

2011-2012

girl scouts heart of the south annual report





# ... to make the world a better place.

# letter from the chair

"Discover, Connect and Take Action ", appropriately describes the goals for each girl served by Girl Scouts Heart of the South. The success of our council programs during the past year has positively impacted over 12,109 girls.

We are indebted to all who make our Girl Scout programs so successful. From our Council leadership and staff, dedicated volunteers, generous contributors, parents and adult mentors to the girls served throughout our 59 counties.

While we celebrate the extraordinary impact the Girl Scout program has on the lives and future of the girls we serve, there are many more girls waiting for that opportunity. If you have not committed your time and resources to Girl Scouting, decide today to take that step. We all benefit from embracing the charge to "Discover, Connect and Take Action" to provide girls with the wonderful opportunities provided as Girl Scouts.

Your past and continued support is greatly appreciated.

I. Drace Hurchinso

Grace Hutchinson, Chair Board of Directors Girl Scouts Heart of the South

To reconnect with your past while supporting this generation of girls, join our Alumnae Association. http://www.girlscoutshs.org/alumnae



Olive Branch Girl Scout Brownie Troop 10528's very first meeting! Just imagine all that these girls will learn, discover and accomplish.



Columbus Girl Scout Ambassador Troop 20349, graduating class of 2012, Alexus Bell (member since 1st grade), Kashayla McGee (member since 2nd grade), Nikki Pegues (member since 2nd grade), Tylisha Rogers (member since 1st grade), Cameria Yarbrough (member since 1st grade)

## **The 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.

### The 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.



Seven Junior Girl Scouts replanted all of the flower beds in front of their elementary school, New Albany Elementary, during the spring of 2012 for their Take Action Project.



Horn Lake Cadette Troop 10475 volunteered during the Vietnam Traveling Wall Exhibition.



Shady Grove Daisy Troop 13098 collected teddy bears for the Memphis Children's Advocacy Center to give to fellow children.





## **We celebrated 100!**

On March 12, 2012 Girl Scouts of the USA marked 100 years of inspiring girls and young women with the ideals of courage, confidence and character.

The 100th Anniversary of Girl Scouting gave us the opportunity to reflect on the contributions the organization has made during the past 100 years and look forward to the future of Girl Scouting.

We planned several exciting councilwide activities and events for the 100th Anniversary.

We joined millions of active Girl Scouts, volunteers and alumnae in celebrating the 100th anniversary of Girl Scouting by participating in national, regional and councilwide activities and events.



Girl Scouts Heart of the South CEO, Angela Woods, Girl Scout Council of the Southern Appalachians CEO, Booth Kammann and Girl Scouts of Middle Tennessee CEO, Agenia Clark, joined Tennessee Governor Bill Haslam in Nashville to commemorate Girl Scouts 100th Aniversary.

## **100th Anniversary Events:**

- 100 Forever Green Take Action Projects
- Meet the Author: Shana Corey
- Reed's Tupelo Christmas Parade Grand Marshals
- Girltopia: It's a Girl's World
- Scouts Rock at Graceland
- Girl Scout Night with the Memphis Redbirds
- North Mississippi Green Festival & Southern Sing-a-long
- Girl Scout Appalachian Trails Bits & Pieces
- Kamp Alumna Reunion
- Tennessee Statewide Girl Scout Camporee



Camp alumnae got the opportuniy to re-live their childhood at the **Kamp Kiwani and Sandy Springs Ranch Reunion**. Alumnae were able to sleep in cabins, eat in the Thunderbird and sing around a campfire. An exhibit with camp pictures taken through the years, and an evening program highlighting the first 100 years of Girl Scouts made the weekend extra special for those in attendance.



Girl Scouts were selected to be the Grand Marshals for the **2011 Reed's Tupelo Christmas Parade** on December 3, 2011



**Girltopia: It's a Girl's World** was the council's signature celebration event held in Memphis, TN on March 24, 2012 featuring Disney Channel star Bridgit Mendler. Thousands of girls gathered to have fun, find adventure, speak their minds, and be inspired by cool workshops, performances, and exciting interactive exhibits!



On Saturday, June 9, over 250,000 Girl Scouts, friends, family and alumnae joined us on the National Mall in Washington, DC for Girl Scouts Rock the Mall: 100th Anniversary Sing-Along. In conjunction with Rock the Mall, the council hosted the 2nd Annual North Mississippi Green Festival and Southern Sing-Along giving girls a local opportunity to celebrate the 100th.



Girl Scouts Heart of the South partnered with neighboring councils Middle Tennessee and Southern Appalachian for the **Girl Scouts of Tennessee Statewide Camporee** October 12-14, 2012 at Camp Sycamore Hills.



Girl Scouts from across the country hiked the entire 2,181 miles of the Appalachian Trial in the **Girl Scout Appalachian Trial Bits & Pieces Hike!** Girl Scouts Heart of the South participants set out June 22-27, 2012 from Camp Tik-A-Witha to conquer their portion of the AT.



# by the *numbers* 2011-2012

membership			awards	
Girl Membership	12,109		Girl Awards	
Adult Membership	3,357		Gold Award	16
Lifetime Memberships 533			Silver Award	101
•			Bronze Award	73
programming			0:10	
Programs			Girl Scout Gold Award Scholarship	4
Girls Served	3,008		Recipients	4
Outdoor Programs			West Tennessee Scholarship	_
Girls Served	2,029		Recipients	5
Resident Camp Sessions	61		Ad. 14 A. a.d.	
Girls Served	664		Adult Awards	
			Volunteer Years of Service Pin	40
sales			5 years	42
			10 years	24
2011 MagNut Program \$685,806			15 years	9
S S			20 years	4
Girls Selling		3,541	25 years	1 2
Nuts & Candy units 110,869		•	30 Years	_
Total Nut/Candy Dollars Sold \$591,747			35 Years	l
Troop to Troop Sold		2,040	40 Years	ı
Magazine Subscriptions 1,948		Valoreta are afficia all are a	0	
Total Magazine Dollars Sold \$43,945			Volunteer of Excellence	9
Total Online Magazines Sold 1,652			Appreciation Pin	4
			President's Award	1
2012			PR Award	1 2
•	cout Cookie Program \$5,914,856.50		Thanks Badge	2
Girls Selling	7,779	050		
Cookie Boxes	1,689,9		training	
Cookie Cases	140,82		Girl Award Trainings	6
Per Girl Average	\$217.2		Girls trained	110
Troop to Troops	13,293		Training Course Opportunities	614
Council Shop \$336,938		1 D T : : . 0		
In Store Purchases	\$332,690		In Person Training Courses	55
Online Purchases \$4,278			Adults trained	261
			Online Training Courses	522
			Home Study Courses	37
			Total number of times an	020
			adult recieved training	820





Memphis area volunteers gathered together over the summer to attend the **Volunteer Extravaganza Membership Kick-Offs**.

The **2012 World Thinking Day** event was organized by Starkville Girl Scout International/Multicultural Junior Troop 20653 for the Oktibbeha Service Unit. Girl Scouts and Troop Leaders "traveled" with their passports around the world to five different countries or continents: Africa, India, Indonesia, Nicaragua, and the Philippines



Hundreds of teen Girl Scouts spent the weekend at Kamp Kiwani enjoying the wonderful spring weather at the annual **Teen Camporee.** 



The Girl Scout Gold Award represents the highest achievement in Girl Scouting and we were proud to present this honor to 16 Girl Scouts at the 2012 Girl Scouts Heart of the South Annual Meeting.



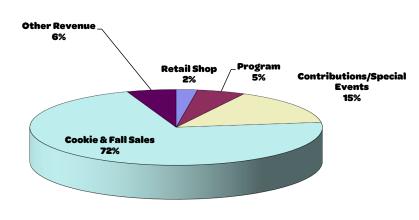
Girl Scouts from Lee County attended a Kids Against Bullying Program to learn how to spot bullying and stop it.



# financial statement

## assets

Cash and Cash Equivalents \$2,536,951 Investments \$656,969 Receivables \$28,340 Promises to Give \$213,623 Inventories \$199,584 **Prepaid Expenses** \$7.466 Land, Building and Equipment \$3,478,259 **TOTAL ASSETS** \$7,121,192



Revenue

# liabilities & net assets

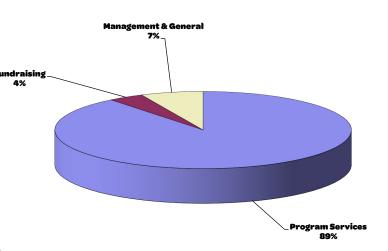
### LIABILITIES

Accounts Payable \$169,127
Funds held in trust for others \$3,037
Deferred Revenue \$70,509
Notes Payable \$1,590,880

TOTAL LIABILITIES \$1,833,553

#### **NET ASSETS**

Unrestricted \$5,010,692
Temporarily Restricted \$250,578
Permanently Restricted \$26,369
TOTAL NET ASSETS \$5,287,639



**TOTAL LIABILITIES & NET ASSETS** 

\$5,287,639

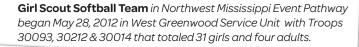
Expenses



Troop 13093 out of Bartlett collected items for the Bartlett animal shelter and in recognition of their donations to the shelter the Peabody Hotel named the girls "honorary duck masters" for the day!



**Benton Bots**, the robotics team from Benton County, MS attended a competition at the University of Memphis and demonstrated their skills prior to the GSHS Annual Meeting in Jackson, TN.





**Great Outdoor University** is a partnership that offers under-served girls a one-day camping experience. These experiences teach girls to be comfortable in nature.



**Girl Scout Night with the Memphis Redbirds** allows the girls to attend a home game and then sleep underneath the stars at AutoZone Park.



# board of directors

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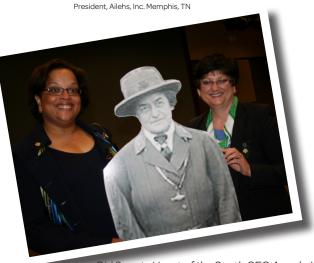
**Bridget Pieschel** 

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City President, Regions Bank, Oxford, MS

Sheila Whalum



Girl Scouts Heart of the South CEO Angela Woods and Board Chair Grace Hutchinson celebrate 100 years of Girl Scouting at the council's Annual Meeting.



Lori Patton, Angela Woods, Grace Hutchinson and artist Pat Moody proudly unveil the tree recognizing donors to the 100th Anniversary Campaign. The tree hangs in the lobby of the Council's headquarters in Memphis, TN.

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Angela Woods CEO, Girl Scouts Heart of the South

Peggy Butze Director of Fund Development, Girl Scouts Heart of the South



## donors

#### **United Way**

Girl Scouts Heart of the South is proud to partner with 11 United Ways across our region to make a difference in the lives of girls. We appreciate their support and the individual donors who contribute.

#### **United Way Partners are:**

United Way of Clay County United Way of Cleveland Bolivar County United Way of Corinth and Alcorn County United Way of Leflore County United Way of Lowndes County United Way of North Central Mississippi United Way of Northeast Mississippi United Way of Oxford/Lafayette County United Way of the Mid-South United Way of Washington County United Way of West Tennessee

#### **Appeals and Campaigns**

United Way: \$337,322 Donors: \$385,021 Total: \$722,343

#### **List of donors**

Thank you to the following generous donors who supported Girl Scouts Heart of the South from October 1, 2011 through September 30, 2012.

#### Diamond Circle \$10,000 or more

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**Survivor Weekend** is a program designed to give girls in inner-city communities a weekend retreat in the great outdoors. Girl Scouts partners with Girls Inc. to make this experience possible.



Incoming high school freshman, sophomore, junior, and senior girls visited six colleges and universities in New Orleans and Baton Rouge, Louisiana and in Jackson, Mississippi on the **2012 College Tour**.



Hernando Brownie Troop 10771 presents their Gift of Caring Girl Scout Cookies to the Wesley Meadows Retirement Home.





heart of the south www.girlscoutshs.org 800-624-4185

## regional service centers

### **Memphis Service Center & Council Shop - Headquarters**

717 South White Station Road, Suite 2, Memphis, TN 38137 Mailing Address: P.O. Box 240246, Memphis, TN 38124-0246

Phone: 901-767-1440 Fax: 901-797-2183

### **Columbus Service Center**

321 7th Street North, Columbus, MS 39701

Mailing Address: P.O. Box 2492, Columbus, MS 39704

Phone: 662-328-1930 Fax: 662-327-1806

#### **Corinth Service Center**

1901-C South Harper Road, Corinth, MS 38834 Mailing Address: P.O. Box 1145, Corinth, MS 38835

Phone: 662-287-8321 Fax: 662-287-5338

### **Grenada Service Center & Council Shop**

2340 Sunset Drive, Suite D, Grenada, MS 38901

Phone: 662-226-0255 Fax: 662-226-0258

## **Jackson Service Center & Council Shop**

1007 Old Humboldt Road, Jackson, TN 38305

Phone: 731-668-1122 Fax: 731-661-0011

### **Tupelo Service Center & Council Shop**

1800 West Main Street, Tupelo, MS 38801

Mailing Address: P.O. Box 1087, Tupelo, MS 38802

Phone: 662-844-7577 Fax: 662-840-1671



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