



2023 - 2024

Annual Report



# Leadership & Governance

**Teri O'Connor** *Board Chair* 

Jacqueline K. Shea First Vice Chair

**Jaimie Diaz**Second Vice Chair

Barbara Birdsall, Esq.

Third Vice Chair

Lauren Holman
Treasurer

Bob McLane Secretary

# Members At Large

Alexis Bailey
Dr. Charles Ford
Jody Herkloz
Jaclyn Kosco
Dr. Michael Maschi
Brian Murphy
Ann Petronaci
Heather Stout
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

### **COUNCIL SHOP**

Monica Bason-Lynch, *Assistant Director of Retail Experience*Kathy Jones, *Retail Experience Specialist* 

### DATA MANAGEMENT

Linda Lennon, Quality Assurance Data Analyst

### FINANCE

Chelsea Kaufmann, *Assistant Director of Finance* Mini Gandhi, *Finance Support Specialist* 

### FUND DEVELOPMENT

Valerie Ryan, Fund Development Manager

### **MARKETING & COMMUNICATIONS**

Kayla Prendergast, Assistant Director of Marketing and Creative Design Adar Darnov, Graphic Designer

#### MEMBER SUPPORT

Kimberly Farrell, *Assistant Director of Membership Experience* 

Aileen Christiansen, Membership Support Specialist Lauren Colon, Membership Support Specialist Barbara Cruz, Membership Support Specialist Ivonne Varela, Membership Support Specialist

#### MEMBERSHIP

Kristen Somerville, Director of Membership Experience

Angela Cora, Assistant Director of Community Engagement

Penny Shank, Member Engagement Manager Tessa Becker, Recruitment Manager Jillian Casey, Recruitment Manager Nancy Casey, Recruitment Manager Susan Bond-Masterson, Regional Engagement Manager

Gayle Dettlinger, Regional Engagement Manager

Valerie Mahon, Regional Engagement Manager Stacy Petti, Regional Engagement Manager

### PRODUCT SALES

C.Y. Wong, Director of Product Programs Jackie Garbe, Product Program Administrator

### **PROGRAM**

Joan Basilotto, Director of Girl Experience Steph Smida, Camp Experience Manager Devin Carrick, Girl Experience Manager Susu Garcia, Girl Experience Manager Jen Holmes, Girl Experience Manager Sirena Smith, Girl Experience Manager Addie Willuweit, Girl Experience Manager Patricia Carone-Curtis, Council Support Specialist

### **PROPERTY**

RJ Bubadias, Director of Property Rahmi Halk, Property Manager Chris Marks, Property Support

# 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

### **Camp Amity Acres**

133 Jones Road Barnegat, New Jersey 08005

**Monmouth Service Center** 242 Adelphia Road

Farmingdale, New Jersey 07727

### Camp Sacajawea 242 Adelphia Road Farmingdale, New Jersey 07727

**Program Activity Center** 127 Yellowbrook Road Farmingdale, New Jersey 07727





As I reflect on 2023, I am filled with immense gratitude for our dedicated volunteers, generous donors, passionate staff, and committed partners. Your support has been the driving force behind our growth, helping us increase our membership and expand programming while adapting to meet the evolving needs of today's girls.

I am especially proud of our initiatives in underserved communities. Through our partnership with the Monmouth County Commissioners, we

provided transformative summer camp experiences that empower girls, regardless of their financial circumstances. We introduced programming that opens diverse opportunities for all Girl Scouts, while maintaining strong financial stability.

As we look to the future, we are committed to empowering every Girl Scout to realize her fullest potential. Together, we will continue to inspire the leaders of tomorrow.

Thank you for believing in the transformative power of Girl Scouting.

Yours in Girl Scouting, Heather Coburn, CEO





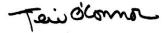
As I wrap up my term as Board Chair, I reflect on the incredible journey we've shared. Serving this vibrant community of girls, leaders, and supporters has been an honor. I'm proud of all we've accomplished together - witnessing our Girl Scouts tackle challenges, engage in meaningful service projects, and build friendships that will last a lifetime. Their passion and dedication inspire me every single day.

I want to extend my heartfelt thanks to our dedicated volunteers and staff. Your unwavering commitment

and hard work have created an environment where our girls can thrive and become confident leaders.

As my term ends, I'm excited about the future of our organization. The foundation we've built will continue to empower young women to embrace their potential and make a positive impact. Thank you for allowing me to be part of this journey. I can't wait to see all the incredible things our Girl Scouts will achieve in the years to come.

Yours in Girl Scouting, Teri O'Connor



# 2023-2024 Highlights







226 Gold, Silver & Bronze Award Girl Scouts completed over 7,200 hours of community service



Kiefer-Stevens Memorial Scholarship: **\$12,600** distributed to **10 Graduating Ambassadors** 



125,982 Boxes of cookies donated for local frontline workers. Hometown Heroes and food banks



Hosted the Young Women's Leadership Summit for 125 Girls



**120** Girl Scouts from underserved communities attended 2 weeks of summer camp (thanks to Monmouth County Board of Commissioners)

**767** Girls served through no cost staff led troops in underserved communities.





## **Our Membership**

What started as a single troop in Savannah, Georgia, has blossomed into the largest girl-serving organization in the world. This vast sisterhood includes 2.5 million Girl Scout members across the United States and overseas, and 10 million Girl Guides in 146 countries.

8,545 Girl Members **3,019**Adult
Members

**863** Troops

**1,126**Lifetime
Members

**12,690** Total Active Members



• 2,560 Daisies • 2,534 Brownies • 1,736 Juniors • 1,120 Cadettes • 338 Seniors • 257 Ambassadors





6,048 Girl Scouts participated in the 2024 Cookie Program

Total Boxes of Cookies Sold 891,903

## **Cookies by Type:**



Thin Mints® - 28.3%



Caramel deLites® - 17.4%



Peanut Butter Patties® - 14.7%



Lemonades® - 9.8%



Adventurefuls® - 8.4%



Peanut Butter Sandwiches - 8.1%



Trefoil® - 7.3%



Toast-Yay® - 4.4 %



Gluten Free Caramel Chocolate Chip - 1.6%

# Top Cookie Sellers:

**Evelyn E** (3000) **Sierra O** (2792) **McKenna L** (2774) **Olivia E** (2564) **Taylor B** (2156) **Holly R** (1685) **Kylie R** (1462) **Emma C** (1331) Amelia C (1275) Francesca C (1268) Isabella T (1268)

### **Fall Product Program:**

2,366 Girl Scouts participated in the 2023 Fall Product Program



# **Programs**

**Programs** Offered

320



Program **Participants** 

7,800





# Girl Scouts of the Jersey **Shore Robotics Team**

"The TranSisters" FTC Team 6934 made it to STATES winning the Connect Award, 3rd place nominee for Inspire Award, 1st Place for Tech Challenge and 2nd Place for Motivate Award.





# **Outdoors/Camp**

Over 200 Girl Scouts received over \$150,000 in financial aid for camperships.

Kids World Record for the most s'mores eaten at one time: 183



1,008 Campers attended camp

**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.

30 Girl Scouts

Pursued leadership opportunities at camp

# **Higher Awards**

### **Gold Award**

27 Girl Scouts 2,000 +community service hours

### **Silver Award**

44 Girl Scouts 2,200 +community service hours

### **Bronze Award**

155 Girl Scouts 3,000 +community service hours



78% of Gold Award Girl Scouts say earning their Gold Award helped them get into college or graduate programs. - Reported by Girl Scout Research Institute

The Girl Scout Gold Award, Silver Award, and Bronze Award allow Girl Scouts to prove they've got what it takes to build a better today and tomorrow.

All three awards give girls the chance to do big things while supporting an issue they care about.

### Gold Award Scholarship: Francesca Scibilia Summertime...to Give!

For her Gold Award Project, "Summertime...to Give!," Francesca addressed the year-round need for donations at children's hospitals. While these hospitals receive plenty of support during the holidays, donations often decline in the summer months, leaving them short on supplies. To combat this issue, Francesca focused on raising awareness and fundraising for the Bristol Myers Squibb Children's Hospital, which included a donation of a Nintendo Switch and various games.

Francesca published an article in her local newspaper and reached out to organizations such as the American Academy of Pediatrics, the National Pediatric Cancer Foundation, and the Children's National Hospital Foundation. To ensure the project's sustainability, Francesca partnered with Allentown High School's National Honor Society, encouraging them to continue this initiative as part of their charity events.

"Over the past 13 years, my involvement with Girl Scouts has been one of the most rewarding experiences of my life. My Girl Scout Gold Award project allowed me to apply my experiences and instilled a deep sense of pride. I'm

grateful to have made a positive impact through my project, and hope it inspires others to create change in their communities, no matter the obstacles. Every small action contributes to a larger difference. I am honored to receive this scholarship and appreciate the opportunities provided by the Girl Scouts of the Jersey Shore."

Francesca Scibilia



# **A Community Supporting Girls**





March 6, 2024

**Asbury Lanes** 

Raised: \$26,435

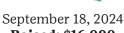




April 17, 2024

TillingHouse at Suneagles

Raised: \$172,085



Raised: \$16,090







August 5, 2024

Eagle Oaks Golf & Country Club

Raised: \$55,570



September 18, 2024

GSJS Program Activity Center

Raised: \$50,402

## **Financials**

### Revenue:

- Product Program (Sales) (Net) \$3,782,463
- Contributions, Bequests, Grants & Events (includes private and public funding) \$621,791
- Merchandise (Net) \$141,515
- Program \$216,023
- Camp \$1,229,077
- Investment, Rental, Misc \$1,195,538



### **Expenses:**

- Programs Services, including camp \$5,362,243
- General & Administrative \$372,899
- Fundraising \$350,002

Surplus/Deficit: \$1,101,263

For the year ending Sept 30th, 2024



Disclaimer Regarding Financial Statements: The financial statements included in this annual report have not been audited. Therefore, they may not fully reflect the financial position or results of operations of the organization.

# Thank You

for investing in girls who will change the world!

Girl Scouts of the Jersey Shore gratefully acknowledges the donations from our donors and funders who made an investment in local Girl Scouts. The following list represents all donations totaling \$100 or more between October 1, 2023 and September 30, 2024.

### \$25,000 - \$100,000

Attentive Energy

PM & MJ Galanti Foundation

Monmouth County Board of County Commissioners

Monmouth Park Charity Fund, Inc.

The Jules L. Plangere, Jr. Family Foundation, Inc

New Jersey Department of Community Affairs (DCA)

### \$10,000 - \$24,999

The Citta Foundation, Inc.

Garden State Trust Company

Horizon Blue Cross Blue Shield of N.J.

Marie McCool Charitable Trust

McKinsey & Co.

New Jersey Natural Gas OceanFirst Foundation

Carol Stillwell. Stillwell-Hansen, Inc.

### \$5,000 - \$9,999

Aspire Technology Partners

Law Offices of Donald F. Burke

**ENCON** 

Jersey Shore BlueClaws

Teri O'Connor

Order of the Evergreen, Girl Scouts of the Jersev Shore Alumni

PNC Institutional Asset Management

RWJBH Monmouth Medical Center

Wells Fargo

### \$2,500 - \$4,999

American Council of Engineering Co of NJ

Bright Harbor Healthcare

Causeway Family of Dealerships

Hackensack Meridian Health

HFA Holman Frenia Allison PC

IBM

Lorrie Losapio

Manasquan Bank

OceanFirst Bank

Ocean County Business Development & Tourism

Ocean County College

PriceWaterhouseCoopers LLP

### \$1,000 - \$2,499

A & E Clothing Corp.

Baldwin Group, JCS Insurance

Bil-Jim Construction Co., Inc.

Barbara Birdsall Esq.

Jonathan Luke Black FDN. Inc.

Diane Brock

Brookdale Community College

CentraState Heathcare Foundation

Coffee Corral, LLC

Community Foundation of NJ

Cooperative Communications Inc.

Corporate Synergies

Eosso Brothers Paving Federal Home Loan Bank of NY FSD Enterprises, LLC Glendenning Mortgage Corp. Vin Gopal Civic Association Dr. Gregory Greco. Monmouth Plastic Surgery Grunin Foundation Anil Gupta Joanne Harmelin Jody Herkloz Hiering, Dupignac, Stanzione & Dunn, PC Carolyn Hordichuk HP Women's Group William Hrehowsik Radaelli Industries Junior League of Monmouth County Kristine Kadela Dr. Manpreet Kohli Susan & Joseph Kyrillos L & L Paving Kevin J. Leahy Dr. Grace Lepis Local 400 IBEW Macy's/Bloomingdale's Christopher Marzarella Mazza Recycling Services Ltd Brian Murphy New Jersey Resources Gloria & Lennart Nilson Ocean County College

Foundation

Ocean County Vocational Technical School Louise Olshan Owen, Little & Associates, Inc. Palmer & Cay, LLC Pilgrim Baptist Church Pine Belt Chevrolet Piper Sandler Raisin Red Arrow Technologies LLC The Rotary Club of Toms River Diane Rhine Kate Roselli RWJBH, Community Medical Center SAP Carla Scarabino\* Shoppers Wharf, LLC Shore Capital Holdings, Inc. Shore Point Distributors Stiefel, Nicolaus & Co. Inc. Trophy Nut Utility & Transportation Contractors Vito Mazza Salon & Spa

Walmart Jav Whalen Jackie Williams Wintrode Family Foundation Cing-Yuen Wong\*

Woodhaven Lumber & Millwork

\$500 - \$999

Joan Basilotto\* Beacon Planning & Consulting Lon Bollenbacher Carolyn Cannon

Carluccio, Leone, Dimon, Dovle & Sacks Heather Caruso Lindsey Carver\* Natasha Castro Heather Coburn\* Pamela Coefield Laura Delacruz The Kaitlyn Leigh Duckworth Memorial

Fund Gail Dukas Easton Sports Development FDN II Amy Eschinger Maria Farhat-Tanzola George & Ruth Harms Foundation Inc. LADACIN Network Maureen Llovd

Amy & Robert McLane Lori-Anne McLane Monmouth University NJ Shares Inc. NY Waterway Ferry

Parcells Plastic Surgery, LLC.

James Plummer

Preferred Behavioral Health Group

Press Communications. LLC

Renaissance Women's Club

Jacqueline K. Shea SHI International Corp. Society for the Prevention of Teen Suicide Evelvn Strain\* Thomas Trageser Trinity Hall Troy's Tree Service Phyllis Troy Urner Barry Publications, Inc. Kathleen West

\$250 - \$499 Bahiyyah Abdullah Karen Adam\* Allied Fire & Safety Equipment Bayshore Recycling Corp. Roberta Beauford Nancy Casey\* Cisco Systems Confluent Health Angela Cora CoStar Group Cathy Davis Meghan Delanev Deloitte & Touche, LLC Derivative Path, Inc. Jaimie Diaz Serena DiMaso Dominick DiRocco The D'Onofrio Foundation Richard Donohue

> Barbara & Joseph Fitzgerald

**Enforcement Officers** Association Morgan Gaynor Eric Gelb Brielle Giacchi Hecht Family Foundation, Inc. Josh Hershkovitz Karina Imas Lysa Israel Chanta L. Jackson Kristopher James Company Jersev Shore Chamber of Commerce Danielle Jones Chelsea Kaufmann Janice D. Keener Anna Kosco Jaclyn Kosco\* Judith A. Kramer, Ph D Christina Lassik Ebone Lawrence-Smith Ed.D. Amelda Lee Joanne Lepis Long Branch Public Schools Art Martin Timothy McAloon Patricia McCully Karen McFadden Jeffrey McWeeney Rochelle Miller

Frantasy Enterprises, PR Firm

Morgan Frees

Diane Friel-Padlo\*

Garden State Law

Ann Mohamadi Monmouth County Alumnae Chapter Monmouth County Clerk Monmouth County Sheriff's Office Brianne Montella Mount Zion Faith Center Nicole Mount Sandra & H. William Mullanev Sylvia Pankey Point Pleasant Beach Rotary Club Wendy Price Chantva Roberson Bob Rosone Ann Scott Rosalind Seawright M.V. Silveri & Sons Sarah Slaght Wanda Smith Heather Stout\* Brenda Thompson Janet Torsney Troop 50457 United Way of Monmouth & Ocean Counties Jason Volk Robert Vota Janice Warner D. Wegeman & Associates, LLC Bertha Williams-Pullen Tasha Youngblood-Brown John Zawadski

### \$100 - \$249

William Adams Always Supporting Our Military Ashley Angelo Michelle Armstrong Mary Bageac Christina Baldino\* Nicole Batts Wayne Becker Divya Bhatt Katherine Bissell Allie Boyan Devon Brown **RJ** Bubadias Jennifer Burden\* Nicole Cameron Cathleen M. Carroll\* Tara Chalakani Bonnie Chankalian\* Tracev Chiles Aileen Christiansen\* Dana Cirincione Toni Clay Lauren Colon Erica Connor Maura Connor David & Margaret Conroy Rachel Corvasce Costco Wholesale Corporation Cowleys Pest Service

Russ & Donna Crosson

Barbara Cruz

Anne M. Davis

Barbara Davis

Precious Davis-Moore

Gayle Dettlinger Vivian DiLella\* Judy L. Dolcy Katherine Durante Kathrine Dwyer Catherine Dzubaty\* Tracey Edwards\* Shakeyva Edwards Vicki Fernandez Beth Fitzgerald\* Maninder (Mini) Gandhi Jackie Garbe\* SuSu Garcia\* Birgitta Gentles Stephanie Giampiccolo Goodwill Hose Company No 1 Greater Toms River Chamber of Commerce Ginny Haines Susan Halsey, Ph. D.\* Jennifer Harris-Jacobus Susan Hart Patricia Heaney\* Erika Hodge Lauren Holman Jennifer Holmes\* Maureen Honecker\* Sharon Hood\* David Horowitz Wendy Jaghab Amy Jaronczyk Kathryn Jones\* Jessica Jones Nykeirah Jones

Saundra Jordan

Casey Kehres

Jason Keller Etta Kelly Ruth Kirkner Kiwanis Club of LBI Salon Kokopelli Donald & Jeryl Krautle Claudine Krosnowski\* Denise Laguer Anne Marie Lavin Jennifer Lee\* Linda Lennon\* Daniel Leone Bramley Maber Lauren Maccaquano Valerie Mahon\* MariaTeresa Maisano\* Brooke Marra Robin Marra Nick Marra Lauren Marshall Patricia Ann Maxie Hagerman Dena Mavo\* JoAnn McCann Dorothea McCann Tamsen McLane Valerie McLaughlin\* Alexandra McMenamy Charles Melita Brynn Mosello Terri Mount Nicole Mount John Mount Cynthia Murphy Michael Nolan Brian Olt Mary Olt

Sheila Olt Meghan O'Neill Martha O'Rourke DVM Katarzyna & Nicholas Ortense Valerie Ortense PayPal Giving Fund Julie Peterson Theresa Peterson\* Lenore Pettiford Nicholas Pisacano Edith Poole\* Kayla Prendergast Kristin Pressman Annemarie Ouinn Nicole Rasmussen April Rose Ramirez

Kim Ramsey-White Marissa Razzoli Elizabeth Rechnitz Ceilie Reynolds Heidi Riley Penelope Rone\* Danielle Ruggiero Hardish Valerie Ryan Raymond Santiago Janet Sarratt\* Ariel Savatteri Nicholas Scarabino Michelle Sekowski Penny Shank\* Roberta Sheridan Jennifer Shufran

Nicolette Silviano Beverly Sirianni\* Chellise Smith Kristen Somerville Damaris Sotomayor Christopher Street\* Catherine Sutherland Swimming River Veterinary Hospital Inc. Tacoholics Brick LLC Jacqueline Taylor Joann Valentine Semaj Vanzant Nicole & David Weeks\* Betty White Patricia Zakar\* \*Platinum Leaders

### In Memoriam

In Loving Memory of **Anne Casey** Sherry Milchman

In Loving Memory of Dorothy (Dot) Craig Katherine Bissell Heidi Riley

In Loving Memory of Katie Maguire Cathy Ryan

In Loving Memory of Jean M. Moser Ruth Kirkner

In Loving Memory of Constance Ann Rommel

Alice Beese Susan Hart Charlene McCann Dorothea McCann JoAnn McCann

In Loving Memory of Jacquelin Woods Audrey Maxymuk Carole Robinson

### **Tributes**

**In Honor of Carolyn Cannon** Jennifer Golson

In Honor of Rebecca Ferriolo Carolun Hordichuk

In Honor of Grace Jones Jill Jones

In Honor of Sarah Jones Kathryn Jones

In Honor of Judith Kramer Philip Rosen

In Honor of Addison Lynch Kristina Fessel

In Honor of Nancy Peterson Junior League of Monmouth County

In Honor of Lynnette & Kristin Ramsay Cing-Yuen Wong

> In Honor of Ceilie Reynolds Christopher Marzarella

Great care has been taken to ensure the proper recognition of our donors. If an error or omission does occur, we sincerely apologize and hope you will bring it to our attention.

# 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 Lisa Combs Maureen Crinigan Lynn Davis Maria Farhat–Tanzola 💛 Elizabeth Gallo Mary Anne Gearing Frances Golden Virginia Haines Thomas Halpin Susan Halsey Allison Havemann Carolyn Hordichuk Mary Johnson

Elizabeth Kelly 💛 Patricia Kurz Nancy Lewis JoAnn McCann Susan McClure 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.



@girlscoutsjs







