

girl scouts of the jersey shore



Annual Report October 1, 2021 - September 30, 2022

Leadership & Governance

Teri O'Connor Board Chair

Nina Anuario 1st Vice-Chair

Jacqueline Shea 2nd Vice-Chair

Barbara Birdsall, Esq. *3rd Vice-Chair*

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Maria Farhat-Tanzola Secretary

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Council Staff

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Heather Coburn Chief Executive Officer Brie Montella Chief Operating Officer Dena Mayo Director, Office of the CEO

DATA MANAGEMENT

Linda Lennon Quality Assurance Data Analyst

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Carla Scarabino VP of External Affairs Kayla Prendergast Marketing and Creative Manager Valerie Ryan Fund Development Manager Joe Minnella Digital Storyteller Adar Darnov Graphic Designer

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Monica Bason-Lynch Retail Experience Manager Kathy Jones Retail Experience Associate

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Thomas Trageser Chief Financial Officer Terri Peterson Assistant Finance Director

MEMBERSHIP

Kelly McAllister Director of Recruitment Penny Shank Member Engagement Manager

Regional Engagement Manager: Susan Bond-Masterson, Gayle Dettlinger, Valerie Mahon

Recruitment Manager: Nancy Casey, Liz Cellini, Stacy Petti

MEMBER SUPPORT

Kristen Somerville Director of Membership Experience

Membership Support Specialists: Barbara Cruz, Lauren Colon, Aileen Christiansen, Ivonne Varela

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 11,000 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 Rd Barnegat, NJ 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

PRODUCT SALES

C.Y. Wong Director of Product Programs Jackie Garbe Product Sales Consultant

PROGRAM

Joan Basilotto Director of Program and Facility

Stephanie Smida Camp Experience Manager

Girl Experience Managers: **Devin Carrick**, **Susu Garcia**, **Addie Willuweit**

Patricia Carone-Curtis Council Support Specialist Jen Holmes Council Support Specialist

PROPERTY

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

Dear Girl Scout Family,

The year 2022 marked the 110th year of the national Girl Scout movement. Not only has this movement stood the test of time, but it remains ready, resilient, and relevant to offer all girls a proven model for developing courage, confidence, and character.

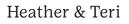
Now more than ever, there is an urgent need to provide all girls with support and encouragement. Girl Scouts offers girls a safe place to try new things, take risks, step outside their comfort zone and demonstrate leadership.

This year we've accelerated our initiatives to give girls the tools to become the next generation of powerful women leaders. We are working to create a more inclusive, diverse, and equitable organization where all girls have the chance to reach their full potential. We are proud to offer every girl, in these ever-changing times, a chance to prepare for a lifetime of leadership, adventure, and success.

We are grateful for our Girl Scout volunteers, board members, donors, and staff who provide support, guidance, and a sense of community for our girls. Together we will pull the thread of equality. We are grateful for the collaboration with community partners and organizations who believe in girls and know that their investment in Girl Scouts truly makes a

difference in the lives of every one of them.

Thank you for investing in the next generation of influential leaders.





2021-2022 Highlights



We served **7,872** Girl Scouts with help from **3,628** wonderful volunteers



Developed **Mental** Health Strategic Plan



220 Gold, Silver, & Bronze Award Girl Scouts



286 Badges and Journeys available for girls to discover something new in STEM, Life Skills and Outdoors



400+ Girls in low or no cost troops





Launched Innovation Station fundraising campaign, bringing **STEAM** activities directly to girls

927 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.

2,215 Daisies





1,715 Juniors

1,184 Cadettes

343 Seniors

271 Ambassadors

During the 2021-2022 membership year, Girl Scouts of the Jersey Shore served **11,800 members**

Brownies

Our Girl Scouts belonged to **816 troops**

In underserved communities, 417 girls joined Girl Scouts, discovering leadership skills that will help them make their dreams become a reality.



Product Sale Program

Cookie Sales: 5,864 girls participated in the cookie program

Total Boxes of Cookies Sold 991,030

Cookies by type:



Thin Mints - 26%

Samoas – 18%



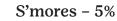
Tagalongs – 15%



Trefoils – 9%

Do-Si-Dos - 8%

Lemon-Ups – 6%



Toffee-tastic - 3%

Fall Product Sales: 2,424 girls participated in the fall product program Total Nut/Candy items sold: 86,222 Total magazines sold: 4,950

Top 10 Cookie Participants:

Taylor B, Klaire C, Lily C, Evelyn E, Lilyana E, Olivia E, McKenna L, Sierra O, Emily S, Heather W



Top 10 Fall Participants: Taylor B, Lily C, Evelyn E, Lilyana E, Olivia E, Kenzi M, Autumn N, Bailey O, Josephine O, Sierra O **Programs**



Members participated in GSJS Signature programs.



Members participated in outdoor programs

2,609 Badges earned

Programs Offered 2021-2022

10,948 members participated in Amazing Woman Series

182 members attended School's Out

We had 44 Programs On Demand

Amazing Women

Every month, we celebrate a different iconic amazing woman! Girl Scouts learn about groundbreaking women and their accomplishments, find inspiration, and earn monthly patches.



Outdoors/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.





389 girls attended Camp Amity Acres

538 girls attended Camp Sacajawea

33

camperships sponsored campers

sFun.org • 800.785.2090 9



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: Reagan Volk

Girl Scouts of the Jersey Shore congratulates Reagan Volk for earning the Girl Scout Gold Award Scholarship for her project "Mission Milkweed". The "Mission Milkweed" objective is to create a life-giving environment to protect and preserve the beautiful Monarch butterfly. The availability of milkweed has been severely diminished over the years due to overdevelopment, pesticides, and ornamental landscaping. Reagan provided her community with brochures and education about monarch conservation and handed out over 400 free milkweed and butterfly bush seed packets. Her project also included a beautiful "Mission Milkweed" butterfly bench, hand-painted by Reagan, which became a permanent part of Rumson's Riverside Park.

"I couldn't wait to become a Girl Scout when we moved to Rumson from New York City when I was in first grade. While my role as a Girl Scout has changed over the years, my local troop (Rumson 60967) is still going strong. We have evolved from cookie sales and field trips to important and very meaningful volunteer work, and I plan on always being involved in this amazing organization," Reagan Volk.



A Community Supporting Girls





March 9, 2022 | Asbury Lanes Raised: \$32,825



April 27, 2022 Eagle Oaks Golf & Country Club

Raised: \$191,605







June 28, 2022

Rumson County Club

> Raised: \$58,845



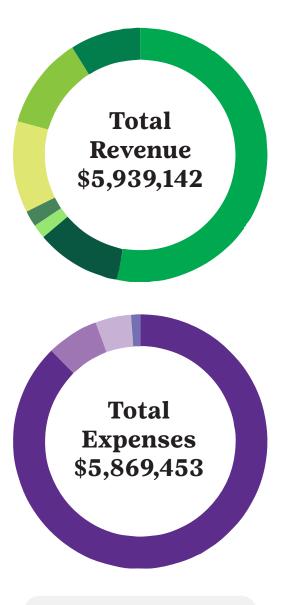


September 21, 2022 GSJS Program Activity Center **Raised: \$37,500**

Financials

Revenue:

- Product Program (Sales)
 \$4,108,506
- Contributions, Bequests, Grants & Events (includes private and public funding) \$847,728
- Merchandise \$138,492
- Program \$158,224
- Camp \$904,166
- Investment, Rental, Misc. \$914,604
- PPP Loan Forgiveness \$ 696,630



For the year ending Sept 30, 2022

Expenses:

- Programs Services, including camp \$5,207,801
- General & Administration \$390,311
- Fundraising \$271,341
- Surplus/Deficit \$69,689

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 2021-2022.

We gratefully acknowledge all our generous donors.

Over \$500,000

Monmouth County Board of County Commissioners

\$25,000 - \$50,000

PM & MJ Galanti Foundation

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

\$10,000 - \$24,999

The Citta Foundation, Inc. Grunin Foundation Doris B. McCluskey Trust Marie McCool Charitable Trust OceanFirst Foundation

\$5,000 - \$9,999

Aspire Technology Partners Brookdale Community College Commvault ENCON Garden State Trust Company

> Jersey Shore BlueClaws

John Ben Snow Foundation & Memorial Trust

> New Jersey Natural Gas

Teri O'Connor

PNC Institutional Asset Management

Pricewaterhouse-Coopers LLP Wells Fargo

\$1,000 - \$4,999

Amboy Foundation Thomas Ando Arnone Associates Bayshore Family of

Companies

Bogota Savings Bank

The Brunetti Foundation, Inc. Causeway Family of Dealerships

Center for Vocational Rehabilitation

> CentraState Healthcare Foundation

Cg Tax, Audit & Advisory

Coffee Corral, LLC

Community Foundation of NJ

Community Medical Center

Clyde H. Crofoot

Deloitte

Cindy Dundas

Essextec, A Converge Company

Ann Ferguson *

Robert Frontera

Hackensack Meridian Health

HFA Holman Frenia Allison PC

Hiering, Dupignac, Stanzione & Dunn, PC

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

HP Womens Group

Howard Katz & Jacqueline Shea

Maureen Lloyd

Lunch Break

Manasquan Bank

Mazza Recycling Services

Monmouth University

Monmouth Alumnae-GSJS

Monmouth Medical Center

Monmouth Medical Center-Southern Campus

Brian Murphy

New Jersey Resources-Corporate

Gloria Nilson

NorthStar Strategies

Ocean County Business Development & Tourism

Ocean County College Foundation

Ocean County Vocational Technical School

OceanFirst Bank

OceanFirst Foundation

Order of the Evergreen-GSJS

O'Scanlon for Senate

Owen, Little & Associates, Inc.

Perlmart, Inc. Pine Belt Auto Group

PNC Bank Institutional Asset Management **PNC Private Bank**

Red Arrow Technologies LLC

The Rotary Club of Toms River

S&A Molders, Inc.

SAP America, Inc.

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SHI International Corporation

Soroptimist International LBI

Maria Farhat-Tanzola

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Bonnie Torcivia

Trinity Hall

Jason Volk

Ali & James (Jay) Whalen

William Wilby

Wintrode Family Foundation

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\$500 - \$999

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Garden State Law Enforcement Officers Association

Girl Scouts of Central & Southern NJ INC

Vin Gopal

Cheryl Grant

Holt Construction

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John Lloyd

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Lunch Break

Robert & Amy McLane

Monmouth County Board of County Commissioners

New Jersey Resources

New Jersey Business & Industry Association

Northern Ocean Habitat for Humanity

NY Waterway

Ocean County Vocational Technical School

The Office Restaurant & Lounge

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Nancy Peterson

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Evelyn Strain*

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\$250 - \$499

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\$100 - \$249

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Linda Lennon * **Bramley Maber** Valerie Mahon * MariaTeresa Maisano * Lauren Marino Dena Mayo * Kellv McAllister Kevin McGrath Valerie McLaughlin Dawn Meehan Melanie Meuerle Molly Pitcher Chapter **198 OES** Yamira Montenegro Martha Nace * Ocean County Camera Club Pause to Thrive Megan Peterman Ann Petronaci * Stacy Petti * Shannon Phillips **PorterPlus Realty** Preferred Behavioral **Health Group** Kayla Prendergast Bertha Williams-Pullen Stephanie Ouinton Karen Rafiqi **Stephanie Reynolds** Noreen Rick Diane Rokkos Helene Ruggieri Danielle Ruggiero Kelly Ruggiero Loraine Russo Valerie Ryan

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Elizabeth White Anne Bonham-Yeager Anna Mae Yuhas John D. Yuhas Patricia Zakar * Zzak G. Applaud Our Kids Foundation

In Memoriam

In Loving Memory Of Joan Dee Gagnon Jonathan Brody

In Memory Of Margaret (Peggy) Levins Holly Harris

> In Memory Of Elaine Lyons Stephen Gattoni

In Loving Memory Of Ruth Pearson Anne Bonham-Yeager, Diane Crecca, Evelyn & Daniel Smith, Linda Klose, Nancy M Gargan, Patty Douglas

Tributes

In Tribute to Kristine Zulewski *The Competitive Advantage Companies*

In Tribute to Judith Kramer Shari Brink

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.



