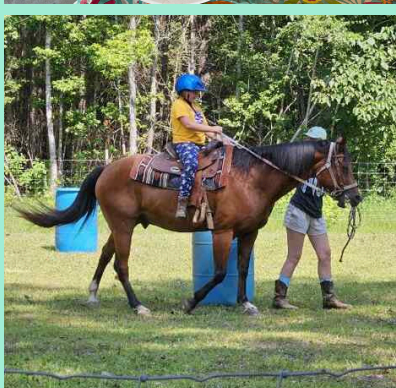


# girl scouts of greater mississippi IMPACT REPORT

October 1, 2023 - September 30, 2024







## 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 an extraordinary year, we are grateful for the privilege of serving you as Board Chair and CEO of Girl Scouts of Greater Mississippi.

The 2023-2024 year has been one of remarkable progress and achievement. We extend our deepest appreciation to the volunteers, community partners, alumni and staff whose dedication and hard work have driven our mission forward. Ensuring meaningful experiences and opportunities for Girl Scouts remains at the heart of every decision we make.

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.

As Girl Scouts, we proudly commit to serving God and our country, helping others at all times, and living by the Girl Scout Promise and Law. These guiding principles shape everything we do, empowering girls to become the leaders of tomorrow.

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  
Board Chair



# Council Facts at a Glance



## President's Volunteer Service Award

- 93 awards
- 14,546 service hours

## Badges & Other Awards

Legacy Badges

 **1,013**

Badges in Science,  
Technology & Engineering

 **1,146**

Life Skill Badges

 **1,680**

Entrepreneurship  
Badges

 **1,528**

Outdoor Badges

 **1,123**

Leadership  
Journeys

 **499**

## Gold Award Spotlight

*Georgia Collins - Pickleball Palooza*



Georgia worked with the East Mississippi Boys and Girls Club to provide equipment and training for the sport of pickleball to promote wellness and encourage the students to get moving. She is also our council's recipient of GSUSA's National Gold Award Scholarship!

## 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.*



**19**



**21**



**32**

## Program

Council Program Events

**171**

Program Aides /  
Counselors in Training

**16**

Overnight / Day Campers

**387**



## Silver Award Success

*Demi Johnson - Off Bottom Oysters*

Demi worked with Gulf Coast organizations to build her own oyster farm meant to help in rebuilding the oyster population in the Gulf. Her story went viral after she won the National Geographic Slingshot Challenge People's Choice Award gaining her features with PBS and even the New York Times!





# Adult Volunteers

Dedicated  
Volunteers

**1,892**

Lifetime  
Memberships

**514**

Volunteers Recognized  
with National Rewards

**79**

Successfully Completed  
New Leader Training

**146**

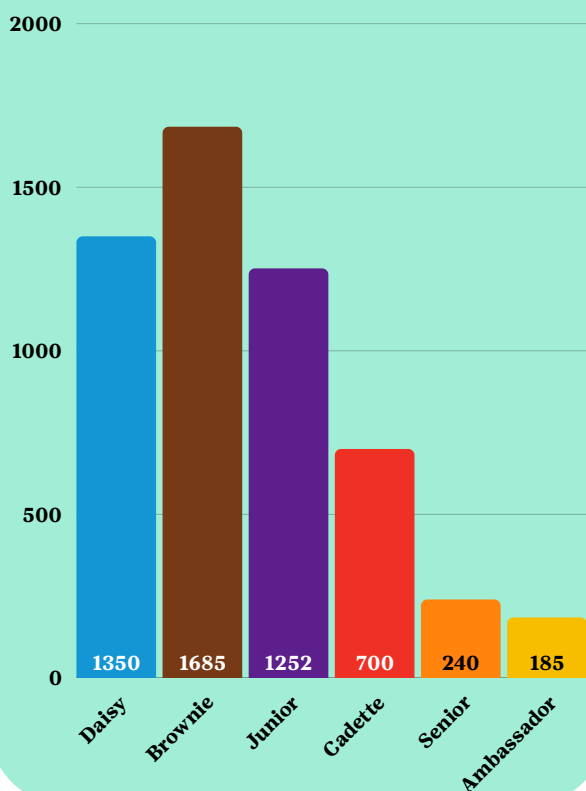
## Troop Statistics & Percentages

Girl Scout Troops

**404**

Registered Girl Members

**5,413**



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

— Juliette Gordon Low

## COUNCIL DEMOGRAPHICS - MY23-24

Adults	Hispanic	Non Hispanic	Not Reported	
White	18	1,059	19	1096
Black/African American	1	625	8	634
Asian	1	8		9
American Indian	1	4	1	6
Hawaiian/ Pacific Islander		3		3
Other Races	8	13	2	23
Multiple	5	25	4	34
Not Reported	8	52	171	231
Totals	42	1,789	205	2,036

Girls	Hispanic	Non Hispanic	Not Reported	
White	72	2,143	96	2,311
Black/African American	12	1,884	375	2,271
Asian		26		26
American Indian	5	16	1	22
Hawaiian/ Pacific Islander		6		6
Other Races	39	38	6	83
Multiple	5	112	12	129
Not Reported	45	90	430	565
Totals	178	4,315	920	5,413

Cookie Product Sales, Net

**82%**

Fall Product Sales, Net

**3%**

Retail Shop Sales, Net

**2%**

Contributions &  
Special Events

**4%**

United Way

**0%**

Camping Fees & Program

**3%**

Interest and Other

**6%**

## REVENUE

## REVENUE

Cookie Product Sales, net	3,060,166
Fall Product Sales, net	133,211
Retail Shop Sales, net	63,724
Contributions & Special Events	136,323
United Ways & Grants	14,859
Camping Fees & Program	120,045
Interest & Other	217,649

Total Revenue 3,745,977

## EXPENSES BY FUNCTIONAL AREA

Membership Recruitment	1,334,287
Program Development	533,714
Adult Services	333,570
Grant Programs	66,712
Camp	733,858
General and Administrative	233,498
Fundraising	100,070
Total Expenses	<u>3,335,709</u>

Change in Net Assets 410,268

## EXPENSES BY FUNCTIONAL AREA

Membership Recruitment  
**40%**

Program Development  
**16%**

Adult Services  
**10%**

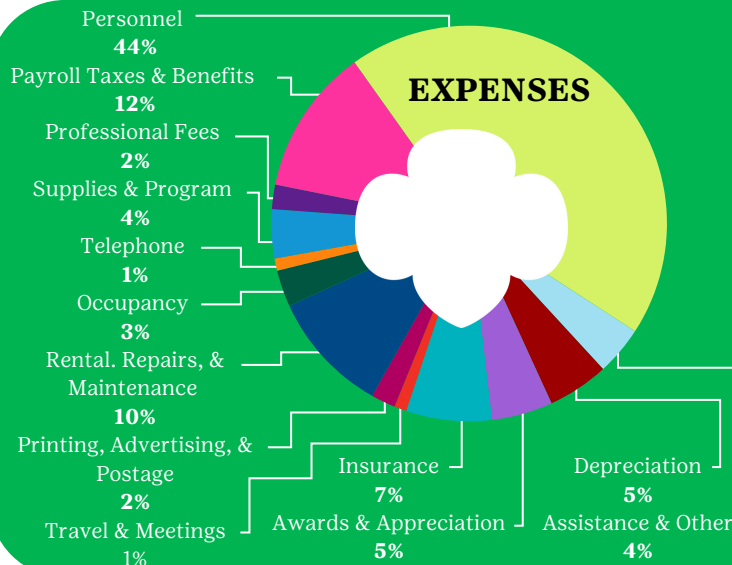
Grant Programs  
**2%**

Camp  
**22%**

General &  
Administrative  
**7%**

Fundraising  
**3%**

## EXPENSES



Personnel	1,474,688
Payroll Taxes & Benefits	398,812
Professional Fees	49,930
Supplies & Program	126,158
Telephone	42,472
Occupancy	102,933
Rental, Repairs & Maintenance	342,844
Printing, Advertising & Postage	68,747
Travel & Meetings	33,978
Insurance	230,173
Awards & Appreciation	164,772
Depreciation	173,189
Assistance & Other	127,013
Total Expenses	<u>3,335,709</u>

## 2024 HOW THE COOKIE CRUMBLES!

Troops & SU Proceeds & Rewards	\$ .95	19%
Cost of Goods	\$1.27	25%
Membership	\$1.13	23%
Resident Camp	\$ .60	12%
Girl Program	\$ .50	10%
Adult Training	\$ .27	5%
Fundraising	\$ .08	2%
General & Administrative	\$ .20	4%
	<u>\$5.00</u>	<u>100%</u>





# 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.

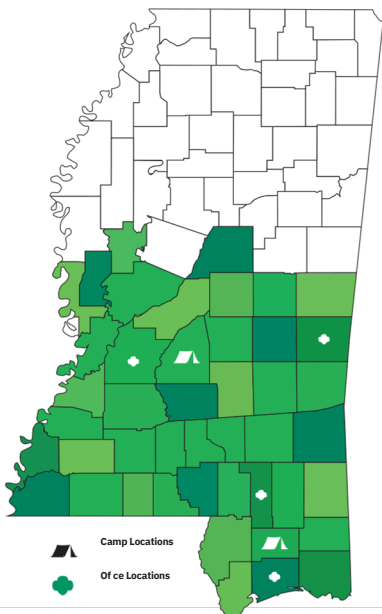
### 4. HEALTHY RELATIONSHIPS

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.

**girl scouts**  
of greater mississippi



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.

## Board of Directors

Mary Hill  
*Board Chair*

Jennifer Hall  
*First Vice Chair*

Lauren McGraw  
*Second Vice Chair*

Betty Mallett  
*Board Secretary*

Laura Hearn  
*Board Treasurer*

Meredith Aldridge

Rosa Beckett

Denise Cherry, DDS

Cindy Hollingsworth, CPA

Cindy Karlson, PhD

Tina Lakey

Kimberla Little

Henry Michel

Charlotte Seals

Josh Thrash

Barbara Travis

Derick L Vance

Pam Ware

Cathy Watson