



girl scouts
of the missouri
heartland

Her story is our story.

Annual Report 2015



The 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.*

The Girl Scout Mission

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

The 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 every Girl Scout.*

— Leadership Message

Girl Scout Family and Friends,

“Wow.” It's a simple word, but these three letters can pinpoint a moment—a moment that forever changes a life. A moment that lights a fire and inspires good.

Today, somewhere within our council area, one of our Girl Scouts is trying something new for the first time.

Maybe she's speaking in front of a group. Or paddling a canoe. Planting a tree. She might be setting leadership goals, or helping her troop plan a service project for her community.

Whatever that Girl Scout is doing, you can be certain of one thing: what she is doing today is making her stronger for tomorrow.

Here at Girl Scouts of the Missouri Heartland, we believe every experience should be wow-worthy. This year, over 14,000 girls were encouraged to follow the fun, do what they love, and to never back down from a big adventure.

Because of our over 4,000 volunteers, our girls came together to share stories and experiences and make new friends that will last a lifetime. Our volunteers have the power to inspire good. They have the power to light a fire. We can't say enough about the positive role they played in fostering these wow-worthy moments.

As we move into 2016, we will continue to lay the groundwork for girls to ensure that they have a network of friends to support and guide them, are ready to take on today, can get back up when they fall, and never stop being the star of their own story.

Anne Soots, CEO
Lindsey Godfrey, Board Chair



Girl Scouts of the Missouri Heartland Council Staff

As of 9/30/2015

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Who We Are

We're the Girl Scouts. We're 19 thousand strong-19 thousand girls and adults who believe every girl can change the world.

It began over 100 years ago with one woman, Juliette Gordon "Daisy" Low, who believed in the power of every girl. Today, we continue her vision of building girls of courage, confidence, and character who make the world a better place by helping them discover their inner strength, passions, and talents.

And with opportunities in 68 counties from southeast Kansas to central and southern Missouri and northeast Oklahoma, there's a chance for every girl to do something amazing.

Girl Scouts of the Missouri Heartland Service Centers



Springfield, Missouri
210 S. Ingram Mill Rd.

Cape Girardeau, Missouri
2136 William St., Suite 178

Dexter, Missouri
1420 Girl Scout Way

Jefferson City, Missouri
230 Metro Drive

Joplin, Missouri
1202 S. Range Line Rd., Suite 8

Julia West
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Rachel Grewe
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Rose Beck
Sandy Vaughn
Sharlene Wells
Sheena Phillips
Sherrey Young

Sherry Miller
Stefanie McCall
Sue Williams
Susie Smith
Tarryn Godwin
Terry Vignola
Tori Quinones
Valarie Moseley
Vicki Sammons
Vince Guelbert
Wendy Whelan

Building Tomorrow's Makers

Juliette Gordon Low once said, "The work of today is the history of tomorrow, and we are its makers." Our focus is, and always will be, the girls we serve. They bring the imagination- we bring the encouragement. Through our programs, girls can explore every dream, discover what they love, and learn the skills that will set them up for life.

The Girl Scout program gives girls age-specific knowledge, skills, and values as they discover themselves and their values, connect with others, and take action to make our world a better place. Through 42 council-sponsored events, our program team served 3,867 girls.

What girls need is a place to try new things and be themselves. This year, we provided that place for 14,787 girls, including 3,109 girls in outreach programs. With programs from east to west, across our 68 counties, there's a chance for every girl to do something amazing.



**The
Believe in
Girls Expo
was held in
Springfield,
Missouri
on March
28, 2015.**



The year 2015 marked 103 years of girls discovering a strong sense of self, connecting with others, and taking action to make the world a better place. To celebrate, GSMH hosted the Believe in Girls Expo. This signature event was celebrated with over 1,000 attendees who believed in girls and their power, potential, and future.

Girls of all ages and their families, from all areas of our council, had a chance to explore S.T.E.M., Helping Others, Life and Style, and the Great Outdoors through fun, educational, and hands-on activities developed around Girl Scout themes, with interactive exhibits and demonstrations.

Building girls of courage, confidence, and character, who make the world a better place is a significant responsibility - and we were honored to have over 1,000 girls and family members be a part of that mission.



The P.A.W.S. Project: Pets Are Worth Supporting

All Girl Scouts were invited to help a local animal shelter by participating in this council-wide service project. Running April 3-11, girls collected dog or cat food, paper towels, and newspapers to donate to the animal shelter of the girls' choice. In its first two years, there were a total of 1,435 girls from 141 troops that participated. Fifty-seven separate animal shelters were positively affected by the ambitious girls who participated.

Changing the World One Girl at a Time

Through giving back, girls also get something for themselves: experiences that help them gain new skills and develop empathy for others. Girls believe that the key to being their best selves lies in looking beyond themselves and volunteering for causes they care about. Girls love to feel they are making a difference and having an impact on the world. They also love to see the effects of their efforts. The Girl Scout Bronze, Silver, and Gold Awards are opportunities for girls to Take Action, to give back and make their community and the world a better place.

The Girl Scout Gold Award, the highest honor a Girl Scout can earn, acknowledges the power behind each recipient's dedication to not only empowering and bettering herself, but also to making the world a better place for others. This year, 12 young women earned their Girl Scout Gold Award in GSMH. These young women are courageous leaders and visionary change makers. They are our future, and it looks bright!

[In earning my Gold Award], I have learned so much about myself, as well as the true need for projects like this. I am so glad I pursued my project, I believe it truly benefited teens in my area. I believe one person can make a difference and can sow the seed to lead to more and more.

– Kassy H. from Marble Hill, Missouri earned her Girl Scout Gold Award with her Take Action Project SOS: Stomp Out Suicide.



Girl Scout Gold Awardees 2015

Angela Lim
Carmen Stephens
Catie Pollman
Claire Majerus
Emily Hill
Katherine Mason
Kristen Gruenwald
Rachael Walenda
Rachel Lane
Sarene Allen
Torie Slaughter

Brighter Together

We love that everyone in our community is unique. When we get together, we share our stories, learn from each other, and create connections that last a lifetime. Wherever a Girl Scout goes, she'll always have a network of friends to support and guide her: she'll be ready to take on today, get back up if she falls, and always focus on the brighter things in life.

Our volunteers are instrumental in fostering a community of discovery and support. By offering girls new ways to see the world and introducing them to new experiences, our volunteers teach girls the importance of helping others, exploring dreams, and getting involved in their communities.

Through 483 trainings, our 3,081 volunteers belong to a network of nearly one million adults who share the love of being role models that make an impact in girls' lives. In appreciation, 35 volunteers were presented awards this year, including 16 Appreciation Pins, 8 Honor Pins, 7 Volunteer of Excellence Awards, 2 Thanks Badges, and 2 Thanks Badge II. Also, 9 community businesses were presented with the Juliette Low Community Partnership Award for their support and commitment to Girl Scouting.

Leader's Behind the Leaders: Leader's Weekend

A leader is defined not only by the qualities and skills one has, but also by how those qualities and skills are used to make a difference in the world. Changing the world for the better might sound like a daunting task, but every year, a group of our volunteers travels out to Finbrooke Program Center for a weekend of training sessions, connecting with peers, and fun. Taking place in April, Leader's Weekend refreshes volunteers and inspires them to introduce and lead their girls into the great beyond.



There is an engaging kind of spirit when you put 100+ Girl Scout adults together at camp and encourage them to learn from each other.

– Julie, Leader’s Weekend Participant

This is the place to go to remember what being a Girl Scout volunteer is all about! We learn things to teach our girls, but while we’re learning we get to play.

– Melinda, Leader’s Weekend Participant



London to Lucerne: Girl Scouts Go to Europe

Twenty-three girls and adults from Girl Scouts of the Missouri Heartland traveled across Europe this summer, on a Girl Scout European adventure! This journey of a lifetime took travelers through three European Countries over 10 days. The trip started in London, England, went to Paris, France, and ended in Lucerne, Switzerland. The trip also included visits to two of the World Centers: Pax Lodge and Our Chalet.

Outdoor

Research shows that outdoor exposure is extremely beneficial to girls and that girls greatly enjoy the outdoor experiences they have in Girl Scouts. For nearly a century, the outdoor experience has been a cornerstone of the Girl Scout Movement, primarily through camp.

We want to make sure every girl has the opportunity to enjoy the traditional camp outings we all grew up with, while also taking advantage of the amazing variety of contemporary outdoor pursuits that camp allows them. This year our outdoor program team served 527 girls through council-sponsored outdoor program events, and an additional 839 girls through summer resident camp.

“Nature provides novelty and challenge, which enhance leadership. Outdoor experiences often place girls in new situations that motivate curiosity and foster a sense of discovery. Authentic challenges in nature require girls to become more self-aware and to cooperate, communicate, and solve problems more effectively.”

– More Than S’mores: Successes and Surprises in Girl Scouts’ Outdoor Experiences. A Report from the Girl Scout Research Institute.



More than Cookies

The Girl Scout Cookie Program is the best entrepreneurial program for girls in the United States! The Girl Scout Cookie Program empowers girls to take the lead, while adults are there to offer guidance along the way. Families also support their Girl Scouts by talking with them about goals, budgeting, and safety.

The Cookie Program empowers Girl Scouts of all ages to learn tangible business and life skills: goal setting, decision making, money management, people skills, and business ethics. When a girl has learned these skills, she'll be poised for success for the rest of her life.



Girl Scouts of the Missouri Heartland Board of Directors

As of 9/30/2015

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[Because of the Girl Scout Cookie Program], I have the courage to talk to customers, and the confidence to answer the questions they ask me about Girl Scouts!

– Hailey L., a GSMH Girl Scout, on her experience with the Cookie Program.

Using Our Resources Wisely

Statement of activities for the twelve months ended September 30, 2015.

Revenues

Contributions (cash)	\$386,390	9%
Special Fundraising Events	66,424	1%
Contributions (products & services)	187,501	4%
Investments	(69,862)	-2%
Product Sales (net)	3,370,398	76%
Merchandise Sales (net)	172,979	4%
Program Services	270,738	6%
Other Revenue	69,289	2%
Total Revenues	\$4,453,857	100%

Expenses

Program Services	\$4,588,938	85%
Fundraising	469,270	9%
General & Administrative	323,056	6%
Total Expenses	\$5,381,264	100%

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