

# Annual Report 2016

## **Board of Directors**

### **Officers:**

Janie Corlee, Chair  
Stephen Schlautman, Vice-Chair  
Holly Adcock, Vice-Chair  
Ramona Blankenship, Secretary/Treasurer

**Nonvoting Member:**  
Karlyn Edmonds, CEO

### **Members at Large:**

Cathye Amos  
Liz Braswell  
Christy Crow  
Carlos Gant  
Garrad Green  
Angela James  
Bill Lancaster

Darby Luxenberg  
Jason Nimmer  
Jada Pierce  
Stacia Robinson  
Laura Searcy  
Carrie Shaw



# NOTES FROM THE FIELD



What a great year for girls in southern Alabama! When I look back over the work, we have collectively done, I am proud of our girls, our volunteers, and our staff, and I am honored to work with each of you every day.

This year, we saw the dawning of a new day for Girl Scouts. We are beginning a nationwide movement to bring more awareness about the need for the Girl Scout Leadership Experience and the way it can change our world. While some people still think of us as just cookies, campfires, and friendship bracelets, we know Girl Scouts are so much more.

Girl Scouts are big thinkers, groundbreakers, and role models. Girl Scouts design robots, start meaningful projects, and improve their communities in amazing ways — and yes, they sell the best cookies on the planet, because they also are entrepreneurs.

When she's a Girl Scout, she's also a G.I.R.L. She's a Go-Getter, an Innovator, a Risk-Taker, and most of all, a LEADER! These traits define girls of courage, confidence, and character, who make the world a better place. This is the Girl Scout DNA.

Some highlights from our 2016 year include: more than 1,700 outdoor girl leadership experiences, 5 Gold Awards, 26 Silver Awards, 73 Bronze Awards, a substantial increase in membership, a very successful cookie program, and further investment in our camp properties. In short, it was a great year — and 2017 holds even more promise.

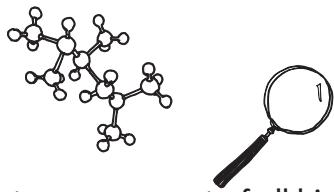
This year, we are focusing our efforts on preparing for our launch in May 2017 of the nationwide Customer Engagement Initiative (CEI), which is designed to improve the experience of current and potential Girl Scouts and volunteers, decrease volunteer



time and effort, and increase our efficiency. We are excited about this change and believe it will transform the work we do.

We believe that, with our volunteers, board, and staff working in partnership, Girl Scouts of Southern Alabama will make the world a better place for girls — because when girls succeed, so does society.

Karlyn B. Edmonds, MPA  
Chief Executive Officer



## STEM FOR GIRLS

Eighty-one percent of all high school girls are interested in pursuing STEM careers, but only 13% say it is their first choice, with about half of all girls believing that STEM isn't a typical career path for girls. We believe that exposing girls to STEM and women professionals in STEM careers through the Girl Scouts can help change that perception among and the career opportunities for high school girls.



The Dauphin Island Sea Lab Program is always a HIT! Girls take samples of the marsh, explore marine sealife, and much more!



We collaborate with USA's Chemistry Department for "ChemScouts." Girls make experiments, such as ice cream, and investigate a "crime scene" in a "forensic lab," as well as some others!



PI Day at Auburn University is an annual program full of fun, excitement, and science. The Auburn University Women in Science and Engineering (W.I.S.E.) Institute helps girls with science activities and experiments!



# GIRL SCOUTS GIVE BACK



Troop 9130 collected pop tabs & wish list items for the Ronald McDonald House & helped guests with chores.



Troops 8393, 8605, and 8017 laid flags and wreaths at a Veteran's Cemetery in honor of Veteran's Day.



Troop 7182 remodeled playrooms at Hosanna Homes to earn their Silver Award. Hosanna Homes is a place where women with addictions can live with their children as they go through the recovery program.



After Cadettes in Troop 9327 earned their babysitting badge, they started babysitting for families on Maxwell Air Force Base!



St. Pius X Troop 8009 cleaning up Sage Ave as the last step of their Bronze Award Project!



GSSA collected items for our sister council GSLPG to help with flood relief.

## STATEMENT OF ACTIVITIES

*For The Fiscal Year Ended September 30, 2016*

### Revenue and public support

United Way	\$169,286
Foundation, trust and corporate giving	105,960
Other Contributions	106,814
<b>Total Revenue and public support</b>	<b><u>382,060</u></b>

### Program service fees and related revenue

Cookie sales, net	1,920,197
Fall product sales, net	69,460
Girls events, adult training, camping fees and related income	154,375
<b>Total Program service fees and related revenue</b>	<b><u>2,144,032</u></b>

### Other revenue

Merchandise sales, net	63,469
Investment income	129,908
Other	15,189
<b>Total other revenue</b>	<b><u>208,566</u></b>

### Total public support and revenues

**2,734,658**

### Expenses

Program services	1,808,801
Fundraising activities	93,737
General and administrative	454,619
<b>Total expenses</b>	<b><u>2,357,157</u></b>

### Change in net assets

**Net assets, beginning of year**

**377,501**

**4,066,995**

**\$4,444,496**

**Net assets, end of year**



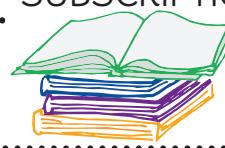
**717,264**  
BOXES SOLD



**207** AVERAGE  
BOXES SOLD  
PER GIRL



**1,415**  
MAGAZINE  
SUBSCRIPTIONS



**22,427**  
UNITS OF  
NUTS  
&  
CANDY



**OVER 100**  
YEARS OF GIRL SCOUTING

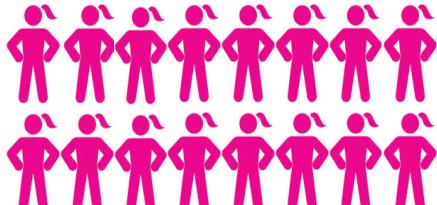
FOUNDED IN  
**1912**

GIRL SCOUTS OF  
SOUTHERN ALABAMA  
CHARTERED IN **1922**

**SERVING**  
**30**  
**COUNTIES**

AUTAUGA, BALDWIN, BARBOUR, BULLOCK, BUTLER,  
CHAMBERS, CHOCTAW, CLARKE, COFFEE, CONECAH,  
COOSA, COVINGTON, CRENshaw, DALE, DALLAS,  
ELMORE, ESCAMBIA, GENEVA, HENRY, HOUSTON, LEE,  
LOWNDES, MACON, MOBILE, MONROE, MONTGOMERY,  
PIKE, TALLAPOOSA, WASHINGTON & WILCOX

CLOSE TO  
**7,000**  
GIRLS



**GRADES**  
**K-12**

SUPPORTED BY **22** FULL-TIME  
**12** PART-TIME & SEASONAL  
EMPLOYEES

MORE THAN  
& **2,700**  
VOLUNTEERS



**5** GOLD  
AWARDS

**26** SILVER  
AWARDS

**73** BRONZE  
AWARDS

MORE THAN  
**1,000**  
GIRLS SELLING

**1,700** OUTDOOR  
EXPERIENCES



**2** DAY CAMPS

**2** RESIDENT CAMPS