





Celebrate Sisterhood

Saturday, January 28, 2023





Celebrate Sisterhood

Girl Scout Salome Gajadhar



Frances Griggs

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

Flag Ceremony Troop #1253



Pledge of Allegiance





Girl Scout Promise

On my honor, I will try:
To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.



Girl Scout Law

*I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong,
and responsible for what I say and
do, and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place,
and be a sister to every Girl Scout.*





Celebrate Sisterhood

Saturday, January 28, 2023

Annual Meeting Task Force

Tammy Asplund

Jacklyn Blakley

Kavita Borsum

Carla Brewer

Amy Brown

Rebecca Conover

Kellie Fontecchio

Kristen Horne

Karen Kelly

Lora Tucker

Shawn Williams



Procedures

Delegates Only

1. Voting
2. Motions
3. Seconds
4. Questions



Community Partner Award



Community Partner Award



**United Way
of the Midlands**



Community Partner Award



**United Way
of the Midlands**

Sara Fawcett



Credentials Report



Approval of Minutes 2021





Celebrate Sisterhood

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Agenda

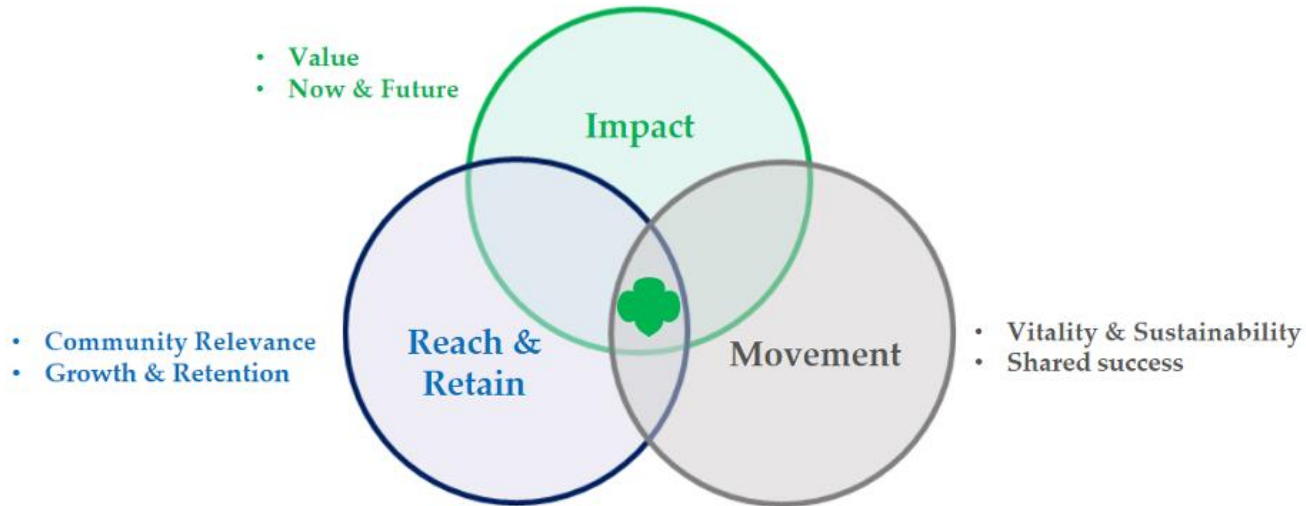
Annual Business Meeting

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



GSUSA Movement Strategy

Purpose-Driven Strategic Outcomes for Girls



We are moving our Movement to meet this moment and change the future.





Lora Tucker

CEO, GSSC-MM



Mission Moment



Welcome Troop 1967



Stewardship Report





Stewardship Report: Reach & Retain More Girls

In 2022, we served:

- **5,270** girls
- **2,744** adults

Retention Rates:

- **67.8%** for girls
- **79.7%** for adults

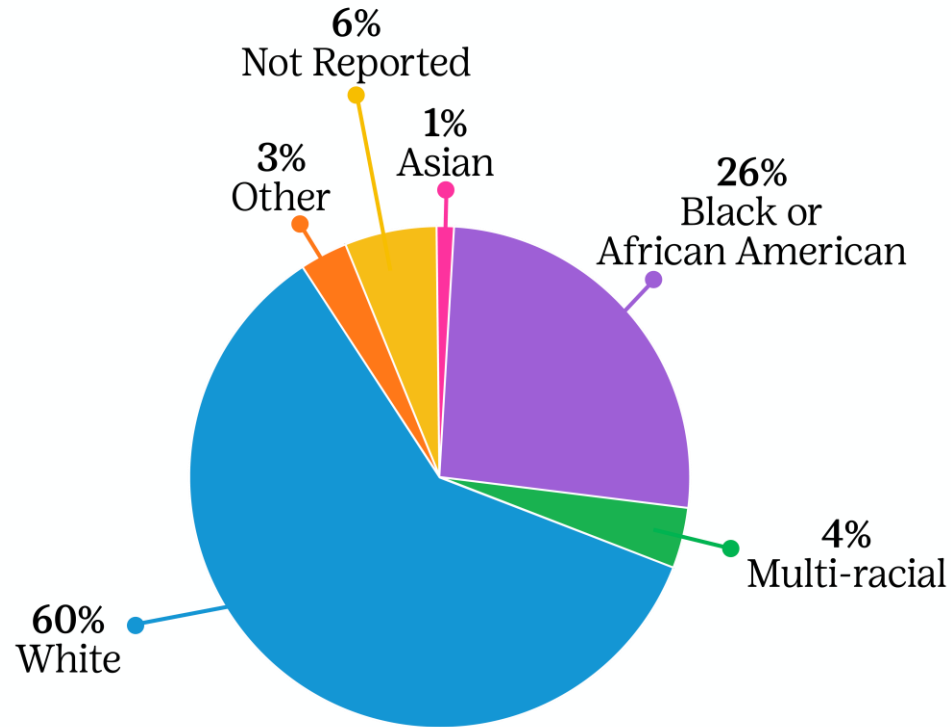
FY22 Membership

- **2.59%** increase



Stewardship Report: Reach & Retain More Girls

Membership Demographics:





Stewardship Report: Program

Partners

- State Museum
- EdVenture
- Flavored Fork
- Super Beauty
- Fit Columbia
- Back in the Woods partners
- BMW





Stewardship Report: Program

33 programs held at the
Cathy Novinger Girl Scout
Leadership Center





Stewardship Report: Program

- Summer Resident Camp: **352** campers
- Summer Day Camp:
 - Leadership Center: **290** campers
 - Camp Mary Elizabeth: **34** campers





Stewardship Report: Property Rentals

- FY21: **\$14,195**
- FY22: **\$27,340**





Stewardship Report: Product Program

- **3,514** Girl Scouts participated
- **323** per girl average
- **14,825** Cookies for Soldiers
- **\$105,925** in Cookie Dough
- **\$875,849** earned by troops





Stewardship Report: Product Program

Fall Product

- **703 Girl Scouts** participated
- Per Girl Average: **\$231**





Stewardship Report: Lead Generation & Conversion

- **2,105** girl prospects were generated online
 - **74%** conversion rate
 - Translates to **1,549** girl members
- **1,436** leads generated by council and GSUSA recruitment efforts
 - **20%** conversion rate
 - **290** new members
 - 227 girls
 - 78 adults





Stewardship Report: Lead Generation & Conversion

- **6,643** cases closed
- **2.3** business day resolution time
- **48%** of cases solved on same day
 - **6.5** business hours average resolution time





Stewardship Report: Retail

Retail: Girlz Gear Shops

- **158%** of anticipated budget
- Online revenue decreased by **8%**
- In-store revenue increased by **72%**
- 2022 retail revenue surpassed 2019 retail revenue by **4%**





Stewardship Report: Relevant Brand

- Brand Recognition
 - Media Champion Team
 - Presentation





Stewardship Report: Relevant Brand

Amplifying Higher Awards

- Gold Award Recognition
- Videos for each project





Girl Scouts of South Carolina - Mountains to Midlands

December 7, 2022 · 🌐

What's the difference between a community service project and a Take Action project? Watch the video to learn more about the differences between community service and Take Action projects and maybe get a few ideas to share with your troop! And if your troop has completed a Take Action project recently, we'd love to hear about it in the comments!

Take Action vs. Community Service Projects

What's the difference?

0:03 / 1:10

Tammy Asplund, Rose Washington and 4 others

2 comments · 5 shares



Like



Comment



Share



Stewardship Report: Relevant Brand

Take Action Video
Table Talk Cards



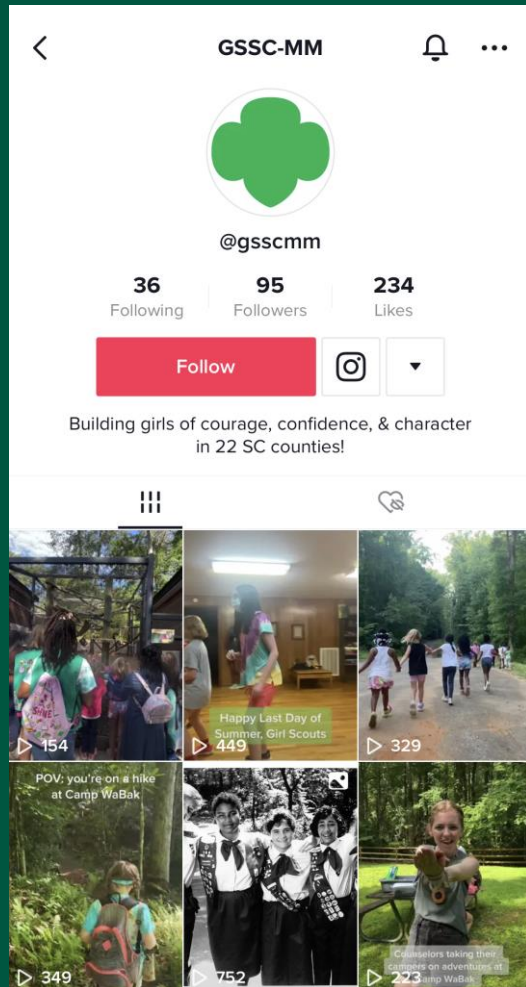


Stewardship Report: Relevant Brand

Advertising Tracking

- Facebook Lead Campaigns
 - Average spent down 50%





Stewardship Report: Relevant Brand

Social Media Enhancements

- TikTok
- LinkedIn





Stewardship Report: Relevant Brand

1. 2021 Annual Business Meeting
2. Legislator welcome letter and GS Agenda
3. Honorary Page Week and Legislative luncheon with the Women's Caucus
4. Messaging: scripts, speeches, talking points
5. Media Opportunities and PR
6. Women of Distinction in Columbia and Boots and Pearls in Spartanburg
7. Joint Events with Partners
8. Multiple videos for our camps and events





Stewardship Report: Strengthen & Diversify Revenue

- Women of Distinction
- Boots and Pearls
- Cookies on Tap
- Funded programs
- GEM





Stewardship Report: Strengthen & Diversify Revenue

Financial Aid:

- **900+** girls
- **489** uniforms
- **156** camp experiences
- **5** post-secondary scholarships





Stewardship Report: Effective Operations

- All Staff check-ins
- Staff surveys





Stewardship Report: Effective Operations

- Training
- Time Management





Stewardship Report: Effective Operations

Staff turnover

- MY 2022: **37%**
 - 15 new employees
 - 13 employees left
- MY 2021: **34%**





Stewardship Report: Effective Operations

Employee Resource Groups

- DEIRJ
- Healthy Living
- Book Club





Stewardship Report: Effective Operations

- Stay Interviews
- One-on-ones
- Onboard check-ins
- Associate Spotlight



Stewardship Report





Mary Anne Fitzpatrick

Board Treasurer



Financial Position



FY2022 Financials

Income (Total)

Contributions, Grants, Fundraising Events	\$ 293,240
United Way	96,145
Product Sales	3,501,448
Programs	227,716
Shop & Trading Post	132,513
Interest & Investment Income	(578,810)
Other	88,683
Other - Forgiveness of Stimulus Loan	469,200
Total Income	\$ 4,230,135

Expense

Program (Mission Related)	3,783,901
Management and General	388,124
Fundraising	501,160
Total Expenses	\$ 4,673,185

Change in Assets

Increase (decrease) in Net Assets	(443,050)
Net Assets, Beginning/yr	10,930,709
Net Assets, Ending/yr	\$ 10,487,659

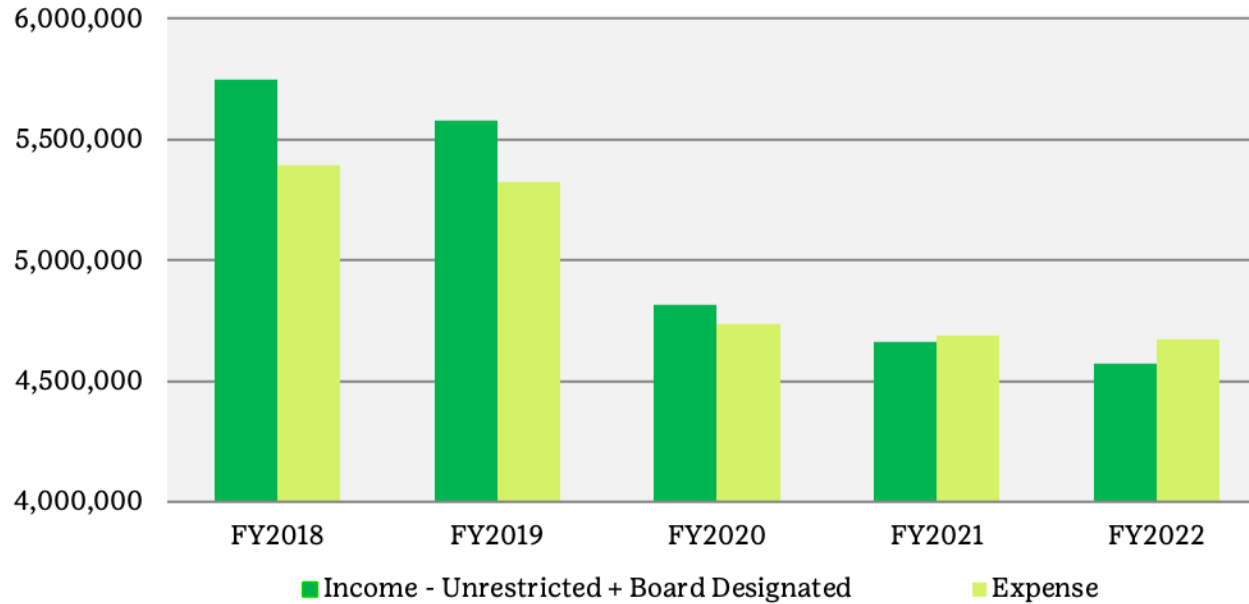
Non-cash items (*included above*)

Unrealized Gain/(Loss)	(824,870)
Depreciation	372,821

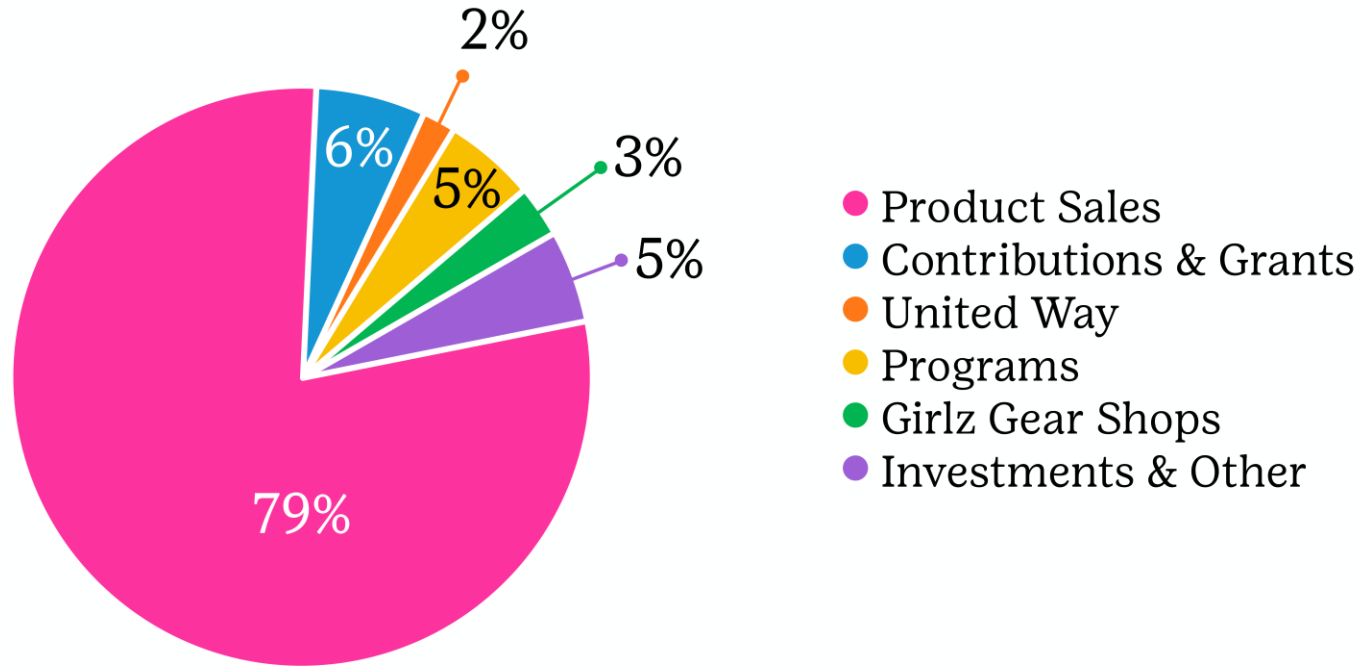


Trend

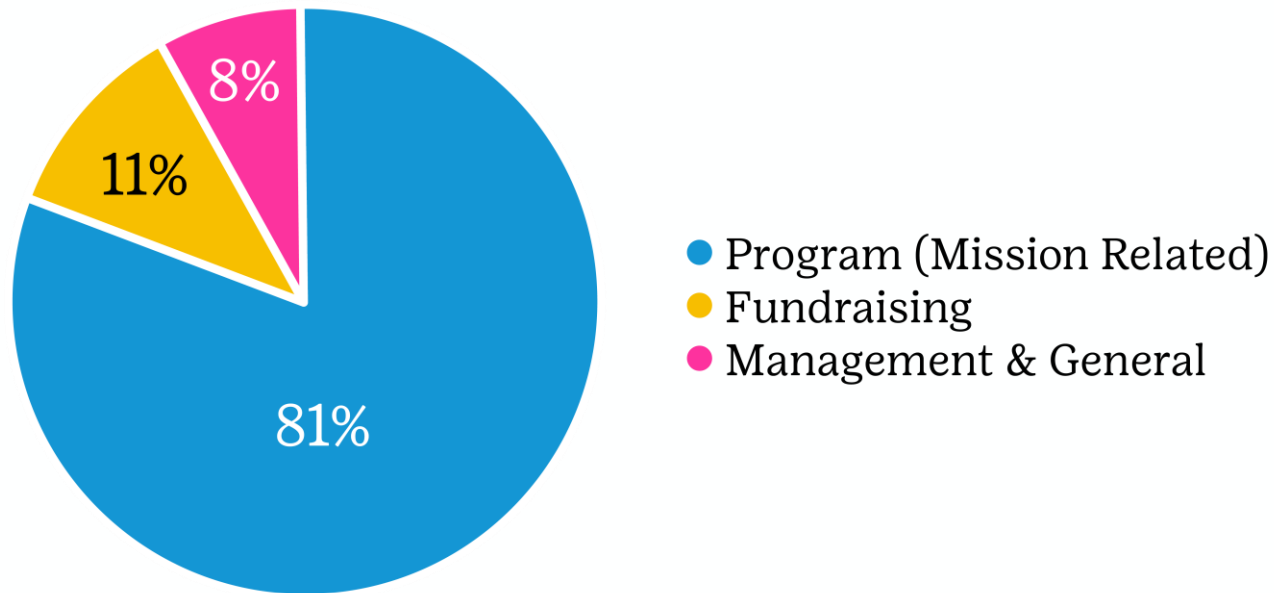
Operating Results



Operating Income



Operating Expenses





Cathy Novinger Girl Scout Leadership Center Refinance

Due to the Leadership Center's refinance, expenses decreased in the following categories:

- Professional fees
- Postage
- Occupancy costs
- Interest



Challenges

1. Membership
2. Fundraising



Financial Position





Ed Devore

Chief Financial Officer



Governance Committee



Governance Committee Members

Michelle White, Co-Chair

Anna Blanton

Kavita Borsum

Frances Griggs

Kristen Horne

Maggie Meekins



Proposed Bylaw Change Summary



Article IV, Section 6

Clarify virtual meeting requirements



Article IV, Section 9

Move telecommunication sentence



Article VI, Section 10

Remove notes



Article V, Section 3a

Board Chair Committees



Article VII, Section 1

Clarify virtual meeting requirements



Motion Discussion Vote



Nominating Committee



Nominating Committee Members

Phil Bargardi

Bridget Bennon-Lytton

Travis Faulds

Frances Griggs

Leigh Ann Puryear

Brian Smith

Della Sprowl

Michelle White

Shawn Williams



Slate

3-year term
2023-2025



Members at Large: 1st Term



Robin Coletrain
Irmo



Cynthia Dooley
Columbia



Jean Cecil Frick
Columbia



Members at Large: 1st Term



Vida Jennings
Columbia



Caroline Jurga
Columbia



Heidi McCrory
Greenville



Member at Large: 2nd Term



Phil Bargardi
Greenville



Members at Large: 3rd Term



Kavita Borsum
Greenville



Shawn Williams
Columbia



Election



Installation



Oath of Office

I promise to give of myself, because I believe in Girl Scouting and accept its ideals as my own.

I will strive to govern efficiently and effectively-with a focus on helping girls reach their full leadership potential.

I will speak up about the importance of building supportive environments and addressing issues that impact girls.

I will invest in girls to invest in our future.

I pledge that my attitudes, actions, and leadership will help our council and the Girl Scout Movement grow stronger.



Congratulations!



Thank you for your service:

Board Members:

Serita Acker

Anna Blanton

Mary Anne Fitzpatrick

Michel Stone

Michelle White





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