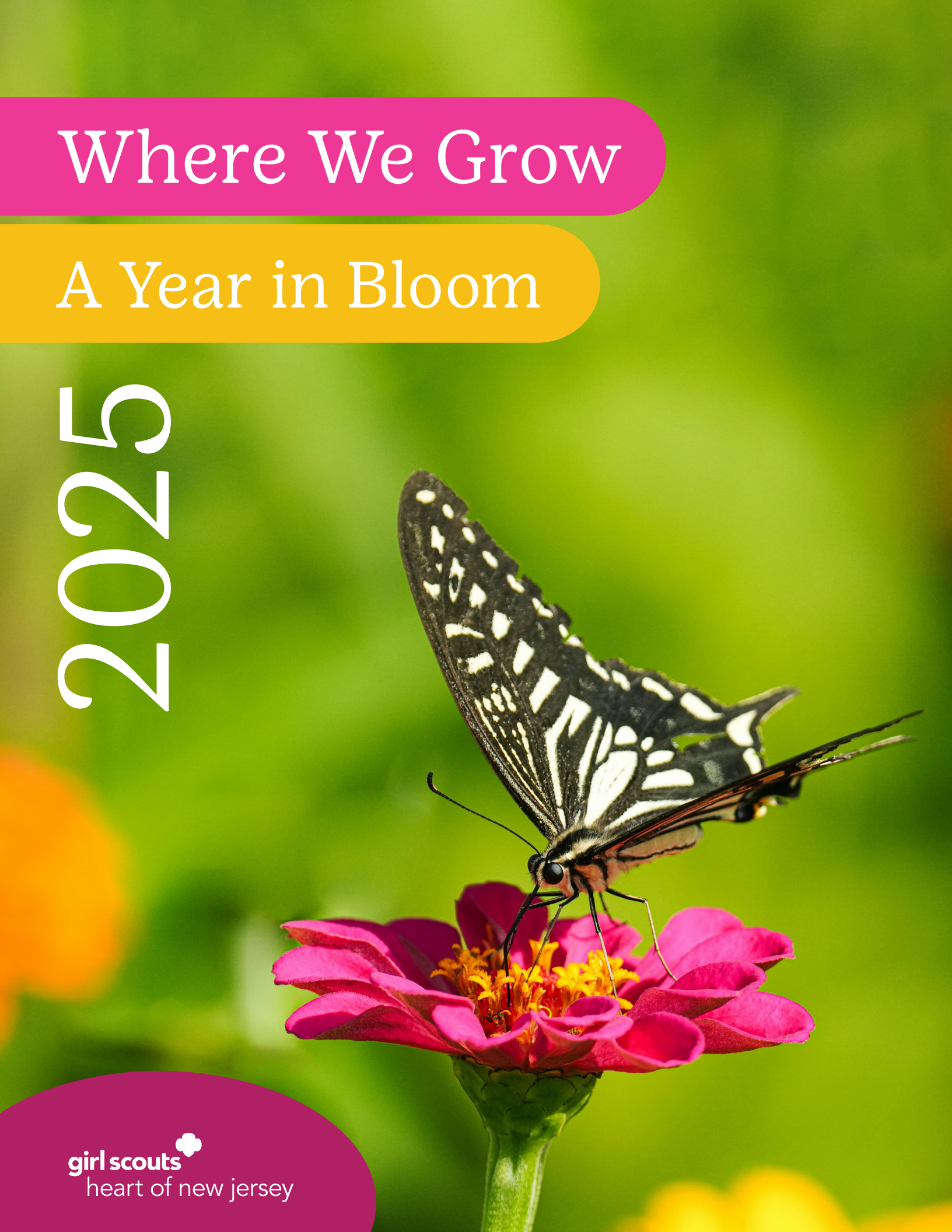
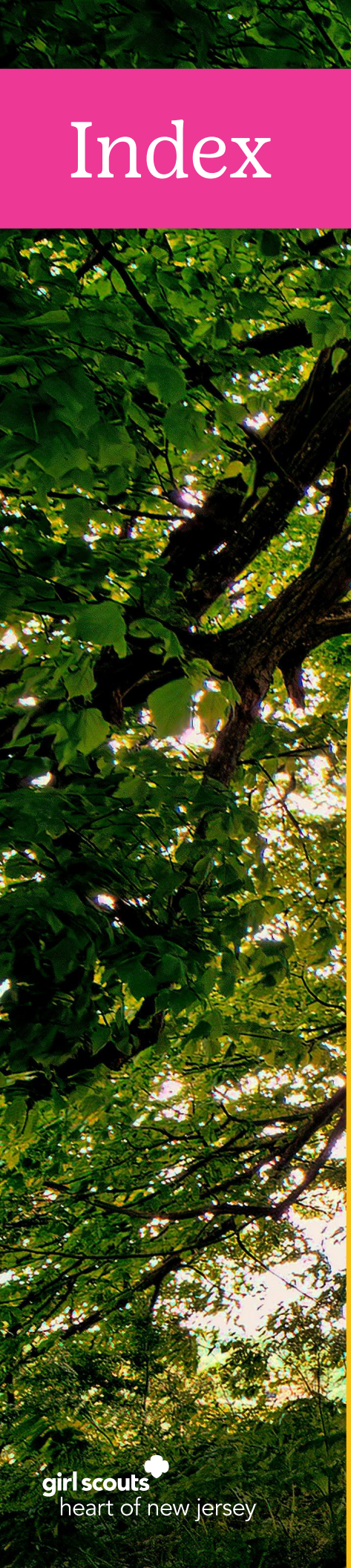
Where We Grow

A Year in Bloom

2025



girl scouts
heart of new jersey



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The Girl Scout Way

Our Mission
Our Promise
Our Values

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

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.

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.

*Members may substitute for the word God in accordance with their own spiritual beliefs.

Leadership

Board of Directors

Officers

Asw Linda S. Carter, Chair
Della Walker, Jr., 2nd Vice Chair
Delia Ware-Tibbs, Secretary
Marie Reger, Treasurer

Members-at-Large

Natasha Davis
Dr. Drew Giddings
Nichelle Howe
Allison Kimmich
Anisa Mohammed
Trashaun Powell
Tracey A. Reynolds
Samira Sharif
Jessica Viotto
Aarin Michele Williams, Esq.

Board Development Committee

Dr. Kenyetta Jackson, Chair
Terese Clark, Vice Chair
Jasmin Bethea
Laureen Delance-Higgins
Malika Hogan
Delia Ware-Tibbs
Natasha Durant

CEO & BOARD CHAIR LETTER:
Where Our Vision Grows the Movement

Dear Girl Scouts, Families, Volunteers, and Supporters,

Growth can take many forms: from the confidence a young person carries within themselves to the ways an organization expands its reach, strengthens partnerships, and creates new opportunities. Over the past year, that growth has been visible across Girl Scouts Heart of New Jersey in the young people we serve, the communities we reach, and the experiences we continue to build together.

In 2025, our council served more than 14,000 youth members, an increase of 3.4% from the previous year, supported by more than 9,000 adult volunteer members. Our overall membership retention rate reached 76%, placing us fourth nationally, with youth retention ranking sixth in the country. These numbers reflect something powerful: when young people and families find Girl Scouts, they stay, drawn by friendships, a sense of belonging, and opportunities to explore and grow.

We are also expanding our reach where our members live and learn. Today, more than 14% of our youth membership comes from communities including Elizabeth, Irvington, Jersey City, Newark, Orange and East Orange, and Plainfield—an increase of more than 8% since 2023. The Girl Scout Leadership Center in Newark is central to this growth, strengthening our presence in these communities by bringing members, volunteers, and partners together for programs and connection. Our Second Saturdays series is already activating the space as a hub for engagement.

Partnerships with organizations, educational institutions, and community leaders continue to expand opportunities in STEM, entrepreneurship, and career exploration. *The New Jersey Girl Report* further deepened these efforts, offering insight into the experiences and aspirations of young people across our state, with more shared in the following pages.

Together, we are creating the conditions where Girl Scouts can thrive and shape a better future.

Thank you for supporting our mission of building Girl Scouts of courage, confidence, and character who make the world a better place.

Yours in Girl Scouting,



Natasha Durant
Chief Executive Officer



Asw Linda S. Carter
Board Chair

Year in Photos

















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You Lead
TEEN LEADERSHIP SUMMIT
February 1, 2025








RUTGER


Leadership






RUTGERS





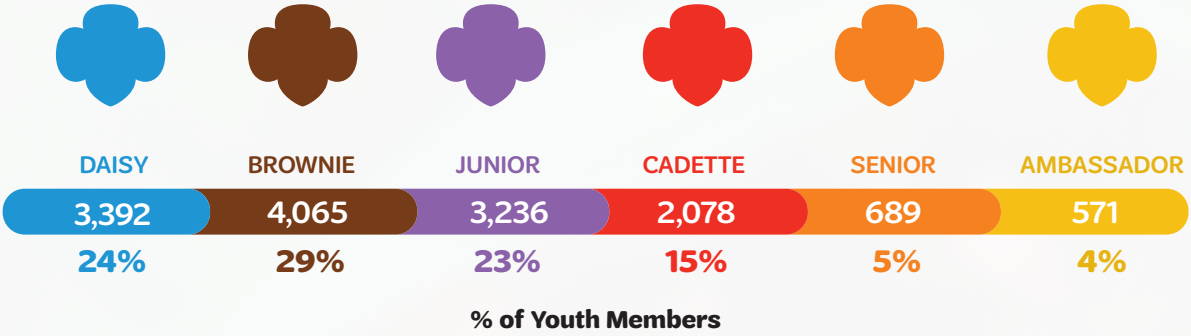
Membership

Where Our Movement Grows

Youth	Adults
10,109 Renewed Youth	4,829 Renewed Adults
3,922 New Youth	1,981 New Adults
	2,262 Lifetime
Total Youth 14,030	**Total Adults 9,072**

Total Membership 23,102

Youth Members by Program Grade Level



girl scouts heart of new jersey

GSHNJ is one of
111
regional Girl Scout Councils
in the United States.
In 2025, we ranked

#6
for overall
retention nationally

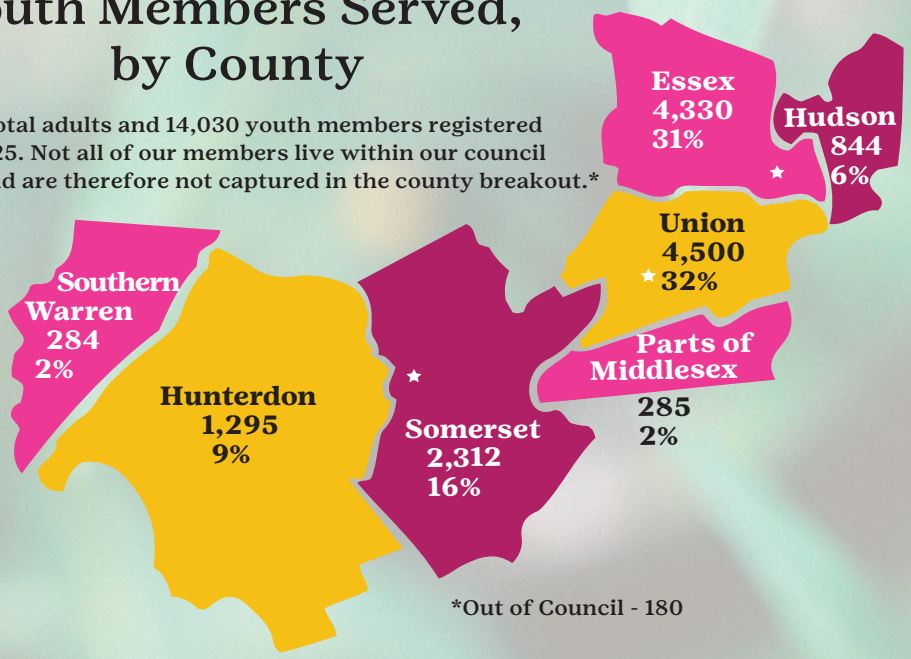
#3
for youth member
retention nationally

Youth Retention Rate
73.1%

Overall Retention Rate
76%

Youth Members Served, by County

9,072 total adults and 14,030 youth members registered for MY25. Not all of our members live within our council footprint, and are therefore not captured in the county breakout.*



*Out of Council - 180

TOTAL: 14,030 100%

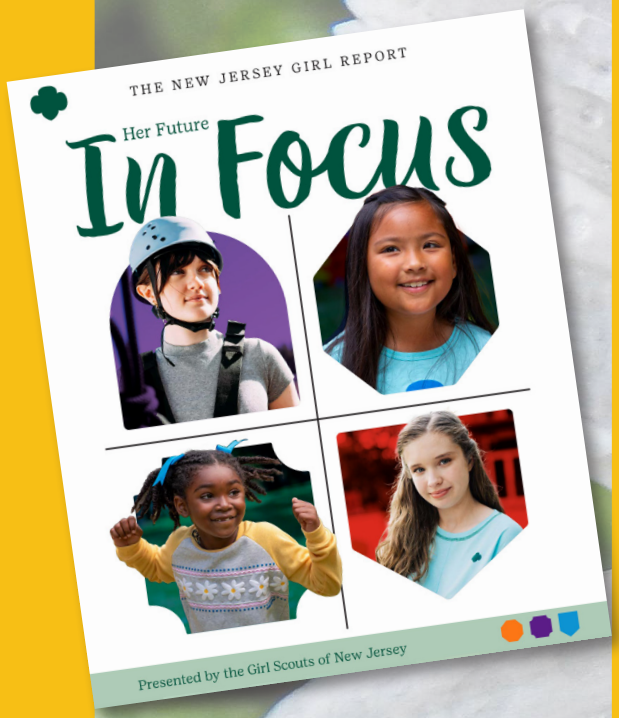
3,141 Adult Volunteers

60 Service Units

530 First-time Leaders

145 New Troops

Where Insight Guides Growth



To better understand the realities facing girls today, the four Girl Scout councils serving New Jersey partnered to produce ***The New Jersey Girl Report: Her Future in Focus***—a first-of-its-kind statewide study examining the experiences, opportunities, and challenges facing girls across the state.

Released in June 2025, the report provides a comprehensive look at how girls in New Jersey are navigating adolescence and preparing for their futures. Drawing on publicly available research and statewide data across areas including education, emotional wellness, social connection, and physical health, the report highlights both the remarkable achievements of girls and the challenges many face as they grow.



girl scouts heart of new jersey

89%
of Girl Scouts in New Jersey participate in activities they would not have done otherwise.



74%
of New Jersey Girl Scouts participated in community service in 2024.



86%
of New Jersey Girl Scouts have a positive self-identity:
"I am glad I'm me."

57%
of New Jersey Girl Scouts did a STEM program in 2024.



The report was formally introduced on June 5 at Thomas Edison State University in Trenton, where NJ Girl Scout CEOs, educators, community stakeholders, and policymakers discussed the findings and the opportunites they present. Senator Angela V. McKnight (D-31) and Assemblywoman Tennille R. McCoy (D-14) were among the elected officials participating in the event, reinforcing the importance of including the experiences of girls in conversations about education, workforce development, and youth well-being across New Jersey.

For Girl Scouts Heart of New Jersey, the report provides valuable insight that helps guide how we expand opportunity for youth across the communities we serve. Through our External Affairs department, led by Vice President Tenisha Malcolm-Wint, these findings are shaping statewide advocacy and government relations efforts across all four New Jersey councils—strengthening partnerships, informing policy conversations, and elevating the voices of youth. Grounded in both research and lived experience, this work is also informing conversations with schools, community organizations, corporate partners, and donors while continuing to grow pathways for youth to explore their interests, develop leadership skills, and build the confidence to shape their future.

You can view the full report HERE.

70%
of New Jersey Girl Scouts are more confident in school because of Girl Scouts.



Girl Scout Leadership Center

Where Community Takes Root

The opening of the Girl Scout Leadership Center (GSLC) in Newark in April 2025 marked a major milestone for Girl Scouts Heart of New Jersey, expanding access to Girl Scouting, strengthening community partnerships, and creating new pathways for leadership development in the communities we serve.

Strategically located in downtown Newark—the birthplace of Girl Scouting in New Jersey—the 5,436-square-foot center reimagines how Girl Scout experiences are delivered in urban communities and beyond. Designed with flexible spaces for STEM exploration, troop meetings, workshops, and events, the GSLC brings programs directly into the communities where youth live and learn, helping remove barriers such as transportation and limited access to enrichment opportunities.

The center officially opened with a two-day celebration that reflected the strength of the partnerships behind the project. The first day featured a ceremonial ribbon cutting attended by elected officials, civic leaders, and community partners who helped bring the vision to life and reaffirmed a shared commitment to investing in young people and expanding opportunity across Newark.







girl scouts heart of new jersey

Youth voice played a central role in shaping the GSLC. Eleven Girl Scouts from across the council served as Community Design Leaders, collaborating with designers and community partners to influence the layout and functionality of the space, ensuring the center reflects the ideas, creativity, and aspirations of the members it was built to serve.

Since opening, the GSLC has become a launch point for new programming designed to deepen engagement and expand access to Girl Scout experiences in Newark. Signature offerings include the monthly **Second Saturdays** series, which invites Girl Scouts and families to explore hands-on activities and community-based learning, and **Girl Scouts After Hours**, which provides out of school time evening programming where members can connect, create, and build friendships in a welcoming environment. The center has also hosted **Beyond the Badge**, a reimagined showcase celebrating confidence, talent, and community service as Girl Scouts share who they are beyond the uniform. The GSLC is also exploring opportunities to host future summer programming, expanding access to leadership and outdoor-inspired experiences for youth who may not otherwise be able to attend traditional camp settings.

Beyond Girl Scout programming, the Leadership Center serves as a welcoming community resource. The facility is available for local organizations, partners, and community groups to rent for meetings, events, and youth programming—creating additional opportunities for collaboration and ensuring the space remains active and connected to the broader community.



Mission Alignment

Experiences That Help Girl Scouts Grow

Mission Alignment ensures that every program, experience, and property works together to deliver consistent, high-quality opportunities for members across our council. By offering flexible ways to participate—through one-time events, series-based programs, and Mobile Classroom experiences—we are able to meet members where they are and expand access across the communities we serve.

This approach strengthens our impact by creating more entry points for participation while deepening engagement over time—encouraging curiosity, building confidence, and fostering connection through shared exploration.

Council-delivered Program Highlights:

- 205 One-off Programs
- 77 Programs à la Carte
- 63 Mobile Classroom Experiences

6,801 Youth Served

Girl Scouts Take Manhattan

93 Girl Scouts and chaperones explored New York City through a day of hands-on discovery. From navigating Grand Central Terminal to engaging with history at the New York Public Library and visiting GSUSA, participants built confidence, teamwork, and a deeper connection to the world around them.



girl scouts heart of new jersey



Iceland: Glaciers and Geysers

22 Girl Scouts and chaperones expanded their global perspective through an immersive international experience in Iceland. Exploring waterfalls, geothermal landscapes, and black sand beaches, participants engaged directly with the natural environment while building independence, adaptability, and confidence in unfamiliar settings.

Montclair Film Festival Partnership

In partnership with the Montclair Film Festival, members brought their ideas to life through hands-on filmmaking. Working collaboratively in roles like director, camera operator, and actor, they storyboarded, filmed, and edited original short films—developing creative confidence and learning how to express their perspectives through storytelling.





Woman Up! Social Justice by the Numbers

This multi-part experience connected learning across communities and settings—from Mobile Classroom sessions to a culminating mini-conference at Kean University. Participants explored social justice topics through discussion and data, building awareness and strengthening their ability to engage thoughtfully with issues impacting their communities.

Summer Camp

Where Confidence Grows

Camp is one of the places where growth happens most naturally. When young people step into the outdoors, they discover new confidence, build friendships, and experience the power of belonging to a supportive community. Surrounded by nature, peers, and guided by caring mentors, Girl Scouts develop independence, resilience, and memories that stay with them long after summer ends.

At **Camp Hoover** in Middleville and **The OVAL** in Maplewood, campers experience the outdoors in ways that spark curiosity, courage, and connection. Nestled within 340 acres of forested hills and lakefront, Camp Hoover offers immersive overnight experiences where campers unplug from daily routines and deepen their connection to nature and one another. The OVAL, a historic site within the South Mountain Reservation, provides day campers with a vibrant outdoor setting filled with exploration, teamwork, and discovery.



Throughout the summer, campers build new skills and confidence as they try activities they may have never experienced before. Archery is a favorite at both camps, where campers practice focus and patience as they take aim at the target. Time on the water, exploring woodland trails, navigating challenge courses, and gathering around campfires for songs and stories create meaningful moments that strengthen friendships and help campers see what they are capable of achieving.



girl scouts heart of new jersey

Many of the counselors guiding these experiences were once GSHNJ campers themselves. Having grown through the Girl Scout camp program, they return to help create the same sense of belonging, encouragement, and adventure for the next generation.

Safety and quality remain at the center of the camp experience. Camp Hoover and The OVAL are accredited by the American Camp Association (ACA), meeting rigorous local, state, and national standards. Staff receive extensive training in safety, communication, program delivery, camper care, and team building to ensure every camper has a safe, supportive, and enriching environment in which to grow.

At Girl Scouts Heart of New Jersey, camp is more than a summer tradition—it is a powerful environment where young people develop confidence, independence, and a deeper sense of who they are and what they can achieve.

1,490
Camper Weeks

860
Camper Weeks
Camp Hoover

630
Camper Weeks
The OVAL

Camp Staff

HOOVER	The OVAL
49 locals **18** internationals **Total 67**	**30** locals **5** internationals **Total 35**

Seasonal Camp Staff 102













> "My daughter looks forward to summer camp all year—it's where she can be outside, be with friends, take safe risks, and just be present."
> *- GSHNJ Camp Parent*

Highest Awards

Where Big Ideas Take Root in Community

25	128	332
GIRL SCOUT GOLD AWARD	GIRL SCOUT SILVER AWARD	GIRL SCOUT BRONZE AWARD



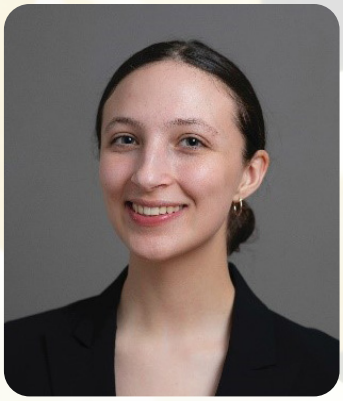
Gold Award Class of 2025

(April 2024 - March 2025)

Lianna Bartnick
Emily Chavez*
Anshu Cherukumilli*
Lily Coniglio*
Sara Dicksen*
Helenda Drakulich*
Alanya Friedman
Meghana Gandavabi
Cassandra George*
Narina Girotra*
Kira Kluthe*
Rithanyaa Kumar
Sophia May*
Sophia Minassian*
Abigail Mokrzycki*
Samantha Murzenski*
Aaria Nadar*
Alexandra Kostantina Nikolopoulos*
Emma Pawlick
Ava Sabella*
Grace Seamon*
Maya Shamiyeh*
Vedika Sharma*
Mallika Vellore*
Navya Venkatesh
Laureen Venturella*
Drishti Wadhwa
Ella Zelesnick

**Denotes Change Maker Award recipients, who earned all three Highest Awards.*

girl scouts heart of new jersey



Growing a Greener Community: Preserving Maplewood's Urban Forest

Alanya Friedman Received $5,000 GSUSA Gold Award Scholarship

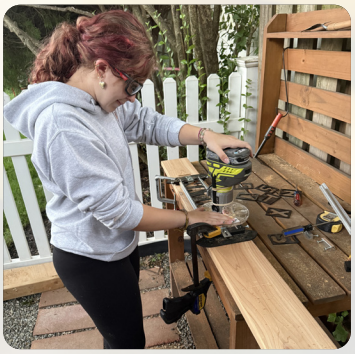
Recognizing the important role trees play in the health and sustainability of her community, Alanya Friedman of Maplewood Troop 20514 created a lasting environmental initiative through her Gold Award project. She established the Maplewood Shade Tree Subcommittee within the town's Environmental Advisory Committee to promote tree preservation and expand environmental education as part of the township's broader sustainability efforts. Her work raised awareness about the importance of maintaining a strong urban tree canopy while encouraging community involvement in protecting local natural resources. In recognition of her impact, Alanya was selected for a national scholarship awarded to just one Girl Scout in each of the 111 councils and USA Girl Scouts Overseas, and she also received a William and Ida M. Kiefer Trust Scholarship from Girl Scouts Heart of New Jersey, awarded to Girl Scouts from Essex and Hudson counties pursuing post-high school education.

Silver Award Highlight –Rededicating Cabins at The OVAL

Cadettes from Troop 41248 in Clark led a project to review and update cabin names at The OVAL. After learning how the use of Native American tribal names by non-Native communities can perpetuate stereotypes and erase Indigenous identity, they partnered with the council's Museum Committee to research names that better reflect the values and history of Girl Scouting. Cabins were rededicated to leaders who have shaped the Movement and community, including Juliette Gordon Low, Dr. Kathy Hopinkah Hannan of the Ho-Chunk Nation, Queen Latifah, and GSHNJ CEO Natasha Durant, while Krese Kottage honors longtime volunteer Dolores Kresge for her decades of service preserving Girl Scout history. The troop also designed and created new cabin signs, ensuring these stories are visible to future campers and helping the camp environment reflect the values of respect and inclusion.





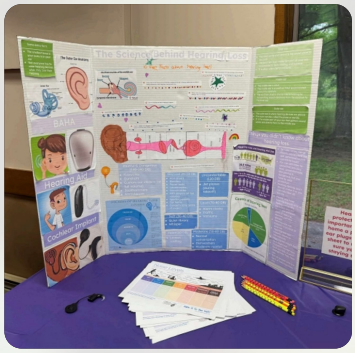




Bronze Award Highlight – Hearing Loss Connection

Girl Scouts from Service Unit 62 in Green Brook partnered with their community to raise awareness about hearing loss through a project centered on education and inclusion. They hosted an interactive event that gave participants insight into what it's like to experience hearing impairment, building understanding and encouraging more inclusive support. Even after their troop disbanded, the Girl Scouts continued working together to bring this meaningful project to life in their community.





Volunteer Experience

Where Dedication Helps Girl Scouts Grow

The growth of Girl Scouts Heart of New Jersey begins with the people who show up—day after day—for our youth: our volunteers.

In MY25, more than 9,000 volunteers created meaningful experiences for over 14,000 youth, opening doors to new interests, new challenges, and lifelong friendships. As leaders, mentors, and role models, they made the Girl Scout experience possible in communities across our region.

Because of their care and commitment, young people recognized their potential —growing into the courage, confidence, and character that define Girl Scouts. Our 2025 Volunteer Recognition Awards celebrated the tremendous contributions of our dedicated volunteers.

MY25 Volunteer Recognition Honorees

The **Honor Pin** recognizes outstanding service that benefits two or more service units and advances the mission of Girl Scouts.



Andrea Beck has volunteered with Girl Scouts Heart of New Jersey for 12 years. She leads Troop 20386 and serves as Service Unit Manager for SU 28. Andrea has organized the annual camporee for more than a decade, launched a teen planning committee for older Girl Scouts, and supports volunteers across the council as an outdoor and overnight trainer.

Karen Briegs is a dedicated advocate for inclusive Girl Scouting. As leader of adaptive Troop 60561 and SU 72's outdoor co-chair, she creates opportunities that ensure every Girl Scout can participate fully. Karen also launched a Rallyhood group supporting leaders of adaptive troops and helped establish new troops in Somerset and Jersey City.



The **Thanks Badge** recognizes service that benefits the entire council or the broader Girl Scout movement.



Patrick Szary has volunteered with Girl Scouts Heart of New Jersey for 11 years as a troop leader, service unit volunteer, and Service Unit Cookie Manager for SU 72. A member of the Product Program Committee since 2022, he supports the Cookie Program council-wide, helped guide the transition to ABC Bakers, and manages one of GSHNJ's Mega Drops.

Appreciation Pin
Julie Botero
Gretchen Byrne
Terri Chapman
Jennifer Cridge
Natasha DeLaCruz
Ivonne Droz
Cynthia Ellis
Lyndsay Korbylo
KC Lister
Susana Machado
Christina Smith
Amy Snider
Courtney Sootkoos
Pam Weintraub

Dedicated Leader
Renee Amponsah
Nicole Beniamini
Jillian Boidy
Susan Brooks
Jennifer Clarke
Stacy Grady
Kristina Junkroft
Kathy Kafka
Lisa Malecki
Jennifer Perna
Shannon Rabin
Shawna Roth

Rookie of the Year
Sherri Biniaros
Camille Braker-Balkum
Andres Caballero
Jeff Cawaling
Beth Ann Christiansen
Elisabeth Christopher
Tara Civitillo
Avni Desai
Kristen Fantuzzi
Taylor Faust
Sharyn Finno
Maria Galletta
Sarah Giannantonio
Randi Hutchinson
Sunaina Khanna
Jamie Kordusky-Salvaggio
Leah Lake
Giorgi Lauro
Shannon McCray
Kelly Meka
Brittany O'Donnell-Sudah
Teresa Panas
Laura Parker
Jenie Petersen Vargas
Kaitlyn Price
Jo-Ann Ricks
Nadia Rovitto
Krista Ruh
Christine Salzman-Barbato
Kelly Sinnk
Loretta So
Louise Grace Spencer
Leslie Thompson
Suzette Tiongson
Deborah Walkoczy

Volunteer of Excellence
Courtney Agnello
Aleasea Arbubakrr
Kristie Barba
Raquel Breece
Elizabeth Cavanagh
Joy Cleveland
Gladys Collazo
Jendayi Collier
Rebecca Coniglio
Jamie DeBiase
Ginny Houle
Leigh Anne Jadro
Chemagne Kania
Gillian Kost
Maureen Lamberti
Tecia Martinez
Alicia Ochs
Samantha Plum
Carrie Russoniello
Liz Santisi
Michele Simeone
Dawn Umemoto
Meghann Valeo
Katie Van Kott
Tracy Williams
Shannon Woerner

Membership Tenure
20 Years of Membership
Courtney Agnello
Karen Briegs
Everlyn Hay
Laura Lin
Melanie Moran

25 Years of Membership
Amy Brainard
Lisa Conover
Casey Cullen Woods4
Dana Shapiro

30 Years of Membership
Karen Lin

50 Years of Membership
Dolores Kresge

60 Years of Membership
Sally Chew
Coralyn Vossler

85 Years of Membership
Jeanne Van Steen

Years of Volunteer Service
15 Years of Service
Courtney Agnello
Karen Briegs
Dana Shapir

20 Years of Service
Everlyn Hay

40 Years of Service
Dolores Kresge
Anna Nelson

President's Award
SU72 Team

Community Partnership Award
Mr. Barry R. Devone III, Orange Public Schools
Whitewater Challengers

Plaque of Appreciation
Clark Recreation Department – Ralph Bernardo
Clark Recreation Department – Karen Pisani

Volunteer Recognition

Volunteer Experience



Volunteering is a ***work of heart.***







girl scouts heart of new jersey













Strategic Philanthropy

Where Giving Helps Opportunity Grow

The continued growth and impact of Girl Scouts Heart of New Jersey is made possible in large part through the generosity of donors, partners, and community supporters who believe in the power of the Girl Scout experience. Their investment helps ensure that more young people across our region have access to programs, mentorship, outdoor experiences, and leadership opportunities that build confidence, spark curiosity, and prepare them for the future.

In 2025, GSHNJ strengthened this work by evolving its **Fund Development Department into Strategic Philanthropy**, reflecting a broader and more intentional approach to philanthropy. While fundraising remains essential, Strategic Philanthropy focuses on building deeper partnerships with donors, corporations, and foundations—aligning philanthropic investment with the long-term goals of the organization and expanding opportunities for youth across the council. To lead this next phase of growth, GSHNJ welcomed **Joie M. Langford, CFRE, as Vice President of Strategic Philanthropy**, bringing experience in donor engagement, partnership development, and mission-driven collaboration.



This impact is reflected in the community events and initiatives that bring supporters together around the Girl Scout mission. Our signature **Women of Vision Awards Breakfast** celebrates leaders whose dedication and service help create opportunities for the next generation. In 2025, GSHNJ honored **Wanda Bryant Hope**, retired Chief Diversity, Equity, and Inclusion Officer at Johnson & Johnson; **T. and Cory Strong**, founders of Dirty Soles Footwear Group; and **Debra "Debbi" Zvanut**, a lifelong Girl Scout and former GSHNJ camp director whose decades of service have shaped the experiences of countless campers.







girl scouts heart of new jersey

Community support was also evident at the **2025 I Run for Girls 5K Run/Walk**, held at the Orange Reservoir in West Orange. In just its second year, the event welcomed **more than 300 runners and walkers**, nearly doubling participation from its inaugural race and demonstrating the growing enthusiasm behind this community tradition. Together, participants helped raise awareness and support for programs that allow Girl Scouts to explore their interests, build confidence, and discover new possibilities.





Ongoing initiatives such as the **Camp Campaign** and the **Annual Appeal** ensure that these opportunities remain accessible to all. Contributions support camp safety equipment, staff training, facility improvements, and hands-on outdoor and STEM programming, while also helping provide camp scholarships so more youth can experience the confidence and independence that come from time outdoors.

Through the Annual Appeal, donors also help provide membership assistance, uniforms and program supplies, and innovative programming that allows Girl Scouts from all backgrounds to fully participate in the Girl Scout Leadership Experience.

Together, these philanthropic investments strengthen the reach and impact of Girl Scouts Heart of New Jersey—ensuring that more young people across our communities have the opportunity to grow, lead, and make the world a better place.





Product Programs

Where Skills and Confidence Grow



Fall Product



Troop Participation

510

in Fall Product



$105K

Proceeds earned by troops

girl scouts heart of new jersey

Cookies

ABC BAKERS

Troop Participants in the **2025** COOKIE PROGRAM

1,020 Troops

Almost **$1.2M**

Proceeds earned by troops & service units

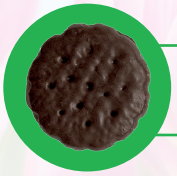
Almost **1.2M**

Cookie Packages sold in 2025

$6.9 million in cookies sold

OPERATION JERSEY CARES SUPPORT OUR TROOPS

Cookies Sold



Thin Mints — 268.6 thousand



Caramel deLites — 194.0 thousand



Peanut Butter Patties — 145.7 thousand



Trefoils — 100.2 thousand



Lemonades — 96.8 thousand



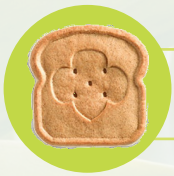
Peanut Butter Sandwich — 86.4 thousand



Adventurefuls — 80.7 thousand



Cookie Donation — 80.6 thousand



Toast-Yay! — 61.7 thousand



Caramel Chocolate Chip — 47.4 thousand

How We're Funded

The Financial Roots of Our Mission

Our funding comes from

5

primary sources

Your contributions help us build Girl Scouts of courage, confidence, and character that make the world a better place.

girl scouts heart of new jersey


Primary Funding Sources
Product Program
Proceeds from Fall Product and Girl Scout Cookie Programs
Programming Fees
Participation fees for camp, events, and other programs
Philanthropy
Charitable donations from individuals, corporations, foundations, and other partners
Retail
GSHNJ store proceeds from badges, uniforms, gifts, supplies and merchandise
Other Income
Investments and miscellaneous revenue

Finacial Overview

Investing in Girl Scouts

Revenue

Donations	$1,258,887
Product Sales, Net	4,516,359
Retail Sales, Net	276,005
Program & Camp	1,564,032
Rental Income	136,907
Nonoperating Income	1,035,186
TOTAL*:	**$ 8,787,376**

Assets

Cash & Cash Equivalents	$2,119,604
Investments (at fair value)	2,276,405
Accounts Receivable, net	538,709
Inventory	347,108
Prepaid Expenses	197,523
Long Term Assets	7,127,120
TOTAL*:	**$ 12,606,469**

Expenses

Program	$ 7,634,034
Administrative	674,965
Fundraising	321,276
TOTAL*:	**$ 8,630,275**

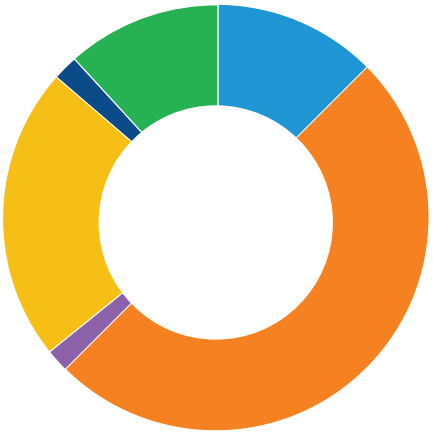
Liabilities and Net Assets

Accounts Payable & Accrued Expenses	485,354
Other Current Liabilities	224,052
Deferred Revenue	229,027
Program Deposits & Custodial Funds	22,672
Non-Current Liabilities	1,618,370
Subtotal Liabilities	2,579,475
NET ASSETS	10,026,994
TOTAL*:	**$ 12,606,469**

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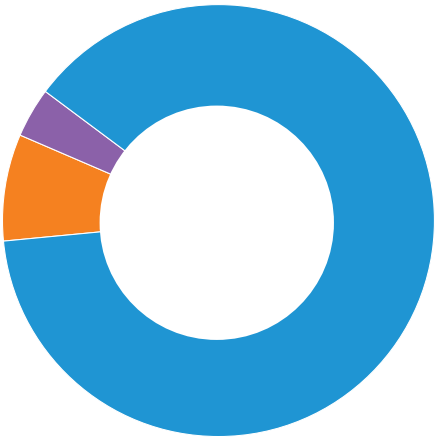
Financial Breakdown

Revenue



51%	Product Sales **$4,516,359**	3%	Retail Sales, net **$276,005**	18%	Program & Camp **$1,564,032**
2%	Rental Income **$136,907**	12%	Nonoperating Income **$1,035,186**	14%	Donations **$1,258,887**

Expense



88%	Program **$7,634,034**	8%	Administrative **$674,965**	4%	Fundraising **$321,276**

Our Donors

Where Giving Makes Growth Possible

When our community invests in Girl Scouts, the impact reaches far beyond a single program or moment—it creates opportunities for members to explore new interests, discover their strengths, and grow into confident young people ready to shape the future.

The generosity of our corporate partners, foundations, and individual donors helps make the Girl Scout experience accessible to all. Their support offsets the cost of membership, uniforms, supplies, camp, travel experiences, and innovative new programs that expand what's possible for Girl Scouts across our region.

Because of this support, thousands of Girl Scouts can dream bigger, try new things, and build the skills that will guide them for years to come.

Thank you for helping opportunity grow for Girl Scouts across our communities.

Contributions listed are from October 1, 2024, through September 30, 2025. While we are grateful for every gift, space limitations allow us to recognize gifts of $250 and above.

$100K+

U.S. Department of Education
The Victoria Foundation

$50K+

Kean University
State of New Jersey

$25K+

Girl Scouts of the USA
Carbro
Estate of Mary Dart
Panasonic Foundation

$10K+

City of Hoboken
Debra Zvanut
E. J. Grassmann Trust
Marguerite Russ Risley and Marshall E. Risley Trust
OceanFirst Foundation
The Large Foundation
The Scott Ralls Fund at American Camp Association NY and NJ
Wanda Hope
William and Ida M. Kiefer Trust

$5K+

Bloomberg LP
Deborah Diamond
Orange Orphan Society
PSEG Foundation
United Way of the Greater Lehigh Valley

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$2.5K+

The Ernest L. and Constance V. Richmond Foundation
American Water Charitable Foundation
Amwell Conservation Trust
Bloomberg LP
Bridgewater Commons Mall, LLC
Construction Specialties
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Rey Financial Group
Somerville Elks Charitable Trust, Inc
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$1K+

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Deborah Hooker
Della Walker, Jr.
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Somerset Regal Bank
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Tiffany Wilson
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$500+

Anu Kalsekar
Alexandria Younossi
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Barclays Bank
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Carolyn Casper
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Debra Rutt
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Westfield United Fund

Donor Spotlight





Debra "Debbi" Zvanut

Debbi's connection to Girl Scouting began as a Brownie—at a time when "all the girls in her class joined." As an only child, it gave her something she hadn't experienced before: a sense of belonging to something bigger than herself.

That connection deepened at camp. At age 10, she was immersed in the outdoors—pitching tents, building fires, and discovering a world she hadn't known. But what stayed with her most was the community. "It's a family," she says. "Not by blood, but by heart." The friendships she formed have lasted more than 50 years.

Over time, that early experience grew into a lifelong commitment. While Girl Scouting has evolved, Debbi believes its core values remain constant—and worth investing in. She also hopes others see that support comes in many forms—from professionals, volunteers, and anyone who feels a connection to the movement. Her giving reflects that belief. She initially supported scholarships, helping ensure access for others. But as she grew closer to the organization, her focus shifted—back to the place that shaped her most: camp. Today, her philanthropy is focused on GSHNJ camps, particularly Camp Lou Henry Hoover in Middleville, NJ, where she is helping ensure the site remains strong for future generations. She recognizes that without continued investment, the spaces that create lifelong memories may not endure. "If you don't put your money where your mouth is," she says, "those camps and facilities won't be there."

Debbi's impact goes beyond her philanthropy. She shares her time and talents at camp—leading a basketweaving program that complements the arts experience and encourages girls to try something new in Creation. She also mentors counselors, helping them grow into strong leaders, and serves as a role model for girls—encouraging them to support one another and step into leadership roles themselves. For Debbi, giving is not only financial—it's about showing up, sharing knowledge, and helping create an environment where young people can thrive.

"I want a place for the children of the future to call home." Through her generosity—and her continued presence—Debbi is helping ensure that place, and those possibilities, continue to grow.

KEAN UNIVERSITY

At the heart of Kean University's partnership with Girl Scouts Heart of New Jersey is a shared belief: every young person deserves the opportunity to explore, discover, and grow into who they are meant to be.

That belief took shape through the Girl Scouts on the Go! Mobile Classroom. What began as a collaboration between GSHNJ's STEM Advisory Group and students from Kean's Michael Graves College became something more—a community-centered learning space designed to meet young people where they are and expand access to hands-on STEM experiences across New Jersey.

Inside the Mobile Classroom, learning becomes personal. Participants test ideas, solve problems, and take risks in an environment built for discovery. In those moments, something shifts—curiosity turns into confidence, and confidence begins to shape how they see themselves and what they believe is possible.

A lasting sense of confidence and possibility is central to this effort. When young people see themselves as belonging in STEM spaces—and as individuals who can shape the future—their outlook changes in meaningful ways. Alongside technical skills, they develop resilience, creativity, and a strong belief in their own voice. These qualities continue to guide them well beyond their Girl Scout experience.

For Kean University, supporting this work is about creating lasting impact. By helping bring these experiences to more communities, Kean is opening doors for young people to see themselves as innovators, problem-solvers, and contributors—both in their own lives and in the world around them.

Through this partnership, those moments of discovery continue to grow—reaching more young people, strengthening more communities, and helping shape a future where every individual knows they belong and has the confidence to lead their own path.



$250+

Abbas Kazimi
Adrian Harewood
Aetos
AIG
BAM Desserts
Carolyn Lauer
Chrissy Buteas
Christiane Gratzel
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Eileen Rust
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Hilary Kruchowy
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Susan Wait
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Terese Clark
United Community Corporation (UCC)
Victoria Fernandez

Daisy Circle

Daisy Circle is GSHNJ's monthly giving campaign. By commiting to a a minimum recurring monthly gift of $25, these donors give members consistent access to life-changing experiences and opportunities through Girl Scouting.

Natasha Durant
Chrissy Buteas
Christiane Gratzel
Deborah Hooker
Delia Ware-Tibbs
Della Walker, Jr.
Dr. Drew Giddings
Jaclyn Pennella
Jeanne Van Steen
Lydia Smith-Boyd
Malissa Cass
Mary Beth Dunn
Megan Lunde
Naima Ricks, Ph.D.
Nicole Dubois
Terese Clark
Tiffany Wilson
Victoria Fernandez

In Tribute

In Honor of Arielle Bletcher
Steven Kingsley

In Honor of Betty Finnegan
Kathleen Finnegan

In Honor of Debra Zvanut
Julia Gallagher
Dorothy Hooker
Janet Matts
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In Memory of Dolores Russell
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In Memory of Lamouria Boyd, Esq.
Della Walker Jr.

In Memory of Skip Drumm
Alan Gross

In Memory of Susan Best
Kay Stephenson

In Honor of Carol Ball
Susan Olshuff

In Honor of the Staff at Camp Hoover
Barbara Heath

In Memory of Virginia Genlot
Gail Hatch

In Honor of Deborah "Hook" Hooker
Skylar Hastings Roehl

Donate:

Make an individual gift, join our Daisy's Circle monthly giving program, create a planned giving strategy, or support a fundraising event.

Learn more at gshnj.org/donate

Volunteer:

Make a difference in the lives of youth by leading or supporting a troop, helping at summer camp, or assisting behind the scenes.

Learn more at gshnj.org/volunteer



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