



girl scouts  
heart of the south

# 2023-2024 Annual Report

Girl Scouts Heart of the South



# From our CEO...

## Preparing girls to be life ready - today and tomorrow!

Reflecting on this past year, my heart gets so full, and I am reminded that Girl Scouting exists for only one reason, to help girls reach their highest potential. When we mobilize around the mission of building girls of courage, confidence and character, we generate a force that transforms and changes lives and builds community.

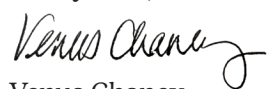
I am constantly inspired by our Girl Scouts and ready to dig deeper and push further so that we remain as an organization relevant and critical to helping girls become leaders in the world who are confident, understand their worth, and have the skills to thrive.

I feel honored to serve in a council that has grit, we are small but mighty, and we are scrappy, we stand strong for our girls. We continue to strive toward increasing diversity in Girl Scouting, expanding ways to experience Girl Scouting, and maintaining financial stability in what can sometimes be uncertain philanthropic times.

We will continue to innovate, be inclusive, intentionally create unique opportunities and equal access, all while incorporating the timeless core values that connect us to the enduring Mission of Girl Scouts.

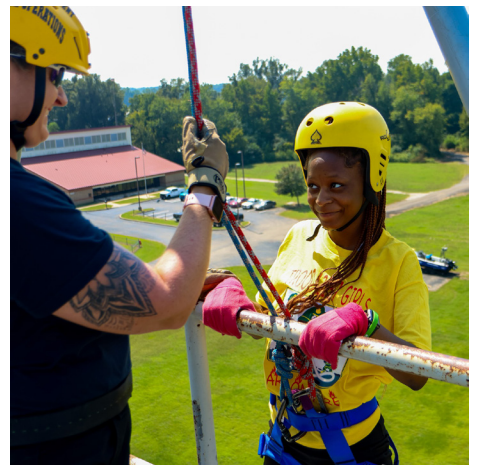
Most of all, we will remain steadfast in propelling our council to become the premier choice where families choose us as the place for their girls to learn, grow, and connect, so that they are life ready for today and tomorrow.

All my best,



Venus Chaney

CEO, Girl Scouts Heart of the South



# Girl Scout Higher Awards

**14 Troops / 74 girls**  
earned the



**Bronze Award**

**1,480**

total service hours logged

**20**

service hours per girl

**8 Troops / 35 girls**  
earned the



**Silver Award**

**1,750**

total service hours logged

**50**

service hours per girl

**16 Girls**  
earned the



**Gold Award**

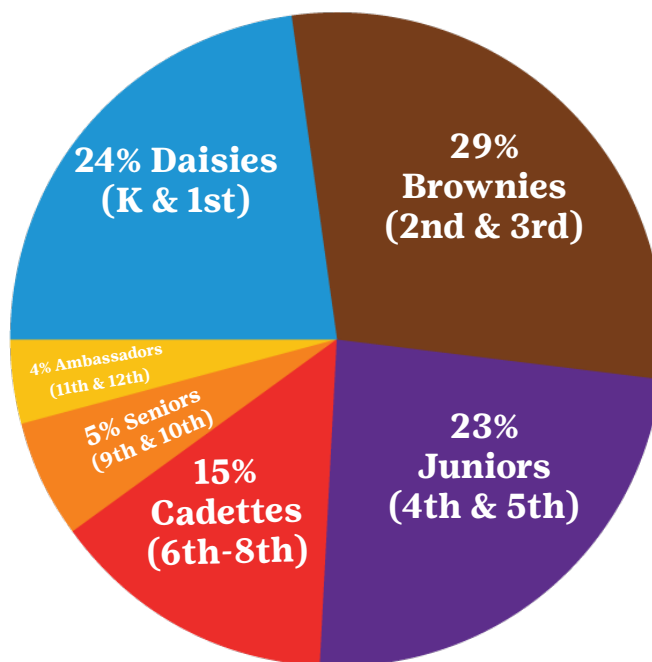
**1,407**

total service hours logged

**87.94**

service hours per girl

## Membership & Programming

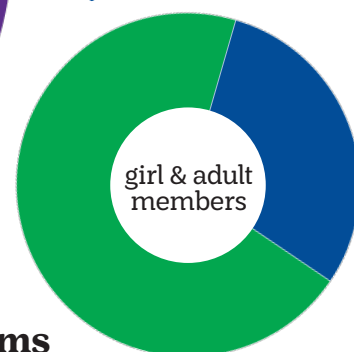


**7,530**  
total members

**876** lifetime members

**5,312** girl members

**1,342** adult members



### Girls Served Through Council Programs

- Council Program Events Held: 42
- Girls Participating: 2,065
- Girls Attending Summer Resident Camp: 166

### 6,884 Badges Earned

#### % Badges Earned by GS Pillar

- 17.23% - STEM
- 45.19% - Life Skills
- 18.39% - Outdoor
- 21.70% - Entrepreneurship



## Product Sales

### 2023 Fall Product Program

**48,676**  
nut units sold

**1,826**  
magazines & more  
orders sold

**1,114**  
girls selling

### 2024 Girl Scout Cookie Program

**1,067,876**  
total boxes sold

**3,226**  
girls selling

**331**  
boxes per girl





# GSHS Financial Statement

*This report represents our audited fiscal year ending September 30, 2024. Girl Scouts Heart of the South's financial records were audited by Watkins Uiberall CPA. The council received an unmodified opinion from the auditor. The audited financial statements are available for inspection at Girl Scouts Heart of the South council headquarters in Memphis, TN.*

## Assets

Cash and cash equivalents	8,921,676
Investments	4,794,313
Promises to Give	32,039
Inventories	48,166
Prepaid Expenses	9,963
Property and Equipment, net	1,234,256
Operating lease right-of-use assets, net	<u>1,268,578</u>
Total Assets	16,308,991

## Liabilities

Accounts Payable	7,725
Accrued Payroll Liabilities	94,915
Funds Held for Others	142,461
Deferred Revenue	64,307
Operating Lease Liability	<u>1,295,012</u>
Total Liabilities	1,604,420

## Net Assets

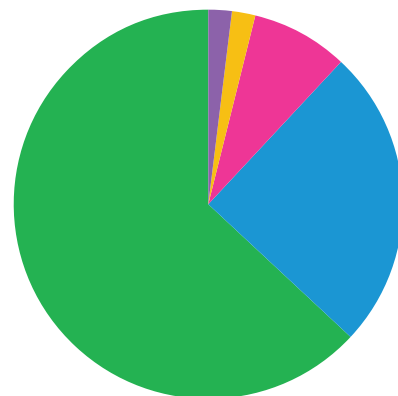
Unrestricted	14,614,253
Temporarily Restricted	63,949
Permanently Restricted	<u>26,369</u>
Total Net Assets	14,704,571

Total Liabilities and Net Assets	16,308,991
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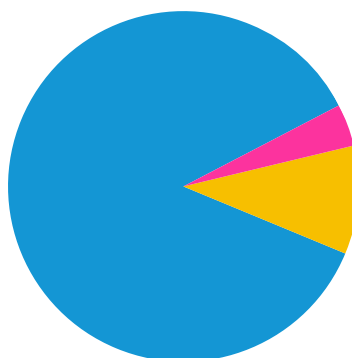
## REVENUE

Cookie and Fall Product	63%
Other Revenue	25%
Fund Development	8%
Retail Shop	2%
Program	2%



## EXPENSES

Fundraising	4%
Management & General	10%
Program Services	86%



# GSHS Donor Roll of Honor

*Girl Scouts Heart of the South is grateful to our donors who have supported the mission through contributions, grants, sponsorships, United Way Donor Designated gifts, and matching gifts. Below are the individuals, businesses, organizations, foundations and United Ways that supported Girl Scouts Heart of the South from October 1, 2023 through September 30, 2024.*

## \$1 - \$4,999

Abi Rayburn  
Adventure Forest  
Alcorn County Medical Club-  
Magnolia Regional Health Center  
Alexis Herron  
Alison Coons  
Allison Pace  
Amanda Child  
Amy Denison  
Angela Danovi  
Angela Keese  
Annie Roby  
Anonymous  
Anonymous  
Anonymous  
Baptist Memorial Health Care  
Corporation  
Barb Arnold  
Bethany Gallagher  
Bradley and Barbara Bullock  
Brittan Davis  
Bryants Chapel Charity  
Cadence Bank  
Caitlin Eversole  
Carol Starr  
Casey Condra  
CB&S Bank  
Cecilia A Walsh  
Charles Rape  
Charter Road Hospitality, Inc  
City of Bells  
Claire Barnett  
Claire Canale  
Clemmer Construction Company  
Comfort Engineering Co., Inc.  
Corinne McLaughlin  
Cornesha Harris  
CREATE Foundation  
Dana Reese  
Daphne Green  
Darla Joure  
Darren Johnson  
David and Cathy Duncan  
Debra Martin  
Debra West  
Denise Keep  
Desi Franklin  
Dessie Woods  
Diane Lindley  
Ed Bledsoe  
Edith Heller  
Elissa Brooks  
Elizabeth Gillespie  
Emilie Hutcheson  
Fredrika Felt  
Friends of Mississippi Library Inc  
Gearldene Feltus  
George and Michelle Kennedy  
Gloria Kellum  
Hankins, Inc.  
Harrison Law Firm, PLLC  
Henry Lewis Whitfield  
Holcomb Law Group  
Huddle House  
Jackson Scrap Metal, LLC  
Janet Stone-Wade  
Janie Craig

Jeane Burton  
Jeffrey and Sherri Massey  
Jennifer Davis  
Jennifer Rizzi  
Jenny Jones  
Jerry Huff  
Jerry & Susan Yount  
Jim and Holly Snow  
Joann Rogers  
Joanne Thomas  
Joseph Petty  
Julia Austin  
Kathy and J.W. Gibson  
Charitable Fund  
Keith Fulcher  
Kendra Scott LLC  
Kimberly Marr  
Kroger  
Lana Suite  
Laura Halbrook  
Lindsay Jones  
Lisa Evers  
Lisa Marcom  
Lois Macklin  
Lori Gilmore  
Lori Patton  
Louis Alpe  
Louise Henslee  
Lucy Davidson  
Margaret Paydar  
Mary Craig  
Mary Ellen Sellhorn  
Mary Linville  
Mary Sharp Rayner  
Mary Steinhauer  
Mary Thorsberg  
Menasha Corporation  
Foundation  
Michelle Hunt  
Miguel Centellas  
Missy Parks  
Nancy Cochran  
Nancy Peterson  
Neely Poteet  
Nicholas Moss  
Northeast Mississippi Down  
Syndrome Society  
Pamela Evans  
Pat "Robin" Dows Endowment  
Paula Cima  
Pledgeling Foundation  
Reagan Fondren  
Renasant Bank - Tupelo  
Ripley Main Street Association  
Robert L. Howell Foundation  
Robert's Builders Inc.  
Robinson Giving Fund  
Rosemarie Fair  
Rotary Club of Tupelo  
Rutha Griffin  
Sachita Khadka  
Sam and Mary Haskell  
Sandra Hale  
Sandra Johnson  
Sara Stephens  
Sarah Bannister  
Sarah Rohdy

Sharon Craig  
Sharon Younger  
Sherry Damato  
Sherry Whitten  
Square Pops LLC  
Stafford Development Inc.  
Stephen Pardy  
Susan Deaver  
Susanne Hiegel  
Sydney Diavua  
Tennessee Titans Foundation  
The Children of Bruce and Virginia Fanguy  
The Citizens Bank  
The Episcopal Diocese of West Tennessee  
The Medtronic Foundation  
Theodora Trezevant Neely Special  
Endowment Fund  
Thomas and Paula Lombard  
Toni Wilson  
Tracey Zerwig Ford  
Traci Nichols  
Tracy Fitzpatrick  
TRI Realtors  
Tricia Williams  
Trisha Colbert  
United Methodist Women  
United Way of Clay County  
United Way of Leflore County, Inc.  
United Way of South Central Michigan  
United Way of Washington County  
United Way of West Tennessee  
United Way Suncoast  
Venus Chaney  
Vicki and Harry Sneed  
Victoria Ragland  
Walmart  
Watkins Uiberall, PLLC  
Wendy Ashcroft  
Younger Associates

**\$100,000+**  
**Anonymous**

**\$25,000+**

**Community Foundation  
of West Tennessee**  
**United Way of the  
Mid-South**

**\$10,000 - \$24,999**

**Anonymous**  
**AutoZone**  
**Girl Scouts of the USA**  
**Harcros Chemicals Inc.**  
**Jerry and Nina Patton Family  
Foundation**  
**United Way of Northeast  
Mississippi, Inc.**  
**Women's Foundation For A  
Greater Memphis**

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

**Anonymous**  
**Henry County Helping Hand, Inc.**  
**International Paper Company**  
**Kappa Delta Sorority - Alpha Mu  
Chapter**  
**mTrade LLC**  
**Pat Moody**  
**United Way of the Golden  
Triangle Region**

*Note: Donations were received during fiscal year October 1, 2023 - September 30, 2024. We have carefully reviewed the donors listed. Errors may occur in a list of this size. If your name has been omitted, misspelled or incorrectly listed, please accept our deepest apologies and contact us so we may correct our records.*



# Juliette Gordon Low Society

Members of the Juliette Gordon Low Society have named Girl Scouts Heart of the South as a beneficiary to a planned gift. This can include naming Girl Scouts as a beneficiary of a will, retirement plan, charitable gift annuity, living trust, donor advised fund, life insurance policy, charitable remainder trust, charitable lead trust, remainder gift of real estate, or any other gift that benefits Girl Scouts in the future. These individuals and families represent the greatest commitment to Girl Scouting, investing in its future and perpetuation of the vision that Juliette Gordon Low began more than 100 years ago. Girl Scouts Heart of the South wishes to acknowledge and thank each member of the Juliette Gordon Low Society.

Erik and Eva Anderson Girl Scout  
Movement-wide Challenge  
Planned Gift  
Barbara Arnold  
Steve Arnold  
Dianne Belk and Lawrence Calder  
Dianne Belk and Lawrence Calder  
Movement-wide Challenge  
Planned Gift  
Venus Chaney  
John Richard Cochran  
Nancy Cochran  
Alison Coons

Dolph Crafton  
Kimberly Crafton  
Rosemarie Fair  
Lori Gilmore  
Jenny Jones  
Pat Moody  
Lori Patton  
Melanie Schild  
Tom Schild  
Mary Kay Wegner  
Chris Wilson  
Debbie Zanot

If you have included Girl Scouts in your estate planning and do not see your name listed above, please contact Lori Gilmore at [lori.gilmore@girlscoutshs.org](mailto:lori.gilmore@girlscoutshs.org) or 800.624.4185 so we may correct our records and celebrate you and your dedication to Girl Scouts.



## Honorariums & Memorials

### In Honor/Memory of:

Amanda Perry  
Elizabeth "Betty" Barnett

Connie Gillespie  
Jane S. Hazlewood  
Jane W. Hobson

"Jinks" Myers and "Skinny" Cohen  
Josephine Fulcher  
Julia "Star" Newsom

Natalia Steinhauer  
Ofelia Olsen  
Palmer Lamoreaux  
Ruth Mann  
Steph and Allen Grant  
"Sumac"  
Suzanne Jolly Patty

### Given By:

Allison Pace  
Nancy Cochran  
Friends of Mississippi Library Inc  
George and Michelle Kennedy  
The Children of Bruce and Virginia Fanguy  
Cecilia A Walsh  
Tricia Williams  
Sarah Bannister  
Mary Ellen Sellhorn  
Missy Parks  
Elizabeth Gillespie  
Susan Deaver  
Alcorn County Medical Club- Magnolia  
Regional Health Center  
Fredrika Felt  
Thomas and Paula Lombard  
Edith Heller  
Sandra Johnson  
Joseph Petty  
Lucy Davidson  
Keith Fulcher  
Lisa Evers  
Sara Stephens  
Tricia Williams  
Corinne McLaughlin  
Tracy Fitzpatrick  
Mary Steinhauer  
Pledgeling Foundation  
Henry Lewis Whitfield  
Pamela Evans  
Mary Thorsberg  
Mary Craig  
Jennifer Rizzi



# Gift In-Kind Supporters

Gifts of goods, services and facilities help reduce the cost of providing the Girl Scout Leadership Experience to girls. Below are individuals, organizations and companies that provided in-kind support from October 1, 2023 - September 30, 2024.

A Paw Spa  
Alley 662  
Animal Care Center  
Anonymous  
Bogart's Wine and Liquor  
Brick & Spoon  
Brooks Grocery  
Buffalo Wild Wings - Tupelo  
Cafe 212  
Chicken Salad Chick - Tupelo  
Chick-fil-A Barnes Crossing Mall  
Exceed Technologies  
Eye Clinic of Saltillo  
Forklift  
GumTree Museum of Art  
H.M. Richards  
Henry's Wine and Liquor  
Holiday Inn & Suites - Tupelo  
Honeybaked Ham - Tupelo

Hotel Tupelo  
Itawamba County Service Unit  
Jenny Jones  
Julie Gibens  
Katie Jenkins  
Keep It Casual  
King Chicken Fillin' Station  
L.A. Bikini Sugaring Hair Removal Studio  
La Vino  
Lee's Wine and Spirits  
Lone Star Schooner Bar & Grill  
Malco Theatres, Inc.  
Maya Wine and Spirits  
MLM Clothiers  
MS Made  
My Greek Orchard  
Nails City  
North Mississippi Health Services  
NT's Liquor and Wine

Oscar's Wine and Spirits  
Pizza Doctor  
Queen's Reward Meadery  
Reed's Department Store  
Room to Room Furniture  
SalonCentric  
Sharon Younger  
Steele's Dive Restaurant  
Stone's Jewelry  
Swimming Pools of Tupelo  
Taziki's Tupelo  
Traceland Plaza Package Store  
Tupelo Community Theater  
Tupelo Country Club  
Tupelo Small Animal Hospital  
Way-Fil Jewelry  
Weather's Auto Supply  
Westside Pharmacy and Gifts  
Wildflower Salon + Extension Bar

## Thank You to Our Community Program Partners

Community Partners offer program opportunities to troops throughout our region. Troops are able to connect with these businesses directly and schedule a troop program time for their girls. We are grateful to our Community Partners for opening their doors and programs so Girl Scouts can discover new opportunities and connect the possibilities in their local region.

### Greater Memphis Area Community Partners

Apple Store (Saddle Creek)  
Clinique  
Dixon Gallery and Gardens  
Ducks Unlimited  
High Point Climbing  
Home Depot

Memphis Botanic Garden  
Memphis Zoo  
Metal Museum  
Nobody Trashes Tennessee  
The Pink Palace and Lichterman Nature Center  
Society of Women Engineers-Memphis

### North Mississippi Area Community Partners

Home Depot  
Natchez Trace - Jr. Angler Program

Tupelo Buffalo Park and Zoo

### West Tennessee/Jackson Area Community Partners

Home Depot

Nobody Trashes Tennessee

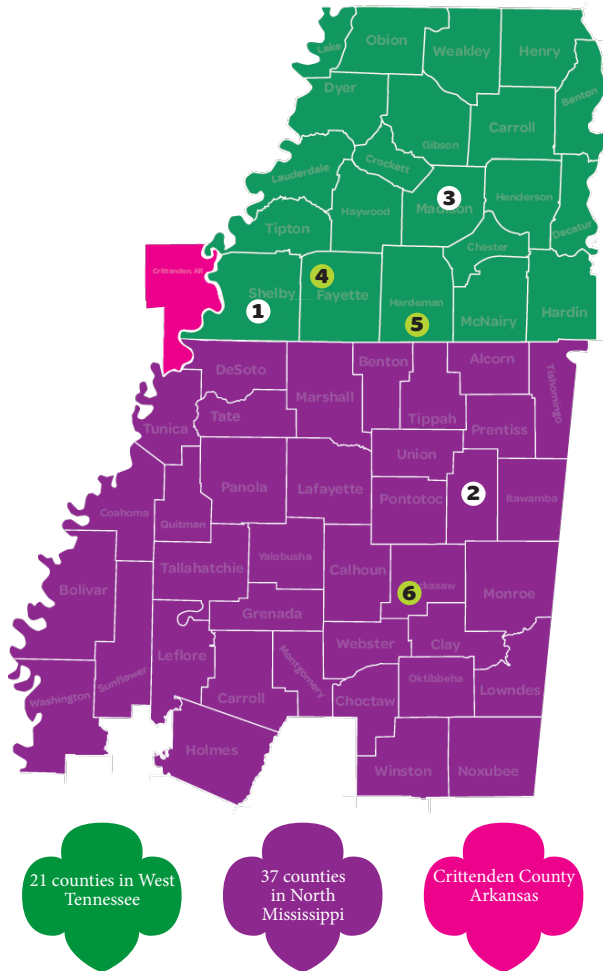


We appreciate the support of our United Way partners and the individuals who give to GSHS through Donor Choice. Please contact us if you give through United Way and would like your gift acknowledged.



# GSHS Council Map

Girl Scouts Heart of the South serves 59 counties in north Mississippi, west Tennessee and Crittenden County, Arkansas, and maintains three camps and three regional leadership centers.



21 counties in West Tennessee

37 counties in North Mississippi

Crittenden County Arkansas

**1** *Memphis Leadership Center and Council Shop (GSHS Headquarters)*  
825 Valleybrook Drive, Ste. 102  
Memphis, TN 38120

**2** *Tupelo Leadership Center and Council Shop*  
1140 West Main Street, Tupelo, MS 38801

**3** *Jackson Leadership Center and Council Shop*  
1007 Old Humboldt Rd., Jackson, TN 38305

**4** *Camp Fisherville*  
190 Country Way  
Collierville, TN 38017

**5** *Kamp Kiwani*  
1745 Sandy Springs Rd.  
Middleton, TN 38052

**6** *Camp Tik-A-Witha*  
365 County Road 117  
Van Vleet, MS 38877

## GIRL SCOUT MISSION

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

## 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.

# GSHS Board of Directors

This Board of Directors was elected during the council's Annual Meeting in April 2023. We appreciate these volunteers who committed their time to GSHS.

## OFFICERS

LORI PATTON, Chair

Co-Owner, Roadshow BMW/ Mini, Memphis, TN

SHARON YOUNGER, 1st Vice Chair

President, Younger Associates, Memphis, TN

JIL GREENE, 2nd Vice Chair

Vice President, Field HR Operations, AutoZone, Memphis, TN

REAGAN TAYLOR FONDREN, Secretary

First Assistant US Attorney for the Western District of Tennessee, Memphis, TN

NANCY COCHRAN, Treasurer/Finance Committee Chair

Certified Pension Consultant, Burleigh Consulting Group

DESI FRANKLIN, Board Development Committee Chair

Sr. VP, Assistant General Counsel, First Horizon, Memphis, TN

## MEMBERS-AT-LARGE

CYNTHIA BRADFORD, System Community Relations and Government Affairs Manager, Baptist Health Care Corporation, Memphis, TN

AMANDA CHILD, Paralegal, International Paper, Memphis, TN

CASEY CONDRA, Chief Marketing Officer, Orion Federal Credit Union, Memphis, TN

SYDNEY DIAVUA, Community Development Officer, Federal Reserve Bank of St. Louis, Memphis, TN

DR. PAMELA EVANS, Obstetrician, Evans Medical Clinic, Jackson, TN

ROSEMARIE FAIR, President, One Source Commercial, Inc., Memphis, TN

KEITH FULCHER, President, Community Foundation of Northwest Mississippi, Hernando, MS

ALLISON PACE, Actor/Director, Memphis, TN

VICTORIA RAGLAND, Diversity and Inclusion Advisor, Pinnacle Financial Partners, Memphis, TN

BISHOP PHOEBE ROAF, Bishop of the Episcopal Diocese of West Tennessee, Memphis, TN

LANA SUITE, Partner and Director of Research, Younger Associates, Jackson, TN

DR. DEBRA WEST, Chancellor, Arkansas State University Mid-South, West Memphis, AR

TRACEY ZERWIG-FORD, Fine Arts Director, Hutchison School, Memphis, TN

## EX-OFFICIO OFFICER

VENUS CHANEY, CEO, Girl Scouts Heart of the South  
Memphis, TN

**girl scouts**  
heart of the south

[info@girlscoutshs.org](mailto:info@girlscoutshs.org) 800.624.4185

[www.girlscoutshs.org](http://www.girlscoutshs.org)