



2021 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, Genesee, 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 (9/30/2021)

- Daisies: 3,242
- Brownies: 4,450
- Juniors: 3,886
- Cadettes: 2,568
- Seniors: 631
- Ambassadors: 366
- Adults: 6,231





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

From our first ever Family Day in the Park, which welcomed more than 1,500 current and prospective Girl Scout families for a fun day at Detroit's Palmer Park, to Camp CEO, where Cadette, Senior and Ambassador Girl Scouts connected with caring, professional women mentors for inspiration and adventure. GSSEM staff and volunteers made sure that Girl Scouts continued to be a consistent champion for girls providing opportunities for them to learn, grow, and unleash the leader within.

The year was not without its challenges. Just like other industries, surging Coronavirus numbers, the changing workforce landscape and supply chain issues affected our organization. It meant staying adaptable and making quick decisions to ensure safety while keeping girls engaged. We are proud that we took advantage of the wonderful Michigan summers where we were able to recognize our Volunteer National Awards recipients, honor our High Award Girl Scouts, celebrate our girls' cookie successes, and reach prospective new Girl Scout families—all in the great outdoors!

In keeping with our commitment to work to engage more girls of color, GSSEM hired a Chief Diversity, Equity and Inclusion Officer, and began efforts to increase Girl Scouts presence in the city of Detroit. We also established new partnerships with the Detroit Pistons and American Axle Manufacturing while maintaining relationships with other Detroit-based partner corporations and groups who support girl leadership and Girl Scouts mission of building girls of courage, confidence

and character who make the world a better place. Additionally, we began engaging our volunteers in discussions about how GSSEM can be more inclusive of girls of all ethnicities, faiths, abilities and across the gender identity spectrum. We are looking forward to making even greater strides on these important issues on the local and national front, in keeping with GSUSA's developing guidance.

Society as a whole is changing fast. Girls' wants and needs to feel prepared and equipped to succeed are changing just as rapidly. GSSEM and the Girl Scouts movement is poised to meet girls where they are, and be the champion girls need to imagine, pursue and achieve their goals and dreams. We are thankful for the dedicated volunteers and partners, families and girls who stayed committed to our movement here in southeast Michigan and look forward to welcoming new Girl Scouts to our sisterhood.

Yours in Girl Scouting,



Telva McGruder
Chair of the Board



Monica Woodson
CEO





Girl Scouts of Southeastern Michigan Statement of Activities

For the Year Ended September 30, 2021

Public Support and Revenue:

Annual and Planned Giving	250,671
Corporate and civic groups	284,303
Foundations	183,779
Government Grant	823,900
United Ways	54,430
Special events - net of direct benefit to donors	87,338
In-kind-net	18,075
Change in beneficial interest	72,356
Total Public Support	<u>1,774,852</u>

Product Sales:

Cookie and fall product revenue	10,840,261
Direct Costs	(5,032,074)
Gross profit on product sales	<u>5,808,187</u>
Program service fees	250,798
Merchandise sales:	
Gross revenue	535,805
Cost of sales	(418,077)
Gross profit on merchandise sales	<u>117,728</u>
Total Net Operating Revenue	<u>6,176,713</u>

Other revenue:

Investment income (loss)	1,095,418
Rental income	2,203
Miscellaneous income	128,557
Total other revenue	<u>1,226,178</u>
Total Public Support And Revenue	<u>9,177,744</u>

Expenses:

Program services:

Troop-Related Programs	6,837,004
Camp and Facility Operations	1,882,156
Total program services	<u>8,719,160</u>

Supporting services:

Management and general	794,028
Fund Raising	527,114
Total supporting services	<u>1,321,142</u>
Total Operating Expenses	<u>10,040,302</u>
Increase (Decrease) in Net Assets From Operations	(862,558)
Other Changes in Net Assets:	
Gain or (loss) on sale/disposal of property	2,110,611
Increase (Decrease) in Net Assets	<u>1,248,053</u>

Statement of Financial Position

as of September 30, 2021

Assets:

Cash and cash equivalents	1,244,541
Investments and beneficial interest in trusts	7,904,169
Receivables, Net	107,317
Inventory held for resale	335,055
Prepaid Expenses	278,180
Notes Receivable (current portion)	857,425
Land, buildings and equipment - net	7,138,924
Notes Receivable (long term)	4,000,000
Total Assets	<u>21,865,611</u>

Liabilities and Net Assets

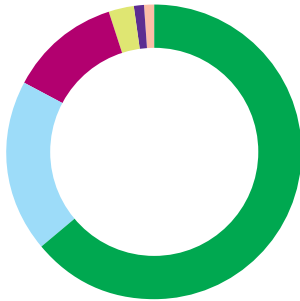
Accounts payable and accrued expenses	616,780
Deferred grant revenue	134,621
Total Liabilities	<u>751,401</u>
Net Assets	<u>21,114,210</u>
Total Liabilities and Net Assets	<u>21,865,611</u>



2021 Financial Snapshot

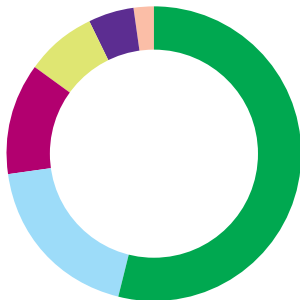
Where the Money Comes From

■ Product Program	64%
■ Public Support	19%
■ Investment Revenue	12%
■ Program Fees	3%
■ Miscellaneous	1%
■ Merchandise Sales, net	1%



Where the Money Goes

■ Troop Related Programs	54%
■ Troop and Camp Operations	19%
■ Product Program	12%
■ Management & General	8%
■ Fund Raising	5%
■ Retail Merchandise Costs	2%





Volunteers

72

Volunteers
honored at the
2021 VNA

5,661

Volunteers

48

Volunteer
trainings offered,
taken

31%

Volunteers
use VTK*

*Volunteer Toolkit (VTK)

Volunteer Toolkit is a fully customizable digital planning tool accessible on any computer, tablet, or mobile device and provides volunteers with Girl Scout program content, award requirements, and other resources.

Engaging volunteers online was essential during the pandemic. Volunteers were able to engage with troops online (VTK), attend our virtual volunteer conference, complete multi-module training online courses on gsLearn so that older Girl Scouts can hone leadership skills. The staff and volunteer Religious Relationships Committee worked together to produce a virtual My Promise, My Faith training event that had hundreds of registered attendees from our council, and multiple states and countries.





Product Programs

1,063

Girl Scouts
Top Sellers
(600+ boxes
of cookies)

11,177

Boxes sold
by GSSEM's
top-seller.

2,496,826

Boxes
of cookies!

72,082

Boxes donated to
Soldier's Angels
(over 25% increase
from 2020)

316

Boxes sold per
Girl Average (PGA)
(40% increase from 2020,
despite membership
being down)

\$25,000

Cookies were donated
to local nonprofits by our
corporate partners via
the Corporate Cookie
Bulk Buy program.





Camp & Outdoors

2,589

Girl Scouts visited Camp Hawthorn Hollow (CHH) in 2021 for One-Day Events, Family and Troop Camping and summer camp programming.



436

Girls Scouts camped on their own at Camp Playfair.

1,100

Girls at outdoor events across the council.

200

Girls participated in volunteer-run day camps.



300

Girls camped at CHH over the course of seven weeks. They made great memories – and all were COVID-free!





2021 Highest Awards

The Girl Scout Gold Award, Silver Award, and Bronze Award allow Girl Scouts to prove they've got what it takes to build a better today—and tomorrow. All three awards give girls the chance to do big things while supporting an issue they care about.

www.gssem.org/highawards

13

Gold
Awardees

89

Silver
Awardees

200

Bronze
Awardees

153

Graduating
Seniors





2021 GSSEM Young Woman of Distinction

For her Gold Award project, Isabella addressed the issue of anxiety in children who have to go to court. As a child, Isabella visited her grandmother, a former judge, in court and saw the scared look on the faces of children. Isabella took action to educate and prepare children for court by publishing a book (in English and Spanish) called Justice the Court Dog and the Missing Gavel. Her target audience was children who have to testify in court. In order to reach these children, she directed her attention to judges, lawyers, guardian ad litem, Friend of the Court referees, and child advocacy centers in all 50 states. More specifically, she partnered with a retired judge and a retired Friend of the Court referee from Oakland County Probate Court. She also partnered with English, Spanish and Digital Photography teachers as part of the team.

The book teaches children about the courthouse and about the people and places they will encounter in a courthouse to lower their anxiety. She also created an activity book with games to teach children in a playful manner. Isabella distributed her materials to more than 100 legal experts throughout the nation, and created a website to house her materials for current and future use. In addition, 71 books were purchased directly through Amazon. She was successfully able to drive her target audience to her website, leading to 1,009 hits, 115 downloads of the activity book, and 63 video views. Furthermore, Isabella received feedback from judges and others across the nation indicating that they were excited to put her resources into action in order to help children who have to go to court.





Individuals, Corporate and Foundation Giving

Girl Scouts of Southeastern Michigan gratefully acknowledges the contributions of our donors and funders (\$500 and above) who made an investment in our local girls. The gifts below were made between October 1, 2020 and September 30, 2021.

\$100,000+

Detroit Public Schools
Community District

\$50,000-\$99,999

Julie Dawson

\$25,000-\$49,999

Community Foundation
of Greater Flint
Community Foundation
for Southeast Michigan
The Elizabeth, Allan &
Warren Shelden Fund
United Way of Genesee County
United Way for Southeastern
Michigan

\$10,000-\$24,999

Anonymous
A.G. Bishop Charitable Trust
Citizens
Colina Foundation
DTE Energy Foundation
Ford Motor Company Fund
General Motors
Grace Kleinpell Trust
The Estate of Mr. H. Halladay
Flynn and Mrs. Jean E.
Craig-Flynn

MGM Grand Detroit
Pansy Lee Reeder Trust
Nancy L. Philippart &
Thomas McGrail
PNC Bank
TUKTAWA Foundation
The Whiting Foundation

\$2,500-9,999

American Axle & Manufacturing
Corporate Giving
Anna Paulina Foundation
Antonelli Financial Advisors
AON Risk Solutions
Jo Arnold Robinson
Arrow Strategies
BASF Corporation
Benson & Edith Ford Fund
Dionisia Beckett
Blue Cross Blue Shield
of Michigan
Clark Hill, PLC
Comcast NBCUniversal
Foundation
Consumers Energy
Delta Dental
Detroit Pistons
Karen and Mark Ebben
Epitec

Ernst & Young LLP
Flagstar Bank
Girl Scouts of the USA
G-TECH
HAP
Hastings Mutual Insurance Co.
Kevin and Barbara Hendrick
Marilyn Horn & Company
Hylant
Karen Colina Wilson Foundation
Peter and Eilish Keating
LA-Z-BOY Foundation
Marathon Petroleum
Elaine T. Marcotte
Masco Corporation
McLaren Health
Telva and David McGruder
Meritor, Inc.
Michigan State University
Federal Credit Union
Diane Mullan-Cromwell and
Brad Cromwell
Sarah and Daniel Pobocik
Ruby + Associates
Stella & Frederick Loeb
Charitable Trust
Strategic Staffing Solutions
TCF/Huntington Bank
United Road Services



Individuals, Corporate and Foundation Giving cont.

United Way of Sanilac County
United Way of St. Clair County
Jane and Frank Warchol
Foundation
Kathy and Jeffrey Weaver
Young Women's Home
Association
Youth Foundation of America

\$1,000-\$2,499

Barbara and Gregory Allushuski
Ally Financial
American Axle & Manufacturing
Anonymous Employees
Aptiv Foundation
Mary-Suzanne and James Bante
P. Jeffrey Baytarian
BorgWarner
BSB Communications
Gregg Christenson
Cynthia and Stephen Carleton
Ava Danner
Detroit Manufacturing Systems
Morgan Elliott Andahazy and
Ladislav Andahazy
The Elmira L. Rhein Family
Foundation
Candyce Foreman and
Michael Wiacek
Sally Freels and Craig Fahle
Joanne and Joseph Galvin
Grand Street Capital

Kevin and Carrie Kernen
Kiwanis Club No. 1 of Detroit
The Kroger Company
Robyn S. Marcotte
Christopher & Dianne May
Michigan First Credit Union
Christopher Miller
Denise Minoletti and Stephen
Little
Shelby Community Foundation
Endowment Fund
Michael Simonte
Stacy Snyder
Stout
Linda and Christopher Taliaferro
Star Trax
David and Peg Upmeyer
Jamie and Adam Westrick
Wolverine Packing
Monica Woodson

\$500-\$999

Anonymous
Aha! Leadership
Aon Matching Gift Program
Athena Financial & Diane Young
Sharon and Marc Berke
Elizabeth K. Briody &
Marc Robinson
Rebecca Buckner
Jacqueline and Gerald Bucsi
Don Cameron

David and Susan Corby
Donald and Katherine
Dahlstrom
Joanne Faycurry
Elite Imaging Systems
Elnora Ford
John Foster
Austin Gerding
Lora Graentzdoerffer
Donald Joseph
Kendra Scott LLC
Kettering University
Mia McNeil
David Morse
Alex and Sylvia Murray
Kathy Ossian and James Linn
Cheryl Pilcher
Terri Renshaw
Sandra Rynalski
Sacshe Construction
Elan Sandelin
Justine Scriptunas
Karen Steitz
Bryan Thomas
Michael and Marcelle Vore
Tim Wang
Witold Wasniewski
Angela Williams
Cathy C. Wood
WWK Investments



In Honor and In Memory Giving

Tribute contributions recognize friends or family members for a special occasion or in tribute to an individual. The gifts below have been made in honor or memory of the individuals listed below.

In Honor Of

Elaine Marcotte
Robyn & Gordon Marcotte
Diane Mullan-Cromwell
Cindy Welchko for STEM

In Memory Of

Anonymous
Jeanette Botti
Sonia Davich
Kathy Fruechtenicht
Philomena Gehringer
Jeanne Gierak
Steve & Mary Gierak
Mr. & Mrs. Anthony Giorgio
Suzanne Hughes
Cindy Jones
Betsey Kastner
Vicki Owens
Virginia Vanderbeke for Clinton
Township girls
Phyllis Wesley





Juliette Gordon Low Planned Giving Society

Girl Scouts of Southeastern Michigan is honored to recognize individuals who reflect forward thinking, vision and personal commitment by including us in their estate plans.

Adeline Adams	Denise Dalrymple	Bettyrae Malsom	Pansy Lee Reeder
Erik and Ava Andersen	Julie Dawson	Elaine Marcotte	Heather Rivard
Mary-Suzanne and James Bante	H. Halladay Flynn	Denise Minoletti	Katherine Weaver
Dianne Belk and Lawrence Calder	Linda Hillier-Rivard	Lisa K. Morse	Dona J. Will
Kathie Booth	Peter Keating	Kathryn Ossian	Dorothy Willison
	Grace Kleinpell	Lisa Pelzer	
	Gloria Lara	Nancy L. Philippart	

Employee Giving Campaign

Thank you to the following staff for their incredible dedication and financial contributions to Girl Scouts of Southeastern Michigan. FY2021 staff giving totaled more than \$15,000.

Gretchen Abrams	Kortney Dennings	Judy Lansky	Ellen Schutt
Audra Balcarcel	Ny Derry	Sylvana K. Lee-Smith	Katherine Shaffer
Edi Barci	Elizabeth Disney	Marsha Mack-Smith	Katelyn Snover
P. Jeffrey Baytarian	Andrea Evans	Marrah Madsen	Heidi Spurlock
Chasity Benson	Darci Essmaker	Christina Marshall	Imani Sutton
Marc Berke	Shannon Fransen	Kim McJunkin	Amanda Thomas
Orvella Bettis	Sally Freels	Rebecca Miller	Leatrice Thompson
Kristy Bissett	Jeffrey Grattan	Denise Minoletti	Mari Townsend
Angela Bluhm	Dan Greenia	Allyson Miron	Michael W. Vore
Elizabeth Bogner	Tiffany L. Griffin	Terry Moak	Sherri Warner
Elizabeth Bruer	Murphy Hammer	Logan Moore	Monike Welch
Devin Brown	Melissa Hardy	Val Moskalik	Marketia White
Jaqueline Bucsi	Janette Heiing	Keyocia Murphy	Nafeesah Williams
Stephanie Call	Yavonkia Jenkins	Candace Myshock	Elizabeth Wilson
Falicia Carr	Marisa Jewell	Chris Nichols	Ruth Wilson
Karen Chappell	Walter Jovaisa	Heather O'Connor	Giovanna Womacke
Jasmine Dandridge	Devante Kennedy	Katrina Palmer	Monica L. Woodson
Denise Davidson	Amy Kubli	Wendy Peace	Cheryl Ziegler
Adrian Davis	Sandra Laesser	Sara Sanders	
Jennie M. David	Jaqueline Lamb		



GSSEM Board of Directors

Telva McGruder, Chair
Candyce Foreman, Vice-Chair
Jo Robinson, Secretary
Kathy Weaver, Treasurer

Directors 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 Twp Service Center & Council Shop
42800 Garfield Rd
Clinton Twp, MI 48038

Detroit Service Center
1333 Brewery Park Blvd, Ste 500
Detroit, MI 48207

Flint Service Center
Plaza One Building
111 E Court St, Suite D
Flint, MI 48502

Port Huron Service Center NEW LOCATION!
Birchwood Mall
4350 24th Ave, Space 518
Fort Gratiot, MI 48059

Southgate Service Center
1 Heritage Place, Ste 130
Southgate, MI 48195

White Lake Service Center
8545 Highland Rd
White Lake, MI 48386

Camp Hawthorn Hollow (CHH)
1046 Mayer Rd
Columbus, MI 48063

Camp Playfair (CPF)
3135 Lakeshore Rd
Lexington, MI 48450

www.gssem.org