

heartstrings

girl scouts
heart of the south

may 2018



introducing the imagine center

Girl Scouts Heart of the South is gearing up to provide girls with empowering, hands-on STEAM (science, technology, engineering, art, and math) learning opportunities through opening the region's first girl-led, girl-built Imagine Center.

The Imagine Center focuses on key aspects of engineering, programming, environmental science, art & design, and culinary science through a variety of cooperative learning opportunities and hands-on experimentation. Girls can hone key skills such as creativity, innovation, critical thinking and problem solving, all while having fun and gaining confidence.

This unique facility will host a variety of structured and open-format maker and design-thinking activities that encourages girls to embrace the spirit of discovery in their lives. Every activity in the Imagine Center is designed to have badge-earning components.

The Imagine Center is an investment in the next generation of Go-getters, Innovators, Risk-takers and Leaders (G.I.R.L.s.), and will serve as a hub for girl innovation, exploration and discovery for girls throughout the council's 59-county jurisdiction.

In addition, the council is opening the Possibility Place at the Imagine Center, which gives girls a more immersive experience with the ability to spend the night at the Imagine Center. This facility boasts of a large meeting area, multiple breakout rooms, kitchen and restrooms, and is ideal for Girl Scout Troops. Girls and volunteers can select from a variety of Imagine Center activities or workshops to enhance their visit. Reservations will open August 1, 2018.

The 4,100 square foot Imagine Center, and Possibility Place, is located in east Memphis adjacent to the council's headquarters and will provide access to year-round opportunities for girls to explore, innovate, create, and grow.

The Imagine Center officially opens summer 2018.



renewal season is open!

The countdown to the summer is on!

Before you break for the summer, make sure you've saved your spot for next school year! Now is the perfect time to commit to another year of Girl Scouts! Renew today, save your spot, and get rewarded!

Early membership renewal is open now! While the 2018-2019 Girl Scout Year begins October 1, we're so excited about next year that we're offering some incredible incentives to renew early! Like they say, "the early bird gets the worm." You won't want to miss these incentives - including a never-before-offered, one-day special incentive!

Check out these incredible incentives you can receive, just for renewing your membership early:

All girls who are renewed by **May 11** will be invited to our Early Bird Camporee on September 7-8 at Camp Fisherville.

Girls who are renewed by **May 31** will receive a special Early Bird fun patch.

PLUS! All incentives are cumulative, so the earlier a girl is renewed, the sweeter the reward!

We didn't forget about you, Service Units! All service units that have 50% of their members renewed, and at least 50% of their service team positions filled by **May 31** will have dinner delivered to an upcoming Service Unit meeting.

Also, the first Service Unit to meet this criteria will receive a voucher for their Service Team and key volunteers (up to 20 people) for a 4-hour team building/ropes course experience at Pinecrest Camp in Moscow, TN.

If the incentives weren't enough, register early for the convenience! For most parents and volunteers, the fall can get pretty busy with back to school business. When you renew membership early, that's one less thing to worry about come August! You and your girls can just jump right into the fun and excitement of a new year!

Help your troop and service unit plan ahead.

When everyone renews their membership early, it makes it so much easier for troops, service units, and even the council to make plans for the upcoming year.

renew now

1,283,601

boxes of Girl Scout Cookies sold!

Congratulations Girl Scouts! We had a big year for the Girl Scout Cookie Program! You all worked hard reaching those goals and the council saw an increase of 4.24% over last year's program!

We can't wait to see what you'll do with your rewards and proceeds - go to camp, travel, renew memberships, buy supplies for a service project? The possibilities are endless!

Help us improve the Girl Scout Cookie Program

Give us your feedback! What did you love? What could we do better? Want to see certain rewards in the line-up? We are asking for all responses to be submitted by Tuesday, May 1. Thanks for taking the time so we can improve this program for the girls, volunteers and families.

FAMILY COOKIE
SURVEY

TROOP COOKIE
SURVEY

\$

Invest the First \$25!

If your girl participated in the 2018 Girl Scout Cookie Program, setting and meeting appropriate goals, she should have the cookie proceeds to cover her own membership!



Girl Scout Troops 10121 and 10087

"showing kindness towards those who are different and embracing our imperfections as proof of our humanness is the remedy for fear."

-Emma Zurcher-Long of Emma's Hope Book, Autistic writer, singer and activist

Last month in Heartstrings, Girl Scouts Heart of the South launched One Heart – our new underlying principle that encourages members to practice kindness and compassion, seek common ground and understanding, and serve our neighbors and communities, while living the Girl Scout Promise and Law.

Each month we will be featuring information for your troops to use during meetings to reinforce the One Heart principles.

For the month of May, here are some fun One Heart team building activities to do at your troop meeting or even your service unit meeting.

Cross the River

In this game, participants must collaboratively cross a "river." You can create a river by making two parallel lines on the ground. Try using sidewalk chalk if you are outside or masking tape if you are inside. Each team is given six square cardboard "rafts" to use in crossing the river. Impose rules on the rafts to encourage the teams to apply critical thinking skills. For example, if a raft is left unattended, it will float away; or if a raft has more than two feet and one hand on it, it will sink. A monitor is required to remove the rafts that are out of play. Break participants into smaller groups and have them compete to see who can cross the river fast enough for an added challenge.

Game of Possibilities

This is a great 5-minute team building game. Grab a bunch of random object and pass out to each person. One at a time, someone has to go up in front of the group and demonstrate a use for that object. The rest of the team must guess what the player is demonstrating. The demonstrator cannot speak, and demonstrations must be original, possibly wacky, ideas. This team building exercise inspires creativity and individual innovation.

Be sure that you send pictures and stories of your One Heart activities or random acts of kindness to news@girlscoutshs.org



ONE HEART CARDS

In March we launched One Heart Kindness Cards. These business size cards have a list of ideas for being kind on one side and a note to the recipient on the other asking them to continue to pay kindness forward.

Each troop can order one set of 12 for the girls to use. If Service Units want to, they can order sets of cards for all their troops. >>>**ORDER CARDS**

So far we have sent out over 1,600 cards to 137 troops all across our council!



Studies show that girls dream of living in a world where there are no gender gaps when it comes to their finances. Let's make that dream a reality!

Girl Scouts is dedicated to changing that number, giving girls the opportunity to gain valuable skills and become financially savvy not only through participation in the Girl Scout Cookie Program, but also via our financial literacy programs. After all, girls are the future leaders of our country and the future drivers of our economy, and whether they're leading a Fortune 500 company or their households, money matters!

Through the Girl Scout Leadership Experience, girls have the opportunity to gain a higher level of financial prowess with relevant badges available from Daisies to Ambassadors.

Girls can earn 11 dedicated Financial Literacy badges designed to simulate real-life situations, ensuring girls are poised to budget, save, and spend like a BOSS! You may be shocked to learn that, according to the 2013 report *Having It All: Girls and Financial Literacy*, a whopping 90 percent of girls say it's important to learn how to manage money, but only 12 percent feel "very confident" making financial decisions. With this alarming stat in mind, it's no wonder that financial management programs are more important now than ever.

Girl Scouts Heart of the South would like to thank Orion Federal Credit Union for sponsoring the council's Financial Literacy month.

Don't miss out! Get Financial Literacy badges and patches today so your girl can rock her uniform with Girl Scout pride. [SHOP NOW!](#)

Read more about the Girl Scout Research Institute study, *Having It All: Girls and Financial Literacy*, and sharing creative ways to get the girl in your life better equipped for a financially fit future.



HAVING IT ALL

GIRLS & FINANCIAL LITERACY

THE GOOD NEWS:

Girls see a future where...

...they are financially independent and empowered.



94%
of girls would rather make their own money than rely on their parents.

80%
would rather make their own money than marry someone who would support them financially.

ONLY 13% believe that men are better with money than women.

...they are equal decision makers in the family.

86% say that both household partners should make financial decisions for the family.

74% say that both partners should be responsible for raising children.



...they will "have it all."

96%
of girls expect they will be able to provide for their families.

95%
of girls expect they will own a home one day.

87%
of girls expect they will make a lot of money.

87%
of girls expect they will give back to their communities.

BUT ARE GIRLS READY TO MAKE THEIR DREAMS A REALITY?

ONLY 12% FEEL "VERY CONFIDENT" MAKING FINANCIAL DECISIONS.

THE SOLUTION

Secure Girls' Financial Futures with SKILLS

Girls want financial literacy skills to help them achieve their dreams.



90%
say it is important for them to learn how to manage money.



87%
say it is important to set financial goals.



68%
are interested in learning about how to save money and plan for the future.



46%
are interested in learning how to make big purchases like a home or car.



45%
are interested in learning how to pay for their education.

To learn more about Girl Scouts' Financial Literacy research and program, visit girlscouts.org/financialliteracy.



Say yes to Adventure!



>>> Check out summer camp sessions

top 6 reasons to go to girl scout camp!

- 1 It's fun!** At Girl Scout summer camp, the adventure is high and the fun is big—like, really big! Girls spend the week participating in aquatics and equestrian programs, archery, culinary and creative arts, high-adventure travel, and enjoy a whole lot of campfires, songs and s'mores!
- 2 Earn badges and patches!** With 22 camp sessions that have you earning badges or patches this summer you can gain skills, try something new, and explore the world around you while earning recognition for your accomplishments!
- 3 Sessions are all-inclusive!** The camp fee covers it all - from meals, snacks, activities, accommodations, and even a camp shirt! The only additional money your girl will need is for souvenirs at the Trading Post.
- 4 Build Resiliency.** Resident camp gives girls an opportunity to grow, explore, and have fun in a safe environment under the guidance of caring, trained adults. At camp, she'll rise to meet the challenges of learning new skills, all while gaining self-confidence and independence too!
- 5 Make new friends!** Away from school, and social groups, girls are able to relax and be themselves to form genuine friendships. Trying new things, exploring the great outdoors, and making incredible memories creates a unique bond between campers!
- 6 We're ACA Accredited.** Meaning that we undergo a thorough (up to 300 standards) review of our operations — from staff qualifications and training to emergency management by the American Camp Association to ensure the safety of our campers and staff.

camp open houses

Check out camp before your sleepaway camp adventure! Poke your head in a tent, test out the beds, play games, explore camp, and make a s'more.

Meet some summer camp staff members, and ask any questions that you may have about resident camp.

Camp Tik-A-Witha

Sunday, April 29 from 2-4 p.m.

&

Kamp Kiwani

Sunday, May 6 from 2-4 p.m.

FREE CAMP SHIRT!

with every registration!



financial assistance

Financial assistance, called a "Campership", is available to members of Girl Scouts Heart of the South who were registered by December 1, 2017. Applications cannot be considered until the \$50 camp registration fee is received. The deadline to apply is May 1. [Apply now.](#)

There are also three scholarships available from various community partners and organizations. Check to see if you qualify [here](#).

JOIN US AT THE CELEBRATION!

Join your fellow Girl Scouts, friends, and family as we honor all of our council's Girl Scout Gold, Silver, and Bronze Award recipients, top product sales winners, those receiving their 10-year GS Membership pins and our graduating Girl Scout high school seniors for the 2017-2018 membership year!



Troop Leaders of Daisy & Brownie troops are cordially invited to attend and bring their younger girls. This is an excellent opportunity for our younger Girl Scouts to see successful older Scouts and be inspired to Take Action just like they have!

WHEN: Saturday, May 5, 2018; 9:30 - 11:30 AM

WHERE: Hutchison School (Memphis, TN)

Click the link below to RSVP

bit.ly/gshs_GIRLCeleb2018

Questions? Please contact Aranda Hanks at 901.334.3452 or aranda.hanks@girlscoutshs.org

national **WORKING** mothers FRIDAY • MAY 11 • 2018 day

CELEBRATE NATIONAL WORKING MOTHERS' DAY!

a day of thanks and appreciation created by Girl Scouts Heart of the South **GIRLS!**

Show your appreciation for the working mothers in your life on National Working Mothers' Day, Friday, May 11th!

70% of women with children under 18 years of age participate in today's labor force. Women make substantial contributions both to the Nation's economic growth and to the increasing strength of the American family, often at great personal sacrifice. They deserve our recognition and gratitude. Most other mothers are working full time in the home. Their work is no less important. The guidance they give their children and the maintenance of a strong and cohesive family unit also contribute to the Nation's economic growth.

According to a recent study, by Welch's, of 2,000 American mothers with kids between 5 and 12-years-old a mother starts her day, on average, at 6:23 a.m. and doesn't conclude duties until 8:31 p.m. working a 14-hour day, seven days a week. The study revealed that a working mom clocks in 98 hours, making it equivalent to working 2.5 full-time jobs.

Working mothers are the glue that holds so many of our families together! We owe them a world of gratitude and you can make that happen. Here are some ideas:

- Make a short video telling your hard-working mom how much you appreciate her. Then post it on Social Media and tag her so everyone will know how much you appreciate her. Use the hashtag [#nationalworkingmothersday2018](https://www.instagram.com/explore/tags/nationalworkingmothersday2018)
- Write a letter to your mom thanking her for everything she does for you.
- Write a poem about all the different "jobs" your mom has.
- Draw a picture for your mom that shows her working and you noticing her hard work.
- Create your own idea!

Whatever you decide to do for the working mother in your life, be sure to say "Thank you." It's the best gift of all!



MAN ENOUGH TO BE A GIRL SCOUT

Camp Fisherville Fish Fry

dinner & a movie

Head out to camp to enjoy dinner under the sky, and a movie under the stars at beautiful Camp Fisherville with your favorite guy!

Dinner includes catfish and chicken tenders, plus all the fixings!

Once the sun sets, enjoy popcorn and a special screening of Smart Cookies, the 2012 Hallmark movie that follows the adventures of a new troop leader and her troop. (Rated PG)

Make sure to bring your lawn chairs, picnic blankets, bug spray and flashlights!

**TICKETS
\$15**

PURCHASE NOW

**FRIDAY,
MAY 18
6:30 P.M.**

Make plans to attend the Girl Scouts Heart of the South

3rd annual VOLUNTEER LEADERSHIP SUMMIT

Saturday, June 9, 2018
Whispering Woods Hotel
and Conference Center
Olive Branch, MS

This day is designed with our Girl Scout volunteers in mind and features a variety of informative sessions that will prepare you to lead and excel in your volunteer role.

Attendees will get to select one session for each of the three breakout sessions. These unique and interesting breakouts are designed to increase knowledge, help you to practice new skills, provide valuable networking opportunities, and - most importantly - give you the chance to meet your fellow volunteers, make new friends, and have fun!

In addition to the breakout sessions we'll share exciting council plans, programs and news in joint sessions with all attendees.

At the end of the day we'll celebrate our outstanding volunteers at the Volunteer Awards Banquet. This awards banquet will recognize individual, troop and service unit volunteers for their service to Girl Scouts.

Our council's annual meeting will begin at 9 a.m. to elect council board members and vote on any by-law changes.

>>> See the [Volunteer Leadership Summit Agenda](#)

Cost: \$10 per person

Each attendee will receive a \$10 Trefoil Trunk shop voucher at check-in to use at the event or in-store at a later date. You must attend in order to receive your voucher.

Stay the Night! Summit guests can book hotel rooms directly with Whispering Woods Hotel and Conference Center. Please use GROUP CODE:SCOUTS when reserving your room to get the \$85 +tax rate. Overnight accommodations include a complimentary continental breakfast!

SESSIONS

- Conflict Resolution
- Developing Girl Leadership
- Events, Trips and Travel for Troops
- Get Outdoors!
- Girl Scouts in the Community
- Overview of Higher Awards
- Parent Involvement at the Troop Level
- Popular Journeys for Higher Awards
- STEM Session
- "Think Like A..."
- Troop Meeting Basics
- Troop Money Management
- Utilizing Technology
- Volunteer Orientation
- Volunteer Toolkit (VTK)

If you previously registered for the April date, and are unable to attend in June please request your refund by May 4.

DEADLINE TO REGISTER IS
May 31, 2018


girl scouts
heart of the south

REGISTER



KALEIDOSCOPE

NATIONAL LEADERSHIP CONFERENCE

Young women changing the view of leadership through inclusion, equity, and excellence.

JULY 5 - 8, 2018 • FOR THE KINGDOM • MEMPHIS, TN

We're looking for upcoming 9th - 12th grade girls from around the country who want to be agents of change for their generation.

Come join other girl leaders from across the country to explore new ways to view leadership at the Kaleidoscope National Leadership Conference July 5 - 8, 2018.

The Kaleidoscope Conference seeks to help create a generation of inclusive, culturally-competent leaders who know how to work together to make the world a better place.

The facts for women, and even more so for women of color, paint a picture of inequality. Women on average are paid 20% less than men. If you break the pay gap down by race and ethnicity, it is even worse: Black women are paid 37% less, and Hispanic women are paid 46% less. With values of inclusion, equity, and excellence, we seek to change the current view of leadership, providing positive role models so all young women can see that success is attainable.

During the conference, we will explore topics of diversity and inclusion, implicit biases, perceptions of women and people of color in the media, and more. Girls will have the opportunity to hear from female leaders in the fields of STEM, business, politics, and media. By teaching girls networking skills and resiliency, we hope they leave this conference prepared to demand a seat at the table.

Beyond engaging sessions and inspiring speakers, the girls will have the opportunity to explore Memphis and tour the National Civil Rights Museum at the Lorraine Motel.

Thanks to a generous donation, Girl Scouts Heart of the South Girl Scouts are invited to attend at the discounted rate of \$125! Click the link below to register TODAY!*

bit.ly/gshs_KNLCDiscount125

**Above link is EXCLUSIVE for GSHS MEMBERS ONLY and can only be accessed through this message. Don't miss your chance to be a part of this exciting event at this amazing price!*

COME, BE INSPIRED BY THESE NATIONALLY RENOWNED SPEAKERS AND MORE!



Sara Guillermo
IGNITE



Taylor Barnes
THE UNITED STATE
OF WOMEN



Kayla Rodriguez Graff
SWEETBIO



Tori Taylor
AGAPE CHILD AND
FAMILY SERVICE

Local girls also have the unique option to join us for the exciting events being held on Friday, July 6!

ONE-DAY SESSION OPTION AVAILABLE • FRIDAY JULY 6 • 8:00 AM - 4:30 PM

FIND OUT MORE AT WWW.KALEIDOSCOPE.NLC.COM

TREFOIL Trunk



MEMPHIS | JACKSON | TUPELO



Bridging Kits \$6

Make your Bridging Ceremony a snap with a Bridging Kit! Everything you need to commemorate this special occasion: official Bridging patch, Bridging certificate, membership star and disk, Bridging fun patch, Bridging ceremony insert sheet, pencil



◀ **Girl Scouts Established Youth: \$14; Adult S- XL: \$16; Adult 2XL- 4XL \$18**
Make sure you snap up this super comfortable, 100% cotton shirt! Available in youth and adult sizes. *Online and in-store.*



◀ **Girl Scouts Camo Youth: \$14**
The spring's "must have" vintage Girl Scout camo shirt! Available only in youth sizes. *Online and in-store.*



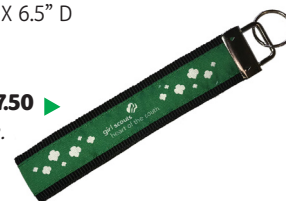
◀ **She Can Do Anything Youth: \$14**
Sparkle and shine in the liquid gold shirt! Available only in youth sizes. *Online and in-store.*

GIRL SCOUT SPIRIT!



◀ **Trefoil Tote \$25**
Perfect to carry all your Girl Scout gear, and display your fun patches! *In-store.* only. 24 oz. cotton, 23" W X 14" H X 6.5" D

GSHS Key Fob \$7.50 ▶
Online and In-store.



GSHS Stainless Tumbler \$10 ▶
16 oz. *In-store only.*



Trefoil Coffee Mug \$5 ▶
Rise and shine Girl Scout with this 11 oz. ceramic mug. *In-store only.*



◀ **Trefoil Hat \$12**
In-store only.

get ready for next year with a starter kit!



Pick a sash or vest!

Pick a pink or black bag

SHOP ONLINE AT WWW.GIRLSCOUTSHS.ORG OR AT ONE OF OUR THREE LOCATIONS!



did you know?

you can book a camp 6 months in advance!

Rent our camps!

Discover the fun of camping with your Girl Scout friends or enjoy a troop meeting in a unique setting!

Girl Scout groups can enjoy special getaways at the council properties and experience the adventure of cooking out, sleeping in a cabin or tent, gazing at the stars or learning about nature. Each camp site offers something different.

Council staff is ready to help you plan an amazing outdoor adventure. We can help you with lodging, activities and even the meals! Call us at 800-624-4185 or email customerweb@girlscoutshs.org.

Girl Scouts Heart of the South Leadership Centers and Trefoil Trunk Shops

Hours: Mon.-Thur. 8 a.m. to 5 p.m.

Fri. 8 a.m. to 12 p.m.

Shop online anytime at www.girlscoutshs.org/shop

Girl Scouts Heart of the South staff are committed to providing quality customer service to our volunteers, families and community.

**Our Customer Care team is available to assist you during normal business hours:
800-624-4185 or customerweb@girlscoutshs.org.**

MEMPHIS

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JACKSON

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TUPELO

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