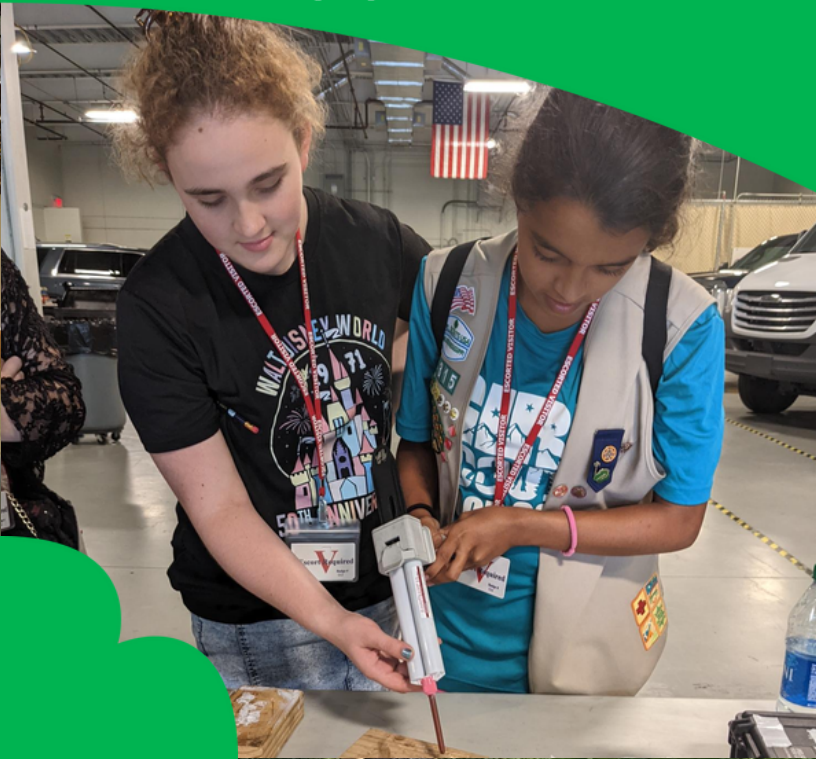


# girl scouts of greater mississippi



2023 IMPACT REPORT  
October 1, 2022 - September 30, 2023

## Greetings from the CEO and Board Chair 2023

As we have come together to reflect on an extraordinary year, we are grateful for the opportunity of serving you in our respective roles as your Board Chair and your CEO.

It's clear that the past year has been one of significant progress and achievement for Girl Scouts of Greater Mississippi. We give thanks to the dedication and hard work of everyone involved, from volunteers and staff to community partners and alumni. Our commitment to providing meaningful experiences and opportunities for Girl Scouts is and will continue to be the center of every decision we make.

Accomplishments such as achieving accreditation from The American Camping Association and seeing growth in membership despite challenges like the cookie shortage as well as tornado damage at Camp Iti Kana highlight the resilience and determination of Girl Scouts of Greater Mississippi.

Our emphasis on fostering leadership, independence, and courage in the girls we serve is critical to their success today and always. By standing on our values and traditions while also embracing new opportunities, we're ensuring that Girl Scouts of Greater Mississippi continues to make a positive impact on the lives of girls in our state. Together we stand on values of integrity, rich traditions, and our mission to build Girl Scouts of courage, confidence, and character and make the world a better place.

We are honored to serve an organization with a promise to serve God and our country, to help people at all times and to live by the Girl Scout Law. Thank you for your tireless dedication to Girl Scouts and for the positive impact you're making in the lives of so many young girls. Here's to another year of growth, achievement, and empowerment!

Again, thank you for your dedication to Girl Scouts!

Yours in scouting,



Becky Traweek  
Chief Executive Officer



Robin Robinson  
Board of Directors, Chair



Your Year of

Discovery

2022 BOARD OF DIRECTORS

Robin Robinson  
*Board Chair*

Sarah Palmer  
*First Vice Chair*

Kearn Cherry  
*Second Vice Chair*

Betty Mallett  
*Board Secretary*

Laura Hearn  
*Board Treasurer*

Meredith Aldridge

Janice Brown

Jennifer Hall

Mary Hill

Cindy Hollingsworth

Tina Lakey

Lauren McGraw

Henry Michel

Connie Moran

Ron Mumbower, Ph.D., LMFT

Cathy Lott Northington

Dan Robinson

Charlotte Seals

Janice Touchstone, DDS, DMD

Barbara Travis

Pam Ware

**The Girl Scout Mission**

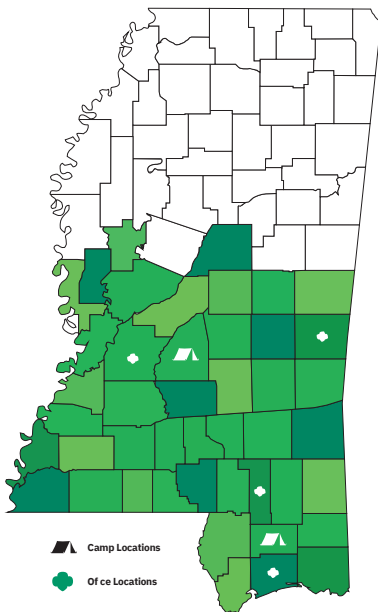
Girl Scouting builds girls of courage, confidence and character who make the world a better place.

**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



**Headquarters/Jackson Service Center**

1471 West County Line Road  
Jackson, MS 39213

**Hattiesburg Service Center**

110 South 37 Avenue, Suite 10  
Hattiesburg, MS 39401

**Gulf Coast Service Center**

1610 25th Avenue  
Gulfport, MS 39501

**Meridian Service Center**

307 24th Avenue South  
Meridian, MS 39301

**Camp Iti Kana**

11 Camp Iti Kana Road  
Wiggins, MS 39577

**Camp Wahi**

1593 Shiloh Road  
Brandon, MS 39042

▲ Camp Locations  
● Office Locations

45  
COUNTIES SERVED

2  
CAMP PROPERTIES

4  
SERVICE CENTERS

Girl Scouts of Greater Mississippi is a nonprofit 501(c)(3) and relies on the generous support of donors. Together, we can deliver impactful, engaging and empowering programs that encourage girls to reach their greatest leadership potential. Show your strength by donating, volunteering, or supporting today. Visit [gsgms.org](http://gsgms.org) or call 601.326.4475 to find out how you can support.



**1685**

**Legacy Badges**

Building on over 100 years of Girl Scout history and giving girls a sense of history inspiring them to be the best they can be

**2729**

**Life Skill Badges**

Helping girls gain the skills to accept challenges, overcome obstacles and take the lead

**1268**

**Outdoor Badges Earned**

Developing a lifelong appreciation for nature and the out-of-doors

**1799**

**Badges in STEM**

Helping girls see how they can actually improve the world

**2001**

**Entrepreneurship Badges**

Allowing girls to master topics like budgeting and money management

**1989**

**Council Program Experiences**

Building courage, confidence, and character

**734**

**Leadership Journeys**

Inspiring girls to discover more of what they really care about

**6**

**Counselors In Training**

Serving as a role model and mentor for younger Girl Scouts at camp

**65**

**President's Volunteer Service Awards**

Taking service beyond the Girl Scout program

# IMPACT AT

## HIGHEST AWARDS



**37**

**Silver Awards**

When girls work on their Silver Award, they have the option to work individually or in a group.



**13**

**Gold Awards**

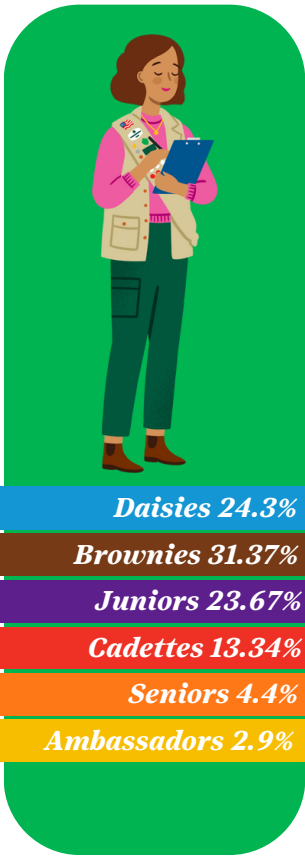
The Gold Award represents the highest achievement in Girl Scouts, which girls must earn as individuals.



**53**

**Bronze Awards**

At the Bronze Award level, girls must work in a team setting



**1910**

**Dedicated Volunteers**

Guiding girls through the Girl Scout leadership experience

**491**

**Lifetime Members**

Staying connected to the largest leadership development organization for girls in the world

**753**

**Volunteers Recognized**

With national awards

**447**

**Girl Scout Troops**

Discovering their talents and passions in a safe and supportive all-girl setting

**54.7%**

**Girl Retention**

Highest since 2005

**113**

**Adults**

Successfully completed New Leader Training

**3**

**Medical Professionals**

Voluntarily supported the health and safety of girls and staff at summer camp

**36**

**Community Partners**

Providing additional program experiences for girls

**5939**

**Registered Girl Members**

Leading their own adventure and teaming up with other girls in an all-girl environment to choose the exciting, hands-on activities that interest them most

# A GLANCE

## COUNCIL DEMOGRAPHICS - MY2023

### Adults

### Girls

	Hispanic	Non Hispanic	Not Reported	
White	21	1052	21	1094
Black / African American	1	650	12	663
Asian	2	6		8
American Indian		4		4
Hawaiian/Pacific Islander		1		1
Other Races	7	9		16
Multiple	2	30	3	35
Not reported	10	56	177	243
<b>Totals</b>	<b>43</b>	<b>1808</b>	<b>213</b>	<b>2064</b>

	Hispanic	Non Hispanic	Not Reported	
White	62	2357	96	2515
Black / African American	9	2130	250	2389
Asian	1	43		44
American Indian	2	24	2	28
Hawaiian/Pacific Islander		1		1
Other Races	34	36	8	78
Multiple	4	110	8	122
Not reported	58	93	611	762
<b>Totals</b>	<b>170</b>	<b>4794</b>	<b>975</b>	<b>5939</b>

# 5

## Ways Girl Scouts Helps Girls Thrive

### 1. STRONG SENSE OF SELF

Girls have confidence in themselves and their abilities so that they form positive identities.

### 2. POSITIVE VALUES

Girls act ethically, honestly, and responsibly. They show concern for others.

### 3. CHALLENGE SEEKING

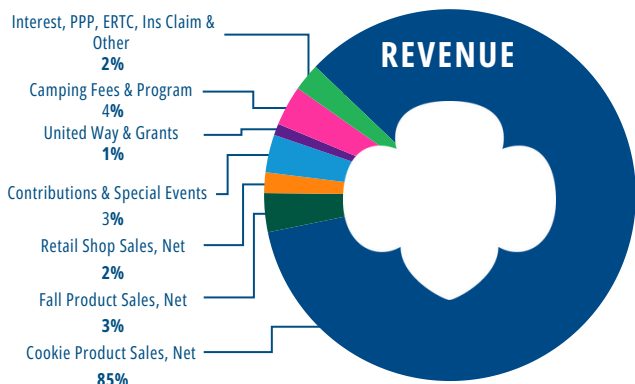
Girls take appropriate risks. They try things even if they might fail, and they learn from their mistakes.

### 4. HEALTHY RELATIONSHIPS

Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.

### 5. COMMUNITY PROBLEM SOLVING

Girls desire to contribute to the world in purposeful and meaningful ways. They learn how to identify problems in their communities and create "Action Plans" to solve them.

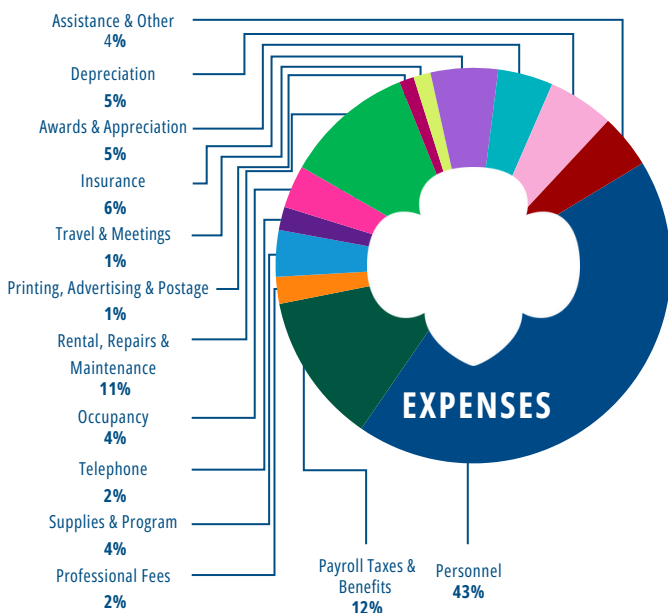
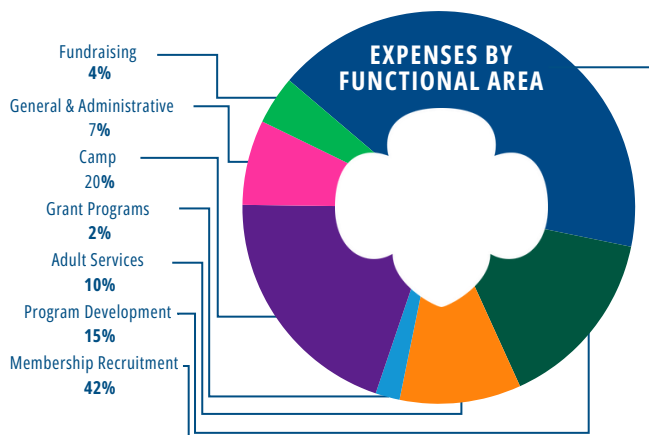


#### REVENUE

Cookie Product Sales, net	3,220,130
Fall Product Sales, net	127,627
Retail Shop Sales, net	69,822
Contributions & Special Events	125,985
United Ways & Grants	37,372
Camping Fees & Program	133,814
Interest, PPP, ERTC, Ins Claim & Other	89,932
<b>Total Revenue</b>	<b>3,804,682</b>

#### EXPENSES BY FUNCTIONAL AREA

Membership Recruitment	1,330,162
Program Development	475,057
Adult Services	316,708
Grant Programs	63,343
Camp	633,411
General and Administrative	221,693
Fundraising	126,684
<b>Total Expenses</b>	<b>3,167,058</b>
Change in Net Assets	637,624



#### EXPENSES

Personnel	1,367,727
Payroll Taxes & Benefits	389,346
Professional Fees	70,943
Supplies & Program	121,476
Telephone	59,086
Occupancy	110,269
Rental, Repairs & Maintenance	336,143
Printing, Advertising & Postage	38,648
Travel & Meetings	44,160
Insurance	175,436
Awards & Appreciation	143,841
Depreciation	171,205
Assistance & Other	138,778
<b>Total Expenses</b>	<b>3,167,058</b>

### 2023 HOW THE COOKIE CRUMBLES!

Troops & SU Proceeds & Rewards	\$0.92	18%
Cost of Goods	\$1.19	24%
Membership	\$1.21	24%
Resident Camp	\$0.59	12%
Girl Program	\$0.49	10%
Adult Training	\$0.28	6%
Fundraising	\$0.12	2%
General & Administrative	\$0.20	4%
<b>Total</b>	<b>\$5.00</b>	<b>100%</b>

