



Girl Scouts Heart of the South

2014-15 Annual Report



Message from the Board Chair

Kathy Webb

Girl Scouts continues to be the largest and only girl-led organization that prepares girls for everyday leadership. When girls think of leadership, they think of someone who has a solid sense of themselves, displays strong ethical behavior, brings people together, and works corroboratively. I am proud to be part of an organization that puts girls at the forefront and teaches them to empower themselves to become the future leaders and change-makers our society needs.

The opportunities at Girl Scouts give girls access to experiences and skill-building activities they don't get anywhere else. Girls learn about themselves and their values, and learn to speak up. They connect with others to create positive solutions, and seek creative ways to meet challenges. They are gaining skills and behaviors necessary to carry them through each step in life's journey.

Girls need Girl Scouts. And Girl Scouts needs the support of individuals and the community. We couldn't make an impact without our volunteers and donors, and we thank each and every one of you. However, there is more that needs to be done if we are going to make a difference.

How will you show a girl she is important? How will you support her future?

Will you volunteer for an hour or a year? Will you get involved in policy or program changes? Will you share a skill or interest? Will you financially sponsor a program event or a girl going to camp? Will you put on a cookie costume and tell a girl she can accomplish anything?

Join me. We can help girls be proud of who they are and excited about who they want to become. With us at their side, they will be ready to take on today, get back up if they fall, and never stop chasing their dreams.

Girl Scouts Heart of the South 2014-15 Year in Review

Melanie Schild, CEO

In 2014-15, Girl Scouts Heart of the South began breaking down stereotypes and rebuilding what it means to be a Girl Scout, a volunteer, and a supporter. We have implemented new initiatives for girls and resources for volunteers and parents, and are gaining national attention around several of these efforts.

In order to bring more girls to Girl Scouts and give them the opportunity to have an impactful Girl Scout experiences, we have created:

- ★ **Girl Scout Express**, a short-term experience designed to introduce the Girl Scout experience to kindergarten through 5th grade girls who are interested in becoming Girl Scouts but cannot find immediate placement in a Girl Scout troop. It allows girls to become registered members and engage in fun, hands-on Girl Scout activities until a permanent troop home is found. Girls meet at a designated location and time once per month to participate in activities that are led by parents, service unit volunteers, and/or community volunteers and groups.
- ★ **Girl Sprouts**, a fun program designed to introduce preschool age girls to the values of Girl Scouting. Through this user friendly curriculum, girls learn about honesty, sharing, being helpful, and how to be kind to their friends.

We have also focused attention on creating more girl-driven programs that address specific interests and needs.

- ★ Our **SheLeads!** program is designed to engage high school girls, who may have left Girl Scouts at a younger age or who may never have had the opportunity to participate in Girl Scouts before, by offering them a unique and rewarding "Next-Level" leadership experience. Girls participate in sessions on leadership, service, personal development, career exploration, and college readiness.
- ★ Building self-confidence, problem-solving skills, and career development is the focus of our **STEAM** events. Girls build an awareness of and appreciation for how science, technology, engineering, arts, and math affect our everyday lives and how they can play a role.
- ★ Girls tell us they like to go places. So, we are offering age-appropriate travel opportunities through our **Let's Explore, Girl Scouts Go, World Changers, Destinations**, and **GEAR Girls** programs. These regional, national and international travel opportunities expose girls to historical and cultural attractions, adventure recreation, and service missions.

To offer more experiences to more girls, it is imperative that we increase society's investment in girls.

- ★ Increasing the investment in girls begins by increasing public awareness of Girl Scouts. *The Promise* magazine, social





media campaigns, and an increased public presence are showing that Girl Scouts is still here and is making an impact on girls and communities.

- ★ Special Events, such as **Women of Distinction**, **One Smart Cookie**, and **Father-Daughter Ball**, are providing community-wide events that encourage individuals and companies to support the organization while having fun.
- ★ In addition to investing in girls through financial support, we need more adults to invest their time and skills through volunteer opportunities. The new **Volunteer Opportunity Catalog** lists episodic, short-term and long-term volunteer needs working with girls, adults or individually. We are reaching out to our alumnae, parents, college students, retirees, and professionals to connect with Girl Scouts.

To move forward, the organization must operate like one business moving in one direction, while



speaking with one voice and being supported by our champions.

- ★ Under the direction of Girl Scouts of the USA, we have a successful, proactive, early adoption, and implementation of the new **Customer Engagement Initiative**, which includes realignment of staff, volunteer roles, and data systems. Our council is ahead of the curve with our implementation.
- ★ The **Volunteer Toolkit**, an online resource for troop management, will make all aspects of volunteer and parent interaction with the council and with their troop easier and faster. Offering additional Volunteer Development options online, individually, and in groups gives volunteers more choices to build Girl Scouting, personal, and professional skills they can pass along to girls.
- ★ **GPS** (*Girl and Parent Stuff*) newsletter provides parents with information on supporting their daughter and how Girl



Scouting contributes to girls' development. Increasing parental involvement at the local level put our council on a national initiative to implement more resources for parents.

- ★ **Stand Beside Her** began as a local movement to essentially distill the Girl Scout mission into a life-practice for women and girls. The desire to create a world where all women and girls are appreciated for their talent, strengths, and uniqueness, and cheered on to success, continues to galvanize councils and women's organizations across the country.

Not only are we speaking with one voice, **Girl Scouts Heart of the South is helping to create that voice.** We are leading the way for Girl Scout councils across the country to reverse negative trends and regain our standing as the premier leadership organization for and about girls. The momentum began in 2014-15 propels us to bigger successes next year. We hope you will be part of the journey.



95% of girls said they learned or did something new in Girl Scouts.

81% said they were able to do things in Girl Scouts they do not have the opportunity to do anywhere else.

94% of girls are glad they participated in Girl Scouts.

96% of girls said they learned skills that will help them in life.

What Girls Say...

We know our research indicates girls are developing confidence, learning new things, and becoming leaders. But, hearing it straight from the girls means more:

“Girl Scouts makes me feel good about myself.”

“Girl Scouts has helped me learn new things and be encouraged to do new things.”

“Girl Scouts helped me be a better person.”

“My favorite thing about Girl Scouts is I get to do things I’ve never done before.”

“Girl Scouts helped me learn how to be friends, get involved, and be a better person.”

“Girl Scouts helped me not be afraid of bees.”

“I love the experiences, the life lessons, and the lifelong friendships I’ve made.”

“I learn things that can help me through life.”

“It taught me to serve my community.”

“I learned to be proud of what I am and never give up.”



Financials

Oct. 1, 2014 - Sept. 30, 2015

Financial Statement

September 30, 2015

Assets

Cash and cash equivalents	\$3,253,674
Investments	\$805,128
Promises to Give	\$208,241
Other Receivables	\$ 7,171
Inventories	\$145,915
Prepaid Expenses	\$5,913
Property and Equipment, net.....	\$2,853,636
Total Assets.....	\$7,281,478

Liabilities

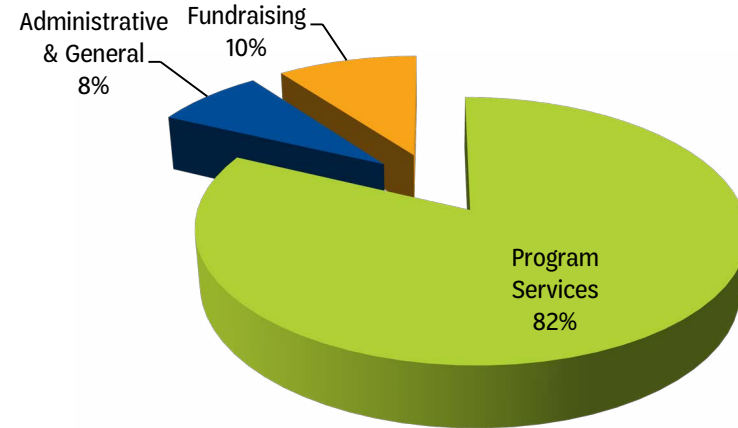
Accounts Payable	\$48,304
Accrued Payroll Liabilities	\$ 112,710
Dues Payable	\$42,725
Funds held in trust for others	\$ 3,462
Deferred Revenue.....	\$36,988
Notes Payable	\$1,308,127
Total Liabilities.....	\$1,552,316

Net Assets

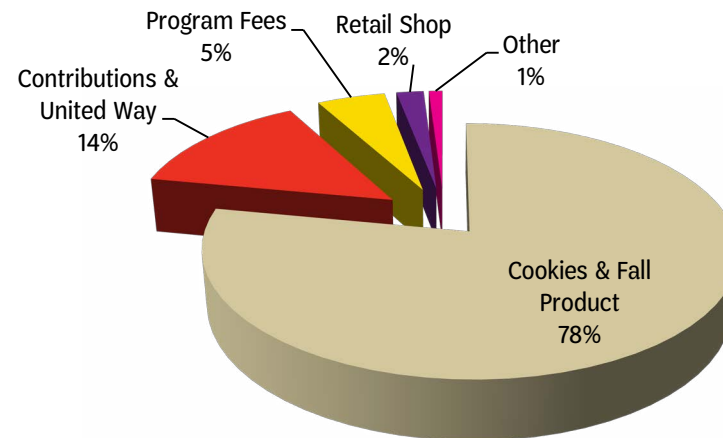
Unrestricted.....	\$5,403,303
Temporarily Restricted	\$299,490
Permanently Restricted.....	\$26,369
Total Net Assets	\$5,729,162

Total Liabilities and Net Assets \$7,281,478

Expenses



Income



Financial statement and audit prepared by Alexander Thompson Arnold. Full audit report is available for viewing at Girl Scouts Heart of the South corporate office in Memphis.



Donors

thank you for your support

Girl Scouts Heart of the South appreciates the gifts made by individuals, corporations, and foundations that share our desire to build girls of courage, confidence, and character, who make the world a better place.

Daisy \$0 - 249

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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
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Barbara Arnold
Venus Chaney
Nancy Cochran
Alison Coons
Dolph Crafton
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Girl Scouts Heart of the South is thankful for the partnership with United Ways across our region, as well as Donor Choice options through corporate and federal giving campaigns.

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- United Way of Lowndes County
- United Way of the Mid-South
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- GE United Way Campaign
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In-Kind gifts are donations of goods and services, such as food, supplies, facility space, and professional services.

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