

girlscouts 
of the missouri
heartland

20

23

**Annual
Report**

Our Mission

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

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 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.



A letter from our leader, ***Anne Soots—CEO.***

2023 was a year that we embraced the old and stepped into the new. We have more than 110 years of history, values, and impact under our belts—and girls are, and always will be, the center of all of it. This year our goal was to make sure our 8,500+ members experienced the time-honored traditions alongside new, bold experiences.

We are here to support Girl Scouts through today's realities and prepare them for tomorrow's world. We challenged them to take on outdoor challenges in new, high-adventure settings, build their digital entrepreneurial skills, and more. Not only did they take on the challenge, but they also surpassed their goals while doing it.

We would not be where we are today without the hardworking, dedicated people that keep the traditions alive, as they guide and support the future female leaders of tomorrow—our volunteers, our staff, and our supporters.

Thank you for all your support as we support today's Girl Scouts and prepare for the future.



2023, a *year in review.*

Our Membership

Showing the world who they are and how they can make the future a brighter place.

- 4,894 total girl members
- 3,654 total adult members
- 8,548 total members
- 352 total troops
- 75% overall troop retention
- 67 counties served in central and southern Missouri, southeast Kansas, and northeast Oklahoma

Girl Experiences

Saying yes to new opportunities and adventure.

- 71 unique, one-of-a-kind experiences offered
- 1,503 girls participated
- 1,820 girls visited our Program Centers

Girl Scout Cookie Program

Creating future female entrepreneurs.

- 3,123 Girl Scouts ran Cookie Businesses
- 773,376 packages of Girl Scout Cookies sold
- 3,210 Girl Scout Cookie Booths hosted
- 66.9% of participants learned digital business skills

Volunteer Training

Giving them the right tools to guide girl ambition.

- 3,196 training courses completed
- 2,679 online trainings completed
- 208 trainings for onboarding new leaders



Council Staff *as of 9/30/2023, *council leadership team*

Aarika Cox	Elizabeth Usher	Katie Roush	Peyton Davis
Allison Daly	Elliott Pearman	Kerissa Albritton	Regina McClanahan
Allison Housewright	Emilie Stagoski	Lacy Brown	Rosie Roberson
Ally Akyol	Erin Ragan	Lauren Artelt	Sara Crane
Amber Paxson	Heather Duncan	Lauren Slamb	Sara Helm
Andrew Wamser	Heather Mize	Leigh Smith	Sharlene Wells
Angie Dugan	James Carter	Lori Enyart*	Sherry Miller
Anne Soots*	Janet Dingman*	Madison Olin	Tanner Lantz
Audrianna Martin	Jennifer Gordon	Marlie Burcham	Tina Fleming
Ben McLarry	Jeremy Embree	Mary Jane Bailey	Valerie Landes
Beth Perkins	Jessica Matschiner	Melinda Jennings	Wendy Whelan*
Bre Yelvington	Joan Gibson*	Melody Parker	Zoë Pixler
Brigitte Scott*	Jodi Coalter	Mike Johnson	
Dakota Smallie	Julia Campbell	Miriam Numata	
Dana Lix	Julie Wall	Missy Cravens	
Danielle Hayes	Kara Glaus*	Pat McDaniel	

Board of Directors *as of 9/30/2023*

JoAnn Graffam, **Board Chair**
 Mary Daly, **1st Vice Chair**
 Savannah Stepp, **2nd Vice Chair**
 Rachel Fuhrman, **Secretary**
 Tonya Sprenkle, **Treasurer**

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 Sandra Selby, **Director-at-Large**
 Sarah Adams, **Director-at-Large**
 Teresa Haney, **Director-at-Large**
 Toni Miller, **Director-at-Large**

Using Our Resources Wisely

Statement of activities for the twelve months ended September 30, 2023.

Revenues

Contributions (cash)	\$223,984	5%
Special Fundraising Events	-	0%
Contributions (products & services)	131,899	3%
Product Sales (net)	3,067,775	71%
Merchandise Sales (net)	98,952	2%
Program Services	117,284	3%
Investments	263,322	6%
Employee Retention Tax Credit	31,353	1%
Gain on Sale of Assets	327,735	8%
Other Revenue	35,272	1%
Total Revenues	\$4,297,576	100%

Expenses

Program Services	\$4,301,010	85%
Fundraising	334,635	7%
General & Administrative	388,900	8%
Total Expenses	\$5,024,545	100%



Our Girl Scouts are *Business Builders.*

When our Girl Scouts participate in product programs, they are doing more than just selling cookies or candy—they’re taking charge of their own businesses and goals. The time-honored traditions of cookie booths and visiting customers door-to-door are still beloved, but this year we also ensured that Girl Scouts are ready for the realities that come with an increasingly digital world. 96.7% of our troops participated in the 2023 Cookie Program—facing obstacles with resiliency and creativity. Through their businesses, Girl Scouts’ goals and ambitions become a reality.

Don’t take our word. Take theirs.



“Each year I create goals. These goals are not only to meet the needs of all our customers but to also build my skills with handling money. I like advertising the booth with signs we made and encouraging donations to organizations that need help.”

-Girl Scout from Christian County

“As I go into my tenth cookie season, I am most excited about helping the younger girls in my troop reach their goals. We focus on cookie sales so we can give back to our community. We host a handful of free community events all year and help with things teachers and the school nurse needs. This year we have added help setting up at a warming/homeless shelter.”

-Girl Scout from Randolph County



“Girl Scouts helps prepare you for the outside world. Without cookie sales and talking to random people I don’t think I would’ve been able to have the job I have now as a Customer Rep in an insurance office. Without Girl Scouts I would not be the girl I am today.”

-Top Cookie Seller of 2023



Our Girl Scouts are *Adventure Seekers.*

Girl Scouts choose adventures that either fit their personalities or challenge them to go places they've never been before. This year, we introduced enhanced outdoor programs and new experiences that allowed girls to experience high adventure in our council. We served 727 girls at 41 outdoor events and partnered with Community Partners across the council to provide even more. Our members had fun while creating lifelong memories along the way. **Hear from the adventure-seekers themselves.**

"I would have never gotten the chance to try some things if I wasn't a Girl Scout. I've attended so much with my troop and multiple camps, including Finbrooke."

"All the camps and adventures provide great learning experiences."

"I love watching my kids develop new friendships in the outdoors that can last a lifetime!" -Girl Scout parent

Our Girl Scouts are *Change Makers.*

Girl Scouts create the world they want to live in and strive to make it better every single day. This year, girls made an impact through community service projects and initiatives across the council. Every time Girl Scouts see a problem, they take action to create change.

A group of Girl Scouts saw problems in their community and strived to make it better—becoming Gold Award Girl Scouts. **Meet our 2023 Gold Award Girl Scouts.**

Ashley Wilkerson, Columbia, Mo—installed mini libraries in her community to boost literacy. “Many people do not have access or the ability to get to a public library, these mini libraries located near their homes will give them access to books all the time.”

Charolyn Harris—Kennett, Mo—held a free tumbling class for young girls, with the goal of “boosting self-esteem for each girl by helping them learn new skills and feel good about themselves.”

Alyssa Graves, Carl Junction, Mo
Emily Kirby, Cape Girardeau, Mo
Grace Wagner, Linn, Mo
Jessica Joseph, Carl Junction, Mo
Mary Parker, Carl Junction, Mo
Samantha Bax, Bonnots Mill, Mo
Yasmina Mokhtar, Joplin, Mo





We believe that when girls succeed, *so does society.*

As Girl Scouts, they're part of a movement that encourages them to take action and supports their confidence to drive change. Our donors play a critical role in making it all happen. We're so grateful for each and every individual, business, and organization that helped girls explore freely, expand their perspectives, and discover the unimaginable.

All donations that were given to Girl Scouts of the Missouri Heartland during fiscal year October 1, 2022 – September 30, 2023 are listed on the following pages. 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 apologies and contact us so that we may amend our records.

Thank you for being a
champion for Girl Scouts.



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Savannah Stepp
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Memorials & Tributes

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 Steven Babor

In Honor of Elizabeth Fairbairn
 Sophia Cole

In Memory of Craig Mueller
 Terry Fetterly

In Memory of Julia West
 Lindsey Godfrey

In Memory of Laurie Pontillas
 Carolyn Hardaway

In Memory of Patty Johnson
 Tina Stillwell

In Memory of Kristull Wingert
 U. S. Bank, National Association



