

girl scouts of the jersey shore

Annual Report

October 1, 2022 – September 30, 2023



Leadership & Governance

Teri O'Connor
Board Chair

Jacqueline K. Shea
1st Vice-Chair

Jaimie Diaz
2nd Vice-Chair

Barbara Birdsall, Esq.
3rd Vice-Chair

Lauren Holman
Treasurer

Bob McLane
Secretary

Members At Large

Alexis Bailey
Dr. Charles Ford

Jody Herkloz
Jaclyn Kosco

Dr. Michael Maschi
Dr. Jackeline Mejias-Fuertes

Brian Murphy
Ann Petronaci
Heather Stout
Veronica Stubbs

Carla Vanzant
Ben Waldron
Jay Whalen

Council Staff

OFFICE OF THE CEO

Heather Coburn *Chief Executive Officer*

Brie Montella *Chief Operating Officer*

Carla Scarabino, *Chief Development Officer*

Thomas Trageser *Chief Financial Officer*

Dena Mayo *Director, Office of the CEO*

COMMUNICATIONS

Kayla McDevitt *Assistant Director of Marketing and Creative Design*

Adar Darnov *Graphic Designer*

COUNCIL SHOP

Monica Bason-Lynch *Assistant Director of Retail Experience*

Kathy Jones *Retail Experience Associate*

DATA MANAGEMENT

Linda Lennon *Quality Assurance Data Analyst*

FINANCE

Chelsea Kaufmann *Finance Manager*

FUND DEVELOPMENT

Valerie Ryan *Fund Development Manager*

HUMAN RESOURCES

Damaris Sotomayor *Human Resource Manager*

MEMBERSHIP

Kristen Somerville *Director of Membership Experience*

Kimberly Farrell *Assistant Director of Membership Experience*

Membership Support Specialists:

Barbara Cruz, Lauren Colon, Aileen Christiansen, Ivonne Varela

Recruitment Managers: Angela Cora, Nancy Casey,

girl scouts of the jersey shore

At Girl Scouts of the Jersey Shore, we're committed to building girls of courage, confidence and character who make the world a better place! We serve more than 12,000 members from Monmouth and Ocean counties with the resources to become tomorrow's leaders.

Locations:

Ocean Service Center

1405 Old Freehold Road
Toms River, New Jersey 08753

Amity Acres Day Camp

133 Jones Road
Barnegat, NJ 08005

Monmouth Service Center

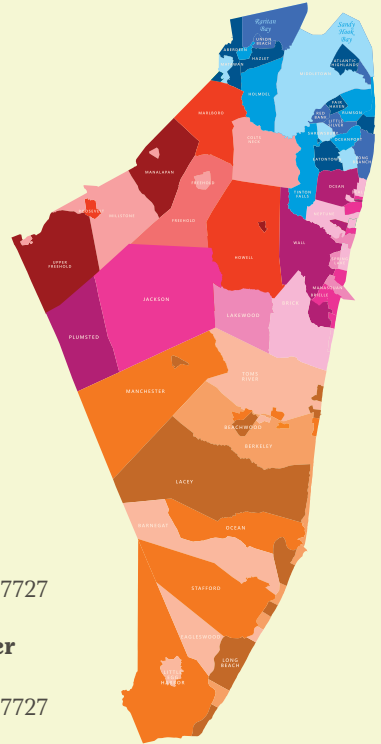
242 Adelphia Road
Farmingdale, New Jersey 07727

Sacajawea Day Camp

242 Adelphia Road
Farmingdale, New Jersey 07727

Program Activity Center

127 Yellowbrook Road
Farmingdale, New Jersey 07727



Liz Cellini, Nicolette Silviano

Penny Shank *Member Engagement Manager*

Regional Engagement Managers: Susan Bond-Masterson, Gayle Dettlinger, Valerie Mahon, Stacy Petti

PRODUCT SALES

C.Y. Wong *Director of Product Programs*

Jackie Garbe *Product Program Administrator*

PROGRAM

Joan Basilotto *Director of Girl Experience*

Stephanie Smida *Camp Experience Manager*

Girl Experience Managers: Devin Carrick, Susu Garcia, Jen Holmes, Addie Willuweit

Patricia Carone-Curtis *Council Support Specialist*

PROPERTY

RJ Bubadias *Director of Property*

Mini Gandhi *Facility Rental Coordinator*

Thomas Whartnaby *Property Manager*

Property Support: Rahmi Halk, Chris Marks

Dear Girl Scout Family,

Girl Scouts of the Jersey Shore has a critical role to play in offering girls a space where they may engage, build meaningful relationships, and have access to experiences that prepare them for a lifetime of leadership. Instilled with courage, confidence, and character, Girl Scouts are poised to take on the world's greatest challenges—equity, sustainability, mental health, and more.

Girl Scouts of the Jersey Shore is an inclusive network of over 12,500 girls and volunteers united by a sisterhood of shared values and actions. Our volunteers, board members, staff, lifetime members, alumnae, and supporters, power the opportunities for every girl to conquer their fears and pursue their dreams.

In this Annual Report, we outline our commitments, actions, and achievements, as well as our next steps in building and strengthening our Movement.

We are very proud of the progress we have made. Our mission inspires us, and it is your engagement, your dedication, and your support that encourages us. We know there is more work to be done to inspire girls to seek out new ideas and learn about the world around them, to empower them to stand up for what they believe in, and to support them in their quest to discover who they are and who they want to be. Together, we will continue to champion girls' ambition, invest in their dreams, cheer them on, and show them what's possible.

Yours in Girl Scouting,
Heather & Teri



2022-2023 Highlights



We served
8,214 Girl
Scouts with help
from **3,929**
wonderful
volunteers



230 girls earned their
Mental Wellness Patch



254 Gold, Silver, &
Bronze Award Girl Scouts



Hosted the
Young Women's Leadership
Summit for **75** girls



As part of
the GSUSA
Tree Promise
Patch
Initiative,
Girl Scouts
have pledged
to plant
5 million
trees in
5 years.



529 Girls in
low or no cost
troops in **17**
schools in
Monmouth and
Ocean counties



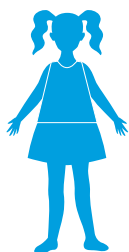
940 Campers attended
our summer camps



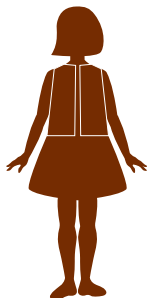


Membership

Girl Scouts of the Jersey Shore values diversity and inclusiveness, reaching out to girls in every neighborhood and every zip code throughout Monmouth and Ocean counties.



1,156
Daisies



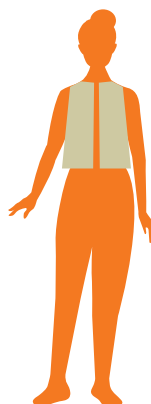
2,601
Brownies



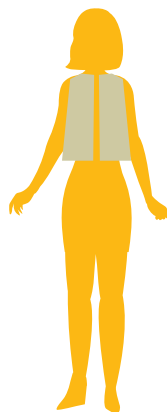
2,048
Juniors



1,682
Cadettes



428
Seniors



299
Ambassadors

During the 2022-2023 membership year, Girl Scouts of the Jersey Shore served **12,143 members**

Our Girl Scouts belonged to **840 troops**

In underserved communities, 529 girls joined 17 troops, discovering leadership skills that will help them make their dreams become a reality.

8,214
Girl
Members

3,929
Adult
Members

840
Troops

12,143
Total
members

529 Girls served through
Outreach troops













Cookie Sales:

6,034 Girl Scouts participated in the 2023 Cookie Program

Total Boxes of Cookies Sold
980,254

Cookies by type:

-  Thin Mints - 26%
-  Samoas - 18%
-  Tagalongs - 15%
-  Adventurefuls - 9%
-  Trefoils - 9%
-  Do-Si-Dos - 8%
-  S'mores - 7%
-  Lemon-Ups - 6%
-  Toffee-tastic - 3%
-  Raspberry Rally - 1%

The Girl Scout Cookie Program

What started as a bake sale in 1917, has grown into the largest girl-led entrepreneurial business. The Girl Scout Cookie Program helps girls learn and develop real world skills and learn to think like entrepreneurs.

Top 10 Cookie Participants:

Heather W, Olivia E, McKenna L, Evelyn E, Sierra O, Taylor B, Lily C, Elora W, Holly R, Ava P

Featured Programs



Amazing Women

Every month, we celebrated a different iconic amazing woman! Girl Scouts learned about groundbreaking women and their accomplishments, found inspiration, and earned monthly patches.

200 Girl Scouts from across the country participated.



GIST



Georgian Court University

Girls in Science & Technology Program

30 girls served

Earning 5 STEM badges

Young Women's Leadership Summit
75 Girl Scouts attended



Outdoors/Camp

348 girls
attended Camp
Amity Acres

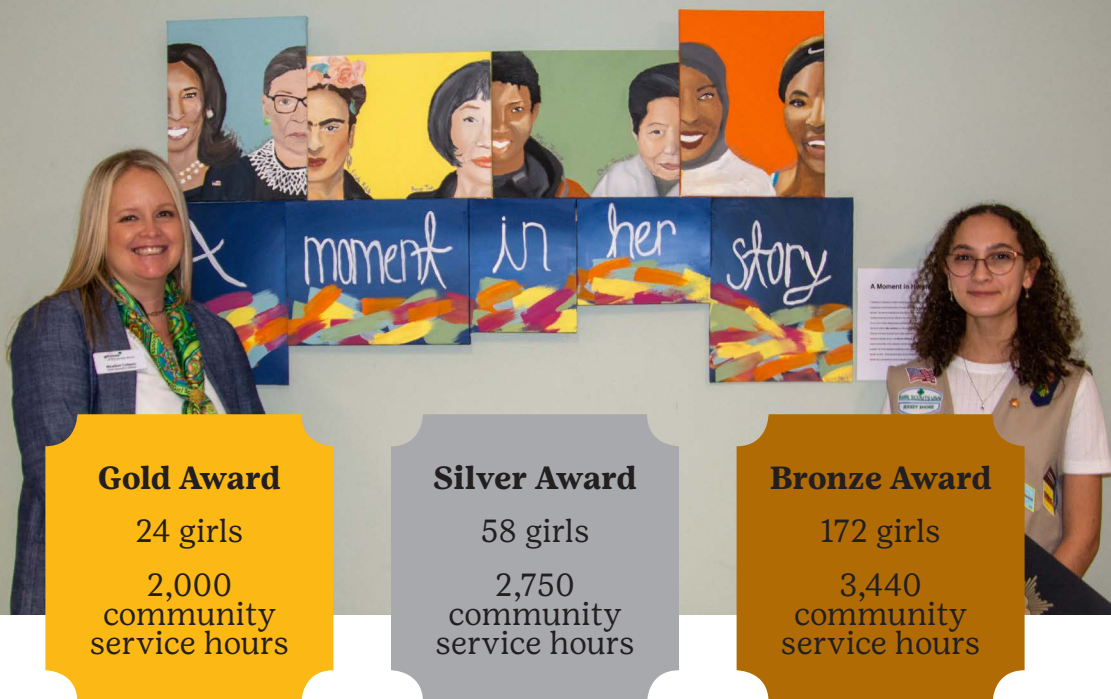
592 girls
attended Camp
Sacajawea

Camp Amity Acres in Waretown and Camp Sacajawea in Farmingdale

offer girls extraordinary outdoor experiences and have become a fundamental part of the Girl Scout experience. When girls spend quality time outdoors, they thrive physically, emotionally, and intellectually, while creating friendships and memories to last a lifetime.

Lead U camp Takeover
180 campers for 1 week

Jersey Shore River Runners



Higher Awards

Bronze, Silver, and Gold Award Girl Scouts have addressed issues they're passionate about by planning and implementing a project to make a difference in their community and the greater world.

Total Kiefer
Stevens
Scholarships
Awarded: **10**

Total support
provided: **\$12,500**

Going for the Gold

Gold Award Girl Scouts are the dreamers and the doers who take “make the world a better place” to the next level. The Girl Scout Gold Award is the mark of the truly remarkable—proof that not only *can* she make a difference, but that she already has. Seniors and Ambassadors who earn the Gold Award tackle issues that are dear to them and drive lasting change in their communities and beyond.

Gold Award Scholarship: Vivianna Onofrietti

Better with Books.

Vivianna led a team to build book stations made from wood, holding over 1,250 multi-level donated books, for children of homeless and domestic violence shelters. Her project aimed to alleviate the lack of available books for children in shelters and the impact of this on their declining interest in reading. Through hard work and determination, Vivianna collected over 1,000 books. She cleaned and sorted the books by age and reading levels. She then nailed, drilled, glued, painted, and personalized book stations. The shelters have agreed to continue collecting books from the community so that the bookcases will be filled for years to come.

“I am an advocate of the life gifts that Girl Scouts brings of teaching greater confidence and serving others to make the world a better place. One of my greatest passions is reading. I believe reading truly enhances a person’s life, as well as research showing it improves brain function and memory. This is exactly why I completed my Gold Award project on providing multi-level books for children in family shelters, and domestic violence shelters, because I couldn’t imagine denying a child the benefits of reading. I am truly honored to have received a gold award national scholarship for my dedication and intense work for these children who deserve the same opportunities as us all,”
Vivianna Onofrietti.



A Community Supporting Girls



March 8, 2023 | Asbury Lanes

Raised: \$30,950



April 19, 2023

Eagle Oaks Golf & Country Club

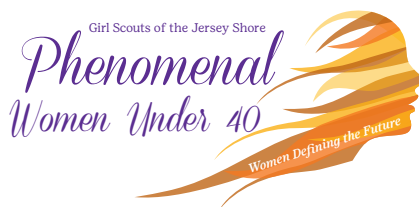
Raised: \$110,930



June 5, 2023

SunEagles
Golf Club

**Raised:
\$46,485**



September 20, 2023

GSJS Program Activity Center

Raised: \$58,305

Financials

Revenue:

- Product Program (Sales)
\$3,362,413
- Contributions, Bequests, Grants
& Events (includes private and
public funding) \$482,671
- Merchandise \$63,304
- Program \$121,170
- Camp \$904,166
- Investment, Rental, Misc.
\$907,900
- PPP Loan Forgiveness \$597,189



Expenses:

- Programs Services, including
camp \$4,807,704
- General & Administration
\$436,427
- Fundraising \$193,040
- Surplus/Deficit \$790,771



For the year ending Sept 30, 2023

Thank you

for investing in girls who will change the world!

Your financial investments enable us to offer more girls the skills and opportunities they need to excel and lead. A very special thank you to everyone who generously supported Girl Scouts of the Jersey Shore in 2022-2023.

We gratefully acknowledge all our generous donors.

\$25,000 - \$50,000

PM & MJ Galanti
Foundation
The Jules L.
Plangere, Jr. Family
Foundation, Inc.
Wells Fargo Bank
N.A.

Estate of
Mildred B. Hughes
Jersey Shore
BlueClaws

Manasquan Bank

Monmouth
Medical Center

New Jersey
Natural Gas

Newport
Capital Group

OceanFirst
Foundation

Teri O'Connor

Order of the
Evergreen-GSJS
Alumni

PNC Institutional
Asset Management

iCode School,
Shrewsbury
Lakeland Bank
Maureen Lloyd
Lorrie Losapio

Manasquan
Bank Charitable
Foundation

Monmouth Plastic
Surgery - Dr. Gregory
Greco

Ocean County
Business
Development &
Tourism

Ocean County
Vocational Technical
School

Parcells Plastic
Surgery LLC

Pine Belt Auto Group
PriceWaterhouse-
Coopers

Red Arrow
Technologies LLC
SUNNIE Skincare

Ali & James (Jay)
Whalen

\$10,000 - \$24,999

The Citta
Foundation, Inc.
Garden State
Trust Company
Grunin Foundation
Horizon Blue Cross
Blue Shield of NJ
Marie McCool
Charitable Trust
Monmouth Park
Charity Fund

\$2,500 - \$4,999

Causeway Family of
Dealerships

The Competitive
Advantage
Companies

DM DiLella Family
Foundation

ENCON

FSD Enterprises, LLC

\$5,000 - \$9,999

American Council
of Engineering
Companies of NJ
Aspire Technology
Partners
HFA Holman Frenia
Allison PC

\$1,000 - \$2,499

A & E Clothing Corp.
 Bayshore Family of
 Companies
 Beacon Planning
 & Consulting
 Barbara Birdsall Esq.
 Jonathan Luke Black
 FDN., Inc.
 Brookdale
 Community College
 The Brunetti
 Foundation, Inc.
 Coffee Corral, LLC
 Community
 FDN of NJ
 Community
 Medical Center
 ConnectOne Bank
 Cooperative
 Communications, Inc.
 Amy Eschinger
 Maria Farhat-Tanzola
 Foley, Inc.
 Fulfill
 The Gravina Family
 Foundation
 Hackensack Meridian
 Health
 Hierung, Dupignac,
 Stanzione & Dunn, PC
 Lauren Holman
 Heritage Point
 Women's Group
 I Pink I Can, A NJ
 Nonprofit Corp.
 Dr. Kohli & Dr. Knight
 Kevin Leahy
 Local 400 IBEW
 Monmouth County
 Board of County
 Commissioners
 Brian Murphy

Gloria Nilson
 OceanFirst Bank
 Owen, Little &
 Associates, Inc.
 Kate Roselli
 The Rotary Club of
 Toms River
 Helene Ruggieri
 Jacqueline Shea
 SHI International
 Corporation
 Soroptimist
 International LBI
 Stillwell-Hansen, Inc.
 Bonnie Torcivia
 Trophy Nut
 Vito Mazza
 Salon & Spa
 The Webster
 Apartments
 Woodhaven Lumber
 & Millwork

\$500 - \$999

AmazonSmile
 Foundation
 Rich Angowski
 Paige Baran
 Joan Basilotto*
 Beale AMV
 Holdings LLC
 Bil-Jim
 Construction, Inc.
 Lawrence P.
 Cagliostro
 Samantha Cantwell
 CentraState
 Healthcare
 Foundation
 Joanne Chapman
 Heather Coburn*
 Laura Coccaro

The Kaitlyn Leigh
 Duckworth
 Memorial Fund
 Garden State Law
 Enforcement Officers
 Association
 Kathleen (Kate) &
 Peter Eovino
 Robert Fritz
 Robert Frontera
 Jarrod Grasso
 George & Ruth Harms
 Foundation, Inc.
 Joseph M. Kyrillos
 L & L Paving
 Company, Inc.
 Rena Levy
 The Links, Inc. Jersey
 Shore NJ Chapter
 Mazza Recycling
 Services, Ltd.
 Amy & Robert
 McLane
 Monmouth
 County Clerk
 Monmouth County
 Sheriff's Office
 New Jersey
 Resources-Corporate
 Louise Olshan
 Pungello CPA LLC
 Jenna Rosenfeld
 Carla Scarabino
 Society for the
 Prevention of Teen
 Suicide
 Soroptimist
 International of
 Central Jersey
 Thomas Trageser
 Troy's Tree Service
 Urner Barry
 Publications, Inc
 George P. Vanderveer

Post 129	Victoria Flynn	Mental Health Assoc. of Monmouth County
Jason Volk	Renee Foggia	Monmouth University
Marion Warren	Frank's Big & Tall Men's Shop	Brianne Montella
Nicole & David Weeks*	Frantasy Enterprises, PR Firm	New Jersey Shares, Inc.
Morris & Clara Weshnak Family Foundation	French & Parrello Associates	NorthStar Strategies
Scott Witherspoon	Michelle Fritz	Krista Olsen
	Jean Gardner	Jack & Eileen Oujo
	GDBS Distributors	Paxman US, Inc.
\$250 - \$499	Eric Gelb	Tony Perry
Bahiyyah Abdullah	Brielle Giacchi	Theresa Peterson*
Karen Adam*	Cheryl Grant	PNC Private Bank
Allied Fire & Safety Equipment	Jasmin Grasso	Mary Portway
American Association of University Women	Janelle Griffith	Stephanie Reynolds
Cristina Amyot	Ocean County Commissioner Ginny Haines	RNL Enterprises, LLC
Cindy Arnone	Tracy Handerhan	RWJBH/MMCSC Foundation
Rachel Baran	Hecht Family Foundation, Inc.	Rosalind Seawright
Shawanda Beale	Jody Herkloz	Penny Shank*
Beauty Foundation For Cancer Care	HighPoint	M.V. Silveri & Sons
Bil-Jim Construction Co., Inc.	Maureen Honecker*	Desiree Smalls
Bridging the Gap for Veterans, Inc.	Howard Beale Agency, Inc.	Evelyn Strain
Diane Lee Brock	Cassandra Ingram	Veronica Stubbs
Nancy Casey	Jersey Mike's Subs	Linda Thompson
Tara Chalakani	Jersey Shore Chamber of Commerce	UBS Financial Services, Inc.
Alice Chapman- Minutello	John Klein	Coney Waffle
Elizabeth Daloisio	Robin Klein	D Wegman & Assoc., LLC
Delicious Orchards	Susan Kyrillos	Kathleen (Kathy) West
Carley Dietrick	Kelly Ledet	Betty White
Dominick DiRocco	Long Branch Public Schools	Bertha Williams- Pullen
The D'Onofrio Foundation	Shani Love	Michael Winter
Laura Erdo	Maria Maher	Cing-Yuen Wong*
Barbara & Joseph Fitzgerald	TJ Mann	YMCA of Greater Monmouth County
	Timothy McAloon	Tasha Youngblood-Brown

Amy Zambrano
John Zawadzki

\$100 - \$249

Always Supporting
Our Military
Linda Ambis
Robin Antonelli
Apex Solutions
Group LLC
Nicole Bacak
Christina Baldino*
Lenora Beale
Brian Benjamin
Victoria Berner
Robin Blair
Danielle Brandon
Jennifer Brown
RJ Bubadias
Cathleen M. Carroll*
Causeway Ford/
Lincoln
Liz Cellini
CentraState
Healthcare
Foundation
Thomas Cesareo
Bonnie Chankalian*
Aileen Christiansen*
JoAnne & Richard
Collins
Marcell Colmer
Lauren Colon
Lisa Combs
Carly Conover
Kelly Cooke
Costco Wholesale
Corporation
Cowleys Pest Service
Barbara Cruz
Lorenzo Dangler

Regan & Tony
Debenedetto
Danielle Dellett
Gayle Dettlinger
Jaimie Diaz
Bill DiBianca
Vivian DiLella*
Judy L. Dolcy
Kathrine Dwyer
Catherine Dzubaty*
Christine Filosa*
Beth Fitzgerald*
Freehold Area
Branch AAUW
Diane Friel-Padlo*
Jackie Garbe*
Susu Garcia*
Mollie Giamanco
Steven Giampiccolo
Max Giunta
Grande Brothers, Inc.
Roxanne Grise
Erin Halat*
Diane Hinton
Jennifer Holmes
Sharon Hood*
Maureen Hooker
Maria Importico
Kathryn Jones*
Dana Kepler
Kiwanis Club of LBI
Linda Klose*
Anna Kosco
Jaclyn Kosco*
Renee Kurowski,
Ph.D.
Victoria Lawrence
Jennifer Lee*
Linda Lennon*

Dyanne Lepold
Collins, Vella &
Casello, LLC
LULU's Lingerie LLC
Bramley Maber
Valerie Mahon*
MariaTeresa
Maisano*
John Martingano
Dena Mayo*
Chris Mazzarella
Erika McCann
Robert McDaid
Kayla McDevitt
Christine McNamara
Patricia Micale
Sandra & H. William
Mullaney
Martha Nace*
Alexander Napoli
Mary O'Brien
Ocean County
Camera Club
Corinne Oppito
Martha O'Rourke,
DVM
Arline Pelton
Stacy Petti*
Noreen Rick
Catherine Robichaud*
Gilda Rogers
Diane Rokkos
Danielle Ruggiero
Valerie Ryan
Salon Kokopelli
Janet Sarratt*
Ariel Savatter
Shari Scaramuzzo
Marie Scatorchia

Eva & Stephen
Scholfield
Joseph Schwimmer
Mary Scott
Roberta Sheridan
Sheila Slavick
Stephanie Smida*
Sally Smith
Maureen Somers
Kristen Somerville

Soroptimist
International of
Toms River
Carol Steider*
Heather Stout
Jen Suresh
Susan Halsey, Ph.D.*
Jacqueline Taylor
TRAVELSMITHS
Troop 50047

United Way of
Monmouth & Ocean
Counties
Melissa Baran Urstadt
Marguerite & John
VanDorpe
The Venn Group
Thomas Whartnaby
Wendy Wolf
Patricia Zakar*

* Platinum Leaders | We apologize for any incorrect listings, misspellings, or omissions.

In Memoriam

**In Loving Memory of
Margot Cacciatore**
Janis Renz

**In Loving Memory of
Linda Duffield**
Helen Schroeder

**In Loving Memory of
Tamzon Louise Fagan**
Laura Wallace

**In Loving Memory of
Venice Gates**
Barbara Devlin

**In Loving Memory of
Mike Kzirian**
Louise Olshan

**In Loving Memory of
Norma Todd**
Antoinette Clay

**In Loving Memory of
Cindi Van Brunt**
Marielaina LaRosa

Tributes

In Honor of Lois DeConca
Bank of America

In Honor of Rebecca Ferriolo
Carolyn Hordichuk

In Honor of Melissa Frazer's Birthday
*Liz Anne, Ginny Jasnowitz & Melissa
Murray*

In Honor of Susu Garcia & Stacy Petti
Christina Viahos

**In Honor of Linda Ann Horvath's
Birthday**
Agnes Kelso & Wulla Mae

In Honor of Judith Kramer
Philip Rosen

In Honor of Jacki Mullis' Birthday
Beth Mortenson

**In Honor of
Lynnette & Kristin Ramsay**
Cing-Yuen Wong

In Honor of Carrie White's Birthday
Melinda Leone & Carrie White

The Juliette Gordon Low Society

The Juliette Gordon Low Society was established to honor individuals who have included Girl Scouts of the Jersey Shore in their estate plans.

We are grateful for this powerful gesture and for these members' dedication to our mission.

Bahiyyah Abdullah
Muriel Beekman
Barbara Birdsall, Esq.
Rachel Castellon ♥
Jennifer Cody
Maureen Crinigan
Lynn Davis
Maria Farhat-Tanzola ♥
Elizabeth Gallo ♥
Mary Anne Gearing
Frances Golden
Virginia Haines
Thomas Halpin
Susan Halsey
Allison Havemann
John Holterhoff
Carolyn Hordichuk
Mildred Hughes
Mary Johnson
Elizabeth Kelly ♥
Patricia Kurz
Roland and Dorothy Lewis
Nancy Lewis
JoAnn McCann

Susan McClure
Doris McCluskey
O'Meara Financial Group
Martha O'Rourke, DVM
Megan Osborn ♥
John and Priscilla Oughton
Carolyn Pine
Richard Renzulli
Charles Richter
Linda Rieche
Barbara Romaine
Ann Scott
Roberta Sheridan
Patricia Tuting
Harry Weisfeld

♥ *Dianne Belk & Lawrence Calder
Girl Scout Movement-wide
Challenge Planned Gift*

♥ *Erik and Eva Andersen Girl
Scout Movement-wide Challenge
Planned Gift*

Our Mission

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

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.

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.

**Members may substitute for the word God in accordance with their own spiritual beliefs.*

girl scouts 
of the jersey shore

