

Girl Scouts of the Jersey Shore

2017 ANNUAL REPORT



GIRL SCOUT MISSION

Girl Scouting builds girls of 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 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.

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girl scouts of the jersey shore

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LEFT: Girl Scouts of the Jersey Shore Board President Frances Keane, and Eileen Higgins, Girl Scouts of the Jersey Shore CEO, at the 30th Anniversary Women Of Distinction & Community Partners Gala.

We are all **G.I.R.L.s!**

It is hard to believe how much can change in one year. From day-to-day, progress often appears minimal and it is easy to get frustrated, but when you put it all together, you realize those small steps result in a significant journey.

This year's journey for the Girl Scouts of the Jersey Shore included the retirement of Susan H. McClure, the council's chief executive officer for the past 18 years. Sue's dedication to the Girl Scout mission is an example to which we should all aspire. A new journey has now begun, with new leadership, and day-by-day we are eagerly embracing the future, a future for the Girl Scouts of the Jersey Shore that is both bright and exciting.

The annual changes faced by Girl Scouts are no different than those of any other organization. Girl Scouts has weathered the storm for more than a century because we are the best at what we do – we help girls become women of courage, confidence and character who make the world a better place.

Girl Scouts stands the test of time because we adapt as times change. Today, Girl Scouts creates partnerships with corporations, foundations and individuals to provide digital experiences –experiences that couldn't have been imagined 10 years ago, let alone 100 years ago. These partnerships, with industry leaders at the national and local level, utilize the technology, resources and talents necessary to provide girls with the opportunities they need to find success in their adult lives.

Why are partnerships so important? Let's face it. The world needs more Girl Scouts.

A recent survey by the World Economic Forum found that 86 percent of respondents believe we are suffering a global leadership crisis. To go along with that, the gender balance in positions of power remains lopsided, and many barriers to women achieving leadership positions remain.

Across the country, only a small percentage of the most important 21st century jobs are filled by women:

- 14% of engineering occupations,
- 27% of energy jobs,
- 27% of positions in the environmental and geological sciences,
- 30% of jobs in tech, and
- 38% of land planning and real estate development positions.

It is imperative that we address this gender imbalance, which is exactly what Girl Scouts does every day. On a day-to-day basis, it is difficult to see the effect we make, but put it all together and the Girl Scout difference is obvious.

- 50% of female business leaders are Girl Scouts,
- 80% of female tech leaders are Girl Scouts, and
- 76% of female U.S. Senators are Girl Scouts

These women found success in the world because of the effort made at the local level by Girl Scout councils like the Girl Scouts of the Jersey Shore and all the people like you who support us.

Thank you for your support and your belief in the power of **G.I.R.L.** (Go-getter, Innovator, Risk-taker, Leader).

Eileen Higgins
Chief Executive Officer
Girl Scouts of the Jersey Shore

Frances Keane
President
Girl Scouts of the Jersey Shore

MEMBERSHIP

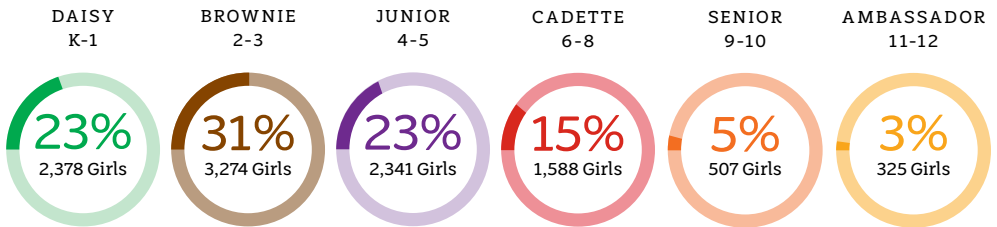
OUR MEMBERS

The 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. Nowhere else can girls engage in challenging activities, explore STEM, go on outdoor adventures, volunteer to help their community and develop life skills while having fun with friends and caring mentors.

RIGHT: Ambassador Troop 1582 from Morganville led the flag ceremony and Girl Scout Promise at the 30th Anniversary Women of Distinction and Community Partners Gala.



GRADE LEVELS



MEMBERSHIP IMPACT

- During the 2016-2017 membership year, the Girl Scouts of the Jersey Shore served **10,413** girl members and **3,756** adult members.
- Our Girl Scouts belonged to **1,082** troops.
- Through our iGirl program for individual Girl Scouts, **684** girls participated in Girl Scout activities, making new friends along the way.
- In our under-served communities, **285** girls joined Girl Scouts, discovering leadership skills that will help them achieve their dreams.
- The council trained **955** adults; **440** through in-person training and **515** through online courses.
- The council honored **192** individuals with a variety of council awards, recognizing the hard work and effort of its volunteers and community partners.

ADULT MEMBERSHIP AGE RANGE



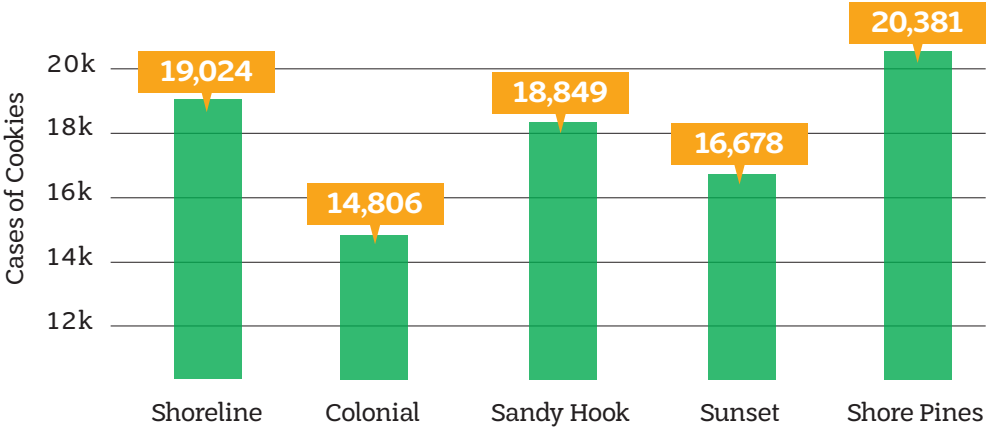
PRODUCT SALE PROGRAM

OUR PRODUCT SALE PROGRAM

She's bold, brave and ready to make her mark.

Last year, go-getting Girl Scout entrepreneurs ran the largest girl-led business in the world. In Monmouth and Ocean counties, girls sold more than one million boxes of Girl Scout Cookies to finance activities like travel, camping and community service projects. The Girl Scout Cookie program helped girls gain the skills needed to run a business, teaching them how to set goals, market their product and confidently interact with customers. It's no wonder so many successful businesswomen say they got their start selling Girl Scout Cookies.

2017 SALES BY REGION



2017 COOKIE PROGRAM NUMBERS

1,081,095

Boxes of Girl Scout Cookies sold in Monmouth and Ocean counties.

4.36%

Increase in cookie sales from prior year.

135

Boxes on average sold per girl.

93%

Of all registered Girl Scouts sold cookies.



Every year, Girl Scouts donate thousands of boxes of Girl Scout Cookies to the military and organizations like Fulfill, the former FoodBank of Monmouth and Ocean counties.

ABOVE: Girl Scouts of the Jersey Shore CEO joins Brownie Troop 60554 at the Fulfill of Monmouth and Ocean counties to donate cookies.

SPECIAL EVENTS



OUR COMMUNITY OUTREACH

Every year, the Girl Scouts of the Jersey Shore hosts multiple events to better engage the community in the Girl Scout mission. Money earned benefits Girl Scout programs and opportunities in Monmouth and Ocean counties, ensuring every girl who wants to be a Girl Scout can be a Girl Scout.

SPECIAL EVENT IMPACT

- The council hosted its 2nd annual Dancing with Our Monmouth and Ocean County Stars event. Dancing with our Monmouth & Ocean County Stars raised **\$73,205** with **238** guests in attendance.
- The 29th annual Women of Distinction and Community Partners Gala raised **\$132,693** with **218** guests in attendance.
- Teeing off at the Girl Scout Golf Classic were **84** golfers who helped raise **\$39,263** for the council.
- The council finished its year with its 2nd annual Phenomenal Women Under 40 Awards which honored 10 Monmouth and Ocean county young business leaders. The event raised **\$33,251** with an attendance of **208** guests.



ABOVE: The honorees recognized at the 2017 Phenomenal Women Under 40 event: Kelly Filler; Carolyn Burtnick; Christina Lazaro; Paige Baran; Tracy Mutchiga; Samantha Rice; Jamie Stone; Danielle Bagdzinski; Michelle Kelly; Allison Havemann-Niedrach

RIGHT: (R-L) Honorary Chair, Senator Jennifer Beck; Co-Chairs, Philip Brilliant and Jan Kirsten and Former CEO of the Girl Scouts of the Jersey Shore, Susan H. McClure at the Girl Scouts of the Jersey Shore Golf Classic.

LOWER RIGHT: Girl Scouts of the Jersey Shore CEO Eileen Higgins receives a \$5,000 donation from Cogentix Energy Power Management.

OUR FINANCIAL RESPONSIBILITY

Generous donors, grants and contributions make it possible for us to offer financial assistance for membership, uniforms and programs for thousands of girls each year. Without this support, many girls would be unable to participate in the life-preparing opportunities provided by Girl Scouts.

OPERATIONAL FINANCIAL BREAKDOWN

REVENUE

Program, Camp, Merchandise	\$1,480,841
Product Sales Program	\$2,692,748
Miscellaneous and Other Income	\$244,013
Total Earned Revenue	\$4,417,602

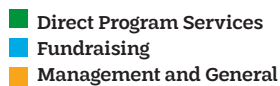
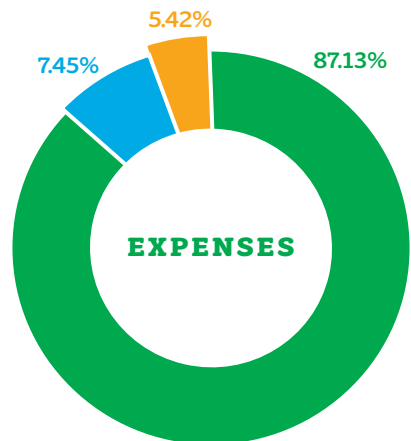
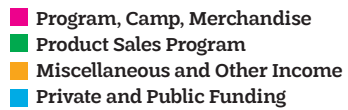
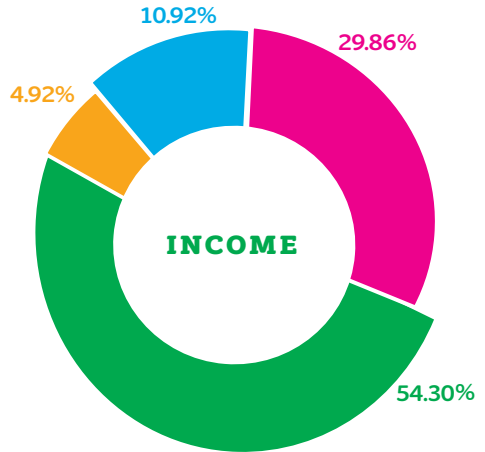
PRIVATE AND PUBLIC FUNDING

Annual Giving	\$76,410
Foundations	\$76,825
Legacies and Bequests	\$2,281
Special Events	\$275,981
United Way	\$2,935
Temporarily Restricted	\$107,381
Total Private and Public Funding	\$541,813

Total Revenue	\$4,959,415
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EXPENSES

Direct Program Services	\$4,190,042
Fundraising	\$358,449
Management and General	\$260,412
Total Expenses	\$4,808,903



SIGNATURE PROGRAMS

OUR PROGRAMMING

Girl Scout activities are age-appropriate for all girls from Girl Scout Daisies entering kindergarten to Girl Scout Ambassadors preparing for college. While many programs offer small group opportunities for girls to explore and gain confidence in a safe, secure environment, the council's largest programs bring girls and the community together, demonstrating the power of **G.I.R.L.s** when they work together.



ABOVE: After running the trails of Camp Sacajawea, Color Run attendees show off their colors at the annual Family Fun Color Run event.

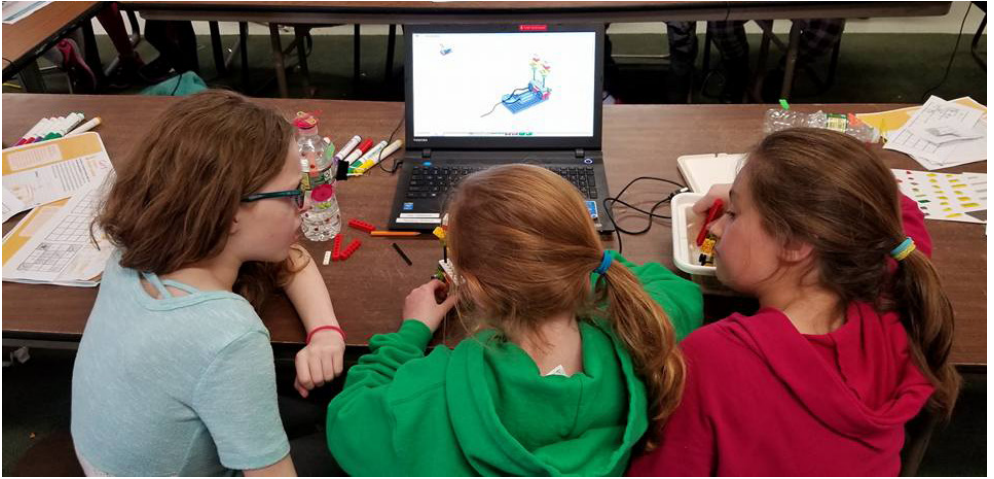
SIGNATURE PROGRAM IMPACT

- More than **1,000** guests scared up an incredibly fun time at the council's annual Spooktacular event. This not-so-scary fall festival is planned and implemented by teen Girl Scouts in grades 7-12.
- Sleeping amid wild animals is a dream for many people. **269** girls and their mothers had the chance to do just that during the council's annual sleepover in the treehouse at the Philadelphia Zoo.
- They're a craze across the country; for the first time the Girl Scouts hosted their own Color Run at Camp Sacajawea. More than **110** people participated in this now-annual spring celebration.
- More than **100** children of all ages also had the chance to eat Breakfast with Santa at the Program Activity Center. This annual winter event includes a sleigh ride through camp and a chance to meet a Victorian Santa and his wife.



RIGHT: Girl Scouts and their friends attending the annual Girl Scouts of the Jersey Shore Spooktacular Halloween event.

BOTTOM RIGHT: Girl Scouts in Savannah, Georgia where they visited and learned about the birthplace of Girl Scouts and its founder Juliette Gordon Low.



OUR PROGRAMS

She thinks outside the box.

While many girls begin to lose interest in science and math as early as middle school, Girl Scouts captures girls' natural curiosity and creativity, helping girls unleash their inner innovators through hands-on experiences and career exploration in science, technology, engineering and math (STEM). The idea is to learn by doing, and as Girl Scouts, they do lots of it, growing more confident along the way.

PROGRAM IMPACT

- During the 2016-2017 membership year, the Girl Scouts of the Jersey Shore offered **370** council programs to **10,611** participants.
- Travel is an exciting part of the Girl Scout experience. **47** girls participated in national or international trips organized by the council or their troops.
- **41** Girl Scouts applied for the Kiefer-Stevens Scholarship. **14** girls received a combined **\$15,000**, based on their applications.
- At Amity Acres Day Camp and Sacajawea Day Camp, **1,183** girls discovered the thrill that comes from a summer outdoors while enjoying **3,515** combined weeks of camp.

ABOVE: Brownie Girl Scouts earning the new Robotic Badges at "Designing, Programming and Showcasing Robotos". Girls learned coding and brainstormed ideas on how their robots could help humans or animals.

GIRLS SERVED BY LEVEL

2,657
Multilevel/Family

1,682
Brownie

1,607
Junior

734
Cadette

913
Daisy

471
Senior/Ambassador

DONORS



ABOVE: 2017 Girl Scouts of the Jersey Shore Platinum Leader Wine & Cheese Open House event at the Sea Girt Lighthouse. (L-R) Tara Novak; Former CEO Susan H McClure; Christina Bucco; Evelyn Strain; CY Wong; Cheryl Bontales; Dena Mayo and Bill Mountford.

CHARITABLE GIVING

The Board of Directors of Girl Scouts of the Jersey Shore gratefully acknowledges the following individuals, foundations, and corporations who invested in the girls of Monmouth and Ocean Counties between October 1, 2016 and September 30, 2017. If we have made an error, please contact us at 800.785.2090.

\$25,000 - \$35,000

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Investors Bank, Brick
Peter and Mildred Galanti Foundation
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\$10,000- \$24,999

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Townsquare Media

Two River Community Bank, Tinton Falls

United Way of Monmouth and Ocean Counties

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GSJS Sunset Region - Region #4

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Past and current leaders who donate \$100 or more to Annual Giving. Individuals who donate receive an a Platinum Leaders Pin and an invitation to an exclusive event.

◆ Juliette Gordon Low Society Members • Platinum Leaders Campaign in **Pink**

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 Frances & Kevin Keane
 Roger Keil
 Kellenyi, Johnson, Wagner
 Jan Kirsten
 Judith A. Kramer, Ph.D.
 Michael Kzirian
 William MacDonald
 JoAnn McCann
 Elizabeth Monge Trotter
 Sandra Mullaney
 Alexander Napoli
 Teri O'Connor
 Mary Oliver
 Theresa Peterson
 Gina Petillo
 Harriet M. Primack
 QSP/Ashdon Farms
 Frederick Rommel
 Penelope Rone
 Ann Scott
 Rosalind Seawright
 Daniel Seitz
 Stillwell-Hansen, Inc.
 Evelyn Platt Strain
 Patrick Stringer
 Benjamin Waldron
 Karen Welch



AWARDS & RECOGNITIONS

Leadership is part of a Girl Scout's DNA.

As girls progress through the Girl Scout Leadership Experience, they can earn our high awards: Bronze, Silver and Gold. The Gold Award is the highest achievement earned by girls who have demonstrated extraordinary leadership, taking an issue they are passionate about and developing a project that has sustainable impact in their communities and beyond. It is the most prestigious award in the world for girls and it's only available to Girl Scouts.

AWARDS & SCHOLARSHIPS



BRONZE



SILVER



GOLD

8,790

Hours of community service represented by Bronze, Silver and Gold Award recipients in our community.

136

Ambassador Girl Scout Graduates.

14

Kiefer-Stevens Scholarship Recipients.



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of the jersey shore
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