

Their Future:  
Our Mission



Girl Scouts of South Carolina—Mountains to Midlands  
**2024 Annual Report**

## A Note from our Leadership

As we reflect on membership year 2024, we are filled with immense gratitude and pride for the achievements that have shaped this past year for Girl Scouts of South Carolina—Mountains to Midlands. On behalf of the entire staff and board of directors, we extend our deepest thanks to each of you for your unwavering dedication and support.

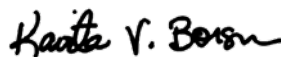
Your passion for Girl Scouting continues to propel our council forward—overcoming challenges and creating meaningful opportunities for girls across our region. Together, we have made a profound and lasting impact, ensuring girls are equipped with the confidence, skills, and resilience they need to succeed—not just today, but for years to come.

Every badge earned, every camping adventure, and every community service project reflects the strength of our shared mission: to build girls of courage, confidence, and character who make the world a better place. These accomplishments are a testament to the collective power of our members, volunteers, and supporters working hand in hand with one vision in mind: **Their Future.**

As we look ahead, our commitment remains steadfast. We are determined to continue as the preferred leadership, development, and service program for girls—a place where they are empowered to lead, explore their passions, and make a lasting impact on their communities and beyond. Our priorities are clear: to ensure Girl Scouting remains relevant, engaging, inclusive, and centered on the needs of today's girls.

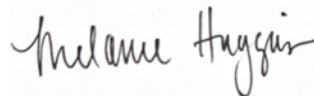
We are thrilled by the opportunities that lie ahead. Together, we will expand our reach, strengthen our programs, and inspire even more girls to dream big, work hard, and achieve greatness. Their Future is Our Mission, and we invite you to join us in making 2025 a year of bold strides, meaningful growth, and transformative impact.

As you review this report, take a moment to reflect on all we have accomplished together and the incredible potential we hold to shape the future. Thank you for your continued time, energy, and belief in the power of Girl Scouting.



**Kavita Borsum**

Chair, Board of Directors



**Melanie Huggins**

CEO & President

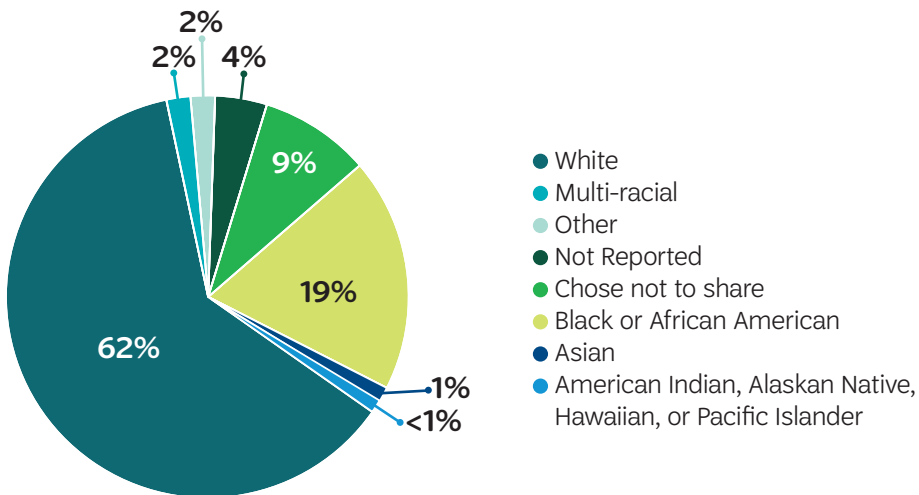


## Membership

In Membership Year 2024 (MY24), we continued our focus on attracting new members and retaining existing members.

In 2024, our council served **6,139 girls** and **3,288 adult members**. We retained 69% of our girl members and 80% of our adult members. Our overall membership increased by **8.3%** over Membership Year 2023.

We are proud to report that our girl membership closely reflects the diversity of our 22-county jurisdiction, and we will continue to focus on developing diversity.







## Program

In MY24, we served our members through **33** adult trainings, **88** girl events, and **25** camp sessions across all three properties. **1,951** members registered for council programs.

Our 2024 summer camp season was a success. We served a total of **641** girls across our three camp properties:

- **271** overnight campers at Camp WaBak
- **325** day campers at the Cathy Novinger Girl Scout Leadership Center
- **45** day campers at Camp Mary Elizabeth.



## Stewardship

During MY24, **3,602** girl prospects were generated online. We had a **92%** conversion rate, compared to 87% in MY23.

3,372 total lead records were created, and 2,232 of those records were considered valid. We converted **529** new members from leads (381 girls and 148 adults).



# Girl Scout Product Program

## Girl Scout Cookie Program

The Girl Scout Cookie Program is the largest girl-run business in the world. Every year, Girl Scouts learn business and financial skills and earn money to fund their Girl Scouting goals. The Cookie Program aims to empower girls through the development of five essential skills: goal setting, money management, people skills, decision making, and business ethics. In 2024:

- **4,034** Girl Scouts participated
- **317** per girl average (PGA)
- **\$1,043,888** in troop proceeds
- **\$89,710** in Cookie Dough for girls
  - Girl Scouts used **\$10,000** in Cookie Dough to pay for programs
- Blue Star Mothers sent **22,557** packages of cookies this year to service members through our *Gift of Caring* program.

## Fall Product Program

The Fall Product Program is directed toward family and friends and enables troops to earn start-up money by selling magazine subscriptions, as well as nuts and candy. In the fall of 2023:

- **957** Girl Scouts participated
- **\$340** per girl average



# Relevant Brand

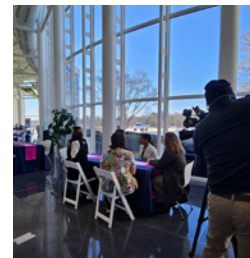
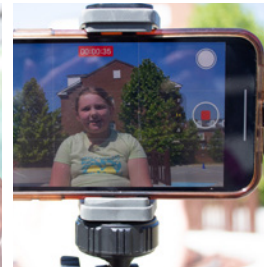
In MY24, marketing & communications continued to build our brand and ensure the relevance of Girl Scouts in our community.

## Newsletter Open Rates & Social Media Engagement

- Increase in membership newsletter open rates to **59% in MY24** from 53% in MY23
- Click rate of **3.2%** for membership newsletters
- Facebook reach: **552,178** (up 127% from MY23)
- Facebook interactions: **23,325** (up 40% from MY23)

## Major Marketing Events and Campaigns

- 2023 Annual Business Meeting
- 2024 Camp Book and 2024-2025 Program Guide
- Legislator welcome letter, State Proclamation, and Girl Scout agenda
- Cathy Novinger Girl Scout Leadership Center Marketing: brochures with rental information and revisions to rental web pages
- Girl Scout Honorary Page Week and Women's Caucus luncheon
- Messaging: media, scripts, speeches, and talking points
- Media opportunities and PR: Powerful Women Summit, Girl Scout Cookie Season, Page Week
- Together SC Marketing Leadership
- Midlands Women of Distinction and Spartanburg Boots and Pearls







## Property Rental

Girl Scout troops continued to play and learn together at our properties, and we also saw an increase in rentals from outside groups, especially at the Cathy Novinger Girl Scout Leadership Center. Property rental income increased to **\$69,120 in MY24** from \$49,780 in MY23.



## Retail

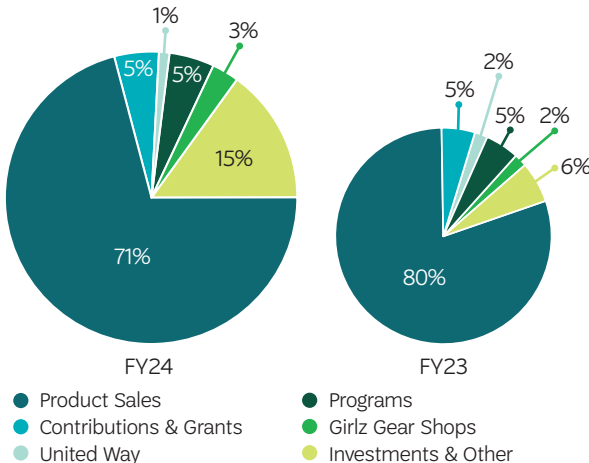
In MY24, retail revenue for our Girlz Gear Shops was budgeted at \$115,000. Actual revenue ended the year at **\$132,000**.

Using social media and newsletters, retail and marketing and communications team members pushed out information on sales, new products, and everything retail-related.



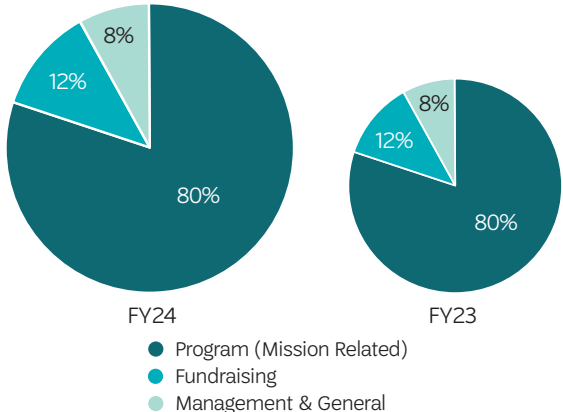
# Financial Report & Overview

Comparative Operating Income



- Operating income increased 16.5% over prior year
- Contributions and grants increased, while United Way support decreased
- Product sales revenue up 3.4% due to membership increase and increase in PGA
- Retail sales revenue up 18.2% in part due to an increase in grants for uniform assistance
- Investments and other income increased considerably due to non-cash market gains and receipt of pandemic-related federal government assistance

Comparative Operating Expense



- Total expenses 13% higher than prior year
- Salaries and related expenses increased 14.6% over prior year due to being fully staffed for most of the year
- Increases in telecommunications, occupancy, and assistance/grants due to technological and other improvements to our properties, a comprehensive site and program plan, and more grant funding to provide financial assistance to members
- Decreases in advertising and printing, food and beverage, and interest expense



	Audit Draft FY2024			Audit FY2023		
	Without Donor Restrictions	With Donor Restrictions	Total	Without Donor Restrictions	With Donor Restrictions	Total
Revenues, Gains, & Other Support						
United Way Support	\$68,598	\$-	\$68,598	\$110,799	\$-	\$110,799
Grants	115,027	-	115,027	58,130	-	58,130
Contributions						
Individuals	94,887	7,514	102,401	107,205	18,581	125,786
Corporations & Civic Groups	44,213	55	44,268	55,635	480	56,115
Foundations	27,300	4,050	31,350	11,800	-	11,800
Product Sales	3,844,826	-	3,844,826	3,717,975	-	3,717,975
Council Shop	132,053	-	132,053	111,730	-	111,730
Program Service Fees	282,969	-	282,969	228,341	-	228,341
Investment Income & Gains/(Losses)	374,309	244,454	618,763	195,212	131,968	327,180
Donated Goods & Services	11,853	-	11,853	2,561	-	2,561
Special Fundraising, Net	(6,651)	-	(6,651)	8,920	-	8,920
Other Income	464,636	-	464,636	77,034	-	77,034
Net Assets Released from Restrictions	91,999	(91,999)	-	103,780	(103,780)	-
Total Revenues, Gains, & Other Support	5,546,019	164,074	5,710,093	4,789,122	47,249	4,836,371
Expenses						
Mission Related	4,245,510	-	4,245,510	3,772,752	-	3,772,752
Management & General	421,668	-	421,668	389,082	-	389,082
Fundraising	652,819	-	652,819	545,546	-	545,546
Total Expenses	5,319,997	-	5,319,997	4,707,380	-	4,707,380
Increase (Decrease) in Net Assets	\$226,022	\$164,074	\$390,096	\$81,742	\$47,249	\$128,991

# 2024 Gold Award Girl Scouts

The Gold Award is the highest leadership achievement in Girl Scouting. It challenges high school Girl Scouts to go above and beyond to improve their communities through their projects.



**Bethany Benjamin**  
Troop 1600, Columbia



**Lizzie Bonovich**  
Troop 439, Columbia



**Kendall Brown**  
Troop 760, Chapin



**Madison Cohen**  
Troop 1512, Indian Land



**Logan Davis**  
Troop 2199, Elgin



**Cashia Gauci**  
Troop 990, Newberry



**Kyra Jones**  
Troop 2128, Columbia



**Bethany Leslie**  
Troop 829, Greenville



**Megan McGovern**  
Troop 1605, Simpsonville



**Shelby Nichols**  
Troop 829, Greenville



**Mychael Raines**  
Troop 690, Blythewood



**Iz Sexton**  
Troop 1191, Central



**Vivian Smith**  
Troop 2375, Lexington



**Sitara Veerabagu**  
Troop 1127, Anderson



**Claire Woodworth**  
Troop 415, Aiken

# Scholarship Recipients

Post-secondary education scholarships are awarded annually to selected Gold Award Girl Scouts at the Highest Awards Ceremony.



**Mildred Gauthier**  
Chandler-Burns  
Scholarship



**Bethany Benjamin**  
GSUSA Gold Award  
Scholarship



**Shelby Nichols**  
Pauline Patterson  
Memorial Scholarship



**Hannah Dillard**  
Sarah Brown Cannon  
Scholarship



**Logan Davis**  
Trefoil Society  
Scholarship



At our 2024 Highest Awards Ceremony on Sunday, May 5, we honored **15 Gold Award Girl Scouts, 45 Silver Award Girl Scouts, and 143 Bronze Award Girl Scouts.**



# Fundraising

In MY24, our fund development team continued our focus on increasing and diversifying our funding. Through the generosity of donors and staff, we were able to accomplish great things:

- We celebrated **nine Women of Distinction** in Columbia and at Boots and Pearls in Spartanburg with more than 300 guests in attendance.
- In partnership with more than seven breweries around our council, we hosted Girl Scout Cookie and beer pairings.
- The marketing and communications department supported fund development this year with two appeal letters, a revised annual campaign booklet, a record-setting *Midlands Gives* campaign online, the design of a new philanthropic publication, and all collateral material for our Women of Distinction events.
- We raised **\$367,000** to support our mission.

In MY24, we helped create accessible programs and experiences for all Girl Scouts through financial assistance.

- More than **1,200** memberships
- More than **500** uniforms
- **4** post-secondary scholarships
- **32** camperships
- **6** travel scholarships





# Our Generous Donors

## **Gifts \$25,000+**

United Way of Aiken County  
United Way of the Midlands

## **Gifts \$10,000+**

AgFirst Farm Credit Bank  
BlueCross BlueShield of South  
Carolina  
BMW Manufacturing Co., LLC  
Contec, Incorporated  
Milliken Foundation  
Pacific Life Foundation  
Publix Super Markets Charities, Inc.  
The Abney Foundation  
Unum Foundation

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

Sarena Burch  
Central Carolina Community  
Foundation  
Amy Curtis  
John R. & M. Margrite Davis  
Foundation

Richland County Government  
South Carolina Charities, Inc.  
Spartanburg Regional Healthcare  
System  
Michel Stone

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

3M  
American Legion Post 15  
Giver Anonymous  
Giver Anonymous  
Giver Anonymous  
Arkwright Foundation  
Lynn Arve  
Valerie Barnet  
Benefits 4 You  
Stephen Benjamin  
Kavita Borsum  
W. Reed Brown  
Carol Burdette  
Ronald Burns  
Kristine Burns

Charities Aid Foundation (CAF)  
America  
James Fanning  
Lisa Faulds  
Fluor Foundation  
Foothills Community Foundation  
Jean Frick  
Friends of Lake Keowee Society, Inc.  
Girl Scouts of the USA  
Gist Law Firm, PA  
Frances Griggs  
Angela Grooms  
Carolyn Harbison  
Hathaway Family Foundation  
Numa Hero  
Meghan Hickman  
Abby Holdeman  
Kristen Horne  
Sarah Hurst  
Lake Murray Presbyterian Church  
Rebecca Lever  
Lee Ann Maley

E. Meredith Manning  
Renee McCormick  
Heidi McCrory  
Nelson Mullins Riley & Scarborough,  
LLP  
Crystal Owens  
Margaret Pearce  
Piedmont Natural Gas, Inc.  
Susan Schneider  
Judy Simpson  
Anne Sinclair  
South Carolina Native Plant Society  
Mary Eliot Stone  
Martha Sue Taylor  
The Allstate Foundation  
The Harvey Hubbell Foundation  
The Priester Foundation  
The Rotary Club of Lexington  
Lora Tucker  
Jane Turner  
United Way of Greenville County  
United Way of Kershaw County  
United Way of the Lakelands  
Vanguard  
Cynthia Waters  
Margaret Young

### **Gifts \$500-\$999**

Tammy Asplund  
Gloria Close  
Robin Coletrain  
Colonial Life  
Community Foundation for the  
Central Savannah River Area  
Ann Crenshaw  
Dooley Law Firm  
First Community Bank  
Girl Scout Service Unit 653  
Debra Hamm  
Celia Hartman  
Hoover Building Systems of Greer,  
Inc.  
Caroline Jurga  
Dawn Keenan  
R. Kennemur  
Lynn Knoepp  
Constance Lawrence  
McGriff  
Deanna Norungolo  
NP Strategy  
Sharon O'Keefe  
Phelps Fund / The Phelps Foundation  
Joan Powell

Karel Reed  
Rodrick Shiver  
Sisters of Charity Foundation of  
South Carolina  
Spinx Company, Inc.  
Mary Mazzola Spivey  
Carolyn Swartout  
The People of St. Mary's  
Unique Builders and Realty Company  
United Way of Edgefield County

### **Gifts \$250-\$499**

Acumen IT  
Selena Anderson  
Giver Anonymous  
Paula Baker  
Joan Barnet  
Robert Bates  
Patty Bock  
Kayla Bucke  
Christopher Bullard  
Steven Cirian  
Nancy Cote'  
Cupcake Castles Travel Co, LLC  
Mary Ann Deku  
Jes DeShields

Alfred Mae Drakeford  
Lauren Elliott  
William Faulds  
Charlotte Gee  
Girl Scout Service Unit 639  
Felicia Goins  
Lois Graves  
Katharine Harbison  
Hill Electric Company  
Melanie Huggins  
Walter Hughes  
Jeannie Hurlbert  
Jody Jernigan  
Barbara Kelly  
Karen Kelly  
Beth Lancaster  
Willis Langley  
Lilac Garden Club  
J. Ruth Littlejohn  
Julia Lyons  
Jeanne Martin  
Cathy McCabe  
McMillan Pazdan Smith Architecture  
Megan Meekins  
Matt Mendenhall  
Lesley Moore

William Patterson  
Angela Pellegrini  
Ruth Rainer  
Rotary Club of Clinton  
Donna Rowe  
Patricia Sadler  
Janet Sarratt  
Anne Sexton  
James Sheley  
Janice Smith  
Mary Winter Teaster  
United Way of Central Indiana  
United Way of the Piedmont  
Heather Vardell  
Janie White

**Gifts \$100-\$249**

Giver Anonymous  
Virginia Arve  
Mary-Louise Baker  
Caitlyn Balkcum  
William Barnett  
Beckett Financial Group LLC  
Frank Beer  
Maggie Benjamin  
Patti Bennett

Danez Black  
Elizabeth Blake Dudek  
Anna Blanton  
Jami Bowling  
Amy Brown  
Sheila Brown  
Latoya Browne  
Jan Burt  
Tamila Campbell  
ShaQuanda Charles  
Veronica Chestnut  
Lawrence Childs  
Carol Clanton  
Rebecca Conover  
Debra Culbreth  
Robert Davis  
Joy Dressler  
Mary Elam  
Diane Elliott  
Bonnie Endres  
Donna Foster  
Abby Fowler  
Jimmy Fowler  
Friends of the Reedy River  
Grateful Brew Inc.  
Tonya Green

James Gregory  
Julianne Hendrix  
Letitia Hickman  
Barbara Holman  
Nikki Iagnemma  
Carol Isbell  
Randi Janiske  
Merrell Johnson  
Gail Johnson  
Susan Kelley  
Julia Kelly Crow  
Halfie King  
Barbara Kirk  
Sandra Kolvick  
Justina Lasley  
Sharon Lauer  
Dianne Mack  
Elonda Macklin  
Debra Mastin  
Maria Mathis  
Carolyn Matthews  
René McCurdy  
Anastasia McDearmon  
Callie McGill-Thomas  
Kristin McKernan  
Heidi Medlin

Joanna Meekins  
Peter Miller  
Ryon Miro  
Heather Mitchell  
Georgia Mjartan  
William Montjoy  
Lee Morriss  
Jennifer Paramore  
Anna Parker  
Virginia Peterkin  
Robert Powell  
Progressive Insurance Foundation  
Marie Pusey  
Meg Reid  
Linda Salane  
Janie Salley  
Rebecca Sgroi  
Jacquelyn Skinner-Johnson  
Rita Spiess  
Wanda Staggers  
William Stathakis  
Kerry Stubbs  
Beverly Tesseneer  
Betsy Teter  
Anna Tisdale  
United Way of Greater Atlanta

Susie VanHuss  
Sabrina Walker  
Jerri Warren  
Lauren Watterson  
Janet Welch  
Shawn Williams  
Teresa Wilson  
Cheryl Wissick  
David Yaghjian

**Gifts \$1-99**

Judith Alexander  
Giver Anonymous  
Kristen Armstrong  
Peggy Armstrong  
Emily Artus  
Ileana Arvelo  
AT&T  
John Baehr  
Judith Bailey  
Allyce Bailey  
Veronica Barker  
David Baron  
Jacquelyn Blakley  
Nailah Brady  
Lynn Brewer



Tracie Broom  
Nancy Brown  
Cathy Bryant  
Andrew Bullock  
Shannen Cadle  
Brittney Cain  
Nancy Carlisle  
Trimease Carter  
Ellen Conner  
Penny Cooper  
Ebonik Corbett  
Debutante Club of Spartanburg  
Amanda DiFeterici  
Iman Dillard  
Latasha Donohue  
Cynthia Dooley  
John Dozier  
Tara Dunn  
Teresa Eberhard  
Meredith Edwards  
Kellie Galloway  
Claire Ganas  
Constantin Ganas  
Alicia Goodwin  
Anne Gwinn  
Kelly Hall

Heather Hawfield  
Heather Heckman  
Ruth Hickerson  
Robert Hogan  
Jordan Hoge  
TChalla Holder  
Harriet Ike  
Iron Hill Brewery  
Joyce Ivins  
Vida Jennings  
Dorothy Josey  
Ebony Kelly  
Kyndra Kemp  
Kay Kinard  
Beatrice King  
Arnett Klugh  
Joan Lark  
Robin Lasal  
Coles Lawton  
Lisa Lee  
Erin Lewis  
Catherine Mabry  
Charles Maley  
Emily Manetta  
Abigail Mason  
Zachary Mayo

Stacy McCloghry  
Karina McCollam  
Jennifer McCormack  
Kathy McKinless  
Anne Mellen  
Beth Mercado  
Shirley Mills  
Susan Mitton  
June Moore  
Valerie Mosley  
Chambre Nelssen  
Karen Oliver  
Margaret Petty  
Megan Plott  
Elizabeth Plyler  
Deborah Pogue  
Susan Pope  
Elizabeth Potter  
Mary Frances Price  
Brenda Pryce  
Jeff Quinn  
Barbara Rackes  
Kaci Rainey  
Clyde Ramsey  
Aimeé Ruel  
Peggy Savas

Carrie Sherard  
Nancy Shirley  
Shives Funeral Home  
Mary Lane Sloan  
Cheryl Smith  
Martha Smith  
Lauren Smith  
Rachael Snow  
Cynthia Storm  
Ashley Story  
Elizabeth Trenbeath  
Charles Tulloh  
JoAnn Turnquist  
Elizabeth Wadsworth  
Margaret Wallace  
Allison Wells  
DeEtta West  
Jessica Wethington  
Sharon White  
White Oak Estates Inc. Apt. Residents  
Council  
Waltene Whitmire  
Rose Wilkins  
Lauren Willis  
Maria Wingard  
Tommy Wingate

Glennie Woodrum  
Jennifer Yates  
Deborah Yerkes  
Cathy Zellmann

**Juliette Gordon Low Society**

Erik and Eva Andersen Girl Scout  
Movement-wide Challenge  
Planned Gift  
Carolyn G. Babb  
Dianne Belk and Lawrence Calder  
Girl Scout Movement-wide  
Challenge Planned Gift  
Charlotte L. Berry  
Tanya Bowman  
Amy Brown  
Penny K. Cooper  
LaTanza P. Duncan  
Katharine Harbison  
Ron Laughter  
Rebecca H. Lever  
E. Meredith Manning  
Karen Mitchell  
Lesley R. Moore  
Tamar Paltrow  
Judy C. Simpson

**Gifts Given in Honor of:**

Lucy Barwick  
Jami Bowling  
Carolyn Branham  
Neil Brennan  
Lisa Brown  
Kayla Bucke  
Christopher Bullard  
Andrew Bullock  
Gabrielle Cannick  
Karen B. Carter  
Karen Baker Carter  
Veronica Chestnut  
Ebonik Corbett  
Sarah Dean  
LaTanza Duncan  
Bonnie Endres  
Robert Espindola  
Lois M. Graves  
Shamekia Hamilton  
Jody Jernigan  
Annie Paige King  
Missy King  
Halfie King  
Nikki Lagnemma  
Erin Lewis

David Longley  
Rose Martinez-Brandon  
Maria Mathis  
Stacy McCloghry  
René McCurdy  
Matt Mendenhall  
Terri Miller-McCullough  
Lamar Montjoy  
Anna Parker  
London Penland  
Karel Reed  
Aimee Ruel  
Jes Savas

Katie Savas  
Rebecca Sgroi  
Nancy Anderson Sinclair  
Janice Smith  
Lauren Smith  
Rachael Snow  
Lora Tucker  
Heather Vardell  
Margaret Wallace  
Faxie Watt  
Jane Wyche  
Natavia Young

**Gifts giving in memory of:**  
Susan M. Baron  
Ruth Cate  
Walter L. Chestnut  
Martha E. Cousar  
Marilyn Kelley  
Sammie Bowen McAbee  
Elizabeth McWhirter  
Laura Fields Taylor  
Lois Rhame West

**2024 Board of Directors**  
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**Members at Large**

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Cynthia Dooley <i>Columbia</i>	Rhonda Hunt <i>Simpsonville</i>	Rev. Matthew D. Long Jr. <i>Greenville</i>	Mary Eliot Stone <i>Spartanburg</i>
Jean Cecil Frick <i>Columbia</i>	Caroline Jurga <i>Columbia</i>	Heidi McCrory <i>Greenville</i>	Shawn Williams <i>Columbia</i>

**Cathy Novinger Girl Scout  
Leadership Center**  
1107 Williams Street  
Columbia, SC 29201

**Greenville Service Center  
& Corporate Headquarters**  
3 Independence Pointe, Suite 106  
Greenville, SC 29615

**Spartanburg Service Center  
& Camp Mary Elizabeth**  
330 Scout Drive  
Spartanburg, SC 29301

Contact us at **1-800-849-GIRL** or  
at **customer care@gssc-mm.org**.

Learn more at **gssc-mm.org**.

**girl scouts**   
of south carolina  
mountains to midlands

