

Greetings from the CEO and Board Chair 2021

These past several months have been uniquely challenging as we have worked through the impacts of the coronavirus (COVID-19) pandemic, while pivoting and innovating to deliver rich new experiences, programs, and opportunities for our Girl Scouts in a social-distancing environment. Our council held a weekly series of Facebook Lives with fun activities each week. We pioneered Virtual Journeys and other Badge programs. Several Service Units were able to participate safely in outdoor activities such as kayaking and astrophotography. Through it all, we honored inspiring leaders like Mississippi native Dianne Belk, Founding Chair of the Juliette Gordon Low Society and Honorary GSUSA Trustee.

We are both proud and humbled by the vision and focus of our volunteers, staff, and Board as we have worked to continue to bring the Girl Scout mission to life in Central and South Mississippi. We continue to work together for a better tomorrow, helping our girls be resilient and stronger than ever.

One of the most powerful results of living the Girl Scout Law is the ability to exercise and recognize true leadership. Being honest and fair, and courageous and strong; using resources wisely; respecting yourself and others; and making the world a better place. These are values that our staff and volunteers at the national and local levels continually teach, model, and reinforce. We are proud that for over 100 years Girl Scouting has produced and attracted so many examples of courage, confidence, and character in our girls and the adults who lead them.

We are looking 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, and we hope everyone has a safe, healthy and happy year ahead.

Yours in Scouting,

Becky Traweek
Chief Executive Officer

Gloria Johnson
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

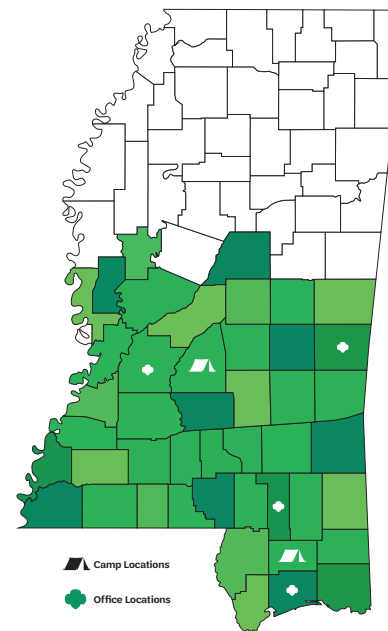
On my honor, I will try to serve God and my country, to help people at all times, and to live by the Girl Scout Law.

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



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

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 or call 601.326.4475 to find out how you can support.

2020 BOARD OF DIRECTORS

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Janice Touchstone, DMD

Barbara Travis
Barbara Travis Marketing/
Graphic Arts



girl scouts
of greater mississippi

2020 IMPACT REPORT

OCTOBER 1, 2019 – SEPTEMBER 30, 2020

986

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

628

BADGES IN SCIENCE, TECHNOLOGY AND ENGINEERING

HELPING GIRLS SEE HOW THEY CAN ACTUALLY IMPROVE THE WORLD

290

LEADERSHIP JOURNEYS

INSPIRING GIRLS TO DISCOVER MORE OF WHAT THEY REALLY CARE ABOUT

1522

LIFE SKILL BADGES

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

945

ENTREPRENEURSHIP BADGES

ALLOWING GIRLS TO MASTER TOPICS LIKE BUDGETING AND MONEY MANAGEMENT

11

COUNSELORS IN TRAINING

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

447

OUTDOOR BADGES EARNED

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

1989

COUNCIL PROGRAM EXPERIENCES

BUILDING COURAGE, CONFIDENCE AND CHARACTER

77

PRESIDENT'S VOLUNTEER SERVICE AWARDS

TAKING SERVICE BEYOND THE GIRL SCOUT PROGRAM

DAISIES 23.8%

BROWNIES 29.9%

JUNIORS 27.4%

CADETTEES 13.3%

SENIORS 3.2%

AMBASSADORS 2.4%

1474

DEDICATED VOLUNTEERS

GUIDING GIRLS THROUGH THE GIRL SCOUT LEADERSHIP EXPERIENCE

421

LIFETIME MEMBERS

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

40

VOLUNTEERS RECOGNIZED

WITH NATIONAL AWARDS

448

GIRL SCOUT TROOPS

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

54.2%

GIRL RETENTION

FROM FY 2019

OVER 300

ADULTS

SUCCESSFULLY COMPLETED NEW LEADER TRAINING

6

MEDICAL PROFESSIONALS

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

14

COMMUNITY PARTNERS

PROVIDING ADDITIONAL PROGRAM EXPERIENCES FOR 498 GIRLS

7325

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.

77

BRONZE AWARDS

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

36

SILVER AWARDS

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

19

GOLD AWARDS

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

COUNCIL DEMOGRAPHICS - MY2019

GIRLS

	Hispanic	Non-Hispanic	Not Reported	
White	54	2600	100	2754
Black/African American	15	2768	174	2957
Asian	3	35	9	47
American Indian	1	18	1	20
Hawaiian/ Pacific Islander		2		2
Multiple	12	162	22	196
Not Reported	64	69	1078	1211
TOTALS	214	5717	1396	7325

ADULTS

	Hispanic	Non-Hispanic	Not Reported	
	11	938	29	1315
	1	488	19	508
		5		5
	1	2	2	5
		1		1
	2	40	3	45
	6	43	127	176
	32	1525	181	1735

REVENUE

Interest, Gains & Other 1%

Camping Fees 1%

United Way & Grants 3%

Contributions & Special Events 2%

Retail Shop Sales, net 2%

Fall Product Sales, net 4%

Cookie Product Sales, Net 87%

REVENUE

Cookie Product Sales, net 2,466,422

Fall Product Sales, net 114,754

Retail Shop Sales, net 47,750

Contributions & Special Events 52,788

United Way & Grants 91,404

Camping Fees 30,780

Interest, Gains & Other 38,971

Total Revenue 2,842,869

EXPENSES BY FUNCTIONAL AREA

Membership Recruitment 1,291,909

Program Development 403,716

Adult Services 296,062

Grant Programs 58,831

Camp 322,977

General & Administrative 242,246

Fundraising 80,744

Total Expenses 2,691,485

Change In Net Assets 151,384

EXPENSES BY FUNCTIONAL AREA

Fundraising 3%

General & Administrative 9%

Camp 12%

Grant Programs 2%

Adult Services 11%

Program Development 15%

Membership Recruitment 48%

EXPENSES

Assistance & Other 2%

Depreciation 5%

Awards & Appreciation 5%

Insurance 5%

Travel & meetings 1%

Printing, Advertising & Postage 2%

Rental, Repair & Maintenance 6%

Occupancy 3%

Telephone 2%

Supplies & Program 2%

Professional Fees 2%

Payroll Taxes & Benefits 15%

Personnel 50%

EXPENSES

Personnel 1,334,134

Payroll Taxes & Benefits 411,076

Professional Fees 45,211

Supplies & Program 45,586

Telephone 50,762

Occupancy 85,420

Rental, Repair & Maintenance 162,434

Printing, Advertising & Postage 43,213

Travel & Meetings 23,722

Insurance 144,914

Awards & Appreciation 138,276

Depreciation 144,679

Assistance & Other 62,058

Total Expenses 2,691,485

2020 HOW THE COOKIE CRUMBLES!

Troops & SU Proceeds & Rewards \$ 0.78 20%

Cost of Goods \$ 1.17 29%

Membership \$ 1.00 25%

Resident Camp \$ 0.25 5%

Girl Program \$ 0.34 9%

Adult Training \$ 0.22 6%

Fundraising \$ 0.06 1%

General & Administrative \$ 0.18 5%

\$ 4.00 100%

\$0.18

\$0.06

\$0.78

\$0.22

\$0.34

\$0.25

\$1.00

\$1.17

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

girl scouts