

Connections

A QUARTERLY NEWSLETTER FROM GIRL SCOUTS IN THE HEART OF PENNSYLVANIA


girl scouts
in the heart
of pennsylvania



Are You Ready to Make a Healthy Promise?

GSHPA hopes to influence how our Girl Scouts think about food and activity and its impact on how they feel about themselves and their ability to reach their fullest leadership potential with its newest signature program, *Healthy Promise*.

GSHPA kicked off the council-wide health initiative at Central York High School in York on October 20. *Healthy Promise* encourages girls to eat well and be active for at least 60 minutes a day through a variety of activities. By doing so, this initiative will help challenge girls in grades K-12 to recognize the connection between how they care for their bodies, how they feel about themselves and their ability to make a difference.

More than 450 people turned out for the event. The day was filled with exciting activities. Girls got to climb a rock wall, practice their footwork with the team at Soccer Shots, the nation's leader in youth soccer development, and refine their skills with college athletes, like hitting, throwing and fielding softballs with the York College Spartans!

The grand finale was a concert by the nation's only rock star nutritionist, Jill Jayne, who got the crowd up and moving with her live musical performance "Jump with Jill!" Jill teaches kids and adults about eating well and being active with her music based approach to nutrition education.

Healthy Promise incorporates hands-on workshops, community service projects, a grade-level specific troop curriculum, online learning and council-wide events into a comprehensive Girl Scout leadership experience. By combining educational moments with hands-on activities, the initiative hopes to share information with girls that will better equip them to make healthier choices while also encouraging others to do the same.

Healthy Promise will continue throughout the year with video chats, webcasts, Take Action projects and a Million Mile March in April 2013 featuring two-time Olympic softball player Jessica Mendoza! For more information about *Healthy Promise*, visit www.gshpa.org or call 1.800.692.7816.

Thank you to the Aetna Foundation for their support of Healthy Promise. Their generous funding helped support the grade-level troop curricula.



Women in Philanthropy Award

GSHPA would like to congratulate and commend E. Louise (Lou) Hepschmidt for her inspired giving to Girl Scouts. Hepschmidt was presented with *The Women in Philanthropy Award* on October 8, 2012. The award is given annually by the Women's Fund of the Foundation for Enhancing Communities. GSHPA President and CEO, Jane Ransom, nominated Hepschmidt for her generosity toward Girl Scouts and her commitment to our mission.

"Lou is the definition of a philanthropist who is easy to know and to work with," said Ransom. "This is because her giving is all about helping others, from which she derives great joy, and never about aggrandizing herself."

Hepschmidt has generously donated funds to our council in support of various programs to help today's girls become tomorrow's leaders, including:

- **Cookie College** – a financial literacy program connected to our famous cookie program.
- **Defy the Odds** – a stay-in-school Girl Scout program that helps at-risk girls build skills to succeed in school and in life.
- **Healthy Promise** – a new signature program focused upon nutrition and exercise for girls.

Hepschmidt also received the *2011 Philanthropist of the Year Award* from the Pennsylvania Association of Fundraising Professionals.

P2-3 Recap of GSHPA's 100th anniversary celebrations in Hershey, Wilkes-Barre and State College.

P2 *Inspiring Generations* campaign has raised \$3.4 million to date. View the full list of event sponsors.



Inspiring Generations

CELEBRATING 100 YEARS OF GIRL SCOUTS

Girl Scouts in the Heart of Pennsylvania celebrated the 100th anniversary of Girl Scouting in a variety of ways throughout central and northeastern Pennsylvania during 2012. These celebrations commemorated more than just an anniversary milestone; they also celebrated a new generation of girls who will become tomorrow's leaders.

In 1912, Juliette Gordon Low started the first Girl Scout troop of 18 girls in Savannah, GA. She believed all girls should have the opportunity to develop physically, mentally and spiritually. Since that first meeting, Girl Scouts has been providing a rich history of supporting women's leadership and being the voice for all girls regardless of their background or where they live.

To honor Low's vision and continue investing in the people and experiences that make Girl Scouting the preeminent organization dedicated to developing girls' leadership, GSHPA hosted three recent fundraising events:



GSHPA President and CEO Jane Ransom, Forever Green Award recipient Doris Boswell and GSHPA Board Chair Kate Crowley.

Hershey Celebration

A special 100th anniversary celebration was held at the Hershey Lodge on Wednesday, September 5, to commemorate past, present and future Girl Scouts. Attendees gathered to salute the inspiring generations who built what the organization stands for today and to commit to future generations of Girl Scouts.

The evening opened with a broadcast greeting from First Lady Susan Corbett, Honorary Chair of Pennsylvania Girl Scouts' 100th Anniversary Committee. Later, girls from area troops took the stage wearing Girl Scout uniforms from every decade. Attendees also watched excerpts of the PBS special *Girl Scouts, Shaping a Century*, which GSHPA created in collaboration with WITF television. The program aired twice throughout the year on three public television stations in GSHPA's 30-county footprint.

In honor of the lasting impact Girl Scouts has had on so many over its long history, Jane Ransom, GSHPA President and CEO, presented Doris Boswell with the *Forever Green Award* for inspiring and providing outstanding service to the council since joining as a girl in the mid-1930s.

GSHPA is proud to announce the Hershey celebration raised more than \$90,000! Net proceeds will be put toward GSHPA's *Inspiring Generations* campaign to raise \$5 million by September 30, 2013 to help continue to provide a place for girls that accepts them for who they are and encourages them to accomplish anything they want to achieve.

Thank you to the following sponsors for their generous funding of the 100th anniversary celebrations.

Hershey Celebration

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State College Celebration

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Above, GSHPA President and CEO Jane Ransom presents Mimi Barash Coppersmith with the Thanks Badge, at right.



Wilkes-Barre Celebration

GSHPA celebrated 100 years of Girl Scouting on September 8, at the Mohegan Sun Arena in Wilkes-Barre. We recognized past Women of Distinction, and presented four women with the Ignite Award; an award in honor of the Centennial Celebration recognizing exemplary leadership that is aligned with the Girl Scout core beliefs of courage, confidence and character. Honorees included: Ellen Casey, former first lady of Pennsylvania; Martha Herron, PPL regional community relations director for the Hazleton area and Schuylkill County; Jill Elizabeth, founder of LizTech Jewelry; and Denise Cesare, President & CEO of Blue Cross of Northeastern Pennsylvania.

GSHPA is proud to announce the Wilkes-Barre celebration raised nearly \$30,000! Net proceeds will support financial assistance for economically disadvantaged girls to participate in Girl Scouts and to attend Girl Scout summer camp.

State College Celebration

On Thursday, October 11, GSHPA hosted a 100th anniversary celebration honoring Mimi Barash Coppersmith at the Nittany Lion Inn in State College, for her lifetime role of mentoring women in the community. Coppersmith was also honored for her service as a member of the National Board of Directors of Girl Scouts USA.

In addition to the tribute to Coppersmith, Ransom spoke about the Girl Scouts' new national cause campaign, called ToGetHerThere. It's a call to community leaders, volunteers and Girl Scout supporters to help attract more girls to the second century of Girl Scouting, while helping them gain the confidence and skills needed to embrace their full leadership potentials. When girls succeed, so does society. Together we can get her there.

GSHPA is proud to announce the State College celebration raised more than \$140,000! Net proceeds will support Girl Scout camp for the next century of girls. Half of the proceeds will go to the Mimi Barash Coppersmith Fund for camp scholarships; the additional half will support the development of camp facilities and programs.

Dear Friends and Supporters,

This fall Girl Scouts in the Heart of Pennsylvania has celebrated 100 years of Girl Scouting with special friends in Hershey, Wilkes-Barre and State College. It has been a wonderful opportunity to celebrate regionally with the silver and gold—new friends and old.

We were especially excited to publicly announce our \$5 million *Inspiring Generations* campaign at these special events. The campaign marks the 100th anniversary of Girl Scouts and will direct funds to support annual activities, special projects and capital needs as we begin the second century of Girl Scouting and work to ensure that it is relevant and attractive to today's and tomorrow's girls.

We are pleased to announce that we have raised \$3.4 million. We have until this time next year to complete the campaign. As

special friends and donors we want to thank you for your support; and if you have not yet made a 100th anniversary gift we would love to extend the opportunity to you.

Just one example of the quality programming that we are providing to girls this year is our new initiative called *Healthy Promise*. Developed by our council in partnership with The Susan P. Byrnes Health Education Center, this two-year initiative features special events, guidance for Girl Scout leaders and troop activities for our 26,500 girl members.

We know that across Pennsylvania 48 percent of girls do not participate in team sports. And we know that poor nutritional choices and lack of activity are linked to diabetes, heart disease and even Alzheimer's disease. With *Healthy Promise* we have an opportunity to raise girls' awareness level about the choices they are making,

Leadership Update

help them become more physically active and give them hands-on experience in activities like preparing healthy meals.

Healthy Promise is an example of one program that is depending upon our *Inspiring Generations* campaign for funding.

We salute your commitment to girls and your support for a healthy, active Girl Scouts in the Heart of Pennsylvania.

With appreciation,

Kate Crowley *Jane Ransom*

Kate Crowley
Board Chair

Jane Ransom
President & CEO



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By joining the Circle of Friends, individuals who make annual gifts totaling \$1,000 or more become a part of a select group of leadership donors who are deeply committed to helping today's girls become tomorrow's leaders. We thank the following members of the Circle of Friends for their generosity.

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- * E. Louise Hepschmidt
- * Bill and Sharon Hoffmann
- * Heidi Nicholas
- * Jane Ransom
- * Natalie Smith

Golden Friends: Individuals who pledge to contribute \$1,000 - \$2,499 per year for 3 years.

- * Marion C. Alexander
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