



## PART I GRANT APPLICATION SUMMARY FORM

### APPLICANT INFORMATION

Organization: Girl Scouts in the Heart of Pennsylvania		EIN #24-0795960	
Address: 350 Hale Avenue (Local Address: 1213 Carlisle Road, York PA 17404)			
City: Harrisburg	State: PA	ZIP Code: 17104	
Phone: 800-692-7816	E-mail: bbeyer@gshpa.org	Fax: 717-234-5097	
Date Received 501(c)3 Status: January 1956		Total Operating Budget: \$8,441,751 (for 30 PA counties)	
Major Sources of Operating Funds (%): Product Sales (68%), Contributions (13%) and United Ways (9%)			
Contact Person's Name & Title: Beth Beyer, Development Coordinator			
Mission and Purpose of Organization: The mission of Girl Scouts in the Heart of Pennsylvania is <i>to build girls of courage, confidence and character who make the world a better place.</i>			

### PROJECT INFORMATION

Type of Application: <input checked="" type="checkbox"/> Competitive Grants Program; <input type="checkbox"/> Other (Describe)	
Project Description (25 words or less): To provide the Girl Scout Leadership Experience, a research-based leadership development program, to York County girls in grades K-12.	
Anticipated Project Timetable (month/year format):	Start Date: 12/1/2011      End Date: 11/30/2012
Client Group to be Served by Project: Girls in grades K-12	
Geographical Area to be Served by Project: <input type="checkbox"/> York City <input checked="" type="checkbox"/> All York County <input type="checkbox"/> Northern York County <input type="checkbox"/> Eastern York County <input type="checkbox"/> Western York County <input type="checkbox"/> Southwestern York County <input type="checkbox"/> Southern York County <input type="checkbox"/> Southeastern York County	
List Goals & Objectives Addressed by Project: The long-term goal is to build girls of courage, confidence and character who make the world a better place, while the overarching short-term goal is to increase both the quality and quantity of opportunities through the Girl Scout Leadership Experience for York County girls in grades K-12. To achieve this, we have identified additional short-term goals that will contribute to the actualization of this main goal: <ul style="list-style-type: none"> <li>• Increase the number of Council-trained adult volunteers who serve as mentors and positive role models.</li> <li>• Expand the number of York County girls participating in Girl Scouts through integrated programming that is distinctive while also meeting the needs of today's girls.</li> <li>• Provide Greater Carlisle Area girls with both formal and informal opportunities to Discover, Connect and Take Action</li> </ul>	

### PROJECT FUNDING

A. COMMITTED To Date From:		B. Additional Funding SOUGHT From:	
York County United Way	\$111,360	Foundations, Corporations, Events and Individuals	\$135,200
Girl Scouts in the Heart of Pennsylvania	\$931,973		
<b>A. TOTAL COMMITTED:</b>	<b>\$1,043,333</b>	<b>B. TOTAL ADDITIONAL FUNDS SOUGHT:</b>	<b>\$135,200</b>
<b>C. REQUESTED FROM YORK COUNTY COMMUNITY FOUNDATION:</b>			<b>\$5,000</b>
<b>D. TOTAL PROJECT COST:</b>			<b>A+B+C=D \$1,183,533</b>

### SIGNATURES

Staff Officer Signature:	Date:
Printed Name: Jane B. Ransom, President & CEO	8/31/2011
Board Officer Signature:	Date:
Printed Name: Kate Crowley, Board Chair	8/31/2011



**girl scouts**  
in the heart  
of pennsylvania

**York County Community Foundation  
Part II – Application Narrative**

**Introduction**

Girl Scouts in the Heart of Pennsylvania (GSHPA) serves girls and volunteers in a thirty county area of south central, central and northeastern Pennsylvania, including 3,775 girls in York County. Girl Scouts is open to all York County girls regardless of race, ethnicity, religion, socioeconomic status and/or disability.

With the mission to *build girls of courage, confidence and character who make the world a better place*, Girl Scouts in the Heart of Pennsylvania offers the Girl Scout Leadership Experience (GSLE), a leadership development program designed for girls in grades K-12. Through troops, outreach programs, special events, workshops, camp and online opportunities, girls learn valuable skills to help them make sound decisions both now and in the future, build self esteem and leadership qualities, improve communication skills and understand the impact they each have on the world and those around them.

**Need/Opportunity**

During times of financial downturn budgets are often stripped to the most basic necessities. The investment in developing “girls of courage, confidence and character, who make the world a better place,” however, is an investment towards breaking the cycle of poverty, want, abuse and need. We know there are environmental factors that actively discourage girls in our region from thriving. For example:

- On average, four students have dropped out of York County schools each school day for the past ten years. (United Way of York County and York Counts, Stay in School Initiative Report to the Community, 2009)
- Lack of physical exercise is a major contributor to obesity. Across PA, 48% of girls did not participate in team sports activities in the past year and in York County 33% of 7-12 grade girls are overweight/obese based on their BMI. (PA Department of Education, 2010)
- Children who drink alcohol by the 7th grade are more likely to report academic problems, substance use and delinquent behavior in later years. (Ellickson, P., Tucker, J., and Klein, D. *Pediatrics* 111(5):949-955, 2003). Beginning in the 6<sup>th</sup> grade, the reported use of alcohol by PA students was 7-11% greater than the national average. (PA Youth Survey, 2009)

High school dropouts face twice the unemployment rate and earn less than half of that of their peers with Bachelor's degrees. They also face *six times* the risk of living in poverty (PA Partnership for Children, 2010). Given the persistent wage gap between male and female earnings, this issue is even more dire for today's girls. Girl Scout programming can help girls succeed and minimize their likelihood of dropping out by helping them develop the skills and attitudes necessary to build constructive relationships with teachers and peers, the self esteem to withstand peer and media pressure and the confidence and knowledge to seek help when needed.

Girl Scouts also gives girls the opportunity to learn in a girl-only environment. Dr. Rosemary Salomone reports that "one of the key arguments supporting single-sex programs is that they create a climate in which female students can express themselves freely and frequently, and develop higher order thinking skills." (*Columbia University Teachers College Record*, 2006). All Girl Scouting environments promote safe forums where girls can voice their opinions and ideas and develop problem-solving skills through research-based, hands-on activities.

Girl Scouts provides girls the opportunity to develop the skills they need to thrive as children and young women, and grow into successful adults with skills and resources to contribute to their community.

### **Project Activities**

In response to the ongoing need for leadership development opportunities for girls and young women, Girl Scouts in the Heart of Pennsylvania offers the Girl Scout Leadership Experience (GSLE). Through this research-based leadership development program, girls in grades K-12 learn valuable skills for sound decision-making, build self esteem and leadership qualities, acquire important life skills and learn the impact they each have on the world around them.

The GSLE offers six "pathways" by which girls can be Girl Scouts:

**Troops** – Troop programs are facilitated by a council-trained adult volunteer with one or more assistants, meeting on a weekly, bi-weekly or monthly basis. Troop settings provide safe forums for girls to learn new skills, discuss important issues and topics and have fun with new friends. Girl Scouts prides itself on being "girl-led," meaning that the girls in each troop plan and carry out as much of the program components on their own as their ages allow. This gives girls the opportunity to lead, direct discussions, speak their minds and focus their learning on areas that matter to their own interests. There are currently 352 troops in York County, serving 3,775 girls.

As part of GSHPA's Forever Green signature program, the environment is of particular focus this year. Participating troops will utilize the *It's Your Planet – Love It!* journey books, an environmentally-focused leadership curriculum from Girl Scouts of the USA, to explore environmental themes and current issues/challenges through a variety of age-appropriate lessons, hands-on activities and experiments, facilitator-led discussions and real world experiences.

Through troops, Girl Scouts continue to be known for their community service efforts – one of the most effective teaching tools in Girl Scouts, allowing girls to apply to the real world what they have learned through the Girl Scout pathways. The experiences girls achieve through community service

projects instill in girls a sense of responsibility to the world around them and a concrete understanding that they themselves have the ability to affect real change.

**Camp** – Camping is an important tool in the development of a girl’s confidence and leadership abilities. For many Girl Scouts, a trip to summer sleep away camp or a weekend camping with their troop provides a very special opportunity to develop new skills, face new challenges, appreciate the great outdoors and create the kinds of memories that last a lifetime.

**Travel** – Through the Girl Scout Leadership Experience, girls have the opportunity to travel locally, regionally and internationally, building independence and excitement for new experiences as they explore the world around them.

Based on girls’ ages, girls can travel around the corner to the Baltimore Aquarium, for example, or around the world on an exciting 17-day tour of Europe. The 100<sup>th</sup> anniversary of Girl Scouts in 2012 will provide even more opportunities to experience new people, places and adventures, including GSHPA’s council-wide camporee, the Girl Scout National Convention and the National Sing-A-Long in Washington D.C.

**Events** – These focused, one day-long programs combine an educational moment with fun, hands-on activities that encourage participants to learn new skills and/or gain new knowledge. By partnering with local businesses, GSHPA is better equipped to offer a full range of distinctive programs that expose participants to new ideas, concepts, cultures and skills. For example, our collaboration with Penn State University, Susquehanna Bank and ABC 27 contributed to a very successful 2<sup>nd</sup> Annual Cookie College where 200 older Girl Scouts worked with area professionals to develop their entrepreneurial and public relations skills. Girls participated in workshops, lectures and lessons to learn, for example, goal setting, financial planning, business ethics and marketing.

**Series** – Series are group activities that bring girls together around a common interest, most often in the form of staff-led programs for underprivileged/underserved girls. GSHPA anticipates serving 400 girls, for example, through the Defy the Odds outreach program in 2011-2012. This dropout prevention curriculum is brought directly to at risk girls in schools, community centers and summer enrichment programs at no cost to the girls or the organizations with which we partner.

**Virtual** – Girl Scouts in the Heart of Pennsylvania continues to expand its online presence to offer web-based Girl Scout activities and resources such as an interactive website just for girls and an e-newsletter written by girls, for girls. During the 2011-2012 year, GSHPA

Now through December 2012, Girl Scouts in the Heart of Pennsylvania is featuring the Forever Green Environmental Initiative, a signature program within the Girl Scout Leadership Experience. Designed to use the environment as the both the blackboard and beneficiary to help shape girls’ character and strengthen their confidence and leadership abilities, this comprehensive environmental education program will incorporate a hands-on curriculum with community service projects, online learning and council-wide events that will connect girls from all over central and northeastern PA.

The first event was held in May 2011 to kick off this special program offering. More than 1,400 girls from all over central, south central and northeastern Pennsylvania took an environmental pledge and participated in hands-on workshops on topics as varied as nuclear energy and composting. The second Council-wide Forever Green special event is currently scheduled for June 2012.

No matter how one chooses to participate in the Girl Scout Leadership Experience, girls work with a variety of positive adult role models and gain specific knowledge, skills, attitudes and behaviors that will better equip them to assume leadership roles within their communities, both today and in the future.

While Girl Scouts in the Heart of Pennsylvania is a 99% volunteer-run organization, the costs associated with providing all of the components of the GSLE still average just over \$300 per girl. This amounts to more than \$1,180,000 per year in York County where GSHPA currently provides Girl Scout programming for 3,775 girls in kindergarten through twelfth grade. Less than 6% of GSHPA's costs are covered by program fees, leaving GSHPA to find outside sources of funding to cover the remainder.

### **Anticipated Results and Assessment**

To evaluate the program outcomes and determine the impact of the Girl Scout Leadership Experience, the following outcomes and indicators are measured with semi-annual girl surveys. Results are used to measure the success of the programming and help determine future curriculum direction.

**Outcome 1:** Girls gain practical life skills – *Girls gain skills that prepare them for a positive, healthy and independent future.*

Indicator: 65% (2,454) of program participants will be better at making healthy.

**Outcome 2:** Girls develop healthy relationships – *Girls learn to form and maintain meaningful and caring relationships, communicate effectively, protect their rights in relationships and know when to seek help from others.*

Indicator: 70% (2,643) of program participants are able to use positive communication and relationship-building skills.

**Outcome 3:** Girls are resourceful problem solvers – *Girls can use their knowledge and skills to set up and implement creative and effective "action plans," locate tools and resources they need and know when, where and how to enlist help from others.*

Indicator: 75% (2,831) of program participants are able to develop and implement an age-appropriate plan to reach a goal or solution to a problem.

### **Leadership**

All York County GSLE programming is overseen by the area's regional director, Jennifer Stolte, and GSHPA's three membership associates for York County. With a background in K-12 education and special education, Jennifer has nineteen years of experience implementing Girl Scout programming in the community. GSHPA staff in York County is assisted by a team of more than 1,800 trained adult volunteers who serve as troop leaders, assistant leaders, program facilitators, speakers, board and committee members and in other capacities as needed.

## Collaborations

GSHPA continues to collaborate with a variety of local organizations. Collaboration with area summer programs helps GSHPA bring the Girl Scout Leadership Experience directly to at-risk girls at their community centers, after school programs and summer park programs. Our summer outreach programs, conducted with community partners at locations across the county, provide leadership development and educational opportunities during a crucial period to prevent learning loss.

Our collaboration with area businesses is also part of our strategic plan for delivering innovative programs for Girl Scouts. By partnering with local businesses, GSHPA is better equipped to offer a full range of distinctive programs that expose participants to new ideas, concepts, cultures and skills. Examples of some of our current partners include:

- Cosmic Program (Hanover)
- Crispus Attucks Center
- Helping Hands for the Homeless
- Hispanic American Center
- Housing Authority, City of York
- Mason Dixon Community Services
- Red Lion Community Services
- School District of York City
- Windsor Pointe Placement Center
- York County & York City Parks

While there are other organizations in York County that provide youth development programs, there is no organization other than GSHPA that offers the breadth and depth of programs exclusively for girls. Girl Scouting, from Daisies in kindergarten through Ambassadors in senior high school, covers a girl's entire school career, providing essential out-of-the-classroom mentoring, character building and leadership development. The program enables girls to develop a strong sense of self, gain practical life skills, respect their bodies and cultivate leadership skills. Girls are taught to speak up for themselves and others, serve as role models for peers and apply these skills and lessons in meaningful ways through community service and self-action.

**Part III - Organizational/Program Budget**

	Amount Requested from YCCF	York County Budget	Total Organizational Budget	Received, Committed, Requested, To Be Requested
<b>REVENUE</b>				
Gov't Grants/Contracts		0	0	
Foundations	5,000	23,040	200,000	To Be Requested
Earned Income/Membership Income		796,004	5,677,631	
Unearned Income		17,876	127,500	
Corporations		38,555	275,000	
United Ways or Federations		111,360	650,000	Committed
Fundraising Events/Ticket Sales		3,505	25,000	
In-Kind Support		-	0	
Individual Contributions		70,100	500,000	
Permanently Restricted Asset Income		-	0	
Other (Misc)		5,742	40,953	
<b>TOTAL REVENUE</b>	<b>5,000</b>	<b>1,066,181</b>	<b>7,496,084</b>	
<b>EXPENSES</b>				
<i>Personnel</i>				
Salaries		441,691	3,150,436	
Payroll Taxes		39,931	284,818	
Health Benefits		56,889	405,771	
Pension		41,870	298,644	
Contract Workers		-	0	
Other (Specify)		-	0	
<i>Subtotal Personnel</i>	<b>0</b>	<b>580,382</b>	<b>4,139,669</b>	
<i>Operations</i>				
Rent/Mortgage		44,570	317,900	
Utilities		36,861	262,920	
Telephone/Fax		20,209	144,147	
Insurance		30,609	218,324	
Office Supplies		2,728	19,460	
Program Supplies	5,000	115,283	822,274	
Maintenance Supplies		9,064	64,650	
Postage & Delivery		12,223	87,180	
Professional Service Fees		67,416	480,855	
Training & Development		15,496	110,530	
Consultant Fees		0	0	
Evaluation		0	0	
Travel		34,449	245,712	
Printing & Copying		38,199	272,460	
Repairs & Maintenance		20,483	146,096	
Equipment		13,055	93,116	
Depreciation		95,428	680,653	
Financial Assistance		35,751	255,000	
Other (Specify)		11,329	80,805	
<i>Subtotal Operations</i>	<b>5,000</b>	<b>603,152</b>	<b>4,302,082</b>	
<b>TOTAL EXPENSES</b>	<b>5,000</b>	<b>1,183,533</b>	<b>8,441,751</b>	



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2011 - 2012

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