

# **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* 

> Jaimie Diaz Treasurer

Maria Farhat-Tanzola Secretary

# Members At Large

Laura Coccaro Anne Davis, Esq. Dr. Charles Ford Jody Herkloz Lauren Holman Dr. Michael Maschi Bob McLane Jackeline Mejias-Fuertes Brian Murphy Ann Petronaci Judie Saunders, Esq. Veronica Stubbs Ben Waldron Jay Whalen

# **Council Staff**

#### **OFFICE OF THE CEO**

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

#### **EXTERNAL AFFAIRS**

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

### **COUNCIL SHOP**

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

#### FINANCE

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.

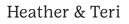
Now more than ever, there is an urgent need to provide all girls with support and encouragement. Girl Scouts offers girls a safe place to try new things, take risks, step outside their comfort zone and demonstrate leadership.

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:

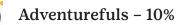


Thin Mints - 26%

Samoas – 18%



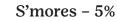
Tagalongs – 15%



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



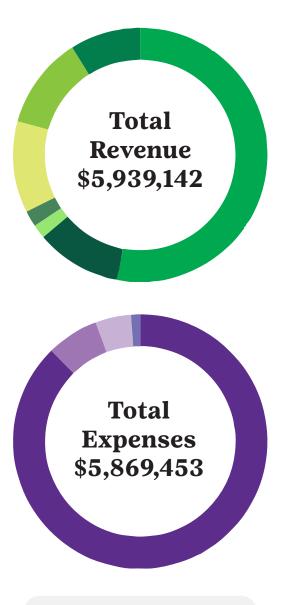


September 21, 2022 GSJS Program Activity Center **Raised: \$37,500** 

# **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.

Mary Sheridan

SHI International Corporation

Soroptimist International LBI

Maria Farhat-Tanzola

Tomorrow's Financial Services, Inc.

Bonnie Torcivia

**Trinity Hall** 

Jason Volk

Ali & James (Jay) Whalen

William Wilby

Wintrode Family Foundation

Woodhaven Lumber & Millwork

#### \$500 - \$999

A & E Clothing Corp. Asbury Park Press Joan Basilotto \* Barbara Birdsall, Esq. Board of Education City of Long Branch Theresa Boulos David Brown Vito Cardinale Joanne Chapman Heather Coburn \* The Competitive Advantage Companies Diane Turton Realtors **Amy Eschinger** 

Gammon Technical Products, Inc.

Garden State Law Enforcement Officers Association

Girl Scouts of Central & Southern NJ INC

Vin Gopal

**Cheryl Grant** 

**Holt Construction** 

Lawson Rescinio Schibell CPA

John Lloyd

Local 400 IBEW

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

Louise Olshan

Nancy Peterson

Kate Roselli

Saint Paul Lutheran Church

Carla Scarabino \*

Evelyn Strain\*

Urner Barry Publications, Inc Nicole & David Weeks \* Scott Witherspoon Cing-Yuen Wong \* Tasha Youngblood-Brown

#### \$250 - \$499

Karen Adam \* Alliant Boynton Allied Fire & Safety Equipment AmazonSmile Foundation **Cristina** Amvot Matthew Appel Dana Applegate Spencer Bailey **Beacon Planning &** Consulting Allison Braunstein Shari Brink Amelia Caverly Cirignano **Contracting Inc** Laura Coccaro Anne M. Davis **Delicious Orchards** Jaimie Diaz Dominick DiRocco The D'Onofrio Foundation Barbara & John Dunzelman Kathrine Dwyer **Dolores & Steve** Dzubaty \* Barbara & Joseph Fitzgerald **Renee Foggia** 

Frantasy Enterprises, **PR** Firm **Stephen Gattoni Georgian Court** University Goodwill Hose **Company No 1** Kara Gurrieri **Ginny Haines Colleen Healey** Hecht Family Foundation Inc. **HighPoint** Inzillo's Pizzeria Jersey Mike's Subs Judith A. Kramer. Ph.D. Lawrence Mayer Interiors M.V. Silveri & Sons Amv Mattison Toman\* Mary Catherine (Katie) Maverhoff **Christy McDonald** Lori Missig Monmouth-Ocean **Development Council** Brianne Montella Sandra & H.William Mullanev Kathy Murray Stacie Neumann Ocean County Federation of Republican Women, Inc. Ocean County YMCA Ocean Partnership for Children **Oliverie Funeral** Home

Krista Olsen-Dibsie Martha O'Rourke DVM Theresa Peterson \* **RWJBH/MMCSC** Foundation Lisbeth Ryan Ann Scott Rosalind & Joseph Seawright William Shipers Shore Pines Region Girl Scouts of the Jersey Shore George P. Vanderveer Post 129 Kim Waddv YMCA of Greater Monmouth County John Zawaszki

#### \$100 - \$249

Bahiyyah Abdullah Linda Ambis Asbury Park Music Foundation Nicholas Benevento Victoria Berner Alaina Bontales **Cheryl Bontales** Brina Book Jessica Borrero Elisa Borromeo Brilliant Environmental Services. LLC Lisa Brodeth-Carrick Jonathan Brody **RJ** Bubadias Christina Bucco \*

Kathleen & John Bukowiec Devin Carrick Maureen Caswell Lauren Catanzaro James Caverly Aileen Christiansen \* Britt Clarke \* Allison Clemente Pamela Coefield Hilary Cohen Lisa Combs Lauren Conrad Darrell Cook Costco Wholesale Corporation Ashley Countryman \* Nicole Countryman \* Al Covas **Diane** Crecca Barbara Cruz **Gayle Dettlinger** Serena DiMaso Judy L. Dolcv Sam Donio Morean Dorsey Patty Douglas Catherine Dzubaty \* Tracey Edwards \* **Especially For You** Florist & Gift Shop, Inc. Christine Filosa \* **Beth Fitzgerald \*** Michael Foncannon Freehold Area Branch AAUW Fulfill Monmouth & Ocean

Jackie Garbe \* SuSu Garcia \* Nancy M Gargan Laura Gavrilis George & Ruth Harms Foundation Inc. Lenore Gibson **DiAnne** Gove Judith Granholm Jarrod Grasso Michele Grimes Danielle Hacker \* Susan Halsey, Ph.D. \* Holly Harris Patricia Heaney \* Kanchana Hegde Henderson Promos LLC IBM Jersev Shore BlueClaws Sharon Johnson \* Kathryn Jones \* Etta Kelly Kiwanis Club of LBI Linda Klose \* Sheila T. Knox Salon Kokopelli Donald & Jeryl Krautle Kimberly Kravitz Tricia Krietzberg \* Renee Kurowski. Ph.D. Ebone Lawrence-Smith Kevin Leahy Jennifer Lee \* Michelle Lee

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

Saker ShopRites, Inc. Janet Sarratt \* Judie Saunders, Esq Ariel Savatteri Dawn Scherr Sarah Schiavetti Angie Schiavoni Jane Schildge Eva & Stephen Scholfield Janet Scibetta Mary Scott Penny Shank \* **Roberta Sheridan Bob & Leslie Sickles** Jackson Sickles **Tori Sickles** Beverly Sirianni \* Stephanie Smida \* Evelvn & Daniel Smith Marguerite Snyder Kristen Somerville Soroptimist International of Toms River Valerie Stutesman **Sunset Shores Region** Girl Scouts of the Jersev Shore **Stephanie Toal Thomas Trageser** Elizabeth Trapp Semaj Vanzant Maryann Volk James Warmkessel Christina Cox-West

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.



