



## **Girl Scouts Heart of New Jersey**

The Girl Scouts Heart of New Jersey is where girls can achieve their personal best.

### **Girl Scouts Mission Statement:**

Girl Scouting builds girls of courage, confidence and character who make the world a better place.

### **Girl Scouts Leadership Experience**

Today's effective leaders stress collaboration, inclusion, and a commitment to improving the world around them. Girls themselves tell us that a leader is defined not only by the qualities and skills she hones but also by how she uses those skills and qualities to make a difference in the world—to achieve transformational change!

For this reason, the Girl Scout Leadership Experience (GSLE)—the framework for defining what girls do in Girl Scouting, how they do it, and who will benefit that was borne out of years of research and development—engages girls in three key activities:

Discover:

You'll find out who you are, what you care about, and what your talents are.

Connect:

Collaborate with other people, locally and globally, to make a difference in the world.

Take Action:

Do something to make the world a better place.

### **GSHNJ Board Strategic Goals:**

- Create a superior volunteer experience
- Expand strategic collaborations and partnerships
  - To create new funding opportunities
  - To create new volunteer and girl membership venues
- Maintain fiscal accountability and stability
- Actively engage all levels of membership to accomplish true alignment to strategic mission

### **GSHNJ Commitment to Members:**

**Girls:** Girl Scouts Heart of New Jersey is dedicated to ensuring that every girl will have access to the highest quality, enriching and consistent Girl Scout experience delivered through a flexible, responsive, state-of-the-art structure.

**Volunteers and Staff:** Girl Scouts Heart of New Jersey will engage individuals who reflect the diverse population groups of the council and who believe in and exemplify the ethics and values of Girl Scouting in fulfilling our mission for girls.

**Board:** Members of the Board of Directors are committed to ensuring that leadership, focus and resources are available to support, train and develop volunteers to deliver quality Girl Scout program while creating the foundation for the future growth of the council.

**Facilities:** Girl Scouts Heart of New Jersey maintains its commitment for responsible stewardship of land and resources owned, leased and/or operated by the council through development of a long-range property plan and property/safety management system for council sites and facilities.

**Financial:** Through strong financial and risk management planning, policy formation and sound fiscal management, including investment planning, Girl Scouts Heart of New Jersey will ensure that Girl Scouting is available to all girls in the council's jurisdiction.

**Systems and Technology:** Girl Scouts Heart of New Jersey will ensure that resources are available to invest in the appropriate technology to support integration of financial systems, fund development, point of sale and membership systems that will allow the council to operate effectively.

### **GSHNJ Areas served:**

Girl Scouts Heart of New Jersey serves 138 communities within the following counties of New Jersey: Hudson County, Essex County, Union County, Somerset County, Hunterdon County, and portions of Warren County and Middlesex County.

GSHNJ jurisdiction includes three of NJ's largest cities; Newark, Elizabeth and Jersey City. Our outreach and financial assistance programs serve these communities and others who are in need of safe, quality and affordable programming for girls.

### **GSHNJ Race/ethnicity of membership:**

The membership of Girl Scouts Heart of New Jersey will endeavor to be reflective of the race/ethnicity of the current census data for the region.

### **GSHNJ Facts:**

#### **Girl membership (2017-2018 Membership Year):**

Girl membership is 17,060 girls

#### **Combined adult membership (2017-2018 Membership Year):**

Combined adult membership is 10,500 members

#### **Dedicated Council Staff (budgeted for 2017-2018 Membership Year):**

Full and part time staff is 52, not including seasonal camp staff

#### **Operating Budget (2017-2018 Membership Year):**

Budget: \$8.5M

Assets: \$12.8M

### **GSHNJ Camp Properties (2017-2018 Membership Year):**

GSHNJ owns and operates 3 camps:

- Camp Lou Henry Hoover, Middleville, NJ – resident summer camp, year round rentals and programming

- The Oval, Maplewood, NJ – summer day camp, year round rentals and programming
- Camp DeWitt, Hillsborough, NJ –grand reopening June 2018 with summer day camp, year round rentals and programming

### **GSHNJ Properties owned and leased:**

- Camp Lou Henry Hoover, Middleville, NJ
- Camp DeWitt, Hillsborough, NJ
- Service Center, Montclair, NJ
- Service Center, Westfield, NJ
- Service Center, North Branch, NJ
- Leased properties - The OVAL, Maplewood, NJ

### **GSHNJ Culture of Philanthropy:**

Support comes from:

- Product program sales
- Program fees
- Corporations, individuals, and foundations
- Merchandise sales
- Annual family campaign (AFC)
- Special events
- Other sources

Funds go to:

- Financial aid
- Program development and delivery
- Camp programs
- Council support staff

### **GSHNJ Governance Structure:**

**Overarching Philosophy:** The Girl Scout Constitution states, "We declare that the democratic way of life and the democratic process shall guide all our activities". The way of work in Girl Scouting is that of democratic participation. Girl Scouts at all levels are given the opportunity to make decisions based on a shared set of values.

**Decision Influencing System:** The Girl Scout organization has, from its inception, believed strongly that democracy means not only the right to vote, but also the responsibility of voting for the good of the whole rather than for purely local interests. In Girl Scouting, democratic process is defined as the various means or avenues through which the membership can influence decisions and activities in matters of governance (policy) or management (operations).

Girl Scouts Heart of New Jersey, in support of the philosophy that democratic methods are as important for adults in the Movement as they are for girls, has developed a decision-influencing system for members age 14 years and older. The democratic process identified in the Bylaws for Girl Scouts Heart of New Jersey has three primary functions:

- Meeting the legal requirements of the corporation
- Providing effective ways to actively seek input from the membership and to encourage the free exchange of concerns, issues, and ideas among segments of the Girl Scout membership
- Ensuring that decisions affecting the membership are made in ways consistent with and in furtherance of the purpose of the organizations

**Corporate Body – Elected Delegates:** Only persons who are members of the Girl Scout movement, 14 years of age and older, and are currently registered through the council, are eligible to be members of the corporation as identified in the Bylaws.

Members of the corporation, in meeting assembled, shall consist of:

- a) Two Delegates elected or selected by service units as set forth in Section 3 of this article (Article III) of the Bylaws b. Members of the board of directors and members of the board development committee who are not otherwise a member of the corporation, all of whom shall be voting members ex-officio of the corporation
- b) Persons elected to act as delegates on behalf of the Corporation to the National Council of the Girl Scouts of the United States of America, if not otherwise members of the corporation
- c) At least fifty-one percent (51%) of the members of the corporation shall be those elected or selected by service units

**Corporate Structure – Board of Directors:** The board of directors shall consist of the following individuals:

- The five (5) officers of the council shall be the chair, a first vice chair, second vice chair, a secretary, and a treasurer
- No fewer than ten (10) or more than eighteen (18) non-officer directors, herein called directors-at-large, elected by the membership
- The chief executive officer, who shall serve ex-officio, without privilege of vote
- The chief financial officer shall be appointed by the CEO, serve as ex-officio, without privilege of vote
- The chair of the board development committee, if not otherwise elected to the board of directors, shall be an ex-officio member of the board of directors with privilege of vote

Visit us on the web: [gshnj.org](http://gshnj.org)

**Girl Scouts Heart of New Jersey (GSHNJ)  
Council jurisdiction map**



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