

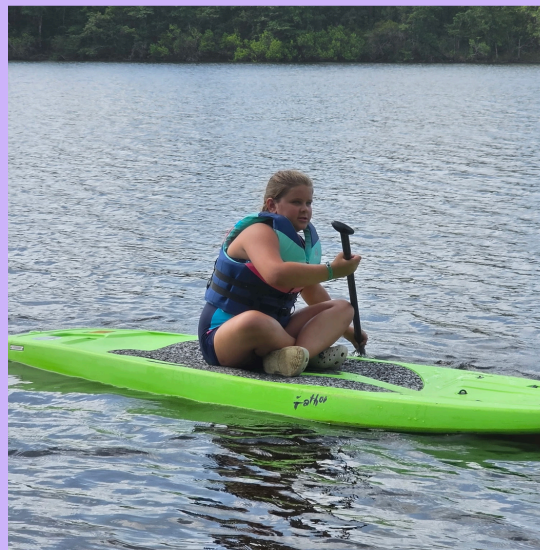
Where

girl scouts
of greater mississippi

Girl Scouts Grow

GSGMS Impact Report

October 1, 2024 - September 30, 2025





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 Family Promise

On my honor, I will try:
To support my Girl Scout and her troop,
To help girls lead at all times,
And to always keep it fun!

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.



Greetings from the CEO and Board Chair

As we reflect on the challenges and triumphs of the last year, we are grateful for the privilege of serving you as Board Chair and CEO of Girl Scouts of Greater Mississippi. 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 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.

Our commitment to fostering leadership, independence, and courage in the girls we serve is stronger than ever. By honoring our values and traditions while embracing new opportunities, we are ensuring that Girl Scouts of Greater Mississippi continues to make a lasting impact. Together, we stand on the foundation of integrity, rich traditions, and our mission to build girls of courage, confidence, and character who make the world a better place.

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.

We are honored to serve an organization dedicated to service, leadership, and making a meaningful difference. Thank you for your unwavering commitment to Girl Scouts and for the impact you make in the lives of so many young girls. Here's to another year of growth, achievement, and empowerment!

Yours in scouting,

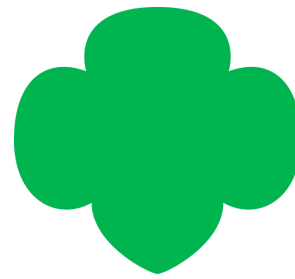


Becky Traweek
Chief Executive Officer



Mary Hill
Chairman, Board of Directors

Council Facts at a Glance



Badges & Other Awards

Legacy Badges

 **978**

Badges in Science,
Technology & Engineering

 **1,022**

Life Skill Badges

 **1,842**

Entrepreneurship
Badges

 **1,627**

Outdoor Badges

 **895**

Leadership
Journeys

 **518**

Program

Council Program Events

55

Program Aides /
Counselors in Training

8

Overnight / Day Campers

128

Gold Award Spotlight

Mackenzie Sterling - Books for Babies



Mackenzie worked with local organizations to gather donated books and create a book vending machine for families in the NICU at Memorial Hospital in Gulfport. Her project provides comfort for the families in what can be a very difficult time along with promoting literacy from the start.

Highest Awards

Girls work in teams and individually to solve real world problems in their communities with courage, confidence, and character! These are the highest awards earned by Girl Scouts.



36



14



19



Adult Volunteers

Dedicated
Volunteers

1,537

Lifetime
Memberships

532

Volunteers Recognized
with National Rewards

33

Successfully Completed
New Leader Training

156

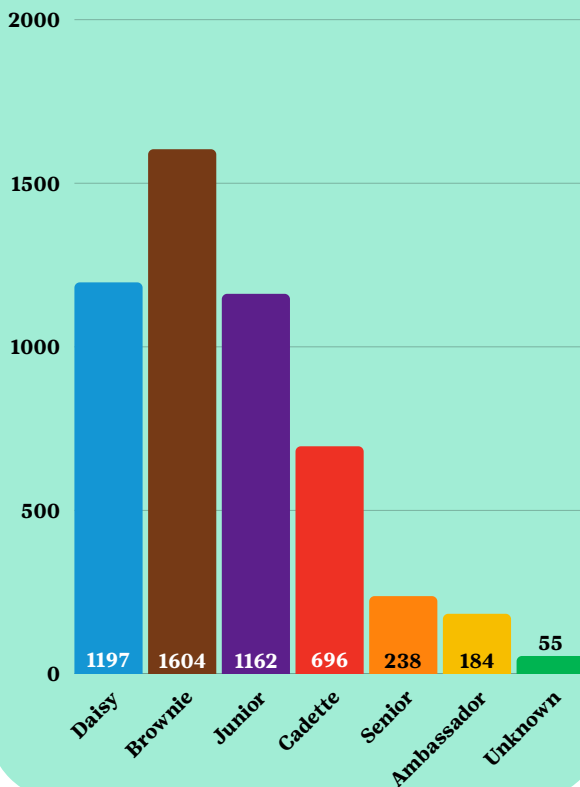
Troop Statistics & Percentages

Girl Scout Troops

561

Registered Girl Members

5,136



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

— Juliette Gordon Low

COUNCIL DEMOGRAPHICS - MY24-25

Adults	Demographics			
	Hispanic	Non Hispanic	Not Reported	
White	20	1181	224	1,425
Black/African American	1	703	37	741
Asian	1	11		12
American Indian		3		3
Hawaiian/Pacific Islander		5		5
Other Races	12	14	6	32
Multiple	2	22		24
Not Reported	7	51	212	270
Totals	43	1,990	479	2,512

Girls	Demographics			
	Hispanic	Non Hispanic	Not Reported	
White	62	1,915	78	2,055
Black/African American	20	1,800	356	2,176
Asian	1	18	1	20
American Indian	4	16	6	26
Hawaiian/Pacific Islander		6		6
Other Races	40	49	8	97
Multiple	9	100	1	110
Not Reported	155	75	416	646
Totals	291	3,979	866	5,136

Cookie Product Sales, Net

79%

Fall Product Sales, Net

4%

Retail Shop Sales, Net

2%

Contributions &
Special Events

6%

Camping Fees & Program

4%

Interest and Other

5%

REVENUE

REVENUE

Cookie Product Sales, net	2,667,814
Fall Product Sales, net	143,069
Retail Shop Sales, net	61,061
Contributions & Special Events	188,804
Camping Fees & Program	122,028
Interest & Other	174,320

Total Revenue 3,357,096

EXPENSES BY FUNCTIONAL AREA

Membership Recruitment	1,282,050
Program Development	448,718
Adult Services	288,461
Grant Programs	64,102
Camp	769,231
General and Administrative	256,408
Fundraising	96,153
Total Expenses	<u>3,205,123</u>

Change in Net Assets 151,973

EXPENSES BY FUNCTIONAL AREA

Membership Recruitment
40%

Program Development
14%

Adult Services
9%

Grant Programs
2%

Camp
24%

General &
Administrative
8%

Fundraising
3%

Personnel
45%

Payroll Taxes & Benefits
12%

Professional Fees
3%

Supplies & Program
3%

Telephone
1%

Occupancy
5%

Rental, Repairs, &
Maintenance
6%

Printing, Advertising, &
Postage
1%

Travel & Meetings
1%

Insurance
11%

Awards & Appreciation
5%

Depreciation
6%

Assistance & Other
1%

EXPENSES

EXPENSES

Personnel	1,457,574
Payroll Taxes & Benefits	395,708
Professional Fees	81,429
Supplies & Program	109,795
Telephone	42,777
Occupancy	148,200
Rental, Repairs & Maintenance	183,655
Printing, Advertising & Postage	38,948
Travel & Meetings	25,303
Insurance	335,982
Awards & Appreciation	163,361
Depreciation	178,350
Assistance & Other	44,041
Total Expenses	<u>3,205,123</u>

2025 HOW THE COOKIE CRUMBLES!

Troops & SU Proceeds & Rewards	\$.96	19%
Cost of Goods	\$1.52	30%
Membership	\$1.01	20%
Resident Camp	\$.60	12%
Girl Program	\$.41	8%
Adult Training	\$.22	5%
Fundraising	\$.08	2%
General & Administrative	\$.20	4%
	\$5.00	100%



Girls In Action





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.

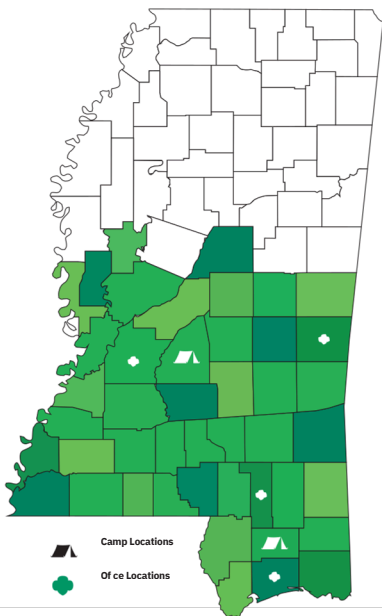
4. HEALTHY RELATIONSHIPS

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.

girlscouts
of greater mississippi



45

COUNTIES SERVED

2

CAMP PROPERTIES

4

SERVICE CENTERS

Headquarters

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

Board of Directors

Mary Hill

Board Chair

Cathy Watson

First Vice Chair

Lauren McGraw

Second Vice Chair

Meredith Aldridge

Board Secretary

Laura Hearn

Board Treasurer

Rosa Beckett

Roxanne Case

Denise Cherry, DDS

Nakimuli Davis-Primer

Pam Gordon

Angela Herzog

Erica Jones

Cindy Karlson, PhD

Tina Lakey

Kimberla Little

Henry Michel

Dr. Cupucine Robinson

Dan Robinson

Josh Thrash

Barbara Travis

Derick L Vance

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.