

Greetings from the CEO and Board Chair 2022

As you all know, this has been a very busy year at GSGMS for the girls, volunteers, and staff members. Together we have focused on recruiting girls, volunteers, and advancing property improvements. During this year, we focused heavily on recovering from the membership decline because of COVID-19. I am pleased to report that GSGMS has been recognized by GSUSA for meeting hefty goals of membership numbers.

Also, we are very excited to have had the financial ability to develop a revitalization plan for Camp Wahi. Phase one of the plan is complete as we have brought life back to twenty aging buildings, made major road improvements, cut new trails, cut underbrush to enhance the beauty and safety of the camp, along with other improvements. A plan for future growth and attractions will be included and we will begin raising funds to give our girls the very best camp experience possible. Our goal is to attract and retain girls and their love of the outdoors. I want to thank our Board of Directors for their leadership in this project for the girls of today and the future by investing in our camps.

We are also working on Camp Iti Kana's recovery from the March 30 tornado. We will use this as an opportunity to build back better. We are grateful for our partnership with the Civitans. They not only help us make improvements every year at Camp Iti Kana, but are working tirelessly following the tornado to rebuild and repair damaged buildings.

We are excited about upcoming programs, camps, and travel opportunities for the girls. I want to thank all of you, our volunteers and parents for your partnership, patience, and determination as we completed a very successful but frustrating cookie season due to a national cookie shortage. The delays and additional work on your part was exceptional – you took a difficult situation and turned it into a learning opportunity for the girls. Business is not always easy and to be flexible and determined is the path to success. Our girls had an outstanding year. I am very excited to see the plans that they have for their hard-earned program proceeds. Thank you for remaining steady and keeping the momentum going through that difficult situation. We are stronger together.

You inspire us daily to hold the GSGMS family close at heart and reach for our shared dreams for the very best Girl Scout experience possible for our girls. We see every day, in our girls, volunteers, and staff that we do, in fact, have the power within each of us to make the world a better place. Thank you for your vital part of delivering on our promise to girls and our mission. The girls are the heart, and you are the backbone of our Girl Scouts of Greater Mississippi culture and the mission of our nationwide Movement.

I hope that our progress as a Council ignites excitement and makes you even prouder to be a part of the GSGMS family. Each girl, volunteer, parent, staff member and community partner that gives of their time, talent, and heart is a part of every success at GSGMS. Thank you and may the year ahead be our best year ever!

Yours in Scouting,



Becky Traweek
Chief Executive Officer



Robin Robinson
Board of Directors, Chair



All fun.

No filter.

Girl Scouts.

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

The Girl Scout Mission

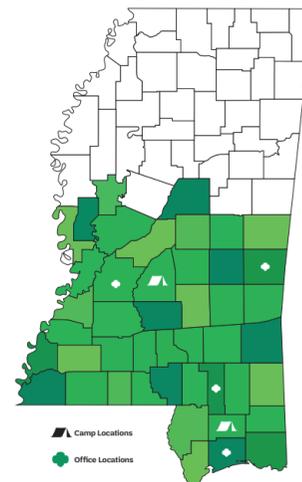
Girl Scouting builds girls of courage,
confidence and character who make
the world a better place.

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.

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

2022 BOARD OF DIRECTORS

Robin Robinson,
Board Chair

Sarah Palmer,
First Vice Chair

Kearn Cherry,
Second Vice Chair

Betty Mallett,
Board Secretary

Laura Hearn,
Board Treasurer

Meredith Aldridge

Janice Brown

Jennifer Hall

Mary Hill

Cindy Hollingsworth

Gloria Johnson

Lauren McGraw

Henry Michel

Connie Moran

Ron Mumbower, Ph.D., LMFT

Cathy Lott Northington

Dan Robinson

Charlotte Seals

Janice Touchstone, DDS, DMD

Barbara Travis

Pam Ware

girl scouts
of greater mississippi



2022 IMPACT REPORT

October 1, 2021 - September 30, 2022



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.

2307
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

3288
Life Skill Badges
Helping girls gain the skills to accept challenges, overcome obstacles and take the lead

1386
Outdoor Badges Earned
Developing a lifelong appreciation for nature and the out-of-doors

1439
Badges in STEM
Helping girls see how they can actually improve the world

1993
Entrepreneurship Badges
Allowing girls to master topics like budgeting and money management

1989
Council Program Experiences
Building courage, confidence, and character

753
Leadership Journeys
Inspiring girls to discover more of what they really care about

4
Counselors In Training
Serving as a role model and mentor for younger Girl Scouts at camp

83
President's Volunteer Service Awards
Taking service beyond the Girl Scout program



1517
Dedicated Volunteers
Guiding girls through the Girl Scout leadership experience

478
Lifetime Members
Staying connected to the largest leadership development organization for girls in the world

753
Volunteers Recognized
With national awards

408
Girl Scout Troops
Discovering their talents and passions in a safe and supportive all-girl setting

63.9%
Girl Retention
Highest since 2005

213
Adults
Successfully completed New Leader Training

2
Medical Professionals
Voluntarily supported the health and safety of girls and staff at summer camp

29
Community Partners
Providing additional program experiences for girls

5247
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 - MY2022

	Adults			
	Hispanic	Non Hispanic	Not Reported	
White	11	874	24	909
Black / African American	2	535		550
Asian		4		4
American Indian		5		5
Hawaiian/Pacific Islander		1		1
Other Races	9	10		19
Multiple	2	27	2	31
Not reported	7	46	126	179
Totals	31	1502	165	1698

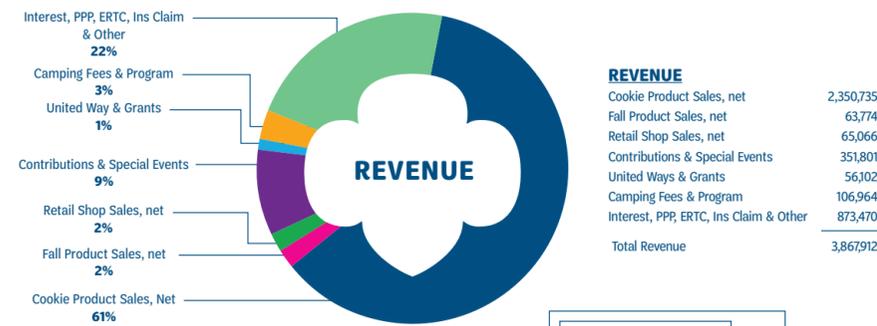
	Girls			
	Hispanic	Non Hispanic	Not Reported	
47	2075	163	2285	
10	1853	209	2072	
1	21	3	25	
1	27	5	33	
	2		2	
24	37	8	69	
4	109	14	127	
20	76	538	634	
107	4200	940	5247	

HIGHEST AWARDS

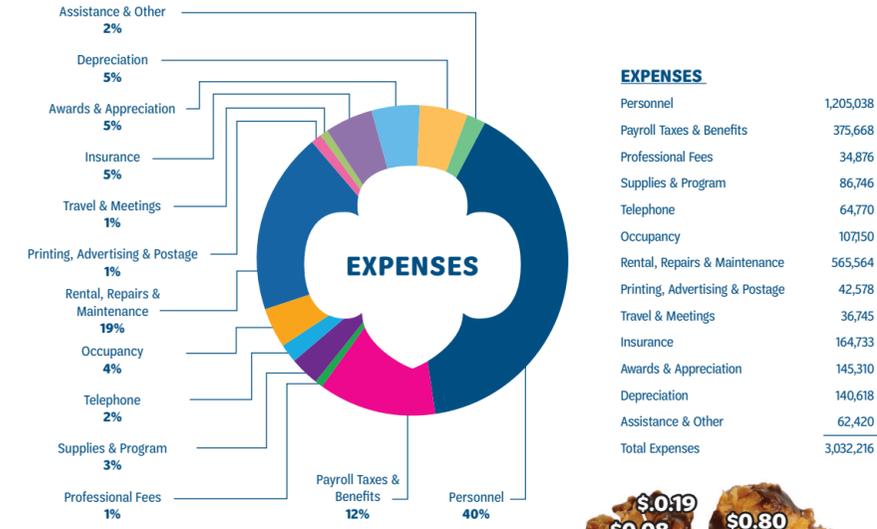
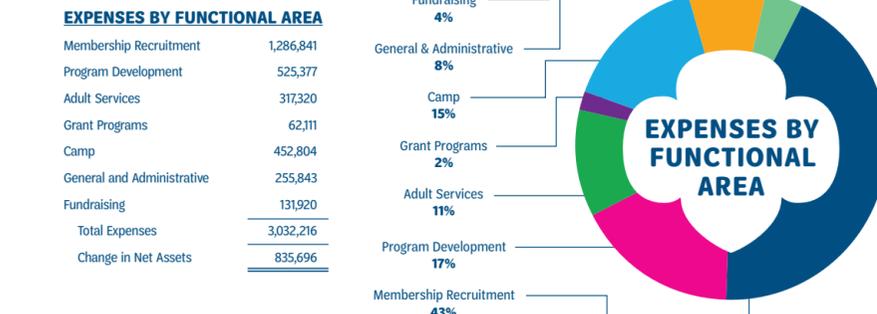
71
Bronze Awards
At the Bronze Award level, girls must work in a team setting

23
Silver Awards
When girls work on their Silver Award, they have the option to work individually or in a group setting

7
Gold Awards
The Gold Award represents the highest achievement in Girl Scouts, which girls must earn as individuals



REVENUE	
Cookie Product Sales, net	2,350,735
Fall Product Sales, net	63,774
Retail Shop Sales, net	65,066
Contributions & Special Events	351,801
United Ways & Grants	56,102
Camping Fees & Program	106,964
Interest, PPP, ERTC, Ins Claim & Other	873,470
Total Revenue	3,867,912



EXPENSES	
Personnel	1,205,038
Payroll Taxes & Benefits	375,668
Professional Fees	34,876
Supplies & Program	86,746
Telephone	64,770
Occupancy	107,150
Rental, Repairs & Maintenance	565,564
Printing, Advertising & Postage	42,578
Travel & Meetings	36,745
Insurance	164,733
Awards & Appreciation	145,310
Depreciation	140,618
Assistance & Other	62,420
Total Expenses	3,032,216

2022 HOW THE COOKIE CRUMBLES!

Troops & SU Proceeds & Rewards	\$ 0.80	20%
Cost of Goods	\$ 1.15	29%
Membership	\$ 0.88	22%
Resident Camp	\$ 0.30	8%
Girl Program	\$ 0.39	10%
Adult Training	\$ 0.21	5%
Fundraising	\$ 0.08	1%
General & Administrative	\$ 0.19	5%
Total	\$ 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

