

Annual Report



Girl Scouts

Fun with purpose



Girls are having a lot of fun in Girl Scouts. They are meeting new friends, learning new things, and participating in activities. And, gaining valuable benefits along the way. Girl Scouts is also a place for many of their “first” experiences – where they meet their first best friend, first time to try something, first time to sleep under the stars, first time to travel outside their community. Ninety-three percent of girls said they learned or did something new in Girl Scouts this year, and 93% said they do things in Girl Scouts they can’t do anywhere else.

The basis for all Girl Scout activities is to help girls **discover** who they are, **connect** with others, and **take action** to make a difference. When combined with adult mentors and the processes of **girl-led**, **cooperative learning**, and **hands-on learning**, the Girl Scout experience brings even more benefit.

All the badges, field trips, outdoor activities and community service are helping girls learn valuable skills, explore interests and develop strong values. Also important to a girl’s development is having adults who care about them and having a safe environment where they feel they belong. When a girl is a Girl Scout, she’s a G.I.R.L. --- 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.

Through the Girl Scout Leadership Experience, girls learn to work with and appreciate others, take healthy risks, build resiliency, and take action on issues they are passionate about. Girls are earning badges and awards, exploring the outdoors, developing healthy habits, turning flips, programming robots, going on adventures, reigning in a horse, exploring careers, and improving lives in their communities. **It’s fun with purpose!**



Now more than ever, Girl Scouts is needed. Girl Scouts levels the playing field – because all girls, despite their backgrounds, deserve educational and enrichment opportunities that help them discover their strengths and passions.

A Harris Interactive poll, *The Vote is In: What Americans Say about the Importance of Girls’ Issues*, reveals that the vast majority of American voters believe investing in girls’ education is the key to our country’s advancement, specifically preparing girls for careers in business, science, finance and other careers traditionally dominated by men. The poll results indicate now, more than ever, **girls’ issues are our issues**. Unlocking the vibrant potential in our girls is what will help guarantee our continued evolution in every aspect of our society.

When a girl actively participates in Girl Scouts, she learns life-long skills, gains confidence in her abilities, develops positive values, works with a team toward a common goal, learns to plan and budget, becomes more aware of others, and takes action to make a difference. They become advocates for themselves and others, taking charge of their own futures and encouraging their peers to make better choices. Girls built of courage, confidence, and character are the G.I.R.L.s of today, and the women of tomorrow who will **make the world a better place for us all**.





Community partners help us meet girls where they are. Through working with organizations like Memphis Athletic Ministries, Boys and Girls Clubs, colleges and universities, the Women’s Foundation for a Greater Memphis, Kappa Delta, and the National Association of Junior Auxiliaries, **we have increased our number of troops** in areas where we have not had troops before and have also **increased our program opportunities** for girls everywhere by utilizing the resources now available through new partnerships.

Finding new opportunities for leveraging change and creating new value is where our council – Girl Scouts Heart of the South – excels! Our ability to not only imagine new possibilities but to engage and execute them is resulting in other councils across the country beginning to emulate us, wanting to participate in our initiatives, and seeing us as the **emerging role model** for how a council should work.



We have found ways to look forward in every facet of our council. Every day we are finding new ways to meet not only girls but also potential new volunteers, community partners, and donors where they are right now and bring them into our Girl Scout community.



Through new and unique programs, like the More Than Scrubs events with community partner Baptist Hospital and our fun STEAM (science, technology, engineering, arts, math) initiatives held in our Possibility Place, we **served 2,183 girls in our programs** this past year. We had over **375 attend resident camp** last year and took 54 girls and adults on the Girl Scouts Go to Washington DC under the travel program. We had **17 girls earn their Gold Award**, the highest award a girl can earn.



We also saw the first graduating class of She Leads participants. Throughout the year, these girls from 15 different Greater Memphis High Schools spent the year developing a vision of what their role in society could be. A variety of leadership lessons were conducted to help the girls understand the world around them and how they could be leaders of that world in the future.



Parents in our region identified these top **10 unique or special benefits** Girl Scouts provides to their daughter:

1. Developing her character
2. Growing from year to year with a group of other girls
3. Building confidence
4. Opportunities for parent/child bonding
5. Learning business skills and practicing entrepreneurship
6. Experiencing and exploring outdoors
7. Discovering and developing individual passions
8. Making the world a better place
9. Taking on challenges in an emotionally and physically safe space
10. Learning about STEM (science, technology, engineering and math)

“My daughter has grown tremendously in her self-confidence and ability to take on and conquer challenges.”

September 30, 2016

Financial Statement

Assets

Cash and cash equivalents	\$3,226,686
Investments	\$897,850
Promises to Give	\$164,329
Other Receivables	\$4,004
Inventories	\$124,142
Prepaid Expenses	\$5,035
Property and Equipment, net.....	\$2,612,395
Total Assets.....	\$7,034,441

Liabilities

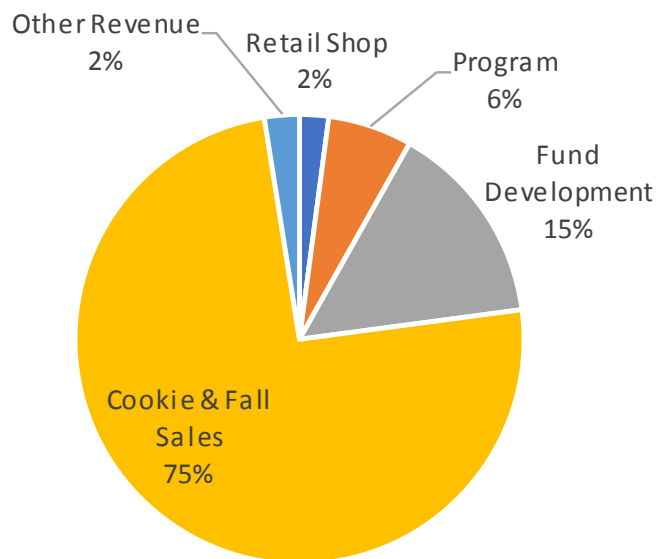
Accounts Payable	\$36,959
Accrued Payroll Liabilities	\$122,084
Dues Payable	\$0
Funds held in trust for others.....	\$0
Deferred Revenue.....	\$25,575
Notes Payable	\$1,258,597
Total Liabilities.....	\$1,443,215

Net Assets

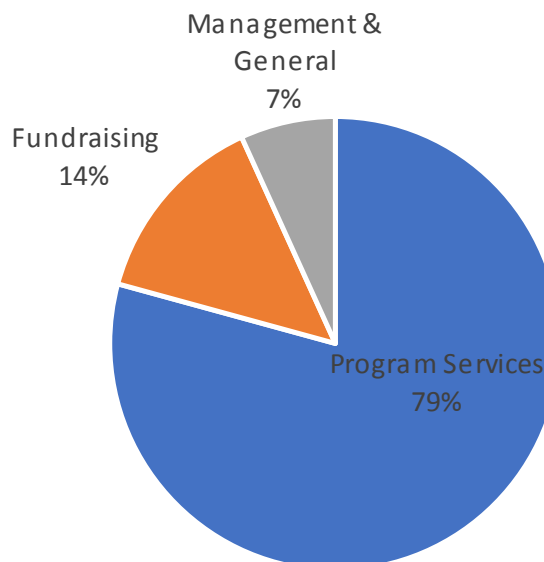
Unrestricted.....	\$5,365,562
Temporarily Restricted	\$199,295
Permanently Restricted.....	\$26,369
Total Net Assets	\$5,591,226

Total Liabilities and Net Assets \$7,034,441

Income



Expenses



This report represents our audited fiscal year ending September 30, 2016. The Girl Scouts Heart of the South financial records was 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.

Thank you to our

Donors

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, matching gifts, and in-kind donations. Below are the individuals, corporations, foundations and United Ways that supported Girl Scouts Heart of the South from October 1, 2015 through September 30, 2016.

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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:

Dianne Belk
 Lawrence Calder
 Anonymous
 Anonymous
 Barbara Arnold
 Venus Chaney
 Nancy Cochran
 Alison Coons
 Dolph Crafton
 Kimberly Crafton
 Lori Gilmore
 Alyce Lipscomb
 Pat Moody
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GIRL SCOUTS OF THE USA

Girl Scouts is the largest leadership organization for girls in the world, with

2.8 MILLION
girl and adult members.



More than
59 MILLION
American women

participated in Girl Scouts during childhood.

GIRL SCOUTS HEART OF THE SOUTH

59 counties

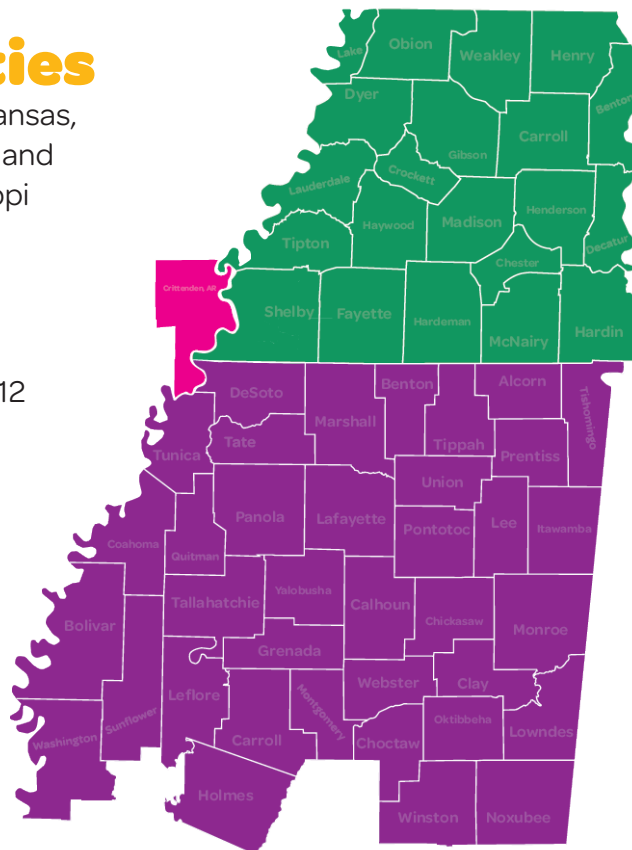
served in east Arkansas,
west Tennessee and
north Mississippi

7,579 girl

members in grades K-12

3,027 adult

members serving in a
variety of volunteer roles



girl scouts
heart of the south

PO Box 240246
Memphis, TN 38124

www.girlscoutshs.org
800.624.4185



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