



2020 Annual Report

girl scouts
of southeastern
michigan

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 (9/30/20)

Daisies	5,667
Brownies	7,668
Juniors	5,558
Cadettes	3,179
Seniors	690
Ambassadors	393
Grade Unreported	1
Adults	8,079



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

The unprecedented challenges we faced in 2020—and continue tackling today—have meant delivering programming this past membership year, support, and leadership experiences for our girls and volunteers in innovative ways. In true Girl Scout tradition, we met those challenges and kept GSSEM moving forward. We are proud of our many accomplishments, including holding an outdoor celebration of our **Highest Award** recipients, completing a successful **Girl Scout Cookie Program** during a pandemic, developing online **trainings** and **recognitions**, and creating online initiatives for **Outdoor Education** and **Programs**.

Between Girl Scouts of the USA and GSSEM, Girl Scouts families had countless opportunities to engage and have fun learning, doing, and growing—no matter where they were. While GSUSA was putting together its virtual programming hub **Girl Scouts at Home**, GSSEM went to work to create a robust menu of virtual offerings to keep Girl Scouts going for girls in our Council. We are so proud to have offered so many safe, virtual opportunities for girls and volunteers to stay engaged.

Even in such a difficult year, we were also proud to announce, with GSUSA, the launch of **24 new badges!** The new lineup helps girls practice ambitious leadership in the crucial areas of **automotive engineering, STEM career exploration, entrepreneurship, and civics**—many industries which remain male-dominated.

We could not have met the challenges of this past year without our valuable volunteers. Girl Scouts rolled out **gsLearn** to make sure that volunteers have on-demand training and learning opportunities available at their own pace and schedule. As a council, GSSEM strives to help volunteers do what they do best: lead girls on their journey to making the world a better place.

On a personal note from Monica:

When I started at GSSEM in May of 2020, I was looking to the future of GSSEM through a post-COVID lens, asking what our priorities for serving girls after the pandemic are. With all the country is experiencing as we address issues of pandemic recovery, and diversity, equity and inclusion, it is clear that GSSEM and Girl Scouts have a solid role to play in making the world a better place—for everyone. The programming, support and opportunities Girl Scouts gives girls to take action on what matters to them are invaluable. Every volunteer, donor and partner who gives of time and treasure to help girls build leadership skills is making an investment in the betterment our communities and the world. On behalf of myself, and the GSSEM staff, thank you for your dedication and support.

Yours in Scouting,



Telva McGruder
Chair of the Board



Monica Woodson
CEO



Girl Scouts of Southeastern Michigan Statement of Activities

For the Year Ended September 30, 2020

Public Support and Revenue:

Annual and Planned Giving	420,725
Corporate and civic groups	183,523
Foundations	245,334
Government Grant	10,000
United Ways	61,767
Special events - net of direct benefit to donors	70,552
In-kind-net	42,910
Change in beneficial interest	9,222
Total Public Support	<u>1,044,033</u>
Product Sales:	
Cookie and fall product revenue	13,499,314
Direct Costs	(6,236,546)
Gross profit on product sales	<u>7,262,768</u>
Program service fees	91,138
Merchandise sales:	
Gross revenue	672,167
Cost of sales	(467,779)
Gross profit on merchandise sales	<u>204,388</u>
Total Net Operating Revenue	<u>7,558,294</u>
Other revenue:	
Investment income (loss)	533,446
Rental income	1,964
Miscellaneous income	127,614
Total other revenue	<u>663,024</u>
Total Public Support And Revenue	<u>9,265,351</u>

Expenses:

Program services:	
Troop-Related Programs	6,644,146
Camp and Facility Operations	1,799,341
Total program services	<u>8,443,487</u>
Supporting services:	
Management and general	798,393
Fund Raising	618,536
Total supporting services	<u>1,416,929</u>
Total Operating Expenses	<u>9,860,416</u>
Increase (Decrease) in Net Assets From Operations	(595,065)
Other Changes in Net Assets:	
Gain or (loss) on sale/disposal of property	11,500
Increase (Decrease) in Net Assets	<u>(583,565)</u>



Statement of Financial Position as of September 30, 2020

Assets:

Cash and cash equivalents	3,895,893
Investments and beneficial interest in trusts	6,234,862
Receivables, Net	578,458
Inventory held for resale	455,168
Prepaid Expenses	294,169
Land, buildings and equipment - net	10,121,235
Total Assets	<u>21,579,785</u>

Liabilities And Net Assets:

Accounts payable and accrued expenses	677,280
Deferred grant revenue	212,448
Current Portion of Paycheck Protection Program Loan	380,262
Paycheck Protection Program Loan Payable (net of current portion)	443,638
Total Liabilities	<u>1,713,628</u>
Net Assets	<u>19,866,157</u>
Total Liabilities and Net Assets	<u>21,579,785</u>

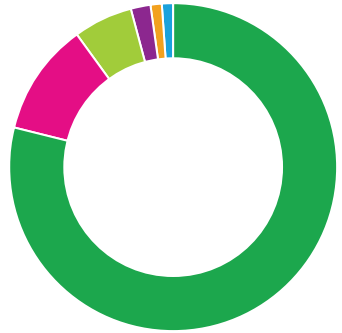
Financial statements and tax returns are
posted at: gssem.org/our_finances



2020 Financial Snapshot

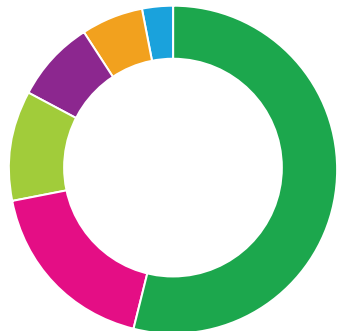
WHERE THE MONEY COMES FROM

■ Product Program	79%
■ Public Support	11%
■ Investment Revenue	6%
■ Merchandise Sales, net	2%
■ Program Fees	1%
■ Miscellaneous	1%



WHERE THE MONEY GOES

■ Troop Related Programs	54%
■ Troop and Camp Operations	18%
■ Product Program	11%
■ Management & General	8%
■ Fund Raising	6%
■ Retail Merchandise Costs	3%

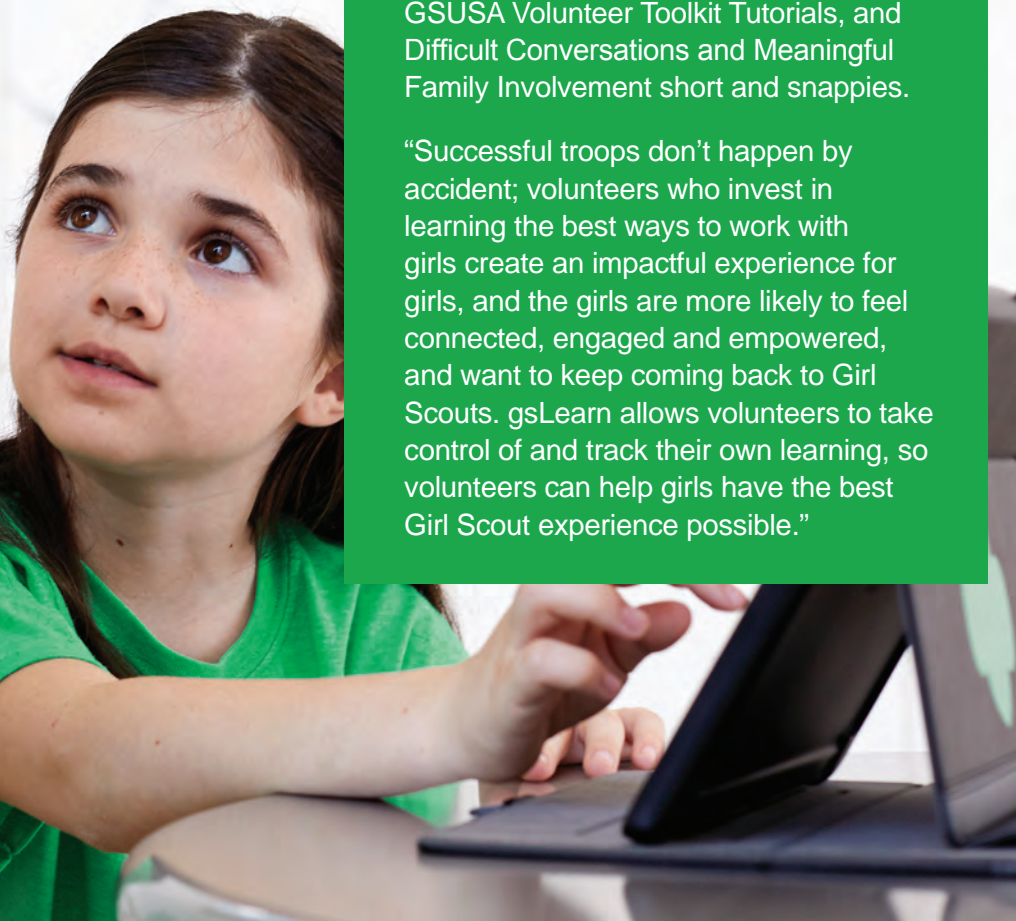




Volunteer learning is easier, more convenient and rewarding with gsLearn

Membership Year 2020 saw the rollout of gsLearn, GSUSA's new learning management system. GSSEM made gsLearn available in June 2020. gsLearn houses more than 40 of GSSEM's online, on-demand trainings and automatically tracks completion, saving achievements to each volunteer's account. gsLearn also manages registration for all live, instructor-led trainings. More than 1,000 trainings have been completed in gsLearn, with some of the most popular being GSUSA Volunteer Toolkit Tutorials, and Difficult Conversations and Meaningful Family Involvement short and snappies.

"Successful troops don't happen by accident; volunteers who invest in learning the best ways to work with girls create an impactful experience for girls, and the girls are more likely to feel connected, engaged and empowered, and want to keep coming back to Girl Scouts. gsLearn allows volunteers to take control of and track their own learning, so volunteers can help girls have the best Girl Scout experience possible."





Cookie Celebrations on-the-go!

The saying goes, “nothing can stop a Girl Scout,” and that could not have been truer in 2020. GSSEM celebrated the achievements of 1,064 top cookie seller Girl Scouts at mobile cookie celebrations last summer. Drive through celebrations were held in parking lots at venues throughout the GSSEM service region including in Southgate, Livonia, Troy, Clinton Township and Flint. The celebrations were complete with drive up announcements

of each girl’s number of boxes sold, dessert-to-go station and cheering sections made up of staff and volunteers.



Virtual Outdoor Adventures!

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. Despite the ongoing pandemic, GSSEM remains committed to getting more girls outdoors. More than 1,500 girls registered for virtual camp in 2020, while 210 girls, leaders, and families safely camped at Camp Hawthorn Hollow. Additionally, 187 girls attended camp programs and events, along with 32 of their parents. GO! Kits were also a huge hit, as more than 1800 kits were delivered to girls seeking outdoor adventures at home.



GSSEM Shifts to Virtual Programming

Girl Scouts take charge of their own leadership experience, choosing the exciting, hands-on activities and programs that interest them most. GSSEM Programming looked a little different this past year, but girls were still able to (virtually) meet with their troops, earn badges, complete our many patch programs, and continue to lead.

GSSEM developed a three-part At-Home Pillar Patch program while GSUSA also launched 24 new badges in STEM, entrepreneurship, and civics so everyone could continue to learn while social distancing. Girls earned 678 STEM, 615 financial literacy, and 730 Life Skills At-Home patches. More than 76 girls registered for Digital Daisies where new and returning Daisies participated in an eight-week program to earn their Daisy petals. Girls also learned what the Girl Scout Law means and explored the Daisy Flower Garden through several interactive activities.



Responsible for what we say and do
bed mop trash
laundry dishes
toys sweep
milk phone
find things
tool plow
wash hands



2020 Highest awards—Drive-In Style!

Attendees of the 2020 Honor Reception did not applaud for the 19 Gold Awardees, and 99 Silver Awardees, and graduating seniors. Instead, they tooted their horns! The 2020 Honor Reception was held drive-in movie theatre style, and provided a safe and unique venue during a very unusual year. GSSEM annually honors the exceptional achievements of Girl Scouts who embody outstanding leadership, personal development and commitment. GSSEM also named the 2020 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 received a \$500 scholarship to an institute of higher learning while our GSSEM Young of Woman of distinction received an additional \$2,500. Our Young Woman of Distinction scholarship is provided by the Nancy L. Philippart and Thomas F. McGrail Fund.



2020 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. Girl Scout **Maansi Nema** earned a Gold Award for her project, STEM for All, and was also selected as the 2020 GSSEM Young Woman of Distinction!

For her Gold Award project, Mansi took action to break the stigma of STEM being too “hard” or “nerdy” and get more girls involved in these careers. She created, planned, and hosted an annual STEM Night and has worked with more than 20 organizations from the University of Michigan, local science centers, businesses, and Michigan State University, to talk about STEM careers. She also implemented weekly STEM workshops at Feed the Need, a local summertime lunch program. Through this, she was able to reach out to more than 25,000 people in not only her community, but surrounding communities as well.

As the GSSEM YWOD, Maansi will represent the Council at events and meetings, speak at the 2021 Honor Reception, earn a \$2,500 scholarship for college, and throw out the first pitch at a Detroit Tigers home game! Congratulations, Maansi!



Maansi Nema



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

\$25,000 - \$49,999

Children's Foundation
Comcast NBCUniversal
Foundation
Community Foundation of
Greater Flint
Detroit Auto Dealers Association
DTE Energy Foundation
Elizabeth, Allan & Warren Shelden
Fund
Ford Motor Company Fund
United Way of Genesee County

\$10,000 - \$24,999

Antonelli Financial Advisors
Citizens Bank
Oliver Dewey Marcks Foundation
PNC Bank
The Rite Aid Foundation KidCents
The Whiting Foundation
TUKTAWA Foundation
United Way for Southeastern
Michigan
United Way of St. Clair County

\$2,500 - \$9,999

Arrow Strategies
BASF Corporation
Benson & Edith Ford Fund
Blue Cross Blue Shield of Michigan

Comerica Bank
Community Foundation for
Southeast Michigan
Crain Communications Inc.
Ernst & Young LLP
Flagstar Bank
General Dynamics Land Systems
General Motors
Hylant
Jane and Frank Warchol
Foundation
JLL
Marathon Oil Company
Masco Corporation
McLaren Health Care
MGM Grand Detroit
Preferred Moving & Storage, Inc.
Ruby and Associates
TCF Commercial Banking
The Detroit Pistons Basketball
Company
United Way of Monroe County
United Way of Sanilac County
Vandyke Horn
W3R Consulting
William Beaumont Hospital
Women Business Owners of
Southeastern Michigan

Corporate and Foundation Giving continued

\$1,000 - \$2,499

Anna Paulina Foundation
AON Risk Solutions
Baker Tilly
Blue Heron Talent, LLC
BorgWarner, Inc.
Brooks Kushman P.C.
BSB Communications, Inc.
CNS Hospice
Compass Commercial ITRA Global
Epitec
Evans Distribution Systems
Global Marketing Impact, LLC
GVSU Charter School Office
Howard and Howard Attorneys, P.C.
JPMorgan Chase & Co.
JRC Logistics
MarxModa.com
McUBED Staffing LLC
Oakland University
Ossian Law P.C.
Quicken Loans, Inc.
Secureworks
Stout Financial Services

Systems Technology Group Inc
The Athena Financial Group
The Detroit Tigers
The Elmira L. Rhein Family
Foundation
The Kroger Company
Trophy Nut Company
United Road
United Way of Greater Atlanta
United Way of Greater Toledo
Vision Integration Technologies Inc
Wolverine Packing Co.
WWK Investments, Inc.

\$999-\$500

McCarthy & Smith, Inc.
National Engineers Week
Foundation
Placement Management Center
LLC
Shelby Community Foundation
United Way of Metropolitan Dallas,
Inc.



Individual Giving

\$100,000 & Up

Myrene Petitpren Trust

\$99,999 - \$50,000

Julie Dawson

\$24,999 - \$10,000

A.G. Bishop Charitable Trust

Grace Kleinpell Trust

Lula Wilson Trust

Pansy Lee Reeder Trust

\$9,999 - \$2,500

JoAnn Brown

Cynthia and Stephen Carleton

Morgan Elliott Andahazy and

Ladislaus Andahazy

Candyce Foreman and

Michael Wiacek

Kevin and Barbara Hendrick

Kelle and Christopher Illitch

Elaine Marcotte

Telva and David McGruder

Nancy Philippart and

Thomas McGrail

Sarah and Daniel Pobocik

Linda and Christopher Taliaferro

Kathy and Jeffrey Weaver

\$2,499 - \$1,000

Barbara and Gregory Allushuski

Mary-Suzanne and James Bante

P. Jeffrey Baytarian

Marc and Sharon Berke

Jacqueline and Gerald Bucsi

Denise Dalrymple and

Donald Austin

Ava Danner

Kelly Houseman

Peter and Eilish Keating

Individual Giving continued

Kevin and Carrie Kernen

Mia McNeil

Denise Minoletti and

Stephen Little

Diane Mullan-Cromwell and

Brad Cromwell

Rebecca and Gary Sakwa

Maureen Stapleton

Jamie and Adam Westrick

\$999 - \$500

Suzanne and Jerry Antonelli

Fran Clancy

Avern Cohn

David and Susan Corby

Donald and Katherine Dahlstrom

Abbey Dienes

Angelo DiMichele

Karen Ebben

M. Christine and Robert

Fontichiaro

Joanne and Joseph Galvin

Denise Harris

Denise Hartmann

Don Hodgson

Elizabeth Hugel

Lisa Ilitch Murray

Daniel Maine

Ken Meck

Joe Musallam

Donald Priest



Terri Renshaw

Janet Robertjohn

Jacqueline Robinson

David Ruby

Michele Samuels

Terri Schroeder

Justine Scriptunas

Yvonne Sesi

Lillian Swann Brincefield

Michael and Marcelle Vore

Witold Wasniewski

Daniel Wiener

Cathy Wood

Diane and Randy Young

Scott Zyrek



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

Erik and Eva Andersen

Girl Scout Movement-wide

Planned Giving Challenge

Mary-Suzanne and

James Bante

Dianne Belk and Lawrence

Calder Girl Scout

Movement-wide Challenge

Planned Gift

Kathie Booth

Denise Dalrymple

H. Halladay Flynn

Peter Keating

Grace Kleinpell

Gloria Lara

Bettyrae Malsom

Elaine Marcotte

Denise Minoletti

Lisa K. Morse

Kathryn Ossian

Pansy Lee Reeder

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

Candyce L. Foreman, Vice Chair

Jo Robinson, Secretary

Kathy Weaver, Treasurer

Director-at-Large Members

Morgan Elliott Andahazy

Rajeshri Gandhi Bhatia

Cindy Carleton

Gregg Christenson

Diane Mullan Cromwell

Karen Ebben

Marianne Farley

Kevin Hendrick

Kevin Kernen

Mia McNeil

Sarah Pobocik

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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