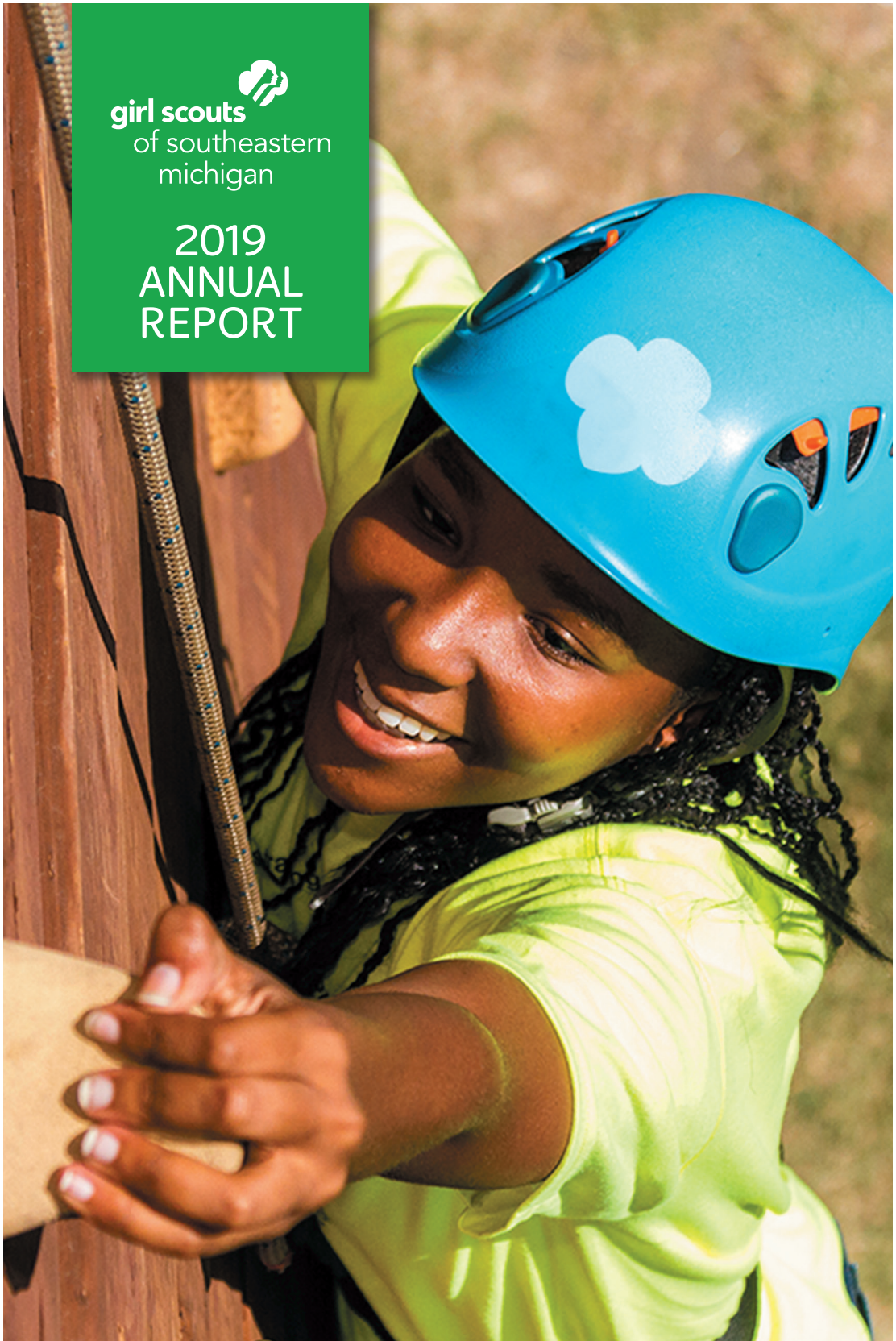




girl scouts
of southeastern
michigan

2019
ANNUAL
REPORT



GSSEM VISION

GSSEM is the premier leadership organization for girls in the southeast Michigan region. Our dedicated staff and program offerings make GSSEM the organization of choice for girls and their families and caring adults who are committed to the Girl Scout Mission.

GSSEM SERVICE AREA

GSSEM serves Oakland, Macomb, Genessee, St. Clair, Sanilac, and parts of Wayne, Monroe and Livingston Counties.

GSSEM AT A GLANCE

Girl Scouts of Southeastern Michigan (GSSEM) is the local council, chartered by Girl Scouts of the USA (GSUSA), to advance the Girl Scouting Movement within southeast Michigan. GSSEM facilitates the Girl Scout Leadership Experience by providing a girl led, girl-centered, fun-filled, quality leadership experience, in partnership with mentoring adults that meets the needs of girls in today’s fast-changing world!

GSSEM HISTORY

On January 1, 2009, as part of the national Girl Scout realignment movement, four Girl Scout councils in Southeastern Michigan merged to create one high-capacity, high-performance council. Michigan Waterways, Metro Detroit, Otsikita, Fair Winds, and portions of Maumee Valley and Heart of Michigan merged to become Girl Scouts of Southeastern Michigan (GSSEM).



GSSEM MEMBERSHIP (9/30/19)

Daisies	5,991
Brownies	7,383
Juniors	6,222
Cadettes	3,503
Seniors	713
Ambassadors	463
Grade Unreported	149
Adults	8,450



GIRL SCOUT MISSION

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

GIRL SCOUT PROMISE

On my honor, I will try:

To serve God and my country,
To help people at all times,
And to live by the Girl Scout law.

GIRL SCOUT LAW

I will do my best to be:

honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,

and to ...

respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.



CEO/BOARD CHAIR GREETING



We can't celebrate a successful 2019-2020 membership year without first recognizing the 11 years of dedication and commitment of retiring CEO Denise Dalrymple. Under her leadership, staff and volunteers have successfully worked to bring high quality Girl Scouting to girls and adults in our region. Our membership has been stable for about six years, but in 2018-19, GSSEM membership increased by seven percent. Girl Scouts continues to be the **premier leadership experience** for more than 24,000 girls and 8,000 volunteers in our region.

More members means more opportunities for more girls to discover and explore the four Girl Scout program pillars (**STEM, Entrepreneurship, Outdoors and Living Skills**). GSSEM's Junior FIRST LEGO teams put their **STEM** skills to the test at the 2019 FIRST World Championships in Detroit where 43,000 attendees from 37 countries displayed their innovative solutions to problems faced by future moon colonists. Our girls also hosted robotics teams from three Girl Scout councils, including Greater New York, Nassau County, and Suffolk County to share their innovative projects, and of course, with some Detroit-style pizza!

The Outdoor Education Team provided the **outdoor programming** that girls wanted, when and where they wanted. Weekend Camps at Hawthorn Hollow and Playfair continued to be a huge success with 1,000 more girls at camp than in 2018! Outdoor education adventures were held all around the council, to get girls and leaders outside year-round in their own communities. The outdoors and STEM will come together at the new 4,000-sq. foot activities center at Camp Hawthorn Hollow when it opens in later this year.

In summer of 2019, GSUSA rolled out 42 **new badges** including **Outdoor High Adventure, Cybersecurity, Space Science, and Coding for Good**. That's more than 200 badges in the past two years that help our girls learn new skills—and share their accomplishments with the world. These badges are perfectly suited to every girl's interest, skill level, and age. Many thanks to our dedicated volunteers for providing these awesome opportunities for our girls.

Finally, there just is no better **entrepreneurship** model for girls than the Girl Scout Cookie Program. Our business savvy girls once again sold more than 3 million boxes of cookies in 2019! That means more chances for Girl Scouts to do amazing things at camp, in their community, and even around the world.

GSSEM is continuing to respond to the priorities of our **volunteers**. After several months of research and evaluation, GSSEM's volunteer structure was updated. More training for new and veteran volunteers was provided in 2019 in order to improve satisfaction with volunteering. Our steady increase in retaining adults and girls for the past decade speaks to the efforts of operational volunteers, staff and board members to attract, support and retain committed direct service volunteers.



On a **personal note from Denise**, leading GSSEM has been the most rewarding professional experience of my career. I am excited for the future of the Girl Scout Movement and the future of GSSEM. GSSEM will continue to inspire southeastern Michigan girls to be leaders—courageous and confident—with the character to make the world a better place.

Yours in Scouting,

Telva McGruder
Chair of the Board

Denise Dalrymple
CEO

GIRL SCOUTS OF SOUTHEASTERN MICHIGAN STATEMENT OF ACTIVITIES

For the Year Ended September 30, 2019

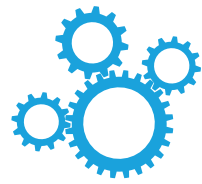
Public Support And Revenue:

Annual and Planned Giving	161,048
Corporate and civic groups	210,939
Foundations	207,059
United Ways	70,215
Special events - net of direct benefit to donors	143,487
In-kind-net	40,732
Change in beneficial interest	(12,351)
Total Public Support	821,129
Product Sales:	
Cookie and fall product revenue	13,267,173
Direct Costs	(6,003,818)
Gross profit on product sales	7,263,355
Program service fees	412,108
Merchandise sales:	
Gross revenue	1,045,350
Cost of sales	(698,516)
Gross profit on merchandise sales	346,834
Total Net Operating Revenue	8,022,297
Other revenue:	
Investment income (loss)	192,228
Rental income	2,212
Miscellaneous income	77,955
Total other revenue	272,395
Total Public Support And Revenue	9,115,821

Expenses:

Program services:	
Troop-Related Programs	6,648,360
Camp and Facility Operations	1,953,112
Total program services	8,601,472
Supporting services:	
Management and general	680,299
Fund Raising	597,786
Total supporting services	1,278,085
Total Operating Expenses	9,879,557

Increase (Decrease) in Net Assets From Operations	(763,736)
Other Changes in Net Assets:	
Gain or (loss) on sale/disposal of property	2,374,709
Increase (Decrease) in Net Assets	1,610,973



Statement of Financial Position as of September 30, 2019

ASSETS	
Cash and cash equivalents	5,333,240
Investments and beneficial interest in trusts	4,747,857
Receivables, Net	818,798
Inventory held for resale	424,343
Prepaid Expenses	233,084
Land, buildings and equipment - net	9,744,430
Total Assets	21,301,752
LIABILITIES AND NET ASSETS	
Accounts payable and accrued expenses	529,664
Deferred grant revenue	322,366
Total Liabilities	852,030
Net Assets	20,449,722
Total Liabilities and Net Assets	21,301,752

Financial statements and tax returns are posted at: gssem.org/our_finances

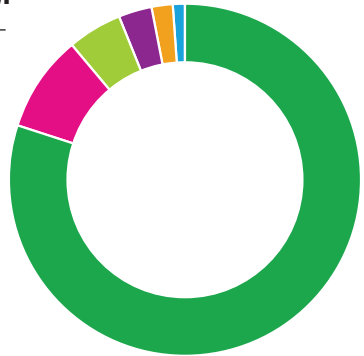




2019 FINANCIAL SNAPSHOT

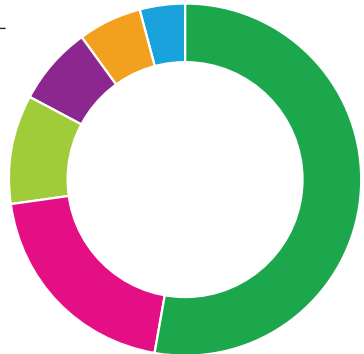
WHERE THE MONEY COMES FROM

■ Product Program	80%
■ Public Support	9%
■ Program Fees	5%
■ Merchandise Sales, net	3%
■ Investment Revenue	2%
■ Miscellaneous	1%



WHERE THE MONEY GOES

■ Troop Related Programs	53%
■ Troop and Camp Operations	20%
■ Product Program	10%
■ Management & General	7%
■ Fund Raising	6%
■ Retail Merchandise Costs	4%





VOLUNTEERS CHOOSE THEIR PREFERRED TRAINING DELIVERY

GSSEM Troop volunteers have the option of receiving valuable training in-person, via webinar, or online! Twelve volunteer facilitators assisted staff in delivering training throughout our Council, and Leaders reported that the training was helpful in preparing them to be a Girl Scout volunteer. In fact, more than 95 percent of survey respondents indicated that the training helped them feel more comfortable with troop administration in nearly all categories. The 2019 Membership Year also saw the development and implementation of grade level trainings for Daisies, Brownies, and Juniors. At the conclusion of our fall training season, 390 volunteers took at least one Girl Scouts of Southeastern Michigan training.

VOLUNTEER NATIONAL AWARDS HONORS VOLUNTEER DEDICATION

In the 2018-2019 Membership Year, the Volunteer National Awards Committee, in conjunction with GSSEM's Board of Directors, honored 86 volunteers with one of the five Volunteer National Awards. Those awards included Volunteer of Excellence, Appreciation Pin, and the Honor Pin. These exceptional volunteers' dedication and service are the backbone of Girl Scouts! During the 2019 ceremony, GSSEM volunteers **Mary Lou Behrendt** and **Joan Lyczkowski** were honored for their 45+ years of service to Girl Scouts! 71 community and business partners were also recognized with the brand new Friend of Girl Scouting Award.



Joan Lyczkowski



2019 COOKIE SEASON SUCSESSES



It was another great year for girls selling cookies at GSSEM! Our Girl Scouts sold more than 3 million boxes. The Per Girl Average was 192 boxes with 15,888 girls participating. Girls continued to secure cookie donations for military troops as part of the Gift of Caring program with 64,671 boxes sold! And they learned valuable skills like managing booths and pop-up shops, money management, people skills, goal setting and decision making. The Girl Scout Cookie program continues to be the largest girl-led business in the world for girls to earn money for camping, community service projects, and other activities. Excellent entrepreneurial skills, girls!



MORE GIRLS OUTDOORS!

We know that when girls participate in Girl Scout Outdoor programming, they become more interested in the outdoors, feel more confident in their outdoor skills, and are more committed to environmental stewardship. At GSSEM we are committed to getting more girls outdoors. We served 1,000 more campers at Camp Hawthorn Hollow and Camp Playfair in 2019 than we did in 2018. Additionally, our Outdoor Education outreach programs (GO! In Your Backyard) have been a huge success. We brought outdoor education programming to locations throughout the council to more than 1,200 Girl Scouts in 2019.

We are looking forward to getting even more girls outdoors in 2020! Construction on the all new activities building at Camp Hawthorn Hollow is complete. This STEM-focused activity center will offer girls opportunities to connect traditional STEM activities to the natural world.





GSSEM'S BLOG: GIRLTALK.GSSEM.ORG

GSSEM launched its first blog in 2019! G.I.R.L. Talk is a resource of compelling and informative stories of fun, high awards, adventure, travel, volunteer training, outdoor education, STEM, and more!



STATE FAIR

GSSEM participated in the 2019 Michigan State Fair during the Labor Day weekend at the Suburban Collection Showplace in Novi. Fair attendees stopping by the GSSEM exhibit were able to participate in fun activities and win prizes! From climbing a huge rock wall, participating in a scavenger hunt, constructing robots, to building and racing cars, there was plenty of Girl Scout fun for everyone!





FIRST ROBOTICS TEAMS

With 58 Junior FIRST LEGO League (JFLL, K-3) teams, 14 FIRST LEGO League (FLL, 4-5) teams, and our first ever FIRST Tech Challenge (FTC, 6-8) team in the 2018-2019 season, GSSEM continues to provide exceptional STEM experiences for our girls. The 2018-2019 season challenged teams to explore problems and devise solutions regarding long-term space travel and moon colonization through the FIRST Launch challenge.

GSSEM partners with FIRST in Michigan—an organization dedicated to advancing the field of Science, Technology, Engineering and Math (STEM) to students in Michigan. Focused on building an interest in science and engineering in children FIRST teams are a hands-on program series designed to capture children’s curiosity and direct it toward discovering the possibilities of improving the world around them.

Two JFLL teams, Space Glam and Andrea’s Asteroids, attended the World Championship in Detroit and got the chance to meet other robotics teams from around the world and learn about all the different ways other teams solved problems relating to moon colonization through LEGO models.



2019 HIGHEST AWARDS

Each year, GSSEM honors the exceptional achievements of Girl Scouts who embody outstanding leadership, personal development and commitment. During the 2019 Honor Reception, we proudly honored 25 Gold Award and 80 Silver Award recipients, graduating seniors, the 2019 Young Woman of Distinction, and recipients of the Tammie Murray and Jennifer Barnum Spirit Awards. Each of the High Awardees devoted many hours toward their projects and every girl displayed dedication to the values of courage, confidence and character to make the world a better place.

Each Gold Award Girl Scout receives a \$500 scholarship to an institute of higher learning while our GSSEM Young of Woman of distinction receives an additional \$2,500. Our Young Woman of Distinction scholarship is provided by the Nancy L. Philippart and Thomas F. McGrail Fund.

2019 GSSEM YOUNG WOMAN OF DISTINCTION

The Young Woman of Distinction Award is a special honor bestowed upon a Girl Scout Gold Award recipient whose final project demonstrates extraordinary leadership and addresses a global issue with measurable and sustainable impact. **Casie Paul** earned her Gold Award for her project, Hospital Helpers, and was also selected as the 2019 GSSEM Young Woman of Distinction.

For her Gold Award project, Casie took action to make hospital visits easier for children and special needs patients. Through her project—Hospital Helpers—Casie was able to create materials, including social stories and videos, for children and special needs patients to show them what will happen during their visit. Casie worked in conjunction with Levi's Link, a special needs program that is being developed at McLaren Port Huron.

As the GSSEM YWOD, Casie will represent the Council at events and meetings, speak at the 2020 Honor Reception, earn a \$2,500 scholarship for college, and throw out the first pitch at a Detroit Tigers home game! Congratulations, Casie!

Casie Paul





TREFOIL SOCIETY



The Trefoil Society honors those who, through their generous annual financial support, are advancing Girl Scout's mission and helping today's girls become tomorrow's leaders. When a girl becomes a Girl Scout, she receives the Trefoil pin, symbolizing her acceptance of the ethical leadership values she will learn as a Girl Scout. We are pleased to honor our donors who exemplify those same traits as members of the Trefoil Society. Because of our generous supporters, we are giving more than 32,000 local girls opportunities to reach their full potential and set them on the path to success. We recognize these generous individuals, corporations and organizations for their steadfast dedication and commitment to empowering girls throughout Southeastern Michigan. We thank them for their commitment to our mission, our values, and most importantly, our girls!

CORPORATE AND FOUNDATION GIVING

\$50,000 plus

General Motors

\$25,000 - \$49,999

Community Foundation
of Greater Flint

DTE Energy Foundation

Elizabeth, Allan & Warren
Shelden Fund

Ford Motor Company Fund

United Way of Genesee County

\$10,000 - \$24,999

Colina Foundation

Comerica Bank

Meritor

MGM Grand Detroit

Oliver Dewey Marcks Foundation

PNC Bank

TCF Bank

The Whiting Foundation

TUKTAWA Foundation

United Way for

Southeastern Michigan

United Way of St. Clair County



Corporate and Foundation Giving continued

\$2,500 - \$9,999

Aha! Leadership LLC
Amrock Commercial
Antonelli Financial Advisors
Aon
Arrow Strategies
Benson & Edith Ford Fund
Beaumont Hospital
Citizens Bank
Clark Hill, PLC
General Dynamics Land Systems
Global Marketing Impact, LLC
Ernst & Young LLP
James and Lynelle Holden Fund
JLL
Karen Colina Wilson Foundation
LA-Z-BOY Foundation
Masco Corporation

MarxModa
McLaren Health Care
Moosejaw
Preferred Moving & Storage, Inc.
Richard King Mellon Foundation
Ruby+ Associates
The Youth Foundation of America
United Way of Monroe County
United Way of Sanilac County
W3R Consulting

\$1,000 - \$2,499

Anna Paulina Foundation
ArborOakland Group
Athena Financial Group
Baker Tilly
Blue Cross Blue Shield of Michigan
BorgWarner, Inc.



Corporate and Foundation Giving continued

Brooks and Kushman, PC
Compass Commercial
ITRA Global
CNS Hospice
Continental Auto Systems, Inc
Domino's Pizza Inc
Epitec
Flagstar Bank
Food Bank of Eastern Michigan
Howard and Howard Attorneys, PC
Hylant
Junior League of Detroit
Kelly Houseman Counseling
Kiwanis Club #1 of Detroit
Marathon Oil Company
Michigan First Credit Union
OpTech, Inc.
Optiv Security

Ossian Law PC
Paragon TEC, Inc.
Quicken Loans, Inc
Schiff Hardin, LLP
Secureworks
Shelby Community Foundation
Stout Financial Services
Strategic Staffing Solutions
The Donato Group, Inc
The Elmira L. Rhein
Family Foundation
Trophy Nut Company
United Way of Greater Atlanta
United Way of Metropolitan Dallas
Wolverine Packing Company
WWK Investments, Inc

\$999-\$500

Baker College of Flint
BSB Communications
Build Institute
Chemical Bank
Community Enterprises LLC
CoreNet Global Michigan Chapter
Graphics East, Inc.
Lenox Township Fire Department
Marriott Hotel at the RenCen

Mott Community College
Oakland University
Patient Education Genius
Plante Moran, PLLC
Saginaw and Court Associates
The Detroit Pistons
United Way Suncoast
Yeo & Yeo

INDIVIDUAL GIVING

\$25,000 plus

Julie Dawson

Stella & Frederick Loeb
Charitable Trust

Elaine Marcotte

\$24,999 - \$10,000

A.G. Bishop Charitable Trust
Grace Kleinpell Trust
Pansy Lee Reeder Trust

Nadine Mathis

Telva and David McGruder

Nancy Philippart and

Thomas McGrail

Sarah and Daniel Pobocik

Jane and Frank Warchol

Foundation

\$9,999 - \$2,500

Suzanne and Jerry Antonelli
Cynthia and Stephen Carleton
Robin Cole
Morgan Elliott Andahazy and
Ladislau Andahazy
Candyce Foreman and
Michael Wiacek
Kevin and Barb Hendrick
Laurene Horiszny and
Chuck Stavoe
Peter and Eilish Keating
Nowell G. Locke Estate

Katherine and Jeffrey Weaver

Jamie and Adam Westrick

Angela C. Williams

\$2,499 - \$1,000

Barbara and Gregory Allushuski

Mary-Suzanne Bante and

James Bante

P. Jeffrey Baytarian

Marc and Sharon Berke

Jacqueline and Gerald Bucsi

Individual Giving continued

Ava Danner

Denise Dalrymple and
Donald Austin

Karen Ebben

Lora and Andre Graentzdoerffer

Kevin and Carrie Kernen

Sara King

Charles Michalak

Denise Minoletti and
Stephen Little

Maria Montoya

Diane Mullan-Cromwell
and Brad Cromwell

Glenda D. Price

Heather Rivard

Rebecca and Gary Sakwa

Lisa Hearn Shumpert

Stacy Snyder

Gail Spaeth

Maureen Stapleton

Robert Wilke

Diane and Randall Young

\$999 - \$500

Elisabeth Austin

Rajeshri G. Bhatia

Judy and Brian Bell

Angela Ciaramitaro

Craschenda Clark

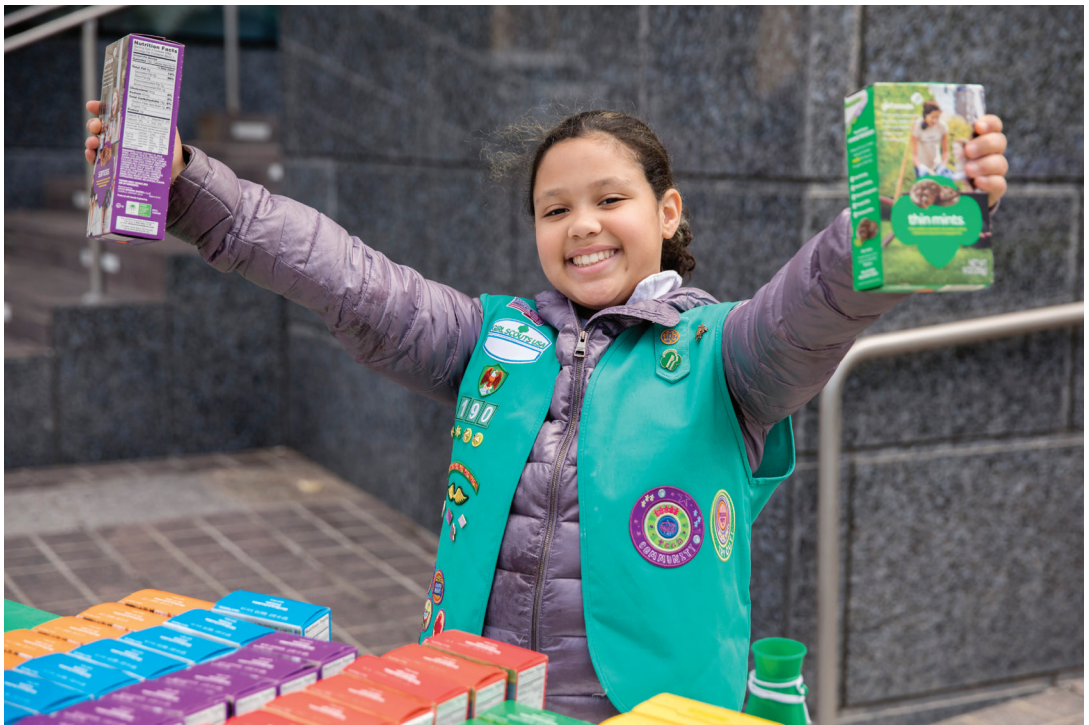
David and Susan Corby

Donald and Katherine Dahlstrom

Endowment Fund

Dorothy Dalee-Wilson Trust

John Dinsmore





Blanca Fauble
Joanne and Joseph Galvin
Tiffany and William Griffin
Denise L. Harris
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Elizabeth Hugel
Richard and Susan Lueders
Evelyn Milam
Vincenza Mueller
Jerry Norcia
Kathryn Ossian and James Linn
Pamela Paglino
Dane Parker
Raymond and Lisa Pelzer
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Jeremiah J. Shives
Paul Sinelli
Daniel F. Smith
Richard A. Sundquist
Mike Thibo
Stuart Trager
Michael W. Vore
Cathy Wood
Claudia Zayec

JULIETTE GORDON LOW GIVING SOCIETY

Girl Scouts of Southeastern Michigan is honored to recognize members of the Juliette Gordon Low Society who reflect the forward thinking vision and personal commitment of our fearless founder by including us in their estate plans.

- Adeline Adams
- Mary-Suzanne and James Bante
- Kathie Booth
- Denise Dalrymple
- H. Halladay Flynn
- Peter Keating
- Grace Kleinpell Trust
- Gloria Lara
- Bettyrae Malsom
- Elaine Marcotte
- Denise Minoletti
- Kathryn Ossian
- Pansy Lee Reeder Trust
- Nancy Philippart
- Heather Rivard
- Linda Rivard
- Kathy Weaver
- Donna J. Will
- Dorothy Willison



By joining the Juliette Gordon Low Society, you will help to ensure a future filled with promise and opportunity for the girls yet to come. For more information please contact Marc Berke, Chief Development Officer at 313-870-2569 or mberke@gssem.org.

GSSEM BOARD OF DIRECTORS

Telva McGruder, Chair of the Board

Candyce L. Foreman, Vice Chair

Maureen L Stapleton, Secretary

Kathy Weaver, Treasurer

Morgan Elliott Andahazy

Rajeshri Gandhi Bhatia

Cindy Carleton

Diane Mullan-Cromwell

Karen Ebben

Marianne Farley

Kevin S. Hendrick

Kevin Kernen

Mia McNeil

Sarah Pobocik

Jo Robinson

Lisa Hearn Shumpert

Stacy Snyder

Linda Taliaferro

Jamie Westrick

Angela Williams

OUR LOCATIONS

Clinton Township Service Center

42800 Garfield
Clinton Township, MI 48038

Detroit Service Center

1333 Brewery Park Blvd.
Suite 500
Detroit, MI 48207

Flint Service Center

111 E. Court Street
Flint, MI 48502

Port Huron Service Center

2186 Water Street
Port Huron, MI 48060

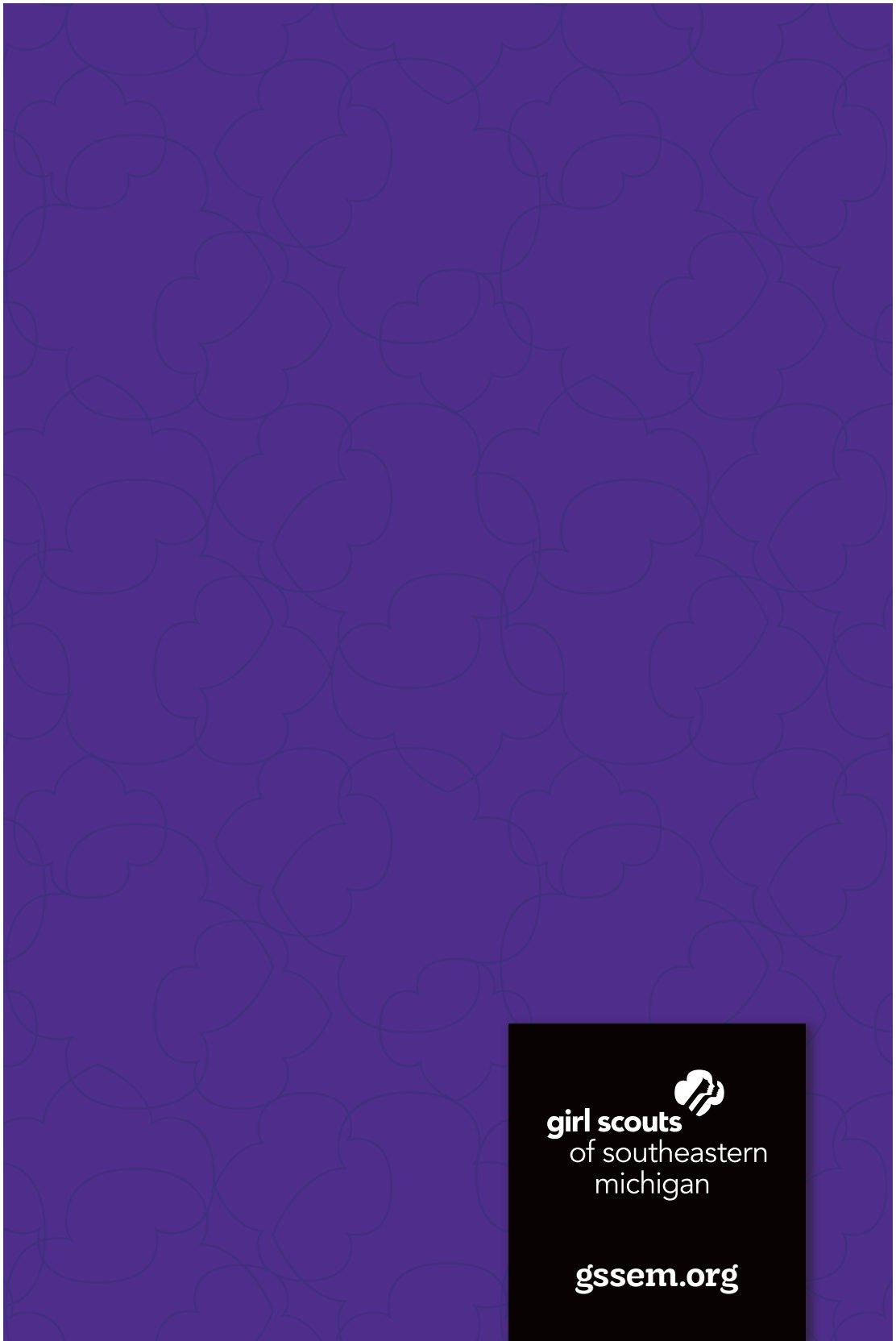
Southgate Service Center

1 Heritage Drive
Suite 130
Southgate, MI 48195

White Lake Service Center

8545 Highland Road
White Lake, MI 48386





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