

**2018-2019
Annual Report**




girl scouts
heart of the south



At Girl Scouts, it's a girl's world — a place where girls can be and do anything (and we mean anything!) they put their hearts, minds and energy into. Girls are empowered to believe in themselves and in each other, to nurture their potential, to discover their inner WOW, and to know, firmly, that they can change the world and make it a better place. And, they do it all while having a ton of fun and building a lifetime of skills, friendship and memories — it's truly a one-of-a-kind experience!

Whether they're taking on service projects, going on trips to new and amazing places, or having BIG outdoor fun and forging "forever friendships," the excitement of learning something new through every adventure and building a lifetime of skills and memories along the way is remarkable—and a true testament to the unique power of the Girl Scout experience.

Girl Scouting builds the complete girl, offering her activities and experiences that will ensure she can thrive in whatever path she chooses to pursue. Considering the challenges girls and families in our region face, Girl Scouts learn how to solve problems, how to identify and seize opportunities, and how to be prepared for life's challenges. They learn how to persevere— to create a plan, network with others, to regroup when things go off-course, to learn from failure, and try again.

These life lessons help girls develop a positive sense of self, cultivate positive values, learn from mistakes, form positive relationships, and contribute to the world in purposeful and meaningful ways.

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



At Girl Scouts Heart of the South, **6,372 girls**, ages 5-17, throughout 59 counties in west Tennessee, north Mississippi, and east Arkansas, are guided by over **1,700 adult volunteers**, as they participate in hands-on leadership experiences that help them explore new interests, develop a stronger social conscience, build higher self-esteem, gain critical life skills, and access an array of travel and outdoor adventures.

90% of girls say they get to do things in Girl Scouts they can't do anywhere else, such as, make a catapult, kayak, extract DNA from a strawberry, rock climb, camp, ride a horse, help others, travel, learn about different cultures, propose ideas to a supportive group, take a stand for things, and lead on important issues to make the world a better place.

"You get to make new friends, create new things and learn how to be successful in changing the world."

- Girl Scout Junior (5th grade)

Programs

With the right encouragement, guidance, training, and confidence, girls grow into women who lead by example to achieve great change for their communities. Girl Scouts supports girls' personal, civic, and academic development; as well as, teaches girls that their voices count, they must stand up for what they believe in, and they have the strength to take the lead.

Through troop activities, Girl Scout proficiency badges, patch programs, council program events, and community partner events, girls have opportunities to try new things, explore interests and build skills. Real-world, hands-on opportunities allow girls to learn and practice leadership skills they can use today and in the future. Program focus areas include **healthy living/self-esteem, leadership, outdoor adventure, financial literacy,** and **STEAM** (science, technology, engineering, arts and math).

Fifty different events throughout the region, plus summer resident camp, attracted 2,000 participants.

zip lines and horse rides

leadership conferences and career exploration

cupcake wars and engineering design

camping and New York City

Girls are creating life-long skills and memories. With every new experience, girls become more confident, resilient, creative and courageous.



"In Girl Scouts, you learn so much about life, growing up, and standing up for yourself. You learn to keep going when times get hard, and to be true to yourself."

- Girl Scout Senior (10th grade)

Outreach

Almost 600 girls participate in Girl Scouts through grant-supported, council-run outreach initiatives throughout the region. These girls are not able to participate in traditional troops due to lack of volunteers, transportation and family resources. Girl Scouts provides a safe space for them to learn, explore, share and grow.

38126 Initiative

The 38126 zip code in inner-city Memphis has the highest poverty rate in the state. Over 900 school-age girls live there, the majority (92%) living in single-parent homes where 39% of adults didn't complete high school. The lack of stability and support perpetuates generational stagnation. Girls have trouble dreaming of higher aspirations when they don't see past their doorway or neighborhood.

However, the girls who participate in Girl Scouts have a pathway to change their destiny. They have a positive outlet from the stresses of home life. They have a safe place to just be their silly self and to find themselves. They are creating a "family" of friends who support each other, encourage each other and stand by each other.

Girl Scouts gives these girls a chance to learn about different cultures and ideas. A visit to the Lorraine Motel encouraged them to think deeper and have conversations about things they can change in their lives and their community immediately and changes that have long-term impact. A Fresh Air Day to Girl Scout Camp Fisherville took them past their neighborhood, past the I-240 loop, into a new environment. Most of the girls had never seen green spaces before, or even a cow grazing in a field. They got to fish, use a bow and arrow, listen to the birds, and gaze to the tops of the trees.

Before girls speak, they are learning to first ask themselves, "Is it true? Is it kind? Is it necessary?" This is opening up dialog about bullying, stereotypes, and using positive words. They are understanding how they can have a healthy lifestyle in a food-scarce neighborhood where people go inside and are not active, and how to make positive choices about their friends and body. The way they interact in the community and at school is changing. Girls are seeing how their actions can make a difference and how they can lead. They are proud to be part of an organization that is making a difference. When one member's family was affected by a house fire, Girl Scouts from across the region came together to provide needed supplies and food. It taught the girls they are part of a much larger "sisterhood" than just their troop.

Teachers, school administrators and community organizations are seeing the change happening in these girls. They are being invited to participate in more activities and lend their voice to community issues. The girls are excited about the unlimited possibilities, and each week they ask, "What are we going to do next?"

Girl Scouts is changing the destiny of girls in 38126 and in all zip codes.



Girls told us:

I liked Girl Scouts because it's all girls and we can be ourselves.

I loved it because it showed how girls rule the world.

I like that Girl Scouts help each other.

I like it because you get to practice new things.

It's fun, we learn about things, and we learn how to be a leader.

I like Girl Scouts because we can sell cookies, we can get pizza, and we can get juice. We can do everything.



Volunteers

Girl Scouting does not exist without adult volunteers who give of their time, energy and resources to ensure girls have a positive experience. Over 2,000 adult members (women and men), fill a variety of rolls supporting troops, service units and the council. To prepare and support volunteers, the council offers personal, group and digital trainings and courses for Girl Scout activities and to build volunteers' personal and professional development. Courses on managing conflict, first aid, venturing, money management, and Girl Scout traditions are led by community experts, staff and other Girl Scout volunteers. Providing adult development opportunities for volunteers, creates more confident, knowledgeable and stronger role models for girls.

Women's Initiatives



WE Lead provides accessible, quality leadership training to women of all backgrounds, helping them to develop into ethical, culturally competent, civic-minded leaders with the practical skills and personal integrity needed to make a positive impact in every facet of their lives.



One Smart Cookie and Women of Distinction events honor purpose-driven women who are making a difference in their community.



The Alumnae Association brings together former Girl Scouts to reconnect, rediscover, and relive the Girl Scout experience.



Stand Beside Her, a national movement started locally, is a rallying cry inspiring girls and women to stand up for each other and commit to shutting down unhealthy comparison that tears down and divides.

Created by Girl Scouts Heart of the South area girls, Working Mothers Day aims to honor the 70% of women with children under 18 years of age who participate in today's labor force.



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Ex-officio Advisory Board Member:

Dr. Pamela Evans, Obstetrician, Henry County Medical Center



Financial Statement

Assets

Cash and cash equivalents.....	3,632,549
Investments	2,092,338
Promises to Give	183,875
Other Receivables	10,525
Inventories.....	87,505
Prepaid Expenses.....	2,134
Property and Equipment, net	2,371,522
Total Assets.....	\$8,380,448

Liabilities

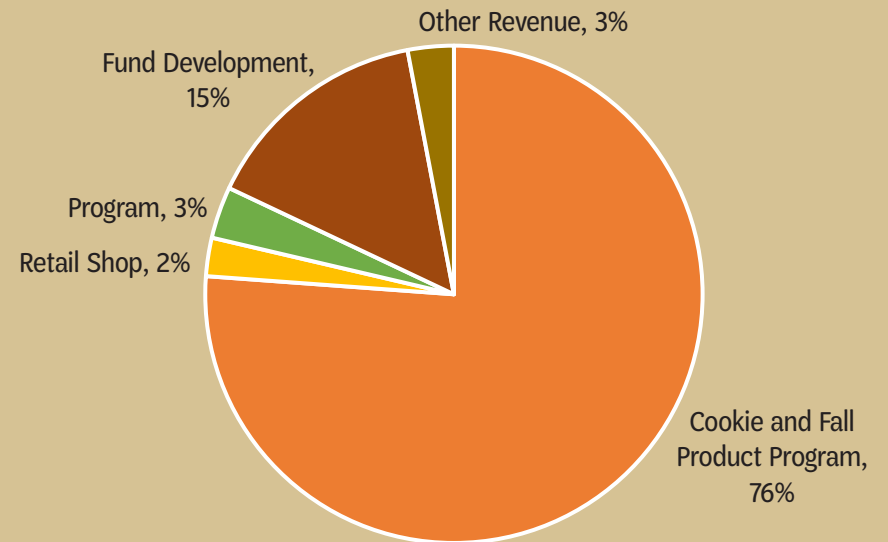
Accounts Payable.....	27,483
Accrued Payroll Liabilities.....	157,053
Funds held for others	59,964
Deferred Revenue	10,855
Notes Payable	1,096,417
Total Liabilities	\$1,351,772

Net Assets

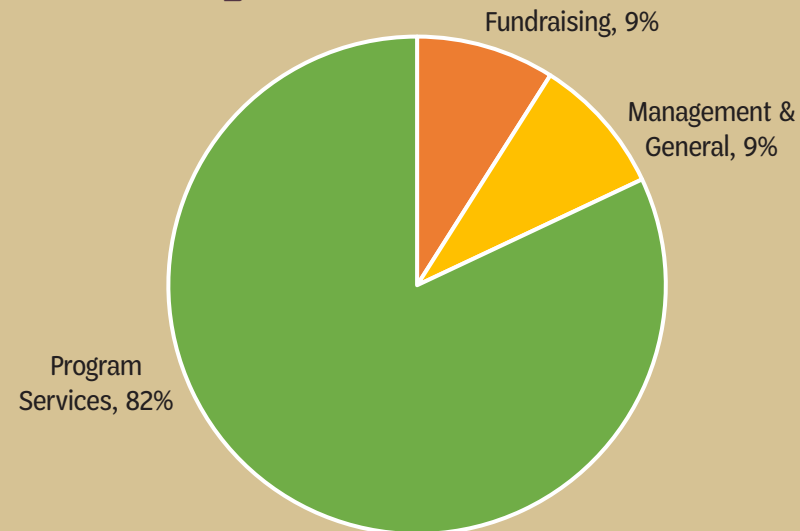
Unrestricted	6,785,833
Temporarily Restricted.....	216,474
Permanently Restricted	26,369
Total net assets.....	\$7,028,676

Total liabilities and Net Assets \$8,380,448

Revenue



Expenses



This report represents our audited fiscal year ending September 30, 2019. The Girl Scouts Heart of the South financial records were audited by Watkins Uiberall CPA. The council received an unqualified opinion from the auditor. The audited financial statements are available for inspection at Girl Scouts Heart of the South council headquarters in Memphis, TN.

Donors

Girl Scouts Heart of the South is grateful to our donors who have supported the mission through contributions, grants, sponsorships, United Way Donor Designated gifts, and matching gifts. Below are the individuals, businesses, organizations, foundations and United Ways that supported Girl Scouts Heart of the South from October 1, 2018 through September 30, 2019.

\$10,000 and above

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Baptist Memorial Health Care Corporation
City of Memphis
Community Foundation of Greater Memphis
Alys Lipscomb
ServiceMaster
United Way of Leflore County Inc.
United Way of Northeast Mississippi, Inc.
United Way of the Mid South
Women's Foundation For A Greater Memphis

\$5,000-\$9,999

Kappa Delta Sorority - Alpha Mu Chapter
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\$1 - \$4,999

4-County Foundation
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Ford Construction Company
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Juliette Gordon Low Society

The Juliette Gordon Low Society honors donors who have included the council in their will or estate plan, or who have made a planned gift to the council during their lifetime. Girl Scouts Heart of the South wishes to acknowledge and thank each member of the Juliette Gordon Low Society

Herbert Akers
Erik and Eva Anderson Girl Scout Movement-wide Challenge Planned Gift
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Dianne Belk and Lawrence Calder
Dianne Belk and Lawrence Calder Movement-wide Challenge Planned Gift
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United Way of West Tennessee
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Sherry Whitten
Linda Wible
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Pam Wilson
Catherine Wolfe
Dessie Woods
Kristen Wright
Peggy Youngblood
Sharon Younger
Debbie Zanot



In-Kind

Gifts of goods, services and facility use help reduce the cost of providing the Girl Scout Leadership Experience to girls. Below are individuals, organizations and companies that provided in-kind support from October 1, 2018 - September 30, 2019.

AAAA Safe Storage
Abbey's
Abner's Famous Chicken - Oxford
Amsterdam Deli
Animal Care Center
Ashley Furniture Home Store
Atoka Railroad
Bailey Diane Tupelo
Barbara Ballard
BancorpSouth Arena
Big Dave's Round 2 BBQ
Big Oaks Golf Club
Buffalo Wild Wings Tupelo
Burger City Drive-In
Burleigh Consulting Group
Cafe 212
Caramel Corn Shop and Balloons
Chicken Salad Chick Starkville
Chicken Salad Chick Tupelo
Christina's Exquisite Edibles
Cleveland Fresh
Crave
Creative Touch Day Spa & Salon
Debutante Farmer - Elizabeth Heiskell
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Dixon Gallery and Gardens
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Stone's Jewelry
Sweet Pepper's Deli - Olive Branch
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The Twisted Twig
The Warehouse
Tia's Handbags
Tommy Morgan Inc, Realtors
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Thank you thiiiiis much!

