



girl scouts

of greater mississippi

OCTOBER 1, 2016 –
SEPTEMBER 30, 2017

2017

IMPACT REPORT



"The work of today is the history of tomorrow and we are its makers."

-Juliette Gordon Low

At Girl Scouts of Greater Mississippi, we are constantly thinking about the future and how to help the next generation of female business owners, teachers, scientists, and community leaders succeed. We are leading the way forward—and changing the world, one girl at a time.

Girl Scouts takes the potential of girls, combines it with robust skill-building programming, and adds caring adult mentors and strong female role models. Through the Girl Scout Leadership Experience, every girl is encouraged to discover her interests, connect with the world, and take action. She is inspired to release her inner go-getter, innovator, risk-taker, and leader—her G.I.R.L. power.

When a girl stays in Girl Scouting for just four years, she learns to find her voice, take risks and advocate for herself and others. Research shows that girls learn best in an all-girl, girl-led, and girl-friendly environment. Girl Scouts is a place where she'll practice different skills, explore her potential, take on leadership positions—and even feel allowed to fail, dust herself off, get up, and try again.

As you review this impact report, you'll see our highlights of 2017. Among them, our girl membership increased 6%; we've enhanced experiences in inventive areas such as STEM and entrepreneurship; and we are cultivating new partners in support and programming.

The results that you, our generous donors and partners, empowered and fueled for the Girl Scout Movement and for girls reflect a powerful degree of participation and collaboration. Thanks to your support, Girl Scouts of Greater Mississippi is positioned as never before to meet future challenges head on.

But our progress cannot stop. We are committed to being a critical part of important change, and are grateful to have supporters like you to help us face new challenges. The world is desperate for courageous leaders and champions of character—fortunately, we're cultivating thousands of them right now in Girl Scouts.

Becky Traweek
CEO

Gloria Johnson
Board of Directors, Chair



WOMEN OF DISTINCTION 2018:

Becky Traweek (CEO), Barbie Bassett, Debra Hendricks Gibbs, Esq., Sherry Pitts, Rosalyn Howard, Rosie Weary, Mildred Ridgway, M.D., The Honorable Constance Slaughter-Harvey, Gloria Johnson (Board of Directors, Chair)

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



1248

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

1153

LIFE SKILL BADGES

HELPING GIRLS GAIN THE SKILLS TO ACCEPT CHALLENGES, OVERCOME OBSTACLES AND TAKE THE LEAD.

941

OUTDOOR BADGES EARNED

DEVELOPING A LIFELONG APPRECIATION FOR NATURE AND THE OUT-OF-DOORS

381

BADGES IN SCIENCE, TECHNOLOGY AND ENGINEERING

HELPING GIRLS SEE HOW THEY CAN ACTUALLY IMPROVE THE WORLD

1227

ENTREPRENEURSHIP BADGES

ALLOWING GIRLS TO MASTER TOPICS LIKE BUDGETING AND MONEY MANAGEMENT

1317

COUNCIL PROGRAM EXPERIENCES

BUILDING COURAGE, CONFIDENCE AND CHARACTER

1450

LEADERSHIP JOURNEYS

INSPIRING GIRLS TO DISCOVER MORE OF WHAT THEY REALLY CARE ABOUT

7

COUNSELORS IN TRAINING

SERVING AS A ROLE MODEL AND MENTOR FOR YOUNGER GIRL SCOUTS AT CAMP

1114

GIRLS EXPERIENCED

OUTDOOR ADVENTURES IN TROOP CAMPING AND SUMMER RESIDENT CAMP

IMPACT AT

HIGHEST AWARDS



80

BRONZE AWARDS

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



51

SILVER AWARDS

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



14

GOLD AWARDS

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



DAISIES 25%

BROWNIES 29%

JUNIORS 25%

CADETTES 12%

SENIORS 3%

AMBASSADORS 2%

UNKNOWN 4%

56.53% 
GIRL RETENTION
FROM FY 2016

425
GIRL SCOUT TROOPS
DISCOVERING THEIR TALENTS
AND PASSIONS IN A SAFE AND
SUPPORTIVE ALL-GIRL SETTING

8169
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

2454
DEDICATED VOLUNTEERS
GUIDING GIRLS THROUGH THE
GIRL SCOUT LEADERSHIP EXPERIENCE

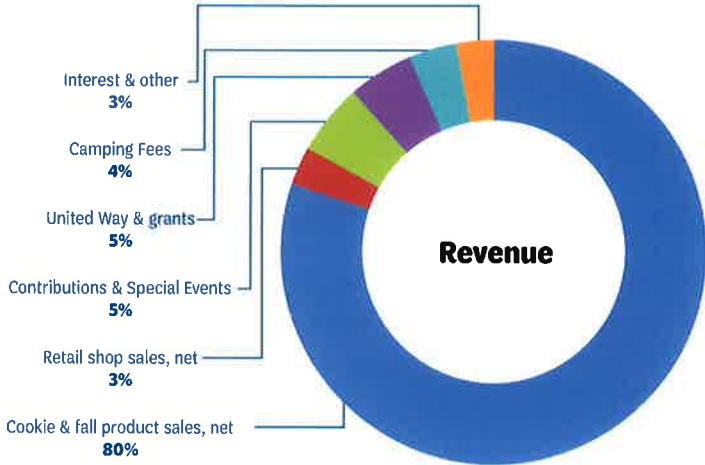
21
VOLUNTEERS RECOGNIZED
WITH NATIONAL AWARDS

394
LIFETIME MEMBERS
STAYING CONNECTED TO
THE LARGEST LEADERSHIP
DEVELOPMENT ORGANIZATION
FOR GIRLS IN THE WORLD

154
ADULTS
SUCCESSFULLY COMPLETED
NEW LEADER TRAINING

14
COMMUNITY PARTNERS
PROVIDING ADDITIONAL PROGRAM
EXPERIENCES FOR 508 GIRLS

8
MEDICAL PROFESSIONALS
VOLUNTARILY SUPPORTED THE
HEALTH AND SAFETY OF GIRLS AND
STAFF AT SUMMER CAMP

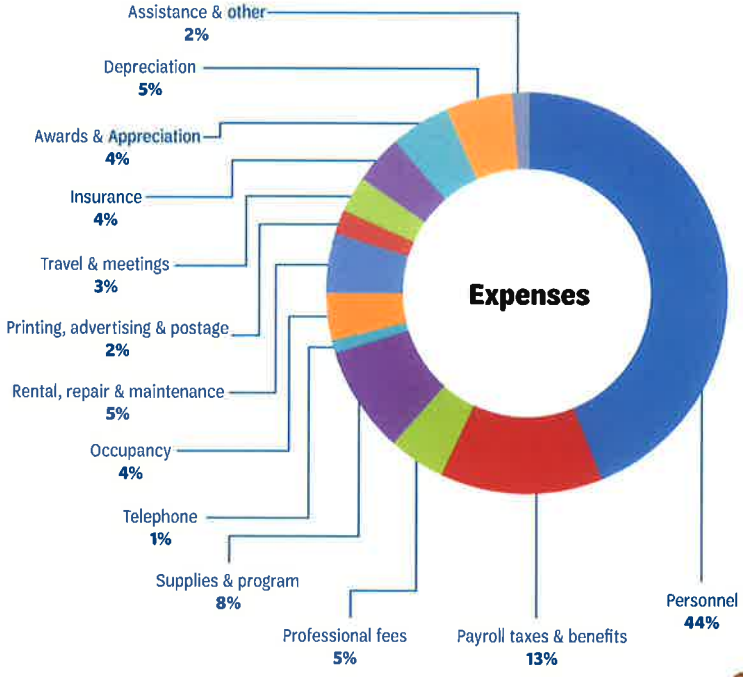
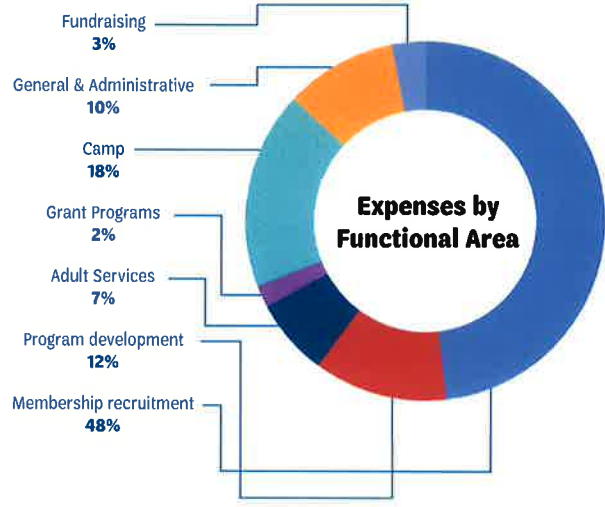


REVENUE

Cookie & fall product sales, net	2,401,101
Retail shop sales, net	87,840
Contributions & special events	168,685
United Way & grants	145,613
Camping fees	111,152
Interest & other	84,576
Total Revenue	2,998,967

EXPENSES BY FUNCTIONAL AREA

Membership recruitment	1,427,613
Program development	356,903
Adult services	208,194
Grant programs	59,484
Camp	535,355
General and administrative	297,419
Fundraising	89,225
Total Expenses	2,974,193
Change in Net Assets	24,774

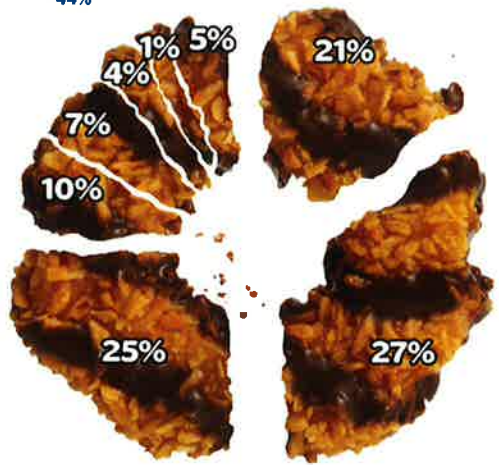


EXPENSES

Personnel	1,301,769
Payroll taxes & benefits	398,689
Professional fees	135,818
Supplies & program	242,613
Telephone	37,212
Occupancy	114,818
Rental, repair & maintenance	134,825
Printing, advertising & postage	63,031
Travel & meetings	86,100
Insurance	127,033
Awards & Appreciation	131,834
Depreciation	156,517
Assistance & other	43,934
Total Expenses	2,974,193

2017 HOW THE COOKIE CRUMBLES!

Troops & SU Proceeds & Rewards	\$ 0.84	21%
Cost of Goods	\$ 1.07	27%
Membership	\$ 1.00	25%
Resident Camp	\$ 0.38	10%
Girl Program	\$ 0.29	7%
Adult Training	\$ 0.15	4%
Fundraising	\$ 0.06	1%
General & Administrative	\$ 0.21	5%
Total	\$ 4.00	100%



100%
STAFF PARTICIPATION
IN ANNUAL FUND & UNITED WAY

1
GIRL SCOUT TROOP
GAVE BACK TO THE
ORGANIZATION THAT
EMPOWERS THEM

136
INDIVIDUAL DONORS
GAVE BELIEVING THAT GIRL
SCOUTS MATTER TODAY

37
CORPORATIONS
GAVE IN SUPPORT OF OUR
MISSION OF BUILDING GIRLS
OF COURAGE, CONFIDENCE AND
CHARACTER

10
FOUNDATIONS
COMMITTED TO HELPING
TODAY'S GIRLS BECOME
TOMORROW LEADERS

22
JULIETTE GORDON LOW SOCIETY
MEMBERS HAVE NAMED GSGMS
AS THE BENEFICIARY OF A
PLANNED GIFT

2017 was the 100th year of the first known sale of cookies by Girl Scouts. A century ago, girls started participating in what would evolve into the largest entrepreneurial training program, for girls in the world the Girl Scout Cookie Program®. Through the program, girls learn the essential skills they need to become effective leaders, manage finances, gain self-sufficiency, and develop confidence in handling money.

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

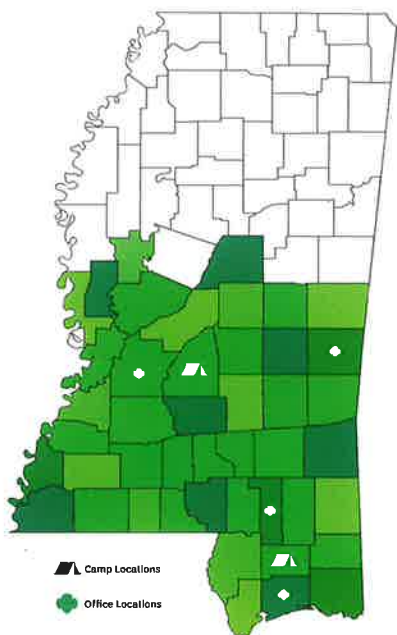
On my honor, I will try to serve God and my country, to help people at all times, and to live by the Girl Scout Law.

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



Headquarters/Service Center

1471 West County Line Road
Jackson, MS 39213

Hattiesburg Service Center

210 West Front Street, Suite 100
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

45
COUNTIES SERVED

2
CAMP PROPERTIES

4
SERVICE CENTERS

2017 BOARD OF DIRECTORS

Gloria Johnson, Chair, Retired
Entergy Mississippi

Marc Brand, First Vice Chair
Marc Brand & Associates

Mary Hill, Second Vice Chair
Jackson Public Schools

Tracy Wofford, Secretary
Wofford Consulting, LLC

Angela Herzog, Treasurer
Angela T. Herzog, CPA

Carolyn Boteler, Ex-officio
Tempstaff, Inc.

Members at Large:

Janice Brown
Trustmark Bank

Kearn Cherry
PRN Home Care

Sarah Palmer
U. S. Army Corps of Engineers

Marlena Pickering
*Baker, Donelson, Bearman,
Caldwell & Berkowitz*

Elee Reeves
Coker & Palmer Investment Securities

Jan Rideout, Retired
Ingalls Shipbuilding & Business Owner

Dan Robinson
DR Properties, LLC

Robin Robinson
Sanderson Farms

Wanda Russell
SuperTalk Mississippi

Candie Simmons
Regions Financial Corporation

Janice Touchstone
Janice Touchstone, DMD

Michele Thames
MSU Riley Center

Dan Thurtell
GRG International Limited

Carmen Walters
Mississippi Gulf Coast Community College

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 or call 601.366.0607 to find out how you can support.