2024 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.

Springfield Service Center 210 S. Ingram Mill Road • Springfield, MO 65802 PO Box 10747 • Springfield, MO 65808 877-312-4764 info@girlscoutsmoheartland.org www.girlscoutsmoheartland.org

A word from our leader, *Brigitte Scott – CEO*.

This past year has been a testament to the power of leadership, resilience, and ambition. Girl Scouts are stepping up, taking on new challenges, and building a future shaped by confidence and courage. Whether through entrepreneurship, outdoor exploration, STEM innovation, or community service, they are proving that when girls lead, the world benefits.

Girl Scouts of the Missouri Heartland continues to invest in meaningful experiences that prepare girls for success. The Cookie Program strengthens business and financial skills, outdoor programming fosters confidence, and STEM initiatives inspire the next generation of innovators. These experiences are made possible by dedicated volunteers, generous donors, and strong community partnerships—all working together to ensure every girl has the opportunity to lead.

As this year comes to a close, there is much to celebrate. The continued support to volunteers, the lasting impact of service projects, and the unwavering support from those who believe in the potential of every Girl Scout all serve as reminders of what is possible. Looking ahead, the focus remains on expanding partnerships, fostering leadership, and championing girl ambition.

The future is bright because Girl Scouts are leading the way.

Thank you for being part of this journey. Together, we will continue to champion girl ambition and build a brighter future.

By The Numbers

With each passing year, Girl Scouts of the Missouri Heartland remains committed to fostering leadership, resilience, and community.



3,567 Adult Members



74%

Troop Retention

The **Foundation** of **Leadership**

Behind every confident leader is a strong support system.



Volunteers play a vital role in shaping the Girl Scout experience, guiding girls through challenges, new adventures, and personal growth. Their dedication ensures that girls have access to mentorship, skill-building opportunities, and lifelong friendships.

2024 Volunteer Impact

35

service unit

events and pop-up

shops providing

accessible resources

and community

connections.

Over

4,400

training courses completed, including certifications in First Aid, CPR, Outdoor Safety, and Mental Health. More than

80

participants engaged in the annual Volunteer Leadership Summit, fostering collaboration and leadership. 24 partnerships with

partnerships with local organizations expanding experiences and opportunities for troops.

Through time, expertise, and commitment, volunteers empower Girl Scouts to take the lead, preparing them for a lifetime of success.

A Tradition of *Entrepreneurship* and *Leadership*

The Girl Scout Cookie Program is more than a selling cookies—it's an opportunity for girls to develop essential business skills that will serve them well into the future. Each box of cookies represents goal-setting, financial literacy, and problem-solving, all while supporting troop activities and programming.

2024 Cookie Program Highlights:

- **2,700 girls** participating and learning entrepreneurial and business skills.
- **117 communities with dedicated partners** providing locations for Girl Scout cookie booths.
- Over **3,400 Cookie Share donations**, benefiting military members and local organizations.
- **67% of participants engaged in Digital Cookie**, strengthening e-commerce and customer service skills.
- **\$600,000 of economic impact** invested back into our troops and local communities.

By participating in the Cookie Program, girls gain the confidence and experience needed to take on the world—one cookie at a time.

Girls learn five skills that are essential to leadership, to success, and to life during the Cookie Program.

Goal

Setting



People

Skills





Money Management

ont



Decision Making



Business Ethics







Expanding Horizons Through *Leadership* and *Exploration*

Each Girl Scout experience is an opportunity for growth, discovery, and leadership.



2024 Program Highlights

Through hands-on activities, outdoor challenges, and community engagement, Girl Scouts build essential skills across the four program pillars—STEM, Life Skills, Outdoors, and Entrepreneurship—paving the way for future success. In 2024, council-led events, property reservations, and troop activities provided meaningful experiences for over **2,500 girls**.

Badges Earned By Pillar In 2024





"I've had a chance to connect with others. Girl Scouts has guided me into trying new things I never would have done before. Now I have a whole list of life long skills!!!!"

- Alana Harris, Troop 1382

Taking Action, *Creating Change*

The Gold Award represents the highest achievement in Girl Scouting, awarded to those who develop and execute impactful, sustainable projects in their communities. Each Girl Scout Gold Awardee has demonstrated leadership, resilience, and a commitment to making a difference.

Jasmine Hulvey's **Connecting Generations** project created a welcoming library space at a senior center, fostering meaningful connections between older adults and children through shared reading experiences. By designing a cozy, inviting environment filled with books and interactive elements, she encouraged intergenerational bonding and promoted literacy.

"I have loved putting this little library area together for grandparents and their grandchildren to share special moments. Reading brings families together!"



Meet Our 2024 Girl Scout Gold Awardees

Most Insur

BAG DRIVE

ONATION

Alyssa Graves, Carl Junction, MO Claudia Lewis, Jay, OK Emily Bach, Ashland, MO Hailey Rehkop, Springfield, MO Jasmine Hulvey, Birch Tree, MO Jessica Joseph, Joplin, MO Jordan Boehme, Springfield, MO Samantha Seto, Joplin, MO

Board of Directors as of 9/30/2024

Mary Daly, **Board Chair** Savannah Stepp, **1st Vice Chair** Toni Miller, **2nd Vice Chair** Sandra Selby, **Secretary** Tonya Sprenkle, **Treasurer**

Adam Letterman, **Director-at-Large** Charlotte Angotti, **Director-at-Large** Danny Ray, **Director-at-Large** Fawna Coons, **Director-at-Large** Ginger Schneider, **Director-at-Large** Janelle Mueller, **Director-at-Large** Jennifer Howard, **Director-at-Large** Krystal Creach, **Director-at-Large** Laura McCaskill, **Director-at-Large** Mary Bozarth, **Director-at-Large** Misty McIntosh, **Director-at-Large** Nicholas Jain, **Director-at-Large** Sarah Adams, **Director-at-Large**

Using Our Resources Wisely

Statement of activities for the twelve months ended September 30, 2024.

Revenues

Contributions (Cash)	\$161,476	4%
Contributions (Products & Services)	\$236,770	6%
Product Sales (Net)	\$2,862,818	70%
Merchandise Sales (Net)	\$70,437	2%
Program Services	\$68,042	1%
Investments	\$574,527	14%
Timber Sales	\$86,588	2%
Other Revenue	\$22,015	1%
Total Revenues	\$4,082,673	100%

GSMH Staff Listing as of 9/30/2024

Kerissa Walter Kayleigh Anderson Mary Bailey Marlavna Burcham Julia Campbell James Carter Jodi Coalter Aarika Cox Sara Crane Missy Cravens Allison Daly Pevton Davis Ally Dell Janet Dingman Angela Dugan Heather Duncan Jeremy Embree Lori Enyart Tina Fleming Joan Gibson Kara Glaus **Catherine Harper** Wendy Harris Brittney Hay Danielle Haves Allison Housewright Melinda Jennings Michael Johnson Dana Lix Audrianna Martin Jessica Matschiner Patricia McDaniel Zoe McGarry Sherry Miller Heather Mize Dani Natsch Miriam Numata Madison Olin Marlea Parson **Beth Perkins** Olivia Prost Erin Ragan Katie Roush **Brigitte Scott** Dakota Smallie Abigail Trimble Elizabeth Usher Julie Wall Andrew Wamser Sharlene Wells



Lapenses		
Program Services	\$3,848,394	82%
Fundraising	\$456,167	9%
General & Administrative	\$412,767	9%
Total Expenses	\$4,717,328	100%





Girls' success, *is everyone's success.*

This year has been a reflection of what is possible when leadership, dedication, and community support come together. Girl Scouts continue to rise to new challenges, discover their potential, and create meaningful change. Their successes are made possible through strong partnerships, invested supporters, and a shared belief in the power of girl ambition.

Emily and her troop worked on their Inside Government badge at the History Museum on the Square. They were tasked with creating campaigns for changes they wanted to see in their community, and Emily had the perfect idea— advocating for a streetlight at her dark, unsafe bus stop. After discussing her idea with her mom, Emily took action and emailed the Mayor of Nixa, explaining the safety concerns. The very next day, she received a response from the Mayor, and just days later, a new streetlight was installed. Emily's determination and advocacy are the true essence of Girl Scouts—using your voice to make a difference. As Emily said, "I feel excited that my idea was heard and I feel like my bus stop is safer now."

Thank you for being a champion for Girl Scouts.



All donations that were given to Girl Scouts of the Missouri Heartland during fiscal year October 1, 2023 – September 30, 2024 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.

Our Donors

\$10,000+

Susan Wilcox Anne Soots

\$5,000-\$9,999

Dorothy Brazil Clark Interim Trust Virginia (Ginger) Schneider

\$1,000-\$4,999

Sarah Adams **Constance Bearnes** Bob & Jan Cope Dan Cotner Marv Dalv Janet Dingman Coralie Forsee Lindsey Godfrey JoAnn Graffam Laura McCaskill Toni (Marie) Miller Marla Moody Janelle Mueller Mary Jane Schultz **Brigitte Scott** Tina Stillwell

\$500-\$999

Dolores Burger Missy Cravens Lori Enyart Kara Glaus Susan Holliday Leandra Hulett Libby Mobley Jane Paul Robert & Sally Robuck Fred Rosenberger Mike & Jenny Wolfe

\$250-\$499

Mary Jane Bailey Mary Bozarth Lvnne Cales Jodi Coalter Aarika Cox Allison Dalv Heather Duncan Joan Gibson Allison Housewright Barbara Kuebler † Ken Littlefield Valerie Richardson Sandra Selbv Sharlene Wells Wendy Whelan Harris Penelope Willard

\$100-\$249

Marilvn Barkett Maureen Bittle Cheryl Briggs Kellie Davis Jane Earnhart Jeff Eiserman Jeremv Embree Tina Fleming Rachel Fuhrman Erica Gaynor **Cindv Howell** Barbara Huddleston Valerie Landes Nancy LeGrand Adam Letterman Barbara Lucks Regina McClanahan M Marjorie Meredith Kathleen Metter Jovce Miller John Mitchelson Heather Mize

Rick & Loretta Morrow Sarah Muegge Jennifer Mueller Miriam Numata Jim & Barbie Pemberton Katie Roush Mark Scott Jeanne & Jerry Sill Kelsey Smith Tonya Sprenkle Cindy Waites Julie Wall Lori Winkelstein Deidre Wipke-Tevis Mary Zimmerman

\$26-\$99

Kerissa Walter Alice Breeze Anne Keckeley Brown **Donald Bruton** Julia Campbell Abby Coats Kayla Compton Sara Crane Marsha Davis Peyton Davis Corianta Dicus Shellee Fecht Chariti Fisher Mary Frank Jennifer Gordon Laurie Gronewold Delisa Huston Anne Hyde Crites Melinda Jennings Lee Knernschield Karel Lowery Nacole Marsh Joseph Martin Patricia McDaniel

Sherry Miller Janie Mills Lois Muff Karen Myers Jayne Niskey Gabrielle Ortman Amber Paxson Elliot Pearman Holly Pepe Zoë McGarry Mark Prever Debra Price Wende Pruden Erin Ragan Telisha Ray Severin Roberts Dakota Smallie Malissa Smith Savannah Stepp Jodie Ticer Elizabeth Usher Tim Wahlberg Maureen Wetzel Lori Winkelstein Patricia Wright-Tatum KTCCU Anonymous Donor Anonymous Facebook Donors U.S. Bank Employee Anonymous

\$1-\$25

Ally Akyol Maggie Baltzell Traci Billington Charlotte Bono Hugh Bono Shelby Bono-Mitchell Vicki Bono Tiffany Brown Anne Cohen Naomi Crawford

Ashleigh Crittenden DebRavl Daniels Angie Dugan Jimmye Dean Fagan Melinda Graves Elizabeth Harrison Linda Hofstetter Patricia Justis Holt William Irvin-Linneman Rebecca Jeter Melisabeth Johnston Vicki Lane Tanner Lantz Fran Muench Madison Olin Melody Parker Kristi Perry Kate Reves Mary Ann Rouse Anita Ruga Melinda Sanders Emilie Stagoski Kenneth Webb Judy Westhoff Joshua Whitley Susan Williams Anonymous Friends of Girl Scouting

Monthly Donors

Sarah Adams Mary Bozarth Mary Daly Adam Letterman Toni (Marie) Miller Janelle Mueller Valerie Richardson Tonya Sprenkle

United Way

Kennett United Way United Way of Pettis County Sikeston/Bootheel Area United Way United Way of Central Missouri United Way of Southeast Missouri United Way of the Ozarks

Community & Foundation Partners

Ameren Missouri Central Bank Charities Aid Foundation America Civility, LLC Community Foundation of Southeast Kansas Community Foundation of Taney County Community Foundation of the Ozarks Craig Lehman Shelter Insurance Douglas County Community Foundation E. M. Burger Memorial Foundation Elks Lodge #513 - Jefferson City Ellis, Ellis, Hammons & Johnson, PC **Enterprise Mobility Foundation** Finley River Community Foundation Friends Of Camp Latonka Girl Scouts of the USA Givinga Foundation Kiwanis Club - Dexter Lions Club - Sikeston McLane Transport Miller, Bales & Company Moser's Hickory Log Ollis/Akers/Arnev Insurance & **Business Advisors** Saint Francis Healthcare System Shopping Gives - Olaplex Inc. Springfield Area Sports Hall of Fame, Inc. Target **Tri-County Trust Company** Walmart #453 Walmart Foundation Walmart Neighborhood Market #3062 Walmart Neighborhood Market #7127 Walmart Sam's Club #4985 Walmart Supercenter #190 Walmart Supercenter #2221 Walmart Supercenter #357 Walmart Supercenter #72 White River Lawn Care Casey's Corporation Grant

Juliette Gordon Low Society

Anne Soots Kara Glaus Lindsey (Margaret) Godfrey M Marjorie Meredith Mary Daly Savannah Stepp Tina Stillwell

Matching Gift

Companies

Ameren Missouri COAD Chevrolet - Ford Inc. Givinga Foundation Med Assets (Vizient) Target Corporation T-Mobile United Health Group Wal-Mart Foundation Charities Aid Foundations America U.S. Bank

Gifts-in-Kind

Challenge Ouest **Disaster Dynamics** Erin Sailsburv Food 4 Less Hv-Vee Springfield - Sunshine St KFJX 14 Fox / KOAM 7 - Joplin/ Pittsburg Area KMIZ / KOFX / KZOU / Me-TV KODE Action 12 / KSNF KOLR 10 / KOZL / KRBK / MyNet KY3 / KSPR 33 / CW Ozarks -Springfield KZIM River Radio 960 AM McAlister's Deli Springfield - W Sunshine St Anne Soots Pyramid Foods DBA Price Cutter Scooter's Coffee Sunbeam Bakerv Walmart Supercenter #444 Zimmer Radio - Y107FM

In Honor Of Anne Soots

Aarika Cox Angie Dugan Anne Hyde Crites Anne Keckeley Brown Barbara Huddleston Barbara Kuebler Barbara Lucks Brigitte Scott **Cheryl Jean Briggs** Cindy Heinemann Waites **Cindv Howell** Civility, LLC Coralie B. Forsee Dakota Smallie **Deidre Wipke-Tevis** Delisa Huston Elizabeth Usher Ellis, Ellis, Hammons & Johnson, PC Erica Gaynor Erin Ragan Fred Rosenberger Heather Duncan Heather Mize Jane Earnhart Jane Paul Janelle Mueller Janet Dingman Jeff Eiserman Jennifer Mueller Jim and Barbie Pemberton Joan Gibson JoAnn Graffam Jodi Coalter John Banken (Hickory Log) Julie Wall Kara Glaus Katie Roush Kellie Davis Laura McCaskill Lee Knernschield Libby Mobley Lindsey Godfrey Lori Enyart

Lvnne Cales Mark Scott Marla Moody Mary Bozarth Mary Daly Mary Frank Mary Jane Bailey Maureen Bittle Melinda Jennings Mike Wolfe Missy Cravens Naomi Crawford Ollis/Akers/Arney Insurance & Business Advisors Pevton Davis Sandra Selby Sara Crane Sarah Adams Sarah Muegge Sharlene Wells Susan M Williams Tina Fleming Tina Stillwell Toni Miller Tonya Sprenkle Virginia (Ginger) Schneider Wendy Whelan Harris

Honoring Anne's Legacy

In celebration of Anne's incredible dedication and impact on Girl Scouts, our community came together to support a retirement campaign, ensuring her legacy continues to inspire future generations. Through generous contributions made in her honor, we are able to provide even more girls with the life-changing experiences and leadership opportunities that Anne championed throughout her career. We are deeply grateful to all who donated, honoring Anne's passion and commitment, to building girls of courage, confidence, and character.

Memorials & Tributes

In Honor of Kara Glaus Rick & Loretta Morrow

In Honor of Maggie Johnston Laurie Gronewold

In Honor of Mariann Wright Jim & Barbie Pemberton

In Honor of Penny Ortman Gabrielle Ortman

In Honor of Sylvia Metter Kathleen Metter

In Memory of Barbara Lowery Maureen Wetzel

In Memory of Barbara VanArk Karel Lowery Jeanne & Jerry Sill Melinda Sanders

In Memory of Deb Pierson Missy Cravens

In Memory of Delores Daly Mary Daly

In Memory of Elizabeth (Betsy) Wilcox Susan Wilcox

> In Memory of Jobeth Black Debra Price

In Memory of Mariam Roy Jayne Niskey

In Memory of Mary T. Meredith M Marjorie Meredith

In Memory of Sandy Vaughn Jodie Ticer

