



# girl scouts heart of the south



Martin, TN Girl Scout Troop 43001

# annual report 2012-2013



Washington County Bridging Ceremony at Warfield Park in Greenville, MS featured Girl Scout Troops 33175, 33176, 30043, with 16 girls bridging and 6 adults being pinned.

## Girl Scout Promise

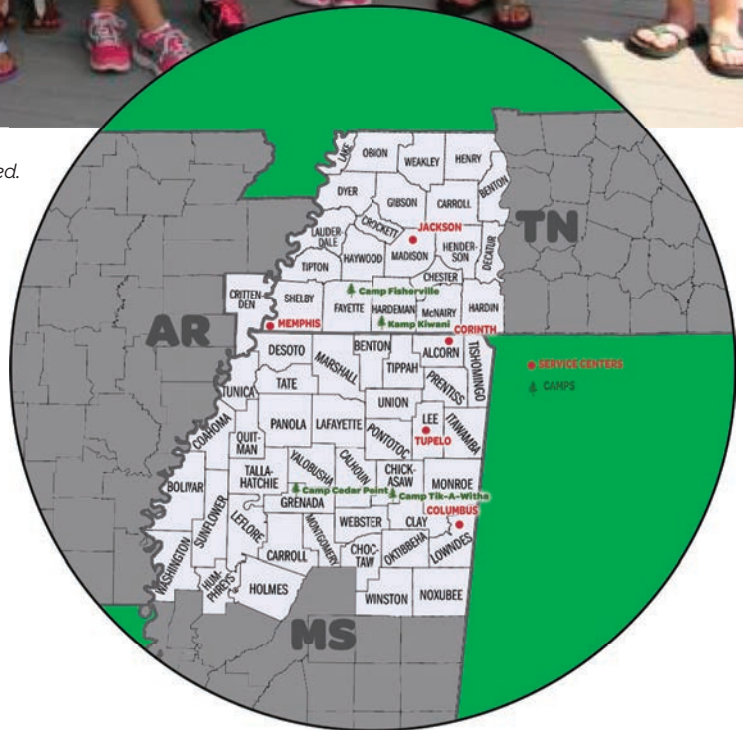
On my honor, I will try:  
 To serve God and my country,  
 To help people at all times,  
 And to live by the Girl Scout Law.

## 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.

## Our Mission

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



## Who We Serve

Girl Scouts Heart of the South operates as an independent, nonprofit organization chartered by the national Girl Scouts of the USA to provide leadership development opportunities for girls in 59 counties in west Tennessee, north Mississippi and Crittendon County, Arkansas

During fiscal year 2012-2013, Girl Scouts Heart of the South continued to provide the Girl Scout Leadership Experience to 13,510 girls through the help of 3,590 adult members.

# letter from the chair



“Collaboration, inclusion, and a commitment to improving the world around them”; not only do today’s successful leaders stress this message...but so do girls themselves in defining the skills and qualities needed to make a difference in the world, in essence to achieve transformational even monumental change!

The Girl Scout Leadership Experience encompasses so much more than just cookies, camping and crafts. It is a journey of discovery, encouragement and opportunities aimed at preparing, training and supporting girls from their Daisy years to their alumnae status as young women. With 13,510 girl members and 3,590 adult members, we will only continue to expand and grow, leaving a historic legacy for those to follow. Such a legacy can only happen with your help.

Whether you contribute your time, money, or resources, every donation counts and allows girls the continued opportunities to expand their knowledge, talents and leadership in directions that will leave lasting change not only in our community, but in the world around us.

Help that Girl Scout Senior get a Girl Scout scholarship to her dream college; help that Girl Scout Brownie troop gather enough funds for their service project; or help that Girl Scout Junior troop earn the money to take their first trip to Savannah, Georgia to see the birthplace of Juliette Gordon Low.

We are so thankful for those who support and encourage Girl Scouting. We could not do the things we do or fulfill the dreams we do without your continued support and contributions. Let’s continue the giving and growing to make these dreams... and all the dreams of Girl Scouts come true! Please consider making a gift to Girl Scouts Heart of the South. We cannot do it without you!

Kathleen Webb, Chair  
Board of Directors  
Girl Scouts Heart of the South



# membership



girl scouts

heart of the south

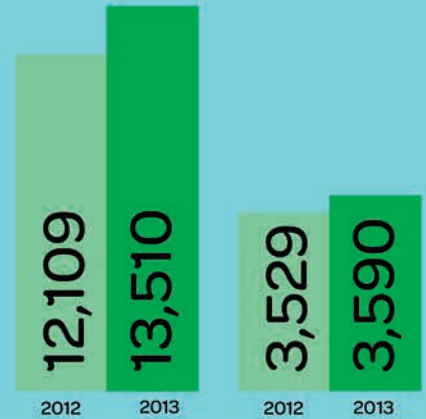
LED THE **NATION** IN  
MEMBERSHIP GROWTH!



We were **1** of **7** councils to see their membership grow.

10.3% GIRL growth

1.7% ADULT growth



**13,510**  
girl members



**3,590**  
adult members



**96**  
service units in  
**59**  
counties





## Arlington/Lakeland Girl Scout Troop 13097

Girl Scout Troop 13097

I'm pretty passionate about Girl Scouting. I was a Girl Scout myself in this area from 2nd grade to 12th grade, and I was excited that my daughter (when she was in 2nd grade) really wanted to join Girl Scouts. I wanted to be sure she and the other girls in my troop had the same awesome experience in scouts that I did, so I jumped in to being a leader.

I work full time, have really busy seasons at work, I have 2 kids that are involved in baseball, lacrosse, piano, church, and Girl Scouts, and my husband is a firefighter that works 24 hour shifts on a rotating schedule. Even with all that, though, I LOVE being a Girl Scout leader.

I love being able to have a front row seat to watching my daughter and my other scouts learn new things, experience stuff they wouldn't get to do anywhere else, and make lasting friendships.

I love that I get to DO things with my daughter rather than only being able to watch her (like in dance, pom, sports, etc).

I love making memories that she and I will both cherish, just by being together doing things in scouts.

[Tawni Rayman](#), Girl Scout Troop 13097 Leader

# by the numbers



girl scouts  
bronze award

**95**  
earned



girl scouts  
silver award

**25**  
earned



girl scouts  
gold award

**17**  
earned

**49** adult volunteer awards bestowed

**25**

5 Yrs of Service Pins

**5**

10 Yrs of Service Pins

**2**

15 Yrs of Service Pins

**1**

20 Yrs of Service Pins

**7**

Volunteer of Excellence

**4**

Appreciation Pin

**3**

Honor Pin

**1**

President's Award

**1**

Thanks Badge



= \$\$\$

**39%**

of adult members are operational volunteers, who spend an average of 8 hours per month volunteering.

The estimated value of their service is

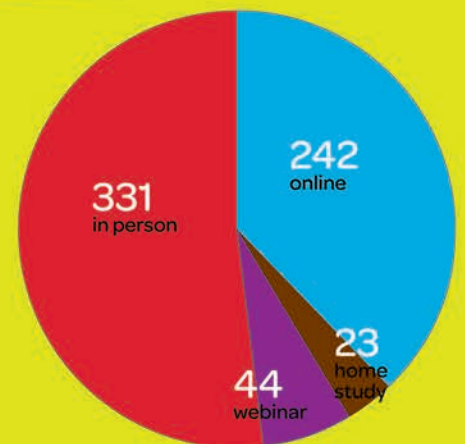
**\$3,062,496**

**640**

training opportunities

**1,988**

total training hours





## Girl Scout Goes Gold for Her School

Anna Jones, Girl Scout Senior Troop 10754, Cordova, TN  
2013 Girl Scout Gold Award Recipient

Anna Jones wanted to do a project that involved helping children and that would make a lasting difference in their lives as well as in her community. Inspired by her Girl Scout Silver Award project, *USA and State of Tennessee Map Painting*, Anna decided to design a map of the United States of America on the grounds of Belle Forrest Community School to serve as a resource to help learn about our country's geography. In keeping with Girl Scout Gold Award requirements of sustainability, she also developed games and lesson plans that utilize the map.

"I wanted to develop a creative and visually appealing learning resource to assist teachers in geography lessons. I believe the lessons learned from this map will be carried by the students for the remainder of their lives. Geography is the way things are, not the way we imagine or wish them to be, and studying it is as necessary to a elementary/middle school education as teaching students how to spell or perform math."

Anna believes helping children at an early age to learn about where things are located, what makes a place special, how a country is divided into regions, etc. can help lay a very solid foundation for the study of geography, which in turn can springboard to every other subject in the sciences and humanities.

Anna is a sophomore at Briarcrest Christian High School and has been active in Girl Scouts since kindergarten.

# leadership experience

# 3,197

Council  
Program  
Participants

# 20%

increase in Events & Series  
Pathway members.



# 45

Girl Scout  
Leadership  
Programs  
offered

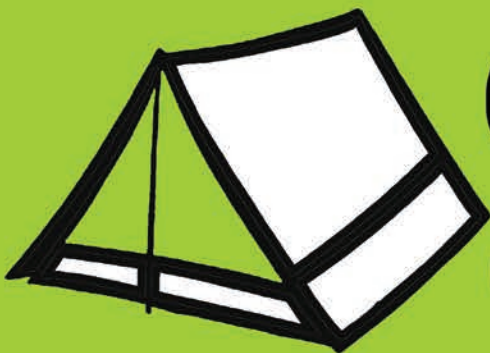
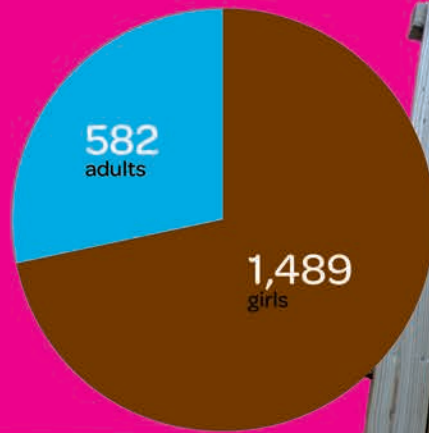


# 1,562

girls served  
through  
in-school  
programs

# 2,071

Outdoor  
Program  
Participants



# 624

summer  
campers

+ 2% increase



# 36

sessions



# 26

sessions



# 2

sessions





## Life Lessons Gained in the Great Outdoors

Teen Camporee, Kamp Kiwani

For the past 8 years, Girl Scout Holy Rosary Service Unit Manager, Becky Joyner, has helped organize the Teen Camporee at Kamp Kiwani for Girl Scout Cadettes, Seniors and Ambassadors. “When I was an older scout, all we did was work events. There were not many events that focused on the older scout. My mom was noticing a drop in membership for older girls in the Hernando Service Unit and while discussing it we came up with this idea.” said Joyner.

“Camping provides girls with a multitude of growth opportunities. From planning the weekend meals and activities to implementing their plan, girls learn communication, problem solving and leadership skills. These are skills that girls will use as they grow into adults and become productive members of our society. When girls camp they become more confident and independent. There is no greater reward for a leader than seeing your girls light up with excitement from the accomplishments they have achieved during a weekend of camping.”

The Teen Camporee has 19 different sessions that expose girls to skills and challenges them to broaden their horizons. Sewing, woodworking and skilled crafting are among the sessions offered. Another large part of the weekend is the opportunity to network with other teen scouts.

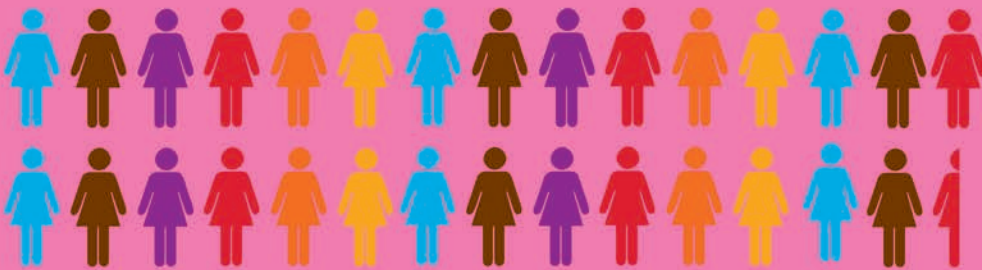
# financial literacy programs

girl scouts  
cookie program



\$5,487,268

total sold



7,423

Girl Scout  
Cookie Program  
participants

= 250

1,567,791 total boxes



11,926  
donated

= 100,000

MagNut Program

\$681,967

total sold



3,414

MagNut Program  
participants

= 250

top 5 in the nation for Per Girl Average



107,080

.33% increase in  
nut/candy items



2,024

1.9% increase  
in magazines



1,857

9.3% increase in  
digital magazines



## A Lifetime of Learning in Each Box

Stafford Alcy Girl Scout Troop 13137  
 First Place in the 2013 Bling Your Booth Contest

In 2013, the Girl Scout Research Institute released *Having it All: Girls and Financial Literacy* report (2012), which revealed that most girls expect to be independent and financially empowered, see few gender barriers in their way, and have high expectations for their future financial lives. However, important gaps in their financial acumen still exist, and parents can play a powerful role in filling these gaps by having discussions with their daughters about money and finances. Most importantly, girls need and want financial literacy skills to help them achieve their dreams.

Through both the Girl Scout Cookie Program and the Girl Scout MagNut Program, girls learn five key skills: goal setting, decision making, money management, people skills, and business ethics— aspects essential to leadership, to success, and to life.



### *Dreams Come True*

Yolanda Bonner  
 Girl Scout Troop 13137 Leader

Math and Money go hand in hand;  
 Addition and Subtraction  
 we must understand.

Selling cookies is what we do,  
 To make our end of year trip,  
 dreams come true.

# financial statement

## Assets

Cash and Cash Equivalents	2,722,420
Investments	737,231
Receivables	33,315
Promises to Give	222,848
Inventories	160,391
Prepaid Expenses	6,979
Land, Building and Equipment	2,987,698
<b>TOTAL ASSETS</b>	<b>6,870,882</b>

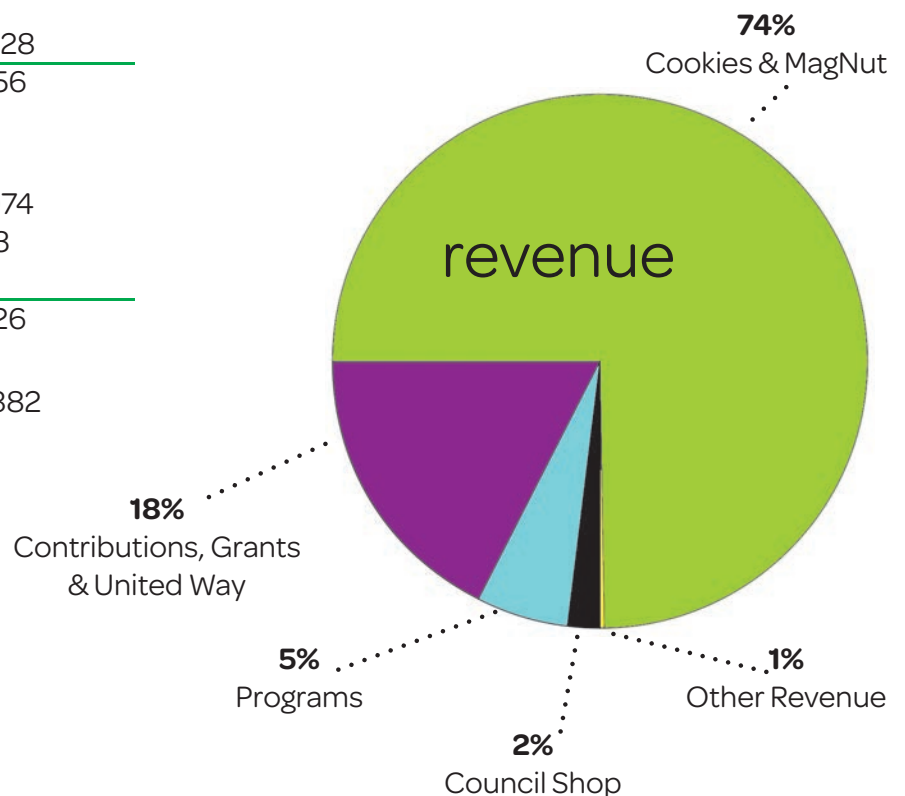
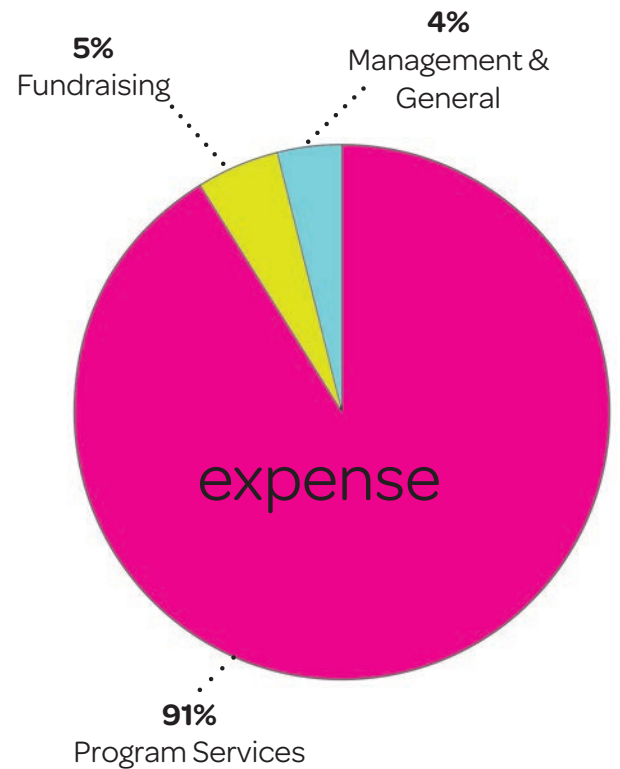
## Liabilities

Accounts Payable	175,985
Funds held in trust for others	3,363
Deferred Revenue	69,580
Notes Payable	1,402,628
	<b>1,651,556</b>

## Net Assets

Unrestricted	4,953,074
Temporarily Restricted	239,883
Permanently Restricted	26,369
	<b>5,219,326</b>

**Total Liabilities & Net Assets** 6,870,882





## Competition Inspires Girls to Speak Up

Benton Bots, Benton County, MS

According to the Girl Scouts Research Institute's Generation STEM: What Girls Say about Science, Technology, Engineering, and Math report (2012), a high number of teen girls are interested in STEM fields and subjects, and are drawn by the creative and hands-on aspects that characterize these fields.

Girl Scout Volunteer and Benton Bots Coach, Dawn Lyles, can believe this. She has been the coach of the Benton Bots FIRST Lego League (FLL) robotics team since 2011. Through this unique STEM program, girls are introduced to real-world engineering challenges by building Lego-based robots to complete tasks on a thematic playing surface, completing a project and exemplifying the core values of FLL.

"Through their FIRST Lego League participation, the BentonBots have learned how to design and build robots with stability and strength, as well as programming the robot to complete a variety of missions. They have also improved their creativity through their problem research and presentations of their solutions for the competitions. More than anything, the most impressive growth in the girls has been their teamwork and what FIRST Lego League calls 'Gracious Professionalism' and 'Cooperation'. They have impressed judges, coaches, and other officials with their selfless support and assistance to other teams, as well as their cooperation and positive attitude even when faced with disappointments."

The majority of the team members live in Benton County, Mississippi with limited opportunities outside of school and church activities, softball, or basketball. The robotics team gives girls a chance to expand their minds, build their creativity, and reach beyond themselves.

The Benton Bots Lego Robotics team was founded in 2011, and has been supported through a grant from GSUSA/Motorola. The team's demonstrations at council events inspired the development of the Respect the Badge team in Troy, TN who have been participating for two years.

# honor roll of donors

## UNITED WAY

Girl Scouts Heart of the South is proud to partner with 11 United Ways across our region to make a difference in the lives of girls. We appreciate their support and the individual donors who contribute.

### United Way Partners are:

United Way of Clay County  
United Way of Cleveland Bolivar County  
United Way of Corinth and Alcorn County  
United Way of Leflore County  
United Way of Lowndes County  
United Way of North Central Mississippi  
United Way of Northeast Mississippi  
United Way of Oxford/Lafayette County  
United Way of the Mid-South  
United Way of Washington County  
United Way of West Tennessee

## APPEALS AND CAMPAIGNS

United Way: \$ 352,492  
Donors: \$ 403,327  
Total: \$ 755,819

## DONOR LIST

Thank you to the following generous donors who supported Girl Scouts Heart of the South from October 1, 2012 through September 30, 2013.

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### Gold Circle \$2,500- \$4,999

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**\$100 - \$249**

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 Kristen Wright



## Planned Giving Challenge

In 2012, Girl Scouts Heart of the South hosted a special Girl Scout alumna, Dianne Belk, and her husband, Lawrence Calder. Ms. Belk was born and raised in the Mississippi Delta. She was the first female industrial engineering student at Mississippi State University. A Girl Scout since she was 5 years old, Ms. Belk earned the Curved Bar award, the equivalent to the Girl Scout Gold Award today. She is the Founding Chair of the Juliette Gordon Low Society, formed especially to honor those on a national level who, like Juliette, have chosen to remember Girl Scouts in their wills and estate documents.

Ms. Belk and Mr. Calder made history in the Heart of the South when they made a planned gift to benefit the girls of the council. They have asked our local supporters to also consider remembering Girl Scouts in their estate planning, and they have extended a Planned Giving Challenge to match these gifts.

As a part of Ms. Belk's and Mr. Calder's visit, they enjoyed a lively "Meet & Greet" celebration at the Scout Hut in Indianola, MS and special luncheon with other supporters and leaders in Memphis. Ms. Belk challenged Girl Scouts Heart of the South to identify others, like herself, who want to make a commitment to Girl Scouting through a planned gift in their estate. The response to her challenge has been tremendous, resulting in a 500% increase in the number of planned gifts pledged to our council. These resources will help build the next generation of leaders.

Nancy Cochran, Board Member, past Council President and longtime volunteer, stepped forward as the first to share that she too has made a planned gift to Girl Scouts. Nancy has invited other donors to make a new planned gift or to share existing gift plans with staff. The challenge ends in June of 2014 and we invite all Girl Scout supporters to consider making a planned gift to Girl Scouts prior to that time to double the impact of your gift.

For more information, please contact Peggy Butze at 901-334-3461 or [peggy.butze@girlscoutshs.org](mailto:peggy.butze@girlscoutshs.org).

# leadership

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## Today's Experiences Shape the Future

Jackson Girl Scout Troop 40099

Women who were Girl Scouts as girls display positive life outcomes to a greater degree than women who were not Girl Scouts. These outcomes are sense of self, community service, civic engagement, education, and income. And this is the case for all Girl Scout alumnae, across ages/generations, social classes, races, and engagement in other extracurricular activities. Source: Girl Scouting Works: The Alumnae Impact Study (2012)

Girl Scout Troop 40099 leader Helen York can attest to the lifelong benefits of Girl Scouting. Growing up a Girl Scout and earning the Curved Bar, Helen said this about being involved in Girl Scouts:

“After being a leader for a homeschool troop for years, I was met with a challenge of creating a second troop for three school girls that wanted to be Girl Scouts but had no troop or leader. My assistant and I formed this troop that has grown into the largest troop in our county. We have given girls opportunities to do and learn, taken them places near and far and create new friendships with girls from other schools. I have watched little girls that could not even look beyond their moms legs to gain confidence through scouting to become school and community speakers and just the excitement in girls' faces when we do new things, go places and just have fun!!

We try to instill in the girls courage, confidence and character, but looking back on my life as a scout at an early age to present, I realize that I have grown to be the person that I am through these values. I have undertaken projects, events, and challenges that I would never had even thought I would do but through scouting.... I know I can do it. I have developed lifelong friendships through scouting and know that scouting has given me rewards and treasures that are priceless. I can not imagine what I would have missed if I had not become so involved in scouting.”



Girl Scout Troop 70002 at Houka Attendance Center in Houka, MS