

Connections

A QUARTERLY NEWSLETTER FROM GIRL SCOUTS IN THE HEART OF PENNSYLVANIA

girl scouts
in the heart
of pennsylvania



Regional Cookie Events Kick-Off 2013 Sale

On Saturday, January 5, 2013, GSHPA held the regional Cookie Rally and Cookie College events. The events took place at five different locations throughout our council, with 1,169 girls in attendance. Each of the events focused on providing girls with the tools and self-confidence to be successful participants in the Cookie Program.

The Cookie Rallies included activities that taught Daisies, Brownies and Juniors

(girls in grades K – 5) about customer service along with sales and marketing techniques for both the order taking and booth sales portions of the program. The Cookie Colleges offered a variety of interactive workshops for Cadettes, Seniors and Ambassadors (girls in grades 6 – 12) that focused on goal setting, social media and marketing tactics.

The Cookie Rally and Cookie College events were

held at Dixon University in Harrisburg, Split Rock Resort in Lake Harmony, Watsontown United Methodist Church in Watsontown, Grace Fellowship Church in York and Bald Eagle Middle School in Wingate. This is the second year that Girl Scouts in the Heart of Pennsylvania has offered the Cookie Rally and Cookie College events simultaneously at five locations throughout our council as a way to engage as many girls as possible.



A special thank you to the Harrisburg event sponsor Susquehanna Bank and our York event sponsor York Traditions Bank.

NEW YEAR – NEW LOOK

This year's Girl Scout Cookie season introduced a brand new campaign and a brand new look to the packaging of everyone's favorite familiar Girl Scout cookie line-up. Entitled *This Is What A Girl Can Do!*, the 2013 Girl Scout Cookie campaign focuses on showing that when people buy a box of cookies, they're helping a girl learn important skills like goal setting, decision making, money management, people skills and business ethics – skills essential to life and success.

This year's makeover to the cookie boxes marks the first time since 1999 that all Girl Scout Cookie boxes have a new look and a new purpose: to elevate the significance of the Girl Scout Cookie Program, a \$790-million girl-led business. The iconic Girl Scout Cookie package now has updated photos and more specifically showcases the five financial literacy and entrepreneurship skills that the Girl Scout Cookie Program teaches girls, skills that will last them a lifetime: goal setting, decision making, money management, people skills and business ethics.



TOP LEFT: South Central Region event. TOP RIGHT: West Region event.
BOTTOM LEFT: Northeast Region event. BOTTOM RIGHT: South Region event.



P2-3

Insider's look at GSHPA property upgrades and camp development future improvement plans.





1

Replaced existing horse barns at both Camp Archbald and Camp Small Valley with new stables.

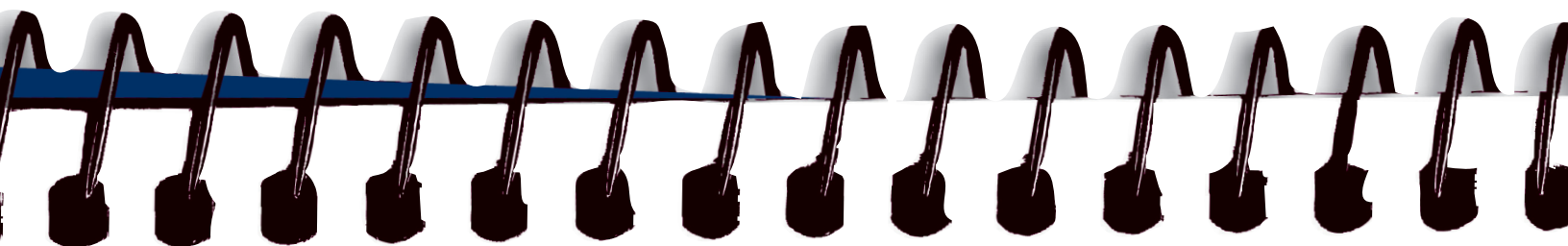


2

Added Gaga courts and permanent Archery Ranges at both Camp Archbald and Camp Small Valley.



REKINDLING OUR COMMITMENT TO THE OUTDOOR EXPERIENCE



On October 14, 2011, the Board of Directors of Girl Scouts in the Heart of Pennsylvania (GSHPA) approved a robust camp development plan that outlined plans to invest in both our camp properties and our Outdoor Program offerings over the course of the next five years.

This same plan earmarked Camp Small Valley in Halifax and Camp Archbald in Kingsley as GSHPA's summer camp locations and year-round multi-function camps. Camp Echo Trail in Felton, Camp Furnace Hills in Denver, Camp Golden Pond in Petersburg, Camp Happy Valley in Fairfield and Camp Louise in Shickshinny were, in this same plan, designated as troop camping and service unit event destinations and prioritized improvements at all five locations in support of this clearer, more defined purpose.

Implementation of this plan began in late Fall of 2011 and continues today. The following is overview of some of the key steps we have taken thus far:

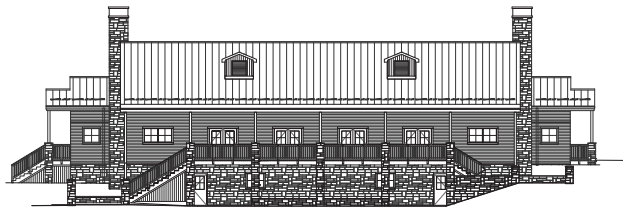
- ✓ Plans to add a YURT Village consisting of 4 YURTs at Camp Small Valley are underway with the goal having them available for Summer Camp use in June 2013 to increase our overnight capacity with lodging for 40 more girls.
- ✓ Two Outdoor Program Coordinators were added to Outdoor Program team to increase quality and quantity of outdoor program offerings. The addition of a backpacking, canoeing, horseback riding and environmental science themed programs along with more Troop Adventure Camps (also known as TAC) this Spring is only a preview of great things to come!
- ✓ Interior renovations are underway at Camp Louise to turn the current Health Center into a more user-friendly, heated year-round unit.
- ✓ Teepees at Echo Trail have been relocated to a shaded part of camp to make them more appealing to girls.
- ✓ Renovations of Foxfire House have been completed to prevent future water damage to the building's foundation dating back to the 19th century.
- ✓ Cosmetic improvements at Camp Golden Pond that include refurbishing the floor of Legacy Lodge.



Added a high ropes course, a low ropes course, a zip line and a climbing tower at Camp Small Valley. Added a zip line, a climbing tower and a low ropes course at Camp Archbald.



3



The plans have been finalized and construction is scheduled to begin in March on Camp Archbald's new dining hall.

4

Investing Today in Tomorrow's Leaders

Many of us often wish we could give that sizable gift that helps shift our favorite nonprofit's paradigm and helps fund that dream project or initiative that will truly make a difference. But for that same majority, a "sizable" gift seems just an impractical option to give right now. What we often fail to realize is that there are other ways that we can lay the groundwork for that "sizable" gift in the future through planned giving.

While most associate planned giving with gifts left to organizations like Girl Scouts in the Heart of Pennsylvania as a part of one's will, there are a variety of tools and options available that can help even the average donor plan now towards the gift they have always wished they could give. To find out more about your planned giving options, contact our fund development director, Chuck Cunningham at ccunningham@gshpa.org or 717-233-1656. Don't wait, it's never too early to start planning.

Leadership Update

- Olympic Gold medalist, Jessica Mendoza, will be helping our council launch a Million Mile Walk in Wilkes-Barre on April 21, 2013 as we continue our Healthy Promise initiative.

These and other initiatives have been launched by our council to meet the needs of girls in the new century of Girl Scouting. They couldn't have happened without you.

With thanks,

Kate Crowley *Jane Ransom*

Kate Crowley
Board Chair

Jane Ransom
President & CEO

✓ With plans to add indoor traverse climbing walls at Camp Golden Pond, Camp Furnace Hills, Camp Echo Trail and Camp Louise along with Gaga courts at these camps plus Camp Happy Valley, add another year-round building on the grounds of Camp Small Valley, consolidate existing seasonal shower facilities into one new shower house at Camp Archbald, remodel the current Camp Small Valley dining hall, add a cross country ski course and equipment at Camp Golden Pond on the docket plus other cosmetic improvements all between now and September 30, 2016, our camp development plan reconfirms our commitment to incorporating the outdoor experience into today's Girl Scout Leadership Experience and our efforts to help today's girls become tomorrow's leaders.

Dear Supporters,

It is 2013 and Girl Scouts in the Heart of Pennsylvania is boldly going where no girl has gone before — into the second century of Girl Scouting. Thanks to our supporters we have many new opportunities for girls to have fun and build their leadership skills. Here are some examples:

- Many great improvements at our Girl Scout camps and in our Outdoor Program. Enjoy the photos above!
- Defy the Odds, our school success program, is increasing its presence in the Harrisburg, Hazleton, Lancaster, Scranton, Wilkes-Barre and York school districts.
- aMAZE! — the Girl Scout anti-bullying program — is being piloted in several middle schools.



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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.

Bridge to the Future Society: Individuals who contribute an annual gift of \$2,500 or more.

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

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**Denotes charter member
of Circle of Friends*