We Believe in the Power of a G.I.R.L.
gogo-getter / innovator / risk-taker / leader

Annual Report
2017

girl scouts of southern alabama
Dear Friends of Girl Scouting,

It’s a new day at Girl Scouts of Southern Alabama! In the past year, we have moved to a platform, the Customer Engagement Initiative, that is designed to better serve YOU. It’s been a wild ride, but we are on the road to success, and we hope you feel it, too.

Now, it’s time to celebrate our accomplishments and look toward the future.

In 2017, our girls did amazing things – from participating in more than 1,550 outdoor experiences and 500 STEM encounters, putting in countless service hours, and learning to make a difference in their communities. Girl Scouts know the importance of leadership, community service, and patriotism, and they live the Girl Scout Law and Promise.

With programming across 30 counties, Girl Scouts of Southern Alabama offers every girl a chance to practice a lifetime of leadership, adventure, and success. We serve more than 5,000 girls, ages 5-17, and 2,000 adults who believe in the power of every G.I.R.L. to change the world. Of these girls, a great many are fully subsidized by GSSA through our in-school Girl Scouting program for at-risk girls.

Girl Scouts helps girls develop key leadership skills they need to be successful in life. Compared to their peers, Girl Scouts are more likely than non-Girl Scouts to be leaders because they:

- Have confidence in themselves and their abilities
- Act ethically and responsibly, and show concern for others
- Seek challenges and learn from setbacks
- Develop and maintain healthy relationships
- Identify and solve problems in their communities
- Take an active role in decision making

Girl Scouts is the BEST girl leadership experience in the world, period. You know that better than anyone. Please help us spread the word. Volunteer, donate, support – and remember, when girls succeed, so does society.

Best Wishes,

Karlyn B. Edmonds, MPA
Chief Executive Officer

Karlyn B. Edmonds, CEO

G.I.R.L.
go-getter / innovator / risk-taker / leader
For The Fiscal Year Ended September 30, 2017

Revenue and public support
United Way                        $167,494
Foundation, trust and corporate giving                         108,670
Special Fundraising events               45,425
Other Contributions                                                  22,889
Total Revenue and public support                                    344,478

Program service fees and related revenue
Cookie sales, net                        1,848,271
Fall product sales, net                            70,093
Girls events                               67,122
Adult training                                1,848
Camping fees and related income
85,223
Total Program service fees and related revenue 2,072,557

Other revenue
Merchandise sales, net                           42,759
Investment return                            114,754
Rental Income                   5,403
Site fees                 10,568
Miscellaneous                                                   12,139
Total other revenue                               185,623

Total public support and revenues 2,602,658

Expenses
Program services                          1,696,180
Supportive:
    Fundraising activities                     125,513
    General and administrative                  508,089
Total expenses                                2,329,782

Change in net assets                          272,876
Net assets, beginning of year               4,444,496
Net assets, end of year                      $4,717,372

“Trump Tree” Inspires Troop
An Alabama cedar tree was cut down during then president-elect Donald Trump’s final
victory tour rally in Mobile. Immediately, questions started emerging about what would
happen to the tree. Troop 8274’s go-getter girls thought this would be the perfect time to
live out the Girl Scout Law by using their resources wisely. They repurposed the tree to
create eight scratching post for cats at local animal shelters, including Project Purr and
Mobile Animal Shelter.

Girl Scouts Recycle Crayons Then Donate to Schools in Need
Troop 9016’s innovating girls earned their Girl Scout Bronze Award and achieved their
goal of being an inspiration to the world around them. The troop collected crayons
from their local community and melted them into butterfly and heart molds. They
then wrote inspirational quotes on each mold to take to local schools in need. “We
chose this project to inspire kids of all ages. I hope we encouraged them through our
inspirational quotes to be themselves,” Coley of Troop 9016 said. “Personally, I
learned not all things are easy to accomplish. Even when you think it is going to be
easy.”

Camp Sail Away
These risk-taking G.I.R.L.s spent eight days on a sail boat as they honed their
skills on beautiful Lake Martin. They practiced knots, perfected their tack and jibe, and successfully
turtled their boat so that, when the wind was perfect on the water, they could successfully sail their boats!

Changing the World
Elizabeth has been a Girl Scout for more than 13 years. Her Gold Award Buckle Up Squad addressed the
lack of seatbelt usage in her community. She knew that citizens either had misconceptions or
were unaware of the benefits of wearing a seatbelt. She created a PSA to encourage
drivers to always fasten their seatbelts before putting their cars in motion.

Not only did Elizabeth complete her Gold Award, but also received her Bronze Award for hosting a
back-to-school drive for her community and her Silver Award for founding Camp Star. Camp Star is a
social justice project that specializes in high-quality youth programming for traditionally underserved
communities. Her achievements earned her the 2017 Princeton University Prize in Race Relations. Recipients
have stood up to intolerance, worked toward great inclusivity, and encouraged understanding and
harmony in their communities.

Elizabeth is attending Auburn University and leading a Brownie Troop.

Statement of Activities
For The Fiscal Year Ended September 30, 2017

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