

Where We Grow

A Year in Bloom

2025



Index

Introduction

Who We Are	3
Leadership	4

Our Council

Year in Photos	6
Membership	8
New Jersey Girl Report.....	10
Girl Scout Leadership Center	12
Mission Alignment.....	14
Summer Camp	16
Highest Awards	18
Volunteer Experience	20
Strategic Philanthropy	24
Product Programs	26

Financials

How We're Funded	28
Financial Breakdown	30
Donor List	32

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 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.

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.

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	Trashaun Powell
Dr. Drew Giddings	Tracey A. Reynolds
Nichelle Howe	Samira Sharif
Allison Kimmich	Jessica Viotto
Anisa Mohammed	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



Linda S. Carter
Board Chair

Year in Photos



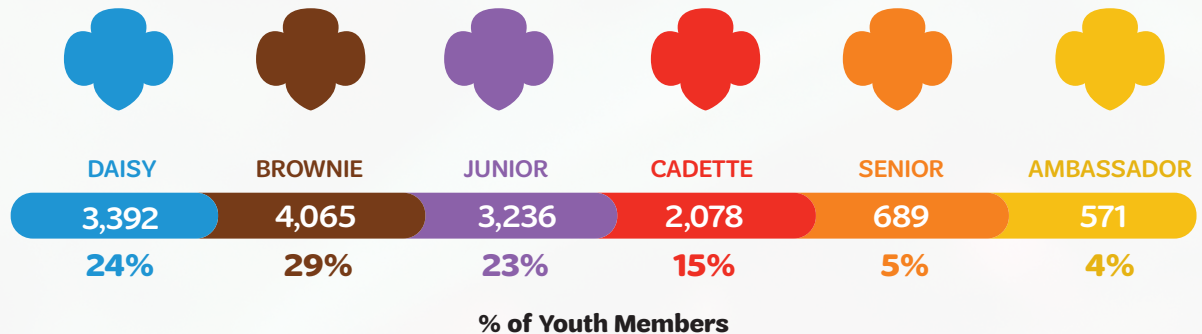


Membership

Where Our Movement Grows



Youth Members by Program Grade Level



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

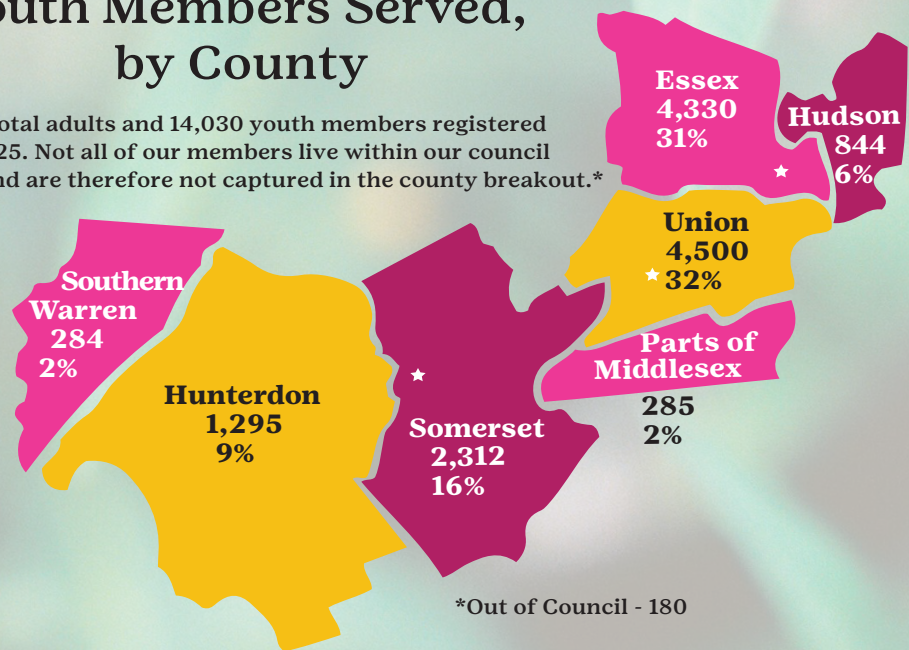
73.1%

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.*



TOTAL: 14,030 100%

3,141
 Adult
 Volunteers

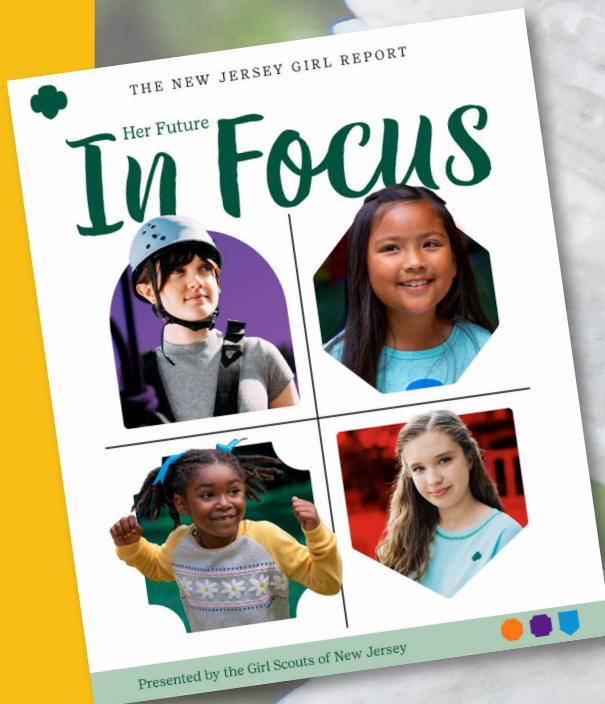
60
 Service
 Units

530
 First-time
 Leaders

145
 New
 Troops

New Jersey Girl Report

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.

60%

of Girl Scouts in New Jersey are challenge-seekers:

“I don’t give up, even when things are hard.”

89%

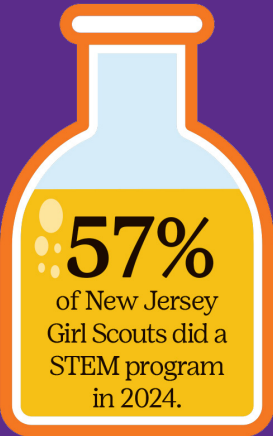
of Girl Scouts in New Jersey participate in activities they would not have done otherwise.



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.



74%

of New Jersey Girl Scouts participated in community service 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 opportunities 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.



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 reimaged 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.



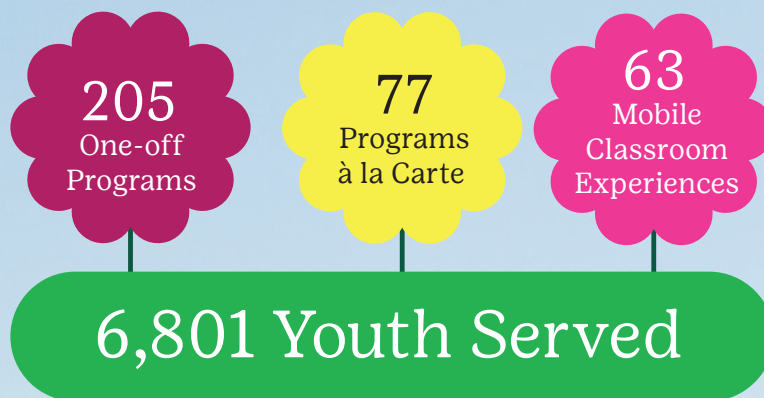
Mission Alignment

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:



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.





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 Middletown 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.



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.

Camp Staff

HOOVER

The OVAL

**49 locals
18 internationals
Total 67**

**30 locals
5 internationals
Total 35**

Seasonal Camp Staff 102

1,490
Camper Weeks

860
Camper Weeks

Camp Hoover

630
Camper Weeks

The OVAL



“ 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



Gold Award Class of 2025

(April 2024 - March 2025)

Lianna Bartnick

Emily Chavez*

Anshu Cherukumilli*

Lily Coniglio*

Sara Dickson*

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*

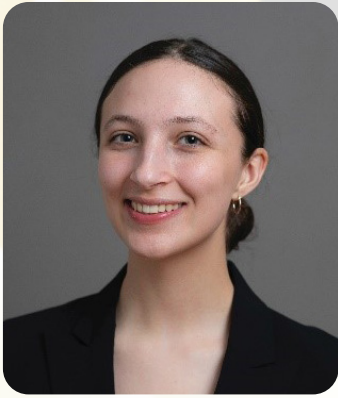
Navya Venkatesh

Lauren Venturella*

Drishti Wadhwa

Ella Zelesnick

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



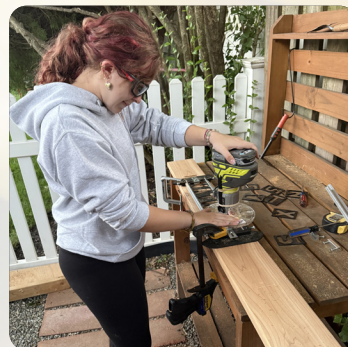
Growing a Greener Community: Preserving Maplewood’s Urban Forest

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.

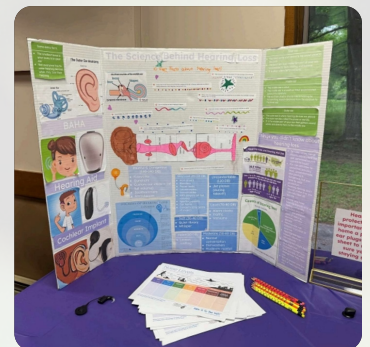
Silver Award Highlight – Rededicating Cabins at The OVAL

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 Kreske Cottage 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.



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 Experience

Volunteer Recognition



Volunteering
is a
*work of
heart.*





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.





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



Cookies

Troop Participants
in the
2025
COOKIE
PROGRAM

Almost **\$1.2M**

Proceeds earned by troops
& service units

\$6.9

million
in cookies sold

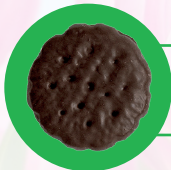
1,020
Troops

Almost
1.2M

Cookie Packages
sold in 2025



Cookies Sold



Thin Mints

268.6
thousand



Peanut Butter Sandwich

86.4
thousand



Caramel deLites

194.0
thousand



Adventurefuls

80.7
thousand



Peanut Butter Patties

145.7
thousand



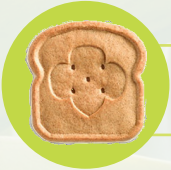
Cookie Donation

80.6
thousand



Trefoils

100.2
thousand



Toast-Yay!

61.7
thousand



Lemonades

96.8
thousand



Caramel Chocolate Chip

47.4
thousand

How We're Funded

The Financial Roots of Our Mission

Our funding
comes from



primary
sources

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



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

Expenses

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

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

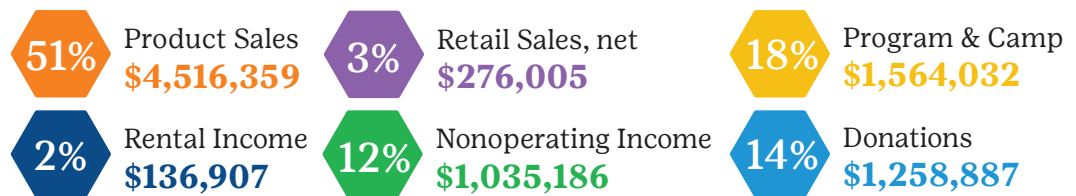
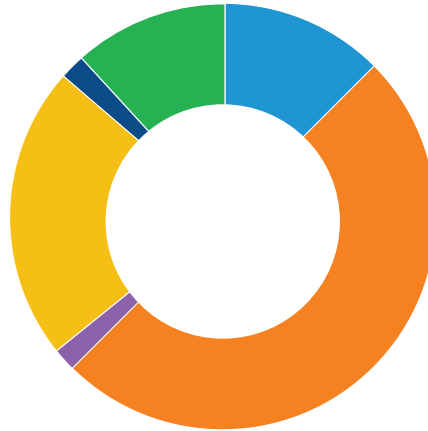
Liabilities and Net Assets

Accounts Payable & Accrued Expenses	485,354
Other Current Liabilities	223,941
Deferred Revenue	229,027
Program Deposits & Custodial Funds	22,672
Non-Current Liabilities	1,618,481
Subtotal Liabilities	2,579,475
NET ASSETS	10,026,994
TOTAL*:	\$ 12,606,469

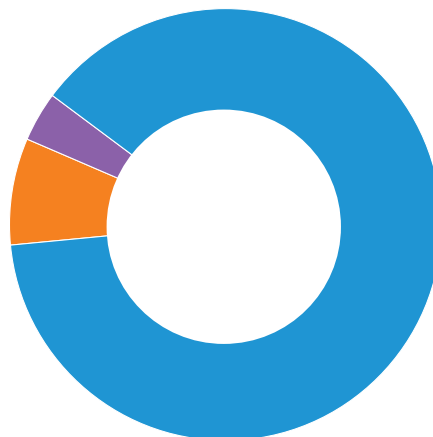
*Projected totals

Financial Breakdown

Revenue



Expense



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

\$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
CVS Health Foundation

Ericsson Inc.
Garrie Lewis
Giddings Consulting Group, LLC.
Marlene Bauer
Natasha Durant
Octoberfest Participants
Optimum
Paramount Assets, LLC

Peapack Private Bank & Trust
PNC Bank Foundation
Rey Financial Group
Somerville Elks Charitable Trust, Inc
The PNC Financial Services Group
Vertilocity

\$1K+

Plymouth Rock
Allison Kimmich
Anonymous
Deborah Hooker
Della Walker, Jr.
Dolores Kresge
Horizon Blue Cross Blue Shield of New
Jersey
John Metz

Johnson & Johnson
Joway Holmon
Margaret Velden
Naima Ricks, Ph.D.
Nancy Henseler
Palmer & Cay
PSEG Power of Giving Campaign
Ryan Harster
S&P Global

Samira Sharif
Sandra Mercado
Sherry Grobstein
Skylar Hastings Roehl
Somerset Regal Bank
Spring Lacy
Tara O'Brien
Tiffany Wilson
Veronica Guarraia

\$500+

Anu Kalsekar
Alexandria Younossi
Ann Eldridge
Barbara Heath
Barclays Bank
Carly Bella
Carolyn Casper
Comcast NBC Universal
Debra Rutt
Delia Ware-Tibbs
Diane Barker
Dinorah Santeli
Dr. Drew Giddings
Fanwood-Scotch Plains Rotary Club

FRC Team 75
Girl Scouts of Eastern Pennsylvania
Jeana Somers
Judith Tanini
Julia Johnson
Kathleen Finnegan
Kelly McDonald
Kimberly Gorode
Lydia Smith-Boyd
Lyndsay Korbylo
Magda Yrizarry
Malissa Cass
Mary Page
Mary Tourangeau

Megan Lunde
Michael Manley
Michelle Russell
Momentum Risk Management
Nichelle Howe
Patricia Steingall
Robert Half
Sergei Vinokur
Tenisha Malcolm-Wint
Theresa Steer
Verizon Foundation
Vincent Fischer
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
Colgate Palmolive
DeLaine Mayer & Brian Roth
Disney Worldwide Services, Inc.
Dominique Minars
Dwane Banghart
Eileen Rust
Eisai Inc. PAC Charity Program
Hilary Kruchowy
Jaclyn Pennella
Jeanne Van Steen
Joanne Otlowski
Jocelyn Virgil-Phillips
Johanna Nurjahan
Julia Murphy
Julien Broomfield
Karim Lynn

Kay Stephenson
Lauren Davis
Lauren Hutchinson
Leslie-ann Lukoma
Lori Grier
Love Gaillard
Lynn Weckworth
Malika Hogan
Marie Reger
Marjorie Perry
Mary Beth Dunn
Miles Law LLC
Natalie Krauser
Nicole Dubois
Peter Van de North
Rodney Tibbs
Rotary Club of Hillsborough
Shadae McDaniel
Shana Perez
Susan Wait
Sybil Kramer
Terese Clark
United Community Corporation (UCC)
Victoria Fernandez

Daisy Circle

Daisy Circle is GSHNJ's monthly giving campaign. By committing to 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

Diane Michelfelder

Melanie Roth

In Memory of Dolores Russell

Michelle Russell

In Memory of Idamae Trenner

Mary Page

Susan Wait

In Memory of Kim Parrott

Jennifer Robinson

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

