

INSPIRE
the **FUTURE**
2019 ANNUAL REPORT





From the Chair of the Board

We have a lot in common. We believe in the POWER OF G.I.R.L. We know the value of strong and empathetic female leaders, and we understand the need for girls to have opportunities to step up and take the lead.

I appreciate this opportunity to share the successes that we all enjoyed this year.

We began January 2019 with the number one entrepreneurship program for girls. The girls in our council built business skills and surpassed the national average of packages of Girl Scout Cookies sold per girl. The per girl average for boxes sold in our council was 286. That's a lot of community service, travel, and learning opportunities for girls throughout our council.

Over the summer 540 girls attended summer camp, having fun, outdoor adventures, and building their leadership skills. And we worked with GSUSA to launch 42 new badges that are allowing girls to make their own choices about how they want to experience and influence the world.

Our volunteers mentored 28 Gold Award Girl Scouts in 2019. That is remarkable! I thank every one of you for helping girls prove that they are leaders and can make a difference. The girls you see in this report set the standards of excellence. They challenged themselves to think deeply, explore opportunities, and make a difference in their communities.

The programming we offer takes Girl Scouts from shy kindergartners to driven high school students. This year, we focused, more than ever before on high impact programming like painting shelters during *Girl Scouts Love State Parks*, exploring and learning to lead at Back in the Woods, and *G.I.R.L. Expo* that offered opportunities in STEM, the Outdoors, Life Skills, and Entrepreneurship.

For many of our girls, *G.I.R.L. Expo* was a sneak peek, the first look, at the Cathy Novinger Girl Scout Leadership Center. Wow, what a game changer for girls! South Carolina's First Lady and Lieutenant Governor, a representative from GSUSA, our board of directors, and stalwart donors, supporters and volunteers all stood with our Girl Scouts to cut the ribbon on this fantastic facility, a destination of choice for girls for decades to come.

Our mission is building girls of courage, confidence, and character, who make the world a better place. We have a legacy of sisterhood to carry forward for future generations. Looking ahead, let's continue our commitment to this mission with enthusiasm and excitement to meet the challenges we know girls face every day.

A handwritten signature in black ink, appearing to read 'E. Meredith Manning', followed by a long horizontal flourish.

E. Meredith Manning
Chair, Board of Directors

Cathy Novinger Girl Scout Leadership Center



(from left to right) Girl Scouts at the ribbon cutting ceremony with Congressman James Clyburn, SC Lieutenant Governor Pamela Evette, GSUSA Chief Customer Officer Lynelle McKay, Honorary Chair Susu Johnson, Campaign Chair Karen Mitchell, GSSC-MM Board Chair Meredith Manning, First Lady of SC Peggy McMaster, and Honorary Chair Charlotte Berry



SC Lieutenant Governor Pamela Evette in the Arts Studio

On October 26, 2019 Girl Scouts of South Carolina—Mountains to Midlands cut the ribbon on the Cathy Novinger Girl Scout Leadership Center.

The leadership center was designed with input from girls, volunteers, and stakeholders. It serves as an incubator for leadership for young women across our council, all in view of the South Carolina State House.

The 32,000 square-foot facility is a multi-purpose destination combining programmatic and training spaces, and housing the Midland's regional Girl Scout Service Center.

The Cathy Novinger Girl Scout Leadership Center is a game changer for girls with programmatic space that includes:

- STEM Lab
- Arts Studio
- History Display
- Indoor Climbing Wall
- Healthy Living Kitchen
- Girls-Only Lounge
- Overnight Space
- Meeting Space

Reach More Girls

Membership



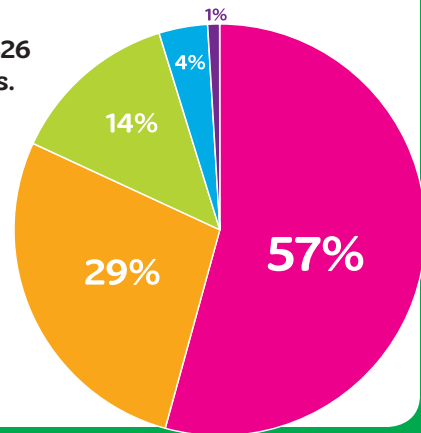
Our focus this year was on increasing girl and adult retention. We did that by building our support infrastructure through developing high-functioning service unit teams, developing a stellar onboarding and training

process for co-leaders, and providing excellent customer service to all members. Significant work went into retaining girls in 2019. Because of that work we are seeing a great increase in retention for the 2020 Membership Year. Our area for growth is in recruiting new girls and volunteers. We plan to tackle our recruitment challenges by focusing on building relationships with volunteer recruiters to further our reach.

In 2019 our council served 7,826 girls and 3,104 adult members.

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

- Caucasian/White
- African American/Black
- Other
- Hispanic/Latin
- Asian



Higher Impact Programming

Program

Membership Year 2019 was the beginning of a program strategy shift. In prior years GSSC-MM published a book of hundreds of fun activities, sprinkled throughout our council. Most programs offered were short and had a low maximum number of registrants. In 2019 our strategy shifted. Council programs are large-scale, unique events such as G.I.R.L. Expo, Back in the Woods, and the Social Action Summit. All of these events are all day, low cost, and bring together over 300 girls at one time. This program cycle we have 12 of these types of events.

We are also building a comprehensive listing of community partners. These partners offer programming specifically geared toward Girl Scouts or offer activities at a discounted rate to our members. Troop leaders and families can register with the vendors at their convenience.

In addition we support programming planned by Service Units. These local programs give girls in their immediate Girl Scouting community an opportunity to meet, learn, and have fun. Furthermore, we support high-quality troop program experiences by providing quality training and an in-depth onboarding process.



Summer Camp

Total Campers Served: 540
Total Camper Weeks (spaces filled - some girls attend more than once) : 670

- WaBak Camper Weeks: 562
- CME Camper Weeks: 109

Girl Scout Cookie Program



- **5,591 girls** in our council sold **1,597,572 packages of cookies**.
- Each participating girl sold an average of 286 packages. All proceeds remain local for girls, troops, and programs.
- We partnered with Blue Star Mothers, Soldier's Angels, and the USO to send **23,532 packages** of cookies this year to service members through our *Cookies for Soldiers* program.
- In addition to troop proceeds earned, individual girls received **\$143,843 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, and Lifetime Membership fees for graduating high school seniors.
- **46 girls** sold 1,500+ packages of cookies, and **2 girls** sold more than 5,000.
- Troops earned **\$976,463**.

Increased Investments

Fundraising



In 2019, our continued capital campaign efforts resulted in nearly three million dollars overall toward our new state-of-the-art Cathy Novinger Girl Scout Leadership Center which opened in October.

With the leadership center's completion we were able to honor individuals, companies, foundations, and grant funders who gave financial support to make the center a reality.

Donors were offered sneak peeks at the renovations to thank them and welcome them to further engage with Girl Scouting.

Our Fund Development team grew in 2019 with two new Fund Development Managers, Alyssa McKenzie in the Upstate and Kyle Greene in the Midlands. We also introduced a new Chief Development Officer, Lara Winburn, shortly after the close of the fiscal year. We are excited about the work this team is doing to increase investments in our council and, as a result, increase opportunities for our girls.

We had successful participation in two GSUSA Planned Giving Challenges,

increasing the council's number of planned givers, and received national bonuses. This is an important step for ensuring the availability and excellence of Girl Scouting opportunities for generations to come.

We were also able to celebrate the outstanding women in our communities for their professional accomplishments, service to others, and impact on their communities. These women exemplify the traits of Girl Scouts. Our 7th Boots and Pearls Women of Distinction Awards were held in Spartanburg and our 26th Women of Distinction Awards, in Columbia.



2019 Women of Distinction Honoree Jill Davis with a Girl Scout Daisy



Honorary ToGetHerThere Campaign Chair Susu Johnson receiving Girl Scout Cookies at the 2019 Boots & Pearls in Spartanburg

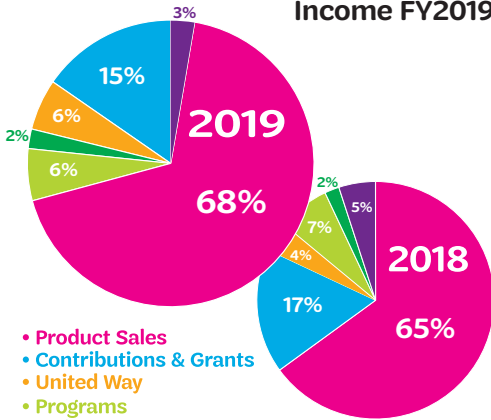
- More than 500 individuals
- 89 Community Partners
- 34 Foundations
- 17 United Ways

...and **countless volunteers** have invested both their treasure and their time into the Girl Scouts of South Carolina—Mountains to Midlands. We could not do this work without them. 2020 is here and together we are ready for even more exciting opportunities for girls.

Effective Operations

Fiscal Statement for the Year

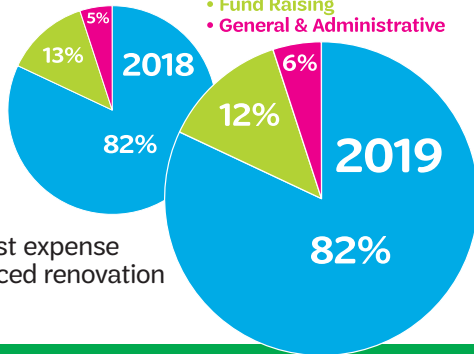
Income FY2019



- Product Sales
- Contributions & Grants
- United Way
- Programs
- Girlz Gear
- Investments & Other

- Total income decreased 8.8% from previous year.
- Revenue from product sales decreased due to membership decline and increased costs.
- Revenue from investment income declined due to less robust economic conditions.

Expenses FY2019



- Total expenses decreased 1.3% from previous year.
- Personnel expenses decreased; occupancy expense increases reflect delayed move to new location; interest expense increased due to financed renovation of new location.

Statement of Activities

	From Audit Draft FY2019			FY2018		
	Without Donor Restrictions	With Donor Restrictions	Total	Without Donor Restrictions	With Donor Restrictions	Total
REVENUES, GAINS, AND OTHER SUPPORT						
United Way support	\$311,916	\$-	\$311,916	\$287,919	\$-	\$287,919
Grants	42,533	-	42,533	37,250	-	37,250
Contributions						
Individuals	58,502	446,270	504,772	73,043	222,492	295,535
Corporations and civic groups	92,470	127,125	219,595	67,015	160,550	227,565
Foundations	34,971	18,000	52,971	21,788	298,300	320,088
Planned gifts	-	-	-	12,119	-	12,119
Donated goods and services	1,314	-	1,314	40,414	-	40,414
Special fundraising, net	8,794	-	8,794	2,689	-	2,689
Product sales	3,679,360	-	3,679,360	3,886,017	-	3,886,017
Council Shop	119,229	-	119,229	102,337	-	102,337
Program service fees	316,368	-	316,368	396,187	-	396,187
Investment income and gains	39,751	32,370	72,121	125,728	99,389	225,117
Other income	72,355	-	72,355	87,386	-	87,386
Net assets released from restrictions	799,836	(799,836)	-	607,714	(607,714)	-
TOTAL REVENUES, GAINS, AND OTHER SUPPORT	5,577,399	(176,071)	5,401,328	5,747,606	173,017	5,920,623
EXPENSES						
Mission related	4,355,976	-	4,355,976	4,467,898	-	4,467,898
Management and general	307,182	-	307,182	226,587	-	226,587
Fundraising	658,841	-	658,841	696,698	-	696,698
TOTAL EXPENSES	5,321,999	-	5,321,999	5,391,183	-	5,391,183
INCREASE (DECREASE) IN NET ASSETS	\$255,400	\$(176,071)	\$79,329	\$356,423	\$173,017	\$529,440

Stronger Brand

G.I.R.L. Talk Open Rates and Facebook Engagement

Increase in *G.I.R.L. Talk* open rates from 21.8% in 2018 to **23.6%** in 2019.

Facebook engagement grew from 4.78% in 2018 to **5.96%** in 2019.

Targeted and Expanded Digital Advertising and Promotion

We expanded our reach outside of our membership through 4 digital advertising campaigns utilizing geo-targeting and geo-fencing.

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

Cookies for Corporations/Booth Sales: .09%

Camp Counselor Recruitment: .67%

Daisy Launch: .53%

Fall Recruitment Campaign: .09%

In addition to the campaigns we used social media platforms for **Facebook live recruitments** and we worked with United Way Partner Hands On Greenville on a **takeover of their social media channels**, where we were able to promote membership, volunteering, and fundraising.

Volunteer Flyer System

We created multiple recruitment flyers focused on the outdoors, STEM, and friendship for girls and volunteer recruitment; and developed an online system so that volunteers can order and customize flyers for individual recruitments/events.



Introducing Lora Tucker

We are thrilled to introduce Girl Scouts of South Carolina—Mountains to Midlands Chief Executive Officer, Lora Tucker.

Lora is a life long Girl Scout and Gold Award Girl Scout who has dedicated herself to helping people achieve their personal best. Lora served as the CEO of Girl Scouts of Kentuckiana and as a council consultant to Girl Scouts of the USA.

Most recently she was CEO of Centerlink, a national nonprofit responsible for providing leadership to assist more than 250 community centers in building support and promoting the rights of LGBTQ people.

Lora's passionate about leading with heart and has the knowledge and experience needed to move our council forward.

What more could we ask for as we work together, as sisters, to Inspire the Future. Please welcome her.



2019 Gold Award Girl Scouts



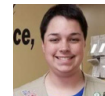
The Gold Award is the highest leadership achievement in Girl Scouting. The prestigious award challenges high school Girl Scouts to improve their world through their projects. Gold Award Girl Scouts go above and beyond to better their communities. These hard-working young leaders completed a minimum of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



Holly Lodmell
Troop 13
Spartanburg



Micah Cook
Troop 2128
Columbia



Caitlin Roberson
Troop 2616
Lyman



Erin Villanueva
Troop 34
Inman



Aisha Griffin
Troop 2199
Lexington



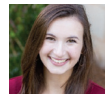
Nichole Reitz
Troop 2616
Lyman



Bethany Bagwell
Troop 100
Fountain Inn



Reagan Davis
Troop 2199
Columbia



Emma Sandango
Troop 2638
Spartanburg



Sylvia Zaragoza
Troop 162
Chester



Bonnie Frick
Troop 2222
Little Mountain



Lauren Stover
Troop 2900
Easley



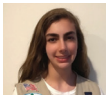
Trystyn Gaston
Troop 162
Chester



Kayleigh Jordan
Troop 2243
Sumter



Jimeace Bonaparte
Troop 3271
Greenville



Camden Meetze
Troop 760
Chapin



Aniaya Price
Troop 2253
Columbia



Elisabeth Harkins
Troop 5295
North Augusta



Brianna Wangsness
Troop 940
Columbia



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Cayce



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Greer



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Chapin



Janaki Raman
IRM
Columbia

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