

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



Building Girls of Courage, Confidence, and Character, Who Make the World a Better Place.

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.

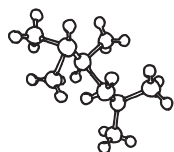
This year, we are focusing our efforts on preparing for our launch in May 2017 of the nationwide Customer Engagement Initiative (CEI), which is designed to improve the experience of current and potential Girl Scouts and volunteers, decrease volunteer



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.

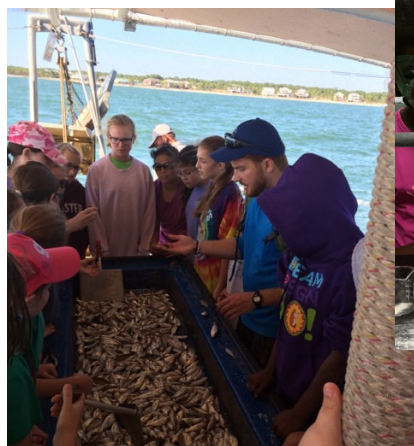
Karlyn B. Edmonds, MPA
Chief Executive Officer



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	<u>106,814</u>
Total Revenue and public support	<u>382,060</u>

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	<u>154,375</u>
Total Program service fees and related revenue	<u>2,144,032</u>

Other revenue

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

Total public support and revenues

2,734,658

Expenses

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

Change in net assets

Net assets, beginning of year	<u>4,066,995</u>
Net assets, end of year	<u>\$4,444,496</u>

girl scouts
of southern alabama

717,264
BOXES SOLD



207 AVERAGE
BOXES SOLD
PER GIRL



1,415
MAGAZINE
SUBSCRIPTIONS



22,427
UNITS OF
NUTS
&
CANDY

5

GOLD
AWARDS



26

SILVER
AWARDS

73

BRONZE
AWARDS



MORE THAN

1,000

GIRLS SELLING



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, CONECUH,
COOSA, COVINGTON, CRENSHAW, DALE, DALLAS,
ELMORE, ESCAMBIA, GENEVA, HENRY, HOUSTON, LEE,
LOWNDES, MACON, MOBILE, MONROE, MONTGOMERY,
PIKE, TALLAPOOSA, WASHINGTON & WILCOX

1,700

OUTDOOR
EXPERIENCES



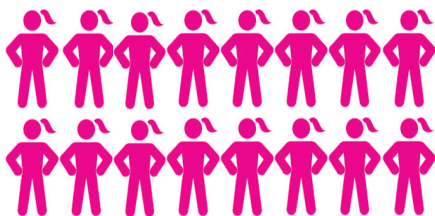
2 DAY CAMPS

2



RESIDENT CAMPS

CLOSE TO
7,000
GIRLS



GRADES

K-12

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

MORE THAN
& 2,700
VOLUNTEERS

