    - the cost of goods paid to the cookie baker
    - support, incentives, and recognition for troops and girls
  - An anticipated slight surplus at the end of the year
- Halfway through FY25, revenue has fallen short of expectations, a major reason being fewer girls participating in the cookie program.
  - However, through focused fiscal management and expense savings, the Council has already made up half of the gap in the budget and we have another six months to close the entire budget gap.

## **Management Report**

CEO Kim E. Fraites-Dow presented the Management Report, reporting on the operations of the Council, based on the current strategic plan. Highlights of her presentation regarding Membership Year 2024 included:

- **Strategy and New Markets**, with two primary focus areas:
  - Building new troops, especially in the K-3<sup>rd</sup> grade age range
    - GSEP started MY24 with 70% of our annual girl membership already registered (in MY23, the statistic was 55%)
    - GSEP offered troop leaders a free renewal, and more than 1,700 leaders took advantage of this opportunity.
  - Launching a hyper-local regional strategy
    - The team analyzed data from communities with lower market shares and increased recruitment efforts in those areas
    - Philadelphia continued to be a focus area for recruitment and increasing impact, including offering Philly Camp (a free, four-week summer day camp serving more than 500 girls in the city)
- **Member and Community Excellence**
  - In MY24, girl membership was up 2%, finishing the year with 25,875 girls. Adult membership was up 7% to 10,268, and Lifetime members increased 9% to 3,815.
    - These gains resulted in GSEP becoming the sixth largest Girl Scout Council in the country, serving 6.3% of the available girl market.
  - The Mission Delivery teams (Community Engagement, Volunteer Engagement, and Girl Experience) continued to work in regional teams:

- Region 1 – Philadelphia
  - Region 2 – Berks, Chester, and Delaware counties
  - Region 3 – Bucks, Carbon, Lehigh, Northampton, and Montgomery counties
- Fall Product Program exceeded its goal by 18% (a 22% increase over FY23), and more than 3,000 girls took part (an increase of 29% over the prior year).
- The Cookie Program raised more than \$18.6 million in gross revenue. The Per Girl Average was 262 (down slightly from FY23's 269 PGA). More than 79% of our girl members participated (slightly more than in FY23).
- The Retail team had its first full year with a full-time associate focused on the Mobile Shop (a purple van nicknamed "Luella"), which serves members in areas farthest away from GSEP's Service Centers.
- In June 2024, GSEP launched a pilot initiative: "Calling All Girl Bosses" for girls in grades 6-12 in the city of Philadelphia.
  - CAGB's goals are to increase the number of Girl Scouts in Philadelphia earning their Silver and Gold Awards; increase membership and awareness of Girl Scouting; and help girls gain skills, identify problems they can solve, implement solutions, and build agency within themselves to navigate challenges and introduce solutions in their lives.
  - The program officially kicked off in September 2024, with 207 girls and 75 adults participating.
- Fundraising exceeded its overall FY24 goal by 4%, raising over \$1.9 million, due in large part to bequests and a larger-than-anticipated reimbursement from the Department of Labor grant.
  - GSEP hosted two Golf for Girl Scouts events in FY24 (in October 2023 and September 2024); the two events raised \$172,388 in the aggregate and served as important vehicles to build visibility and increase connections.
  - With the assistance of the Council's lobbyist, GSEP secured more than \$320,000 in state funds to help with various capital projects at our camps.
- **Operational Excellence**
  - Fall Leadership Weekend served 177 participants in October 2023, with a day of learning, networking, and fun through 40 workshops.
  - Volunteer Awards ceremony was held on November 8, 2023, and 90 volunteers and 36 Service Units were recognized for exemplary service to GSEP
  - GSEP hosted the Women's Leadership Summit in April 2024 for 100 volunteers and local leaders.
  - In May 2024, GSEP celebrated 700 Bronze Award Girl Scouts and held in-person ceremonies for 117 Silver Award Girl Scouts and 43 Gold Award Girl Scouts.
  - Close to 3500 girls attended resident and day camp during summer 2024.
  - Girl Scouts Beyond Bars (GSBB) served 17 girls in MY2024; these are girls whose mothers are or were incarcerated.
  - Adult Camping Weekend, organized by GSEP's Alumni Association, was held in August 2024 at Camp Laughing Waters. 153 participants attended.
    - The event raised \$21,000 for older girl scholarships.
- **Functional Excellence**
  - For the third consecutive year, GSEP ended the year with a six-figure surplus.
  - The Human Resources team was very active in FY2024, recruiting, onboarding, and managing the processes for summer camp, including the Department of Labor Grant.
    - Along with other teams, they managed the Return to Office initiative in March 2024 for the staff.
  - The IT, Data & Strategy, and Customer Support teams made significant progress in modernizing technology and improving security.

- Network setup was simplified, resulting in cost savings and increased internet speed.
- A process was launched to evaluate the Managed Service Provider for the first time in seven years.
- Two additional IT staff were hired to enhance cybersecurity and to analyze data for improved work processes and gain insights.
- Our camps saw many improvements as well in FY24:
  - Ten years in the making, GSEP, in partnership with Natural Lands, preserved Camp Laughing Waters in perpetuity with a conservation easement. Financial support was provided by many partners, including Montgomery County, various departments of the state, local townships, and two foundations.
    - Also at that camp, Murphy House underwent a complete reconstruction.
  - A new laundry facility was built at Mosey Wood.
  - At Valley Forge, a new low ropes course was created and the parking lot was resurfaced.
  - The original clivus at Camp Shelly Ridge was renovated.
  - At Camp Wood Haven, a new walk-in freezer was installed, and repairs were completed in the maintenance shop.
  - Ms. Fraites-Dow also added that during MY2025, GSEP received a special exception from Salisbury Township to renovate a home the Council purchased immediately adjacent to Camp Mountain House.
    - This project will replace the new building project, and the house will become the new girl program and activity center at this camp.

### **Top Cookie Sellers**

Board members Bunmi Ojikutu and Kathy Killian recognized the Top Cookie Sellers.

The Top Cookie Sellers in each grade level are as follows:

Daisy:

- Jivika B. of Troop 98327 in Three Leaves Service Unit - 1,919 boxes
- Ellie J. of Troop 7889 in Ginder Service Unit - 1,641 boxes
- Evelyn F. of Troop 1369 in Kutztown Service Unit - 1,528 boxes

Brownie:

- Ja'Khari C. of Troop 5462 in Inter Delco Service Unit - 2,611 boxes
- Jordan F. of Troop 5408 in Radnor Service Unit - 2,513 boxes
- Eliana L. of Troop 93546 in Center City Service Unit - 2,105 boxes

Junior:

- Maci B. of Troop 91200 in Three Leaves Service Unit - 6,658 boxes
- Lilly D. of Troop 2531 in Neshaminy Valley Service Unit - 5,008 boxes
- Kourtney L.-B. of Troop 9957 of Buttons and Bows Service Unit - 4,018 boxes

Cadette:

- Scootaloo L. of Troop 6169 in Allentown Service Unit - 6,105 boxes
- Kyra T. of Troop 5115 in Friendship Hollow Service Unit - 5,042 boxes
- Amber T. of Troop 548 in Friendship Hollow Service Unit - 5,030 boxes

Senior:

- Diahna S. of Troop 9696 in Three Leaves Service Unit - 8,393 boxes
- Chloe T. of Troop 5130 in Friendship Hollow Service Unit - 4,859 boxes
- Harper S. of Troop 7859 in Mill Creek Service Unit - 3,319 boxes

Ambassador:

- Sana'a H. of Troop 9020 in Three Leaves Service Unit - 2,750 boxes
- Brianna C. of Troop 5047 in Inter-Delco Service Unit - 2,660 boxes
- Cyneathia R. of Troop 51129 in Ridley-Springfield Service Unit – 2,428 boxes

The Top Cookie Sellers from each region:

- Region 1 – Diahna S. of Philadelphia
- Region 2 – Kyra T. of Delaware County
- Region 3 – Scootaloo L. of Lehigh County

### **Board Development Committee Report**

Board Development Committee Member Anne Baum presented the report of the Board Development Committee, which included listing the committee members and the processes behind their work.

She then presented the following 2025-2026 Slates to the Delegate Council:

- 6 Board Officers
  - Nicole LeVine, Chair (2<sup>nd</sup> term)
  - Debbie O'Brien, First Vice Chair (2<sup>nd</sup> term)
  - Fusun Bubernack, Vice Chair (1<sup>st</sup> term)
  - Stephanie Kosta, Vice Chair (1<sup>st</sup> term)
  - Jennifer Dempsey Fox, Treasurer (1<sup>st</sup> term)
  - Joann Gonzalez-Generals, Secretary (2<sup>nd</sup> term)
- 11 Board Members-at-Large
  - Fari Azad (1<sup>st</sup> term)
  - Mary Beth Biddle (2<sup>nd</sup> term)
  - Lisa Detwiler (1<sup>st</sup> term)
  - Allison Green Johnson (3<sup>rd</sup> term)
  - A.J. Jordan (1<sup>st</sup> term)
  - Kathy Killian (2<sup>nd</sup> term)
  - Bunmi Ojikutu (2<sup>nd</sup> term)
  - Rick Perkins (2<sup>nd</sup> term)
  - Ashley Russo (2<sup>nd</sup> term)
  - Stephanie Sherry (1<sup>st</sup> term)
  - Miriam Shou (2<sup>nd</sup> term)
- 3 Girl Advisors to the Board
  - Maggie M.
  - Makena S.
  - Sydney V.
- 8 Board Development Committee
  - Joann Gonzalez-Generals, Chair (1<sup>st</sup> term)
  - Lorina Marshall-Blake (1<sup>st</sup> term)
  - Terri Boyer (1<sup>st</sup> term)
  - Kathryn Epps (2<sup>nd</sup> term)

- Sandy Faust (2<sup>nd</sup> term)
- Debbie O'Brien (1<sup>st</sup> term)
- Miriam Shou (2<sup>nd</sup> term)
- Deb Walters (2<sup>nd</sup> term)
- 30 Girl Delegates:
  - Sarah A., Sarah B., Sarah D., Margot F., Sophie G., Gwen H., Fiona H., Kaylee H., Charlotte H., Clare J., Mila K., Lauren L., Anvi M., Anja M., Lylah M., Kate O., Gabe O., Leah P., Hansika P., Sira P., Catherine Q., Miranda R., Aarna S., Gillian S., Emma S., Jocelynn S., Emily T., Claire T., Madeline W., Ivana Y.
- 27 National Council Delegation members:
  - 19 Delegates:
    - Gisele Albert, Sandy Faust, Margot Ferrara, Kim Fraites-Dow, Mikayla Havers, Charlotte Hiscott, Taylor Hope, Ellen Iobst, Nicole LeVine, Katelyn Orkin, Bridget Powell, Sira Powell, Chris Reber, Saanvi Shah, Devyn Stek, Chloe Thompson, Deb Walters, Suzi Walters, Sarah Wimberly
  - 8 Alternates:
    - Lindy Arnold, Emma Smirk, Katelyn Wascavage, Olga Torres, Sarah Davis, Ashley Eiss, Kate Schartel Novak, Cali Mccants

## **The Votes**

- **Board of Directors: Officers**  
This election was uncontested and the slate, as presented, was approved.
- **Board of Directors: Members-at-Large**  
This election was uncontested and the slate, as presented, was approved.
- **Board of Directors: Girl Advisors to the Board**  
This election was uncontested and the slate, as presented, was approved.
- **Board Development Committee Members**  
This election was uncontested and the slate, as presented, was approved.
- **Girl Delegates**  
This election was uncontested and the slate, as presented, was approved.
- **2026 National Council Delegation**  
This election was uncontested and the slate, as presented, was approved.

## **Scholarship Awardees**

Board Vice Chair Ann Donley, Board members Diana Cortes and Stephanie Kosta, and Board Development Committee member Deb Walters recognized the GSEP scholarship awardees.

There were 15 girls who were nominated for The Union League of Philadelphia Good Citizenship Award.

The scholarship committee reviewed 54 applications from girls who applied for 11 different scholarships. GSEP awarded scholarships to 30 girls totaling more than \$30,000.

The following awards/scholarships were presented:

- Union League – Good Citizenship Award
  - Gisele A., Lindy A., Patricia B., Leila E., Leah F., Charlotte H., Sara Beth H., Kinsley J. Emilia M., Katelyn O., Catherine Q., Miranda R., Katie W., Madeline W., Margaretta W.
- Dotti Martin Educational Scholarship/Destination Fund
  - Bailey Cannon
- Elizabeth G. Dorsett Memorial Scholarship
  - Stella Tucker
- Janet and Solomon Eshner Scholarship
  - Marisa Maisano
- Renée Carol Harper Memorial Scholarship (*presented by Dawn Harper*)
  - Briana Culbreath
- Kiwanis Scholarship
  - Annabella Story
  - Hazel Weakley
- Muriel E. Lehman Award
  - Virginia Hayes
- Maurice Seltzer Science and Math Award
  - Kaelyn Stek
  - Aleah Nakhleh
- 11 recipients of the Girl Scouts of Eastern Pennsylvania Graduating Senior Scholarship
  - Scarlett Bauer
  - Hannah Brady
  - Gina Burtaluto
  - Taylor Dahms
  - Myah Derer
  - Marisa Maisano
  - Kaelyn Stek
  - Annabella Story
  - Anika Suresh
  - Stella Tucker
  - Hazel Weakley
- Sonia Foderaro Memorial Scholarship
  - Kaelyn Stek

### **Board Chair's Closing Remarks**

Before the end of the meeting, Board Chair Nicole LeVine recognized Lifetime Members in the audience. She also asked that all Bronze, Silver, and Gold Award Girl Scouts stand and be celebrated as well.

Nicole LeVine gave a few reminders to the attendees, including the Spring membership renewal deadlines and incentives, a request for families to send their girls to camp this summer, an invitation to GSEP's GirlzDay expo on May 17, a reminder about the Special Delegate Council Meeting on June 4, and a request to Service Units to hold elections for Service Unit Delegates and Alternates for the 2025-2026 Governance Year this spring and summer.



**Adjournment of the Annual Business Meeting**

Board Chair Nicole LeVine adjourned the meeting at 12:21 pm.

These minutes were recorded by Sophia Faust, Maria Read, and Tejal Shah and approved by the Minutes Committee on June 20, 2025.