



Celebrate Sisterhood

2022 Annual Report

girl scouts 
of south carolina
mountains to midlands

From the Chair of the Board and CEO

It was such a relief to be back in person in 2022. Things weren't completely back to normal; however, to finally be able to meet face to face with you has been incredible. We still had some hurdles with the Girl Scout Cookie Program as we were challenged, as much of the world, with production and shipping issues. But our volunteers and girls are resilient and were steadfast in their drive to meet their goals. Once again, girls in our council increased the per girl average of boxes sold. The per girl average in 2022 was 323 boxes compared to 268 boxes in 2021. Talk about determination! Some of the top sellers were awarded a cruise and will never forget the memories and what the cookie program can help them achieve.

Camp was back, and our girls really showed up for it. More than 352 girls enjoyed Camp WaBak. While we had to cut back on the number of weeks offered at Camp Mary Elizabeth, we still had more than 350 campers between day camp at CME and the Cathy Novinger Girl Scout Leadership Center.

Our Gold and Silver Award celebration was back in person and inside. Our volunteers and parents put forth incredible efforts mentoring girls and helping them to achieve the highest awards. We had six girls in our council receive the Gold Award. Additionally, 55 Girl Scouts earned the Silver Award, and 130 girls earned the Bronze Award. Please take a moment to look through the Annual Report so you can see these young leaders that are already making a real difference in their communities. Our donors were generous in 2022, including their support of successful events like Boots and Pearls and Women of

Distinction. In Columbia, we filled the parking lot of the Cathy Novinger Girl Scout Leadership Center with guests and families of our Women of Distinction honorees Col. Katherine Brown, Judge J. Michelle Childs, Lt. Governor Pamela Evette, Dr. Penelope Martin-Knox, Ms. Virginia Peterkin, Senator Katrina Shealy, and Ms. Kim Wellman. In membership year 2022, we were outside for Boots and Pearls. Although it was a little muddy, our hearts were full as we celebrated Dr. Amy Baruch and Laura Ringo for the characteristics they display every day to make the world a better place.

2022 was a year to rebound, and we are well on our way to continuing our successes in 2023.

Maya Angelou said, "Family isn't always blood. It's the people in your life who want you in theirs; the ones who accept you for who you are. The ones that would do anything to see you smile and who love you no matter what."

That's how we feel about you, our members and donors. It is because of YOU that we are able to serve girls. YOU make the world a better place. YOU, our Girl Scout sisters and members, are remarkable, unique, and treasured.

With immense gratitude,



A blue ink signature of Frances Griggs.

Frances Griggs
Chair, Board of Directors



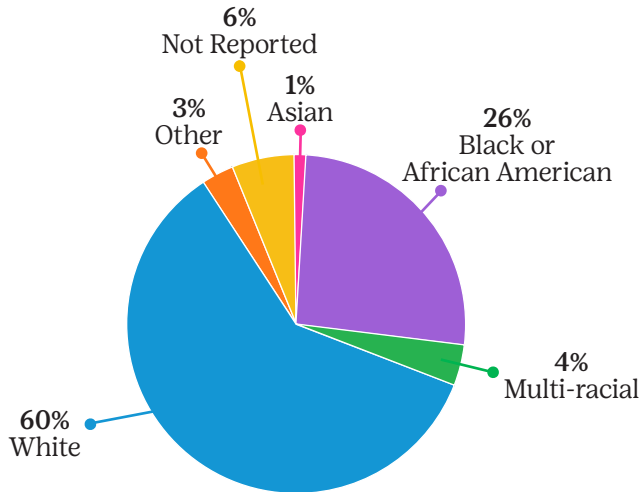
A blue ink signature of Lora Tucker.

Lora Tucker
GSSC-MM CEO

Membership

In 2022, our council's focus was on reaching new members and retaining our current Girl Scouts. To reach new members, our recruitment team continuously reviewed data concerning our market share and population growth. And to retain members, we focused on the importance of volunteers and building strong service unit teams.

In 2022, our council served **5,270** girls and **2,744** adult members. We are proud to report our girl membership closely reflects the diversity of our 22-county jurisdiction.



Top Row (left to right): Two spring break campers climb the rock wall at the Cathy Novinger Girl Scout Leadership Center. Older Girl Scouts from across the state pose for picture during the South Carolina Honorary Legislative Page Program in the spring. Middle Row (L to R): Two Girl Scouts have fun at Up in the Mountains, an older girl outdoor program in the spring. Girl Scouts walk onto Fluor Field at Girl Scout Day at the Greenville Drive. Girl Scouts visit the monkey cages at Girl Scout Day at the Greenville Zoo this summer. Bottom Row (L to R): Volunteers pose with CEO Lora Tucker at the 2022 Volunteer Appreciation Ceremony. A Girl Scout aims her arrow at the target at Up in the Mountains.

Program



In MY22, we made a full return to in-person programs and events. We hosted 33 programs at Cathy Novinger Girl Scout Leadership Center thanks to partners like the State Museum, EdVenture, the Flavored Fork, Super Beauty, Fit Columbia, and more. A new partnership with BMW gave our members an incredible opportunity to learn STEM through a behind the scenes tour of the Greer BMW Plant.

Despite our return to in-person programming, summer resident camp continued at half capacity due to the lingering effects of COVID-19 and difficulty finding staff. Despite this, summer camp capacity across our council trended upward from MY21:

- Camp WaBak: 352 resident campers
- CNGSLC: 290 day campers
- Camp Mary Elizabeth: 35 day campers

Girl Scout Cookie Program

- **3,514** girls sold packages of cookies.
- Each participating girl sold an average of **323** packages.
- We partnered with Blue Star Mothers and the Red Cross to send **14,825** packages of cookies to service members through the Cookies for Soldiers program.
- In addition to troop proceeds, girls earned **\$105,925** in Cookie Dough for use at the Girlz Gear Shops, for council-sponsored event and program fees, and more.
- Troops earned **\$875,849**.



Relevant Brand

Membership Year 2022 was the beginning of an intensive effort to build our brand and ensure the continued relevance of Girl Scouts in our community.

Newsletter Open Rates & Social Media Engagement

- Increase in membership newsletter open rates from 24.3% in MY2021 to **46% in MY2022**
- Facebook reach up **18% in MY2022** vs. MY2021

Tracking Recruitment

- Average cost per digital lead down more than 50%
- QR codes place on all printed recruitment materials

Major Marketing Events and Campaigns

1. 2021 Annual Business Meeting
2. Legislator welcome letter and GS Agenda
3. Girl Scout Honorary Page Week and Women's Caucus luncheon
4. Messaging: media, scripts, speeches, and talking points
5. Media Opportunities and PR: in 2022, we not only received membership and Girl Scout Cookie Program coverage, but we also received coverage on a local winner of the "To the Moon and Back" essay contest and on our two Women of Distinction events.
6. Midlands Women of Distinction and Spartanburg Boots and Pearls
7. Joint Events with Partners: Earth Day with PalmettoPride and Lt. Governor
8. Multiple videos for our camps and events



Top Row (left to right): The marketing team films the friendship circle at Volunteer Kick-off. Girl Scouts stand on the stairs of the South Carolina State House during an Earth Day press conference with Lt. Governor Evette and Palmetto Pride. Middle Row (L to R): CEO Lora Tucker and Girl Scouts introduce the new Raspberry Rally Girl Scout Cookie on Fox Carolina. Older Girl Scouts pass out cookies to lawmakers as part of the South Carolina Honorary Legislative Page Program. CEO Lora and two Girl Scouts join Your Carolina on WSPA for a cookie tasting. Bottom Row (L to R): The marketing team films Girl Scouts learning to bake cupcakes at the Cathy Novinger Girl Scout Leadership Center's spring break camp. A Girl Scout poses for a photo after being interviewed about her troop's Silver Award project.

Fiscal Statement for the Year
Condensed Statements of Activities

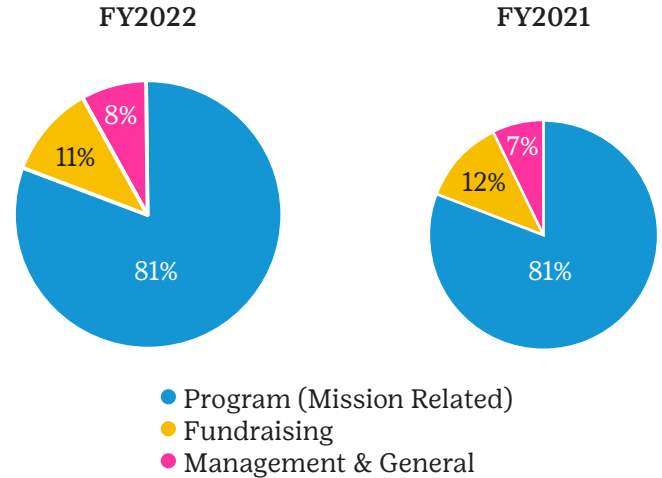
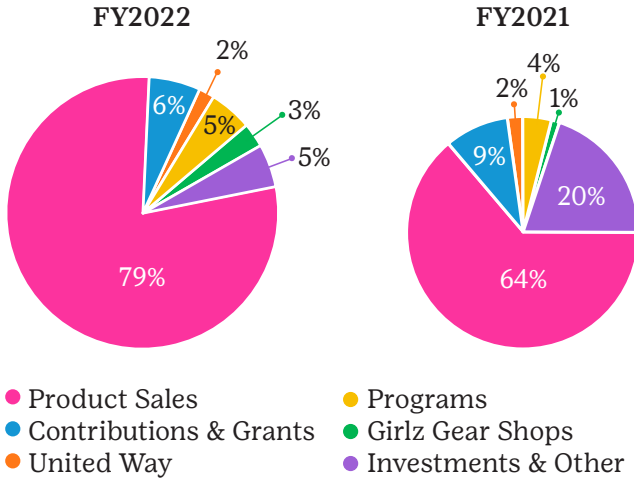
Audit Draft FY2022			
	Without Donor Restrictions	With Donor Restrictions	Total
Revenues, Gains, & Other Support			
United Way support	\$96,145	\$-	\$96,145
Grants	27,735	-	27,735
Contributions			
Individuals	140,676	20,026	160,702
Corporations & civic groups	54,629	2,255	56,884
Foundations	32,016	-	32,016
Donated goods & services	5,046	-	5,046
Special fundraising, net	10,857	-	10,857
Product sales	3,501,448	-	3,501,448
Council Shop	132,513	-	132,513
Program service fees	227,716	-	227,716
Investment income & gains/(losses)	(347,510)	(231,300)	(578,810)
Other income	557,883	0	557,883
Net assets released from restrictions	132,893	(132,893)	-
Total Revenues, Gains, & Other Support	4,572,047	(341,912)	4,230,135
Expenses			
Program (mission related)	3,783,901	-	3,783,901
Management & general	388,124	-	388,124
Fundraising	501,160	-	501,160
Total Expenses	4,673,185	-	4,673,185
Increase (Decrease) in Net Assets	\$(101,138)	\$(341,912)	\$(443,050)

Audit FY2021			
	Without Donor Restrictions	With Donor Restrictions	Total
	\$79,394	\$-	\$79,394
	60,690	-	60,690
	127,930	75,555	203,485
	83,382	105,100	188,482
	61,450	12,500	73,950
	18,179	-	18,179
	36,157	-	36,157
	2,847,715	-	2,847,715
	72,378	-	72,378
	186,621	-	186,621
	274,182	165,051	439,233
	567,263	-	567,263
	246,270	(246,270)	-
	4,661,611	111,936	4,773,547
	3,819,691	-	3,819,691
	305,997	-	305,997
	563,554	-	563,554
	4,689,242	-	4,689,242
	\$(27,631)	\$111,936	\$84,305

Effective Operations

Comparative Operating Income

Comparative Operating Expenses



- Operating income increased 0.4% over prior year
- Overall fundraising down; United Way increased but other contributions decreased
- Product sales revenue up 23% due to membership increase and increase in average packages of cookies sold per girl
- Increase in retail sales and program fee revenue
- Revenue from investment income decreased due to non-cash market losses in invested accounts

- Total expenses down 0.3% from prior year
- Salaries and related expenses increased 3.7% over prior year
- Increases in equipment purchases/repairs and maintenance, travel, training & development, and assistance due to an increase in specific-purpose funding and COVID recovery
- Decreases in professional fees, postage, occupancy, and interest expense

2022 Gold Award Girl Scouts

The Gold Award, the highest leadership achievement in Girl Scouting, challenges high school Girl Scouts to improve their world through their projects. Gold Award Girl Scouts go above and beyond to better their communities. These hard-working young leaders completed a minimum of 80 hours each to meet all the project requirements to make a sustainable change in their communities.



Ashlyn Mobley
Troop 162
Chester



Aurielle Pinckney
Troop 2375
Irmo



Carson Atkins
Troop 616
Irmo



Emily Gue
Troop 5775
Graniteville



Hailey Duncan
Troop 1600
Blythewood



Samantha Miller
Troop 415
Aiken

Scholarships



Ivey Edwards

Chandler-Burns Scholarship Recipient
& Jordan Edwards Scholarship Recipient



Samantha Miller

GSUSA Gold Award Scholarship Recipient,
Pauline Patterson Memorial Scholarship Recipient,
Sarah Brown Cannon Scholarship Recipient,
& Trefoil Society Scholarship Recipient



Fundraising

We continue to focus on increased funding from a variety of sources, creating a strong and diverse portfolio of gifts. Along with the generosity of our donors and the innovation and creativity from staff and volunteers, we were able to do amazing work in 2022 including:

- Women of Distinction in Columbia and Boots and Pearls in Spartanburg returned in person with very strong attendance numbers.
- In partnership with The Habitap in Greenville, we held Cookies on Tap. For a fee, members and donors enjoyed beer and Girl Scout Cookie pairings and received an exclusive pint glass.
- The South Carolina Arts Commission funded a two-year council-wide social and emotional learning program introducing girls to new techniques, artists, and ways to express themselves.
- We also hosted an older girl program series, Mission Sisterhood, sponsored by the Central Carolina Community Foundation, that emphasized the importance of healthy, safe relationships, community involvement, and self-advocacy.
- We continue to encourage donors to join our monthly giving program GEM, Giving Every Month. GEM members' commitments over the next 12 months will contribute more than \$6,000 to the council. We encourage any, and all of you, to join GEM now, as a gift of any size every month will certainly add up.

Thanks to our donors:



900 girls
received
financial aid



489 girls
received uniforms
at no-cost



156 girls
received camp
assistance



**5 post-secondary
scholarships**
awarded



Top Row (left to right): Dr. Amy Baruch and Laura Ringo, 2021 Women of Distinction, pose with CEO Lora at the Boots & Pearls celebration. A group of supporters try beer and Girl Scout Cookie pairings at Cookies on Tap at Habitap. Bottom Row (L to R): Emerald Circle members listen to CEO Lora Tucker at a summer gathering. Judge J. Michelle Childs, a 2022 Midlands Woman of Distinction, hugs the Girl Scout who introduced her.

Our Donors

October 1, 2021 - September 30, 2022

Gifts \$25,000 & Over

AgFirst Farm Credit Bank
Richland County Government
United Way of Aiken County
United Way of the Midlands

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

Abacus Planning Group/
Cheryl Holland
BlueCross BlueShield of
South Carolina
Colonial Life/UNUM
Amy Curtis
Mary Anne Fitzpatrick
Mary Black Foundation
Nephron Pharmaceuticals
Corporation
Publix Super Markets
Charities, Inc.

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

BMW Manufacturing Co., LLC
Mr. & Mrs. Randy Brock
Sarena D. Burch
City of Spartanburg
Contec, Incorporated
Thomas R. Foster
Greenville Health Authority
Frances S. Griggs
Carolyn C. Harbison

Lesley R. Moore
Allison & Carl Muller
Vickie Cox Neighbour
Minor M. Shaw
Spartanburg Regional Healthcare
System
The Abney Foundation
The Crescent Society
United Way of Greenville County
United Way of Kershaw County
United Way of Sumter, Clarendon,
and Lee Counties

Gifts \$1,000-\$4,999

3M
Ashley Richardson Allen
Giver Anonymous
Lynn Arve
Valerie & William Barnet III
BB&T Insurance Services, Inc.
Kavita Vakharia Borsum
Suzanne & Reed Brown
Brown Packing Company, Inc.
Kristine & Ronald Burns
Central Carolina Community
Foundation
Penny K. Cooper
Julia S. Kelly Crow
James & Sybil Fanning
Travis Faulds

John Smith Featherston, Jr.
First Citizens Bank
Rachel & Lawrence Flynn
Jean Cecil Frick
Generac Power Systems, Inc.
Joan Gibson
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Numa Charles Hero III
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HM Shaw Fund/H.M. Shaw, Sr.
Foundation
Kristen Horne
Sarah Hurst
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Foundation
Susan (Susu) Phifer Johnson and
George D. Johnson, Jr.
Lou Wood Kennedy
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Rebecca & Tommy Lever
E. Meredith Manning
Brenda Mattison
Renee McCormick
Maggie Meekins
Karen & Bob Mitchell
Network For Good
Nexsen Pruet, LLC

Ellis Pearce
Piedmont Natural Gas, Inc.
Susan Priestler
Linda Renwick
Jean & Clyde Shew
Curtis A. Sidden, Jr.
Judy C. Simpson
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Spartanburg Academic Movement
Kathy Stebbins
Carolyn J. Swartout
Robin Thames
The Johnson Group
The Priestler Foundation
Doris H. Tidwell
Lora Tucker
Jane V. Turner
United Community Bank
United Way of Chester County
United Way of Edgefield County
United Way of Lancaster County
Margaret G. Young
Nelly Zimmerli

Gifts \$500-\$999

Allstate JF Group
Ameris Bank-Columbia Branch
Arkwright Foundation
Tammy Asplund
Ali Beeson

Anna Blanton
Bluestein Thompson Sullivan, LLC
Stacey Brennan M.D.
Lillian Brock Flemming
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Amanda Budd
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Cate & Brough, P.A.
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Michele Wren Cook
Joy Couch
Mariellen Deyling
Alfred Mae Drakeford
Duke Energy Foundation
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Katie Friday
Friends of Camp WaBak
Greenville Drive, LLC
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Alumni, Columbia Chapter
Katrina's Kids
Mary C. Killoren
Kimberly-Clark Foundation
Constance F. Lawrence
J. Ruth Littlejohn

McMillan Pazdan Smith
Architecture
Matt Mendenhall
Betty Montgomery
Amy Oakes
Park National Bank
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Phelps Fund/The Phelps
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Karel J. Reed
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Rotary Club of Clinton
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Wanda Staggers
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Anna Bess Tisdale
JoAnn M. Turnquist
Ellen M. Weinberg
Janie & Robin White
Diane C. Wilson
Women Giving for Spartanburg
Women's Rights and
Empowerment Network
Jane Woods
Wounded Warriors Family Support
Inc.

Gifts \$250-\$499
Rita Allison
AmazonSmile
Selena Anderson
Marjorie Appiah
Stacey F. Atkinson
Kathleen Babb
Paula Black Baker
Joan G. Barnet
William J. Barnett
Dr. Amy C. Baruch
Patti Bennett
Jacquelyn Blakley
Jami O. Bowling
Monnie & Jackie Broome
Katherine Lemay Brown
Mellnee Buchheit
Kayla Bucke
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Nancy Coté
Ann Richards Crenshaw
Edward L. Devore
Bradley Doyle
Cordelia L. Fort
Elizabeth Fort
Jimmy Fowler
Nancy S. Gage
Charlotte Grier Gee
Adrienne R. Gist

Dee Goforth
Carter Graves
GSSC-MM Girl Scout Service
Unit 655
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Walter M. Hughes, Jr.
Jeannie Hurlbert
Robertta Hurley
Harriet Downs Ike
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UNUM Provident
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VFW Robert R. Larson
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Michelle White
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Gifts \$100-\$249
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Ileana Arvelo

Mary-Louise Baker
Tamila Banks
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DeAndrea Gist Benjamin
Beth Bernstein
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Larry Briggs
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Chapin Ruritan Club
Chapin Womans Club
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Sam Ervin
Fluor Foundation
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Melodie Fulbright
Amanda Goins
Lois Graves
Laird Green
Bill Greene
Shirley Greene
Nancy New Groff
GSSC-MM Girl Scout Service
Unit 635
GSSC-MM Girl Scout Service
Unit 640
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Harvest Hope Food Bank
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Jessica Hayes
Julianne Hendrix
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Kimberly Hein Hutzell
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Tri-County Technical College BPS
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Renee Dillon
Laurie Dodson
Cynthia Doppelheuer
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Lawrence E
Cornelia Edgar
Meredith Edwards

Anne M. Elliott
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Diane Fischer
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Shelly Galloway
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Melissa Gentry
Courtney Gregory
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Gloria Harmon
Chelsea Harris
Sarah Hennigan
Jennifer Hetrick
Ruth Anne Hickerson
Abby Holdeman
Caryl Honea
Aiden Howard
Yvette Howard

Kendel Howell
Courtney Huggins
Jennifer Irwin
Edward Isom
Alicia Jeffcoat
Hope Jeffcoat
Vida Jennings
Ann Mullins Johnson
Gail Johnson
Darlene Jones
Wilton Jordan
Dawn Keenan
Adam Keeter
Daniel Kelly
Karen Kelly
R. Wilson Kennemur
Debra Kimel
Kay Kinard
Kim Kinard
Clayton King
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Marian Knight
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Megan McCullough
Meranda McElyea
Hayley McIntire
Leslie McKenzie
Kathy McKinless
Kimberly McMahan
Elena Melnikov
Latisha Miller
Cindy Minnick
Mary Ellen Minniear
Emily Mitchell
Doreen Ann Moffo
Allie Mood
Alyssa Moore
Leigh Moore
Scarlet Moore
Whitney Moore
Susan Moorefield
Anthony Morrison
Lee Morriss
John Mott
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Kelli Rooks
Artou Rousselle
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Lachaska Salmond
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Stephanie Sanders

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Crystal Thomas
Krystine Thoroughman
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Janay Turner
Celeste Tuttle
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Vanguard
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Elizabeth Wadsworth
Kendall Wahba
Melissa Walker
Cindi Wallace
Susan Walton
Elijah Washington
Courtney Laird Weaver

Nancy Wehle
Sarah Welliver
Sharon White
Kimberly Will
Brittany Williams
Jeanette Carol Williams
Niketa Williams
McIver Williamson
Adrin Wilson
Antona Wilson
Taylor Wilson
Maria Wingard
Glennie Woodrum
Heather Yates
Susan Yelton
Estelle Young
Margaret B. Young
Katharine Zeigler
Crystal Zhan
Elizabeth Zow

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
Ruth Cate

Penny K. Cooper
LaTanza P. Duncan
Katharine Harbison
Ron Laughter
E. Meredith Manning
Karen Mitchell
Lesley R. Moore
Judy C. Simpson

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Adrienne Gist
Bill Lyles
Charlotte Berry
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Dr. Gloria W. Close
Eileen Huckabay
Erin Kelly
Faxie Watt
Girls of Anderson SU 642
Hanna Sharpe
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Kris Burns
Kristen Miro
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Laura Ringo
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Mary Alice Baker
Mary Jo Cartledgehayes
Mary Ruffin Weaver Childs
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Mikayla Rivas
Nell Brennan
Patricia Kelly
Penny Cooper
Penny Kamis
Rebecca & Tommy Lever
Sarah Bull Clarkson
Shirley Teaster
Stacy Collins
Tammy Asplund
Troop 1098 Leaders & Girl Scouts
Virginia Peterkin
Wanda Staggers

Gifts given in memory of:

Cathy Novinger
Debbie Fowler
Dodie Anderson
Donna James Baughman
Dorothy Baker Snow
Dorothy Byrd
Elizabeth "Peach" Collins
Elizabeth Zeigler
Ellen Cooper

Jananne Cheshire
JD Martin
Jean Blount
Margret Stiepel
My mother
Omie Sturgill
Pee Dee Area Girl Scout Leaders
1956-1967
Sarah Leverette
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GSSC-MM Service Unit 639
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