girl scouts
of south carolina
mountains to midlands



2020 Annual Business Meeting

Saturday, January 23, 2021

Meredith Manning

Board Chair

Girl Scouts of South Carolina—Mountains to Midlands

Girl Scout STRONG

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2020 Annual Business Meeting

Saturday, January 23, 2021

Annual Meeting Task Group

Tammy Asplund
Kavita Borsum
Tanya Bowman
Stephanie Boyle
Carla Brewer
Christy Ehlers
Katharine Harbison
Karen Kelly
Tracy Seiler
Lora Tucker
Alison West

Girl Scout STRONG

Noorain Khan



Girl Scout STRONG



Procedures

Delegates only:

Motions
Discussion
Vote

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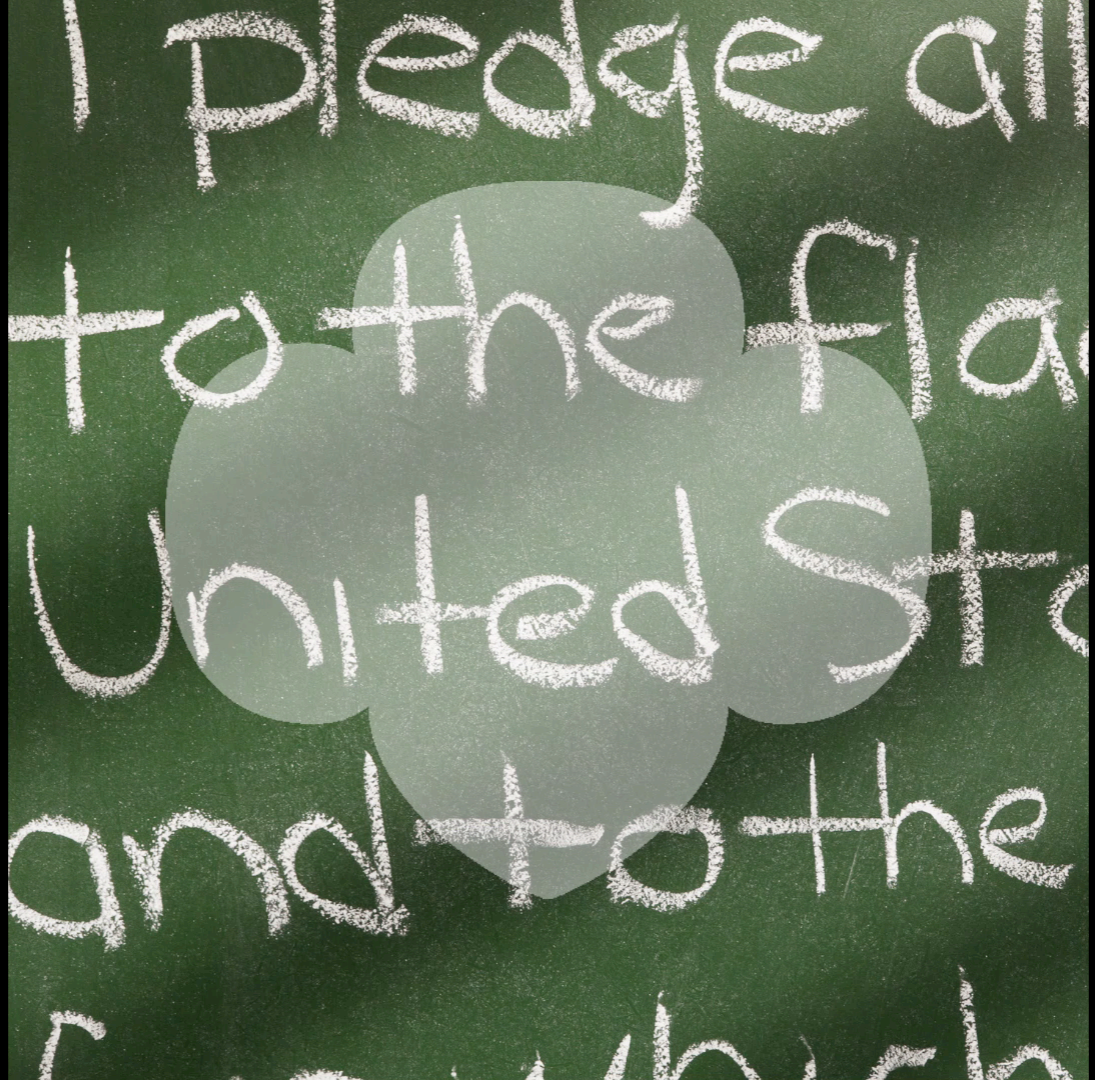


2020 Annual Business Meeting

Saturday, January 23, 2021

Pledge of Allegiance
Girl Scout Promise and Law

Girl Scout
STRONG


I pledge al
to the fla
United Sta
and to the

Community Partner Award

Junior League of Columbia

Girl Scout STRONG


Transfer
Award
Junior League
Columbia
2020
COMMUNITY
PARTNER AWARD

Anna Edwards

President
Junior League of Columbia

Girl Scout
STRONG

Credentials Report

Girl Scout STRONG

Approval of Minutes 2019

Girl Scout STRONG

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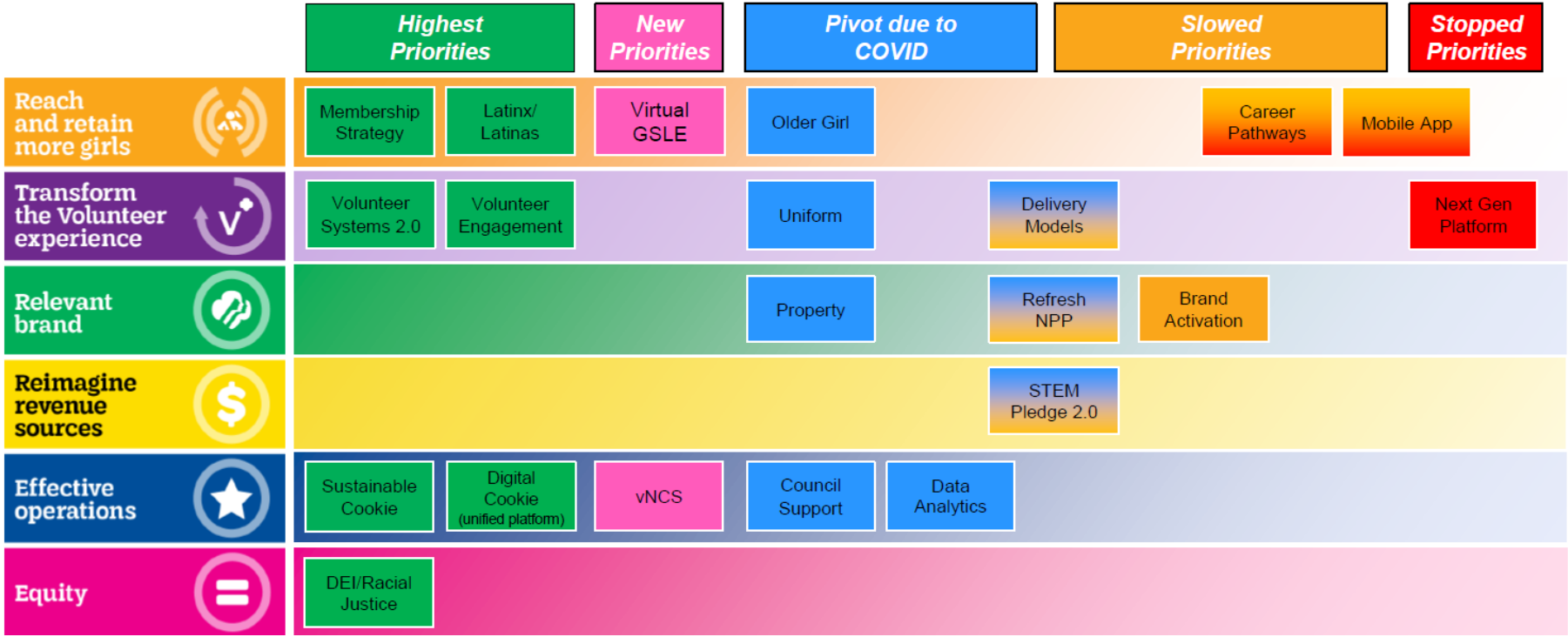
2020 Annual Business Meeting

Saturday, January 23, 2021

FY20-21 Movement Strategy Investments

2020 2021 2022

As of 8/5/20



Annual Business Meeting

- Treasurer's Report
- Stewardship Report
- Proposed Bylaw Revisions
- Election of Board Members

Girl Scout STRONG

National Council Session

October 2020

Girl Scout STRONG

National Council Delegates

October 23-25, 2020

Girl Scout STRONG

Bethany Bagwell
Tanya Bowman
Ashley Dye
Debbie Hamm
Meredith Manning
Lauren Stover
Laurie Summerfield

Proposal 1

Establishment of a Task Force to Examine the Feasibility of a National Gold Award Scholarship Foundation

Proposal 2

Constitutional Amendment
on Membership Dues

Dues are set by the National Council or the National Board

Proposal 3

Adoption of a Procedure for Communication on Dues Actions by the National Board

Proposal 4

Membership Dues Increase Restriction

Proposal 5

Constitutional Amendment on Consistency in Delegate Terms

Proposal 6

Lifetime Membership Discount

Thank You
National Council Delegates

Treasurer’s Report

Carolyn Harbison
GSSC-MM Board Treasurer

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Financial Position

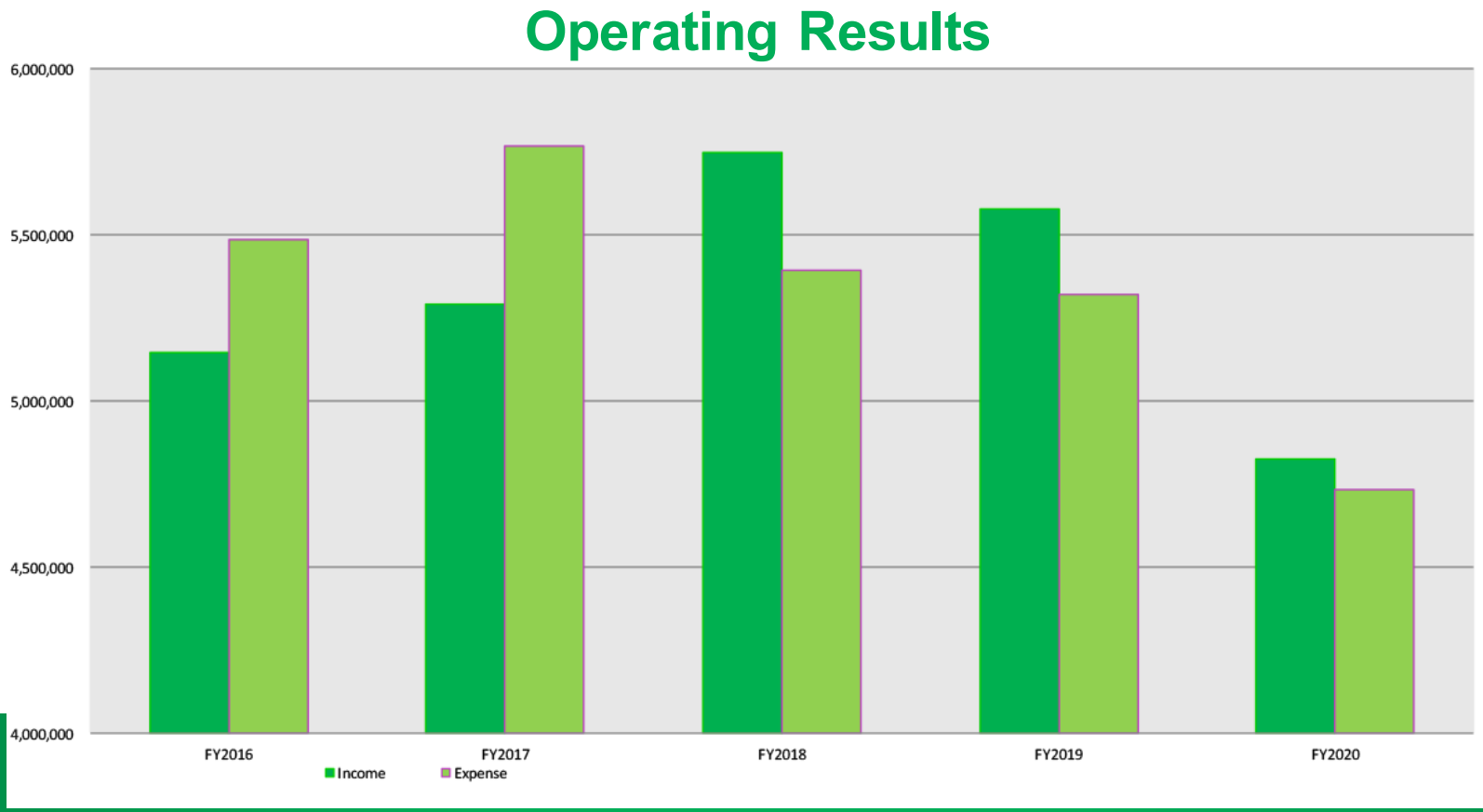
Girl Scout STRONG

Effective Operations

FY2020 Financial Results

Income *(Total)*		
	Contributions, Grants, Fundraising Events	$479,334
	United Way	$229,824
	Product Sales	$3,668,867
	Programs	$37,094
	Shop & Trading Post	$96,314
	Interest & Investment Income	$187,143
	Other	$74,413
	Total Income	**$4,772,989**
Expense		
	Program related	$3,901,588
	Management	$292,621
	Fundraising	$539,905
	Total Expenses	**$4,734,114**
Non-cash items *(included above)*		
	Net Gain/(Loss)	$123,759
	Depreciation	$379,954
Change in Assets		
	Increase in Net Assets	$38,875
	Net Assets, Beginning/yr	$10,807,530
	Net Assets, Ending/yr	$10,846,405

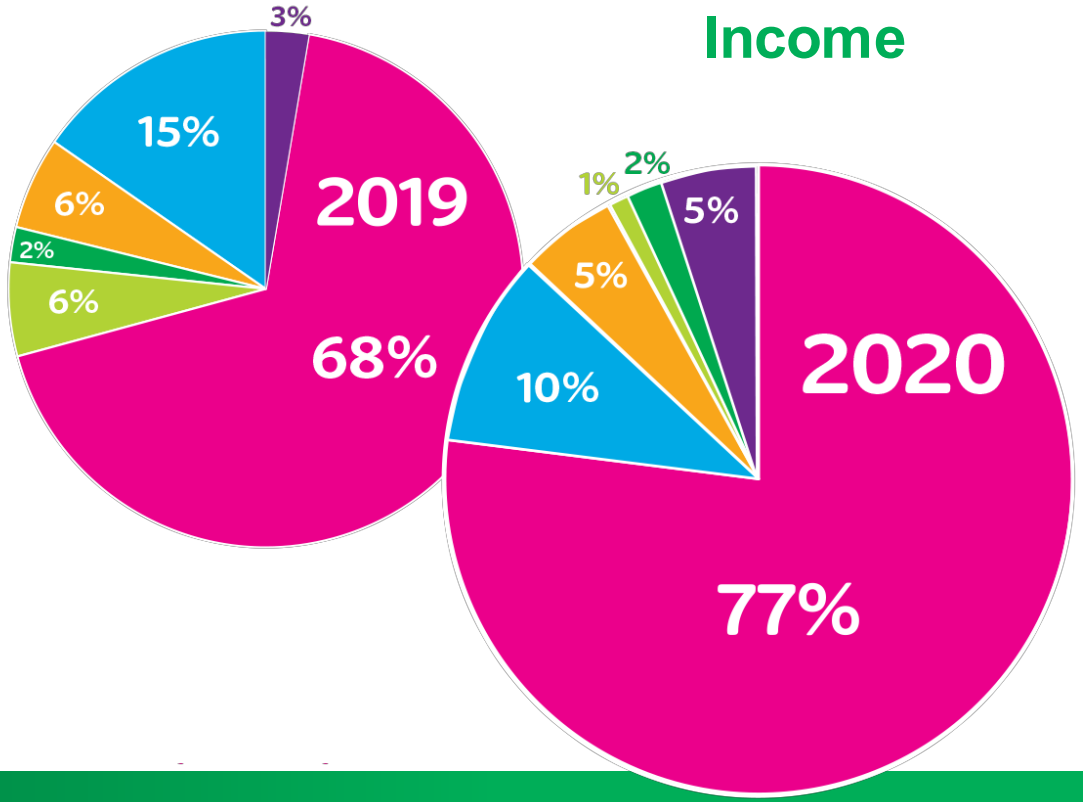
Effective Operations



Effective Operations

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Income

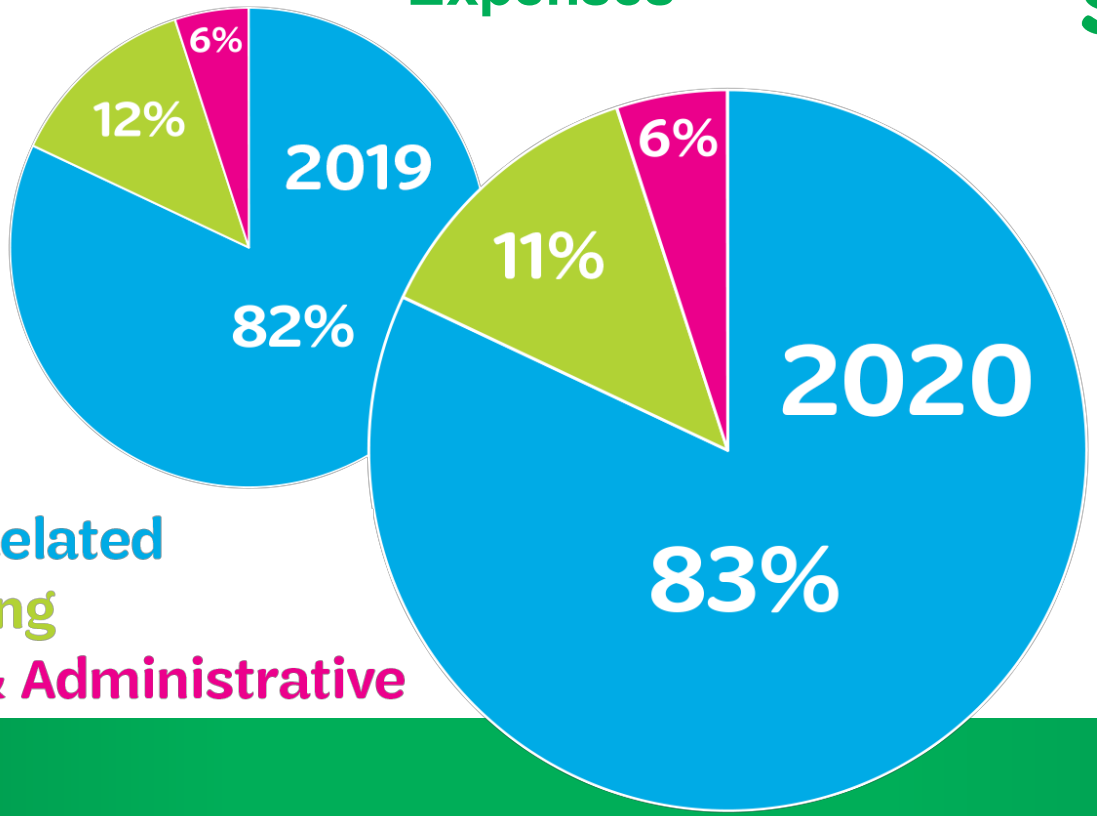


- Product Sales
- Contributions & Grants
- United Way
- Programs
- Girlz Gear
- Investments & Other

Effective Operations

Girl Scout STRONG

Expenses



- Mission Related
- Fundraising
- General & Administrative

Girl Scout STRONG

How the Cookie Crumbles

Where Girl Scout Cookie Money Goes

Girl Scout council support - 16.3%

Girl rewards - 6.4%

Troop proceeds - 29.2%

Cost of cookies and program - 48.1%



Financial Position

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Stretch Break

Girl Scout STRONG

Lora Tucker

CEO

Girl Scouts of South Carolina—Mountains to Midlands

Girl Scout STRONG

Stewardship Report

Girl Scout STRONG

Program

Virtual Program

- Meeting Girls Where They Are
- Facebook Live: 60,000 views
- Badge Programming: 2,000 girls
- Virtual Troop Meetings

Program

- Virtual Summer Camp
  - Materials delivered
- Volunteer Recognition
- Gold and Silver Award Ceremony
- Volunteer Kickoff

Medal of Honor

Ivey Patterson

Girl Scout STRONG

Medal of Honor



Medal of Honor




Girl Scouts.
Where Girls Grow Strong.

Medal of Honor



Medal of Honor

Maggie Majors



Girl Scout STRONG

Program

- 5,134 Girl Scouts participated
- **1,615,848 Packages sold**
- **314 per girl average**
- **$1,027,877** earned by troops

Fund Development

- Additional Staff
- Grant Funding
- GEM
- Staff Contributions

Fund Development

Girl Scout STRONG





Women of Distinction

Membership

Member Response in 2020

- 6,866 member cases
- 75% 1 day or less resolution time

Membership

- 58% Conversion Rate
- 1,359 Online Registration Process
- 26.4% One Day Conversion

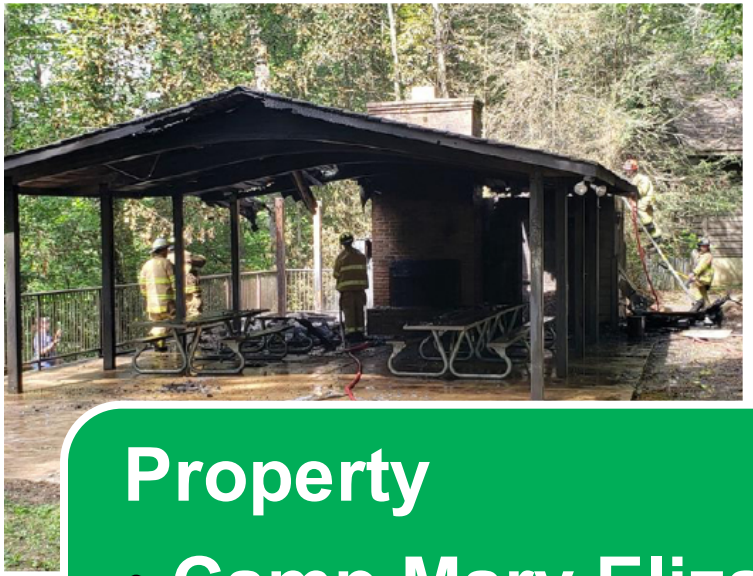
Retail

- 46% Decline
- Free Shipping
- Curbside Pickup
- Appointments

Higher Impact Programming

Girl Scout STRONG





Property

- Camp Mary Elizabeth
- Camp WaBak

Friends of Camp WaBak

Girl Scout STRONG

An association of Camp WaBak alumni and friends seeking to support and promote Camp WaBak



Friends of Camp WaBak

- Community of WaBak supporters
- Partner with staff
- Girl and alumni outreach
- Promote year-round usage
- News and events
- Upkeep and projects

Friends of Camp WaBak

- Rallyhood
- G.I.R.L. Talk
- friendsofcampwabak.org

CME and Me

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Higher Impact Programming

- Signature Events
- Program Partnerships
- On-site Programs
- Service Unit Events
- Troop Programming

Higher Impact Programming

Girl Scout STRONG

24 New Girl Scout Badges

- Entrepreneurship
- Automotive Engineering
- STEM
- Civics

Relevant Brand

Girl Scout STRONG

G.I.R.L. Talk Open Rates

- 23.6% in 2019
- 26.8% in 2020

Facebook engagement

- 5.96% in 2019
- 6.42% in 2020
- 1200 Instagram followers

Relevant Brand



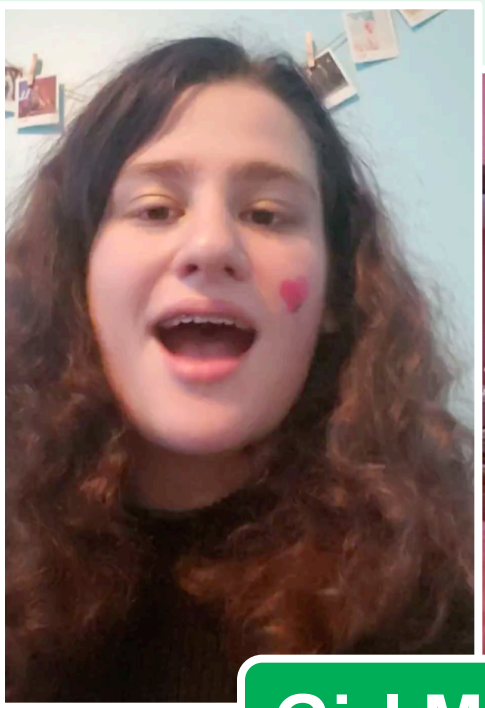


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Digital Advertising

- Focused
- Adjusted

Relevant Brand





Girl Media Champions

Membership

Retention

- **Girls**
  2019: 52%
  2020: 64%
- **Co-leaders**
  81%

Reach and Retain More Girls

Girl Scout STRONG

Retention

- Reimagining Program
- Increased Satisfaction
- Robust Training
- Building Service Units

Reach and Retain More Girls

Girl Scout STRONG

Recruitment

- Innovative Ideas
- 2019: 2,741 New Girls
- 2020: 1,813 New Girls

Effective Operations

- HR Director
- Turnover
  2019: 40%
  2020: 32%
- Onboarding Process
- Engagement Surveys
- Weekly Check-ins

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Diversity, Equity, and Inclusion

- Staff Training
- Volunteer Town Halls

Stewardship Report

Girl Scout STRONG

Governance

Debbie Hamm

Girl Scout STRONG

Members of Governance Committee

Maggie Meekins

Meredith Manning

Leigh Ann Puryear

Courtney Thomas

Shawn Williams

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Bylaw Changes

From GSUSA and Delegates

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Bylaws

Articles II & III

- “Statement of Purpose”
- “Voting Members”

Bylaws

Articles IV & V

- 3 year terms, 2 term limit
- Terms begin upon election
- Nominations from the floor
- Digital participation
- Succession of Vice Chair to Chair
- Separation of Secretary and Treasurer roles

Bylaws

Articles VII & VIII & IX

- Electronic meetings
- National Delegate elections
- Finance section

Bylaws

Formatting, Spelling, and Grammar

- Removed quotation marks around section titles
- Removed capitalization from directors, officers, service units, and delegates
- Font changes for consistency

Motions
Discussion
Vote

Girl Scout STRONG

Nominating Committee

Phyllis Rich

Girl Scout STRONG

Nominating Committee

Bridget Bennon-Lytton
Frances Griggs
Debbie Hamm
Meredith Manning
Lesley Moore
Magaly Penn
Linda Salane

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STRONG

Slate

Girl Scout STRONG

Members at Large
1st Term

Phil Bargardi, Greenville
Michel Stone, Spartanburg
Michelle White, Lexington

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2nd Term

Serita Acker, Anderson
Anna Blanton, Spartanburg
Kavita Borsum, Simpsonville
Courtney Thomas, Columbia
Shawn Williams, Columbia

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3rd Term

Mary Anne Fitzpatrick, Columbia
Latrice Johnson, Piedmont

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STRONG

Election

Girl Scout STRONG

Installation

Girl Scout STRONG

Congratulations

Girl Scout STRONG

Thank You For Your Service

Laura Allen
Hammond Edwards
Lillian Brock Flemming
Barbara Kirkland

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girl scouts

Girls Speak Out:
Positive Mental Health

The G-team and the Girl Scout Research Institute (GSRI)

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