



  
**girl scouts**  
heart of the south

**Annual Report  
2017-18**

P.O. Box 240246, Memphis, TN 38124  
800.624.4185 • [www.girlscoutshs.org](http://www.girlscoutshs.org)

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



**G**

**Go--getter** - She's bold, honest, and determined to succeed. Failure is a reason to get back up and try again.

**I**

**Innovator** - Thinking outside the box is her specialty, so she's always looking for creative ways to take action.

**R**

**Risk-taker** - Courageous and strong, she's keen to try new things and embrace the unfamiliar.

**L**

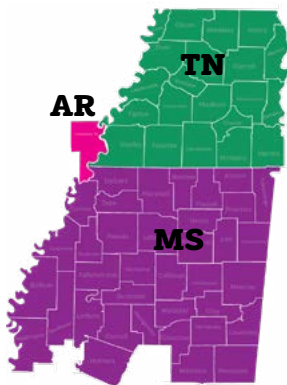
**Leader** - She's confident, responsible, and committed to changing the world.

Girl Scouts unleashes the G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)<sup>™</sup> in every girl, preparing her for a lifetime of leadership—from taking a night-time hike under the stars to accepting a mission on the International Space Station; from lobbying the city council with her troop to holding a seat in Congress; from running her own cookie business today to tackling cybersecurity tomorrow.

The Girl Scout Leadership Experience builds the complete girl, offering her activities and experiences that will ensure she can thrive in whatever path she chooses to pursue. Girl Scouts learn how to solve problems, they learn teamwork, they learn the power of collaboration. They learn how to identify and seize opportunities. How to be prepared so they can create their own luck. And how to persevere – to create a plan, network with others, to regroup when things go off-course, to learn from failure, and try again.

There's no limit to what a G.I.R.L. can accomplish.

# Girl Scouts Heart of the South



3 States  
59 Counties  
3 Leadership Centers  
3 Outdoor Properties  
35 Full-Time Staff  
\$2,814,218 Invested into direct services for girls

## 2,480 Adult Members

692 Lifetime Members

1,206 direct service volunteers

Giving 209,844 volunteer hours per year

Valued at \$4,406,724

Based on Independent Sector's Value of the Volunteer in our region.

## 6,407 Girls



Girl Scout Daisy  
Grades K-1  
594



Girl Scout Brownie  
Grades 2-3  
1,714



Girl Scout Junior  
Grades 4-5  
1,790



Girl Scout Cadette  
Grades 6-8  
1,524



Girl Scout Senior  
Grades 9-10  
430



Girl Scout Ambassador  
Grades 11-12  
355



***“Girl Scouts is different from piano, dance, tumble, and basketball. The other activities’ main purpose is to make me better at a specific skill. Girl Scouts’ purpose is to make me better as a person.”***

Response on 2018 Girl Scouts Heart of the South Girl Scout Voices Count survey



## 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.

*"IN GIRL SCOUTS WE  
TAKE A VOTE INSTEAD  
OF DOING WHAT THE  
ADULTS SAY."*

90% of girls said their  
Girl Scout Leader cares about them  
as a person, helps them pursue their  
goals (79%), and makes them feel  
important (85%).

When girls have caring **adult mentors**, practice the **Girl Scout Promise and Law**, participate in activities that are **girl-led** and promote hands-on and cooperative learning, have opportunities to **try new things**, and learn from mistakes, they build **courage in their abilities**, find their voice and passion, practice resiliency, learn to work cooperatively, **become stronger leaders**, and **improve the world around them**.

These girls grow into women **business owners, leaders, explorers, and community activists** who display positive life outcomes to a significantly greater degree than non-alumnae.

**85%**  
of girls  
learned  
new things  
in Girl  
Scouts.

76% of girls  
said Girl Scouts  
helped them be  
more confident  
in school.

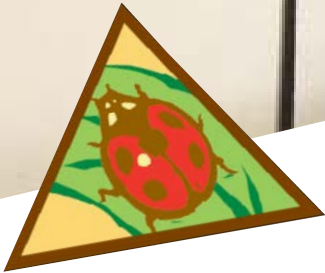
**89% OF  
GIRLS  
BELIEVE,  
THAT IN GIRL  
SCOUTS,  
THEY CAN  
MAKE A  
DIFFERENCE  
IN THE  
WORLD.**

**More than  
half (52%)  
of women  
in business  
are Girl  
Scout  
alumnae.**

84% of girls  
said Girl  
Scouts helped  
them be a  
leader in more  
activities.

**54% of  
alumnae  
attribute  
their  
success  
in life to  
their time  
spent in Girl  
Scouts.**

**58% OF FEMALE REPRESENTATIVES ELECTED TO  
THE 116TH CONGRESS ARE GIRL SCOUT ALUMS.**



1,500 girls participated in council-sponsored STEAM (science, technology, engineering, art, and math) activities supported by AutoZone, Trans Canada and Union Pacific. Additionally, girls are excelling in robotics competitions, pine-car derbies, and engineering solutions within their local Girl Scout troops and communities.

The hands-on STEAM activities and experiments help increase girls' ability to build and design things, research and solve problems, and develop marketable job skills. It also increases overall self-confidence, and they become resourceful problem solvers, challenge seekers, promoters of cooperation and team building, and **FEEL EMPOWERED TO MAKE A DIFFERENCE IN THEIR WORLD.**





The 17 outdoor program events and 45 summer camp sessions attracted 963 participants; however, **CAMPING AND OUTDOOR ACTIVITIES IS THE # 1 THING GIRLS WANT TO DO MORE OFTEN.**

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
- Gain confidence in their abilities

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








**\$7,935 awarded in financial assistance to attend summer resident camp, but there were still girls who couldn't afford to attend.**





## Girl Scouts are more likely than non-Girl Scouts to meet Leadership Outcomes:

-  Have a strong sense of self (86% vs. 68%)
-  Have positive values (79% vs. 59%)
-  Seek challenges and learn from setbacks (63% vs. 42%)
-  Develop and maintain healthy relationships (61% vs 43%)
-  Exhibit community problem-solving skills (55% vs 28%)

Youth who develop these outcomes are happier, healthier, more engaged in school, stronger job applicants, and less likely to be involved in problem behaviors.

Findings from 2018 Girl Scouts Heart of the South's Girl Scout Voices Count survey and Girl Scout Research Institute national findings.

Girl Scouts Heart of the South currently serves only 3% of the girl population. **THERE ARE MANY GIRLS WHO WANT TO BE GIRL SCOUTS, BUT DO NOT HAVE THE OPPORTUNITY** due to lack of volunteer support and family constraints. Outreach initiatives fill some of the gaps.

In partnership with schools, Boys and Girls Clubs, housing communities and libraries, Girl Scouts Heart of the South is delivering leadership, character, STEAM, outdoor, and healthy living programs to 700 girls who otherwise would not be able to participate. Outreach initiatives cost the council \$210,000. Thanks to Women's Foundation for a Greater Memphis, City of Memphis, United Way of Lowndes County, Gannett Foundation, Rotary Club of Tupelo along with Rotary District 6800, and United Way of Oxford-Lafayette County 20% of the cost was financially supported.

There are many more girls waiting for Girl Scouts to come to their neighborhood. Your support is needed.



***“Being a volunteer, I have let the girls take charge and watch in awe of what they are truly capable of. These girls have inspired me to be a better person and to not limit myself either. Watching my troop grow from little Brownies to these pre-teen Cadettes has been amazing. We have learned so much about ourselves, about our community and our world!”***

Response on 2018 Girl Scouts Heart of the South  
Girl Scout Voices Count survey

Girl Scouts Heart of the South not only focuses on developing girls’ leadership abilities, but also the women who are their role models. **WE Lead: Women. Elevated.** is a low-cost, 12-week, women’s leadership program delivered in three locations to develop ethical, culturally competent, civic-minded leaders. **Stand Beside Her** continues to grow members across the country to encourage an inclusive culture of support, mentorship, compassion and celebration of women’s successes. **Girl Scout University** is an on-line volunteer development portal offering Girl Scout trainings, as well as, personal and professional development modules.



# Financial Statement

September 30, 2018

## Assets

Cash and cash equivalents.....	\$3,026,837
Investments .....	\$2,036,789
Promises to Give.....	\$177,482
Other Receivables.....	\$13,406
Inventories.....	\$103,885
Prepaid Expenses.....	\$2,229
Property and Equipment, net .....	\$2,441,206
Total Assets.....	\$7,801,834

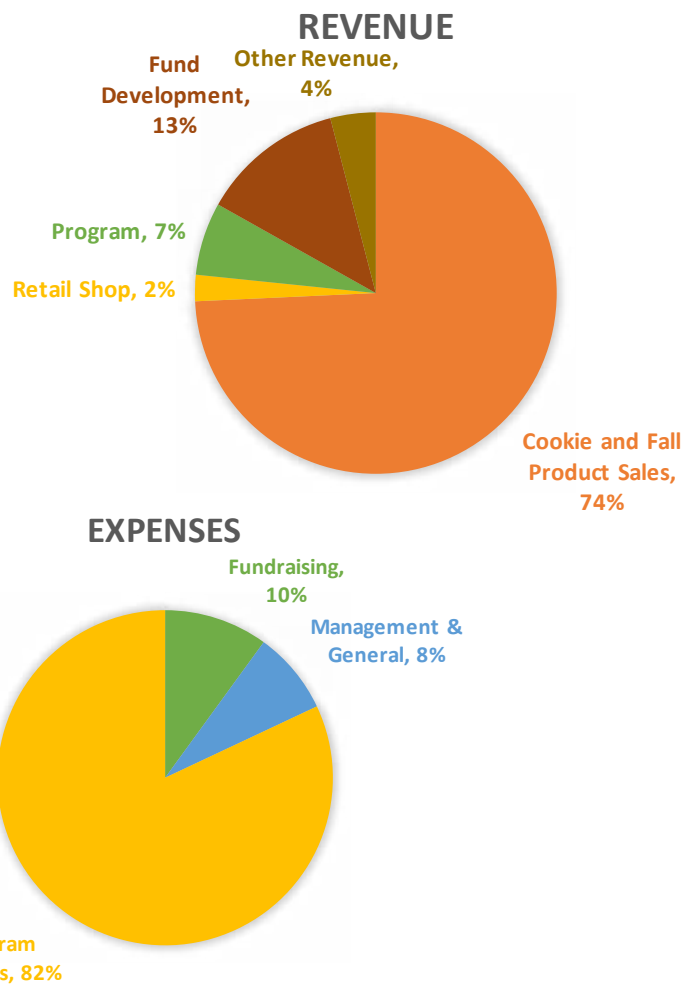
## Liabilities

Accounts Payable .....	\$34,478
Accrued Payroll Liabilities.....	\$139,043
Funds held for others .....	\$49,800
Deferred Revenue .....	\$14,950
Notes Payable .....	\$1,152,614
Total Liabilities .....	\$1,390,885

## Net Assets

Unrestricted .....	\$6,117,000
Temporarily Restricted.....	\$267,580
Permanently Restricted .....	\$26,369
Total Net Assets .....	\$6,410,949

Total Liabilities and Net Assets ..... \$7,801,834



This report represents our audited fiscal year ending September 30, 2018. 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.



**“GIRL SCOUTS LITERALLY CHANGED MY LIFE. MY TROOP IS THE MOST UNDERSTANDING, FUNNY PEOPLE YOU WILL EVER MEET, AND I LOVE THEM SO MUCH!”**

Response on 2018 Girl Scouts Heart of the South Girl Scout Voices Count survey

# 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, 2017 through September 30, 2018.



## \$50,000 and above

FedEx Corporation  
United Way of the Mid South

## \$10,000 - \$49,999

Community Foundation of Greater Memphis  
Girl Scouts of the USA  
Kappa Delta Sorority - Alpha Mu Chapter  
United Way of Northeast Mississippi, Inc.  
Women's Foundation For A Greater Memphis

## \$5,000 - \$9,999

AutoZone  
City of Memphis  
DeSoto County Convention and Visitors Bureau  
Michael and Becky Heckethorn  
Memphis Convention and Visitors Bureau  
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## \$1 - \$4,999

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Omega Chapter  
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Gloria Kellum  
Katherine King  
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Crystal Osborne  
Christean Outlaw  
Mallory Pannell  
Geoffrey Park

# THERE IS POWER IN EVERY G.I.R.L.



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 Lesley Patel  
 Margaret Paydar  
 Keith Pell  
 Shawn Phillips  
 Pam Phillips-Burk  
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 Stuart and Dianne Polly  
 Kristen Posey-Russell  
 Jason Prescott  
 Norie Pride-Womack  
 Abi Rayburn  
 Rita Rayford  
 Donna Reese  
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 Renasant Bank - Tupelo  
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 Therica Robison  
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 Mary Ellen Rogers  
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 Joann Rogers  
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 Melanie Schild  
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 Kelia Searcy  
 Security Bank  
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 Laura Silsbee  
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 Carol Smith  
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 Ham Smythe  
 Vicki and Harry Sneed  
 Sonic D & B Properties  
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 Starkville Clinic for Women  
 Starkville Women's Club  
 Carol Starr  
 State of Mississippi, Chickasaw  
 County  
 Janet Stone-Wade  
 Lori Strickland  
 Shari Strong  
 Jennifer Summers  
 Gina Sweat  
 Marsha Tapscott

Angie Taylor  
 Sue Taylor  
 Tennessee Titans Foundation  
 Rhonda Tennyson  
 The Growth Alliance  
 The Influence 1 Foundation  
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 Whole Foods - Germantown  
 Jamila Wicks  
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 Mike Wilson  
 Perisco Wofford  
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 Nathan Woodard  
 Dessie Woods  
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 Kim Wyatt  
 Peggy Youngblood  
 Sharon Younger  
 Tracey Zerwig Ford  
 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, 2017 - September 30, 2018.*

Agricenter International  
 Amerigo Italian Restaurant  
 Babalu  
 Backbeat Tours: Memphis  
 Bead Couture  
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 Tim and Wendie Blanton  
 City Leadership/Choose 901  
 Casey Condra  
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 Diva Nails  
 Double Barrel Restaurant  
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 Falling Into Place

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 Kimberly Kreider-Crafton  
 Kathy Marsh  
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 Lori Patton  
 Playhouse on the Square  
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 The Children's Museum of Memphis  
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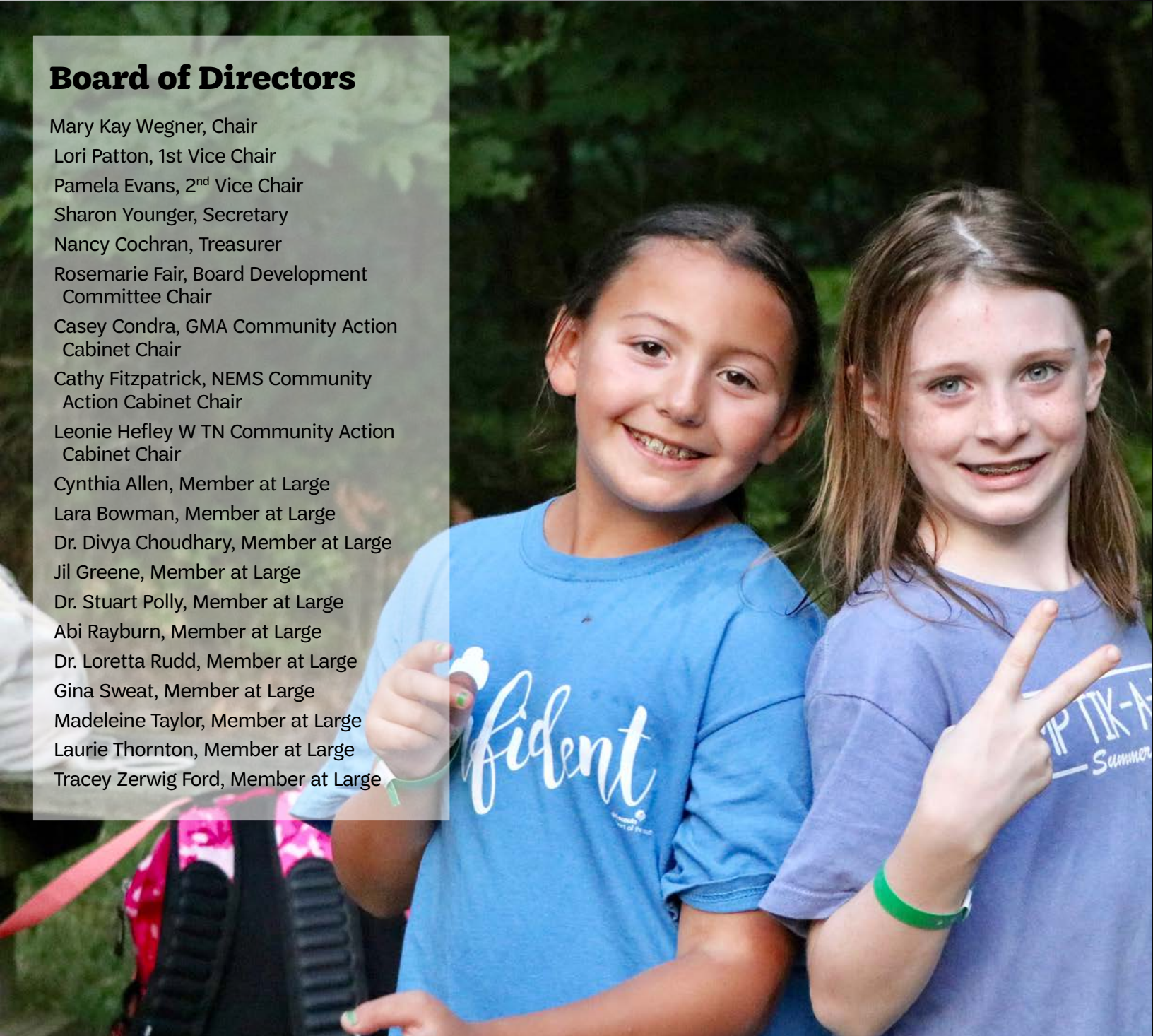
Dr. Loretta Rudd, Member at Large

Gina Sweat, Member at Large

Madeleine Taylor, Member at Large

Laurie Thornton, Member at Large

Tracey Zerwig Ford, 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, founder

Lawrence Calder

Anonymous

Anonymous

Barbara Arnold

Venus Chaney

Nancy Cochran

Alison Coons

Dolph Crafton

Kimberly Crafton

Rosemarie Fair

Lori Gilmore

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