girl scouts of the jersey shore



Moving Forward!

Girl Scouts of the Jersey Shore Annual Report October 1, 2020 to September 30, 2021

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A Year Like No Other

Dear Girl Scout Family,

Girl Scouts of the Jersey Shore began 2020 with a bold agenda: to broaden our program offerings, to shore up our already strong finances, and through our community engagement and recruitment efforts, to safely build memberships in Monmouth and Ocean Counties. We are proud to offer every girl, in these changing times, a chance to prepare for a lifetime of leadership, adventure, and success. We are inspired by the positive actions of our Girl Scouts; at home, in virtual interactions, and in their communities. Even when many of their own families were strongly impacted by COVID-19, Girl Scouts showed resilience and compassion and we are so proud of their strength and resolve to make the world a better place. We especially acknowledge the contribution of our dedicated volunteers; 3,800 adults whose hard work in this critical time ensures that thousands of girls have access to the Girl Scout movement.

At Girl Scouts of the Jersey Shore, we know that Girl Scouts is the premier leadership development experience designed by and for girls. And we know this program works; our girls have shown that they can tackle any challenge and maneuver the ever-changing world through Girl Scouts. From sold-out programming celebrating Ruth Bader Ginsburg, with a second successful COVID free summer camp season at both of our camps, and to finding new and innovative ways to experience Girl Scout traditions, Girl Scouts demonstrated impressive resiliency in 2020. We are proud to say that Girl Scouts of the Jersey Shore has continued to deliver high-quality, life-changing programming, including:

- The Girl Scout Leadership Experience which engaged 13,101 girls nationwide in our programs
- Camp experiences at Camp Amity Acres and Camp Sacajawea that provided lifetime memories to over 700 girls
- The largest girl-led entrepreneur program in the world that earned over \$3 million dollars in product sales
- Awarding Bronze, Silver and Gold Awards to 92 young women
- Inspiring and empowering girls to discover who they are and who they want to be, no matter their race, religion, ability, gender identity or sexuality

Thank you for being a valued part of Girl Scouts of the Jersey Shore. We are proud to share this annual report with you, which illustrates the work we have done together over the past fiscal year to support our girls. Our donors and volunteers are the backbone of this wonderful organization, and we are so grateful to work alongside you.

Even in a world faced with uncertainty and unprecedented change, this year has strengthened our girls and our council by encouraging us to thrive and grow, to be more inclusive and open-minded, and to stay true to our Mission. As we look ahead, we are excited to continue to provide girls with a place where they feel welcome and supported as they conquer their fears and pursue their dreams. When girls challenge themselves to exceed their goals, they show the world that they can achieve anything because they are Girl Scout Strong.

Yours in Girl Scouting, Heather and Teri Heather Coburn

Interim CEO

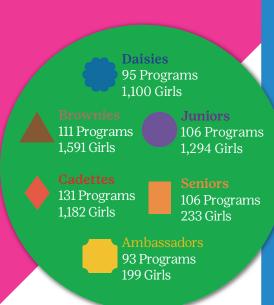
Teri O'Connor Board Chair



their dreams to life.

Discover. Connect. Take Action.

Fun, friendship, and new adventures are what Girl Scouts is all about. Girls make new friends. challenge themselves, write their own stories, and take action to change the world for the better through the Girl Scout Leadership Experience. Girl Scouts follow their own lead, learn by doing, and grow together while cheering on each other.



lead flag ceremonies at many council and civic events, honoring the American flag as the symbol of our country and all of the hopes and dreams it represents.

- 13,101 Girls engaged in programs
- 1,535 Family members participating together
 - 75 Virtual/Remote programs offered
- Out-of-state virtual 4,946 program participants
 - 17 Badge Boxes offered
 - Badge Boxes earned 703
 - 77 Patch Programs offered





Camp Amity Acres in Waretown and Camp Sacajawea in Farmingdale offer girls extraordinary outdoor experiences that have become a fundamental part of Girl Scouting. When girls spend quality time outdoors, they thrive physically, emotionally, and intellectually while creating friendshipsand memories to last a lifetime.



422 Girls Who Attended

44 Program Aides Trained



279 Girls Who Attended

20 Program Aides Trained



Top 10 Cookie Program Participants

Heather Weeks Alexis Terracciano **Emily Stahl** Sierra Oliveras Lilyana Echevarria Olivia Echevarria Evelyn Echevarria Isabella Imbriale Casey Coburn Lisa D'Aiuto



Fall Product Program

Total Nut/Candy items sold 78,043 4,011 **Total Magazines Sold**

Top 10 Fall Product Participants

Hailey McDade

Taylor Brennan

Heather Weeks

Jocelyn Devall

Sierra Oliveras

Josephine O'Brien

Casey Coburn

Ryleigh Brocklebank

Lilyana Echevarria

Emma Singh



Total Cookies Sold By Type

Thin Mints 227,978

Samoas 159,257

Tagalongs 137,291

Trefoils 76,274

Do-Si-Dos 73,168

S'mores 65,677

Lemon-Ups 51,818

Toffee-Tastic 28,151







Making a Global Impact

The Girl Scout Bronze, Silver and Gold Awards give girls the opportunity to leave their mark on our community and the greater world. Through world-changing projects, girls make a sustainable impact while addressing issues they believe are important.

The Girl Scout Gold Award is the highest and most prestigious award that Girl Scout Seniors can earn. Our 2020-2021 Gold Award Girl Scouts took action to educate and inspire others, encompassing organizational, leadership, and networking skills.

19 Gold Awards

31 Silver Awards

42 Bronze Awards

5,602 Community

Service Hours

16 Kiefer-Stevens Scholarships Awarded

\$12,000 Kiefer-Stevens

Support Provided





As Girl Scouts of the Jersey Shore, and the world, move forward with our "new normal," we look back over the past year as a testamony to the dedication and commitment to our members and volunteers. Your contributions to our mission will continue to help girls become well-rounded women, equipped to successfully meet future challenges. When a girl joins our council, she discovers the world around

her, she connects with others in a multicultural, all-inclusive environment, and she takes action to make the world a better place.

10,797 **Total Members**

Girl Members 7,478

3,319 Adult and Lifetime Members

872 **Troops**

Adults Trained 539

Outreach Girl Scouts 128

Council Award 252 Honorees

Approved Financial 390 Aid Requests

Financial Aid \$15,159 Distributed



1.806 Daisy

2,082 Brownie



1,729 **Junior**

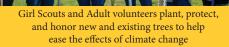


1,230



340







Invest in Girls.

Change the You know it when you meet a Girl Scout. A Girl Scout shines, reflecting the confidence World. ignited within her. When you give to Girl Scouts, you are giving to girls who will grow to become our future leaders. Through our reimagined events, including our annual Gala, Golf Classic, Phenomenal Women Under 40 Awards, and TopCookie, Girl Scouts of the Jersey Shore was able to continue to provide girls in Monmouth and Ocean counties the skills necessary to lead us into the future.

\$255,254 Event proceeds
Benefit
Local Girls

\$65,500 Foundation Support

31 Camperships Awarded

128 Girls Supported in Underserved Communities





\$1,145,022 Private and **Public Funding** \$805,098 Investment, Rental, Miscellaneous \$672,231 Camp **\$142,234** Programs \$105,870 Merchandise

\$6,232,496 Total Revenue

\$4,787,410 **Direct Program** Services \$434,605 Management and General \$192,394 **Fundraising** \$5,414,409 **Total Expenses**



Setting the Standard

\$50,000+

Investors Bank

\$10,000 - \$49,999

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For more than 100 years, Girl Scouts has been a steady, positive force in the lives of millions of girls. Our movement is comprised of individuals from all backgrounds with their own beliefs, opinions, and ideologies. These differences are what make us stronger. By coming together to support girls as they build the courage, confidence, and character needed to raise their voices and advocate for issues and ideas important to them, we are developing change-makers who make a difference in our communities. Thank you for helping us impact girls' lives today and for the rest of their lives.

> **Builders General Supply Company** Carluccio, Leone, Dimon, Doyle & Sacks

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of the Jersey Shore gratefully acknowledge the following corporations who invested in the girls of Monmouth and Ocean Counties between October 1, 2020 and September 30, 2021. If we have made an error, please contact us at (800) 785-2090.

In Memory of:

In Memory of Debra Lynn Keenan Farmer Mary Apollaro Lynne Bia

Nicholas Difranco Mary Emanuele Susan Haefner Barbara Jeckell Tracey Montani

Kathryn Moses In Memory of Anita Kneeley Joseph Riordan

In Memory of Rachel Seibert and Mimi McHeffey

> In Memory of Jane Stone Diane Manzo

In Memory of Adolf Paterson Charles Paterson

In Honor of:

In Honor of Bahiyyah Abdullah Antoinette Clay

In Honor of Angela DeCandido

In Honor of Divine Dessert Challenge

Kathie Kelly Abigail Marsters Katherine O'Malley Alissa Pecora Judy Rokeach

In Honor of Jayne Galgon Thomas Villane

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In Honor of Fran Keane Jacqueline Piccolini

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In Honor of Agnes Moldovan and Aneesha Georgiano Catherine Baker-Inzitari

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In Honor of Bonnie Torcivia Nancy Gravina

> In Honor of C.Y. Wong Gee-Way Wong

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Juliette Gordon Low Society

John Merris

As the founder of Girl Scouts, Juliette Gordon Low believed in the importance of continuing the Girl Scout mission so that all girls have the chance to succeed. The Girl Scouts of the Jersey Shore's Juliette Gordon Low Society recognizes and honors caring individuals who have made a commitment to ensure that girls will continue to benefit from the Girl Scout experience.

Erik and Eva Anderson Girl Scout Movement -Wide Challenge Planned Gift Muriel Beekman Dianne Belk and Lawrence Calder Girl Scout Movement-Wide Challenge Planned Gift Barbara Birdsall, Esq. Rachel Castellon Jennifer Cody Lisa Combs Maureen Crinigan Burton and Lynn Davis

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girl scouts of the jersey shore

242 Adelphia Road Farmingdale, New Jersey 07727

Interested in becoming a member? Want to make a difference in girls' lives? Contact us and we'll share how you can become a volunteer or donor who will make an immediate impact!

Join our Community!

GSFUN.ORG/JOIN

The Girl Scout Mission

Girl Scouting builds girls o 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 o

and to respect myself and others, respect authority, use resources wisely, make the world a better place, a be original court.