



girl scouts
of eastern
pennsylvania

Finding bravery
& belonging in a
year full of change.

2021 Annual Report

The Girl Scout Mission

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

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.*

*Girl Scouts of the USA makes no attempt to define or interpret the word "God" in the Girl Scout Promise. It looks to individual members to establish for themselves the nature of their spiritual beliefs. When making the Girl Scout Promise, individuals may substitute wording appropriate to their own spiritual beliefs for the word "God."

Table of Contents

Executive Message	4
Program Accomplishments	6
Financial Report	18
Take the Lead	20
Thank you to our Donors	24
Board of Directors	32
Our Footprint	34



Executive Message

Demonstrating Courage, Confidence and Character and pivoting during adversity.

Dear Friends,

In FY21, Girl Scouts of Eastern Pennsylvania (GSEP), like the rest of the country and the world, continued to face the challenges brought on by the global pandemic. Life was certainly not back to normal, and the time when it would become more so was uncertain. For most of FY21, schools remained virtual, some moving to hybrid at different points during the 2020-21 school year. Work-from-home was still the norm. Health concerns halted our traditional approach to delivering the Girl Scout Leadership Experience (GSLE), though many troops continued to meet virtually through winter. All three 2021 Take the Lead events were virtual, but as is the Girl Scout way, they worked—raising needed funds to support girl programs like Camp.

By spring, the arrival of the vaccine for adults brought new hope to our communities and allowed many to feel comfortable gathering when socially distant and outdoors. GSEP remained committed to the safety of girls and volunteers, offering at-home options for summer Camp and reduced capacity for in-person Camp to allow for social distancing. We are proud to say we are one of the only— if not the only— Girl Scout Council in the nation to open all our camps in summer 2021!

It is during times like these that we are truly inspired by Girl Scouts. With the 2021 Cookie Season being ALL virtual, not a Cookie Booth to be found, many of our #CookieBosses got creative with their entrepreneurial skills. Girl Scout Junior Kennedy F., sold more than 4,300 boxes by setting up outside a vaccine clinic. This spirit of creativity and resilience is what keeps us going strong, as we marked 109 years as the premier leadership organization for girls.

In this annual report, we will take you along the journey of our Girl Scout year as we faced and managed through COVID-19 and all its restrictions, challenges, and incredible examples of strength, service, and hope. As we know, it was not an easy year, but it was a formative one. What we learn from times like these readies us for BOTH brighter days AND bigger challenges, which we will face the Girl Scout way— courageously and together.

Yours in Girl Scouting,

Deborah Hassan
Chair, Board of Directors

Kim E. Fraites-Dow
Chief Executive Officer

Program Accomplishments

The following narrative details how GSEP worked to achieve its goals in FY21 and is organized by Pillars of Excellence.

Strategy & New Markets

Faced with the challenges of a global pandemic, GSEP's operations realized the reverse of FY20. From October 2020 until Spring 2021, GSEP was unable to provide the Girl Scout Leadership Experience in person or hold in-person recruitment events. GSEP continued to offer Girl Scouts at Home virtual programming and worked with volunteers to hold virtual recruitment events.

With a special focus on Daisy and Brownie Recruitment, GSEP utilized data and information to hyperfocus on the close to 1,250 public schools in our 9-county footprint. Utilizing new data resources, GSEP can see how many Girl Scouts there are at each school, their age levels, the number of girls not participating, and what percentage of the available girl population we were serving. We also studied demographics by community and researched community profiles, interests, resources, and partnerships. Core Goal 1 demands that every girl is aware of and has access to the Girl Scout Leadership Experience. GSEP was able to evaluate from community to community those girls we are not yet reaching and set



new goals for access and belonging. While our knowledge of each community grew this year, our access to schools was almost non-existent. We relied heavily on email marketing and communications strategies to current and lapsed members, social media, and our volunteer network.

GSUSA launched a complete refresh of the Brand Principals and Standards, and GSEP started FY21 with clear goals and strategies to support the new brand strategy and communication tactics. This included affirming who we are and what we stand for and how we would successfully relate to and communicate as a force in girls' lives. The mantra, "Girl Scouts champion girl ambition" will permeate throughout our internal and external communications across all channels and provide the Girl Scout Leadership Experience to all girls, regardless of grade, ethnicity, or financial circumstances. Brand Ambassador and Brand Manager training was provided to GSEP staff and volunteers to share brand standards and changes to our look and lockup, all with a clear explanation for the rationale behind the refresh.

Programmatically, we continued to offer virtual programs through Girl Scouts at Home as well as a limited run virtual Camp at Home. COVID-19 safety guidelines were followed and encouraged with troops meeting outdoors and following social distancing. Many Girl Scout troops met on neighborhood trails and others remained 100% virtual. In the winter and early spring, GSEP focused on supporting an all-virtual Cookie Program and on registrations for the return of in-person Camp and Summer Programs. Visibility for GSEP increased significantly with multiple media opportunities for recruitment, cookies, and camp. GSEP Business Analysts worked in partnership with the program team to ensure all virtual and in-person programs were publicized and evaluated.

A programmatic partnership funded by the Satell Institute played a significant role in the summer of 2021. Three virtual programs were offered to 93 girls and four, month-long sessions were facilitated by GSEP staff.

Girl Scouts Beyond Bars has been a funded program at GSEP since the 1990s and faced severe challenges when the prisons closed because of COVID. Prior to the pandemic, girls could visit their mothers twice a week and the other two weeks met in person as a troop. The in-person program was a progressive girl experience. A meeting is set for fall of 2021 at the prison with its new warned to rebuild enrollment. Additionally, GSEP is inviting all other councils nationwide to join a consortium of councils who address girls

whose parents are incarcerated, and GSEP is also going to revise the extensive curriculum, first written in 1992.

An aggressive Spring Renewal and Extended Year campaign was launched in Spring 2021 utilizing the new brand assets and capitalizing on a live virtual event with Michelle Obama “Becoming Me” focused on positive mental health and wellness. The campaign ran from April 1 through June 30 with good results. GSEP saw 2,882 girls and 957 adults register for the Becoming Me virtual event on May 6. GSEP’s members made up 3% of the total registrants for this event. In total, this Spring Renewal and Extended Year campaign saw 9,161 girls and 2,681 adults renew their GSEP memberships and 250 new lifetime members.

GSEP migrated to GSUSA’s Volunteer Systems 2.0 in November 2020 and to gsEvents in April 2021. These migrations involved multiple steps including data validation, staff training, sandbox piloting, communications to membership, and the integration of multiple systems: Salesforce, MyGS, the Volunteer Toolkit, gsLearn, Looker, Netsuite, and gsEvents. This massive project will connect multiple systems and simplify the member experience, as well as GSEP’s ability to manage operations, retail, and member services. On the GSEP side of data validation, staff training, and member communications, this process was thorough and successful. Unfortunately, several obstacles were realized at GSUSA which created multiple challenges for the GSEP team and members. Solutions took multiple months, and many members were at the waiting end of these solutions. This will create challenges for Fall recruitment in 2021.



Member & Community Excellence

In FY21 GSEP saw a 34.71% drop in Girl Membership with 20,072 girls and a 7.5% drop in Adult Membership with 10,925 adults. This decline was directly related to the COVID-19 pandemic’s ongoing interruption of in-person troop meetings and the inability to reach girls through schools or partner sites. As mentioned earlier, the reverse of 2020, in June 2021, GSEP was able to resume summer programs at community and recreation centers and successfully served 580 Girl Scouts. GSEP, unlike most of its sister Girl Scout councils, ran all seven of its camps (4 resident and 3 day) serving more than 3,500 Girl Scouts. These in-person programs during Q4 were responsible for bringing back many Girl Scouts who had previously not been participating virtually.

In late FY21, GSEP re-organized its Community Map and Engagement team. With schools at the center, new regions were mapped to accommodate similar numbers of schools. Additional human resources were added to this area to accommodate the increased number of regions to manage, and new job descriptions were created. Community Engagement Specialists were recruited from the communities they will be managing, and all new personnel went through a skills assessment prior to hiring. GSEP looks forward to this increased investment, personal connection to communities, and clear organization by schools.

Due to COVID-19 restrictions and other protocols mandated by PA State Health Department and Center for Disease Control and Prevention, GSEP was forced to run a fully virtual Cookie Program for FY21, which ran from January 21-March 14, 2021. The Cookie Program closed with \$11,102,320 million in gross revenue, and a per girl average (PGA) of 235 boxes, surpassing the FY20 PGA of 217 boxes. As a result of the program being entirely virtual, only 68% of registered Girl Scouts participated, or 11,748 girls. By comparison, in previous years an average of 76% of registered Girl Scouts participate.

GSEP took advantage of some new opportunities including GSUSA's national partnership with GrubHub. Customers could order cookies for delivery within the geographic radius of four locations, including Lehigh Valley at Camp Mountain House and GSEP's Valley Forge, Shelly Ridge and Jane Seltzer Service Centers. In addition to the innovative efforts of the girls and dedicated troop leaders, GSEP's inventory management was modified with weekly orders. This allowed GSEP to keep up with demand without taking the risk of over-ordering. GSEP was not left with the excessive inventory some of its sister Girl Scout councils experienced.

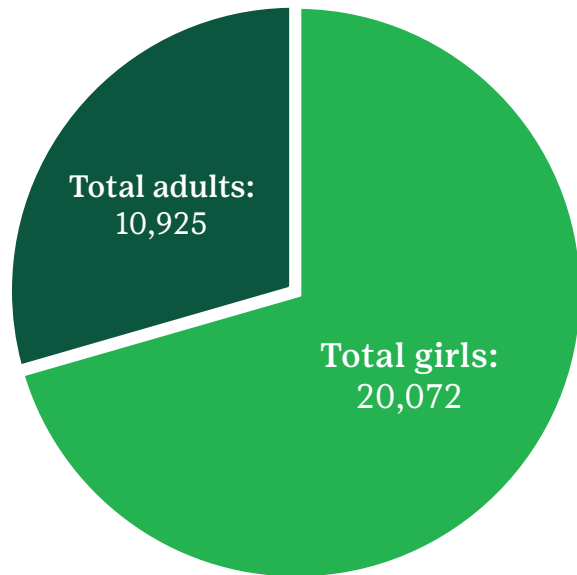
In FY21, fundraising at GSEP exceeded its Likely Scenario budget. All three Take the Lead fundraising events: Philadelphia, Berks County and Lehigh Valley, were held virtually. In each location, GSEP hosted a donor party and a one-hour fully produced event. All attendees received personal Take the Lead event kits mailed directly to their homes. These kits were beautifully designed with program books, themed coasters, a box of Girl Scout cookies, and other celebratory items. As in prior years, each event recognized remarkable women in their respective communities, whose work and contributions to the region exemplifies the Girl Scout mission. In 2021 we were proud to recognize 13 honorees, who were paired with high school-age Girl Scouts for a shadow day and mentorship experience. Due to the generous support of corporate sponsors and individuals, and the hard work of our co-chairs, committees, and staff, Take the Lead fundraising reached 97% of its goal. Individual giving, corporate grants, and foundation grants all surpassed their fundraising goals, while GSEP's United Way efforts reached 89% of its fundraising goal.

Adult Camping Weekend was held in person August 20-22, 2021, at Camp Laughing Waters with more than 100 participants, representing a return to pre-COVID attendance numbers. Guests spent the weekend at camp basket-weaving, canoeing, enjoying the pool and each other, and singing around the campfire. There was a vibrant silent auction and raffle, and the weekend raised more money for GSEP's Older Girl Scholarships than ever before, surpassing the budgeted goal by \$6,500.

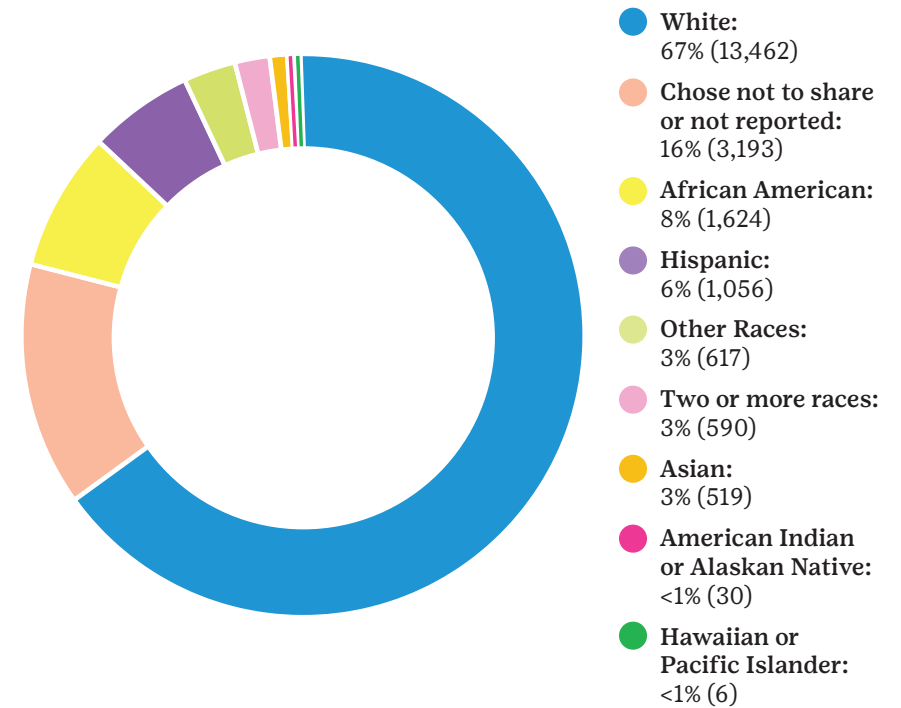
On February 23, 2021, GSEP hosted an Alum Town Hall via Zoom with more than 60 participants. Led by Kim Fraites-Dow, GSEP's CEO, this Town Hall was an opportunity for Girl Scout alums and supporters to learn about the current state of the Girl Scout Movement and how GSEP has been implementing the mission during the COVID-19 pandemic.



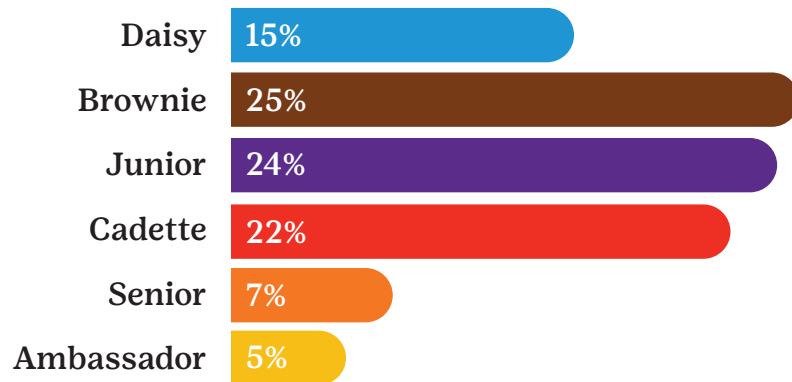
Total Membership



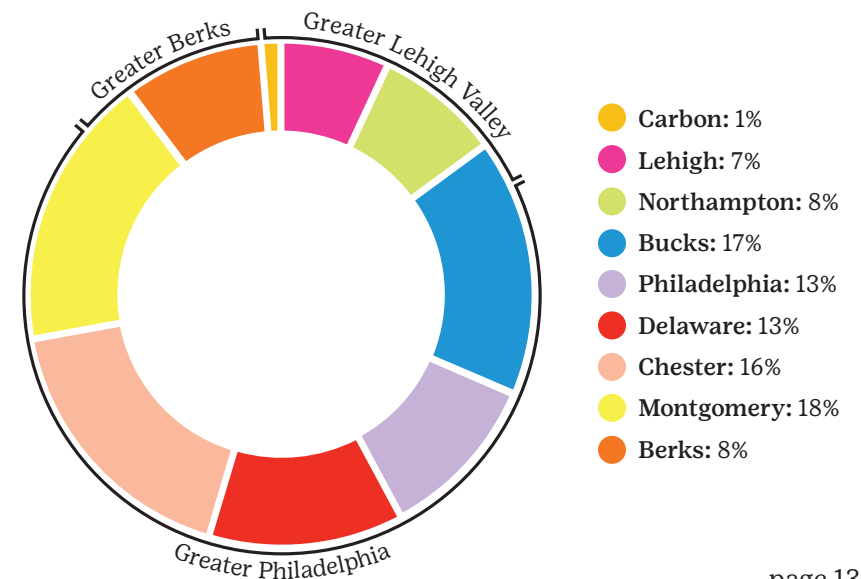
Girl Race / Ethnicity



Membership by Grade Level



Girl Membership by Region





Operational Excellence

As mentioned earlier for the first three quarters of FY21, GSEP ran virtual programs through Girl Scouts at Home and provided support for troop leaders and service unit volunteers to troubleshoot challenges and brainstorm virtual programs. GSEP celebrated 463 Bronze Award Girl Scouts and held a virtual award ceremony for 141 Silver Award Girl Scouts. By late Spring 2021, GSEP was able to offer a hybrid Gold Award Ceremony for the 80 Gold Award Girl Scouts. A special in-person staggered event was held at Camp Laughing Waters. Additionally, the 500 Club event for Top Cookie Sellers was held at Camp Laughing Waters, where girls and their families were able to enjoy a day of camp activities culminating with spectacular fireworks over the great lawn.

In consideration of COVID-19 safety guidelines, GSEP's four resident camps and three day camps were planned to serve 70% of typical campers. While camp staffing was a challenge, many volunteers and staff filled important roles from counselor to line cook. During the seven weeks of summer camp, GSEP served 3,602 registered campers. Of these campers, 1,234 campers registered for day camp, and 2,355 campers registered for resident camp (13 registered for core camp). Campers in grades K-3 made up 40% of all GSEP camp registrations (1,452 K-3 campers). Cadettes and older girls made up 27% of camp registrations (987 campers). The average age of all campers was 10.6 years: 8.9 years for day camp and 11.4 years for resident camp.

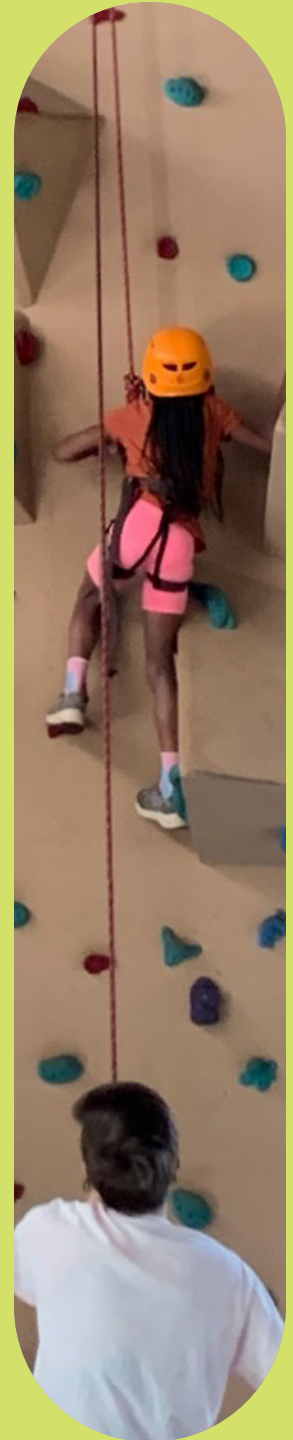
GSEP's Community Engagement team along with additional staff served 580 girls in Summer Programs at community centers, recreation centers, parks, and other partner sites. Girls in Summer Programs enjoyed a STEM curriculum coupled with Becoming Me focused on mental health and wellness.

F.A.L.L. 2020 brought together 145 participants from all over GSEP for a virtual day of learning, networking, and fun! Participants each received a robust kit full of event swag and workshop supplies and learned new skills in the 26 virtual workshops hosted via Zoom. The Band App served as the event's social networking platform, providing space for support, connecting, and sharing experiences. The event ended with a virtual evening campfire for all attendees.

The Girl Scouts 55th National Council Session was held virtually for the first time on October 23-25, 2020. GSEP's 25 NCS Delegates and three Alternates, along with more than a dozen visitors, attended more than 30 hours of business meetings during the 2020 NCS. The meetings were very long (none ending before 11:30 pm all three nights), but the group was able to stay attentive and engaged due to the concurrent Zoom room GSEP hosted.

The Volunteer Awards ceremony was held virtually on December 1, 2020, with 150 attendees and 66 awardees, and the ceremony featured both pre-recorded videos and a live emceed event. GSEP surprised the recipients of the Lights of Loyalty Award, Gertrude K. McGonigle Award, and GSEP Award with a Publisher's Clearinghouse-style surprise complete with professionally photographed house visits with flowers, yard signs, and balloons. All awardees received a special mailing, complete with their award and goodies like the event program, an event poster for social media, and an exclusive discount for the GSEP shops.

As a result of COVID-19 restrictions, GSEP chose to cancel the Women's Leadership Conference.





Functional Excellence

The FY21 Operating Budget was built with a few key issues in mind: membership, Cookie Program uncertainty, pandemic duration, timing of return to in-person operations, and in-person girl programming and camps vs. virtual. For the first time, GSEP presented two budgets – a likely scenario and pessimistic scenario – to accommodate the unpredictable pandemic environment. GSEP successfully applied for a second SBA PPP loan and received forgiveness from the first SBA PPP loan in FY21. As mentioned above, the first three quarters of FY21 were primarily virtual, including the main revenue drivers, the Cookie Program and Take the Lead. If possible, with CDC protocols and American Camp Association guidance, GSEP prioritized holding in-person summer camp. GSEP closed the year successfully in between the likely and pessimistic scenario budgets.

GSEP reduced its personnel to 88 people: 81 full-time and 7 part-time positions. This is down from 105 in FY20. This reduction was a result of freezing open positions and restructuring for the Transformation Strategy. Two key Senior Management professionals were recruited, Jennifer Allebach, Chief Mission Delivery Officer, and Cecily Macy, Head of Fund Development. As mentioned above, changes were made to the Community Engagement team structure, with additional positions added to accommodate increased territory management roles. More than 40 managers received personal Birkman Leadership Assessments and participated in a full-day facilitated manager training with Grace Killelea Consulting. This exercise aimed to provide insight into individual leadership styles, as well as provide opportunities to understand how to work better cross-functionally.

GSEP acquired a house and 40 acres adjacent to Camp Mountain House, including the access easement road running through the Camp. Part of the agreement included a future sale of 38 acres to the Wildlands Conservancy adjoining their South Mountain Preserve. GSEP will maintain the house and two acres and will be investigating programmatic opportunities for the 3500+ square foot building. Additionally, this purchase will connect Camp Mountain House to the South Mountain Preserve, increasing Girl Scout access to trails and increased environmental education opportunities.

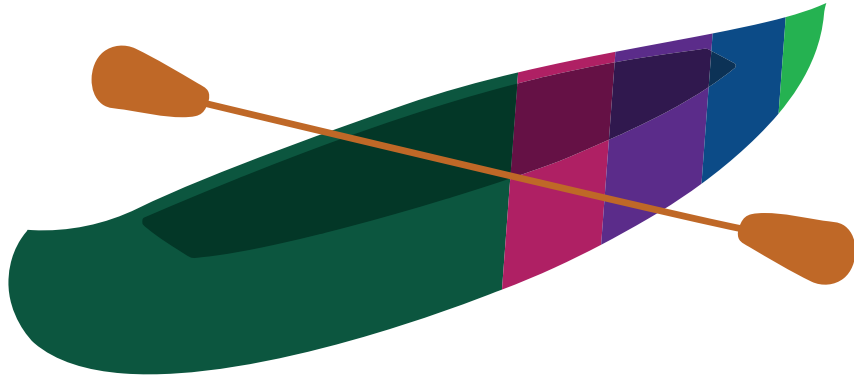
GSEP was successful in securing commitments from New Hanover Township and Upper Frederick Township totaling close to \$700,000 in support of a conservation easement on Camp Laughing Waters. These township investments are contingent upon two pending state government grants from DCED and DCNR respectively.

The Girl Adventure Place Campaign and capital improvements to Camps Shelly Ridge and Mountain House continued to make significant progress. The construction phase of the Camp Shelly Ridge project is underway, with continued planning at Camp Mountain House. Additionally, significant commitments to the campaign were secured.

2021 Revenue

Total Revenue: \$13,517,930

- Product Program (Net Cost of Goods): \$8,345,265 (62%)
- Contributions, Bequests, Grants & Events: \$1,603,794 (12%)
- Government Pandemic Grant: \$1,588,652 (12%)
- Program Service Fee: \$1,242,947 (9%)
- Merchandise Sales & Other: \$737,272 (5%)



2021 Expenses

Total Expenses: \$14,140,093

- Girl Programs: \$4,764,295 (34%)
- Member Services: \$3,678,170 (26%)
- Camp Programs: \$2,939,357 (21%)
- General & Administration: \$1,817,491 (13%)
- Fundraising: \$940,780 (6%)



2021 Product Program

Total Revenue: \$11,554,563

- Cost of Goods: \$3,209,298 (28%)
- Benefits all Girl Scouts in Council: \$5,302,883 (46%)
- Troop Benefits: \$2,347,442 (20%)
- Girl & Adult Recognition: \$441,338 (4%)
- Other Direct Costs: \$253,602 (2%)





Take the Lead

Inspiring the next generation of women leaders.

Greater Philadelphia

Co-Chairs

Jackie Cuddeback
Philadelphia Phillies

Hilary Hannan Saylor
Aramark

Honorees



Dona File
Corporate Safety Director
L.F. Driscoll



Nicole Marquis
Founder & CEO
HipCityVeg



**Charmaine Spence Rochester, DHA,
CPA, FACHE, FHFMA**
Chief Financial Officer
Penn Medicine Lancaster General Health



Leslie Stiles
Board President
Pennsylvania Conference for Women

Berks County

Co-Chairs

Karen Marsdale
Greater Reading
Chamber Alliance, Ret.

Michele L. Richards
Fulton Bank

Honorees



Kristin Boyd Edwards
Director of Communications
Reading School District



Susan Denaro
Attorney
Georgiadis Setley



Jacquelyn S. Fetrow, Ph.D.
*President & Professor of Chemistry
and Biochemistry*
Albright College



Debra Powell, MD, MS
*Chief, Division of Infectious Diseases
& Medical Director of Infection Prevention*
Tower Health Reading Hospital

Lehigh Valley

Chair

Stephanie Sherry
Olympus Corporation of the Americas

Honorees



Senator Lisa Boscola
State Senator
18th District



Victoria Brifo
*Senior Vice President & Chief Human
Resources Officer*
Air Products



Fusun Bubernack
President
ET&T



Lin Erickson
Executive Director & CEO
Da Vinci Science Center



Deborah Sundlof, DO
*Cardiologist, Lehigh Valley Heart Institute, Co-Director
of the Women's Heart Program, Cardio-Oncology
Programs & Physician Medical Director Regional Heart
LVHN-Muhlenberg*

Thank You to Our Donors



Girl Adventure Place Capital Campaign

\$50,000+

Dianne and Jeffrey Rotwitt

\$25,000 - \$49,999

Breidegam Family Foundation
 Dona File and Jeanne Morris
 Kim E. Fraites-Dow♦ and Kevin Dow
 Judith Durkin Freyer
 Deborah Hassan*
 Susan Mucciarone*

\$10,000 - \$24,999

Cindy and Gregg Feinberg
 Ms. Barbara Dunlop Hauptfuhrer
 The Estate of Gertrude Murphy
 Catherine A. Pullen
 Emily Turner*

\$5,000 - \$9,999

Jennifer♦ and Brian Allebach
 Ann Donley* and George Grasic
 Ann Thornton Field*

\$1,000 - \$4,999

Joann Gonzalez-Generals*
 Deborah E. O'Brien*
 Deb Walters*
 Debra L. Zvanut

\$999 and Below

Alison Snyder*

Annual Giving

\$100,000+

Comcast, NBC10, Telemundo62, and Comcast Spectacor
 United Way of Berks County

\$50,000 - \$99,999

The Pew Charitable Trusts

\$25,000 - \$49,999

Mrs. Helen S. Breidegam◊
 Ms. Barbara J. Brown ♦
 Lenfest Foundation
 PECO

\$10,000 - \$24,999

Air Products
 The Albert M. Greenfield Foundation
 Bank of America
 Bryn Mawr Trust Company
 Citizens Bank Charitable Foundation
 Crayola
 Girl Scouts of the USA
 Ms. Barbara D. Hauptfuhrer
 Independence Blue Cross
 Johnson & Johnson
 Lutron Electronics Co., Inc.
 The Mill Spring Foundation
 Ms. Susan P. Mucciarone**
 Olympus Corporation of the Americas
 Philadelphia Phillies
 PPL Corporation
 Michelle and Vince Sorgi
 Stradley Ronon Stevens & Young, LLP
 United Way of the Greater Lehigh Valley
 Villanova University
 Walmart
 Wawa Inc.
 Wells Fargo Bank, N.A.

\$5,000 - \$9,999

AmeriHealth Caritas Services, LLC
 AmerisourceBergen
 Anonymous
 Allen Hilles Fund
 Breidegam Family Foundation
 Mr. and Mrs. Calvin Allen♦
 CAI
 Capital BlueCross
 Chester County Community Foundation
 Dexter F. & Dorothy H. Baker Foundation
 East Penn Manufacturing Co., Inc.
 The Ethel Sergeant Clark Smith
 Memorial Fund
 Executive Color Systems, Inc.
 Mr. Richard Farrand
 Glenmede Trust Co.
 Gordon Charter Foundation
 Ms. Deborah Hassan*♦
 Jerlyn Foundation, In Memory of
 Gertrude K. McGonigle
 Jingoli Power, LLC
 John and Margaret Post Foundation
 Kay A. Armstrong Charitable Fund at
 Schwab Charitable♦
 KLJ Associates, Inc.♦
 JP Morgan Chase Bank, N.A.

Keystone First
 Kline & Specter, PC
 Lincoln Financial Group
 M&T Bank
 Dr. Jerome Marcus
 Maurice Seltzer Trust
 The McCausland Foundation
 Morgan Lewis & Bockius LLP
 Philadelphia Insurance Companies
 PNC Bank
 Ms. Catherine A. Pullen
 Rebecca Hart Swartzlander Trust
 Dianne and Jeffrey Rotwitt♦
 Ms. Laurene Ryan
 Mr. and Mrs. Bill Spence
 Dr. Deborah Sundlof
 TD Charitable Foundation
 Thrive
 Tierney
 Troutman Pepper
 Emily Turner**
 UGI Energy Services, LLC
 UHS of Delaware, Inc.
 Victaulic
 Dr. Christine Voigt♦
 Deb Walters**
 Mr. and Mrs. Robert Welsh

\$2,500 - \$4,999

Anonymous
 Accenture
 Albright College
 AMETEK Foundation, Inc.
 Aqua an Essential Utilities Company
 Asplundh Tree Expert Company
 Brad and Anne* Baum♦
 B. Braun Medical Inc.
 Becker & Frondorf
 Marlene* and Jeffrey Beers♦
 Fusun Bubernack* - ET-T. Inc.♦
 The Chamber of Commerce For
 Greater Philadelphia
 Christian R. and Mary F. Lindback
 Foundation
 Citizens Bank
 Day & Zimmermann
 Deloitte Services LP
 The Edward and Inez Donley Fund via
 Lehigh Valley Community Foundation
 Kim E. Fraites-Dow♦ and Kevin Dow♦
 The Eden Charitable Foundation
 Entech Engineering, Inc.

Key Legend

* Board of Directors 2020-2021

♦ Circle of Friends

♦ Staff

◊ Deceased

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

Ms. Dona L. File
FirstEnergy Corporation
Foundations Community Partnership
Fox Rothschild LLP
Frances Strayer Trust
Freedom Mortgage Corporation
Fulton Bank
Good Shepherd Rehabilitation Network
Health Partners Plans
Mr. & Mrs. William F. Hecht
Henkels & McCoy Inc.
Ms. Ann Marie Horner
Ms. Allison G. Johnson*
Ms. Joanne M. Judge*
Just Born Quality Confections
Lehigh Valley Health Network
The Leslie Miller and Richard
Worley Foundation
LF Driscoll
Ms. Charisse R. Lillie
Mr. Andy Ludwig
Ms. Eileen McDonnell
myCIO Wealth Partners
NJM Insurance Group
Norris McLaughlin
NSM Insurance Brokers
Paula Steinebach Trust
Penn Mutual Life Insurance Company
Penn Line Tree Service
Penske Transportation Services
Rick Perkins*
Mrs. Sue Perrotty*
The Philadelphia Foundation
Pinnacle Group
RKL LLP
ROG Orthodontics
Samuel Marshall Trust
Ms. Alison Snyder**
The Sylvia Perkin Perpetual
Charitable Trust
TD Bank, N.A.
Tompkins VIST Bank
Tompkins Charitable Gift Fund
Tower Health - Reading Hospital
UGI Utilities, Inc.
Ms. Janet Ulman
Volunteers Of America of Pennsylvania
Ms. Judith von Seldeneck
Walsky Investment Management, Inc.
Carol B. Watters
WSFS Bank
\$1,000 - \$2,499
Anonymous
Jennifer♦ and Brian Allebach*
Alvernia University
Ms. Susan L. Anderson*
Mr. and Mrs. Joe Bergstein
Berks County Bar Association

BNY Mellon Community Partnership
Mr. Harris T. Bock**
Boscov's Department Store, Inc.
Dr. Terri M. Boyer*
Ms. Karen A. Breen♦
Brown Daub Foundation
Mr. John Buler
Burns & McDonnell
Caron Treatment Centers
Ms. Joan Carter*
Cedar Crest College
Chester County Beekeepers Association
City Center Allentown
Corbenic Partners
CVS Health Foundation
Ms. Lisa M. Daugherty*
Ms. Susan Denaro
Dolfinger-McMahon Foundation
Ms. Susan Drabic
Michael and Diane Duff
Duffy + Fulginiti
Ms. Susan Durand
W. Wallace Dyer, Jr., Esq.
Mr. Jermaine Edwards
EnerSys
Dr. Jacquelyn Fetrow*
First National Bank
Firsttrust Bank
Sonia & John Foderaro
Hassel Foundation
Jennifer* and David Fox*
Mrs. Clare Freimuth**
Fromm Electric Supply Corp.
Ms. Pat Giles
Joann Gonzalez-Generals*
Ms. Carole H. Gravagno
GSEP Troop #910
Mr. Todd Guenther
Ms. Dawn M. Harper
Ms. Meghan Helinek*
Highmark Blue Shield
The Honickman Foundation
Ms. Sonia M. Hyneman
The Joseph Kennard Skilling Trust
Klunk & Millan Advertising
Ms. Stephanie L. Kosta*
Andrea R. Kramer, Esq.
Maria Kraus**
Robert Kreitz, Esq.
Lafayette College
Mr. Dan Langdon
Ms. Sophia Lee*
Leisawitz Heller Abramowitch Phillips, P.C.
Ms. Nicole LeVine*
Local 167 Of UBC JA
Merck Dollars For Doers
M.J. Reider Associates, Inc.
M.J. Electric, LLC

MacCrimdle Trust
Ms. Lydia Mallett
Ms. Jennifer Mann
Joanne* and Ray McFall*
Meridian Bank
Mr. and Mrs. Chris Miller
Ms. Alice C. Moat*
Ms. Carol Obando-Derstine
Ms. Deborah E. O'Brien*
Mr. and Ms. Timothy O'Neill
Par Electric
Mrs. Laurie Peer
Penn State Lehigh Valley Campus
Penn State Health - St. Joseph
Medical Center
Ms. Charlene Petrelli
PJM Interconnection
Reading School District
Regulated Capital Consultants
Ms. Stephanie Resnick
Mrs. Gayle A. Rowland*
Ms. Ashley Russo
Security First, Inc.
Mr. and Mrs. David Shaffer*
Mrs. Rebecca Smirk
St. Luke's University Health Network
Ms. Wendy Stark
Stevens & Lee
Michael and Leslie Stiles
Tempstar Staffing
Pam Lott and Ron Ticho
Truist
Vault Communications, Inc.
Visions Federal Credit Union
Hon. Diane M. Welsh, Ret.
Dr. and Mrs. Sankey V. Williams*
Ms. Debra L. Zvanut*
\$500 - \$999
AH Anderson Consulting, LLC
Frances A. Aitken, CPA
American Electrical Testing Co., LLC
Ms. Janet M. Antrim
Ms. Carolyn Bazik
Beacon Pointe Wealth Advisors
Ms. April E. Beattie♦
Mrs. Amy C. Beck
Berks County Community Foundation
Ms. Polly Beste
Ms. Mary Beth Biddle
Ms. Claudia Black
Mr. and Mrs. George Bonadio
Boyle Construction Management
Brentwood Industries Inc.
Mr. Joseph Brifo
Ms. Kristina Brosious
Bruce-Merrilees Electric Company
Buckno Lisicky & Company CPA's
Mr. and Mrs. Robert Carr

Ms. Mary M. Casey
Mrs. Anita Z. Chaney
Charities Aid Foundation of America
Ms. Imja Choi
R.M. Palmer Company
Marla K. Conley
Connors Investor Services, Inc.
Ms. Jevata Crawford
Ms. Jean E. Scherfcunningham &
Mr. Dennis Cunningham
Delta Star Inc.
Ms. Paula DeLucco
Ms. Lisa Detwiler
Dr. Kimberly L. DeWoody
Diakon Lutheran Social Ministries
Ann Donley, C.P.A.*
Ms. Charlotte Edwards
Mrs. Linda Engle
Financial Planning Advisors, Inc.
First Generation
Fleetwood Bank
Franklin H. Markley Charitable Trust
Lori♦ and Scott Franzke
Mrs. Katrina Gable♦
Ms. Sarah L. Gaffney
Gage Personnel Services
Georgeadis Setley
Mrs. Jen Gerhart
Mr. and Mrs. Boyd Ghering
Girls Empowered, Inc.
Ms. Jennifer Grube
Ms. Laura Haffner
Ms. Irene Horstmann Hannan
Mr. and Mrs. Rich Hasselbusch
The Haverford Trust Company
Mr. Tadd Henninger
Herbein + Company, Inc.
Ms. Kit T. Hower
I.B.E.W. Local Union No. 102
Mr. Nicholas Iadicicco
John Sterling Ruth Studio, LLC
Ms. Heather Kelley
Ms. Julia Klein
Ms. Stacy J. Knight
Mr. and Mrs. Howard Kravitz
Ms. Judith Kraines
Mr. Scott Lauchlan
Ms. Rita Lee
Ms. Kathryn Leslie
Mr. Brian Libby
Cecily♦ and Alex Macy
Masano Bradley
Mr. Jim Mclean
Mrs. Mary Jane Meconi
Merut Construction, Inc.
Michels
Mid-Atlantic Construction Safety Council
MidPenn Bank

Mr. Timothy Miksiewicz
 Mr. and Mrs. Ross Miller
 Denise Molzahn
 Morningstar Living
 Ms. Loraine Morrill*
 Mosteller & Associates
 Mr. Benjamin J. Moyer
 Ms Judith Sharp
 Mr. Brian Murtagh
 NFP
 Ms. Kathryn Nordick*
 North Penn Gun Club Inc.
 Mr. and Mrs. D. Robert Oppenheimer
 Parkland Nurseries LLC
 Ms. Babette Racca♦
 RCN
 Realm Fine + Fashion Jewelry
 Ms. Siobhan A. Reardon
 Ms. Michele L. Richards
 Riverfront Credit Union
 Mr. A. M. Roberts
 Rutkoski Fencing Inc.
 Ms. Gretchen Santamour
 Mrs. Hilary Hannan Saylor
 Schlouch Incorporated
 Ms. Shelley Smith*
 Dr. and Mrs. Thomas Souders
 Ms. Jill B. Steinberg
 Mr. David J. Swank
 Ms. Susan Swanson
 Sue and Stan Tantsits
 Teamsters Local Union No. 773
 Triose Inc.
 Ms. Mary Trishman
 United Way of Boyertown Area
 Univest Financial Corporation
 Mr. Michael Vanic♦
 Verizon Foundation
 Ms. Laurie Waxler♦
 Weidenhammer
 White and Williams LLP
 White Star Tours Inc.
 Yocum Institute For Arts Education
 Your Cause LLC Trustee for Wells Fargo
 Community Supports

\$250 - \$499

Anonymous (2)
 Angela P. Ahmad
 Albarell Electric Inc.
 America's Charities
 Mrs. Laura Azzalina
 Ms. Carey Babczak
 Ms. Paula Barron
 Mr. and Mrs. John Baselice
 Ms. Julie C. Bealer
 Ms. Patricia Beldon
 Ms. Romona R. Benson
 Bethel A.M.E. Church

Ms. Cheryl Borchers
 Mr. Jay M. Bornstein
 Ms. Helen R. Bosley
 Mr. and Mrs. Stephen Breininger
 Mrs. Evelyn M. Broad
 Stacy L. Broad, Esq.
 Ms. Maureen Burn
 Mrs. Sarah Campbell
 The Cannon Family♦
 Peilin Chen
 Ms. Frances Coady
 Ms. Corinne Conrad
 Ms. Ashley Cordova
 Ms. Candis Coxe
 Ms. Kelley Crozier
 Ms. Jacquelynn B. Danek
 Ms. Peggy S. Dennis
 Ms. Rachel Domasinski
 Ms. Mary Dougherty
 Ms. Linda Erickson
 Ettinger Powers Campbell Post
 Home Association
 Ms. Meghan Lane-Fall
 Ms. Kathy Fox
 Mr. Barry L. Frain, Jr.
 Susan and Michael Fromm
 Ms. Ciara P. Geist
 Elizabeth H. Gemmill, Esq.
 Ms. Chris Mohr Grenier
 Dr. J. Nathan Hagstrom
 Mrs. Meg Hamberg
 Ms. Nina Harmon
 Mrs. Karen Harris
 Mr. Joseph Hartz
 Ms. Rosella Harvey
 Ms. Janet Hausch
 Ms. Denise M. Hayden
 Ms. Cynthia L. Heimbach
 Mrs. Barbara Homsher
 Hospital Central Services, Inc.
 Mrs. Sandra Hughes
 Mrs. Ellen Huyett
 Mr. Anthony Ianno
 Ms. Kareen Intribus
 Debbie Jacobson♦
 Mr. Todd Jirovec
 Ms. Katherine Johnston
 Ms. J Johnston
 KD2 Architects Inc.
 Mr. Terrence Kennedy
 Ms. Kathy Killian
 Mrs. Mary Lou Kline
 Ms. Amy Jo Knaper
 Ms. Beth Kohl
 Ms. Theresa Krause
 Mrs. Sue K. Larson
 Mr. Scott Laudenslager
 Mr. and Mrs. David Leatherbarrow

Ms. Terri A. Lewis
 Ms. Deborah Lorenz
 Ms. Sandy Lovett
 Mrs. Hilaire Lysle
 Ms. Dina Manoway
 Mr. Norman Marks♦
 Rev. Lorina L. Marshall-Blake
 Mr. and Mrs. David Martin
 Ms. Megan Mattern
 Ms. Laura May
 Ms. Esther McGill
 Ms. Sherri Miller
 Mr. and Mrs. Anthony M. Muir
 Mr. John S. Salmento and
 Ms. Olivia M. Carducci
 Mr. and Mrs. William S. Flippin
 Mr. Albert Murphy
 Ms. Janine Napierkowski
 Olubunmi Ojikutu, M.D.
 Ms. Krista Ortwein
 Ms. Bonnie Osterwald
 Mr. Anthony Paone
 Ms. Susan W. Peck
 Ms. Andrea Pesce
 Ms. Emily Peterson
 Dr. Debra Powell
 Schott Productions
 Mr. Chuck Pulsfort
 Mr. Kevin Rampe
 Mrs. Laura A. Rapp
 Mr. and Mrs. Thomas Reinsel
 Ms. Susan D. Reitz
 Ms. Barbara Rhodes
 Ms. Mary Ann Rodda
 Mr. and Mrs. Jeff Rush
 Ms. Mary Scarcelli
 Ms. Adelle Schade
 Ms. Erin Schmidt
 Judy Schwank
 Ms. Molly Scott
 Mrs. Patti A. Sechrist
 Mrs. Georganne Seeley♦
 Mr. Charles Sena
 Sovereign Financial Group, Inc.
 Ms. Denise Sullivan
 TASC - CFC
 Ms. Gael Tisack
 TRAYMA Enterprises LLC
 Mrs. Karen B. Tripolitis
 Ms. Barbara Waller
 Ms. Emily Walton
 Wilcoxson Family
 Mrs. Caroline Wyspianski
 Suzanne and Jonathan Yale
 Ms. Cheryl Yost
 Mr. and Mrs. Steven Zebovitz
 Mrs. Ruth Zerbe

Memorial Tributes \$100+

In Memory of Chris Boone
 Janet Welch
 In Memory of Paul Boone
 W. Wallace Dyer, Jr., Esq.
 In Memory of Jayne Cumiskey
 J. Louise Cramp
 Betty Croft
 Cumiskey Children
 Pat Gaukler
 Julia Klein
 Leah Rotenberg
 Mr. & Mrs. Gerd Zweig
 Carol B. Watters
 In Memory of Ruth Linderman Frick
 Weeble Butler
 In Memory of Carol Fuerneisen
 Mr. & Mrs. James Henderson
 In Memory of Eleanor Hart
 Paula DeLucco
 In Memory of Vera Krisukas
 Charlene Bergstresser
 Barbara Peters
 Ann Secheresiu
 Carol B. Watters
 In Memory of Melanie Liller
 Mr. & Mrs. James Burt
 GSEP Troop #910
 In Memory of Elizer Lim, MD
 Warren Hanscom
 In Memory of Sally Moyer
 Benjamin J. Moyer
 In Memory of Trudy Murphy
 W. Wallace Dyer, Jr., Esq.
 In Memory of Cindy Nowotarski
 Debi Scarino
 In Memory of Linda Taylor
 Melissa Taylor
 In Memory of Rich Zaleski
 Paula DeLucco

Thank You to Our Donors

Matching Gift Companies

Advanta Corporation
AETNA
AIG Matching Grants Program
Allstate Giving Campaign
American Express Foundation
Aramark
ARCO Chemical Company
ARCO Foundation
Astra Zeneca Pharmaceuticals
AT&T
Aventis Pharmaceuticals
AXA XL Global Services, Inc.
Bank of America
BNY Mellon
Boeing Company
Cisco Systems, Inc.
Citizens Bank
Comcast
Deutsche Bank Private
Wealth Management
Exelon
Gap Foundation
GlaxoSmithKline Foundation
GlaxoSmithKline Corporation
Glenmede
Goldman Sachs
ING Foundation
J.P. Morgan
JPMorgan Chase & Co. Foundation
Kemper Insurance Companies
MassMutual Financial Group
Merck
Microsoft
Oppenheimer Funds
Peterson Worldwide LLC
The Philadelphia Foundation
PJM Interconnection, LLC
PNC Foundation
Prudential Financial
Prudential Foundation
Quaker Oats Foundation
Saint-Gobain Corporation
Vanguard
Verizon Foundation
Wells Fargo Bank, N.A.
William Penn Foundation

Juliette Gordon Low Society

Mary Jane Adams
Ms. Marjorie H. Adler
Ms. Colleen S. Alexander
Ms. Jennifer A. Alexander
Jennifer Allebach
Estate of Mildred E. Anders
Erik and Eva Andersen
Ms. Susan L. Anderson
Ms. B. Jean Anwyll
Ms. Stefanie Argus
Mrs. Veronica Backenstoe
Ms. Helen T. Bartberger
Mrs. Jane P. Beadle
Ms. Kate Bech
Dianne Belk and Lawrence Calder Girl Scout
Movement-wide Challenge Planned Gift
The Dianne Belk & Lawrence Calder
Girl Scout Movement-wide Challenge in
honor of Diane and Robert Roskamp
Ms. Phaedra D. Blocker
Mrs. Frances Marie A. Bloom
Mr. and Mrs. George Bonadio
Mrs. Judith H. Borie
Bernice K. Bricklin, Esq.
Ms. Ruth E. Brusstar
Ms. Dorothy Buchanan
Ms. Regina Bunis
Ms. Joyce K. Burkley
Ms. Sandra Y. Campbell-Jackson
Ms. Carole Chew Williams Green
Ms. Joyanne R. Christman
Ms. Peggyanne Coleman
Ms. Sara C. Coppes
Mr. and Mrs. Raymond L. Croft
Mrs. Kay M. Croll
Ms. Jayne E. Cumiskey
Mrs. Donna Cutler
Ms. Patricia D. Dannerth
Ms. Pamela DeCampi
Mrs. Leona Diamond
Gladys E. Dickinson
Ann Donley, C.P.A.
Donna McBride
Ms. Flora J. Dunmore
Mrs. Patricia C. Dyer
Mrs. Linda Engle
Ms. Katherine Kay Fabian

Mrs. E. Mildred Famous
Ms. Carolyn Wicker Field
Dr. Phyllis Finger
Ms. JoAnne Fischer & Mr. Eric E. Hoffman
Ms. Karen A. Forbes
Mrs. Maryann T. Ford
Mr. and Mrs. John Foreman
Marlene O. Fowler
Kim E. Fraites-Dow
Ms. Janet E. Garretson
Mr. Robert Garrett
Mr. and Mrs. Maurice O. Gaukler, Jr.
Mrs. Elizabeth Gaumer
Ms. Connie Girard-diCarlo
Ms. Ann D. Giunta
Mrs. Florence Glader
Mrs. Kay E. Goetz
Ms. Barbara J. Gohn
Pastor Virginia Anne Goodwin
Ms. Brenda Graves
Ms. Rosemarie B. Greco
Mrs. Marita Green
Ms. Catherine M. Guenzel
Ms. Joan M. Hagan
Ms. Deborah Hassan
Marion Haubner
Mrs. Barbara D. Hauptfuhrer
Ms. Roberta Healy Garbisch
Ms. Diana Heiman
Estate of Marjorie S. Henshaw
Ms. Barbara Hifferty
Mrs. Janet R. Hoffert
Mrs. Violet M. Hoffman
David and Pat Hoffman
Ms. Gloria A. Hoffner
Ms. Frieda P. Hollihan
Ms. Betty M. Hollis
Ms. Eileen E. Honert
Ms. Anne T. Huber
Ms. Janie R. Hutchison Gill
Ms. Jorene Jameson
Ms. D. J. Jennings
Mrs. Frances W. Keebler
Sandra P. Kenton
Mrs. Gloria Kern
Ms. Ann O. Kerr
Kevin Holleran
Ms. Kathy Killian
Mrs. Sally A. Kinsey
Mrs. Lydia P. Kirkland
Ms. Marsha H. Kitter
Ms. Dorothy C. Klemmer
Mr. and Mrs. Trygve Kleppinger
Kristin Kolody-Iadicicco
Ms. Judith Kraines
Mr. Howard S. Kravitz
Mrs. Ruth Kravitz
Ms. Gerlinde R. Lauff
Ms. Muriel Lehman
Jeanne E. Lennon-Smith
Mrs. Katie Loeb-Schwab
Mrs. Margaret MacCrindle
Ms. Catherine Malkemes
Angela Rose Linford Manning
Ms. Barbara Markowitz
Ms. Dotti M. Martin
Ms. Trean B. Matz
Maurice Seltzer Trust
Ms. Barbara O. McAllister
Beth McGuinn
Gertrude K. McGonigle
Ms. Mary L. McMahan
Ms. Shelley M. Mincer
Ms. Alice C. Moat
Mrs. Mary B. Montgomery
Ms. Sandra Moyer
Trudy Murphy
Ms. Lynn E. Musselman
Mr. & Mrs. F. W. Nikischer, Sr.
Ms. Patricia A. Owens
Mrs. Doris A. Paul
Ms. Merideth A. Perrone
Ms. Regina A. Pfeiffer
Estate of Arleen L. Pogue
Mrs. Shirley A. Preston
Janet Z. Purbrick
Ms. Susan M.S. Rapp
Ms. Susan D. Reitz
Ms. Suzanne E. Rocheleau
Ms. Mary Ann Rodda
Mrs. Georgia L. Sampson
Mrs. Audrie Zettick Schaller
Mr. and Mrs. Barry Schmura
Mrs. Leola D. Schurig
Ms. Dolores Senchak
Mrs. Elizabeth S. Sennott
Mrs. Eileen W. Sexton
Ms. Emma S. Sloss
Ms. Sharon A. Smith
Ms. Susan J. Smith
Mr. Davis and Ms. Karen E. Sommers
Ms. Dorothy E. Speers
Rebecca Stalnaker
Estate of Alice D. Stehlik
Ms. Jane M. Stellwagen
Ms. Elizabeth A. Stinson
Mary Strickler
Ms. Mary Ann Stuart
Ms. Marni Sweet
Mrs. Ruth Van Duyn Tait
Ms. Judith Volk
Deb Walters
Carol B. Watters
Ms. Joan Whiskeyman
Mr. and Mrs. Stephen L. White
Ms. Mary I. Wilkerson
Ms. Norma Withsosky
Ms. Brenda Wolfe
Ms. Sue Ann Yocom
Bonnie Young
Mrs. Alice Zaleski
Ms. Michele Zujkowski
Ms. Debra L. Zvanut
◊ Deceased

Board of Directors



Officers

Deborah Hassan
Board Chair
Deloitte & Touche LLP,
Retired Partner

Susan Mucciarone
First Vice Chair
Glenmede

Ann Donley
Vice Chair
Jebran & Abraham, PC

Loraine Ballard Morrill
Vice Chair
iHeartMedia

Rick Perkins
Treasurer
The Kimmel Center for
the Performing Arts,
Retired

Deb Walters
Secretary
Librarian, Retired

Kim E. Fraites-Dow
*CEO**
**ex-officio, non-voting*

Members-at-Large

Anne Baum
Lehigh Valley Reilly
Children's Hospital

Marlene Beers
PPL

Harris Bock
The Dispute Resolution
Institute

Terri Boyer
Villanova University

Fusun Bubernack
ET&T

Jennifer Dempsey Fox
Bryn Mawr Trust
Wealth Management

Clare Freimuth
Truist

Joann Gonzalez-Generals
University of
Pennsylvania

Allison Green Johnson
Lincoln Financial Group

Stephanie L. Kosta
Comcast

Maria Kraus
Wedgewood Pharmacy

Sophia Lee
Blank Rome

Nicole LeVine
PECO

Joanne McFall
Keystone First

Kathryn Nordick
Troutman Pepper
Hamilton Sanders LLP

Deborah E. O'Brien
Bank of America

Shelley Smith
Archer

Alison Snyder
East Penn
Manufacturing Co.

Emily Turner
Goldman Sachs & Co., LLC

Girl Advisors to the Board

Lizzy Q.
Garnet Valley
High School

Christian R.
Easton Area
High School

Devyn S.
Villa Maria Academy
High School

This list reflects the Board of Directors as of March 2022.

Our Footprint

Our Council Footprint made up of nine counties, four resident camps, and three day camps.

Seven Sites

- | | |
|---|---|
| 1. Camp Shelly Ridge
Miquon, PA 19444
(Headquarters) | 5. Camp Mosey Wood
White Haven, PA 18661 |
| 2. Jane Seltzer
Philadelphia, PA 19152 | 6. Camp Valley Forge
Valley Forge, PA 19481 |
| 3. Camp Laughing Waters
Gilbertsville, PA 19525 | 7. Camp Wood Haven
Pine Grove, PA 17963 |
| 4. Camp Mountain House
Allentown, PA 18103 | |

Nine Counties

1. Berks
2. Bucks
3. Carbon
4. Chester
5. Delaware
6. Lehigh
7. Montgomery
8. Northampton
9. Philadelphia

4 Resident Camps

- Camp Laughing Waters
- Camp Mosey Wood
- Camp Shelly Ridge
- Camp Wood Haven

3 Day Camps

- Camp Mountain House
- Camp Shelly Ridge
- Camp Valley Forge





2021 Annual Report
