





Lead like a G.I.R.L.

Never underestimate to power of a G.I.R.L. She's a **Go-getter** whose actions reflect vision and ambition; an **Innovator** who problem solves with resourcefulness; a **Risk-taker** who takes on new experiences; and a **Leader** who identifies her own strengths and empowers others to lead.

One of the best things we can do to ensure the long-term strength of our country is to bring more women to the courtroom, the classroom, and the boardroom. Creating more female leaders means starting young and supporting today's girls as they acquire the skills, courage, confidence and character they will need to take on the leadership roles of tomorrow. Girl Scouts has been a key driver of workforce development for women for more than a century, and the lifetime benefits provide women with the adeptness they need to lead at the kitchen table and the caucus table.

With the right encouragement, guidance, training, and G.I.R.L. spirit, girls grow into women who lead by example and make a positive impact in their communities.

"Girl Scouts teaches my daughter to get out of her comfort zone and good life skills. She loves getting together with her Girl Scout sisters, doing activities, going camping, and helping others."
 - Girl Scout Parent

94% OF GIRLS IN OUR REGION ARE EXCITED ABOUT THE THINGS THEY DO IN GIRL SCOUTS.

63% SAY THEY DO THINGS IN GIRL SCOUTS THEY CANNOT DO ANYWHERE ELSE.

87% OF GIRLS SAID THEY LEARNED SOMETHING NEW IN GIRL SCOUTS.

86% SAY PARTICIPATING IN GIRL SCOUTS MAKES THEM FEEL THEY ARE A PART OF SOMETHING BIGGER.

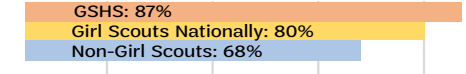
The Girl Scout Impact

The 2017 Girl Scout Voices Count study finds that Girl Scouts shine above their peers in leadership, academics and hope for the future. And, local Girl Scouts compare well to Girl Scouts nationally and non-Girl Scouts in the five National Outcomes for Girl Scouts.



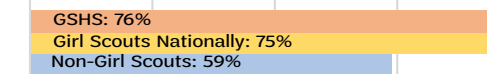
STRONG SENSE OF SELF

Girls have confidence in themselves and their abilities, and form positive identities.



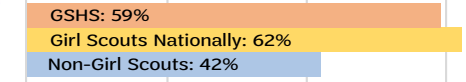
POSITIVE VALUES

Girls act ethically, honestly, and responsibly, and show concern for others.



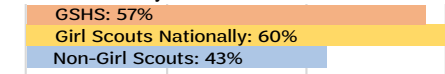
CHALLENGE SEEKING

Girls take appropriate risks, try things even if they might fail, and learn from mistakes.



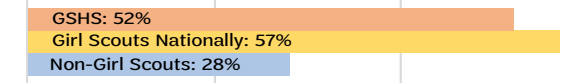
HEALTHY RELATIONSHIPS

Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.



COMMUNITY PROBLEM SOLVING

Girls desire to contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community, and create "action plans" to solve them.





Life Skills

To be truly prepared for college and a globally competitive workplace, girls need more than access to technology and millions of facts at their fingertips – they need to be able to think critically, communicate persuasively, understand and practice empathy, build healthy relationships, and learn how to learn. The Girl Scout Leadership Experience helps girls discover who they are and what they are passionate about, and hone their skills to be leaders who take action to create change that improves their own lives and their communities.

Whether it's by learning to exercise and stay healthy, develop strong relationships with family and peers, advocate on behalf of others, plan and budget, or give back to their communities, girls are gaining the life skills and inspiration to accept challenges, overcome obstacles, and take the lead.

110 girls participated in events that promoted healthy lifestyle, such as exercise, nutrition and positive body image.

65% of girls met someone different from them at Girl Scout events.

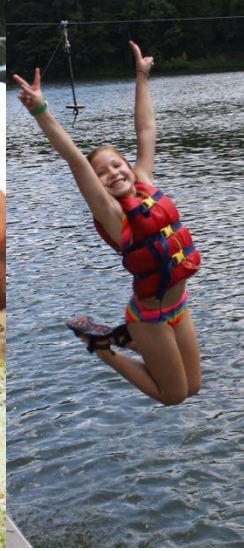
82% OF GIRLS SAID THEY BECAME MORE CONFIDENT BECAUSE OF GIRL SCOUTS.

4,342 girls learned planning, budgeting, customer service, marketing, and financial literacy through the Girl Scout Cookie Program

79% OF GIRLS SAID THEY COULD USE WHAT THEY LEARNED IN GIRL SCOUTS IN FUTURE ACTIVITIES.

400 GIRLS INTRODUCED TO CAREERS AND FEMALE ROLE MODELS WITHIN THE FIRE DEPARTMENT AND IN HEALTHCARE.

95 GIRL SCOUT PROFICIENCY BADGES PROMOTE LIFE SKILLS.



Outdoor

Studies show that girls today are not spending nearly enough time outdoors. Technology and structured activities leave less time for girls to get outside and enjoy nature. But as Girl Scouts, girls have plenty of opportunities to create their own outdoor adventures and develop a lifelong appreciation for nature and the out-of-doors — whether with her troop, at camp, or with friends and family.

When Girl Scouts get outside, they:

- Discover that they can better solve problems and overcome challenges
- Develop leadership skills, build social bonds, and are happier overall
- Become team players and care more about protecting our environment

When girls spend quality time outdoors and increase their exposure to nature, they thrive physically, emotionally, and intellectually.

“I learned how to pitch a tent, fold a flag, build a fire, make a first aid kit, and handle emergencies during campouts.”

—Girl Scout Cadette

428 GIRLS EXPLORED THE OUTDOORS AT 15 COUNCIL EVENTS.

300 girls attended summer resident camp.

\$8,000 in camperships awarded to girls who otherwise would not be able to participate.

33 CAMPERS WITH SPECIAL NEEDS SPENT 5 DAYS AT CAMP DOING WHAT SOMEONE SAID WAS IMPOSSIBLE FOR THEM. 40 VOLUNTEERS GAVE A WEEK OF THEIR TIME TO MAKE IT POSSIBLE.

3,476 people spent **161 days**

at one of our three outdoor properties. Girl Scout troops and service units and non-Girl Scout groups can rent the facilities.

34 GIRL SCOUT PROFICIENCY BADGES ENCOURAGE GIRLS TO EXPLORE THE OUTDOORS.



STEAM

(science, technology, engineering, art, math)

Before girls leave middle school, they are being steered toward professions other than STEM, adding to their lack of interest and belief that they can have successful futures in STEM professions. Yet, GSHS STEAM programs reach capacity and girls say they are among their favorite activities.

Adding “Art” to STEM helps to inspire creativity and imagination. It can improve communication skills, and has the power to open up the fields of STEM to a more diverse pool of educators and learners. The creative processes behind art can be used to drive innovation and find inventive solutions to problems.

Bringing our young girls into the future of STEAM workforce is not just about gender equality - it’s also about building a strong U.S. economy and tapping into a potentially huge source of undeveloped, world-class talent. Future women engineers, scientists and mathematicians will create new ideas, products and technologies, and lead new businesses, industries and policy making.

10 DAYS OF STEAM EVENTS ATTENDED BY 250 GIRLS.

Girls participated in hands-on activities to learn how to code, design products, program robots, use natural resources, and test theories.

Only 11% of female college students will graduate with a bachelor’s degree in science, and **just 3%** will continue to work in a STEM field 10 years after graduation.

Girl Scouts who participate in girl-focused STEAM programs:

- Become better **PROBLEM-SOLVERS**, **critical thinkers**, and **inspirational leaders**
- Get better grades, earn scholarships, and follow more lucrative career paths
- See STEAM as the foundation for a meaningful and successful future

350 GIRLS PARTICIPATED IN STEAM ACTIVITIES THROUGH OUTREACH PROGRAM WITH 13 SCHOOLS.

STEAM LEARNING COMES TO LIFE IN 66 GIRL SCOUT PROFICIENCY BADGES.

“I liked working together to create something we have never created before.”

-Girl Scout Junior

Community Partners

It takes a community to empower a G.I.R.L. We are grateful for the many community partners who collaborate on events and provide volunteers and space.

Kappa Delta Sorority Chapters, Mississippi State University, Pink Palace Museum, Tennessee Safari Park, Todd Farms, Graceland, Chickasaw State Park, HealthWorks!, Memphis Grizzlies, Memphis International Raceway, Memphis Fire Department, Grammy Museum, Hutchison School, Mississippi RiverKings, and Memphis Zoo hosted events for Girl Scouts. Troops also partner with local businesses and organizations to complete badge requirements and provide fun learning opportunities for girls.

AutoZone, FedEx, ServiceMaster, Itawamba Community College, and Society of Women Engineers provide volunteers to help with events. Schools, Boys and Girls Clubs, community centers, churches, and businesses provide space for meetings and activities.

It is through a community of support girls have access to unlimited possibilities.

14 events hosted by community partners provided opportunities for **400 girls**.

45 partners in the National Stand Beside Her Movement, a call to action (started by GSHS) for women and girls to mentor, and support each other; to end comparison and competition and create more collaboration and support for one another.

350 girls at 13 schools participated in Girl Scouting In The School Day. Without this outreach initiative, these girls would not be able to participate in Girl Scouts.

300 BUSINESSES PROVIDED LOCATIONS FOR COOKIE BOOTHS TO SUPPORT GIRLS' ENTREPRENEURIAL DEVELOPMENT.



Role models for girls

Girl Scouting is not possible without the support, dedication, and compassion of volunteers and community supporters. These role models inspire and encourage girls to chase their dreams, stand up for what they believe in, and never back down from an adventure.

Girls say their Girl Scout leader makes them feel important (87%), and helps them pursue their goals (79%).

Volunteers are needed for long-term, short-term and episodic roles working with girls, adults or independently. Every year there are girls who did not receive the full Girl Scout experience because there were not enough volunteers.

Girls are not the only ones who benefit. Our volunteers say they have become more confident, learned new things, and improved job skills. The top benefits reported by volunteers is feeling they served a purpose and made a difference in a girl's life.



1,924 VOLUNTEERS GAVE 300,000 HOURS TO GIRLS' LEADERSHIP DEVELOPMENT. INDEPENDENT SECTOR PLACES THE VALUE OF VOLUNTEER HOURS AT \$21 PER HOUR, FOR A VALUE OF \$6,300,000.

24 women recognized for making a difference in their communities.

Women of Distinction and One Smart Cookie events showcase female leaders in business and civic engagement.

20 adult development opportunities helped prepare 400 volunteers to support the Girl Scout Leadership Experience.

Adult learning opportunities included information for managing a Girl Scout troop, preparing for product sales, event planning, taking girls on trips, organizing camporees, taking girls trekking, first aid, and CPR.

5 MAYORS, 2 POLICE CHIEFS, 5 COUNCILMEN, AND SEVERAL GIRL SCOUT DADS PROVED THEY WERE **MAN ENOUGH TO BE A GIRL SCOUT** AND SHOWED THEY SUPPORT GIRLS IN THEIR COMMUNITIES AND THE GIRL SCOUT MISSION BY JOINING THE MAN ENOUGH NETWORK.



“Everyone should take advantage of the opportunity to help empower young girls. Whether it is helping them chase their own goals or exposing them to new adventures they never knew existed.”

- Girl Scout volunteer

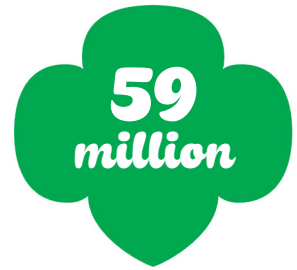


Alumnae

What do Meghan Markle, Venus Williams, Barbara Walters, Michelle Obama, Sally Ride, Sheryl Crow, Dorothy Hamill, Taylor Swift, and Ann Landers have in common? They are among the 59 million women who were once Girl Scouts. Girl Scout alums have made significant contributions across society—breaking ground and effecting change as leaders in government and in the boardroom, excelling in science and the arts, and so much more.

Research on Girl Scout alumnae confirms girls who participate in the program grow into women who display a greater degree of positive life outcomes than non-Girl Scouts. Alumnae have a stronger sense of self, volunteer more, are more civically engaged, earn higher degrees, and have a higher income level. Girl Scouts prepares girls for a lifetime of leadership.

Spontaneous sing-alongs, unlimited adventures, life-long friendships, creative business strategies, and a promise to leave a place better than you found it. A girl may outgrow her sash, but she will never outgrow what it taught her.



women are proud Girl Scout alumnae



of women business owners started as Girl Scouts



of female congressional members were Girl Scouts



female U.S. Secretary of State is a proud Girl Scout alumnae

70 ALUMNAE, AGES 18–80, CAME FROM AROUND THE COUNTRY TO BECOME CAMPERS AGAIN AT THE GREAT GETAWAY.



Follow the Girl Scout Network on LinkedIn and become part of an unstoppable force to champion issues that affect girls and women, including pay equity, and building the female leaders of tomorrow. This connected community advocates for girls and women, fuels the leadership pipeline, and helps every girl reach her full potential.

“Girl Scouts was the first place I felt comfortable speaking up and where I found the courage to try, even if I may not succeed. Some of the girls in my troop are now the women who encourage me and are there for the big and little events in my life. I don’t use much of what I learned in school, but I use what I learned in Girl Scouts every day.”

- Girl Scout Alumna

Board of Directors

Financial Statement

September 30, 2017

Assets

Cash and cash equivalents.....	\$3,553,014
Investments	\$1,019,052
Promises to Give	\$167,105
Other Receivables	\$14
Inventories.....	\$109,930
Prepaid Expenses.....	\$6,658
Property and Equipment, net	<u>\$2,511,245</u>
Total Assets.....	<u>\$7,367,018</u>

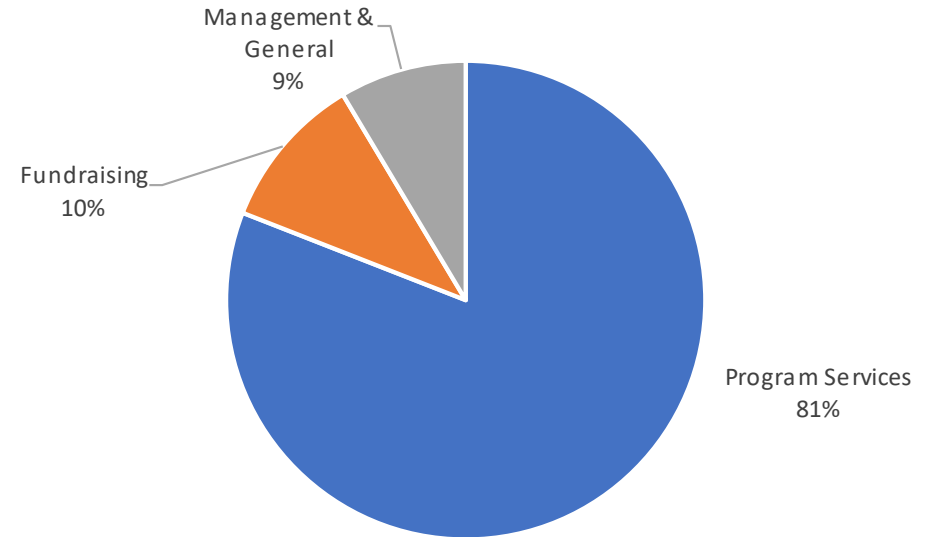
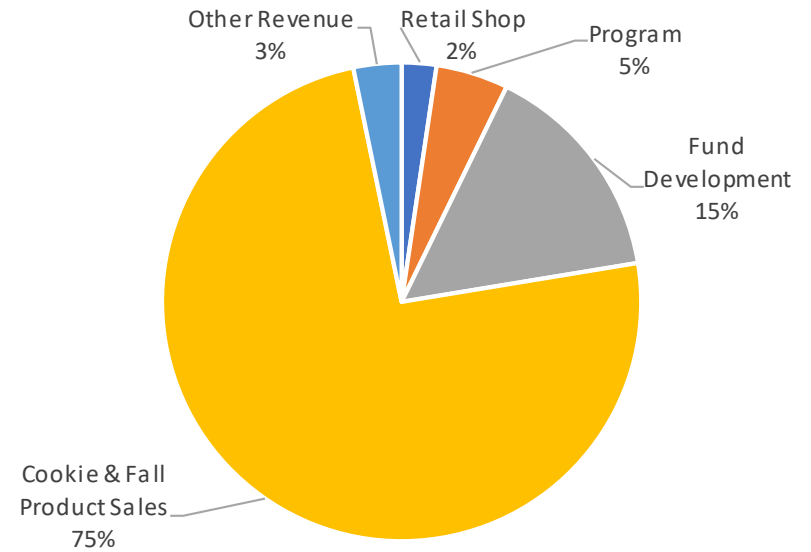
Liabilities

Accounts Payable	\$79,617
Accrued Payroll Liabilities.....	\$129,422
Funds held for others	\$58,837
Deferred Revenue	\$10,435
Notes Payable	<u>\$1,206,791</u>
Total Liabilities	<u>\$1,485,102</u>

Net Assets

Unrestricted	\$5,615,392
Temporarily Restricted.....	\$240,155
Permanently Restricted	<u>\$26,369</u>
Total Net Assets.....	<u>\$5,881,916</u>

Total Liabilities and Net Assets \$7,367,018



This report represents our audited fiscal year ending September 30, 2017. 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 the Girl Scout Headquarters in Memphis, TN and on the council website.

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Lori Patton, 2nd Vice Chair & Community Fund Development Committee Chair

Claire Barnett, Secretary

Nancy Cochran, Treasurer

Rosemarie Fair, Board Development Committee Chair

Melanie Schild, CEO

Ahsaki Baptist, She Leads Committee Chair

Sulee Blansett, Member at Large

Cathy Fitzpatrick, Member at Large

Deborah Harris, NW MS CAB Chair

Pat Moody, GMA CAB Chair

Abi Rayburn, Member at Large

Dr. Stuart Polly, Member at Large

Laurie Thornton, Women of Distinction Shelby County Chair

David Vance, NE MS CAB Chair & Property Committee Chair

Mary Kay Wegner, Girl Higher Awards Committee Chair

Sharon Younger, Member at Large

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:

Dianne Belk
Lawrence Calder
Anonymous
Anonymous
Barbara Arnold
Venus Chaney
Nancy Cochran
Alison Coons
Dolph Crafton
Kimberly Crafton
Lori Gilmore
Alyce Lipscomb
Pat Moody
Melanie Schild
Tom Schild
Elizabeth Upchurch
Chris Wilson
Debbie Zanot



At the age of 5, Dianne Belk was living in Sunflower County, MS. Her family could not afford the yearly dues for her to become a Girl Scout, so she and her mother came up with a plan for her to sell the eggs from one chicken on the family farm to pay her dues. She has been a Girl Scout ever since!

Now, a retired engineer, Dianne and her husband, Lawrence Calder, focus on her real passion - reducing the barriers that young girls face in achieving equality in the world. In 2012, she was named the Founding Chair of the Juliette Gordon Low Society, recognizing friends of Girl Scouting who choose to make Girl Scouts part of their legacies and a beneficiary of their estate plans.

“Each of us have been touched by Girl Scouts, and each of us find a way to give back. Some of us volunteer, some of us advocate, some of us give a planned gift.”
- Dianne Belk

Planned Giving Challenges:

Dianne Belk & Lawrence Calder Girl Scout Movement-Wide Planned Gift Challenge

For the last six years, Dianne Belk and Lawrence Calder have been encouraging our Movement to focus on planned giving as a major source of revenue. Through their efforts, the efforts of GSUSA, and the efforts of many local councils during those six years, there has been a nationwide growth in planned giving of 500% throughout councils.

Dianne’s and Lawrence’s vision is to “spark” our Movement to increase our efforts to grow existing planned giving programs and to implement planned giving programs where none exist. The “spark” has resulted in a \$1.2 million irrevocable challenge planned gift to our Movement and it contains a special \$10,000 planned gift for GSHS and for every council in our Movement. According to challenge criteria, GSHS must increase planned giving by three planned giving donors to receive the gift.

Erik and Eva Andersen Girl Scout Movement-Wide Planned Gift Challenge

Inspired by the Belk Calder Challenge, Erik (Board Chair at Girl Scouts Heart of the Hudson) and Eva Andersen, longtime Girl Scout volunteer and supporter, also wanted to issue a planned giving challenge.

Each council is eligible to receive a \$4,000 irrevocable planned gift from Erik and Eva Andersen. GSHS must secure one planned giving donor to receive the gift.



Contact Venus Chaney to learn more and be part of the legacy:
venus.chaney@girlscoutshs.org 📞 901.334.3465

Thank You

Girl Scouts Heart of the South is grateful to our donors, who have supported the mission through contributions, grants, ticket purchases, sponsorships, allocations, 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, 2016 through September 30, 2017.

\$50,000 and above

FedEx Corporation
United Way of the Mid South

\$10,000 - \$49,999

Sally Banks
Community Foundation of Greater Memphis
First Tennessee Foundation
TransCanada Corporation
United Way of Leflore County Inc.
United Way of Northeast Mississippi, Inc.
West Tennessee Healthcare Foundation
Women's Foundation For A Greater Memphis

\$5,000 - \$9,999

AutoZone
Entergy Mississippi Inc.
Fred Feder
Jerry and Nina Patton Family Foundation Fund
Kappa Delta Sorority - Alpha Mu Chapter
Pat Moody
mTrade LLC
Truist
United Way of Cleveland Bolivar County
United Way of Lowndes County
United Way of West Tennessee

\$1 - \$4,999

4-County Electric Power Association
Abbeville Bank
Nellie Adams
Amazon Smile
Anonymous

Ebony Archie
Ashley Stewart Inc.
AT&T Your Cause Employee Campaign
Shali Atkinson
Julia Austin
Shante Avant
Jennifer Ayala
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Community Trust
Margo Boler
Kate Borsig
Lara Bowman

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Hagen Britson
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Bryants Chapel Charity
Christopher Buehler
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Peggy Butze
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Cannon Motor Company
Abigail Cardwell
The Carmax Foundation
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Troy Cathey
Miguel Centellas
Kayla Chandler
Venus Chaney
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Chili's (Brinker International)
Chili's (Valenti Southeast Management, LLC)
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Mary Gauldin
GE Appliances Giving Campaign
GE United Way Campaign
Tedra Gee
Whitney Getman
Lori Gilmore
Girl Scout Troop 10743 & Melody Artz
Girl Scout Troop 33145
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Golden Triangle Development Link
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Graceland
Sandra Gray
Great Oaks Foundation
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Deborah Harris
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Healy Charitable Trust Fund
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Frank Horrell
Sandra House
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Justin Houston
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Alexandria Huckabee
Cynthia Hudani
Huey's Restaurant
Jerry Huff
Emilie Hutcheson
Barbara Hutcheson
ICC Student Occupational Therapy Foundation
Trentice Imbler
Independent Bank
Inventory Locator Service, LLC
Jackson Clinic
Keith James
Leslie James
Betsy Jasper
Jennifer Jecmen
Jesco, Inc. Construction
Yvonne Johnson
David Jones

Jenny Jones
Taylor Jones
LaShondra Jones
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Junior Auxiliary of Tupelo, Inc.
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Kendra Scott LLC
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Margaret King
Ben and Kirkpatrick
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The Knapp Foundation, Inc.
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Memphis Medical District Collaborative
Midtown Pointe
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Rachel Montesi
Deborah Moore
Amery Moore
Morgan Stanley
Adrienne Morris
Lee Morriss
Candice Murray
James Myers
Network For Good
Network of Memphis
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Old Gin Motor Company, LLC
Ole Miss Athletics Foundation
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One Source Enterprises (DBA CARite of Louisville)
Optimist Club of Paris - Youth Fund
Oxford Lafayette Chamber of Commerce
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Dennis Schaibly
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Security Bank
ServiceMaster
Paula Seward
Sharp Bed and Breakfast
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Toulasone Sivilay
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Smith Family Foundation
Beverly Smith-Drake
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Valerie Smith-Silas
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Carol Starr
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Sara Stephens

Susan Stephenson
Janet Stone-Wade
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Lori Strickland
Angie Sullivan
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Gina Sweat
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Rhonda Tennyson
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Jackie Tolomeo
Matthew Tomek
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Tupelo Bank Association
Matthew Turner
Jennifer Turner
U.S. South, Inc
United Funeral Service, Inc.
United Way of Clay County
United Way of Corinth and Alcorn County
United Way of North Central Mississippi Inc.
United Way of Oxford / Lafayette County
United Way of the Mid-South Donor Choice
United Way of Washington County

United Way Suncoast
University of Memphis Foundation
University of Mississippi Foundation
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Leslie Vaughn
Katy Veldhorst
Vital Marketing, Inc.
Harold Walker
Raleigh Walker-Taylor
Wal-Mart Foundation
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Donna Yarbrough
Sharon Younger
Younger Associates
Youth Service America
Deborah Zanot
Zonta Club of Memphis



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, 2016 - September 30, 2017.

- 17Berkshire
- Amerigo Italian Restaurant
- Arts Memphis
- Babalu
- Backbeat Tours: Memphis
- Barks & Recreation Doggy Day Care
- Bayou Bar & Grill
- Beauty By Brady
- Blush Me Beautiful
- Burleigh Consulting Group
- Cardio Barre Memphis
- Carpenter Art Garden
- Kim Cherry
- Ciao Bella Italian Grill
- City Leadership/Choose 901
- Costco
- DeAngelis Jewelers
- Amy Denison
- Diva Nails
- Double Barrel Restaurant and Catering Company
- Draper's Catering of Memphis
- Cassie Ealy
- Exceed Technologies
- Rosemarie Fair
- Falling Into Place
- Elizabeth Farist
- Fleming's Prime Steakhouse and Wine Bar
- Folk's Folly
- Fresh Market
- Frost Bake Shop
- Fusion Fitness
- GCD Interiors
- Germantown Commissary

- Germantown Community Theatre
- Gould's
- Half Shell Restaurant
- Hollywood Feed - Kirby Rd
- Hollywood Feed - Poplar
- Huey's Restaurant
- Hunter Fan
- Hutchison School
- Incredible Pizza
- Indigo
- Irby Electrical Distributor
- It Works
- Jim's Place Grille
- Kaelyn Knight Hand-lettering
- Knotty Bits
- Kroger - Collierville
- Kroger Germantown
- Kroger S Mendenhall
- Kroger Truse Parkway
- Letters & Company
- Letters and Ladybugs
- Makeup by N
- Malco Theatres, Inc.
- Tom Marsh
- Memphis Botanic Garden
- Memphis Grizzlies
- Memphis Pizza Cafe - Park Ave
- Memphis Redbirds
- Memphis Visitor's and Convention Bureau
- Mempops
- Midtown Glassworks
- Mississippi RiverKings
- Molly's La Casita Restaurant
- More Therapy

- Muddy's Bake Shop
- My Cup of Tea
- Nest Shop
- Olivia James Art
- Orpheum
- Outdoors, Inc.
- Pancho's Mexican Food, Inc.
- Pavo Salon Spa
- Perfectly Posh
- Pinot's Palette
- Playhouse on the Square
- Premier Fabrics
- Pugh's Flowers
- Purcell Woodwork & Co.
- Pyro's Fire Fresh Pizza Corporate
- Railgarten
- Roadshow BMW
- Sheffield Antiques
- State Beauty Supply
- Stovall Collection
- Taziki's
- The Alluvian
- The Art Project
- The Children's Museum of Memphis
- The Little Gym
- The Memphis Zoo
- The Peabody Hotel
- The Pink Bakery
- Theatre Memphis
- University of Memphis Athletic Marketing
- Whole Foods - Germantown
- Wisacre Brewing Company


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