Dear Friend,

We are pleased to share our board prospectus with you. It highlights the work we do on behalf of over 17,000 girls that we serve and outlines the ways our board members contribute to developing the future female leaders here in the heart of New Jersey.

This is an exciting time to serve on the board of Girl Scouts Heart of New Jersey (GSHNJ). Girl Scouts has made a difference in the lives of almost two million girls, and to top it off, in the last year GSHNJ grew our girl membership for the first time in ten years! Girl Scouts is the premier leadership organization for all girls, and girls look to us to provide the resources they need to reach their full potential. Too many continue to hold themselves back from realizing all the possibilities available to them. We have an amazing track record of developing leaders, but there is always more we can do.

Girl Scouting is so much more than just selling iconic cookies and camping. We’ve developed a bold vision of creating an environment in which every girl feels empowered to lead in her community, in the workplace, and in the world. To achieve this vision, we will grow the number of girls we serve, retain girls for longer, and deepen the quality and impact of our programs. With the help of our dedicated volunteers, we teach girls about leadership, entrepreneurship, financial literacy, environmental stewardship, and the importance of community service. Our girls collectively donate more than 300,000 community service hours each year, only making it more evident that what they do—and what we do—matters!

We are excited by our vision, yet we are well aware that it will require a group of deeply committed individuals coming together to help make this vision a reality. As you read through this document, you will see the investments we are making in our girls’ futures. Serving on our board will give you the opportunity to contribute your time and talents to help us further advance this critical work.

We invite you to give thoughtful consideration to joining our board. It is a unique opportunity to share in the joy of shaping the next generation of female leaders in our region.

Yours in Girl Scouting,

Diana Beck-Clemens
Chair, Board of Directors

Laureen Delance
Chair, Board Development Committee
WHO WE ARE

Since 1912, girls have explored new fields of knowledge, learned valuable skills, and developed strong core values through Girl Scouts. Today Girl Scouts is, as it always has been, the organization best positioned to help girls develop important leadership skills they need to become successful adults. Guided by supportive adults, girls develop their leadership potential through age-appropriate activities that enable them to discover their values, skills, and the world around them; connect with others in a multicultural environment; and take action to make a difference in their world. For more than 100 years, Girl Scouts has prided itself on being an all-inclusive organization: we accept all girls, ages 5–17, regardless of socioeconomic status, race, ethnicity, sexual orientation, age, physical ability, or language.

GSHNJ was established in October 2008 through the merger of three long-standing legacy councils. These legacy councils of GSHNJ have been providing youth development services to girls and young women since the 1920s. Each year, GSHNJ serves more than 17,000 girls, ages 5-17, and 10,000 adult members across the region. The Council’s geographic area spans 138 communities including urban, suburban, and rural population centers in seven New Jersey counties—Essex, Hudson, Hunterdon, Somerset, Union, southern Warren, and part of Middlesex county. In recent years, GSHNJ has made significant strides in expanding our presence in, and involvement with, high-needs New Jersey communities to bring our premier leadership experience to underserved girls.
SUCCESS STARTS HERE

Through the Girl Scout Leadership Experience (GSLE) girls get to lead their own adventure and team up with other girls in an all-girl environment to choose hands-on activities that interest them the most. The GSLE is a collection of engaging, challenging, and fun activities like earning badges, product programs (cookies/nuts & candy), exploring science, getting outdoors, and doing community service projects. The idea is to learn by doing. The goal is to help girls discover their own talents and passions in a safe and supportive all-girl setting. Along the way, girls gain important skills in four program pillars that form the foundation of the GSLE:

STEM

Science, technology, engineering, and math: Whether they’re building a robot, developing a video game, or studying the stars, girls become better problem-solvers and critical thinkers through STEM activities.

Life Skills

Girls discover they have what it takes to become outspoken community advocates, make smart decisions about their finances, and form strong, healthy relationships.

Outdoors

When girls embark on outdoor adventures, they learn to confidently meet challenges while developing a lifelong appreciation of nature.

Entrepreneurship

By participating in the Girl Scout Cookie Program or Fall Product Program, girls learn the essentials of running their own business and how to think like entrepreneurs. These two Entrepreneurship programs teach goal setting, decision making, money management, business ethics, and people skills.

Each pillar is designed to foster socially desirable skills like grit, problem-solving, risk-taking, empathy, creativity, and resilience. These activities are designed to be girl-led, cooperative, and hands-on, processes that create high-quality experiences conducive to learning. Through these experiences, Girl Scouts are more likely than non-Girl Scouts to thrive in five key ways:

- Develop a strong sense of self (80% vs. 68%)
- Display positive values (75% vs. 59%)
- Seek challenges and learn from setbacks (62% vs. 42%)
- Form and maintain healthy relationships (60% vs. 43%)
- Exhibit community problem-solving skills (57% vs. 28%)
GIRL SCOUTS HEART OF NEW JERSEY AT A GLANCE

17,555 girls served in 2019
16,399 girls served in 2020

10,370 adult members in 2019
9,626 adult members in 2020

1,413,441 pkgs of cookies sold in 2019
1,431,218 pkgs of cookies sold in 2020

886 highest awards earned
2,324 summer camp experiences
Camp DeWitt • The OVAL • Camp Hoover

FINANCIAL OVERVIEW (Based on MY2020)

Revenue

- Product Sales, net $3,463,556
- Nonoperating Income $1,197,700
- Donations $491,217
- Program & Camp $365,125
- Retail Sales, Net $176,672
- Gain from Investments $166,043
- Rental Income $64,412

Total Revenue 59%

Expenses

- Program $4,855,899
- Administrative $959,470
- Fundraising $189,868

Total Expenses 81%
GIRLS ARE FACING UNPRECEDENTED CHALLENGES

Right now, girls are facing unprecedented challenges such as school closures, the difficulties of online education, and the isolation that comes with social distancing. They are coping with illness or fear of illness and cancelled life milestones like birthdays, prom, and graduation. Some girls are feeling their families’ financial stress as jobs are interrupted or terminated—currently more than 18 million people are receiving unemployment benefits. Moreover, girls are grappling with racial injustice and coming to understand their part in the future of social justice.

It is truly an unparalleled moment in history. And the girls who are living through it now, are the leaders of tomorrow. It is imperative that we continue to be there for girls when they need us most and we address these challenges so girls are better equipped for life. As you know, Girl Scouts offers a shelter in the storm—a place where girls can find community, solidarity, leadership opportunities, and fun, despite the challenging moment we are all collectively living through.

MEETING THE MOMENT

As a resilient and nimble organization that has adjusted to meet the needs of girls for over a century, we responded swiftly and effectively to the impacts of COVID-19 by pausing all in-person Girl Scout programs. However, our programs have continued in innovative ways. We transformed our delivery system to ensure girls can access our unique programs and experiences virtually and we are using the strength and credibility of our organization to bridge gaps for families during this crisis. In addition to our four core program pillars, we are emphasizing three areas that are critical to girls’ success right now: supporting girls’ mental health, mitigating learning loss, and helping girls reflect the values of justice and fairness.

POWERING THE DIFFERENCE

As a member of the Board of Directors of the Girl Scouts Heart of New Jersey you will make a difference in the lives of NJ girls. You will help open doors to new experiences that build courage, confidence, and character, and help girls develop the leadership skills that will set them on the path of success that will last a lifetime.

The Board of Directors actively engages all levels of membership to accomplish true alignment to the strategic direction, and monitors activities and finances to maintain fiscal accountability and stability. As a member of the board, you will help create a superior volunteer experience, and expand strategic collaborations and partnerships to further the mission. You will help diversify revenue, by bringing additional visibility and funds to Girl Scouting through individual donors, corporate partnerships, and foundation relationship building.

The full board meets quarterly and operates within various committees, including Finance, Audit, Fund Development, Board Development, Property, Policy, and HR. Additional ad hoc committees are assembled to address specific initiatives, as needed.
BOARD RESPONSIBILITIES

Provide leadership in making girls and Girl Scouting a philanthropic priority.

In order to achieve our exciting vision, the council seeks board candidates who feel impassioned about helping to advance our mission and vision, and have the ability to make GSHNJ one of your top three philanthropic priorities.

“Give/Get” a minimum of $1,500 annually for the Council, which includes:

- Give $750 or more annually by September 30th each year (beginning with the year elected to the board).
- Secure an additional $750 or more through sponsorships or donations by September 30th each year.
- Purchase a minimum of two tickets to each special event.
- Within the first two years of service, you will be approached for a major gift over and above your annual gift and/or a legacy commitment.

Participation and attendance requirements:

- Maintain an active annual GSUSA membership, or become a Lifetime Member.
- Attend three out of four quarterly board meetings, the Annual Meeting, and an annual board retreat.
- Serve on at least one board committee.
- Attend a majority of council special events and fundraisers.

Provide access and make introductions to your own personal and professional network.

Secure annual Council support through your time, talent, and community connections, in one or more of the following:

- Help us grow our base of individuals invested in our mission.
- Secure sponsorships and ticket sales from your corporation and/or those corporations in your network.
- Help us secure institutional support from family, independent, and/or corporate foundations.
- Nominate and help secure honorees, committee members, and board members.

2021-2022 BOARD OF DIRECTORS

OFFICERS
Dianna Beck-Clemens
Retired Bank Executive
Board Chair
Laureen Delance*
Managing Assistant Dir. of Internships,
Kean University
First Vice Chair,
BDC Chair
Wendy Deer*
Executive Director, Essex County Bar Assoc.
Second Vice Chair
Mary Beth Dunn
VP/Program Manager, BMO Capital Markets
Secretary
Emil Menzies
VP, Broadridge Financial Solutions, Inc.
Treasurer

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President and CEO,
New Jersey Redevelopment Authority
Ademusoyo Awosika-Olumo
Senior Software Engineer, Mailchimp
Chrissy Buteas
Chief Government Affairs Officer,
New Jersey Business & Industry Association
Linda Carter
Assemblywoman, 22nd Legislative District
in the New Jersey General Assembly
Serena Lee
Controller, Jewish Community Foundation
Of Greater MetroWest
Maureen McNamara
Vice President of Global Project Management,
Daiichi Sankyo Pharmaceuticals
Charles Mierswa
CFO, GSE Worldwide, Inc.
Asia J. Norton
Literacy Coach, Children's Literacy Initiative
Naima Ricks*
Director of Student Engagement,
College of Saint Elizabeth
Alana Vega*
Kids Count Coordinator,
Advocates for Children of New Jersey
Jessica Viotto
VP and Commercial Treasury Mgmt. Officer,
PNC Bank
Estelle Vaughns Williams
Director of Urgent Care Center,
Summit Medical Group
Mahlet Woldemariam
St. Director, Vaccine Development Mgmt.,
Pfizer Vaccine Research and Development

*Board Development Committee (BDC) member
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.

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.