

Today.
Tomorrow.
Together.

2021 Annual Business Meeting

Saturday, January 29, 2022

Today.
Tomorrow.
Together.

2021 Annual Business Meeting

Girl Scouts: Bethany Scriven & Leann Byrne



Meredith Manning

Board Chair, Girl Scouts of South Carolina—Mountains to Midlands

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2021 Annual Business Meeting

Saturday, January 29, 2022

Annual Meeting Task Force

Tammy Asplund

Carla Brewer

Christy Ehlers

Frances Griggs

Karen Kelly

Katharine Harbison

Lora Tucker

Michelle White

Shawn Williams

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Procedures

Delegates Only

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1. Motions
2. Discussion
3. Vote

Practice Vote

- Text 1 for YES
- Text 2 for NO

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Pledge of Allegiance Girl Scout Promise & Law

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<https://youtu.be/FVsXsXR7Xac>



Community Partner Award



**Dominion
Energy®**

Today.
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Speaker: Ashley Forte, Central Division Operations Manager at Dominion Energy



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Community Partner Award



**Dominion
Energy[®]**

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Leslee A. Temple

National Board Member, Girl Scouts of the United States of America

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Credentials Report

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Approval of Minutes 2020

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GSUSA Movement Strategy

STRATEGIC VISION

BY 2025, GIRL SCOUTS WILL BE 2 MILLION GIRLS STRONG.

We provide a connected, high-value experience that mobilizes champions of girls, represents all communities and gives girls a platform to change the world.

PRIORITY CUSTOMERS

Daisy and Brownie Troop Leaders

**Latinx Communities/
Latinas**

Older Girl

FY 20-22 STRATEGIC AREAS OF FOCUS



Reach and retain more girls



Transform the volunteer experience



Relevant brand



Strengthen & Diversify Revenue



Effective operations



**Diversity, Equity, Inclusion/
Racial Justice**

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Tomorrow.
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Agenda

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Annual Business Meeting

1. Treasurer's Report
2. Stewardship Report
3. Election of Board Members
4. Election of National Council Delegates
5. Proposed Bylaw Revisions



Mary Anne Fitzpatrick

Board Treasurer, GSSC-MM

Today.
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Together.

Financial Position

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FY2021 Financials

Income (Total)

Contributions, Grants, Fundraising Events	\$	580,942
United Way		79,394
Product Sales		2,847,715
Programs		186,621
Shop & Trading Post		72,378
Interest & Investment Income		439,234
Other		100,264
Other - Forgiveness of Stimulus Loan		467,000
Total Income	\$	4,773,547

Expense

Program related	\$	3,819,689
Management		305,998
Fundraising		563,556
Total Expenses	\$	4,689,242

Surplus (Deficit) \$ 84,305

Non-cash items (included above)

Net Gain/(Loss)	\$	387,308
Depreciation	\$	371,928

Change in Assets

Net Assets, Beginning/yr	\$	10,846,405
Net Assets, Ending/yr	\$	10,930,710

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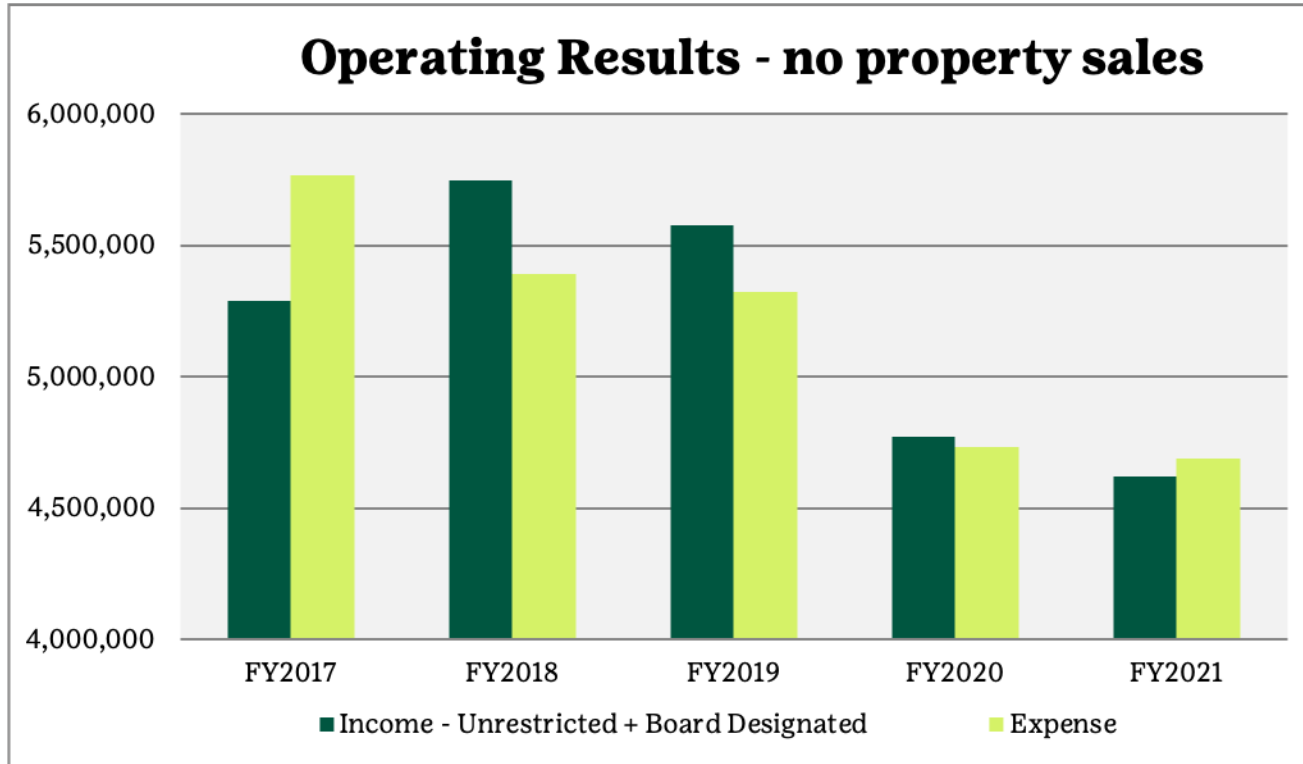
Capital Campaigns

- Cathy Novinger Girl Scout Leadership Center: **\$118,795**
- Camp Mary Elizabeth: **\$42,850**

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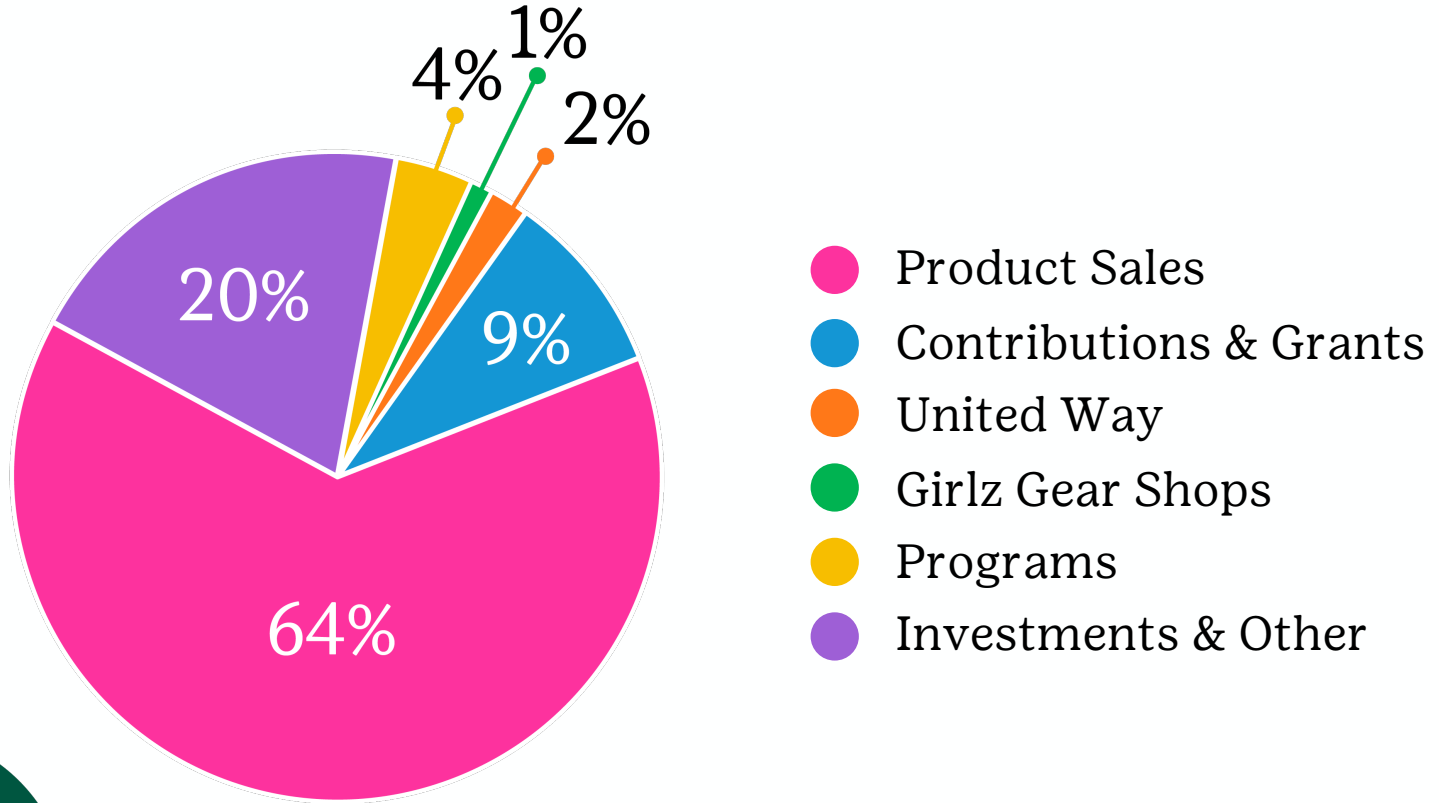
Trend



Today.
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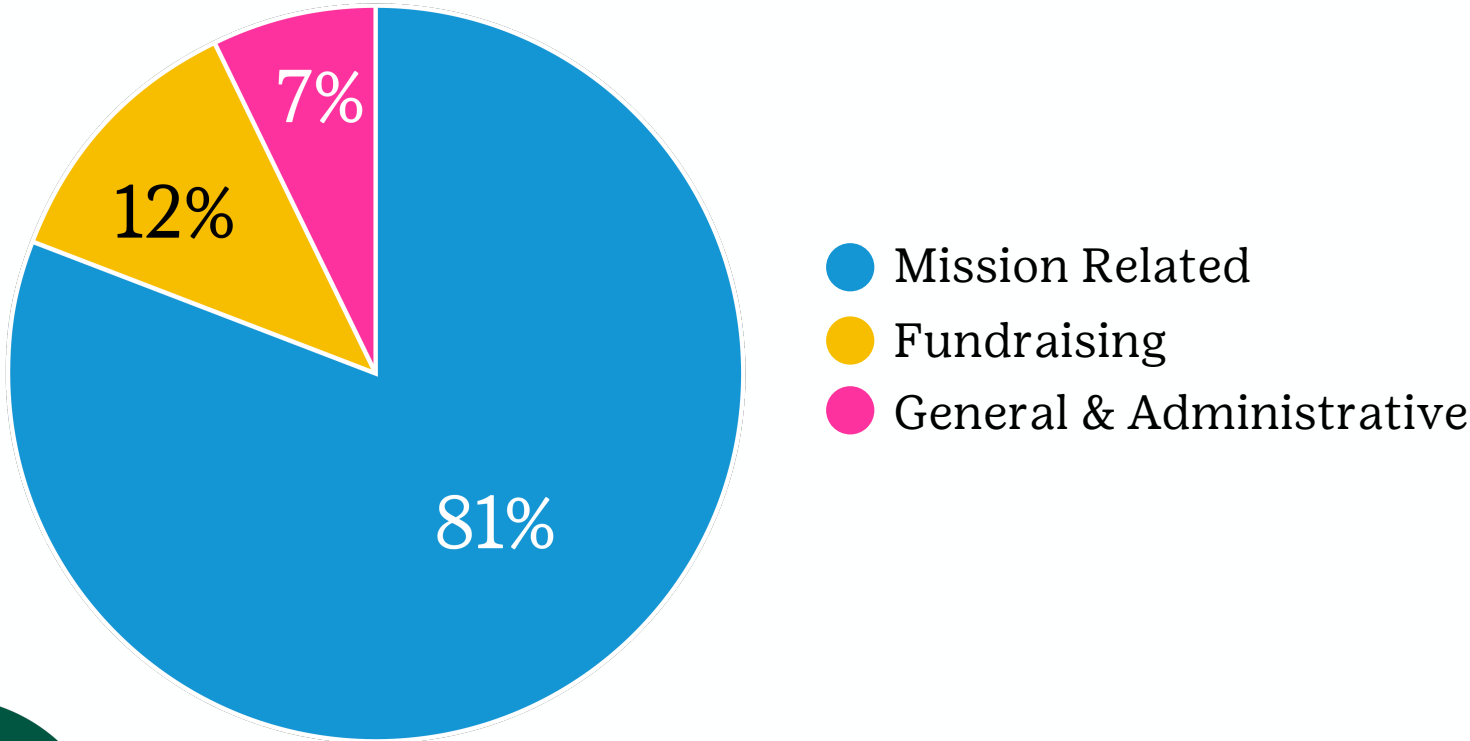
Operating Income



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Expenses



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Cathy Novinger Girl Scout Leadership Center Refinance

December 2021

- Interest rate reduced from 4.75% to **3.12%**

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Challenges

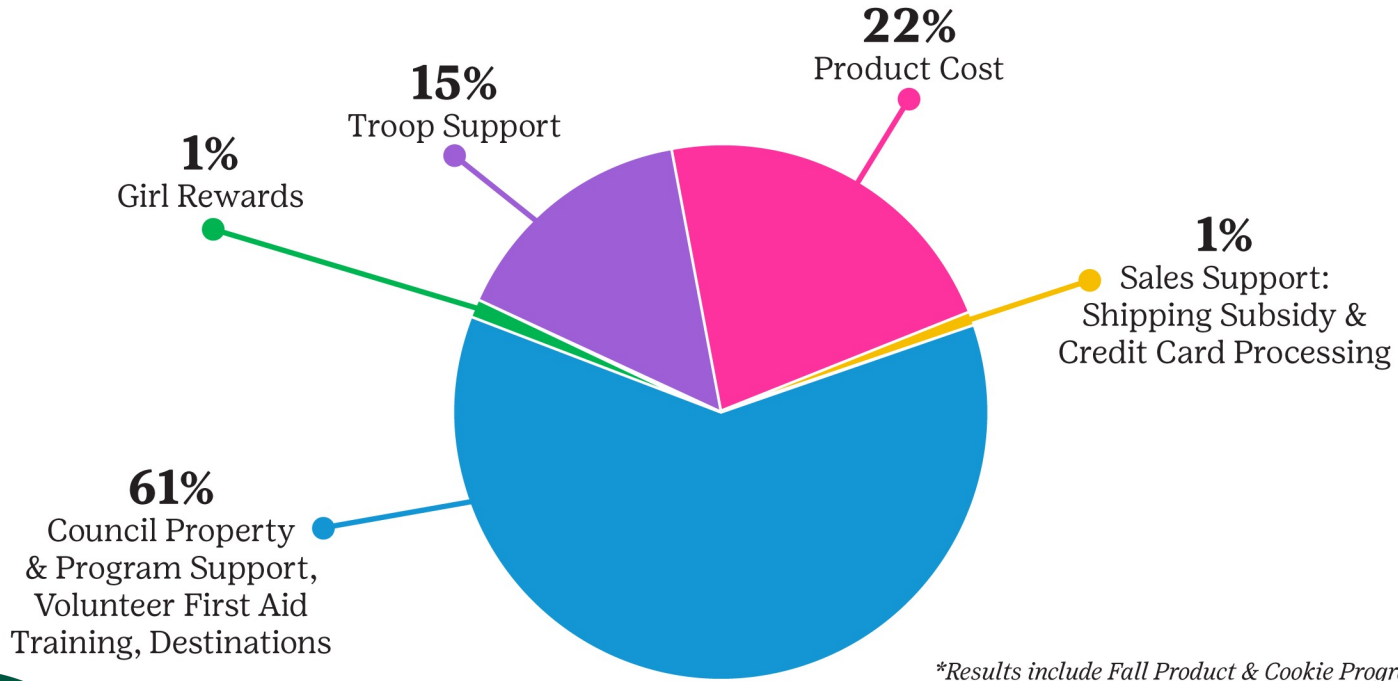
1. Membership
2. Fundraising

Today.
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Financial Position

Today.
Tomorrow.
Together.

GSSC-MM Product Sales



Today.
Tomorrow.
Together.



Financial Position

Today.
Tomorrow.
Together.

Today.
Tomorrow.
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2021 Annual Business Meeting

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Lora Tucker

CEO, GSSC-MM

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Stewardship Report

Today.
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https://youtu.be/Up_TqktbFWs



Stewardship Report

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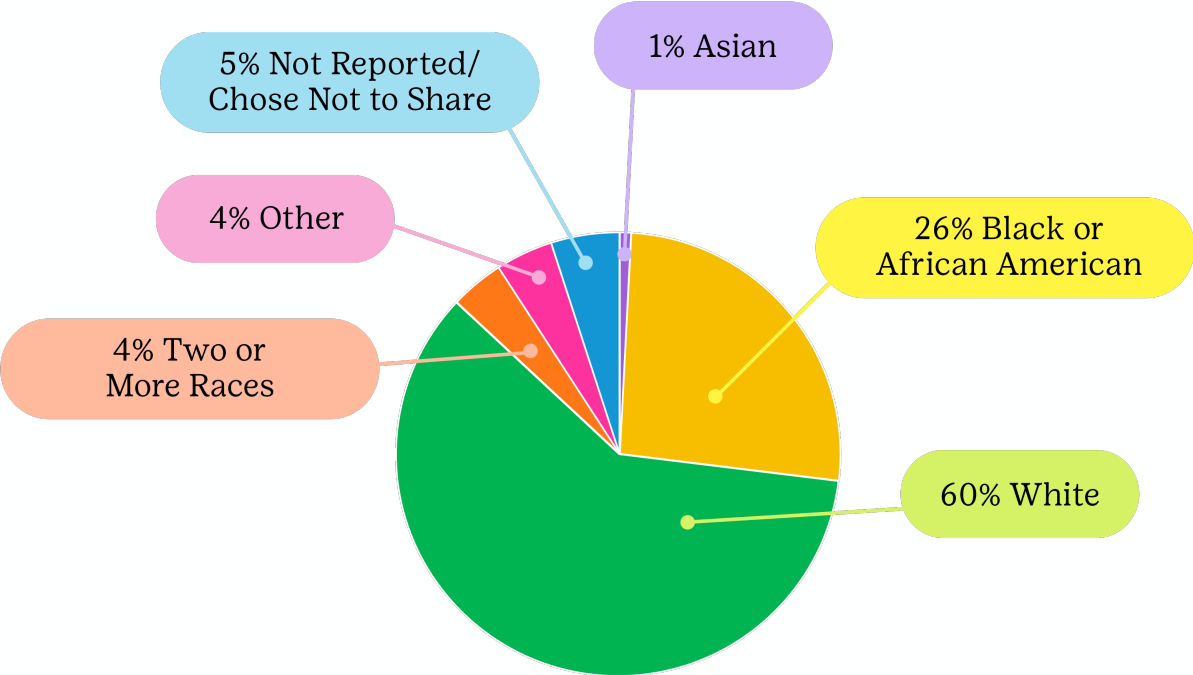
Stewardship Report: Reach & Retain More Girls

In 2021, we served:
5,208 girls & **2,604** adults

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Stewardship Report: Reach & Retain More Girls

Membership:



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Stewardship Report: Program

- Virtual
- In-person



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Stewardship Report: Program

Signature Events

- Back in the Woods
- Carolina Camporee

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Stewardship Report: Program

Overnights

Partnerships:

- SC State Museum
- League of Women Voters
- Junior League

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Stewardship Report: Program

- Summer Resident Camp: **340** campers
- Summer Day Camp: **207** campers

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Stewardship Report: Product Program

- **3,267** Girl Scouts participated
- **878,268** packages sold
- **268** per girl average
- **11,988** Cookies for Soldiers
- **\$76,545** in Cookie Dough
- **\$652,497** earned by troops

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Stewardship Report: Transform Volunteer Experience

- **7,590** cases closed
- **19.6** business hours

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Stewardship Report: Transform Volunteer Experience

- **24%** of cases regarded Registrations/Reservations
- **9%** of cases related to Retail
- **7%** of cases related to Product Programs
- **6%** of cases were general inquiries
- The remaining cases concerned various topics such as IT, donations, etc.

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Stewardship Report: Transform Volunteer Experience

- **67%** Conversion Rate
- **1,332** Online Registration Process

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Stewardship Report: Transform Volunteer Experience

Retail: Girlz Gear Shops

- In-store
- Pre-orders
- Curbside

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Stewardship Report: Transform Volunteer Experience

Retail: Girlz Gear Shops

- **18%** over budget in-store
- **37%** surplus online

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Stewardship Report: Transform Volunteer Experience

VS 2.0

- Member registration
- Troop planning and participation
- Volunteer training and onboarding
- Event registration

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Cloud RGB 212/217/217 Hex #d4d4d4 CMYK 0/0/0/70 Pantone Cool Gray 1 TCX 12-4300	Star Green RGB 213/242/203 Hex #a0c927 CMYK 15/0/0/0 Pantone 2296 TCX 13-0644	Sky RGB 163/221/241 Hex #a0d8f1 CMYK 35/0/0/0 Pantone 635 TCX 12-4401	Lilac RGB 204/129/250 Hex #ccb3ba CMYK 26/62/0/0 Pantone 2635 TCX 14-3612	Bubblegum RGB 247/121/214 Hex #f7abd5 CMYK 6/65/0/0 Pantone 230 TCX 13-2213	Peach RGB 255/185/127 Hex #fcb99d CMYK 0/0/0/30/0 Pantone 162 TCX 13-1022	Khaki RGB 213/202/159 Hex #d5c99f CMYK 30/15/40/0 Pantone 4545 TCX 14-0925	Sunshine RGB 252/244/65 Hex #fff441 CMYK 0/66/0/0 Pantone 301 TCX 12-0442
Stone RGB 165/155/168 Hex #a3a3a3 CMYK 0/0/0/60 Pantone Cool Gray 6 TCX 14-3502	7/11 Quilla Green RGB 0/181/91 Hex #07bc51 CMYK 95/0/0/0/0 Pantone 354 TCX 13-6195	Ferry RGB 209/102/212 Hex #d39664 CMYK 36/15/0/0 Pantone 2192 TCX 17-4432	Udell RGB 158/93/214 Hex #998556 CMYK 49/60/0/0 Pantone 2083 TCX 13-3028	Pu'uhala RGB 253/60/158 Hex #e1329e CMYK 0/80/0/0 Pantone 232 TCX 17-2027	Peppa RGB 254/19/26 Hex #fa3121 CMYK 0/90/100/0 Pantone Bright Red TCX 17-1563	Flame RGB 258/120/24 Hex #ff7818 CMYK 0/70/100/0 Pantone 1353 TCX 16-1454	Uali RGB 247/190/4 Hex #ff7400 CMYK 0/30/100/0 Pantone 7608 TCX 13-0759
Black RGB 0/0/0 Hex #000000 CMYK 0/0/0/100 Pantone Black TCX 19-0800	Forest Green RGB 0/84/64 Hex #005540 CMYK 92/05/80/40 Pantone 7729 TCX 19-6027	Ocean RGB 0/73/135 Hex #004887 CMYK 100/50/0/0/0 Pantone 2156 TCX 19-4049	Deep Purple RGB 92/51/139 Hex #5c1c9b CMYK 80/100/0/0 Pantone 3583 TCX 19-3638	Plum RGB 175/0/99 Hex #af0061 CMYK 59/80/0/25 Pantone 227 TCX 19-3134	Cherry RGB 156/0/0 Hex #9c0090 CMYK 0/100/15/40 Pantone 7622 TCX 18-1552	Brown RGB 118/58/22 Hex #7c3a16 CMYK 6/75/95/40 Pantone 168 TCX 18-1541	Desert RGB 192/102/22 Hex #a93b1d CMYK 0/44/100/25 Pantone 146 TCX 18-1460

Stewardship Report: Relevant Brand

- Visual and Verbal Refresh
- Staff training 100%

Point of View

When we write for:	Our point of view is:
Younger girls	We're their champion
Older girls	We're their champion
Volunteers	We're their support system.
Parents/Caregivers	We're their girl's devoted advocate.
Alum	We're their lifelong community.
Partners	We're champions of girl ambition.

Today.
Tomorrow.
Together.



Introducing Our New Newsletters: Girl Talk & It's About the Journey

Parents, Troop Leaders, Volunteers, Girls

Thank you to everyone who sent in name submissions for our new newsletter. We appreciate your time and creativity. After much discussion and consideration, we have chosen "It's About The Journey" as the name for our new program newsletter!

As a reminder, the G.I.R.L. Talk newsletter will be split into two newsletters going forward. The frequency will be the same as G.I.R.L. Talk, and we will rotate these newsletters every two weeks. If you were subscribed to G.I.R.L. Talk, you will receive both newsletters each month. Today's newsletter, now called Girl Talk, contains news on our girls, licensing updates, adult trainings, and more. It's

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Stewardship Report: Relevant Brand

Communications survey

Segmented communication

- It's About The Journey
- Girl Talk

Stewardship Report: Relevant Brand



A recruitment flyer graphic with a purple background on the left and a green background on the right. The purple section contains the text "You're Invited! It's time to press play." in white. The green section features a circular photo of three young girls in swimwear playing in a river. Below the photo is a green rounded rectangle with white text: "Fun with friends. New adventures. Making a difference. You're ready to go." The entire flyer is set against a white background.

Trackable QR codes
on recruitment flyers

See for yourself what Girl Scouts has to offer.
Check out Girl Scouts of South Carolina—Mountains to Midlands.
Are you in K5–5th grade?
Do you want to join a troop at Morris Chapel Baptist Church today?
Text MORRIS to 864-980-9976, email jbowling@gssc-mm.org, or
scan the QR code below for more information.

Join us today at gssc-mm.org



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Stewardship Report: Relevant Brand

- Annual Business Meeting 2020
- Legislator welcome letter and GS Agenda
- Page week honorary guests virtually
- Messaging
- Media Opportunities/PR
- Joint Events with Partners
- Fund Development Events
- Internship Program development
- Multiple videos for the CNGSLC, camps, and girl testimonials

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Stewardship Report: Strengthen & Diversify Revenue

- Sweet Weekend
- Grant funding
 - My Best Self
- GEM (Giving Every Month)

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Stewardship Report: Strengthen & Diversify Revenue

Financial Aid:

- **700** girls
- **200** uniforms
- **62** camp experiences
- **3** college scholarships

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Stewardship Report: Effective Operations

- Hybrid Schedule
- Staff check-ins
- Staff surveys

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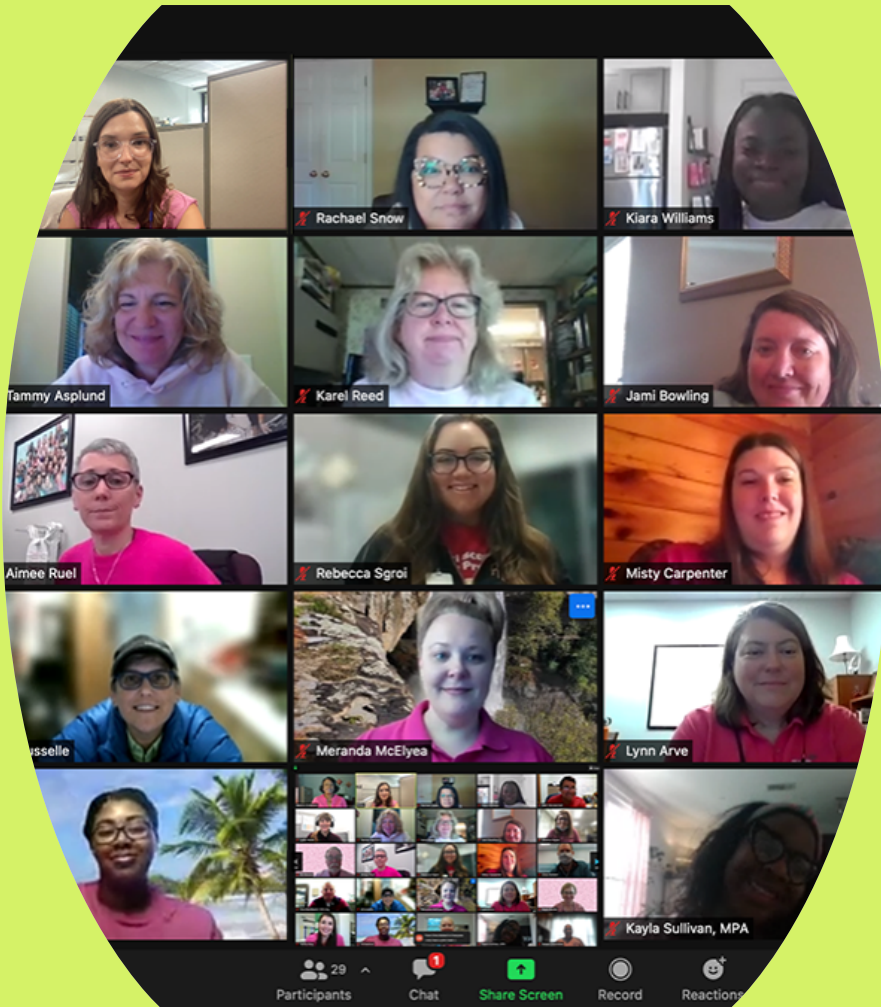


Stewardship Report: Effective Operations

Scheduled trainings

- Group
- Individual

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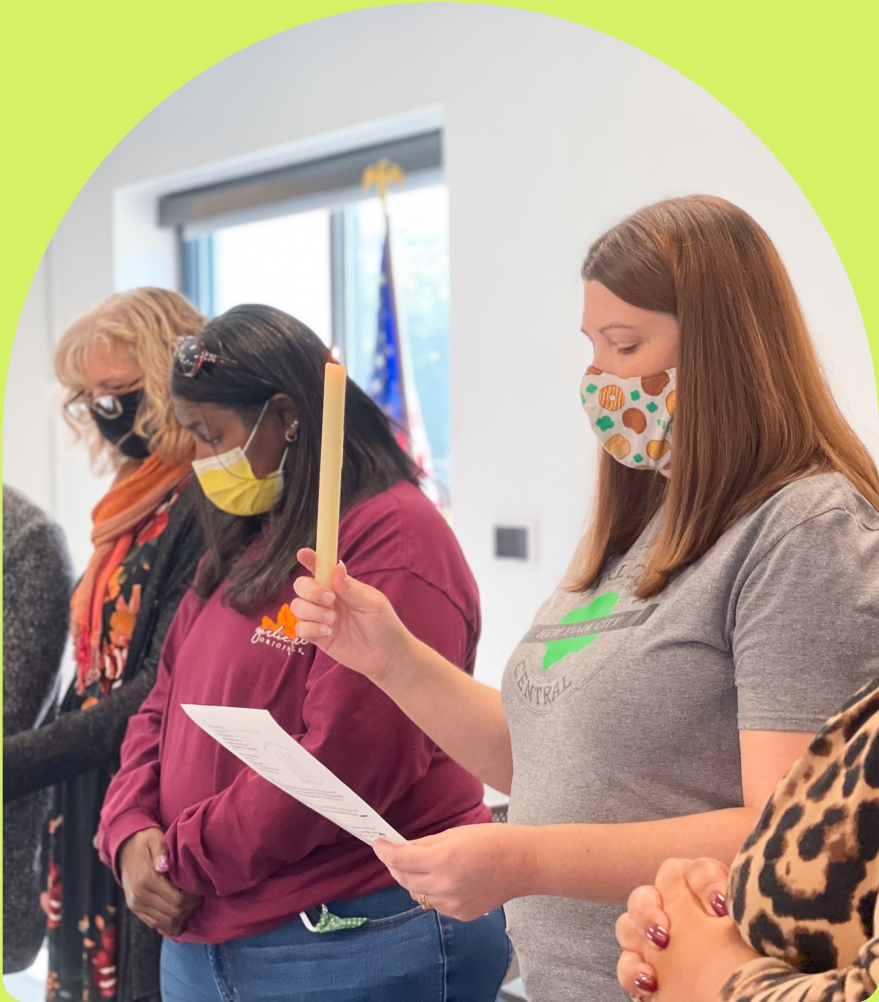


Stewardship Report: Effective Operations

Staff turnover

- MY 2021: **34%**
 - 8 new employees
- MY 2020: **32%**

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Stewardship Report: DEIRJ

- Certified training
- DEI Resource Group

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2021 Annual Business Meeting

Saturday, January 29, 2022

Governance Committee

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Governance Committee Members

Kavita Borsum

Debbie Hamm

Maggie Meekins

Meredith Manning

Leigh Ann Puryear

Courtney Thomas

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Proposed Bylaw Change Summary

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Article III

Replace “delegates at large appointed by the board..”
National delegates are voting members

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Article III

Add clarification: 10 days for nomination from the floor

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Article VI

Add Alternates section

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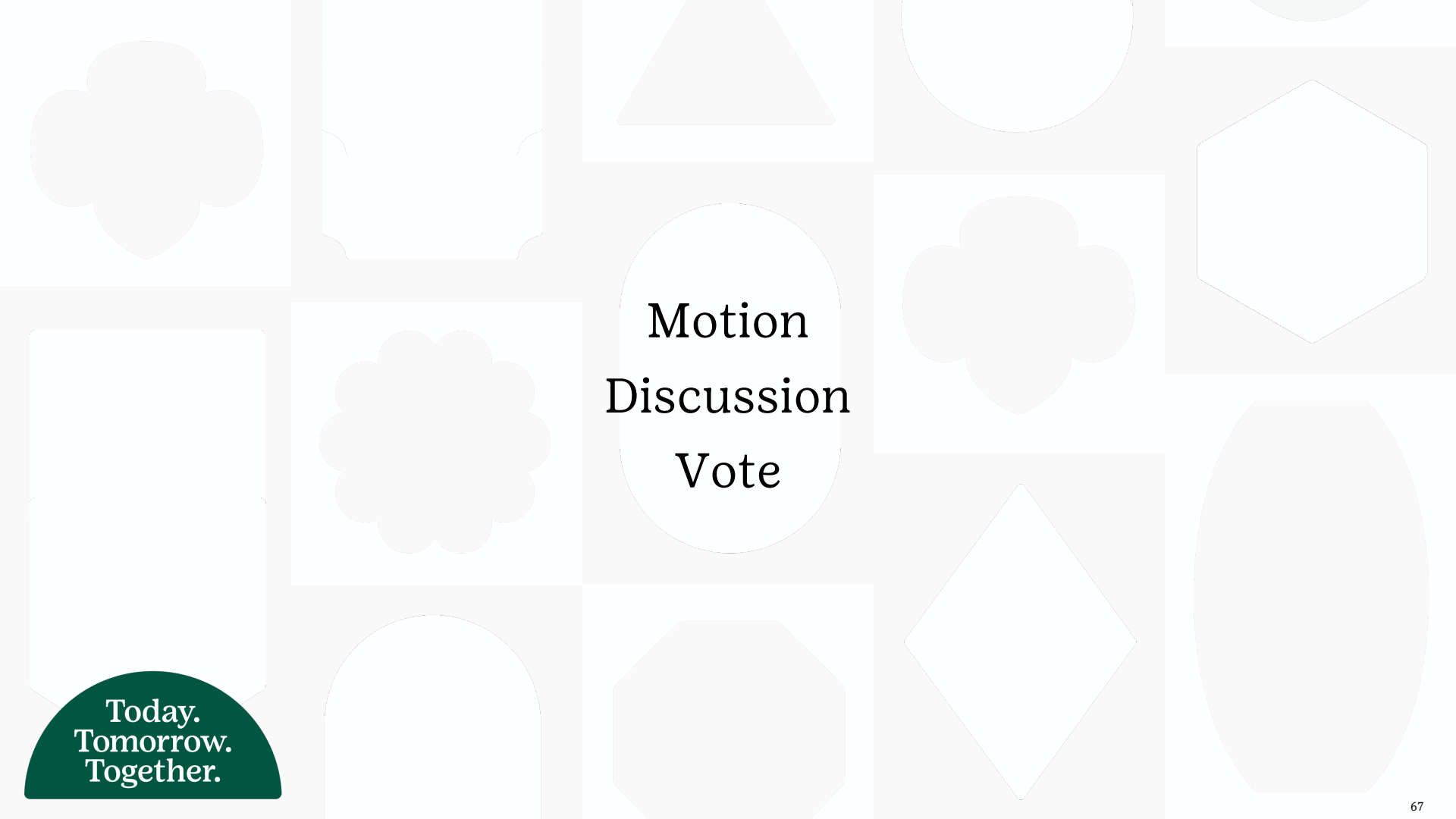


Entire Document

Remove capitalization on items that are not proper nouns

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Together.





Motion
Discussion
Vote

Today.
Tomorrow.
Together.

Nominating Committee

Today.
Tomorrow.
Together.

Nominating Committee Members

Bridget Bennon-Lytton

Latrice Johnson (committee chair)

Valinda Littlefield

Meredith Manning

Lesley Moore

Michel Stone

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Slate

3-year term
2022-2024

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Members at Large: 1st Term



Travis Faulds
Columbia



Kristen Horne
Columbia



Robert (Will) Kennemur
Columbia

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Members at Large: 2nd Term



Rhonda Hunt
Simpsonville



Leigh Ann Puryear
Greenville

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Members at Large: 3rd Term



Jacquelyn (Jackie) Blakley
Anderson



Frances Griggs
Camden



Carolyn Harbison
Spartanburg

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Tomorrow.
Together.

Members at Large: 3rd Term



Maggie Meekins
Columbia



Liying Shen
Greenville

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Tomorrow.
Together.



Election

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Tomorrow.
Together.

National Council Delegates

- Our Board chair
- Violet Dobbins
- Bethany Leslie
- Rowan Tinker
- Valorie Vance-Kraus

And alternates:

- CEO Lora Tucker
- Board's Governance Committee chair
- Kyra McIver
- Rosalia Martinez-Brandon

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Tomorrow.
Together.





Election

Today.
Tomorrow.
Together.

The background features a grid of various geometric shapes. Some shapes are solid light gray, while others are white with a thin gray outline. The shapes include triangles, circles, hexagons, octagons, diamonds, and irregular polygons. The word "Installation" is centered in a black serif font.

Installation

A dark green semi-circular graphic with a white border, containing the text "Today. Tomorrow. Together." in a white serif font.

Today.
Tomorrow.
Together.

Congratulations!

Today.
Tomorrow.
Together.

Thank you for your service:

Board Members:

Ruth Cate

Gloria Close

Debbie Hamm

Latrice Johnson

Meredith Manning

Lesley Moore

Phyllis Ward Rich

Robin Stack

Courtney Thomas

Today.
Tomorrow.
Together.



Thank you for your service:

National Council Delegates:

Bethany Bagwell

Tanya Bowman

Ashley Dye

Debbie Hamm

Meredith Manning

Lauren Stover

Laurie Summerfield

And alternates:

Stephanie Wofford

Manly Summerfield

Rose Washington

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Tomorrow.
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<https://youtu.be/E5uafJkgio>



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2021 Annual Business Meeting

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