

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.

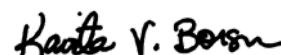
Your passion for Girl Scouting continues to propel our council forward—overcoming challenges and creating meaningful opportunities for girls across our region. Together, we have made a profound and lasting impact, ensuring girls are equipped with the confidence, skills, and resilience they need to succeed—not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

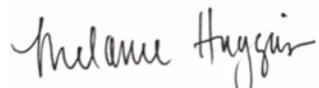
As we look ahead, our commitment remains steadfast. We are determined to continue as the preferred leadership, development, and service program for girls—a place where they are empowered to lead, explore their passions, and make a lasting impact on their communities and beyond. Our priorities are clear: 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

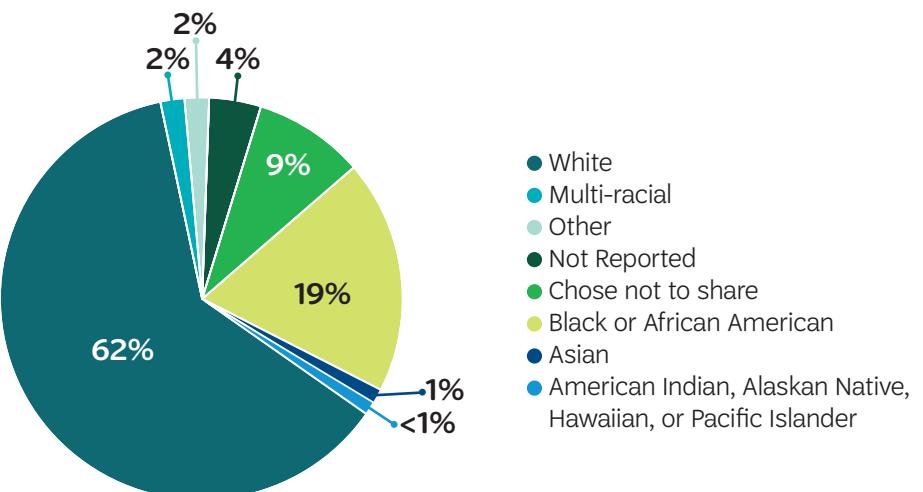


Membership

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



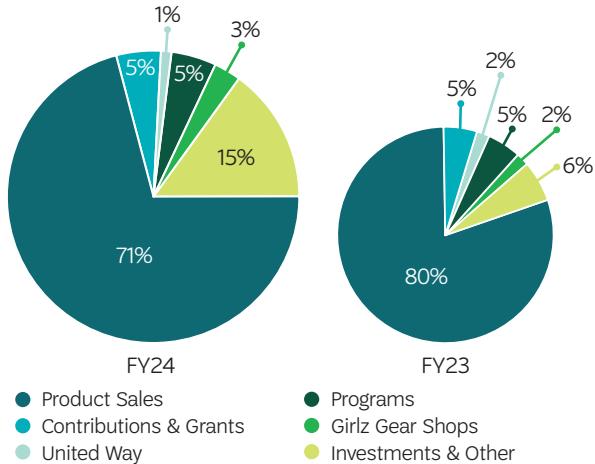
In MY24, retail revenue for our Girlz Gear Shops was budgeted at \$115,000. Actual revenue ended the year at **\$132,000**.

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

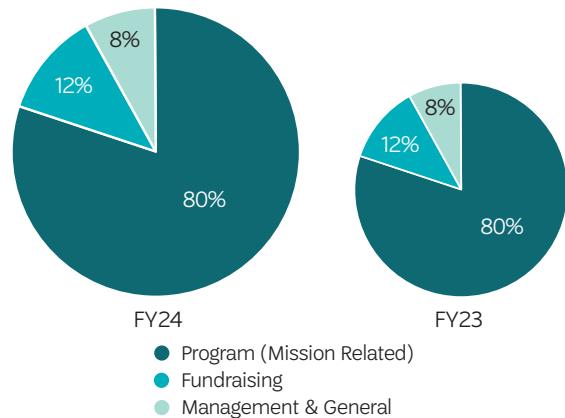


Financial Report & Overview

Comparative Operating Income



Comparative Operating Expense



- 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

- 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

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Maggie Meekins, Secretary
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Cynthia Dooley
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Columbia

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Heidi McCrory
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Lexington

Mary Eliot Stone
Spartanburg

Shawn Williams
Columbia

**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 **customercare@gssc-mm.org**.

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

girl scouts
of south carolina
mountains to midlands

