

Our Year of

Growth

2023 Annual Report



From the Board Chair and CEO

As we bid farewell to 2023, we stand together in gratitude and pride for the achievements that have defined this past year for Girl Scouts of South Carolina—Mountains to Midlands. On behalf of the entire leadership team and board of directors, we want to express our sincere appreciation for your unwavering support, dedication, and tireless efforts. Through your commitment, we have successfully navigated challenges during membership year 2023 and significantly impacted girls in our council.

Every day, we witness the power of our members coming together to create positive change and to ensure girls are happy, healthy, and have the Girl Scout advantage. Your passion for Girl Scouting fueled accomplishments in 2023.

We are thrilled to continue our shared commitment to be the premier leadership, development, and service program for girls. We are recognized as the organization of choice for volunteers who support and inspire girls taking the lead, exploring their passions, and making a lasting impact in our communities, state, nation, and world. We are excited about the possibilities that lie ahead. We are laser-focused on ensuring Girl Scouts is the most relevant, engaging, girl-centered, and inclusive leadership development program available. We are dedicated to expanding our reach, enhancing our programs, and making an even greater difference in the lives of girls. Join us as we embark on this journey with enthusiasm, collaboration, and a shared vision for a brighter future.

As you look through this report, think about how, together, we will make 2024 a year of even greater accomplishments. Thank you for your time and support!



Frances GriggsChair, Board of Directors



Lora Tucker CEO & President

Membership

In Membership Year 2023 (MY23), we continued our focus on attracting new members and retaining existing members.

In 2023, our council served 5,667 girls and 3,038 adult members. We retained 71% of our girl members and 81% of our adult members. Our overall membership increased by 8.6% over Membership Year 2022.

We are proud to report that our girl membership closely reflects the diversity of our 22-county jurisdiction, and we will continue to focus on developing diversity.



Top row (left to right): Service Unit 640 kicks off their Girl Scout year with a bubble explosion. A volunteer listens to a presentation at the 2023 Volunteer Kick Off. COO Lynn Arve hosts a craft table at Kidding Around Greenville's birthday party. A Girl Scout builds a tent at the older girl outdoor event, Up in the Mountains. Bottom row (center): Volunteers and staff pose together at the 2023 Volunteer Appreciation Brunch.

Program

In MY23, we served 1,569 girls through 80 programs and 480 volunteers through 30 trainings. We added 16 new program partners, like CampCodeKidz and Clemson College of Science, and cemented our existing program partners, like BMW and The Greenville Drive.

While hiring summer staff remained a challenge, our 2023 summer camp season was a success. We served a total of 655 girls across our three camp properties:

- 349 resident campers at Camp WaBak
- 230 day campers at the Cathy Novinger Girl Scout Leadership Center
- 76 day campers at Camp Mary Elizabeth.















Top row (left to right): A day camper participates in a relay race at Camp Mary Elizabeth. A Girl Scout rows in a canoe at Camp WaBak's 75th Anniversary. Older Girl Scouts pose with the Girl Scout Week proclamation at the end of SC Honorary Page Week. Center row (center): Girl Scouts round the bases at Girl Scout Day at The Greenville Drive. Bottom row (left to right): A Girl Scout poses with a robot at BMW Day. A camper gets ready to ride a horse at Camp WaBak. Girl Scouts roast marshmallows at a Cathy Novinger Girl Scout Leadership Center overnight.

Girl Scout Product Program

Girl Scout Cookie Program

The Girl Scout Cookie Program is the largest girl-run business in the world. Every year, Girl Scouts learn business and financial skills and earn money to fund their Girl Scouting goals. The Cookie Program aims to empower girls through the development of five essential skills: goal setting, money management, people skills, decision making, and business ethics. In 2023:

- · 3,982 Girl Scouts participated
- 306 per girl average
- \$978,062 in troop proceeds
- \$111,355 in Cookie Dough for girls
- Blue Star Mothers sent 12,495 packages of cookies this year to service members through our *Gift of Caring* program.

Fall Product Program

The Fall Product Program is directed toward family and friends and enables troops to earn start-up money by selling magazine subscriptions, as well as nuts and candy. In 2023:

- · 957 Girl Scouts participated
- 340 per girl average











Top row (left to right): Troop 1703 hosts a cookie booth at a Walmart. Girl Scouts host a live cookie booth at WSPA 7News. A Girl Scout poses on deck during the Cookie Cruise, an incentive she earned by selling 3,000+ packages. Bottom row (left to right): CEO Lora Tucker visits a cookie booth. Cookies are distributed to soldiers as part of the Gift of Caring program.

Relevant Brand

In MY23, Marketing & Communications continued to build our brand and ensure the relevance of Girl Scouts in our community.

Newsletter Open Rates & Social Media Engagement

- Increase in membership newsletter open rates from 46% in MY22 to 53% in MY23
- Facebook reach up 33% and interactions up 133% in MY23

Major Marketing Events and Campaigns

- 2022 Annual Business Meeting
- · Legislator welcome letter and Girl Scout Agenda
- Cathy Novinger Girl Scout Leadership Center Marketing: postcards distributed at 2023 Girl Scout National Convention and pamphlets with rental info
- Girl Scout Honorary Page Week and Women's Caucus luncheon
- · Messaging: media, scripts, speeches, and talking points
- Media Opportunities and PR: Camp WaBak 75th anniversary, To The Moon and Back patch winner, Cookie Takeover at Fox Carolina
- Midlands Women of Distinction and Spartanburg Boots and Pearls











Top row (left to right): CEO Lora Tucker speaks to Access Carolina about Camp WaBak's 75th Anniversary. Board Chair Frances Griggs poses with Boots & Pearls Women of Distinction, Tracey Jackson and Katherine O'Neill. Girl Scouts visit WSPA 7News during cookie season. Bottom row (left to right): Older Girl Scouts meet State Senator Katrina Shealy during SC Honorary Page Week. Frances Griggs and Chief Development Officer, Jody Jernigan, pose with Lt. Governor Pamela Evette at the Women's Caucus Luncheon.

Property Rental

Girl Scout troops continued to play and learn together at our properties, and we also saw an increase in rentals from outside groups, especially at the Cathy Novinger Girl Scout Leadership Center. Property rental income increased to \$49,780 in MY23 from \$27,340 in MY22.







Left to right: A group of Tibetan monks stayed with us while they were working on a sand mandala a few blocks away in downtown Columbia. A couple rented out our multi-purpose room for their wedding reception. Troop 3480 celebrated their Bronze Award Girl Scouts and had a sleepover at the Cathy Novinger Girl Scout Leadership Center.

Stewardship

During MY23, 2,072 girl prospects were generated online. We had an 87% conversion rate, compared to 74% in MY22. 76% of girls joined within one day of creating their account, up 3% from last year.

1,970 leads were generated by council and GSUSA recruitment and marketing efforts. 31% of those leads were converted, resulting in 452 new girls and 160 new adults.





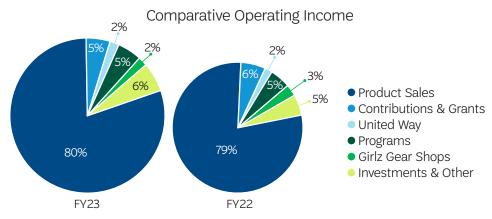


Left to right: CEO Lora Tucker helps a young girl swing a bat at Discovery Day at The Greenville Drive. Staff members host a recruitment booth at a Greenville Liberty soccer game. Girls color at our Girl Scout booth at Kidding Around Greenville's birthday party.

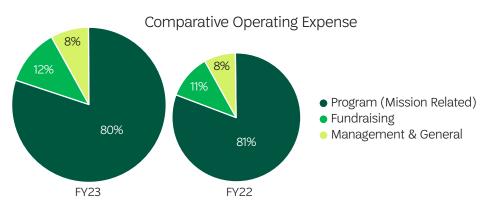
Fiscal Statement for the Year

Audit Draft Fiscal Year 2023				Audit Fiscal Year 2022		
	Without Donor Restrictions	With Donor Restrictions	Total	Without Donor Restrictions	With Donor Restrictions	Total
Revenues, Gain						
United Way Support	\$110,799	\$-	\$110,799	\$96,145	\$-	\$96,145
Grants	58,130	-	58,130	27,735	-	27,735
Contributions						
Individuals	107,205	18,581	125,786	140,676	20,026	160,702
Corporations & Civic Groups	55,635	480	56,115	54,629	2,255	56,884
Foundations	11,800	-	11,800	32,016	-	32,016
Donated Goods & Services	2,561	-	2,561	5,046	-	5,046
Special Fundraising, net	8,920	-	8,920	10,857	-	10,857
Product Sales	3,717,975	-	3,717,975	3,501,448	-	3,501,448
Council Shop	111,730	-	111,730	132,513	-	132,513
Program Service Fees	228,341	-	228,341	227,716	-	227,716
Investment Income & Gains/(Losses)	195,212	131,968	327,180	(347,510)	(231,300)	(578,810)
Other Income	77,034	-	77,034	557,883	-	557,883
Net Assets Released from Restrictions	103,780	(103,780)	-	132,893	(132,893)	-
Total Revenues, Gains, & Other Support	4,789,122	47,249	4,836,371	4,572,047	(341,912)	4,230,135
Expenses						
Program, Mission Related	3,772,752	-	3,772,752	3,794,899	-	3,794,899
Management & General	389,082	-	389,082	388,124	-	388,124
Fundraising	545,546	-	545,546	501,160	-	
Total Expenses	4,707,380	-	4,707,380	4,684,183	-	4,684,183
Increase (Decrease) in Net Assets	\$81,742	\$47,249	\$128,991	\$(112,136)	\$(341,912)	\$(454,048)

Effective Operations



- · Operating income increased 5.6% over prior year
- Overall fundraising down, but United Way support increased
- Product sales revenue up 6% due to membership increase and increase in average product sold per girl
- Decrease in retail sales revenue due to less assistance provided
- Revenue from investment income increased due to higher interest rates and non-cash market gains in invested accounts



- Total expenses 0.5% higher than prior year
- Salaries and related expenses increased 4.0% over prior year due to cost-of-living adjustments
- Increases in telecommunications, occupancy, utilities, automobile expense, and bank fees due to technological and other improvements made to our properties, higher utility rates, more travel within the council, and higher credit card processing fees for product sales
- Decreases in professional fees, supplies, assistance, & interest expense

2023 Gold Award Girl Scouts

The Gold Award is the highest leadership achievement in Girl Scouting. It challenges high school Girl Scouts to go above and beyond to improve their communities through their projects.



Nancy Davenport Troop 1297, Columbia



Payton Davis Troop 2253, Elgin



Caroline Dillard
Troop 8, Inman



Millie Gauthier
Troop 829, Simpsonville



Caroline Gray Troop 2375, Lexington



Sarah Manske Troop 2562, Greer



Addie McAlister Troop 616, Irmo



Siarah McClam Troop 2128, Columbia



Emma Perry Troop 2562, Mauldin



Pamela Ann Pope Troop 1297, Columbia



Celtsie Price Troop 721, Greenville



Laken Robinson Troop 1279, Columbia



Margaret Roney Troop 1297, Columbia



Bethany Scriven Troop 1405, Columbia



Elsie Sheppard Troop 990, Newberry



Jai-Kalee Smith Troop 2128, Cayce



Colleen Stevenson Troop 5375, Aiken



Laura Summerfield Troop 1605, Greenville



Morgan Swygert Troop 1279, West Columbia

Scholarship Recipients

Post-secondary education scholarships are awarded annually to selected Gold Award Girl Scouts at the Highest Awards Ceremony.



Celtsie Price Chandler-Burns Scholarship



Laura SummerfieldGSUSA Gold Award
Scholarship



Colleen StevensonPauline Patterson
Memorial Scholarship



Sarah Manske Sarah Brown Cannon Scholarship



Lydia Branham Trefoil Society Scholarship

At our 2023 Highest Awards Ceremony on Sunday, May 7, we honored **19 Gold Award Girl Scouts**, **72 Silver Award Girl Scouts** and **127 Bronze Award Girl Scouts**. These hard-working Girl Scouts spent more than **17,000 hours** serving their communities!











Top row (left to right): CEO Lora Tucker welcomes the crowd at the Highest Awards Ceremony. The Silver Award Girl Scouts take a group picture together. Girl Scout Salome sings "Rise Up" at the ceremony. Bottom row (left to right): The Bronze Award Girl Scouts pose for a photo. Board Chair Frances Griggs talks with volunteers and Girl Scouts at the ceremony reception.

Fundraising

In 2023, we focused on increasing and diversifying our funding. We also grew our team, adding two new positions. Through the generosity of donors and staff, we were able to accomplish great things in 2023:

- We celebrated five Women of Distinction in Columbia and at Boots and Pearls in Spartanburg.
- In partnership with Iron Hill Brewery in Greenville and Steelhands Brewery in Columbia, we held Girl Scout Cookie and beer pairings.
- Together with Marketing & Communications, we created two appeal letters, a revised annual campaign booklet, a record-setting Midlands Gives online campaign, the design of a new philanthropic publication (coming to your mailbox soon), and collateral material for our Women of Distinction events.
- · We raised more than \$421,000 to surpass our FY23 goal.

In FY23, thanks to our generous donors,



603Girl Scouts received financial aid



13
Girl Scouts
received travel
assistance



Girl Scouts received council scholarships



180Girl Scouts
received uniform
assistance







Left to right: Girl Scouts dance in the 360° camera at the Midlands Women of Distinction Awards. A Girl Scout helps distribute cookies to seniors at Mobile Meals of Spartanburg. A Girl Scout Cookie & Beer pairing at Inman Beer Vault.

Our Generous Donors

Gifts \$10000+

Abacus Planning Group The Abney Foundation AgFirst Farm Credit Bank BlueCross BlueShield of South Carolina BMW Manufacturing Co., LLC Central Carolina Community Foundation Rebecca and Kirk Conover Contec, Incorporated Nephron Pharmaceuticals Corporation South Carolina Arts Commission United Way of Aiken County United Way of Anderson County United Way of the Midlands Women Giving for Spartanburg

Gifts \$5000-\$9999

Betsy and Randy Brock
Sarena D. Burch
The Cheerful Giver Fund of Central
Carolina Community
Foundation
Amy Curtis
John R. & M. Margrite Davis
Foundation
Frances S. Griggs
Lesley Moore
Allison and Carl Muller

Margaret and George Nixon

Savannah River Nuclear Solutions,

Minor M. Shaw

110

South Carolina Charities, Inc. Michel and Eliot Stone United Way of Kershaw County

Gifts \$2500-\$4999

3M-Greenville Anonymous Bank of Travelers Rest Frank M. Beer Jean Cecil Frick Girl Scouts of the USA Carolyn C. Harbison Rebecca and Tommy Lever J M Smith Foundation Mary Mazzola Spivey The Johnson Group United Way of Chester County United Way of Greenville County United Way of Lancaster County United Way of Sumter, Clarendon, and Lee Counties United Way of the Piedmont

Gifts \$1000-\$2499

Allstate Foundation
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Reed and Suzanne Brown
Ronald and Kris Burns
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Lawrence and Rachel Flynn

Generac Power Systems, Inc. Joan Gibson Greater Chapin Community Foundation Debra W. Hamm Numa Hero III Kristen Horne Sarah Hurst Susan (Susu) Phifer Johnson Dawn Keenan Kimberly-Clark Foundation Lake Murray Presbyterian Church Brenda Mattison Heidi McCrory Karen Mitchell Lesley Moore OneSpartanburg, Inc. M. Ellis Pearce Priester Foundation Leigh Ann Puryear Rotary Club of Lexington Mr. and Mrs. Curtis A. Sidden, Jr. Judy Simpson Nancy Anderson Sinclair Keri Smith Spartanburg Water System Martha Sue "Mickey" Taylor Glenn R. Thoroughman Lora Tucker

Gifts \$750-\$999

Margaret G. Young

Diane Wilson

Walmart Foundation

Beck's Blessings Duke Energy Foundation Abby Holdeman Lee Ann and Chip Maley Amy N. Oakes

United Way of Edgefield County

Gifts \$500-\$749 Benefits 4 You Jackie and Monnie Broome Craig Brown Carol Burdette Community Foundation for the Central Savannah River Area Julia Crow Abby C. Fowler Jimmy Fowler Katharine Harbison Jody Jernigan E. Meredith Manning Maggie Meekins Marsha K. Moore Katherine L. O'Neill Pacolet Milliken, LLC Linda Renwick Anne M. Sinclair TD Bank Jane V. Turner

Gifts \$250-\$499

Isvara Wilson

Nelly Zimmerli

AKA Gamma Nu Omega Chapter
Pink & Green Community Service
Foundation
AmazonSmile
Selena Anderson
Tammy and Brant Asplund
Paula Black Baker
Joan G. Barnet
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Juliette Gordon Low Society Erik and Eva Andersen Girl Scout Movement-wide Challenge Dianne Belk and Lawrence Calder Girl Scout Movement-wide Challenge Planned Gift

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Charlotte Berry

Jami Bowling Lisa Brown

Kavla Bucke

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Veronica Chestnut

Ione Cockrell and Toby VanOver

Elizabeth & Anna Conover

Max Drawbaugh & Laura

Drawbaugh

Makayla & Riley Durham

Robert Espindola

Travis Faulds

Rachael Figueroa

Jean Cecil Frick

Girl Scout Troop 149

Frances Griggs

Meg Holleman

Kristen Horne

Nikki lagnemma

Vida Jennings

Will Kennemur

Halfie King

Missy King

Donna Lee

Erin Lewis

Meredith Manning

Maria Mathis

Matt Mendenhall

Lamar Montjoy

Lesley Moore

Lanesha Murphy

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Katherine O'Neill

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Karel Reed

Shanna Roberge

Aimée Ruel

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Troop 1098 and Leaders

Lora Tucker

Brittany Williams

Kiara Williams

Jane Wyche

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