

BE THE CHANGE



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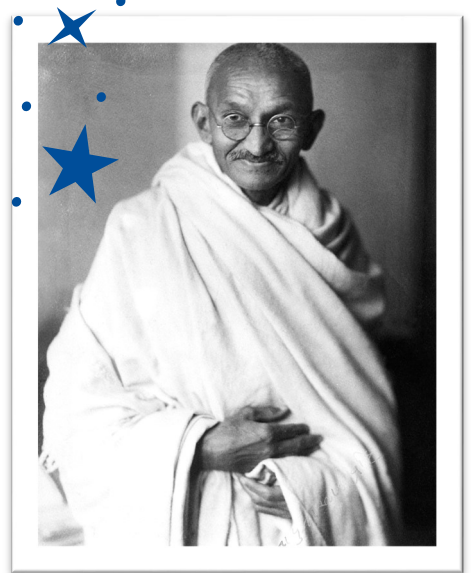


Girl Scouts Heart of New Jersey's CEO
At-Home Patch Program

Be The CHANGE...the story behind my Girl Scout CEO patch

There are some awesome perks that come with being the new CEO at Girl Scouts Heart of New Jersey: one is my very own patch! In the world of Girl Scouting, handing out CEO patches is intended to encourage girls to share their ideas and feedback about their experiences when they meet a Girl Scout CEO. As the first Black woman in our council's history to lead the organization, it was important that me that my CEO patch speak to girls and inspire conversations about being the change *girls* want to see in the world.

My "Be the Change" CEO patch was inspired by the teachings of Mahatma Gandhi, and designed under the direction of my 14-year-old daughter Chelsea, who is a Girl Scout Cadette. Chelsea is a very gifted artist, and I am proud that Girl Scouts all over the US will be showing off her artwork when they wear this patch on the back of their Girl Scout uniforms.



Mahatma Gandhi, 1931

For more than 100 years, Girl Scouts have learned the skills, embraced the experiences, and cultivated the friendships that enable them to change the world right now and accomplish big things in the future. During this time of social distancing, as we continue to do our part to flatten the curve of the COVID-19 virus, this temporary patch program re-imagines the ways girls can engage with me to receive my patch.

Natasha Hemmings

Chief Executive Officer
Girl Scouts Heart of New Jersey

While we're still unable to be together, any Girl Scout who **1.** has renewed her registration for the 2020-2021 membership year and, **2.** completes the requirements below, will receive this exclusive patch by mail.

daisies	Complete 1 writing prompt
brownies	Complete 1 writing prompt
juniors	Complete 2 writing prompts
cadettes	Complete 3 writing prompts
seniors	Complete 3 writing prompts
ambassadors	Complete 3 writing prompts

How To Get Your Patch:

Once you've created your response(s) to the prompts on the next page, share them with me by completing the form below and I'll send you a patch in the mail.

[Find the form here](#)

Questions about this patch program?
Contact programs@gshnj.org

CULTURE

I'm very proud of my Caribbean heritage, both of my parents were born and raised in Barbados, West Indies—in fact, it's a big part of my DNA. **Tell me about your cultural background and why it is important to you.**

Food is a major part of cultural celebrations—Fishcakes and Bakes are a staple in Bajan culture. **Share a recipe that best represents your culture and tell me why you chose it (include a photo or video of your dish, too!).**

Learning about trailblazing women who have come before us is a great source of inspiration. **Tell me about an amazing woman from your culture who changed the world. How does she inspire you?**

Girl Scouts are part of an international sisterhood. **Choose a culture that is different from your own and tell me what attracted you to it, what aspects of that culture you explored, and what you learned.**

CIVIC ENGAGEMENT

Mahatma Gandhi was the leader of India's non-violent independence movement against British rule, and in South Africa advocated for the civil rights of Indians. **Tell me about Gandhi's thoughts on creating social change. What does "being the change" mean to you?**

Especially in times of crisis, Girl Scouts pull together as part of a sisterhood that takes action to help communities in need. **Tell me about a time you took action in your community. What was the issue, and how did you help?**

When the Girl Scouts were founded in 1912, women in the United States did not yet have the right to vote. It took the persistence of many women eight years before that right would come for some women with the passage of the 19th Amendment. **Is there a civic or political movement that you're passionate about? Tell me about how you've contributed to advancing your cause.**

Girl Scouts of all ages can be leaders in their communities at school, with friends, and in their neighborhoods. **Tell me about a time you've taken the lead in your community. What needed to be done, and how did you get people to follow your lead?**

PERFORMING ARTS

The performing arts—especially theatre—has been important to me my whole life. **Tell me what performing or fine art you enjoy participating in. What aspects of your recent artwork are you especially proud of?**

The arts can provide relief in times of crisis. **Tell me about a time you used your art to help your community. What was the issue, and how did your art address it?**

As you saw in the intro that my daughter Chelsea designed my patch. **If you had to design your own patch, what would it look like? Send me a picture and tell me about your design choices.**

I believe in the power of performance, but even I get nervous before a big public speech. **Find a poem or song that makes you feel powerful, and share a video of yourself performing it. Tell me why you chose it, and about a time you overcame your stage fright.**

OUTDOORS

The outdoors has always been an important part of Girl Scouts, and participating in outdoor activities helps me stay physically and emotionally strong. **Tell me about a recent outdoor adventure you had. What did you do? How did you feel afterward? What do you want to do next?**

Girl Scout camp is a great place to spend time outdoors! **Share your favorite memory of your time at The OVAL, Camp DeWitt, or Camp Hoover (and include a picture of yourself there!). If you're from another council, tell me about your camp and your favorite memory.**

I've only been moderately successful at keeping houseplants alive. Do you have a green thumb? **Bring the outdoors indoors by planting some seeds or by taking care of a houseplant. Tell me how it went, and send me a picture of you in your garden.**

Community service and the outdoors go hand-in-hand in Girl Scouts. **Tell me about a time you spruced up an outdoor space. Tell me about how the project came to be, how you helped, and be sure to share some before and after photos.**



Natasha L. Hemmings, MPA, is the Chief Executive Officer for the Girl Scouts Heart of New Jersey and is the first African-American woman in the council's history to lead the organization. A long-time advocate of girl empowerment and leadership, as she is a Lifetime Member of the Girl Scouts of the USA and served Girl Scouts of Central & Southern New Jersey as their Chief Marketing and Communications Officer for 18 years. As CEO, Natasha holds a senior leadership role with significant strategic and supervisory responsibilities for the second largest Girl Scout Council in the state, with an annual budget of well over \$6.5M. Natasha has a Master's Degree in Public Administration with a concentration in Non-Profit Leadership from Rutgers University, and a Bachelor's Degree in Communications & Theater from the College of New Jersey, formerly Trenton State College. She also holds an Executive Non-Profit Leadership Certificate from Fairleigh Dickinson University. Natasha has been selected to

serve on Girl Scouts of the USA's National Convention Action Team for the last 4 National Council Sessions with increasing roles and responsibilities over a 12-year span. She plays a critical role in sharing the inspirational stories of Girl Scouts in the state, inspiring girls of every age and families of every culture to join.

Natasha has a deep passion for issues pertaining to women, girls, diversity, equity and inclusivity, and has focused her community service in these areas. She is the immediate past Vice President of the Barbados-American Charitable Organization of NJ and a proud lifetime member of Delta Sigma Theta Sorority, Inc. which is a public service organization that strives to confront the problems of African-Americans and, hence, all Americans. In this capacity, Natasha has served as past President of the Iota Beta Chapter, Co-Chair for the Arts & Letters Committee, and member of the Fundraising and Mental & Physical Health Committees. She served as a Girl Scout co-Leader for over ten years in the urban community of Plainfield, serving a multi-level, multi-cultural troop of 32 girls. She led troop meetings, conducted Journey and badge activities, planned programs and special events, and chaperones trips with girls ranging in age from five to fourteen.

Active in multiple charitable organizations and committees, Natasha is also a member of GSUSA's Diversity, Equity, Inclusion & Racial Justice Steering Committee, and a proud Lead NJ Alum. Lead NJ is dedicated to developing well-informed leaders who are prepared to cross boundaries between sectors, work effectively with people of all backgrounds, find common ground with those who may think differently about issues, and work in a spirit of shared commitment to our state's success.

Most recently, Natasha was selected as one of the top 25 Leading Women Entrepreneurs in New Jersey and made the ROI-NJ 2020 Influencers: People of Color list. In 2018 she was also recognized as one of South Jersey Biz's Women to Watch and was recognized by Citrin Cooperman at their Women at the Wheel event with a Leadership Excellence Award. She has been a guest lecturer for several graduate courses at Rutgers University School of Public Affairs and Administration in Newark and is co-chair for a local high schools' Parent Athletic Club.

Natasha is also an entrepreneur and owns 3KeyEvents, a wedding and special events planning company. She attributes her success to the unwavering support of her parents, husband Okello, two daughters Naomi and Chelsea and bonus son, Xavier.