

Girl Scouts of South Carolina – Mountains to Midlands, Inc.
MISSION, VISION & CORE VALUES
2010 – 2012 Strategy Map

Our MISSION:

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Our COUNCIL VISION:

Giving every girl access to life-changing experiences!

We are girls.

We are a symbol of strength and compassion.

We are a source of creativity and history.

We lead the uncertain.

We are a long phone call to a friend in need.

We encourage the afraid.

We are your biggest supporter and your best investment.

We inspire the lost.

We are the quick and agile for solutions, and the paced and methodical for journey.

We are kindness to a neighbor.

We are a smile to the scared stranger.

We are the future of community.

We are hope. We are sisters. We are friends. We are leaders.

We are the difference you are looking for.

We are Girl Scouts.

Our CORE VALUES:

Our priority: Girls who make a difference.

We will be the first place girls go to make a difference in the world.

Our partners: Volunteers who make a difference.

We will become the first stop (but not the last) for people who want to make a difference in a girl's life.

Our patrons: Donors who make a difference.

We will be the first choice for philanthropists who want to make a difference by investing in girls who make a difference.

Our people: Staff who make a difference.

We will be the first choice for career-seeking nonprofit professionals and known for employees that make a difference. Each employee in our organization strives to be the person a girl wants to grow up to be.

Our PRIORITY GOALS:

Volunteers – provide high quality mentors who prepare girls for leadership and service

Financial Health – expand, strengthen, and diversify our financial resources

Program – provide and deliver active, fun, and engaging Girl Scout Leadership experiences in a variety of formats

Our GIRL SCOUT PROGRAM OUTCOMES: Discover, Connect and Take Action = Leadership.

Discover	<ul style="list-style-type: none"> • Girls develop a strong sense of self • Girls develop positive values • Girls gain practical life skills • Girls seek challenges in the world • Girls develop critical thinking 	L E A D E R S H I P
Connect	<ul style="list-style-type: none"> • Girls develop health relationships • Girls promote cooperation and team building • Girls can resolve conflicts • Girls advance diversity in a multicultural world • Girls feel connected to their communities, locally and globally 	
Take Action	<ul style="list-style-type: none"> • Girls can identify community needs • Girls are resourceful problem solvers • Girls advocate for themselves and others, locally and globally • Girls educate and inspire others to act • Girls feel empowered to make a difference in the world 	

Our CORE VALUES DETAIL: Make a difference.

Our priority: Girls who make a difference.

We will be the first place girls go to make a difference in the world.

We will build a unique offering of programs by delivering learning experiences that challenge, inspire, and support girls. Our programs will be measured by the number of girls we discover, the connections they make, and the actions they take; elevating our image to become the service organization most girls will turn to for personal development.

Our partners: Volunteers who make a difference.

We will become the first stop (but not the last) for people who want to make a difference in a girl’s life.

We will encourage current and emerging leaders from all sectors (nonprofit, public, and for profit) to apply governance, leadership, and management skills that create social value for girls we serve. We will offer convenience and flexibility customized to the needs of our volunteer leaders. We will provide a personal experience that helps create lifelong relationships. We will promote our volunteers to serve in leadership roles in other organizations that socially impact girls and women.

Our patrons: Donors who make a difference.

We will be the first choice for philanthropists who want to make a difference by investing in girls who make a difference.

We will deliver a return to our donors and investors by linking a clear strategic message to all our resource development efforts. We will tirelessly seek ways to make sure what we are doing works. We will excel at internal business processes, steward our resources carefully, and measure the outcomes that matter – all of which will be transparent. Our investors will see the results of our mission and our ethics through the work of our Girl Scouts, our staff, and our volunteers. We will offer cost-effective specialized programs and unique products for girls that ensure additional revenues that support the needs of our council. Sustainability and diversity of revenues are vital to the financial health of our council and our ability to serve girls.

Our people: Staff who make a difference.

We will be the first choice for career-seeking nonprofit professionals and known for employees that make a difference. Each employee in our organization strives to be the person a girl wants to grow up to be.