



# 2025

## Annual Report

girl scouts   
of the missouri  
heartland





## 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.

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# A message from our CEO, Brigitte Scott

Dear Friends,

Fiscal Year 2025 was a year of meaningful impact for girls across the Missouri Heartland.


Through entrepreneurship in the Cookie Program, STEM exploration, leadership development, and service in their communities, girls strengthened confidence, built resilience, and discovered the power of their own voice. These experiences do more than fill a calendar — they shape futures.

Throughout the year, we remained focused on expanding opportunity while stewarding our resources responsibly. We strengthened community connections, supported volunteers, and protected the integrity and consistency of the Girl Scout experience across our council.

The progress reflected in this report is the result of a dedicated community — volunteers who show up, donors who invest in potential, staff who lead with commitment, and girls who rise to every challenge before them.

Because of you, Girl Scouts of the Missouri Heartland continues to build girls of courage, confidence, and character — and to prepare the next generation of leaders for our communities.

Thank you for being part of this impact.



Brigitte Scott  
Chief Executive Officer

## By The Numbers

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



**3,735**  
Girl Members



**3,231**  
Adult Members



**71%**  
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**.

## 2025 Volunteer Impact

Over

**3,600**

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

**76**

service unit events and pop-up shops providing accessible resources and community connections.

More than

**50**

volunteers engaged in the annual Volunteer Leadership Summit, fostering collaboration and leadership.

**21**

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 a hallmark of Girl Scouts. People know us for our cookies, but it has also been the largest girl-led entrepreneurial program in the world since 1917! Girls learn how to make financial decisions, manage money, and develop customer service skills—which help them become the strong, confident women that they all have the potential to be.

## 2025 Cookie Program Highlights:

- **2,355 girls** participating and learning entrepreneurial and business skills.
- **106 communities with dedicated partners** providing locations for Girl Scout cookie booths.
- Over **7,700 Cookie Share donations**, benefiting military members and local organizations.
- **62% of participants engaged in Digital Cookie**, strengthening e-commerce and customer service skills.
- **\$456,000 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, success, and life during the Cookie Program.



People Skills



Money Management



Goal Setting



Decision Making



Business Ethics



# Expanding Horizons through *Leadership and Exploration*

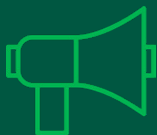
Each Girl Scout experience is an opportunity for **growth, discovery, and leadership.**

Over **3,500 girls** participated in local and community programming in areas of:

**STEM**



**Outdoors**



**Life Skills**



**Entrepreneurship**



## *2025 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 2025, council-led events, property reservations, and troop activities provided meaningful experiences for over **1,300 girls**.



Girls participated in programming that supported their **mental health**, encouraged **service** to their communities, and provided opportunities to **explore and travel**, broadening their perspectives and **building confidence** through new experiences.

# 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.



## *Meet Our 2025 Girl Scout Gold Awardees:*

- ★ Andromeda Brouillette (Sedalia, Missouri): **Weighted Stuffed Animals for Spectrum Department**
- ★ Brianna Watson (Ashland, Missouri): **Never Alone**
- ★ Elizabeth (Lizzie) Chorley (Hermann, Missouri): **Recycling Expansion, Education and Accessibility**
- ★ Katherine Godbey (Cape Girardeau, Missouri): **Library Puppet Theatre**
- ★ Kathryn Hirtz (Rolla, Missouri): **St. Patrick Rosary Garden**
- ★ Kerington Condron (Ashland, Missouri): **The School Board (Game Club)**

Kathryn Hirtz's **St. Patrick Rosary Garden** Gold Award project created an outdoor prayer and reflection space at St. Patrick Catholic Church and School, giving individuals and groups a peaceful place to pray, reflect, and connect with nature while supporting spiritual growth and learning for students.

*"I wanted to create a peaceful outdoor space where people could pause, pray the rosary, and feel connected to both nature and their faith."*



**Kathryn Hirtz**  
*Rolla, MO*

2025 Gold Award  
Scholarship Recipient

## Board of Directors *as of 9/30/2025*

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

Sarah Adams, **Director-at-Large**  
 Krystal Creach, **Director-at-Large**  
 Christina Edholm, **Director-at-Large**  
 Jennifer Howard, **Director-at-Large**  
 Adam Letterman, **Director-at-Large**  
 Misty McIntosh, **Director-at-Large**  
 Janelle Mueller, **Director-at-Large**

Janese Neher, **Director-at-Large**  
 Danny Ray, **Director-at-Large**  
 Rachel Sacharin, **Director-at-Large**  
 Ginger Schneider, **Director-at-Large**  
 Maria Thompson, **Director-at-Large**  
 Sarah Wisdom, **Director-at-Large**

## GSMH Staff Listing *as of 9/30/2025*

Kayleigh Anderson	James Jatzcek
Lori Beeson	Dana Lix
Marlayna Burcham	Audrianna Martin
Julia Campbell	Jessica Matschiner
James Carter	Sherry Miller
Jodi Coalter	Heather Mize
Aarika Cox	Dani Natsch
Sara Crane	Marlea Parson
Missy Cravens	Olivia Prost
Allison Daly	Erin Ragan
Angela Dugan	Katie Roush
Heather Duncan	Brigitte Scott
Jeremy Embree	Abigail Trimble
Tina Fleming	Elizabeth Usher
Joan Gibson	Julie Wall
Kara Glaus	Andrew Wamser
Catherine Harper	Sharlene Wells
Breona Harris	Jaci Whisnant
Brittney Hay	
Allison Housewright	
Amber Huey	

## Using Our Resources Wisely

*Statement of activities for the twelve months ended September 30, 2025.*

### Revenues

Contributions (Cash)	\$153,648	5%
Contributions (Products & Services)	\$125,959	4%
Product Sales (Net)	\$2,514,317	77%
Merchandise Sales (Net)	\$78,416	2%
Program Services	\$42,912	1%
Investments	\$186,489	6%
Timber Sales	\$14,000	0%
Other Revenue	\$145,616	4%
<b>Total Revenues</b>	<b>\$3,261,357</b>	<b>100%</b>

### Expenses

Program Services	\$3,180,345	78%
Fundraising	\$406,603	10%
General & Administrative	\$484,398	12%
<b>Total Expenses</b>	<b>\$4,071,346</b>	<b>100%</b>



# Compassion in Action: *Girl-Led Change*

This year has been a reflection of what is possible when leadership, dedication, and community support come together.

One powerful example was our ***Council-Wide Feminine Hygiene Project***, where Girl Scouts and volunteers worked together to collect and donate essential hygiene items to local charities, shelters, and schools.

Through their compassion and teamwork, these Girl Scouts helped ensure individuals in their communities have access to basic care items with dignity.

Thanks to the generous support of a grant from the *Procter & Gamble Fund at the Greater Cincinnati Foundation*, this council-wide effort became a meaningful demonstration of Girl Scouts living the Promise and Law, making the world a better place through service and leadership.



**100+**  
Girls & Volunteers  
participated

**1,200+**  
Feminine hygiene  
products donated



**450+**  
Hours dedicated

All donations that were given to Girl Scouts of the Missouri Heartland during fiscal year October 1, 2024 – September 30, 2025 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

## **\$5,000+**

Janna Jacobs  
Virginia (Ginger) Schneider

## **\$1,000-\$4,999**

Anne Soots  
Brigitte Scott  
Chris Haik  
Constance Bearnes  
Janelle Mueller  
Libby Mobley  
Lindsey Godfrey  
Mary Daly  
Sarah Adams  
Tina Stillwell  
Toni (Marie) Miller

## **\$500-\$999**

Dolores Burger  
Heather Duncan  
JoAnn Graffam  
Kara Glaus  
Lori Beeson  
Robert Robuck  
Sandra Selby  
Susan Holliday

## **\$100-\$499**

Aarika Cox  
Allison Housewright  
Allison Daly  
Barbara Huddleston  
Betsy Blake  
Charolyn Martin

Christy Gray  
Cindy Waites  
Dan Fishman  
Danie Natsch  
Danielle Hayes  
David Deterich  
Girl Scout Troop 72082  
Janet Dingman  
Jeremy Embree  
Joan Gibson  
Jodi Coalter  
John Mitchelson  
Joyce Miller  
Julia Campbell  
Julie Wall  
Karen Myers  
Katie Roush  
Kelsey Smith  
Kent Kopf  
Louis Prost  
Mark Scott  
Marlea Parson  
Mary Bailey  
Mary Bozarth  
Mike Johnson  
Miriam Numata  
Missy Cravens  
Nancy LeGrand  
Olivia Prost  
Penelope Willard  
Rachel Sacharin  
Sharlene Wells

Tina Fleming  
Tonya Sprenkle  
Wende Pruden  
Wendy Whelan Harris

## **\$10-\$99**

Abby Trimble  
Amy Artman  
Andrew Wamser  
Angie Dugan  
April Isbell Schneider  
Ashley Campbell  
Betsey King  
Brittney Hay  
Cassandra Sundermeyer  
Catherine Harper  
Chariti Fisher  
Christopher DeTar  
Dana Lix  
Donald Bruton  
Elizabeth Usher  
Erin Ragan  
Girl Scout Troop #71378  
Heather Mize  
Heather Davis  
Jan Allgood  
Janel Luck  
Janie Mills  
Jeanette Hayes  
Jennifer Connell  
Jessica Graesser  
Jessica Matschiner

Jimmye Dean Fagan  
Joseph Fulford  
Judy Westhoff  
Kathy Moser  
Kenneth Webb  
Kerissa Walter  
Kyrell Newell  
Lexie Cermak  
Linda Ridlon  
Madison Olin  
Marlie Burcham  
Mary Frank  
Mary Barile  
Melody Kleinsorge  
Naomi Crawford  
Patricia McDaniel  
Peyton Davis  
Sara Christian  
Sara Crane  
Sherry Miller  
Stacy Cheavens  
Susan Meadows  
Troop 71052  
Troop 72022  
Wayne Davis  
Wesley Booth  
William Irvin-Linneman  
Zoe Pixler

## Monthly Donors

Janelle Mueller  
Louis Prost  
Mary Bozarth  
Mary Daly  
Sandra Selby  
Sarah Adams  
Toni (Marie) Miller  
Tonya Sprenkle

## United Way

Kennett United Way  
United Way of Central Missouri  
United Way of Pettis County  
United Way of Southeast Missouri  
United Way of the Ozarks

## Community & Foundation

### Partners

Ameren Missouri  
Associated Electric Cooperative  
Boone County Community Trust  
Central Bank - Springfield MO  
Change  
Community Foundation of Southeast Kansas  
Community Foundation of Taney County  
Dexter Family Eye Care, LLC  
Douglas County Community Foundation  
E. M. Burger Memorial Foundation  
Enterprise Mobility Foundation  
Finley River Community Foundation  
First Midwest Bank  
Girl Scout Troop #71378  
Girl Scout Troop 72082  
Girl Scouts Of The USA  
Isadore Delappe Trust  
Lions Club - Sikeston  
Med Assets (Vizient)  
Mid America Bank  
Modine Manufacturing Jeff City  
Moser's  
Quaker Windows & Doors  
Robert Monnig Charitable Trust  
Rotary Club - Bolivar  
Shopping Gives - Olaplex Inc.  
Southern Bank  
Springfield Area Sports Hall of Fame, Inc.

Stanley & Elaine Ball Foundation  
Target Corp - Cybergrants  
The Greater Cincinnati Foundation - Procter & Gamble  
Tri-County Trust Company  
Troop 71052  
Troop 72022  
Walmart Distribution Center 6077  
Walmart Foundation  
Walmart Sam's Club #4985  
Walmart Supercenter #48  
Willie Mae and Virgil B. Saville Trust

## Juliette Gordon Low Society

Ms. Anne Soots  
Ms. Kara Glaus  
Ms. Lindsey (Margaret) Godfrey  
Ms. Mary Daly  
Ms. Tina Stillwell

## Volunteer Match Programs

Ameren  
Edward Jones  
Med-Assets (Vizient)  
Target  
T-Mobile  
Wal-Mart Foundation

## Gifts-in-Kind

BA Promotions  
Bakery Outlet - Joplin  
Betsy Blake  
Costco Wholesale #1486 - Springfield MO  
Fontana Consulting PLLC  
Food 4 Less  
Hy-Vee Springfield - Sunshine St  
KMIZ / KQFX / KZOU / Me-TV  
KODE Action 12 / KSNF  
KOLR 10 / KOZL / KRBK / MyNet  
KY3 / KSPR 33 / CW Ozarks -Springfield  
KZIM River Radio 960 AM  
Ms. Lori Beeson  
New Horizons  
Nothing Bundt Cake  
Springfield News-Leader  
The Home Depot -Store 3001  
Webb City Sentinel

## Grants

Associated Electric Cooperative  
Boone County Community Trust  
Community Foundation of Southeast Kansas  
Community Foundation of Taney County  
Douglas County Community Foundation  
Enterprise Mobility Foundation  
Finley River Community Foundation  
Mid America Bank  
Springfield Area Sports Hall of Fame, Inc.  
Stanley & Elaine Ball Foundation  
Target Corp - Cybergrants  
The Greater Cincinnati Foundation - Procter & Gamble  
Walmart Distribution Center 6077  
Walmart Sam's Club #4985  
Willie Mae and Virgil B. Saville Trust

## Memorials & Tributes

### In Honor of Beth Fairbairn

Dan Fishman

### In Honor of Brig. Gen. Louis & Betty Lou Prost

Louis Prost

### On Behalf of Greg Pearman

Janna Pearman Jacobs

### In Memory of Jeanie Allgood

Kent Kopf

### In Memory of Joan Ireland

Linda Ridlon

### In Honor of Mary Daly

Ms. Constance Bearnes

### In Honor of Ms. Janet Dingman

Ms. Anne Soots

### In Memory of Ron Erven

Ms. Lindsey (Margaret) Godfrey

### In Memory of Stefanie McCall

Mrs. April Isbell Schneider

### In Memory of Stefanie McCall

Mrs. Missy Cravens

### In Memory of Stefanie McCall & JoBeth Black

Ms. Tina Stillwell

### In Honor of Trecia M. Deterich

David Deterich

### In Memory of Trecia M. Deterich

David Deterich

**girl scouts**   
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