

110 years of making a difference

The year was 1912, a year of so many impactful historical events. Woodrow Wilson was elected president; the first east-bound U.S. transcontinental flight landed in Jacksonville, Florida; the RMS Titanic sank in the Atlantic; English explorer Robert Scott and his expedition team reached the South Pole; Harriet Quimby became the first woman to fly across the English Channel; Joseph Pulitzer established the Pulitzer Prize; the Red Sox beat the New York Giants in the 1912 World Series; and the Girl Scouts are founded in Savannah, Georgia, by Juliette Gordon Low with her first meeting of 18 girls.

More than 90 years since her death, Juliette Gordon Low remains a beloved figure among present and former Girl Scouts. The movement she launched has become an integral part of American girlhood, with more than 50 million girls and women joining its ranks. A combination of personality, circumstance, and coincidence took Juliette down an unconventional path and led her to establish an organization dedicated to developing girls of courage, confidence, and character, who make the world a better place. After a chance meeting with Boy Scouts founder Sir Robert Baden-Powell, Juliette was inspired to offer the same opportunities for girls and devoted the rest of her life building the organization and promoting international ties of friendship between girls of all cultural and ethnic backgrounds. She wanted to build an organization that would provide exciting opportunities for girls within the framework of a positive values-based movement.

Early on, "Daisy" (as she had been called since childhood) wanted to capitalize on the name recognition already enjoyed by the Boy Scouts, much to the dismay of their leaders who thought the term Scout was unwomanly. But Daisy never wavered. She had a clear vision of the direction she wanted for the Girl Scouts, and that meant reminding adults that



Left: Girl Scout Cadettes in 1938. (GSGWM Photo) Right: Girl Scouts of Troop 60244 of Rochester, NH, were enthusiastic cookie entrepreneurs at their local mall. (Courtesy Photo)

Girl Scouting was play with a purpose. Through their activities, girls acquired practical knowledge and skills and cultivated the character traits listed in the original Girl Scout laws: truth, loyalty, helpfulness, friendliness, courtesy, kindness, obedience, cheerfulness, purity, and thrift. Daisy was certain that girls that were exposed to these values when they were young would grow into confident, resourceful women who possessed a deep love of country, a lasting commitment to helping others, and a strong sense of individual responsibility. Daisy believed that Girl Scouts should benefit all girls, including all economic backgrounds, and insist-

ed that lack of money should never be a barrier to membership. She also reached out to daughters of immigrants, believing the patriotism associated with Girl Scouts may help them assimilate. Daisy, who became deaf as an adult after an accident, welcomed all girls, including those with disabilities, never wanting anyone to feel isolated by their peers.

In the midst of the Progressive Era, the nation was expanding, but before women even had the right to vote, the Girl Scouts placed an emphasis on inclusiveness, the outdoors, self-reliance, and

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service. Daisy wanted girls to realize there was life outside what was considered the traditional role of being a woman at the time. She took those early Girl Scouts on camping trips, taught them first aid and astronomy, encouraged them to learn about math and science, and to pursue professional careers - all unheard of at the time. She wanted to create generations of women who would be resourceful and not have to rely on others for help.

During both world wars, the Girl Scouts were very involved, selling war bonds, working in hospitals, and operating as bicycle courier services - Girl Scouts provided hands-on support. During the Great Depression, Girl Scouts participated once again in relief efforts by collecting clothing and food for those in need, providing meals for starving children, and continued to help in hospitals. Throughout our history, generations of Girl Scouts have assisted when called to action; assembling kits for Korean citizens during the Korean War, fighting for racial equality in the 1960s, helping Vietnamese refugee children adapt in the 1970s, confronting serious issues of drug use and teen pregnancy in the 1980s, tackling illiteracy in the 1990s, and entering the new millennium with a focus on health and wellness, technology, and nature and the great outdoors.

As the organization grew, so did the number of girls served. Juliette always promoted her desire for inclusive opportunities for all girls,

regardless of race or religion. Despite her biased Southern upbringing and the anticipation of backlash, the first African American troop was established in 1917, followed by the first Native American troop and the first Hispanic troop established in the 1920s. The first day camp for African American girls was founded in 1945 and in 1956 after their efforts to desegregate troops, Dr. Martin Luther King called the Girl Scouts a “force of desegregation.”

Since Daisy’s vision 110 years ago, Girl Scouts have produced some of the most accomplished, successful and influential women in our country. These inspirational women took a vow to “always be prepared” and to abide by the Girl Scout promise. They are first ladies like Laura Bush, Hillary Clinton, Nancy Reagan, and Michelle Obama and entertainers like Mariah Carey, Taylor Swift, Celine Dion, and Sheryl Crow. The first American woman in space, Sally Ride, was a Girl Scout, as was the first woman appointed to the U.S. Supreme Court, Justice Sandra Day O’Connor. Trailblazers for their time, like Lucille Ball, Chita Rivera, and Debbie Reynolds, were all Girl Scouts, in addition to modern day barrier-breakers like Condoleezza Rice and Janet Reno. Even Queen Latifah and Meghan Markle, Duchess of Sussex, are both Girl Scout royalty!

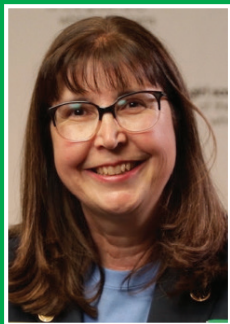
Juliette Gordon Low saw in Girl Scouting a program that was both appealing

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Girl Scout Daisies took on their first year of providing service to their community in Essex Junction, VT, filling this van with toys for the Christmas holiday. (Courtesy photo)

Celebrating the past and looking to the future



Dear friends,

The headline says it all: “110 years of making a difference.” As we celebrate the Girl Scout birthday, it is natural to look back on our own experiences and memories as well as reflect on the positive impact of our Movement. This issue is dedicated to celebrating the past and in doing so, encourage

you to look towards the future.

This year, we have celebrated the achievement of a record number of new Gold Award Girl Scouts. Emma Hansen’s Be the Change project is one of many amazing Take Action Projects completed by Girl Scouts across New Hampshire and Vermont. Add to that hundreds of Take Action and community service projects completed by both individual Girl Scouts and their troops since our founding, and the impact is huge. We have lived our lives leaving every place we have been better than we found it, picking up thousands of pounds of trash and lifting spirits of those we meet along the way.

Today’s Girl Scouts focus their attention on a wide variety of issues, from improving mental health to protecting our physical health with mask making and first aid programs. Girls’ interests are extremely varied, and Girl Scouts pride themselves on taking on projects that hold personal significance to them.

All of this is possible due to the dedication of our volunteers, donors and alumni. The strength of our network provides the safety net for today’s girls to test themselves, try new things and grow with confidence.

Thank you for your support and dedication to our Movement. Reflect on our history, share your stories, and know that your legacy, and the legacy of our founder, will continue to positively impact girls across Vermont and New Hampshire.

Yours in Girl Scouting,

Tricia

Patricia K. Mellor
Chief Executive Officer, GSGWM
Gold Award Girl Scout

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and beneficial, a program that offers fun and excitement at the same time that it gives girls the skills, strength of character, and self-confidence to meet any challenge the future might hold. Her legacy endures in the organization she established and in the lives of millions of girls and women. The impact Daisy has had on our society and girls worldwide is immeasurable. Her empha-

sis on inclusiveness, the outdoors, self-reliance, and service are ingrained in the pillars of today’s Girl Scouts. We thank and celebrate Juliette Gordon Low in March 2022 for 110 years of building girls of courage, confidence, and character, who make the world a better place.



Girl Scouting is the history and future of GSGWM CEO Patricia Mellor! From left are Tricia’s mother, Audrey Kincaid (right) with Martha Netsch at a cookie event in the 1980s; Audrey and Tricia in 2019 as Tricia presented a 50-year membership pin to her mother at the Volunteer Recognition ceremony; Tricia as a Girl Scout Brownie; and Tricia at the Young Women of Distinction ceremony in 2019. (Courtesy and GSGWM photos)

Girl Scouts shine brightest when they are making the world a better place

Today's youngest Girl Scouts start learning the basics about being helpful and being a good neighbor in Daisies and Brownies, and by the time they are in fourth grade they are eligible to earn the highest honor for their grade level with the Bronze Award – teaming up to make a difference in their town. Cadettes in grades 6-8 may earn the Silver Award by researching an issue and taking action to improve their communities. Seniors and Ambassadors, those in grades 9-12, develop and carry out lasting solutions to issues in their neighborhood and beyond to earn the Gold Award. They are truly world changers!

Past Girl Scouts who have earned the First Class, Curved Bar, Golden Eagle of Merit, and Golden Eaglet designations are now considered Gold Award Girl Scouts. According to recent research, Gold Award Girl Scouts are more likely to fill leader-

ship roles at work and in their personal lives and are more civically engaged than their non-Girl Scout peers. Eighty-seven percent of Gold Award Girl Scouts agree that earning their Gold Award gave them skills that help them succeed professionally. Seventy-two percent said earning their Gold Award helped them get a scholarship.

Silver Award Girl Scouts have improved their communities with projects like putting up dog waste stations, sewing masks for frontline workers, and reading with children. Bronze Award Girl Scouts created bat boxes to save bats, made blankets for kids, and also sewed masks for frontline workers.

A recent study by the Girl Scout Research Institute found that while being a Girl Scout is linked to improved life outcomes, earning the Girl Scout Gold Award has even greater benefits:

- Gold Award Girl Scouts describe themselves as “go-getters” and report that while earning the Gold Award, they developed essential 21st century employment skills that give them a boost in their academic and professional lives.
- The Gold Award opens doors! Alums who have earned it say it gives them a competitive advantage on college (86%) and scholarship (76%) applications and résumés (82%), helping them get into college or a graduate program, earn a scholarship, or get a job.
- Gold Award Girl Scouts are lifelong leaders who put their beliefs about women in leadership into action. Nearly all Gold Award Girl Scouts (99%) hold leadership roles in their everyday lives— such as at school, in their careers, or through volunteer work—and seven in ten hold three or more leadership roles.

Girl Scouts of the Green and White Mountains has always encouraged Girl Scouts to change the world for the better, and honored 29 Gold Award Girl Scouts this past membership year, along with dozens of Silver Award and Bronze Award Girl Scouts. Over the years, some of the outstanding projects our Girl Scouts took on were:



1988– Gold Award Girl Scout **Beccy Nelson**, a Senior Girl Scout from Derby Line and member of Troop 250 in Vermont completed eight Interest Projects, served as an assistant Brownie troop leader, program aide at camp, and patrol leader on a Wyoming Trek. Her final project, the Challenge of Living the Promise and Law,

was to improve the local day camp site, compiling a list of needed repairs, obtaining materials, and recruiting help as needed.



2018 – Gold Award Girl Scout **Cassandra Levesque** raised the minimum age for marriage in New Hampshire, persevering to see her bill through to law after her high school graduation. Having come from a family where her grandmother and great-grandmother were child brides, she was determined to protect young girls

from what is often a forced marriage. The age of marriage was raised from 13 for girls and 14 for boys to 16 for both. Cassie continues to work to raise the age to 18, now as a state representative for her town of Barrington, NH.



1999 – Gold Award Girl Scout **Jessica Adams** created a media center for the children of Easter Seals in Manchester, NH. This involved collecting, cataloging, and alphabetizing 700 books she collected from church, family, friends, and Girl Scouts. She even got wood donated to build several bookcases.



2021 – Gold Award Girl Scout **Emma Hansen**'s Be the Change was a two-and-a-half year effort to boost civic awareness and education in Emma's community. She advocated for renovations to her middle school, helped Brownies earn their Democracy badge, and wrote a children's book called “Mom for Mayor.” Her advocacy

helped get voters to approve a nearly \$50 million renovation to Woodbury Middle School in Salem, NH.

Cookies power Girl Scouts through the years

If there is one thing that first comes to mind when people are asked to think about Girl Scouts, it's our iconic Girl Scout Cookies! For more than 100 years, Girl Scouts have used cookies to fund their activities, develop valuable life skills, and make the world a better place.

The first Girl Scout Cookies were baked at home, and just five years after Juliette Gordon Low started Girl Scouts, the Mistletoe troop in Muskogee, Oklahoma, baked cookies and sold them in their high school as a service project in 1917. In the 1920s, Girl Scouts baked their own simple sugar cookies, packaged them in waxed paper, and sold them door-to-door for 25 to 35 cents per dozen.

It was in 1934 that cookies were mass produced, with the Girl Scouts of Greater Philadelphia becoming the first council to sell commercially baked cookies. A year later, the Girl Scout Federation of Greater New York joined the trend, and bought its own die in the shape of a trefoil and used the words "Girl Scout Cookies" on the box. In 1936, the Girl Scout organization began licensing the first commercial bakers to produce cookies sold nationwide by Girl Scout councils.

World War II caused Girl Scouts to adapt and innovate. With shortages of sugar, flour, and butter, Girl Scouts sold calendars in 1944 as an alternative fundraiser. Cookie sales picked right back up in 1948, with 29 bakers licensed to make Girl Scout Cookies.

In the 1950s, suburbs were popping up, and Girl Scouts began selling three varieties – Sandwich, Shortbread, and Chocolate Mints (now Thin Mints) – at tables in shopping malls. The Baby Boom generation followed, expanding Girl Scout membership, and cookie sales jumped. By 1966, the best sellers were Chocolate Mint, Shortbread, and Peanut Butter Sandwich cookies.

In the groovy 1970s, the number of licensed bakers was streamlined to just four to ensure lower prices and uniform



Girl Scouts with cases of cookies, circa 1981. (GSGWM photo)

quality, packaging, and distribution. For the first time, all cookie boxes featured the same design and scenes of Girl Scouts in action in 1978. A year later, the new Girl Scout logo appeared on the boxes of Thin Mints, Peanut Butter Sandwich/Do-Si-Dos, and Shortbread/Trefoils cookies, along with four additional flavors.

In the 1990s GSUSA introduced official age-appropriate awards for Girl Scout Brownies, Juniors, Cadettes, and Seniors, including the Cookie Activity pin. The 2000s saw the move to just two bakers and redesigned cookie boxes, and all cookies were kosher.

Digital Cookie was launched in 2014 with the announcement of National Girl Scout Cookie Weekend, and Girl Scouts were introduced to vital lessons in online marketing and ecommerce. Now Girl Scouts have a wide range of badges and pins to mark their achievements in business skills, and they have nine flavors

to offer their customers.

Cookies fund not only troop adventures and individual Girl Scouts' trips and service projects, they are also a powerful way to let others know we care. Our Gift of Caring and Hometown Heroes programs allow people to support Girl Scouts by buying cookies to be donated to the military, firefighters, EMTs, police, front-line workers, and more.

Today Girl Scouts across New Hampshire, Vermont, and the rest of the country will be fulfilling orders in person, through Digital Cookie, at cookie booths, and even through the DoorDash delivery service. Girl Scout Cookie lovers will be able to find out where cookies are being sold through our website and our Cookie Finder app. In a fast-changing world, Girl Scouts are learning early to become entrepreneurs, gaining skills in business ethics, goal setting, decision making, money management and people skills.

Alum profile - World traveler Cheryl Heneveld

Lifetime Girl Scout, teacher, quilter, alum, world traveler. Cheryl Heneveld, 78, of Enosburg Falls, Vermont, truly embodies the Girl Scout spirit.

Cheryl is part of four generations of Girl Scouts. Her mother was the troop leader for her sister's troop, she herself began as a Brownie, and now has a daughter and granddaughters continuing the Girl Scout tradition. These experiences took place around the world – California; Vermont; Washington, D.C.; Switzerland; and India. As a Brownie in Whittier, California, she even enjoyed a visit from Olave Baden-Powell, the cofounder of Girl Guides and wife of Robert Baden-Powell, the founder of Boy Scouts.

Cheryl's southern California troop encouraged the earning of badges, and she acquired enough to earn the Curved Bar, the equivalent to our current Girl Scout Gold Award. She still has her sash filled with badges and pins.

During college, Cheryl met her husband, Ward. While in Boston, Ward worked on a degree in International Education from Harvard before teaching at Johnson State College in Vermont and buying the home they still live in today. The couple also taught in Kenya for three years and it was



Cheryl Heneveld stands inside the “magic tree,” a popular hiking destination near Our Chalet in Switzerland. (Courtesy photo)

through the Teachers for East Africa program that she met Martha Manley, currently GSGWM's first vice president.

After their time in Kenya, the Henevelds traveled to Vermont, Indonesia, and Switzerland, having two daughters and two sons along the way. While in Indonesia, Cheryl began quilting, and started a masterpiece bed-size project that she finally

finished 30 years later. Many alums are familiar with her work as one of the Farnsworth Quilters.

In Geneva, her oldest daughter, Marika, who was 11, joined a Girl Scout troop so Cheryl became a helper, then younger daughter Amy joined Brownies and Cheryl became her troop leader. At that time, Girl Scouts Overseas was called Troops on Foreign Soil, and she stepped up to help with the many Girl Scouts abroad.

That gave her confidence to train people when she came back to the United States as she saw the opportunities Girl Scouting provides for young girls and women like herself who were often stay-at-home moms.

Living in Switzerland allowed Cheryl to visit the WAGGGS World Center in Adelboden, Our Chalet. She attended a training event and went once for skiing. Each time was very special.

“That was just heaven!” she said. “Totally Girl Scout heaven! Having fondue, sleigh rides with bells, all these women who are active Girl Scouts. I wanted to be part of that international experience.”

The family left Geneva for Brattleboro, Vermont, where she lived from 1986-1990. She's been recognized with both the Appreciation Pin and Thanks Badge. Most recently, after attending the GIRL convention in Ohio, she has become a fundraiser for the USA Our Chalet World Center Committee, she joined the Juliette Gordon Low Society, and this year joined the Olave Baden-Powell Society; both provide a way for gifts to be made to Girl Scouts and Girl Guides presently and after one's passing.

The Olave Baden-Powell Society, she said, is about international leadership and friendship. “There is a strong and active commitment to the World Association of Girl Guides and Girl Scouts, and a rejoicing in all that WAGGGS is doing to promote leadership development of girls and women throughout the world.”

But the thing that is most important to Heneveld is watching Girl Scout members grow to embrace the concept of making the world a better place.



Heneveld leads an opening ceremony for Brownies in Geneva, Switzerland. There is a mirror on the floor representing the Brownie story – “Twist me and turn me and see the elf, I looked in the water and found myself.” The Brownie with the long blonde braid is her daughter Amy, who is now a lifetime member of Girl Scouts and a current Girl Scout volunteer. (Courtesy photo)

Girl Scout alums can take action and help this year's campers

During the pandemic, the Alumnae Advisory Board stayed as active as possible through many virtual options and small group meet-ups. Now, the association is excited to start hosting more in-person events and allowing for opportunities for adult Girl Scouts to come together. This spring, members of our Alumnae Association will be joining with our Property and Program team to help prepare camp and campers for Girl Scout summer camp.

During the month of June, Girl Scouts of the Green and White Mountains will host four Open Camp Days at its properties. Alumnae Association members will have the opportunity to sign up to help all day or for a portion of the day. In the morning, they will assist in preparing camp to welcome future campers and their families, then in the afternoon, they will help with the activities occurring around camp. They will greet the families, help

them to check in and become familiar with our properties, and help lead activities.

Interested in getting involved with these activities and more? Make sure you are a member of our Alumnae Association. We have an active Facebook page, send out a monthly electronic newsletter, and more. The Alumnae Association is always looking for new ideas for ways to give back to Girl Scouting or for our members to gather and make new memories. The association has three committees that help to plan many of the activities or service projects we host. The Communication, Service Projects, and Events committees meet once a month, and all three are looking for additional volunteers to help advance the work of the association.

You can join the Alumnae Association at www.girlscoutsgwm.org/alumnae and click on the green "Join" button.



Alums are invited to help prepare camp for the summer, welcome this year's families, and even lead some activities. (GSGWM photo)

Open Camp Days

The following Open Camp Days are the dates we would love to have your support. Watch for how to sign up in the next alumnae email newsletter.

Saturday, June 4
12:30 - 3:30 p.m.
Camp Twin Hills
Richmond, VT

Saturday, June 4
12:30 - 3:30 p.m.
Camp Kettleford
Bedford, NH

Sunday, June 5
12:30 - 3:30 p.m.
Camp Seawood
Portsmouth, NH

Saturday, June 11
12:30 - 3:30 p.m.
Camp Farnsworth
Thetford, VT

Camp Wishlist

If you'd like to help us outfit camp this year, we can use the following donations:

- Propane canisters – available in most supermarkets
- Hammock straps – for tying to trees: amzn.to/3HcnKtt
- MSR MiniWorks EX Water Filter – available at REI: bit.ly/3JJHg1T
- Uberleben steel fire strikers bit.ly/3BUXRxN
- BioLite camp stove bit.ly/3BHJJ4

Those skilled at sewing may enjoy making summer camp staff ties. They should be an inch wide, and ideally 44-48 inches long, so they can be tied into the staff friendship knot and worn as part of the staff uniform. We need 60-70 of them, and should be different from last year's ties which were made from the fabric with the Girl Scout law phrases on it.

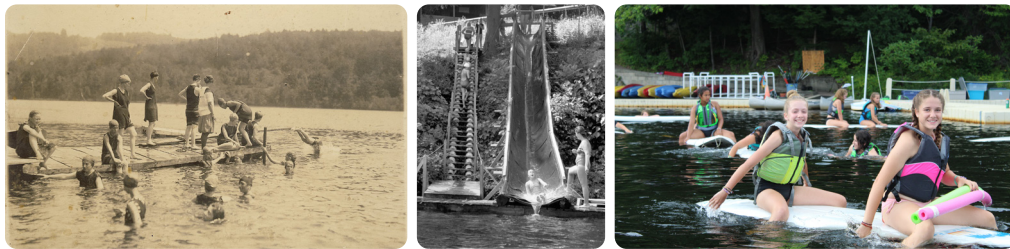
How we've changed over the years!

Uniforms



Left: Burlington, VT, Troop 5 in 1938. Center: 75th anniversary of Girl Scouts in 1987. They're wearing uniforms of Girl Scouts through the years. Right: A Junior from Troop 51403 of Dover, NH, after bridging in 2021, displaying her previous vests full of patches.

Camp



Left: Girls at Camp Hanoum, now Camp Farnsworth, Thetford, VT, circa 1915-1917. Center: Girls enjoy the waterslide at the same Camp Farnsworth waterfront, 1981. Right: Girl Scouts at the Camp Farnsworth waterfront, 2018.

Cookies



Left: A New Hampshire troop taste tests cookies about 1980. Center: Cadettes of Bow Troop 1710 in 2003. Right: Silver Award Girl Scout Sage Herr of Campton, NH, with the new Adventurefuls atop a mountain in December 2021.

Taking Action



Left: Girl Scouts recycling in the 1940s. Center: Girl Scouts help clean up the New Hampshire seacoast during GSGWM's Coastal Cleanup event, 2000s. Right: Troop 30228 of Waterbury, VT, planted a tree last spring.

The Trefoil

1910s



1920s



1978



Legacy

GIRL SCOUTS

2010



2010



2021



Current