

# Girl Scouts

Empowering today's G.I.R.L. with Girl Scouts Heart of the South

**GO GETTER. INNOVATOR. RISK-TAKER. LEADER.**

## Empowering today's G.I.R.L.

Never underestimate the power of a **G.I.R.L!** She's a **Go-getter** whose actions reflect vision and ambition; an **Innovator** who problem-solves with resourcefulness; a **Risk-taker** who takes on new experiences; and a **Leader** who identifies her own strengths and empowers others.

Creating more female leaders means starting young and supporting today's girls as they acquire the skills, courage, confidence and character they will need to take on leadership roles in their communities and in this country. And, it starts with you.

With the right encouragement, access to opportunities, guidance, training, and G.I.R.L. spirit, girls grow into women who lead by example and make positive impacts in their community. See how Girl Scouts Heart of the South (GSHS) and you are empowering today's G.I.R.L.



FedEx hosts annual Stand Beside Her Celebration to mentor and support girls.



## Her STEAM future

600 girls have participated in hands-on activities in science, technology, engineering, art, and math (STEAM) this year. They are learning how to code, design products, program robots, use natural resources, and test theories. STEAM learning comes to life in 66 Girl Scout Proficiency Badges and through partnerships with Mississippi State University, Pink Palace Museum, AutoZone, Society of Women Engineers and others.

The new GSHS [Imagine Center](#) at 717 S. White Station will host a variety of structured and open-format creation and design-thinking activities and will serve as a hub of innovation, exploration and discovery for girls.

Future women engineers, scientists and mathematicians will create new ideas, products and technology, and lead new businesses, industries and policy making. Individuals with an interest in mentoring girls and company sponsors are invited to take part in her STEAM future.

## Going Where the Girls Are

Mississippi, Tennessee and Arkansas rank in the bottom tier for girl's well-being (*State of Girls*, 2017), and our region has the highest levels of children living in poverty. Girls' health, happiness and future aspirations are affected. We also know girls thrive when they participate in the Girl Scout Leadership Experience, but there are many girls who do not have access to the program.



Girls face barriers like sibling care responsibilities, family economic conditions, lack of transportation, and limited volunteer mentors. That's where GSHS outreach initiatives step in. Thanks to Women's Foundation for a Greater Memphis, 4-County Electric Foundation, City of Memphis, United Ways and others, we are able to take Girl Scouts to where the girls are.

Partnering with schools, housing authorities, Boys and Girls Clubs, and community organizations, we can bring our leadership, STEAM, financial literacy, and healthy living programs to girls in underserved communities. But there are more girls we do not have the privilege of serving. They are waiting for mentors and opportunities to come to their neighborhoods.

## Getting Girls Outdoors

Natalie was dreaming about summer camp in April. She said, "I look forward to swimming in the lake, eating marshmallows by the camp fire and having fun making new friends." Natalie and 37 other girls would not have had these experiences without financial support to attend summer resident camp. She said, "People like you help make dreams come true for girls like me!"

When girls get outside, they learn to overcome challenges, build social bonds, protect the environment, and are happier overall. GSHS outdoor programs provide many girls their first experiences in camping, canoeing, archery, horse back riding, climbing walls, and adventure recreation. You can be the spark for a lifetime of outdoor adventures.



Girls can explore the outdoors with their troop, at summer camp, or at council-sponsored events. Our three [outdoor facilities](#) offer a wide range of activities and experiences.

Access to more outdoor opportunities is the number one request from girls, and volunteers want more outdoor training.

We need your help.



**69%** of girls say they do things in Girl Scouts they can't do anywhere else.



ServiceMaster gives a day of service to GSHS.

## Why Girl Scouts Matters

Girl Scouts has been a key driver in workforce development for women for over a century, and the lifetime benefits provide women with the adeptness they need to lead at the kitchen table and the conference table.

Research shows girls learn best in an all-girl, girl-led, and girl-friendly environment. Girl Scouts is a place where she'll practice different skills, explore her potential, take on leadership positions—and even feel allowed to fail, dust herself off, get up, and try again. [Read more.](#)

Girl Scouts excel above non Girl Scouts around the country for developing 21st Century Skills and building the courage, confidence, and character needed to make the world a better place. Research on Girl Scout alumnae confirms girls who participate in the program grow into women who display a greater degree of positive life outcomes than non-Girl Scouts. Alumnae have a stronger sense of self, volunteer more, are more civically engaged, earn higher degrees, and have a higher income level. Girl Scouts prepares girls for a lifetime of leadership.

Learn more in our GSHS [Annual Report](#) or latest edition of [The Promise](#) magazine. Register as a [Girl Scout alumna](#) and tell us how Girl Scouts impacted your life.



## Serving with Passion and Purpose

When Jil Greene was looking for an organization to share her time and talents, she wanted to find one that aligned with her family's values and where she could use her talents to make a difference. A move to Memphis and an invitation to a luncheon connected her with Girl Scouts Heart of the South.

“The more I learned about the organization the more I realized its mission aligned with mine,” Jil said. “I believe in empowering women and I love that the organization focuses on building girls.”

Jil, Director of Human Resources at AutoZone, joined Girl Scouts Heart of the South's board this year. She hopes to help create events, programs and opportunities that will develop girl leaders and volunteers, as well as, bring exposure and financial support to GSHS.

“I am grateful to work at a company that encourages employees to take our talents and gifts to serve the community,” Jil said. AutoZone is a long-time supporter of GSHS through volunteer hours and sponsorship of programs and events. “We know the value of building women leaders, promoting diversity in the community, and creating opportunities for everyone.”

Jil and her daughter, Jordan, 15, are a dynamic duo – both authors, motivational speakers, leadership coaches, and now Girl Scouts. Their empowerment team is set to make a difference for Girl Scouts and the Mid-South. How will you use your passions and gifts to make a difference?



Jordan Ashley Greene

Jil Jordan Green

*Mother & Daughter*

Empowerment Team

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**ONE SMART cookie**  
celebrating women who make it happen

Presented by **FedEx**

JOIN US FOR THE  
*2018 One Smart Cookie Celebration*

benefiting Girl Scouts Heart of the South

with special guest, chef, author & Today Show contributor  
**ELIZABETH HEISKELL**

**THURSDAY, SEPTEMBER 20, 2018**  
**HOLIDAY INN MEMPHIS**  
University of Memphis Campus  
**COCKTAILS & SILENT AUCTION ~ 6 PM**  
**DINNER ~ 7PM**

**Tickets: \$100 each**  
for tickets and more information visit  
[www.girlscoutshs.org/onesmarcookie](http://www.girlscoutshs.org/onesmarcookie)  
Sponsorship opportunities still available!

*2018 One Smart Cookie Honorees*

 <b>Raumesh Akbar</b> Tennessee State Representative, House District 91	 <b>Meri Armour</b> President, Le Bonheur Children's Hospital	 <b>Gale Jones Carson</b> Vice President, Community & External Affairs, MCGW	 <b>Teri Lee Freeman</b> President, National Civil Rights Museum	 <b>Betsy Landers</b> Chairman, GMSD Board of Education, Position 2	 <b>Ursula Madden</b> Chief Communications Officer, City of Memphis	 <b>Lori Turner-Wilson</b> Founder & CEO, Red Rover Sales & Marketing Strategy
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## Connect with GSHS

How can you connect with Girl Scouts Heart of the South? Volunteer for an event or a series of events. Financially sponsor a girl, program or special event. Encourage employees to get involved. Contact Venus Chaney, Chief Development and Advocacy Officer, to discuss opportunities: [venus.chaney@girlscoutshs.org](mailto:venus.chaney@girlscoutshs.org); 901.334.3465

**girl scouts**  
heart of the south

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