

# 2023 Impact Report



Dear Friends,

When we think about people utilizing their gifts to be the change they want to see in the world, we immediately think about Girl Scouts. The young people in this council inspire us every day with the causes they advocate for, the actions they are taking in their communities, and the way they courageously raise their voices to speak up for what's right! As we reflect on the past year, we are filled with gratitude for the resilience and determination displayed by our Girl Scouts, volunteers, and staff members. GSHNJ remains unwavering in our dedication to ensuring the long-term stability of Girl Scouts and creating a future where every girl, in every community, can join our Movement and feel welcome.

The work we have accomplished over the past year is thanks to the resilience, hard work, and resolve of council leadership and staff across our Movement—but more importantly, it is the countless hours, generous treasure, and committed passion of our Girl Scout volunteers who make the fun, friendship, and value of the Girl Scout Leadership Experience accessible to our 12,596 youth members.

In 2023, our community continued to evolve, embracing new initiatives and finding innovative ways to stay connected with our members. We witnessed a promising sign of our Movement's pace of recovery: 2023 marked GSHNJ's second consecutive year of membership growth since the height of the pandemic and the seventh annual year-over-year membership growth in a decade.

One of the highlights of the year was partnering with the Newark Board of Education, which allowed us to break down access barriers and welcome hundreds of students to the Movement. Camp DeWitt, The OVAL, and Camp Hoover, fully reopened their gates, serving 1,331 campers who immersed themselves in the outdoors, fostering lifelong friendships and making lasting memories.

Our Girls Scouts on the Go! mobile classroom hit the road in 2023, bringing state-of-the-art robotics, design, and entrepreneurship programs directly to members—further expanding access to our transformative programming.

Thank you for the time, treasure, and heart you dedicate to being a Girl Scout and supporting Girl Scouts. We are proud of the progress we have made and are so grateful to chart our way forward together, building the future of our great Girl Scout Movement, and strengthening our ability to deliver on our mission for decades to come. Thank you for your unwavering support of Girl Scouts Heart of New Jersey and our mission to build girls of courage, confidence, and character who make the world a better place.

Yours in Girl Scouting,



Natasha Hemmings  
Chief Executive Officer



Laureen Delance  
Board Chair

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Natasha Hemmings,  
Chief Executive Officer, GSHNJ

Michael Forrestall,  
Chief Operating Officer, GSHNJ

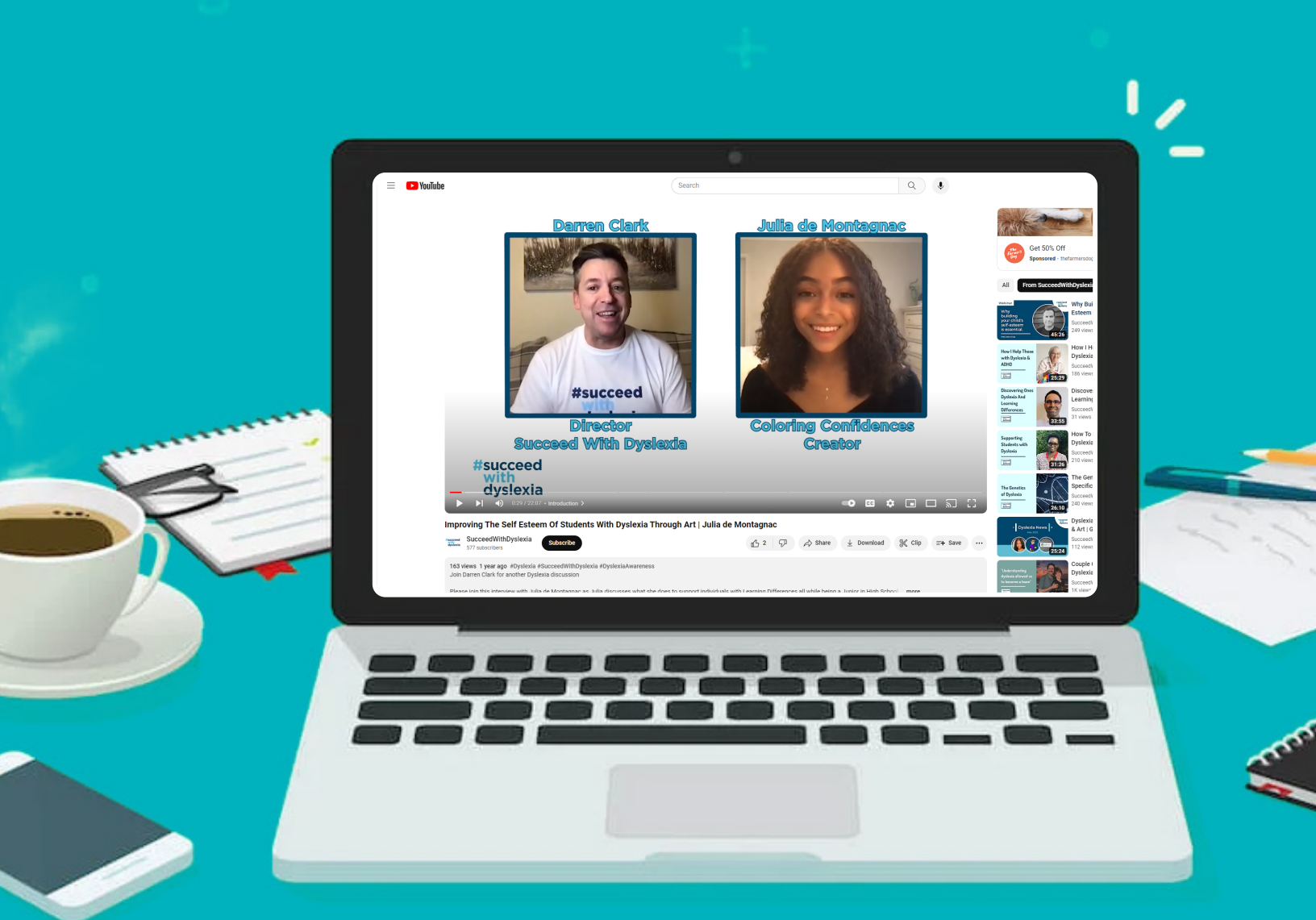


#IWILL

Nevertheless, she persisted.

In 2018, Junior Troop 20923 of Maplewood, NJ discovered that word choice and language play a crucial role in girls' development of self-esteem and confidence. They came to the conclusion that the Girl Scout Promise and Law would more accurately reflect the authority, power, and capabilities of members across the nation if the word "try" was deleted. The troop recruited GSHNJ's Board of Directors to make a proposal to the National Board of Directors to make that change. The NBOD declined to take up the proposal at the 2020 National Council Session, but the troop and GSHNJ leadership persisted, and the proposal was added to the agenda for the 2023 National Council Session.

Throughout 2022 and into 2023, Troop 20923 and GSHNJ leadership worked to influence the 1,000+ delegates from the other 110 councils to adopt this change to the Girl Scout Promise and Law through social networking and virtual conferencing. Then in July 2023, Troop 20923 and GSHNJ's elected National Delegation traveled to Orlando, FL to lobby for the proposal in person. At all steps, it was our teenage troop members and delegates who took the lead in all communication efforts—right down to striking up conversations with individual delegates in the hallways throughout the three-day session. Although the proposal ultimately did not pass, these Girl Scouts were models of persistence, fortitude, ingenuity, and courage: all in an effort to be the change they wish to see in the world.



## 2023 Gold Award Scholarship

### Equity

2023 marked the inauguration of GSUSA’s newly established Gold Award Scholarship; one scholarship was awarded to a Gold Award Girl Scout from each of the 111 regional councils. Congratulations to Julia de Montagnac, from Warren, NJ, who will apply this prestigious \$10,000 scholarship to her freshman year at Princeton University.

Julia’s visionary project, “Boosting the Esteem of Elementary Kids with Dyslexia,” has not only championed educational equity but also empowered students with language-based learning differences across the globe.

Check out Julia’s innovative program at [www.coloringconfidence.com](http://www.coloringconfidence.com) and watch her ‘Erasing the Stigma’ series to learn more about her impactful work, her dedication to making a difference, and her inspiring journey with Coloring Confidence.

Here’s to the power of Girl Scouting and the incredible impact of young leaders like Julia!



611 Girl Scouts earned a Gold, Silver, or Bronze Award. **That’s 20,770+ hours—or 865 days of giving back in GSHNJ communities!**

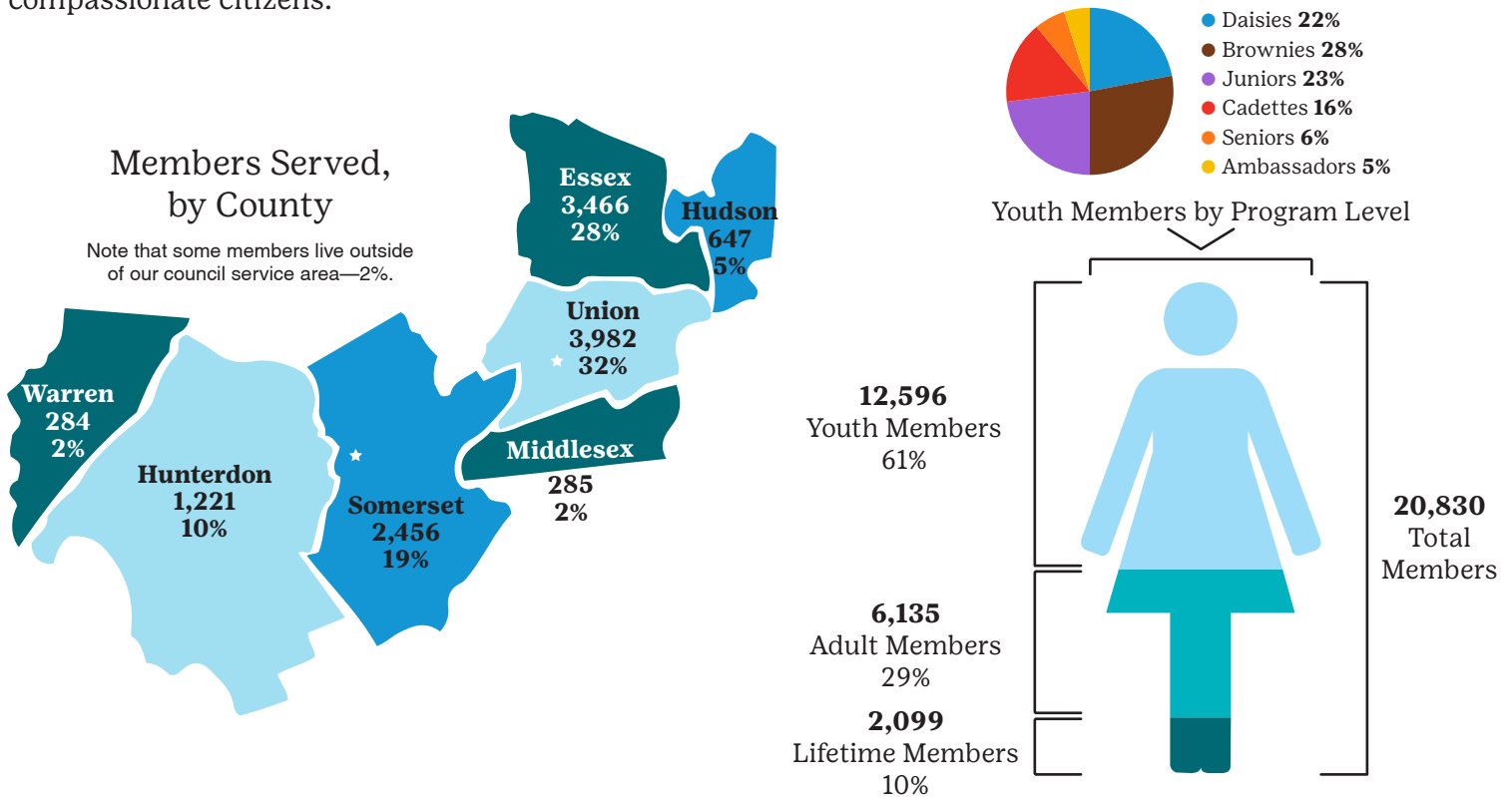
# Volunteer Impact

Shaping our members' lives.

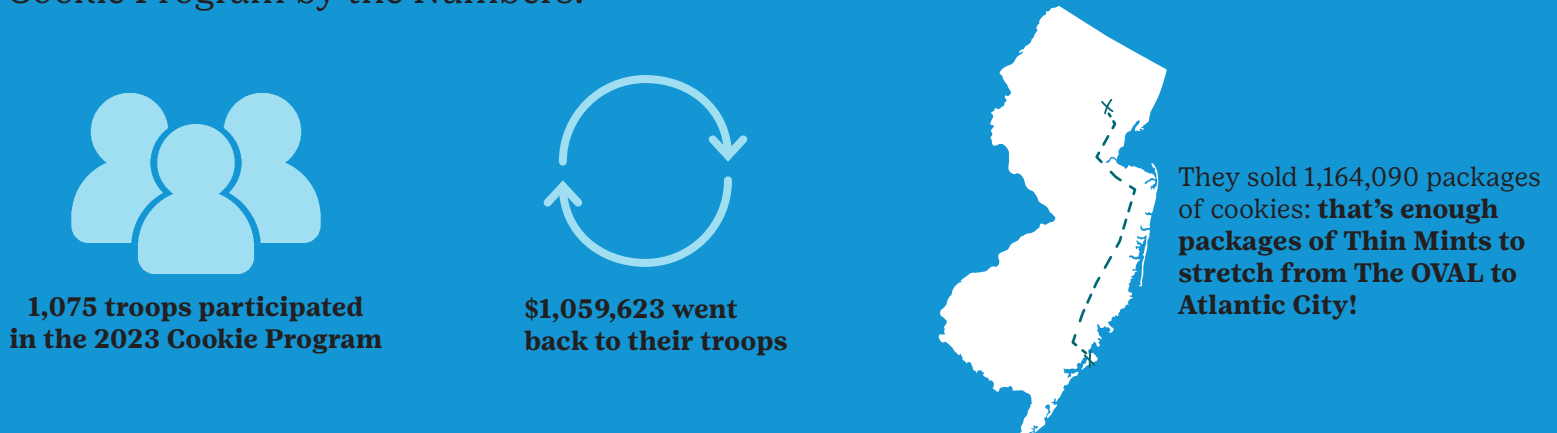
From behind-the-scenes support to trailblazing leadership, 5,855 adult members brought the Girl Scout Leadership Experience to life for our 12,596 Girl Scouts in 2023. From troop leaders to service unit managers, from carpool leads to cookie movers, from Board committee members to outdoor trainers, these dedicated volunteers play a vital role in fulfilling GSHNJ's promise to give Girl Scouts access to life-changing experiences that inspire them to do something big.

They're adventure guides, safety supervisors, organizational wizards, loud and proud cheerleaders. They're travel agents, hand holders, shoulders to lean on, and door openers. They let their generosity, courage, and heart shine through in everything they do. We could not ask for better role models for our growing Girl Scouts: what they do means so much and our Girl Scouts take notice.

By helping them earn badges, participate in programs, perform community service, and learn new things, Girl Scout volunteers shape the lives of our members, guiding them to becoming confident, capable, and compassionate citizens.



## Cookie Program by the Numbers:



# Financial Results

## Financial Statements for 2023

### Revenue

Donations	\$636,872
Product Sales, Net	3,788,934
Retail Sales, Net	228,331
Program & Camp	1,193,340
Rental Income	147,046
Non-operating Income	297,624
<b>TOTAL</b>	<b>\$6,292,147</b>

### Assets

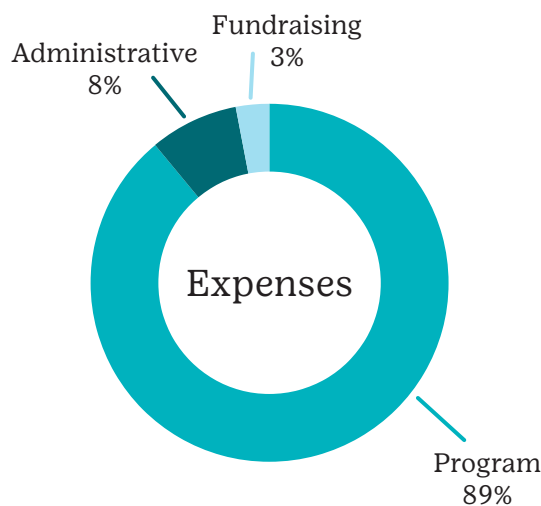
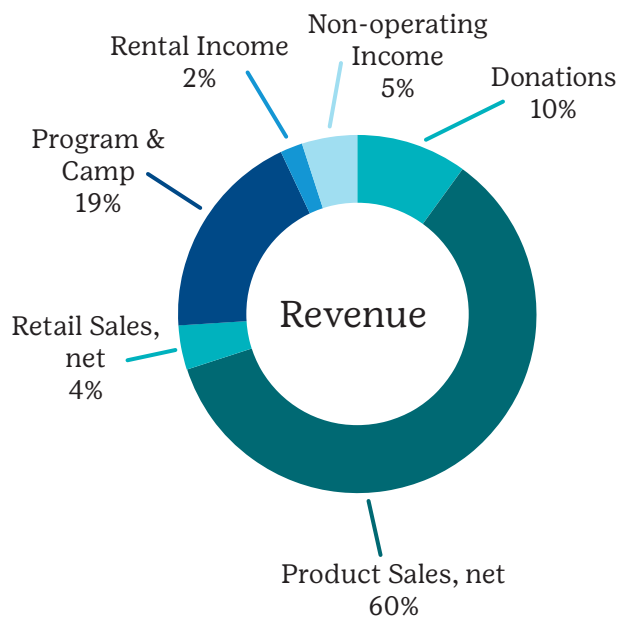
Cash & Cash Equivalents	\$3,494,355
Investments (at fair value)	1,711,637
Accounts Receivable, net	59,876
Inventory	378,603
Prepaid Expenses	134,441
Non-Current Assets	5,563,667
<b>TOTAL</b>	<b>\$ 11,342,579</b>

### Expenses

Program	\$6,251,919
Administrative	577,995
Fundraising	246,180
<b>TOTAL</b>	<b>\$ 7,076,094</b>
<b>CHANGE IN NET ASSETS</b>	<b>(\$783,947)</b>

### Liabilities and Net Assets

Accounts Payable & Accrued Expenses	\$348,439
Other Current Liabilities	39,242
Deferred Revenue	201,084
Program Deposits & Custodial Funds	33,768
PPP Loan & Current Portion of EIDL	2,588
Non-Current Liabilities	241,754
Subtotal Liabilities	866,875
<b>NET ASSETS</b>	<b>10,475,704</b>
<b>TOTAL</b>	<b>\$ 11,342,579</b>



# Donor List

The generous support of corporations, foundations, and individuals helps to provide financial assistance for Girl Scouts who otherwise wouldn't have access to the Girl Scout Leadership Experience and helps to underwrite the cost of innovative new programs. This support offsets the cost of membership fees, uniforms and insignia, supplies, camping, travel expenses, and the development of new experiential programs for the thousands of Girl Scouts throughout our service area.

## Thank you for investing in the next generation of empowered leaders!

Contributions listed are from October 1, 2022, to September 30, 2023. We're grateful for every gift we receive, however due to space restrictions we can only list gifts of \$250 and above.

### \$50,000+

Ericsson Inc.  
Victoria Foundation

### \$25,000+

Amazon  
Estate of Mary G. Dart  
Girl Scouts of the USA  
Marguerite Russ Risley and Marshall E. Risley Trust  
The Hyde and Watson Foundation  
Verizon

### \$10,000+

ABB  
Debra L. Zvanut  
Rosemarie T. Brodeur  
E. J. Grassmann Trust  
Prudential  
The Schumann Fund for New Jersey  
Westfield United Fund  
Eleanor Willert  
William and Ida M. Kiefer Trust

### \$7,500+

L. Rothberg Memorial Scout Trust Fund  
Orange Orphan Society  
The Large Foundation

### \$5,000+

New Jersey Institute of Technology  
Bloomberg LP  
City of Jersey City  
Horizon Blue Cross Blue Shield of New Jersey  
Jaclyn Pennella  
PNC Bank Foundation  
PSE&G Foundation  
Rey Financial Group  
Vertilocity

### \$2,500+

Estate of Elizabeth A. Kelly  
Girl Scouts Heart of Central California  
Hackensack Meridian Health  
HSBC  
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JP Morgan Chase Bank  
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Life Assets  
Michael Lousteau  
New Jersey Manufacturers Insurance Company  
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RWJBarnabas Health  
The PNC Financial Services Group  
The Richmond Foundation  
Union County CDBG  
Magda Yrizarry

### \$1,000+

Aon Corporation  
Bristol-Myers Squibb Foundation  
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CVS Health Foundation  
Laureen Delance  
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### \$500+

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Jena M. Somers  
The Merck Foundation  
Pamela Touretzky  
Alana Vega  
Verizon Foundation Matching and Volunteer Grants  
Peter Webster

### \$250+

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Mamie Bayoh  
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Bright Horizons Foundation For Children  
Patricia Colbert  
Coombs CPA, P.C.  
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Marcy DePula  
Deborah Diamond  
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Mary Beth Dunn

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**In Memory of Doris Brome**

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Walter Boright

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Susan Joy Grieco

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**In Honor of Charles Mierswa**

Therese Mierswa, LCSW  
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**In Honor of Marjorie A. Perry**

Allison Ladd

**In Memory of Eleanor Rudy**

Gail Rome

**In Memory of Virginia Rudy**

James Rudy

**In Memory of Dolores Russell**

Michelle Russell

**In Honor of Jeanne Van Steen**

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**In Honor of Erin F Vecchio**

Gerald and Mary Vecchio

**In Honor of Alana Vega**

Carmen Vega

**Juliette Gordon Low Society**

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