

## Greetings from the CEO and Board Chair 2021

The 2021 Girl Scout year was certainly not without challenges. However, one of the greatest strengths of Girl Scouts is identifying problems and finding solutions. When we couldn't go into schools to recruit, we found outdoor spaces to hold parent meetings. When we had to "mask up" and maintain social distancing at troop meetings and council events, we did. When it was time for summer camp, we had our in-person overnight camps and troop camps, AND we had virtual camps, complete with homemade tents in living rooms and S'mores cooked over everything from ovens to microwaves to outdoor backyard firepits! We also had a first for our council. One of our Gold Award Girl Scouts was awarded one of ten national scholarships from Girl Scouts of the USA. Also, we were again awarded the "Best Non-Profit" award from the Mississippi Business Journal.

We are both proud and humbled by the vision and focus of our volunteers, staff and board as we have worked to continue bringing the Girl Scout mission to life in central and south Mississippi. We continue to work together for a bright future, helping girls be more resilient and stronger than ever.

One of the most powerful results of living the Girl Scout Promise and Law is the ability to exercise and recognize true leadership. Being honest and fair, courageous and strong and making the world a better place - these are the values that our staff and volunteers teach, model and reinforce.

We look forward to the coming year with optimism. Thank you to everyone in our Girl Scout family for all you do to serve the leaders of tomorrow!

Yours in Scouting,

Becky Traweck  
Chief Executive Officer

Robin Robinson  
Board of Directors, Chair



# G.I.R.L.

GO-GETTER / INNOVATOR / RISK-TAKER / LEADER

### The Girl Scout Mission

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

### The Girl Scout Promise

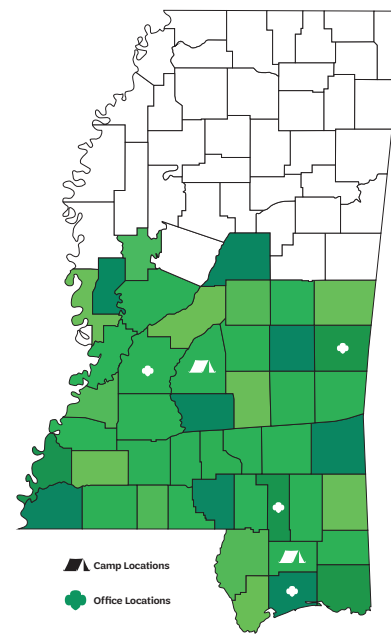
On my honor, I will try to serve God and my country, to help people at all times, and to live by the Girl Scout Law.

### 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

## Girl Scouts of Greater Mississippi

601-326-GIRL (4475) | www.gsgms.org



45  
COUNTIES SERVED

2  
CAMP PROPERTIES

4  
SERVICE CENTERS

#### Headquarters/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

### 2021 BOARD OF DIRECTORS

Robin Robinson, *Board Chair*  
State Representative District 88

Sarah Palmer, *First Vice Chair*  
U.S. Army Corps of Engineers

Kearn Cherry, *Second Vice Chair*  
PRN Home Care

Betty Mallett, *Board Secretary*  
Betty A. Mallett, PLLC, Attorney at Law

Laura Hearn, *Board Treasurer*  
W.G. Yates Construction Company

Gloria Johnson  
Retired, Entergy of Mississippi

Dan Robinson  
DR Properties

Meredith Aldridge  
University of Mississippi Medical Center

Janice Brown  
Trustmark

Jennifer Hall  
Baker Donelson

Cindy Hollingsworth  
Lyle Walker & Company, PA

Lauren McGraw  
Gotta Go Site Service Rentals

Henry Michel  
J. Walter Michel Rentals

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City of Ocean Springs

Ron Mumbower, Ph.D., LMFT  
Marriage and Family Therapist

Cathy Lott Northington  
Mississippi Economic Council

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Madison County Schools

Janice Touchstone, DDS, DMD

Barbara Travis  
MarketLynx Consulting

Pam Ware  
First Commercial Bank



girl scouts  
of greater mississippi  
**2021 IMPACT REPORT**  
OCTOBER 1, 2020 – SEPTEMBER 30, 2021



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.



**851**  
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

**611**  
BADGES IN SCIENCE, TECHNOLOGY AND ENGINEERING  
HELPING GIRLS SEE HOW THEY CAN ACTUALLY IMPROVE THE WORLD

**686**  
LEADERSHIP JOURNEYS  
INSPIRING GIRLS TO DISCOVER MORE OF WHAT THEY REALLY CARE ABOUT

**1469**  
LIFE SKILL BADGES  
HELPING GIRLS GAIN THE SKILLS TO ACCEPT CHALLENGES, OVERCOME OBSTACLES AND TAKE THE LEAD.

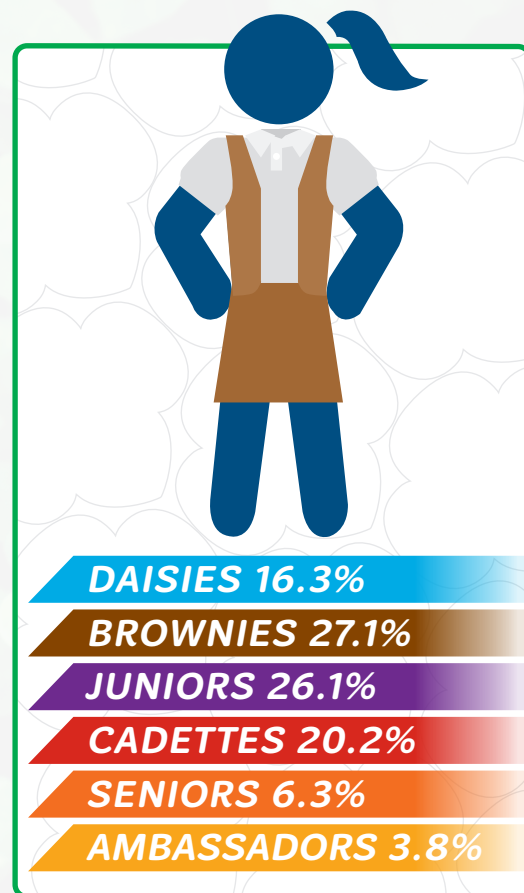
**825**  
ENTREPRENEURSHIP BADGES  
ALLOWING GIRLS TO MASTER TOPICS LIKE BUDGETING AND MONEY MANAGEMENT

**6**  
COUNSELORS IN TRAINING  
SERVING AS A ROLE MODEL AND MENTOR FOR YOUNGER GIRL SCOUTS AT CAMP

**759**  
OUTDOOR BADGES EARNED  
DEVELOPING A LIFELONG APPRECIATION FOR NATURE AND THE OUT-OF-DOORS

**1989**  
COUNCIL PROGRAM EXPERIENCES  
BUILDING COURAGE, CONFIDENCE AND CHARACTER

**82**  
PRESIDENT'S VOLUNTEER SERVICE AWARDS  
TAKING SERVICE BEYOND THE GIRL SCOUT PROGRAM



**1103**  
DEDICATED VOLUNTEERS  
GUIDING GIRLS THROUGH THE GIRL SCOUT LEADERSHIP EXPERIENCE

**432**  
LIFETIME MEMBERS  
STAYING CONNECTED TO THE LARGEST LEADERSHIP DEVELOPMENT ORGANIZATION FOR GIRLS IN THE WORLD

**40**  
VOLUNTEERS RECOGNIZED  
WITH NATIONAL AWARDS

**391**  
GIRL SCOUT TROOPS  
DISCOVERING THEIR TALENTS AND PASSIONS IN A SAFE AND SUPPORTIVE ALL-GIRL SETTING

**42.9%**  
GIRL RETENTION  
FROM FY 2019

**OVER 200**  
ADULTS  
SUCCESSFULLY COMPLETED NEW LEADER TRAINING

**4**  
MEDICAL PROFESSIONALS  
VOLUNTARILY SUPPORTED THE HEALTH AND SAFETY OF GIRLS AND STAFF AT SUMMER CAMP

**10**  
COMMUNITY PARTNERS  
PROVIDING ADDITIONAL PROGRAM EXPERIENCES FOR 498 GIRLS

**4253**  
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.

# IMPACT AT A GLANCE

## COUNCIL DEMOGRAPHICS - MY2021

### GIRLS

	Hispanic	Non-Hispanic	Not Reported	
White	48	1872	181	2101
Black/African American	6	1426	155	1587
Asian	1	20	5	26
American Indian	2	18	2	22
Hawaiian/ Pacific Islander				0
Other Races	21	35	6	62
Multiple	5	99	21	125
Not Reported	13	42	274	330
<b>TOTALS</b>	<b>96</b>	<b>3513</b>	<b>644</b>	<b>4253</b>

### ADULTS

	Hispanic	Non-Hispanic	Not Reported	
	6	671	24	701
	1	405	11	417
		3		3
			1	1
	6	9		15
	1	34	2	37
	4	27	89	120
<b>TOTALS</b>	<b>18</b>	<b>1150</b>	<b>127</b>	<b>1295</b>

## HIGHEST AWARDS



**47**

BRONZE AWARDS

At The Bronze Award Level, Girls Must Work In A Team Setting.



**22**

SILVER AWARDS

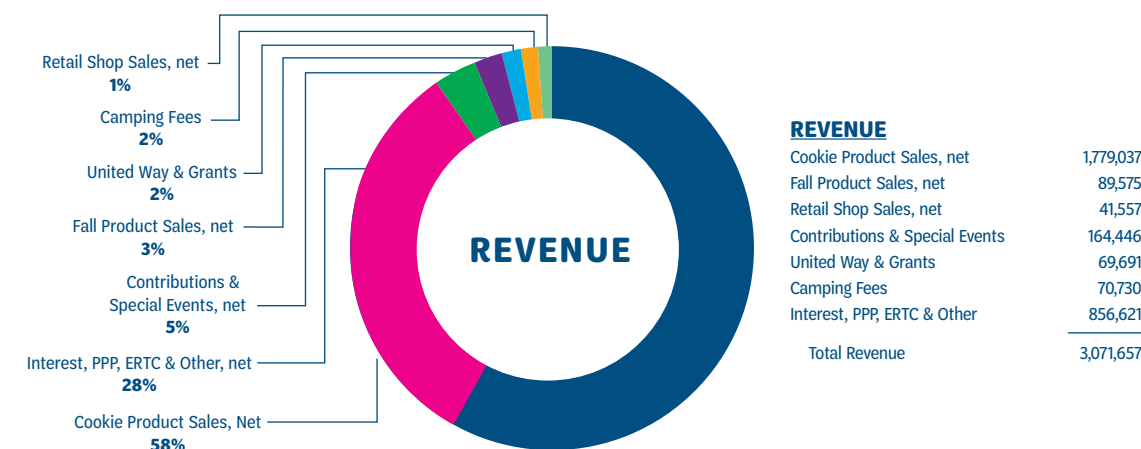
When Girls Work On Their Silver Award, They Have The Option To Work Individually Or In A Group Setting.



**21**

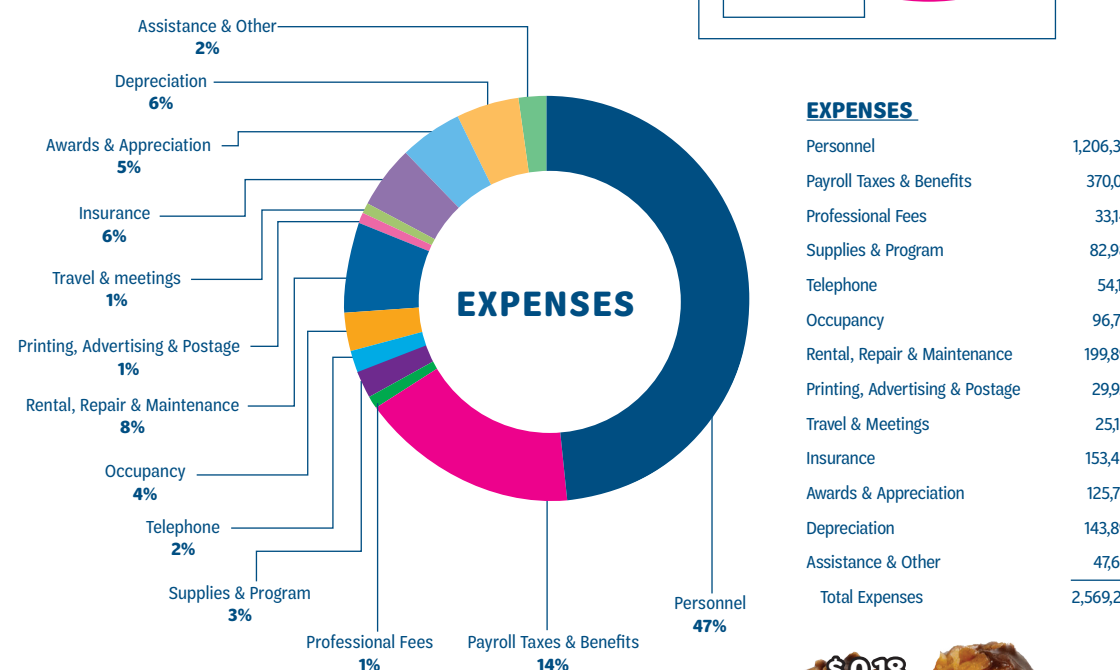
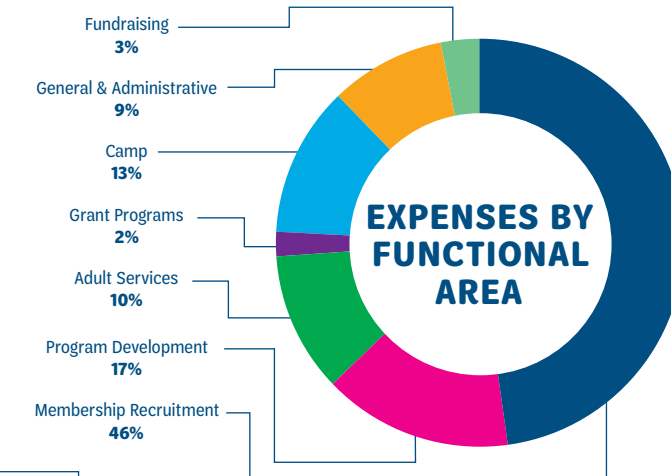
GOLD AWARDS

The Gold Award Represents The Highest Achievement In Girl Scouts, Which Girls Must Earn As Individuals.



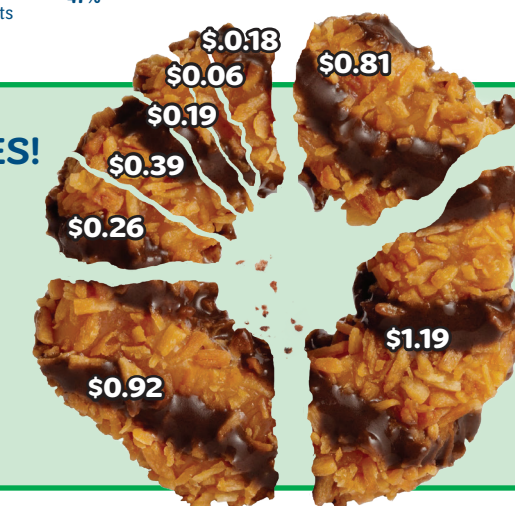
### EXPENSES BY FUNCTIONAL AREA

Membership Recruitment	1,181,848
Program Development	436,764
Adult Services	256,923
Grant Programs	51,387
Camp	334,002
General & Administrative	231,233
Fundraising	77,080
<b>Total Expenses</b>	<b>2,569,237</b>
Change In Net Assets	502,420



## 2021 HOW THE COOKIE CRUMBLES!

Troops & SU Proceeds & Rewards	\$ 0.81	20%
Cost of Goods	\$ 1.19	30%
Membership	\$ 0.92	23%
Resident Camp	\$ 0.26	6%
Girl Program	\$ 0.39	10%
Adult Training	\$ 0.19	5%
Fundraising	\$ 0.06	1%
General & Administrative	\$ 0.18	5%
	\$ 4.00	100%



## 5 WAYS GIRL SCOUTS HELP GIRLS THRIVE

### STRONG SENSE OF SELF

GIRLS HAVE CONFIDENCE IN THEMSELVES AND THEIR ABILITIES, AND FORM POSITIVE IDENTITIES

### POSITIVE VALUES

GIRLS ACT ETHICALLY, HONESTLY, AND RESPONSIBLY, AND SHOW CONCERN FOR OTHERS

### CHALLENGE SEEKING

GIRLS TAKE APPROPRIATE RISKS, TRY THINGS EVEN IF THEY MIGHT FAIL, AND LEARN FROM MISTAKES

### HEALTHY RELATIONSHIPS

GIRLS DEVELOP AND MAINTAIN HEALTHY RELATIONSHIPS BY COMMUNICATING THEIR FEELINGS DIRECTLY AND RESOLVING CONFLICTS CONSTRUCTIVELY

### COMMUNITY

### PROBLEM SOLVING

GIRLS DESIRE TO CONTRIBUTE TO THE WORLD IN PURPOSEFUL AND MEANINGFUL WAYS, LEARN HOW TO IDENTIFY PROBLEMS IN THE COMMUNITY, AND CREATE "ACTION PLANS" TO SOLVE THEM