

girl scouts
heart of the south



2020 Annual Report

Girl Scouts Heart of the South

A Letter from our CEO



There is no doubt that the 2019-2020 membership year was one of our most challenging as we faced circumstances not seen in any of our lifetimes. COVID-19 brought great suffering to many and great change to all - including our girls - whose everyday routines of school, extra-curricular activities, and even visits with family members were abruptly halted. Everyone around the globe was suddenly forced to pivot and reinvent how they worked, lived and played.

And yes, it has been challenging. But Girl Scouts never shy away from a challenge.

As an organization, Girl Scouts Heart of the South immediately sought to find ways to keep our girls excited and engaged. Our amazing Programs team set to work and created a host of online experiences that allowed girls to continue to pursue their interests and expand their horizons both individually and in a virtual troop setting. Our Product Program team explored new ways to support girls' entrepreneurial efforts in safe and "socially distanced" ways. Our volunteers became Zoom experts and did not allow physical distance to keep their girls from seeing their friends and continuing their Girl Scout troop experiences - online. I could not be more proud of our volunteers and of our GSHS staff team. They stepped in and stepped up and found new and creative ways to continue to help build girls of courage, confidence, and character, who make the world a better place - at a time when the world - and our girls - needed them most.

This past year tested our resilience, and by continuing to stand firm in our mission and find new ways to deliver it, we are emerging stronger and provided that example for our girls. This past year tested our resolve, and by quickly adapting to new ways of work and new modes of program delivery, we proved that we are steadfastly committed to delivering the Girl Scout Leadership Experience to every girl, everywhere. And this past year tested our relevance, too. By immediately seeing the needs of today's girl and rising to meet her where she is, we proved that - just as it has been since 1912 - Girl Scouts IS the premier leadership organization for girls - in 2020 and beyond.

As I write this - hopefully - a more "normal" world seems closer at hand, and I am optimistic that soon our girls will be back together with their troops and that life will return - mostly - to what it was before. But the lessons we have learned and the positive improvements that this crisis pushed us all to make are here to stay.

Just as Girl Scouts is here to stay - today and always.

Thank you for your continued support of our girls and for helping them to become the courageous, confident women that will make the world a better place for us all.

Yours in Girl Scouting,

Melanie Schild

CEO, Girl Scouts Heart of the South



Girl Scout Higher Awards

9 Troops / 56 Girls earned the



Bronze Award

1,120
total service hours logged
20
service hours per girl

13 Troops / 53 Girls earned the



Silver Award

2,650
total service hours logged
50
service hours per girl

21 Girls earned the



Girl Scout Gold Award

1,850
total service hours logged
80
service hours per girl

Product Sales

2019 Fall Product Program

64,588
nut units sold
1,731
magazine orders sold
1,698
girls selling

2020 Girl Scout Cookie Program

1,250,839
total boxes sold
4,308
girls selling
290.35
boxes per girl



Membership & Programming

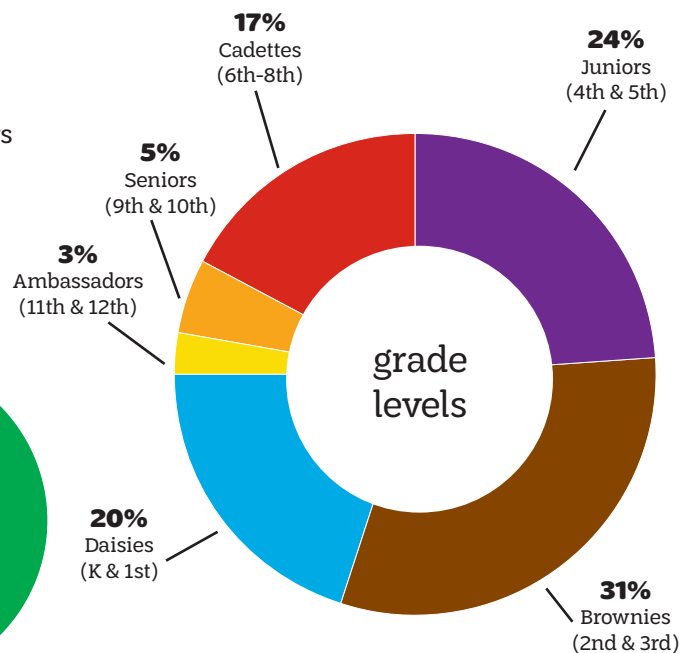
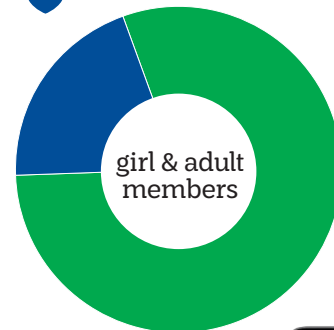
8,750

total members

748 lifetime members

6,272 girl members

1,730 adult members



7,696

badges earned*

**based upon retail sales totals for MY20*

117

total programs & trainings

online and in-person offerings combined

908

participants nationwide in GSHS' 2020 Stand

Beside Her patch program. Since its inception in 2014, more than 3,500 girls from our 43 partnering Girl Scout councils from Japan to Maine have earned their Stand Beside Her patch!

GSHS Digital Experience Offerings

MY20 saw the advent of COVID-19 which forced GS councils across the country to rethink how we deliver programming to girls. GSHS rose to the occasion by developing numerous digital offerings and online opportunities for both individual girls and troops.

- 7,157 views on GSDE page on council website
- 89 Google Classroom Opportunities serving 2,056 students
- 32 Virtual Troop Meetings with 3,004 LIVE participants and 8,230 total views

GSHS Financial Statement

This report represents our audited fiscal year ending September 30, 2020. The Girl Scouts Heart of the South financial records were audited by Watkins Uiberall CPA. The council received an unmodified opinion from the auditor. The audited financial statements are available for inspection at Girl Scouts Heart of the South council headquarters in Memphis, TN.

Assets

Cash and cash equivalents	5,153,376
Investments	2,264,170
Promises to Give	215,103
Other Receivables	135,296
Inventories	78,062
Prepaid Expenses	2,262
Property and Equipment, net	<u>2,239,250</u>
Total Assets	10,087,519



Liabilities

Accounts Payable	22,864
Accrued Payroll Liabilities	165,645
Funds Held for Others	75,146
Deferred Revenue	4,782
Notes Payable	<u>1,486,800</u>
Total Liabilities	1,755,237



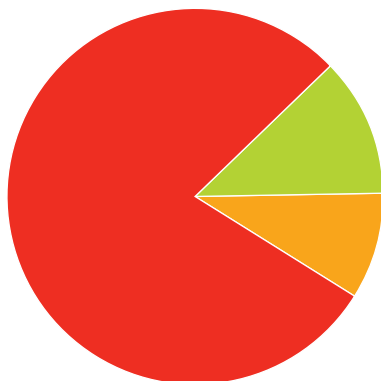
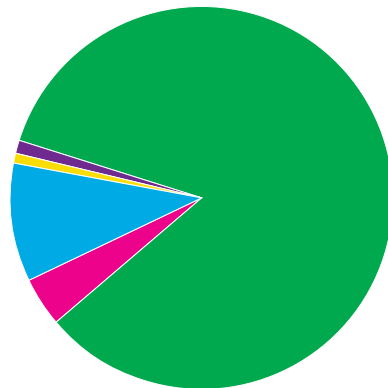
Net Assets

Unrestricted	8,008,216
Temporarily Restricted	297,697
Permanently Restricted	<u>26,369</u>
Total Net Assets	8,332,282

Total Liabilities and Net Assets 10,087,519

REVENUE

Cookie and Fall Product Program	84%
Fund Development	10%
Other Revenue	4%
Program	1%
Retail Shop	1%



EXPENSES

Fundraising	9%
Management & General	12%
Program Services	79%



GSHS Donor Roll of Honor

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, 2019 through September 30, 2020.

\$10,000+

AutoZone
Community Foundation of Greater Memphis
FedEx Corporation
United Way of Leflore County, Inc.
United Way of Northeast Mississippi, Inc.
United Way of the Mid-South
Valero Memphis Refinery
West Tennessee Healthcare Foundation

\$5,000 - \$9,999

Christopher & Dana Reeve Foundation
City of Memphis
E. Rhodes & Leona B. Carpenter Foundation
International Paper Company
Kappa Delta Sorority - Alpha Mu Chapter
mTrade LLC
Pat Moody
United Way of Lowndes and Noxubee County
Vital Marketing, Inc.
Women's Foundation For A Greater Memphis
Your Cause

\$1 - \$4,999

Nellie Adams
Lauren Andrews
Jennifer Austin
Julia Austin
Brad and Sandy Baker
Claire Barnett
Camille Bianco
Ed Bledsoe
Marilyn & Artis Bolden
Karen Bowyer
Brooke Bullock
Tracie Burke
Marilyn Caldwell
Karen Carrier
Megan Carter
Reba Celsor
Venus Chaney
Kate Chumney
Paula Cima
Lenita Click
Nancy Cochran
Vanessa Cogswell
Susan Cohn
Myra Collins
Alison Coons

Sarah Crawford
Jennifer Cruz
Cory Davenport
Brittan Davis
Eleanor and Bobby Dean
Shelia Deaton
Jack Dendy
Amy Denison
Lee Lee Desler
Ginny Doane
Anna Duncan
Elizabeth and Jim Duncan
Cornelia Durham
Jennifer and Hiram Eastland
Rebecca Estridge
Rosemarie Fair
Ayanna Faulkner
Fredrika & Joel Felt
Rose Jackson Flenorl
John Ford
Callie Fowlkes
Mary Freeman
Keith Fulcher
Maris Garner
Melissa Garrett
Kathy Gibson
Lori Gilmore
Brenda Glover
Melissa Goodman
Mallory Gordon
Sandra Gray
Rutha Griffin
Callie Grissett
Mary Hamm
Mary and Sam Haskell
Catherine Helms
Louise Henslee
Susanne Hiegel
LaVonne Hill
Giann Hoosier
Jerry Huff
Sally Humphrey
Jamilie Hunter
Kelli Hutchens
Emilie Hutcheson
Shannon Ivy
Rebecca Jacoby
Kelly Jansen
Jenny Jones
Gloria and Jerry Kellum
Rachel Kesselman
Katherine King
Robert and Fran Langewisch
Mary Leary
Diego Lejwa
Lanie Lightsey
Charlette Logan
Kristen Lusby
Melissa Mann

Ruth Mann
Angela Manus
Herman Markell
Kathy McCoy
Wendy McCrory
Lynn and Joseph McGee
Christina McNally
Leanne McQuown
Amanda Merritt
Geoffrey and Christine Mitchell
Mary Monk-Tutor
Deborah Moore
Lee Morriss
Beth Mullins
Keara Nevels
Traci Nichols
Julie Norville
Christean Outlaw
Lori Patton
Margaret Paydar
Jeff & Mindy Pearson
Charlette Pettis
Mike Phillips
Carole Plesofsky
Stuart and Dianne Polly
Kristen Posey-Russell
Abi Rayburn
Mary Sharp Rayner
Donald and Jansje Roberts
Annie Roby
Nancy Rockstroh
Joann Rogers
Mary Ellen Rogers
Elizabeth Roper
Grace Sandlin
Melanie Schild
Kyla Shelton
Amy Sheppard
Laura Silsbee
Barrie Simpson
Michael Smith
Beverly Smith-Drake
Melissa Smitheal
Vicki and Harry Sneed
Amy Speropoulos
Carol Starr
Janet Stone-Wade
Raleigh Walker Taylor
Kari Temple
Katherine Thornton
Cherish Thyot
Chelsea Trease
Alex Tucker
David Vance
Louvena Walker
Marianne and Ronald Walter
James Walther
Laurie Waring
Kathy Webb

GSHS Donor Roll of Honor, continued

Charlene and Robert White
Meloney & Lewis Whitfield
Sherry Whitten
Debbie Wiley
Amy Woessner
Dessie Woods
Peggy Youngblood
Sharon Younger
Debbie Zanot
Tracey Zerwig-Ford

Abbeville Bank
AES Enterprises
Alcorn County Service Unit
Amazon Smile
Animal Care Hospital
Austein Mechanical Contractors
BancorpSouth
Baptist Memorial Health Care Corporation
Benevity Causes
Brayton Foundation
Bryants Chapel Charity
Cannon Motor Company
CB&S Bank
Charter Road Hospitality, Inc
Chiropractic Memphis
City of Bells
City of Horn Lake
Clark Properties
Clinica Hispana LaPaz, LLC
CREATE Foundation
Dunkin Donuts
Facebook
Faith Deliverance Apostolic Church, Inc.
First Citizens National Bank
FNB Oxford
Ford Construction Company
Frontstream
Girl Scouts of the USA
Girl Scout Troop #20396
Girl Scout Troop #50167
Girl Scout Troop #50279
Girl Scout Troop #50555
GiveGab
Goodwin Management, Inc. / Express Employment Professionals
H & R Block
Hutchison School
International Paper Foundation
Invitation Oxford
Jerry and Nina Patton Family Foundation
Kathy and J.W. Gibson Charitable Fund
Kroger
Lammon's Fine Jewelry
Lichterman Loewenberg Foundation

Modern Woodmen
NMMC Hematology & Oncology
North Mississippi Medical Center
Ole Miss Athletics Foundation
Orion Federal Credit Union
Oxford Floral
PayPal Giving Fund
Powers Hill Design
Renasant Bank - Oxford
Renasant Bank - Tupelo
Robert K. and Jane D. Jones Fund
Robert L. Howell Foundation
Rotary Club of Tupelo
Salvadore A. and Maria Grace Serio Feduccia Trust
Security Bank
Spring Street Cigars
Starbucks
Starkville Women's Club
State of Mississippi, Chickasaw County
Target
Tennessee Titans Foundation
Theodora Trezevant Neely Special Endowment Fund
Thrivent Choice
Tommy Morgan Inc, Realtors
TRI, Inc
Truist
Tupelo Bank Association
Tyson Foods - Newbern
United Way of Acadiana
United Way of Cleveland-Bolivar County
United Way of Corinth and Alcorn County
United Way of Greater Atlanta
United Way of Greater St. Louis
United Way of North Central Mississippi Inc.
United Way of Oxford - Lafayette County
United Way of Washington County
United Way of West Tennessee
United Way Suncoast
University of Mississippi Foundation
Wal-Mart Starkville #112
Watkins Uiberall, PLLC
Watkins Uiberall, PLLC - Tupelo
West Tennessee Healthcare
Weyerhaeuser Company Foundation
White and Associates Insurance Agency
Williams Transfer and Storage

Gift In-Kind Supporters

Gifts of goods, services and facilities 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, 2019 - September 30, 2020.

Agricenter International
Buff City Soap
Bombas
Carpenter Art Garden
Charles Vergos' Rendezvous
Ciao Bella Italian Grill
City Leadership/Choose 901
Copper Lane Gifts & Interiors
Cricket Corner
Dixon Gallery and Gardens
Draper's Catering of Memphis
Dyersburg City Schools
Dyersburg Hospital (West Tennessee Healthcare)
Dyersburg State Community College
Elvis Presley Enterprises, Inc
First Citizens National Bank
Folk's Folly
Frost Bake Shop
Get Air
Hilltop House
House to Home
J. McLaughlin
Jenny Jones
Jill Hertz Interior Design
Julie Oelschlager
Malco Theater - Collierville
Malco Theatres, Inc.
Memphis Botanic Garden
Memphis Hustle
Memphis Redbirds
Memphis Symphony Orchestra
Metal Museum
Pavo Salon Spa
Pinot's Palette
REI
Ron Olson Art
Security Bank
Sports Plus Rehab Centers
Sunpoint Pool & Patio
Texas Roadhouse
The Art Project
The Children's Museum of Memphis
The Guest House at Graceland
The Memphis Zoo
The Mustard Seed
Vantage Point Golf
Yum Yum's Gourmet Popcorn

Honorariums & Memorials

In Honor/Memory of:

Claire Barnett
 Fran Bolton
 Dottie Carey
 John Edward Caldwell
 Dorothy "Sumac" Cleo Carey
 Mr. Wilbur Dees
 Bob Dendy
 Angelia Wilks Edwards
 Rosemarie Fair
 Rosemary Hart
 Margaret Hughey
 Susan Gregory
 Ruth Mann
 Kay McFarland
 Debbie Moore
 Debbie Moore
 Debbie Moore
 Debbie Moore

Given By:

Megan Carter
 Sandra Gray
 Melissa Mann
 Marilyn Caldwell
 Ruth Mann
 Callie Grissett
 Jack Dendy
 Susan Cohn
 Powers Hill Design
 Callie Grissett
 James Walther
 Fredrika & Joel Felt
 Jennifer Austin
 Lee Morriss
 Claire Barnett
 Nancy Cochran
 Elizabeth and Jim
 Duncan
 Melissa Garrett

In Honor/Memory of:

Debbie Moore
 Debbie Moore
 Debbie Moore
 Debbie Moore
 Debbie Moore
 Debbie Moore
 Debbie Moore
 Debbie Moore
 Debbie Moore
 Debbie Moore
 Debbie Moore
 Debbie Moore
 Debbie Moore
 Debbie Moore
 Rosie Murrell
 Lori Patton
 Lori Patton
 Ida Raspberry
 Melanie Schild
 Mary A. Smith
 Molly Williams

Given By:

Kelly Jansen
 Christina McNally
 Pat Moody
 Jeff & Mindy Pearson
 Joann Rogers
 Janet Stone-Wade
 Kari Temple
 Dessie Woods
 Alcorn County Service Unit
 Austein Mechanical
 Contractors
 Watkins Uiberall, PLLC
 Cornelia Durham
 Tracie Burke
 Leanne McQuown
 Nellie Adams
 Keith Fulcher
 Beverly Smith-Drake
 Laura Silsbee

Juliette Gordon Low Society

Members of the Juliette Gordon Low Society have named Girl Scouts Heart of the South as a beneficiary to a planned gift. This can include naming Girl Scouts as a beneficiary of a will, retirement plan, charitable gift annuity, living trust, donor advised fund, life insurance policy, charitable remainder trust, charitable lead trust, remainder gift of real estate, or any other gift that benefits Girl Scouts in the future. These individuals and families represent the greatest commitment to Girl Scouting, investing in its future and perpetuation of the vision that Juliette Gordon Low began more than 100 years ago. Girl Scouts Heart of the South wishes to acknowledge and thank each member of the Juliette Gordon Low Society.

Erik and Eva Anderson
 Girl Scout Movement-wide
 Challenge Planned Gift
 Barbara Arnold
 Steve Arnold
 Dianne Belk and Lawrence
 Calder
 Dianne Belk and Lawrence
 Calder Movement-wide
 Challenge Planned Gift
 Venus Chaney
 John Richard Cochran
 Nancy Cochran
 Alison Coons

Dolph Crafton
 Kimberly Crafton
 Rosemarie Fair
 Lori Gilmore
 Jenny Jones
 Pat Moody
 Lori Patton
 Melanie Schild
 Tom Schild
 Mary Kay Wegner
 Chris Wilson
 Debbie Zantot

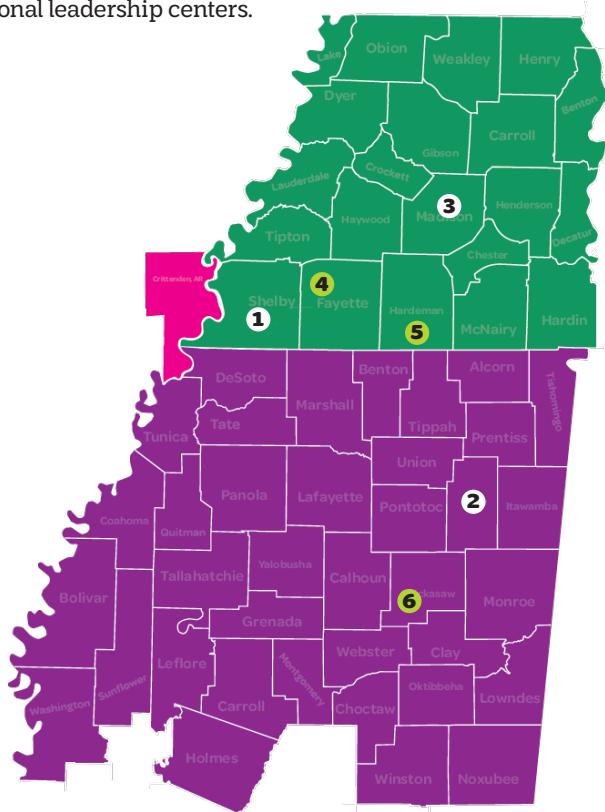


If you have included Girl Scouts in your estate planning and do not see your name listed above, please contact Venus Chaney at venus.chaney@girlscoutshs.org or 800.624.4185 so we may correct our records and celebrate you and your dedication to Girl Scouts.

Note: Donations given during fiscal year October 1, 2019 - September 30, 2020. We have carefully reviewed the donors listed. Errors may occur in a list of this size. If your name has been omitted, misspelled or incorrectly listed, please accept our deepest apologies and contact us so we may correct our records.

GSHS Council Map

Girl Scouts Heart of the South serves 59 counties in north Mississippi, west Tennessee and Crittenden County, Arkansas, and maintains three camps and three regional leadership centers.



21 counties in West Tennessee

37 counties in North Mississippi

Crittenden County, Arkansas

1 Memphis Leadership Center and Council Shop (GSHS Headquarters)
717 South White Station Rd., Ste 2
Memphis, TN 38117

2 Tupelo Leadership Center and Council Shop
1140 West Main Street, Tupelo, MS 38801

3 Jackson Leadership Center and Council Shop
1007 Old Humboldt Rd., Jackson, TN 38305

4 Camp Fisherville
190 Country Way
Collierville, TN 38017

5 Camp Kiwani
1745 Sandy Springs Rd.
Middleton, TN 38052

6 Camp Tik-A-Witha
365 County Road 117
Van Vleet, MS 38877

GIRL SCOUT MISSION

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

GIRL SCOUT PROMISE

On my honor, I will try:
To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

GIRL SCOUT LAW

I will do my best to be honest and fair, friendly and helpful, considerate and caring, courageous and strong, and responsible for what I say and do, and to respect myself and others, respect authority, use resources wisely, make the world a better place, and be a sister to every Girl Scout.

GSHS Board of Directors

OFFICERS

LORI PATTON, Chair

VP Operations, Roadshow BMW/ Mini, Memphis, TN

SHARON YOUNGER, 1st Vice Chair

President, Younger & Associates, Memphis, TN

JIL GREENE, 2nd Vice Chair

Director of Human Resources Customer Satisfaction, AutoZone, Memphis, TN

DR. DIVYA CHOUDHARY, Secretary

Associate Professor of Engineering and Director of Graduate Engineering, Christian Brothers University, Memphis, TN

NANCY COCHRAN, Treasurer/Finance Chair

Consultant, Burleigh Consulting Group

TRACEY ZERWIG-FORD, Board Development Committee Chair

Fine Arts Director, Hutchison School, Memphis, TN

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CYNTHIA BRADFORD, System Community Involvement Manager, Baptist Health Care Corporation, Memphis, TN

ROSEMARIE FAIR, Owner, One Source Commercial, Inc., Memphis, TN

KEITH FULCHER, Executive Vice President, Community Foundation of Northwest Mississippi, Hernando, MS

REAGAN TAYLOR FONDREN, US Attorney for the Western District of Tennessee, Memphis, TN

DIEGO LEWJA, President, Express Employment Professionals, Southaven, MS

DR. LORETTA RUDD, Clinical Associate Professor, University of Memphis, Memphis, TN

GINA SWEAT, Director of Fire Services, City of Memphis, Memphis, TN

MADELEINE TAYLOR, Retired Executive Director for NAACP Memphis, Memphis, TN

DR. DEBRA WEST, Chancellor, Arkansas State University Mid-South

COMMUNITY ACTION CABINET CHAIRS

Greater Memphis Area Community Action Cabinet Chair

CASEY CONDRA, Director of Marketing and Business Development, Orion Federal Credit Union, Memphis, TN

Northeast Mississippi Community Action Cabinet Chair

ABI RAYBURN, Community Volunteer, Oxford, MS

West Tennessee Community Action Cabinet Chair

LEONIE HEFLEY, Vice President & Loan Officer, Commercial Bank and Trust, Jackson, TN

Northwest Mississippi Community Action Cabinet Chair

Position vacant

EX-OFFICIO ADVISORY BOARD MEMBER

DR. PAMELA EVANS, Obstetrician, Henry County Medical Center, Hollow Rock, TN

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heart of the south

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www.girlscoutshs.org