



JONAS C., MARIAN D., & ROBERT H. ERB CHARITABLE FUND PROPOSAL

contact information:

Girl Scouts of Eastern Pennsylvania
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Year Incorporated: 1945

Field/s of Interest:

Arts, Culture and Humanities Environment
 Human Services Education

Organizational Information:

Geographic Area Served:
Berks, Bucks, Carbon, Chester, Delaware, Lehigh, Montgomery, Northampton, and Philadelphia counties

Annual # of Clients & Description of Population Served:
25,000 girls and 13,000 adult volunteers, including over 2,900 in Chester County and 2,500 in Montgomery County

Mission:

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

Organization Description:

Girl Scouts of Eastern Pennsylvania (GSEP) is the largest leadership development organization for girls in Pennsylvania, and the 6th largest Girl Scout council in the U.S., out of 111. GSEP serves nearly 25,000 girls, ages 5 to 18, in Berks, Bucks, Carbon, Chester, Delaware, Lehigh, Montgomery, Northampton, and Philadelphia counties with the support of more than 13,000 adult volunteers.

Annual Budget \$	\$19,790,239.00		<input type="checkbox"/> 77	# of Full-Time Equivalent Paid Staff
<input type="checkbox"/> 84	% of budget for program expenses		<input type="checkbox"/> 24	# of Board Volunteers
<input type="checkbox"/> 8	% of budget for administrative expenses		<input type="checkbox"/> 13,000	# of Active Non-Board Volunteers
<input type="checkbox"/> 8	% of budget for fundraising expenses		<input type="checkbox"/> n/a	# of Volunteer Hours
100 % total				

Top 3-5 funding sources:

United Way Berks County \$132,545 Comcast \$30,000 TD Charitable Foundation \$25,000

Proposal Information:

Grant Amount Requested: \$25,000

Summary Description of Grant Purpose:

To support girl participation in the Girl Scout Leadership Experience, including removing financial barriers to access through the Funded Initiatives program.



GIRL SCOUTS OF EASTERN PENNSYLVANIA PROPOSAL

1. Organization Overview: History, Goals, Achievements, Distinctiveness

Girl Scouts of Eastern Pennsylvania (GSEP) builds girls of courage, confidence, and character, who make the world a better place. As the largest leadership development organization for girls in Pennsylvania and the sixth largest council in the country, GSEP serves more than 25,000 girls and 13,000 volunteers annually across nine counties, including Chester County, through a research-based program known as the Girl Scout Leadership Experience (GSLE).

The GSLE is nationally recognized for its proven outcomes in leadership development, focusing on four core areas: **STEM, entrepreneurship, life skills, and the outdoors**. Through this model, girls develop a strong sense of self, build healthy relationships, seek challenges, and take action in their communities. **A key distinction of GSEP's approach is its emphasis on accessibility and equity—ensuring that all girls, regardless of background or financial circumstance, can participate.**

To achieve this, GSEP has expanded its Funded Initiatives program, which removes financial, logistical, and awareness barriers by providing free membership, uniforms, program materials, and trained staff support. This model has significantly increased participation in underserved communities and strengthened partnerships with schools and community organizations across the region. GSEP also supports girls in the region through Camperships—financial assistance to attend one of our six Girl Scout Camps in the Greater Philadelphia region.

2. Funding Request

GSEP respectfully requests support to expand access to the **Girl Scout Leadership Experience**:

A. Needs and Issues Addressed

Many families experience economic hardship, particularly in communities with higher rates of low-to-moderate income households. Girls in these communities face barriers to participation in out-of-school-time enrichment opportunities due to cost, transportation, and limited access to structured programming.

Funded Initiatives directly addresses these disparities by partnering with Title I schools and community-based organizations to bring programming directly to girls where they are—removing barriers and ensuring consistent access to mentorship, leadership development, and positive peer networks. In membership year 2025, 371 girls from Chester County received financial assistance.

B. Organizational Impact

Through this investment, GSEP will expand its reach to girls who would otherwise be unable to participate in Girl Scouting. Participants engage in structured, hands-on programming that builds confidence, strengthens academic engagement, and develops leadership skills linked to long-term success.



Girls benefit from:

- **Consistent mentorship from trained adult leaders**
- **Peer-to-peer learning within troop structures**
- **Exposure to STEM, entrepreneurship, and career pathways**
- **Increased sense of belonging and self-efficacy**

These outcomes are strongly associated with improved educational persistence and future economic mobility.

C. Strategies to Implement the Mission

GSEP delivers Funded Initiatives programming through a combination of:

Community and school-based troops: Dedicated GSEP staff provide leadership to community- and school-based troops, including assistance with recruiting and training a co-leader. This ensures program quality, sustainability, and equitable access in communities where volunteer capacity may be a barrier. Troops participate in GSLE activities and excursions and may choose to participate in the Cookie Program.

Series programs (3–6 sessions): Girls are introduced to the GSLE, enjoying activities while earning badges and patches. Series is a 3–6 session workshop program for small groups based around a specific topic at partnering schools and community-based sites, available both during the school year and the summer. Camp for a Day invites larger groups of girls from a single school for a field trip to our campsites. Both programs may be offered to existing school troop partners to encourage girls to join existing troops or to new schools and organizations that may be potential troop partners.

Camperships to help make summer camp more affordable through tuition assistance

All programming is girl-led, experiential, and collaborative—core components of the GSLE model that ensure engagement and impact. This structure allows GSEP to meet girls where they are while maintaining program quality and consistency across sites.

D. Why It Is Important to Fund This Now

The need for accessible, high-quality out-of-school-time programming has never been greater. Girls continue to face academic disruption, social isolation, and widening opportunity gaps. At the same time, demand for Funded Initiatives programming is growing.

Investing now ensures that girls most impacted by systemic inequities have access to leadership development opportunities at a critical stage in their growth—helping them build the skills, confidence, and support networks needed to succeed in school and beyond.

3. Timetable and Anticipated Outcomes

GSEP operates on a Membership Year from October 1 through September 30.



- **Fall–Spring** Community and school-based troops meet regularly, engaging in GSLE curriculum and activities
- **Year-round:** Series programming and partnership-based programming expand access and serve as entry points for new participants
- **Beginning and end of program cycle:** Surveys are administered to assess growth and outcomes

Anticipated outcomes include:

- Increased participation among girls from low-to-moderate income households
- Measurable growth in leadership skills aligned with GSLE outcomes
- Improved engagement in school and community activities
- Strengthened partnerships with Chester County schools and organizations

These outcomes directly support GSEP’s mission by preparing girls to lead with confidence and contribute meaningfully to their communities.

4. Demonstrating Impact and Results

GSEP has developed increasingly rigorous metrics to determine program effectiveness. GSEP uses two tools to evaluate impact. First, leaders maintain attendance records that track the participation of all girls enrolled. This enables the Council to ensure that girls are consistently engaged, and to take corrective action if girls do not remain active.

GSEP also administers program surveys designed to assess impact over the course of each school year. This survey assesses girls’ progress with respect to specific leadership outcomes outlined by the GSLE program model, as well as their reported engagement in school. When reporting, we identify both the percentages of girls who achieve GSLE outcomes at the end of the program and the percentage change in girls who achieved the outcome. The qualitative pieces are coded and analyzed by the Senior Director of Business Operations and Data Solutions to identify commonalities and notable differences across age-levels, counties, and troops.