# Today. Tomorrow. Together.

2021 Annual Report



# From the Chair of the Board and CEO



E. Meredith Manning

Chair, Board of Directors

Jan J Juka

Lora Tucker GSSC-MM CEO

Many of us thought 2021 would be a year of recovery. While we are still dealing with the pandemic, one thing we did learn was how to cope with it. We are stronger today. We will be stronger tomorrow and we are stronger together, because of everything we've overcome. Volunteers reached out more often to check on their girls, staff developed hybrid programs so everyone could benefit, and our donors recognized the difficulty of funding Girl Scouts when only 2 percent of donations are given to organizations that support girls.

We are grateful that we were able to hold some (safe) in-person programming, service unit meetings, and troop gatherings. With

limited capacity we had girls at camp at both Camp WaBak and the Cathy Novinger Girl Scout Leadership Center. We hosted 340 girls at resident camp and 207 girls at the inaugural day camp at the Cathy Novinger Girl Scout Leadership Center. Girl Scouts is rooted in the outdoors and every outdoor adventure grows a Girl Scout's "I've got this" attitude. Once they unlock that confidence, they'll aim as high as the stars they see outside their cabin window. The pandemic did not stop girls from participating in the number one girl-led entrepreneurship program in the world! Despite a tough cookie season for councils around the nation, because of our planning we were not left with excess inventory this year and Girl Scouts increased their per girl average to 268 packages. In total, 3,267 girls in our council sold 878,268 packages of cookies. Girl Scout troops earned \$652,497. GSSC-MM donated nearly 12,000 packages of Girl Scout Cookies to service members through Blue Star Mothers and the Red Cross.

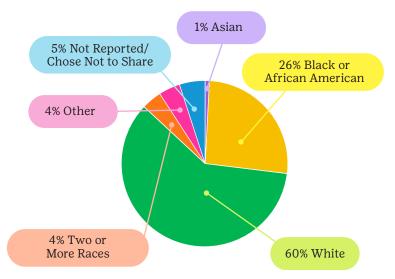
We celebrated 21 Gold Award, 118 Silver Award, and 207 Bronze Award Girl Scouts. The Girl Scout Gold Award, Silver Award, and Bronze Award prove girls have what it takes to build a better today—and tomorrow. Girl Scouts shine brightest when they're making the world a better place. We celebrated these accomplished young women in person at Fluor Field. The outside venue was a perfect setting to safely recognize their accomplishments. Women of Distinction, although rained out for the most part, still honored incredible women in the Midlands. We were able to provide food through a drive-thru and the women we honored jumped out for some quick pictures. We held our first ever Sweet Weekend so donors could gather at home and cook, and donors committed \$8,000 to GEM (Giving Every Month).

To our volunteers—with you, girls listen to their hearts, think on their feet, and raise their voices for what they believe in. You are their heroes—and ours too. Thank you!

# Membership

Our focus this year was on retention and continued work on building the service unit teams. Attention was placed on volunteers and especially first year volunteers. We continued to feel the impact of the pandemic and faced challenges in recruiting new members. Our service unit team and volunteers are key to the success of membership and work continues in building the supporting the teams as we continue to grow membership.

In 2021, our council served **5,208** girls and **2,604** adult members. We are proud to report our girl membership closely reflects the diversity of our 22-county jurisdiction.

















Top Row (left to right): A Girl Scout member splashes around Otter Creek Waterpark at one of the Summer Fun Events, an early-renewal incentive series. A Girl Scout swings a jump rope at Camporee, an in-person outdoor camping event held in April. Middle Row (L to R): An adult volunteer takes notes during a session at Volunteer Kick Off, which took place at the Cathy Novinger Girl Scout Leadership Center (CNGSLC) in August. A group of Bronze Award Girl Scouts pose together at the Gold & Silver Award Ceremony in May. A girl tries to break the line during a game of Red Rover at Camp Mary Elizabeth during Summer Fun Event overnight. Bottom Row (L to R): All the adult volunteers who attended the Volunteer Kick Off take a group photo at the end of the event. Older girls learn from a quest speaker at the Powerful Women Summit at CNGSLC in January.

# **Program**

Membership Year 2021 saw a mixed approach to programming. Some events continued as virtual as we made our way through the pandemic, and slowly, we saw a return to in person events. We continued the Signature Event approach with two in-person events:

- Back in the Woods
- ·Carolina Camporee

Additionally, in-person programs and even some overnights rounded out the program offerings at the Cathy Novinger Girl Scout Leadership Center (CNGSLC). We also partnered with the State Museum, League of Women Voters, and Junior League of Columbia—to name just a few—for some exciting programs. Summer resident camp made its in-person return in 2021 with limited capacity to allow for social distancing:

•Camp WaBak: 340 resident campers

•CNGSLC: 207 day campers







# Girl Scout Cookie Program

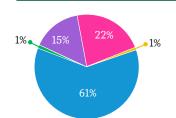






- •3,267 girls sold 878,268 packages of cookies.
- •Each participating girl sold an average of **268** packages.
- •We partnered with Blue Star Mothers and the Red Cross to send **11,988** packages of cookies to service members.
- •In addition to troop proceeds, girls earned \$76,545 in Cookie Dough for use at the Girlz Gear Shops, for council-sponsored event and program fees, and more.
- •30 girls sold **1,500**+ packages, and 1 girl sold **5,000**+.
- •Troops earned \$652,497.

### **GSSC-MM Product Sales**



- Council Property & Program Support,
   Volunteer First Aid Training, Destinations
- Product Cost
- Troop Support
- Girl Rewards
- Sales Support: Shipping Subsidy, Credit Card Processing

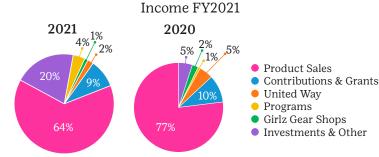
\*Results include Fall Product & Cookie Program sales.

# **Effective Operations**

### Statement of Activities

	Internal Draft FY2021				Audit FY2020		
	Without Donor Restrictions	With Donor Restrictions	Total	Without Donor Restrictions	With Donor Restrictions	Total	
REVENUES, GAINS, AND OTHER SUPPORT							
United Way support	\$79,394	\$-	\$79,394	\$229,824	\$-	\$229,82	
Grants	60,690	-	60,690	34,192	-	34,19	
Contributions							
Individuals	127,930	75,555	203,485	92,498	75,850	168,34	
Corporations and civic groups	83,382	105,100	188,482	25,795	122,469	148,26	
Foundations	61,450	12,500	73,950	75,500	15,100	90,600	
Planned gifts	-		-				
Donated goods and services	18,179	-	18,179	1,424	-	1,42	
Special fundraising, net	36,157	-	36,157	36,507	-	36,50	
Product sales	2,847,715	-	2,847,715	3,668,867	-	3,668,86	
Council Shop	72,378	-	72,378	96,314	-	96,31	
Program service fees	186,621	-	186,621	37,094	-	37,09	
Investment income and gains	344	438,890	439,234	84	187,060	187,14	
Other income	567,263	-	567,263	74,412	-	74,41	
Net assets released from restrictions	204,803	(204,803)	-	291,196	(291,196)		
TOTAL REVENUES, GAINS, AND OTHER SUPPORT	4,346,305	427,242	4,773,547	4,663,707	109,282	4,772,98	
EXPENSES							
Mission related	3,819,689		3,819,689	3,903,469		3,903,469	
Management and general	305,998	-	305,998	290,710	-	290,71	
Fundraising	563,556	-	563,556	539,935	-	539,93	
TOTAL EXPENSES	4,689,242		4,689,242	4,734,114	-	4,734,114	
NCREASE (DECREASE) N NET ASSETS	\$(342,937)	\$427.242	\$84,305	\$(70,407)	\$109,282	\$38,87	

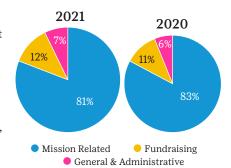
# Fiscal Statement for the Year



- · Total income flat from prior year
- Overall fundraising down: United Way decreased and staff-led fundraising increased
- Product sales revenue down 22% (COVID-related membership decline)
- · Revenue from investment income increased
- Increase in other income, including forgiveness of stimulus loan

### Expenses FY2021

- Total expenses down almost 1% from prior year
- Salaries and benefits down 4% from prior year
- Camp returned in FY21 leading to increase in camprelated supplies and items
- Decreases in travel, training, printing due to COVID



# **Relevant Brand**

Membership Year 2021 (MY2021) was the beginning of an intensive effort to build our brand and ensure the continued relevance of Girl Scouts in our community.

### New Brand Attributes

Along with GSUSA, we began implementing new visual and verbal brand standards, working with our staff and volunteers to phase in elements of the brand refresh.

100% of staff completed new brand attribute training

# Newsletter Open Rates & Social Media Engagement

- •Decrease in membership newsletter open rates from 26.8% in MY2020 to 24.3% in MY2021
- •Facebook engagement grew from 6.4% in MY2020 to 8.6% in MY2021

# Volunteer Flyers

 Trackable QR codes and links were placed on all recruitment materials

# Major Marketing Events and Campaigns

- 1. Annual Meeting 2020 (December-January)
- 2. Legislator welcome letter and GS Agenda (January)
- 3. Page week honorary guests virtually (March)
- 4. Messaging (media, scripts, speeches, talking points)
- 5. Media Opps/PR (membership and cookies)
- 6. Joint Events with Partners: Earth Day with PalmettoPride and Lt. Governor
- 7. Fund Development Events: Sweet Weekend, WOD
- 8. Internship Program development
- 9. Multiple videos: CNGSLC, camps, and girl testimonials















Top Row (left to right): WSPA interviews Jeff Bennett, The Pound Cake Man, about his Sweet Weekend specialty dessert. Girls Scouts pose for a picture with Lt. Gov. Pamela Evette during the Clean Up SC press conference. Middle Row (L to R): Girl Scouts meet virtually with representatives from the SC General Assembly Women's Caucus during Page Week. Supporters watch the presentation at the 2021 Boots & Pearls Award Ceremony in Spartanburg. A counselor-in-training gives an interview for a Camp WaBak promo video. Bottom Row (L to R): CEO Lora Tucker and a Girl Scout interview with La Jefa 94.9 FM about the Girl Scout Leadership Experience. The Marketing Team films a water safety lesson with Troop 1293 for a video about their lifesaving leaders, who helped save a child's life in Savannah, GA, this summer.



# 2021 Gold Award Girl Scouts

The Gold Award, the highest leadership achievement in Girl Scouting, 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 hardworking young leaders completed a minimum of 80 hours each to meet all the project requirements for a sustainable change in their communities.



Alexis Rizzo Troop 968, SU 651 Elgin



Ella Blalock Troop 776, SU 656 Columbia



Paige Maylath Troop 9136, SU 647 Chapin



Allie Hughes Troop 2900, SU 631 Easley



Erika Daunheimer Troop 690, SU 643 Blythewood



Rachael Balts Troop 2900, SU 631 Easley



Anne Krompecher IRG, SU 647 Chapin



Ivey Edwards Troop 2243, SU 655 Sumter



Raina Bryant Troop 2378, SU 648 Lexington



Breelyn A. Grooms Troop 2904, SU 642 Anderson



Jessia Smith Troop 1661, SU 630 Union



Savannah Cannon Troop 585, SU 635 Greenville



Brelyn Burt Troop 5775, SU 675 North Augusta



Katelyn Potts IRG, SU 647 Irmo



Summer Payne Troop 2105, SU 635 Lancaster



Brianna Robinson Troop 2199, SU 649 West Columbia



Kelsey Pranke Troop 2855, SU 6364 Greenville



Victoria Harrison Troop 2509, SU 633 Seneca



Elizabeth Harris Troop 585, SU 635 Greenville



Maggie Bailey Troop 2105, SU 653 Rock Hill



**Zoe Willis** Troop 3260, SU 642 Anderson

# **Scholarships**



Chandler-Burns Scholarship Recipient Paige Maylath



Pauline Patterson Memorial Scholarship Recipient Laura Jo Underwood



Sarah Brown Cannon Scholarship Recipient Evelyn Rasha

# **Presenters**



Samiah Lewis



Evelyn Rasha



Sydney Weeks





















# **Fundraising**

While 2021 held many pandemic challenges, the council's fundraising efforts remained strong, due to the innovation and generosity of donors. Our donors continue to eliminate financial barriers that may keep girls from engaging in the Girl Scout Leadership Experience.

# **Fund Development Signature Events**

- •Sweet Weekend: Chefs created treats with a very special ingredient: Girl Scout Cookies!
- •Boots & Pearls: We honored the Spartanburg Women of Distinction, Ms. Laura Ringo and Dr. Amy Baruch.

### **Grants & Sponsored Events**

- •My Best Self: This event series teaches girls how to care for their physical and mental health; sponsored by the Junior League of Columbia in Columbia and the Spartanburg Academic Movement and the Mary Black Foundation in Spartanburg.
- •Virtual STEM Sessions: This event series, sponsored by Dominion Energy's We3 (Women Engaging, Educating and Energizing), gives girls the opportunity to learn about STEM from professionals from across the country.
- •Social Action Summit: This non-partisan event equipped girls with the tools needed to find their voice regarding today's social issues; sponsored by Dominion Energy and the Central Carolina Community Foundation.













Top Row (left to right): A young girl helps make a Sweet Weekend recipe. Our CEO Lora Tucker poses with the 2021 Spartanburg Women of Distinction, Dr. Amy Baruch and Laura Ringo. Middle Row (L to R): We3 meets virtually with Girl Scouts for a STEM session. Girl Scouts stretch out during My Best Self, sponsored by the Junior League of Columbia. Bottom Row (L to R): A Girl Scout supporter shows off her Sweet Weekend Girl Scout Cookie cheesecake. Three Girl Scouts pose at the Boots & Pearls celebration.













Top Row (left to right): A volunteer helps Girl Scouts write affirmations about themselves during a My Best Self event. In May, Historic Columbia honored the Cathy Novinger Girl Scout Leadership Center Project Team, including the Boudreaux Group, with an award for Historic Revitalization. Middle Row (L to R): In August, Emerald Circle members gathered to see the renovated Spartanburg Service Center at Camp Mary Elizabeth. Lynn Collins, executive director at the South Carolina Association of School Psychologists, shows off her Girl Scout sash at the Social Action Summit, where she lead a breakout session. Bottom Row (L to R): Bill Patterson announces Laura Jo Underwood as the 2021 awardee of the Pauline Patterson Memorial Scholarship, given in memory of his wife Pauline. Spartanburg supporters watch the 2021 Boots & Pearls presentation.

Thank you to our donors!



sponsors supported two signature Girl Scout events



girls received camperships



Girl Scout College Scholarships Awarded



United Ways helped fund our council



Girl Scouts received financial aid



higher donor retention than the national average



Girl Scouts received uniforms at no cost

# **Our Donors**

## October 1, 2020 - September 30, 2021

### Gifts \$25,000 & over

Abacus Planning Group BlueCross BlueShield of South Carolina Susan (Susu) Phifer Johnson & George D. Johnson, Jr. Michelin North America

Richland County Spartanburg Academic Movement United Way of Aiken County

### Gifts \$10,000-\$24,999

AgFirst Farm Credit Bank BMW Manufacturing Co., LLC Bridgestone Americas/Bridgestone Firestone USA

Calvin & Sarah Cannon Colonial Life

Community Foundation of Greenville

Contec, Incorporated Dominion Energy Mary Anne Fitzpatrick

Girl Scouts of the USA

Junior League of Columbia Lesley R. Moore

Nephron Pharmaceuticals Corporation

Publix Super Markets Charities, Inc. South Carolina Arts Commission Spartanburg County Foundation United Way of the Midlands

### Gifts \$5,000-\$9,999

Abney Foundation Randy Brock

Sarena & Rad Burch Ruth Cate & Charles White Central Carolina Community Foundation

Gloria & Leland Close

Debra & Steven Hamm Carolyn C. Harbison

Jo H. Guinn Family Foundation

E. Meredith Manning & Robert Stepp Milliken & Company

Allison & Carl Muller Minor M. Shaw

Southern First Bank United Way of Anderson County

United Way of Lancaster

# Gifts \$1,000-\$4,999

3M

Arkwright Foundation

Lvnn Arve Tammy Asplund Valerie Barnet

BB&T Insurance Services, Inc.

Anna & Steven Blanton

Kavita Borsum

Lillian Brock Flemming Brown Packing Company

Suzanne & W. Reed Brown Ron & Kris Burns

Cate & Brough, P.A.

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Julia S. Kelly Crow Lisa Dillard

Sue Doran

James & Sybil Fanning Jean Cecil Frick

Joan Gibson Frances Griggs

Meghan & Wesley Hickman

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J M Smith Foundation

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United Way of Greenville County

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United Way of the Piedmont

Phyllis Ward Rich

Margaret G. Young Nelly Zimmerli

### Gifts \$500-\$999

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Allican Hamingray	Sarah Lyles	Miriam L. Pettigrew	Kristy Stoneburner
Allison Hemingway Cheryl Hicks	Christine W. Lynn	Elizabeth Podmore	Cynthia Storm
•	Donna Manning	Elizabeth Potter	Striker Mining, LLC
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Rosena & James Lucas	Virginia Peterkin	Laura Stille	Jacqueline H. Wynne
	9		

YMCA of Greater Spartanburg

Juliette Gordon Low Society

Erik and Eva Andersen Girl Scout Movement-wide Challenge Planned Gift

Carolyn G. Babb

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Elizabeth Cougnenour Elizabeth Kassebaum Elizabeth Ziegler

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Girl Scout Troop 142 Greer Sexton Hassie Mae Wells Hays Bynum Heidi Putman

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Nell Brennan Patrice Pace Peach Collins Penny Kamis Rebecca Lever

Rebecca & Tommy Lever Rebecca L. Conover

Rev. Jenny McDevitt, Shandon Presbyterian Church

Sarah & Cal Cannon's 50th Anniversary

Sarah Brown Cannon

Stacy McBride Stacy McCloghry

Susan Moorefield, 1st SC Gold Award Girl Scout

Tricia Hunter

Troop 3298 Leaders Jean Cecil Frick & Jennifer McCormack

Troop Leader Tracy Seiler

Vivien Cooper

Gifts given in memory of:

Cathy Novinger Dodie Anderson Elizabeth "Peach" Collins Jacqueline Newkirk

Jananne Cheshire

Juliette Gordon Low, the Best Girl Scout Leah Cheek

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Gifts In-kind

Bond Street Wines Creative MMD, LLC Robert Espindola

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