

of south carolina mountains to midlands



STRONG

**2020 ANNUAL REPORT** 





# From the Chair of the Board and CEO

It is hard to know where to begin. 2020 was unlike any other year we have faced. COVID-19 changed our world. From reinventing programs to re-imagining the Girl Scout Cookie Program, we adapted to a new reality. In the first two months of 2020 we did not know the pandemic was coming. But when March 2020 hit, we realized big changes would be needed. We could not know then the breadth of those changes. Author C. Joybell said it best, "The only way that we can live, is if we grow. The only way that we can grow is if we change. The only way that we can change is if we learn." We have all had to embrace change, and with that we've learned and grown together, stronger and more resilient. Often the best, new and

innovative ideas are born out of adversity and the need for change. We've learned that virtual programs work well with our traditional programs, and that our new hybrid model for virtual and in-person programming (as safety permits!) allows us to meet girls where they are.

Despite the pandemic and a stop to Girl Scout Cookie Booths, the girls in our council increased the per girl average of boxes sold. The per girl average in 2019 was 286 boxes. In 2020 it was 314 boxes. That is a lot of teamwork, determination, and proceeds earned for travel and community service. And, when there were cookies still available in our council inventory, we made it easy to donate those cookies to our hometown heroes. In addition to donations made by Girl Scout troops, Girl Scout Cookies that remained at council service centers were donated to non-profits for the people they serve. In total, 56,028 boxes, or 4,669 cases, of cookies were donated by Girl Scouts in the Upstate and Midlands.

We were extremely disappointed that 2020 Summer Camp was canceled. BUT, Girl Scouting was not canceled. We developed, led, and shared virtual camp with more than 100 girls.

Girl Scouts introduced 24 new badges to inspire the next generation of strong female leaders. New badges focused on entrepreneurship, automotive engineering, STEM careers, and civics.

We celebrated 22 Gold Award, 98 Silver Award, and 57 Bronze Award Girl Scouts. These outstanding young women are truly remarkable--proof that not only can they make a difference, but that they already have. They are opening doors to scholarships, preferred admission tracks for college, and amazing career opportunities. Certificates were sent to our Bronze Award Girl Scouts and we recognized Gold and Silver Award Girl Scouts in July during a virtual ceremony. Leading up to the virtual ceremony we profiled every Gold Award Girl Scout through our social media accounts. We are so proud of our girls!

The Gold and Silver Award Ceremony wasn't the only virtual or re-imagined ceremony in Membership Year 2020.

The Volunteer Recognition celebration was held on Zoom. It is vitally important that we always recognize volunteers who give every day to ensure girls reach their full potential. We are hopeful that in the new year we can gather in person for more troop meetings, camping, and to recognize and applaud all of the accomplishments of our girls and volunteers.

Boots and Pearls, our Spartanburg area Women of Distinction celebration event was held as a drive-in event so that Girl Scout friends, guests, and honorees could watch the ceremony outdoors and from the safety of their vehicles. It was a fun night of celebration. While the Midlands Women of Distinction event was rained out, our honorees showed up in style to receive their awards.

Resiliency and innovation were the words of the year and all of you delivered. YOU are the reason we are able to learn, grow and rapidly change to continue the mission: building girls of courage, confidence, and character who make the world a better place. There is little doubt there will be challenges to come, but together we are GIRL SCOUT STRONG.

E. Meredith Manning
Chair. Board of Directors

Lora Tucker GSSC-MM CEO

## **Membership**

During Membership Year 2020 our focus remained on retention. What a success that has been!

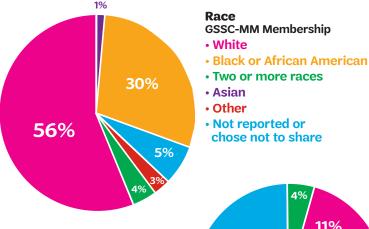
- Girl retention increased year over year by 14%.
- The 2020 Membership Year ended at 64% retention, up from 52%.
- Retention of our new co-leaders hit 81%.

First year girl retention and overall adult retention both saw increases as well. Retention efforts included more proactive touchpoints for new leaders and a redefined onboarding process. Reimagining program, increased member care satisfaction, robust training, and continued work on building Service Unit teams are all part of the effort to keep more members coming back each year. While recruitment has continued to be a struggle we diligently pursue new and innovative ideas. We are encouraged as our council is an area that is actually growing in population and we certainly have the potential to grow.



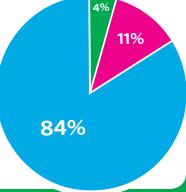
In 2020 our council served **6,852 girls** and **3,310 adult** members.

We are proud to report that our girl membership closely reflects the diversity of our 22-county jurisdiction.



# **Ethnicity GSSC-MM Membership**

- Not Hispanic or Latina
- Hispanic or Latina
- Not reported or chose not to share



#### Program

Program has shifted focus to 5 primary targets:

**Signature Events** are large scale, council wide, unique Girl Scout specific activities like Back in the Woods and the Powerful Women's Summit.

We've been building a **Program Partner** list of incredible vendors who offer activities suited for Girl Scouts.

**On-site Programs** at our facilities like archery, robotics, or hiking will always be a pillar of our offerings.

**Service Units** hosting local events like World Thinking Day continue to be a critical component of programming.

Lastly, **Troop Programming** such as troop meetings and outings will always be the most important component to Girl Scouting.

#### **Virtual Program**

As soon as the country started shutting down, our program team sprang into action. Girl Scouts Connected was quickly developed and rolled out to make sure Girl Scouts was still a consistent presence in our members' lives. Every day of the week, we offered live badge programming and casual fun live activities.

Our Facebook Live events eventually saw more than **60,000 views** and our live badge programming served more than **2,000 girls**.

We served **more than 100 girls** in Virtual Summer Camp. We also provided mailed program boxes with everything from badge work to general art supplies to girls who did not have access to internet.

We converted our beloved Volunteer Recognition, Gold Award Ceremony, and Volunteer Kickoff into virtual events that were absolute successes. Nothing will stop Girl Scouts from Girl Scouting!

#### **Girl Scout Cookie Program**

- 5,143 girls in our council sold 1,615,848 packages of cookies.
- Each participating girl sold an average of 314 packages. All proceeds remain local for girls, troops, and programs.
- We partnered with Blue Star Mothers and Red Cross (Domestic Soldiers) to send 25,128 packages of cookies



in 2020 to service members through our Cookies for Soldiers program. We donated **3,130 packages of cookies** to hometown heroes. And another **26,088 packages** of cookies were donated to local food pantries and other organizations that serve the under privileged in our council.

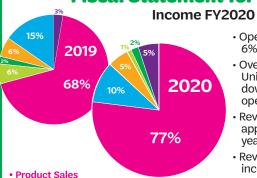
- In addition to troop proceeds earned, individual girls received \$151,430 in Cookie Dough to be used for program fees of council-sponsored events and camps, GSUSA-sponsored Girl Scout Destinations, project expenses for Gold and Silver Award projects, Lifetime Membership fees for graduating high school seniors, Annual Membership renewal, and merchandise in Girlz Gear Shops.
- 65 girls sold 1,500+ packages of cookies, and 4 girls sold more than 3,000.
- Troops earned \$1,027,877.

How the Cookie Crumbles
Where Girl Scout Cookie Money Goes
Girl Scout council support - 16.3%
Girl rewards - 6.4%
Troop proceeds - 29.2%
Cost of cookies and program - 48.1%



### **Effective Operations**

#### **Fiscal Statement for the Year**



- · Operating income decreased 6% from previous year.
- · Overall fundraising down. United way contributions down, staff fundraising for operations increased.
- Revenue from product sales approximately flat with prior vear.
- Revenue from investment income increased.
- · Program income, shop income down due to pandemic.

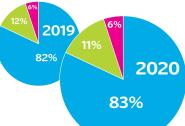
- Contributions & Grants United Way
- Programs
- Girlz Gear
- · Investments & Other

#### **Expenses FY2020**

- Total expenses decreased 11% from previous year.
- Personnel expenses decreased: other operating expenses decreased (increase in depreciation for full year on leadership center; increase in business insurances)



- Fundraising
- General & Administrative



### **Statement of Activities**

	Internal Draft FY2020			Audit FY2019		
	Without Donor Restrictions	With Donor Restrictions	Total	Without Donor Restrictions	With Donor Restrictions	Total
REVENUES, GAINS, AND OTHER SUPPORT						
United Way support	\$229,824	\$-	\$229,824	\$311,916	\$-	\$311,916
Grants	34,192	-	34,192	42,533	-	42,533
Contributions						
Individuals	92,498	75,850	168,348	58,502	446,270	504,772
Corporations and civic groups	25,795	122,469	148,263	92,470	127,125	219,595
Foundations	90,600	15,100	90,600	34,971	18,000	52,971
Planned gifts	75,500	-	-	-	-	-
Donated goods and services	1,424	-	1,424	1,314	-	1,314
Special fundraising, net	36,507	-	36,507	8,794	-	8,794
Product sales	3,668,867	-	3,668,867	3,679,360	-	3,679,360
Council Shop	96,314	-	96,314	119,229	-	119,229
Program service fees	37,094	-	37,094	316,368	-	316,368
nvestment income and gains	110,393	76,750	187,143	39,751	32,370	72,121
Other income	74,412	-	74,412	72,355	-	72,355
Net assets released from restrictions	340,563	(340,563)	-	799,836	(799,836)	-
TOTAL REVENUES, GAINS, AND OTHER SUPPORT	4,823,383	(50,395)	4,772,989	5,577,399	(176,071)	5,401,328
EXPENSES						
Mission related	3.901,588	_	3.901.588	4,355,976	_	4,355,976
Management and general	292,621	-	292,621	307,182	-	307,182
Fundraising	539,905	-	539,905	658,841	-	658,841
TOTAL EXPENSES	4,734,114	-	4,734,114	5,321,999	-	5,321,999
INCREASE (DECREASE) IN NET ASSETS	\$89,269	\$(50,395)	\$38,875	\$255,400	\$(176,071)	\$79,329

#### **Relevant Brand**

G.I.R.L. Talk Open Rates and Social Media Engagement Increase in G.I.R.L. Talk open rates from 23.6% in 2019 to 26.8% in 2020.

Facebook engagement grew from **5.96**% in 2019 to **6.42**% in 2020. Instagram followers grew to **1200** 

#### Targeted and Expanded Digital Advertising

Current events shaped digital marketing trends. There was a change in strategy in 2020 that focused on the use of very specific digitally targeted marketing. We also watched those ads and quickly adjusted accordingly.

The number of people who clicked on the ads was above the national average:

Girl Scout Cookies 2020: .29% Virtual Girl Scout Programs: .47%

Text to Join: .49%

Recruitment Campaigns: .18%

In addition to the campaigns we used **Facebook live and purchased social media ads** for recruitment, renewal, raffles, program information, and more.

#### **Volunteer Flyers**

We created and updated multiple flyers and postcards for ordering and use by members through our website.

#### **Girl Media Champions**

A dozen girls participated in an 8 week virtual program from the Marketing department concentrated on developing their skills as storytellers for Girl Scouts.

#### **CEO Meet and Greets**



Before the pandemic struck, CEO Lora Tucker went on a meet and greet tour through Aiken, Columbia, Greenville, Spartanburg, and Lancaster to meet girl and adult members. She answered their questions about what the council can do to improve and what should change.







#### **2020 Gold Award Girl Scouts**



The Gold Award is the highest leadership achievement in Girl Scouting. The prestigious award challenges high school Girl Scouts to improve their world through their projects. Gold Award Girl Scouts go above and beyond to better their communities. These hard-working young leaders completed a minimum of 80 hours each to meet all the project requirements for a sustainable change in their communities.



Alexandra Becknell Troop 13, SU 627 Spartanburg



Izzy Goodchild-Michelman Troop 2638, SU 627 Spartanburg



Ashley Spikings Troop 2864, SU 636 Simpsonville



Callie Majors Troop 591, SU 642 Pendleton



Evelyn Rasha Troop 2827, SU 636 Simpsonville



Piper Davis Troop 5295, SU 675 Aiken



Margaret Majors Troop 591, SU 642 Pendleton



Lydia Branham Troop 2831, SU 631 Easley



Sammie Ricks Troop 5375, SU 680 Aiken



Rhecia Majors Troop 591, SU 642 Pendleton



Peyton Stafford Troop 2831, SU 631 Easley



Jill Brown Individual Girl Scout Duncan



Jessica Kochert Troop 616, SU 647 Lexington



Iona Sweeney Troop 2831, SU 631 Easley



Zoe Fisher Troop 2199, SU 649 Irmo



Angelle Lowe Troop 2375, SU 648 Lexington



Josie Thompson Troop 2375, SU 648 Lexington



Laura Underwood Troop 2453, SU 639 Fountain Inn



Trinity Turner Troop 2831, SU 631 Easley



Kayla Fireovid Troop 2851, SU 632 Clemson



Sydney Weeks Troop 2851, SU 632 Pendleton

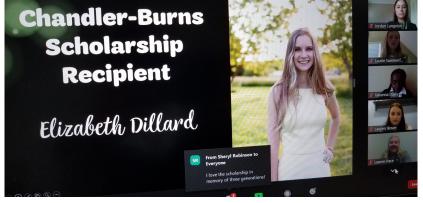


Sophie Young Troop 2855, SU 634 Greenville









# **Fundraising**



Honoree Stacy McBride at the 2020 Boots & Pearls event

2020 was an unprecedented year for a multitude of reasons. We started the fiscal year with a bang when the **Cathy Novinger Girl Scout Leadership Center** held its grand opening. With the generosity of donors and efforts of volunteers, what was once a hope became a reality: a leadership center for Girl Scouts in this council and across the country. It was an exciting time. Unfortunately, in March, like many

schools and businesses, the Leadership Center was closed due to the pandemic.

In the true Girl Scout spirit, our donors, staff, troop leaders and girls were resilient and creative and found a new way to Girl Scout. Donors supported virtual programming, badge activities were boxed and mailed, and girls were still able to connect, now through their computer screens. We launched **GEM (Giving Every Month)**, which allows donors to ensure that every girl is prepared to reach her full potential through recurring monthly donations.

We also celebrated the **Women of Distinction** in the Midlands and Spartanburg in a new, safe way. Women of Distinction and Boots and Pearls were moved to the big screen. We recorded the honorees and invited sponsors and guests to a drive-in movie. Weather may have deterred the movie in Columbia but the weather was perfect in Spartanburg. Thanks to sponsors, honorees and planning committees for believing in these new versions of an important celebration.

Amanda Hamilton joined our team as the Grants Manager and Storyteller for Good. We are excited to have Amanda on the team. She will continue to tell the story of GSSC-MM to garner even more support for girls. Thanks to the Duke Energy Foundation and Aflac Charitable Fund there are STEM activity boxes ready to check out. There are plans underway for drama and production learning, thanks to the SC Arts Commission and the Columbia Children's Theater, and Camp Mary Elizabeth is preparing for improvements. The generosity of donors, sponsors, corporations and foundations make a difference in the lives of girls regardless of the year, even a year as strange as 2020!





Lora Tucker with (from left to right) Honorees Nikole Mergo, Meghan Hickman, Dr. Rosyln Artis, Adrienne Gist (on behalf of A'ja Wilson) and Representative Beth Bernstein

#### **Our Donors**

#### October 1, 2019 - September 30, 2020

#### **Individual**

Gifts \$25,000 and over

**Duke Energy Foundation** Michelin North America PwC Charitable Foundation

United Way of Aiken County

United Way of Greenville County United Way of the Midlands

Gifts \$10.000-\$24.999

AgFirst Farm Credit Bank

BlueCross BlueShield of South Carolina

BMW Manufacturing Co., LLC Central Carolina Community

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Gifts \$5.000-\$9.999

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United Way of the Piedmont



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Liying Shen Greenville

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