



girl scouts
heart of the south

2021-2022 Annual Report

Girl Scouts Heart of the South

From our CEO... It's All About the Girls!

For over 20 years, I have proudly served as a member of the Girl Scouts Heart of the South staff, and throughout all that time, no matter where I've gone, I've always been asked, "What exactly do Girl Scouts do?" or its counterpart - "What does *Girl Scouts* do?" Then and now, the simplest answer is always the best.

Girl Scouts gives girls the world.

It's so much more than a tagline. It's the very essence of what we do. I have had the privilege of seeing countless young women grow and thrive because of opportunities they would not have had outside of Girl Scouts. From the city-dwelling girls I drove to camp - who were simply amazed by seeing a real, live cow for the first time - to the hard-working, goal-setting troops who spend years saving their cookie money to travel abroad, Girl Scouts offers a world of eye-opening experiences - both great and small - to all girls, everywhere. No matter her interests, no matter her background, there is a place for every girl in Girl Scouts.

What makes Girl Scouts different? Girl Scouts is ALL about the girls - equipping them with the skills, tools, and knowledge they require to live their best lives and to be the best possible version of themselves. Girl Scouts gives girls the tools they need to navigate the world — from the simplest to the more complex. It's our mission. It's our privilege. It's why we're here.

It's definitely why I'm here. I've dedicated my career to youth development, and I am so honored and proud to lead Girl Scouts Heart of the South as we continue to help girls explore new interests, cultivate positive values, develop a strong social conscience, build higher self-esteem, access life-changing adventures, and gain critical life skills. Thank you for your continued support of Girl Scouts Heart of the South and our mission to build MORE girls of courage, confidence, and character, who make the world - *OUR WORLD* - a better place each and every day!

All my best,



Venus Chaney
CEO, Girl Scouts Heart of the South



Girl Scout Higher Awards

22 Troops / 1 IRG / 103 girls earned the



Bronze Award

2,060
total service hours logged
20
service hours per girl

20 Troops / 91 girls earned the



Silver Award

4,550
total service hours logged
50
service hours per girl

15 Girls earned the



Girl Scout Gold Award

1,348
total service hours logged
89.86
service hours per girl

Product Sales

2021 Fall Product Program

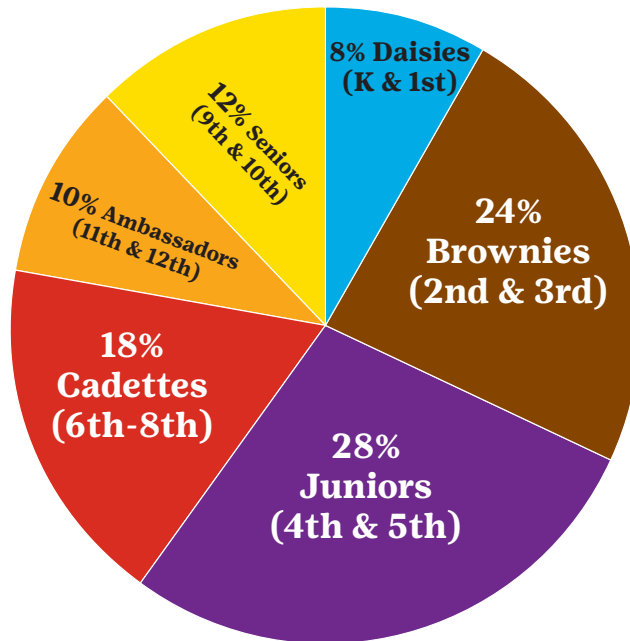
49,410
nut units sold
1,435
magazine orders sold
990
girls selling

2022 Girl Scout Cookie Program

940,319
total boxes sold
2,896
girls selling
324.79
boxes per girl



Membership & Programming

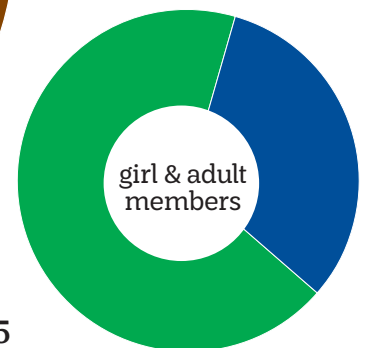


6,702
total members

808 lifetime members

4,590 girl members

1,304 adult members



4,578 Badges Earned*

- Total Earned West Tennessee Area: 915
- Total Earned North Mississippi Area: 541
- Total Earned Greater Memphis Area: 3,122

% Badges Earned by GS Pillar*

- 17.91% - STEM
- 41.17% - Life Skills
- 21.56% - Outdoor
- 19.36% - Entrepreneurship

*based upon retail sales totals for MY22



GSHS Financial Statement

This report represents our audited fiscal year ending September 30, 2022. 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	7,323,146
Investments	3,749,159
Promises to Give	81,000
Other Receivables	27,290
Inventories	64,607
Prepaid Expenses	7,845
Property and Equipment, net	<u>1,299,277</u>
Total Assets	12,552,324



Liabilities

Accounts Payable	72,708
Accrued Payroll Liabilities	106,078
Funds Held for Others	92,292
Deferred Revenue	3,481
Notes Payable	<u>0</u>
Total Liabilities	275,559



Net Assets

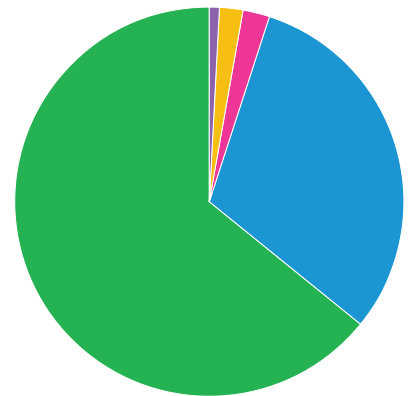
Unrestricted	11,936,097
Temporarily Restricted	314,299
Permanently Restricted	<u>26,369</u>
Total Net Assets	12,276,765

Total Liabilities and Net Assets 12,552,324



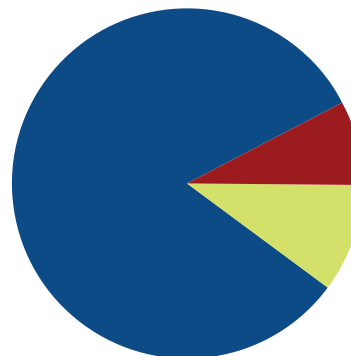
REVENUE

Cookie and Fall Product	64%
Fund Development	31%
Other Revenue	2%
Retail Shop	2%
Program	1%



EXPENSES

Fundraising	8%
Management & General	10%
Program Services	82%



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, 2021 through September 30, 2022.

\$1 - \$4,999

Velma Akins
Alexander Alfaro
Jennifer Allebach
Cecilia Althoff
Lindsay Anderson
Sherry Anderson
Julia Austin
Amy Barnes
Claire Barnett
Debra Bartelli
Jennifer Bartkowski
West Beibers
Jennifer Bell
Jill Bintz
Robert Blankenship
Ed Bledsoe
LeAnne Bowden
Lara Bowman
Jacqueline Boyd
Katie Boyle
Kimberly Bradley
Frances Brasfield
Langewisch
Becca Bright
Kimberly Brown
Valencia Brown
Mary Bryant
Lil Burroughs
Christine Butler
Tamika Byerly
Miguel Centellas
Venus Chaney
Amanda Child
Divya Choudhary
Paula Cima
Holly Claypool
Nancy Cochran
Susan Cohn
Tori Collins
Deborah Conway
Lynda Cook
Alison Coons
Jennifer Crawford
Sarah Crawford
Tiffany Cummings
Brittan Davis
Bobby and Eleanor Dean
Leslie Deatherage
Amy Denison
Sydney Diavua
Mary Jane Duncan
Cornelia Durham
Veronica Eddins
Rosemarie Fair
Fredrika & Joel Felt
Geardene Feltus
Rose Jackson Flenorl
Reagan Fondren
John Ford
Michelle Fowlkes
Leah Fox-Greenberg
Keith Fulcher
Kathy and J.W. Gibson
Charitable Fund
Adrienne Gallagher
Bethany Gallagher
Maris Garner
Louise Geib
Heather Grantham
Rebecca Graubart
Christin Graves
Nicole Grida
Rutha Griffin
A. Hall
William and Jo Hamilton
Mary Hamm
Kristi Harrington

Crista Harrison
Jennifer Harvey
Kerry Haseloff
Liza Hayes
Leonie Hefley
Louise Henslee
Susanne Hiegel
Oweater Hill
Cheri Hobson
Charlissa Holloway
Cydney Holt
Chris Huffstetler
Emilie Hutcheson
Margery Stuart Jacoby
Elizabeth Johnston
Jenny Jones
Shannon Jones
Christy Jordan
Millie Katzen
Shondriette Kelley
Tracy Kessler-Keller
Betty King
Katie Komada
Beth and Lawton Langford
Mary Laws
Diego Lejwa
Linsey Lewellyn
Jaclyn Libowitz
Mary Lindsey
Marta Lopez-Flohr
Arlene and Dennis Lyons
Marissa Magdovitz
Todd Manning
Lisa Marcom
Kathy Marsh
Jessica Martin
Renee Martin
Jeffrey and Sherri Massey
Amelia Mayahi
Alexis McCutchen
Lynn and Joseph McGee
Corinne McLaughlin
Lucy Medvec
Andrea Melcher
Juanita Merriweather
Nora Miller
Rachel Miller
Tiffany Mitchell
Felicia Moore
Lee Morriss
Emily Moseley
Traci Nichols
Summit Patel
Susan Patrone
Lori Patton
Margaret Paydar
Nancy Peterson
Marios Potamitis
Meghan Marocco Prisco
Carolyn Ragland
April Ragsdale
Abi Rayburn
Brett Rehberg
Donald Rice
Rachel Rice
Phoebe Roaf
Annie Roby
Joann Rogers
Mary Ellen Rogers
Stephanie Romo
Loretta Rudd
Pam Scarbrough
Melanie Schild
Thomas Schild
Marilyn and James Schoberg
Kyla Shelton

Carol Smith
Pam Smith
Beverly Smith-Drake
Lidia Soto-Harmon
Susan Squillacioti
Carol Starr
Whitney Stokes
Janet Stone-Wade
Elissa Stratton
Traci Stubblefield
Madeleine Taylor
Amanda Tenent
Jacqueline Tharakan
Tina Thorn
Katherine Thornton
Cherish Thyot
Tasia Tolliver
Tracy Trotter
Brandy Turner
Ellen Valencia
Ronald and Marianne Walter
Roxanne Ward
Lindsey Waugh
Debra West
Genevieve White
Henry Lewis Whitfield
Michael Whitt
Sherry Whitten
Debbie Wiley
Gail Wilkins
Brittany Williams
Vaughn Wilson
Peri Winfrey
Dessie Woods
Peggy Youngblood
Sharon Younger
Tracey Zerwig Ford
Amazon Smile
Anonymous
AT&T
BancorpSouth - Tupelo
Baptist Memorial Health Care Corporation
Benevity Causes
Big Springs Coon Club
Brayton Foundation
Bryants Chapel Charity
Butter Blades
City of Bells
CREATE Foundation
Express Employment
Facebook Meta
First Horizon
Frontstream
GS Troop #10380
GS Troop #13351
GS Troop #20376
Harrison Law Firm, PLLC
Higgins Cigars, LLC
Huey's Restaurant
International Paper Company
Jerry and Nina Patton Family Foundation Fund
Junior League of Memphis
Just Give
Kappa Delta 1991 CDC's
Kappa Delta 2007 CDC Class - Ashley, Christy, Courtney, Elizabeth, Jennifer and Samantha
Kappa Delta NC, KDFB, and HQ Staff
Kappa Delta Sorority - Alpha Epsilon
Kappa Delta Sorority - Nashville Alumnae Chapter

Kathy and J.W. Gibson
Charitable Fund
Kiwanis Club of Tupelo
Kroger Administrative Office
Lisa Perry Drum & Marty Miller Britton
Microsoft
Mid-South Farmers Cooperative
Mrs. Mike P. Sturdivant Fund
New Albany Kiwanis Club
New Albany Rotary Club
North Mississippi Medical Center
Orion Federal Credit Union
Pinnacle Financial Partners
Regions Bank
Renasant Bank - Tupelo
Robert L. Howell Foundation
Robinson Giving Fund
Rotary Club of Tupelo - Rotary District 6800
Salvadore A. and Maria Grace Serio Feduccia Trust
Southern Motion
State of Mississippi, Chickasaw County Target
Tennessee Titans Foundation
The Carmax Foundation
Theodora Trezevant Neely Special Endowment Fund
Tommy Morgan, Inc. Realtors TRI, Inc
United Way of Clay County
United Way of Corinth and Alcorn County
United Way of Greater Nashville
United Way of Greater St. Louis
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 of West Tennessee
United Way of West Tennessee - Donor Designated
United Way Suncoast Walmart
Watkins Uiberall, PLLC
Watkins Uiberall, PLLC - Tupelo
Younger Associates
Your Cause

\$1,100,000

Mackenzie Scott

\$150,000

Anonymous

\$25,000+

FedEx Corporation

Toyota Motor Manufacturing Mississippi, Inc.

United Way of the Mid-South

West Tennessee Healthcare Foundation

\$10,000 - \$24,999

Anonymous

AmeriCorps - Mississippi Institutions of Higher Learning

International Paper Company

Roadshow BMW

United Way of Northeast Mississippi, Inc.

Women's Foundation for a Greater Memphis

\$5,000 - \$9,999

Vivian Arendall

Pat Moody Lichterman Lowenberg Foundation

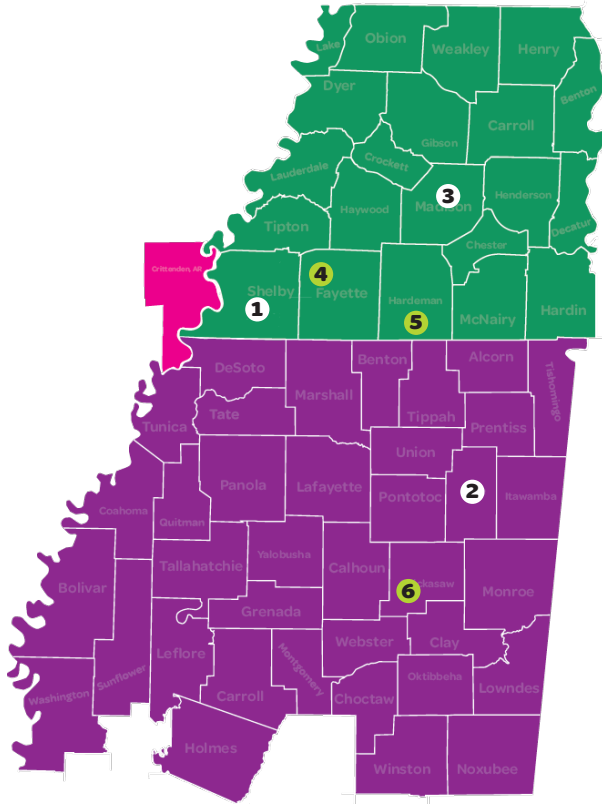
United Way of Leflore County, Inc.

United Way of Lowndes and Noxubee County

Note: Donations given during fiscal year October 1, 2021 - September 30, 2022. 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)*
825 Valleybrook Drive
Memphis, TN 38120
- 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** *Kamp 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 Scouting 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

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President, Younger & Associates, Memphis, TN
- JIL GREENE**, 2nd Vice Chair
Vice President, Field HR Operations, AutoZone, Memphis, TN
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Associate Professor of Engineering and Director of Graduate Engineering, Christian Brothers University, Memphis, TN
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- LEONIE HEFLEY**, Vice President & Loan Officer, Commercial Bank and Trust, Jackson, TN
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- ABI RAYBURN**, Community Volunteer, Oxford, MS
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- DR. DEBRA WEST**, Chancellor, Arkansas State University Mid-South
- EX-OFFICIO ADVISORY BOARD MEMBER**
DR. PAMELA EVANS, Obstetrician, Henry County Medical Center, Jackson, TN



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