



girl scouts
heart of the south



2024-2025 Annual Report

Girl Scouts Heart of the South

From our CEO...

Shaping a future for girls to be powerful and prepared!

As I reflect on the past year—on our achievements, the challenges we navigated, and the opportunities before us—I am filled with gratitude and renewed purpose. Our founder, Juliette Gordon Low, once said, “The work of today is the history of tomorrow, and we are its makers.” Her words continue to guide and inspire us as we consider the lasting significance of the work we do on behalf of girls.

This year reminded us that progress is built through both vision and perseverance. It is reflected in the everyday decisions, partnerships, programs, and investments that expand what is possible for girls. Each step we take strengthens our ability to help girls discover their voices, build confidence, develop character, and prepare to lead with courage in a changing world.

Every action we take—whether visible in a major initiative or present in a quiet moment of encouragement—has the potential to shape the trajectory of a girl's life. Our work today becomes part of the story future generations of girls will inherit. As Girl Scouts, we carry that responsibility with intention, purpose, and an unwavering commitment to leaving a positive and enduring legacy.

Our strategic direction as a council and as part of the Girl Scout Movement is clear. We are working to Revolutionize Engagement so that Girl Scouts is easy, flexible, and accessible to all girls; to Amplify Impact so that Girl Scouts remains a trusted resource for girls' evolving needs; and to Secure Tomorrow through responsible stewardship for the generations of girls who will follow.

These priorities are more than strategic statements; they are a call to action. They challenge us to meet girls where they are, listen deeply to what they need, and design experiences that are relevant, meaningful, and accessible. Most importantly, they remind us why this work matters: because every girl deserves to be lifted up, to have her dreams and aspirations supported, and to know she belongs fully and confidently in every space she enters.

We are making the important and necessary investments of this moment so that we can prepare girls not only for the world as it is, but for the world they will lead. Through our programs, partnerships, volunteers, staff, families, and supporters, we are equipping girls with the courage, confidence, character, and connection they need to navigate change, rise to opportunity, and imagine a future without limits.

On behalf of our council, thank you to every volunteer, donor, partner, staff member, family, and friend who helped make this year's progress possible. Because of your commitment, we are not only sustaining a Movement—we are shaping a future where every girl can see herself as powerful, prepared, and needed. Everything we do is built for her and with her, and our promise is to keep evolving with girls, championing their voices, and opening pathways for them to lead with courage, compassion, and confidence. As we look to the future, we do so with bold hope and shared conviction, knowing that the work we do today will become tomorrow's history—and together, we are its makers.

With Gratitude,



Venus Chaney, CEO
Girl Scouts Heart of the South



Girl Scout Higher Awards

12 Troops / 61 girls
earned the



Bronze Award

1,220

total service hours logged

20

service hours per girl

8 Troops / 22 girls
earned the



Silver Award

1,100

total service hours logged

50

service hours per girl

18 Girls
earned the



Gold Award

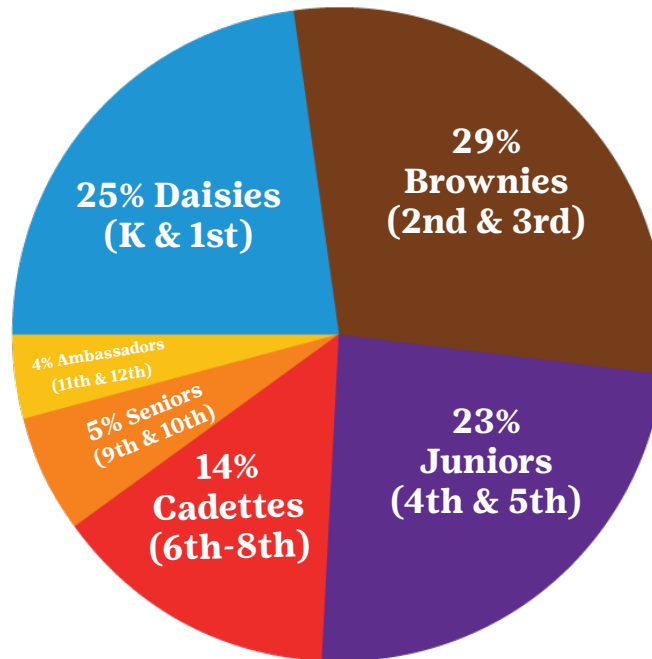
1,544

total service hours logged

85.77

service hours per girl

Membership & Programming

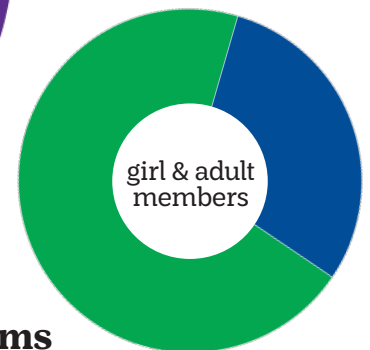


7,813
total members

904 lifetime members

5,581 girl members

1,328 adult members



Girls Served Through Council Programs

- Council Program Events Held: 37
- Girls Participating: 2,603
- Girls Attending Summer Resident Camp: 153

5,893 Badges Earned

% Badges Earned by GS Pillar

- 17.61% - STEM
- 45.35% - Life Skills
- 17.79% - Outdoor
- 19.26% - Entrepreneurship



Product Sales

2024 Fall Product Program

41,746

nut units sold

1,713

magazines & more
orders sold

1,047

girls selling

2025 Girl Scout Cookie Program

996,314

total boxes sold

3,250

girls selling

307

boxes per girl



GSHS Financial Statement

This report represents our audited fiscal year ending September 30, 2025. 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	9,746,432
Investments	5,033,834
Promises to Give	45,525
Inventories	48,189
Prepaid Expenses	9,963
Property and Equipment, net	744,905
Operating lease right-of-use assets, net	<u>1,032,461</u>
Total Assets	16,691,309



Liabilities

Accounts Payable	7,380
Accrued Payroll Liabilities	146,457
Funds Held for Others	188,713
Deferred Revenue	66,951
Operating Lease Liability	<u>1,064,684</u>
Total Liabilities	1,474,185



Net Assets

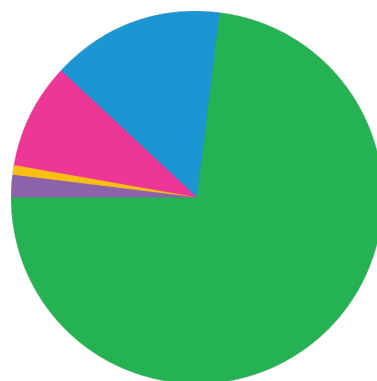
Unrestricted	15,105,725
Temporarily Restricted	85,030
Permanently Restricted	<u>26,369</u>
Total Net Assets	15,217,124

Total Liabilities and Net Assets 16,691,309



REVENUE

Cookie and Fall Product	72%
Other Revenue	15%
Fund Development	9%
Retail Shop	1%
Program	2%



EXPENSES

Fundraising	6%
Management & General	11%
Program Services	83%

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, 2024 through September 30, 2025.

\$1 - \$4,999

Abi Rayburn
Alison Coons
Amanda Miller
Amanda Kisner
Amanda Davis
Amanda Child
Amber Joyner
Amber Milan
Amilia Stembuidge
Amy Denison
Amy Jones
Amy Harris
Angela Keese
Angela Danovi
Angie Getz
Ann Youngblood Scott
Anne Cazalas
Annie Roby
Anonymous
Antonia Williams
Arkansas State University
Mid-South
Ashley Randle
Ashley Babajko
Bethany Gallagher
Brett Rehberg
Brittan Davis
Brooke Hall
Bryants Chapel Charity
Cadence Bank - Tupelo
Camille Bianco
Candice Barr
Caren Vitell
Carmen Carr
CASA of North Mississippi
CB&S Bank
Charlene Baker
Charlene and Robert White
Charter Road Hospitality
Chelsea Bennett
Christina McCracken
Christine Butler
City of Bells
Colby Jonas
Comfort Engineering Co., Inc.
CREATE Foundation
Crystal Martin
Curt Pruitt
Danisha Walker
Dean McKinster
Debbie Wiley
Deborah Parker
Debra Martin
Debra Carouthers
Debra Gates
Debra West
Denis Pounders
Desiree Franklin
Dessie Woods
Dheyani Meyer
Diana McKinnon
Diana Inglis
Donna Bridges
Elissa Stratton
Elissa Brooks
Elizabeth Roper
Emilie Hutcheson
Erica Manuel
Essence Partlow
Frances Brasfield Langewisch
Fredrika Felt
Gearldene Feltus
Girl Scout Troop #10116
Girl Scout Troop #50104
Girl Scout Troop #50478
Girl Scout Troop #50570
Girl Scout Troop #50743
Gloria Kellum
Guaranty Bank
Heather Culturi
Helen Monts
Holcomb Law Group

Holly Tubbs
Invitation Magazine
J & R Sims Enterprises
Jacqueline Boyd
Jamie Klazmer
Janet Stone-Wade
Jennifer Loveday
Jenny Jones
Jessica Hyte
Jessica Kebodeaux
Jessica Reed
Jessica McCarthy
Jessie Tomlinson
Joann Rogers
Josephine Mark
Joshua McIntyre
Juanita Childress
Julia Hurwitz
Julia Austin
Julia and Robert Aubrey
Julie Adams
Justin Carter
Karen Harness
Karin Buckner
Kathleen Forbush
Kathy McCoy
Kathy and J.W. Gibson
Charitable Fund
Katie Boyle
Katie Wright
Kay London
Kayla Briscoe
Kelcey Bolton
Kelly Galyean
Kelsey Houghton
Kendra Scott LLC
Kimberly Dixon
Kimberly Remmers
Kristin Whitten
Kroger
Kylie Scott
Lana Suite
Lanie Lightsey
Laura Dickey
Lauren Rowlett
Lauren Hasty
Lee Morris
Lindsay Carpenter
Lindsay Jones
Lindsey Boyle
Lindsey Waugh
Lisa Lovell
Lisa Marcom
Lora Gipson
Lori Gilmore
Louise Henslee
Lucy Nash
Lucy Davidson
Lynn Elia
Madeleine Clark
Manuel Zepeda
Margaret Paydar
Marianne Sleep
Marlee Williams
Mary Lasseter
Mary Craig
Max B. Ostner, Sr. Endowment
Fund
May Waggoner
Mckinley Hood
Melanie James
Melissa Speicher
Melyanda Scruggs
Menasha Corporation
Foundation
Merry Gregory
Miguel Centellas
Mona Broadway
MS Minority Farmers Alliance
Inc
Nancy Muller
Nancy Peterson

Natalie Gilmore
Neighborhood Realty, LLC
Nicholas Moss
Nicole Harris
Oxford Lafayette County Economic
Development Foundation
P & P Contractors
Pamela Evans
Pat Moody
Patricia Leonard
Patty Bladon
Phebe Gaines
Pilot Club of Starkville
Rachel West
Rachell Anderson
Reagan Fondren
Reatha Clark
Rhonda Brown
Robert & Patricia Gregory
Robert L. Howell Foundation
Robinson Giving Fund
Rohini Singh
Rosemarie Fair
Rotary Club of Tupelo
Rutha Griffin
Sam and Mary Haskell
Samuel Ferguson
Sara Stephens
Sarah Dockstader
Sarah Smith
Sarah Tiggelaar
Savannah Fitzgerald
Shanin Warren
Sharon Younger
Sherry Whitten
Sneed Properties, LLC
Stacey Madonia
Stafford Development Inc.
Stephanie Gore
Stephen Pardy
Susan Hayman
Susanne Hiegel
Suzanne Helveston
Sydney Diavua
Tammy Rodgers
Tara Russell
Tegan Breedlove
Tennessee Titans Foundation
The Episcopal Diocese of West Tennessee
The Isom Place
Theodora Trezevant Neely Special
Endowment Fund
Tierra Miller
Tiffany Blankenship
Tiffany Braby
Toni Wilson
Tracey Ford
TRI, Inc. Realtors
United Way of Leflore County, Inc.
United Way of Washington County
University of Memphis Athletic Marketing
Venus Chaney
Watkins Uiberall, PLLC
Whitney Ferguson
Younger Associates

\$100,000+

**Anonymous
FedEx Corporation**

\$10,000-\$24,999

**ABB
AutoZone
First Horizon
Joal Felt Revocable Living Trust
United Way of Northeast
Mississippi, Inc.
United Way of the Mid-South
Women's Foundation For A
Greater Memphis**

\$5,000 - \$9,999

**Girl Scouts of the USA
International Paper Company -
Columbus, MS
International Paper Company -
Memphis, TN
Kappa Delta Sorority - Alpha Mu
Chapter
mTrade LLC
United Way of the Golden
Triangle Region**

Note: Donations were received during fiscal year October 1, 2024 - September 30, 2025. 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 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:

Betty Kuipe "Tex"
Elizabeth Gwin and Elizabeth
Gwin Waggoner Patterson
John Daniel
Joyce Chapman Butler
Madeleine Taylor
Madeleine Taylor
Skinny Cohen & Jink Meyers
- former leaders of Troop 69
Sumac - Dottie Carey

Given By:

Fredrika Felt
May Waggoner

Amanda Child
Sara Stephens
Reagan Fondren
Sydney Diavua
Lucy Davidson

Mary Craig



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, 2024 - September 30, 2025.

A Paw Spa
Abi Rayburn
Animal Care Center
Anonymous
Baptist Memorial Health Care Corporation
Blue Magnolia Bread Co.
Brick & Spoon
Brooks Grocery
Buffalo Wild Wings Tupelo
Cafe 212
CharMel's Cuisine
Chicken Salad Chick Tupelo
Chick-fil-A Tupelo Mall
Citizens Style
Dessie Woods
Dress for Success
Eric Newman
Eye Clinic of Saltillo
Forklift
GumTree Museum of Art

H.M. Richards
Hippie Heifer
Holiday Inn & Suites
Honeybaked Ham
Hotel Tupelo
Keep It Casual
L.A. Bikini Sugaring Hair Removal Studio
Lone Star Schooner Bar & Grill
Magnolia Soap and Bath Co.
Main Street Nails
Malco Theatres, Inc.
Massage by Zach
Maya Wine and Spirits
MLM Clothiers Clothiers
Mount Vernon Chapel
Nails City
North Mississippi Medical Center
Oscar's Wine and Spirits
Room to Room Furniture
SalonCentric

Skybox Sports Grill Pizzeria
Slim Chickens Tupelo
Sparrows on Main
Stone's Jewelry
Swimming Pools of Tupelo
Takumi Ramen Bar
The Cotton Bolt
The Grill at Fairpark
Traceland Plaza Package Store
Tupelo Community Theater
Tupelo Country Club
Tupelo Small Animal Hospital
Tupelo Trophy & Gifts
Vibe Aesthetics & Wellness
Virginia Sanders
Warehouse 605
Wayfil Jewelers
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

901 Fishing Pond and Agriculture
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
Quapaw Canoe Company
Society of Women Engineers-Memphis

North Mississippi Area Community Partners

Home Depot
Natchez Trace - Jr. Angler Program

Quapaw Canoe Company
Tupelo Buffalo Park and Zoo

West Tennessee/Jackson Area Community Partners

Home Depot

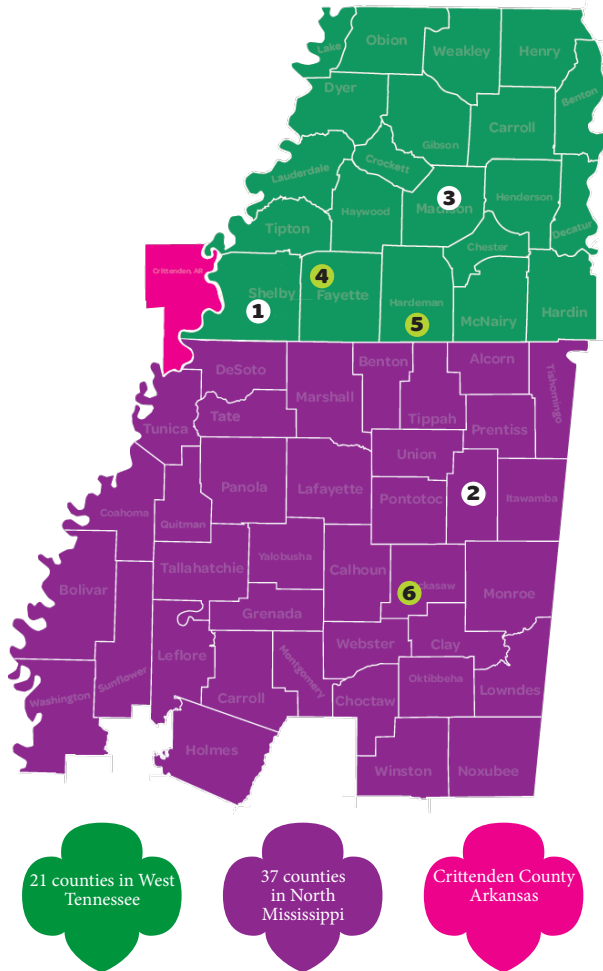
Nobody Trashes Tennessee



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 2024. 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

Chief Human Resources Officer SVP, HR & CSR, Paradies

Lagadere Retail, Memphis, TN

REAGAN TAYLOR FONDREN, Secretary

Assistant US Attorney, US Attorney's Office for the Western

District of Tennessee, Memphis, TN

NANCY COCHRAN, Treasurer/Finance Committee Chair

Certified Pension Consultant, Burleigh Consulting Group,

Memphis, TN

DESI FRANKLIN, Board Development Committee Chair

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

MEMBERS-AT-LARGE

NEKI CATRON, Corporate Global Community Engagement and I&D Manager, Sylvamo, Memphis, TN

AMANDA CHILD, Paralegal, International Paper, Memphis, TN

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

MICHALYN EASTER-THOMAS, Memphis City Council, City of Memphis, Memphis, TN

DR. PAMELA EVANS, Obstetrician, Inspire Women's Health, Paris, TN

ROSEMARIE FAIR, President, One Source Commercial, Inc., and Executive VP, Brighton Bank, Memphis, TN

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

AMANDA JOHNSON, Executive Director, Clarksdale Collegiate Public Charter School, Clarksdale, MS

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. MICHELLE TAYLOR, Division Director/Health Officer, Shelby County Health Department, Memphis, TN

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

TRACEY ZERWIG-FORD, Director of Community Engagement, 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

800.624.4185

www.girlscoutshs.org