



2023 Annual Report

girl scouts 
of southeastern
michigan



GSSEM Vision

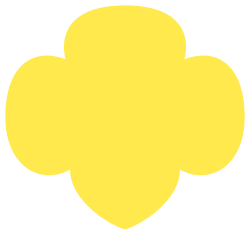
GSSEM is the premier leadership organization for girls in the southeast Michigan region. Our dedicated staff and program offerings make GSSEM the organization of choice for girls and their families and caring adults who are committed to the Girl Scout Mission.

GSSEM Service Area

GSSEM serves Oakland, Macomb, Genessee, St. Clair, Sanilac, and parts of Wayne and Monroe 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 Membership (9/30/2023)

- Daisies: 3,836
- Brownies: 4,714
- Juniors: 4,024
- Cadettes: 2,664
- Seniors: 671
- Ambassadors: 375
- Grade Unreported: 0
- Adults: 4,367
- Lifetime Members: 2,218





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 are proud of the difference that Girl Scouts continues to make in the lives of girls in southeast Michigan. In the 2022-2023 membership year, we saw our girls set and accomplish new goals, achieve new heights, and take on new challenges. From a national award-winning essay on space science written by GSSEM's own Girl Scout Cadette Abigail Johnson to our Young Woman of Distinction Nisha Singhi, who helped changed legislation around balloon releases, our girls are living the Girl Scout Mission out loud. We could not be more thrilled and excited about the future of Girl Scouting.

GSSEM continues working to be a community resource and partner for families, educational entities, and other groups who share in our commitment to raising awesome girls. As part of a restructured programming focus on Girl Scouts program pillars (STEM, Outdoor Education, Entrepreneurship, and Life Skills), GSSEM added college and career readiness programming to its key focus areas. We hired experienced program staff dedicated to each program pillar and rounded out the team with a deputy chief research and evaluation officer. This position serves to substantiate programming outcomes and engage membership in meaningful research and data gathering to improve the overall Girl Scouting experience offered by GSSEM.

With the support of General Motors, GSSEM commissioned a study conducted by Data Driven Detroit titled STEM Opportunity in Southeast Michigan. The findings of the study, compiled from public sources including the Office of Civil Rights (OCR), MI School Data and GSSEM, will help GSSEM to drive resources,

including our upcoming Mobile STEAM Lab, powered by GM, with support from Comcast and Vilcek Foundation.

In July 2023, GSSEM received historic first-time funding from the State of Michigan, which we earmarked to bring Girl Scout programming to even more southeast Michigan girls.

As always, GSSEM and our dedicated staff worked to provide greater resources and support to our amazing volunteers. Both the Flint and Southgate Service Centers were relocated and upgraded, including opening a boutique shop in Southgate. GSSEM appreciates our tireless volunteers and partners, the families who support girls, and the Girl Scouts who come back to continue their leadership journey with us each year. We know that the longer girls remain active in Girl Scouts the greater successful life outcomes they experience.

Thanks to everyone who made this past Girl Scouts year one of the best yet. We are excited about the journey ahead!

Yours in Girl Scouting,

Candyce Foreman
Interim Chair of the Board



Monica Woodson
CEO



Take a bite Scout co



Girl Scouts of Southeastern Michigan Statement of Activities

For the year ending September 30, 2023

Public Support and Revenue:	
Annual and Planned Giving	155,184
Corporate and civic groups	184,364
Foundations	175,496
Government Grant	2,231
United Ways	66,514
Special events -	29,604
net of direct benefit to donors	
In-kind-net	6,624
Change in beneficial interest	31,362
Total Public Support	<u>651,379</u>
Product Sales:	
Cookie and fall product revenue	13,912,448
Direct Costs	<u>(6,608,252)</u>
Gross profit on product sales	<u>7,304,196</u>
Program service fees	455,242
Merchandise sales:	
Gross revenue	733,778
Cost of sales	<u>(479,514)</u>
Gross profit on merchandise sales	<u>254,264</u>
Total Net Operating Revenue	<u>8,013,702</u>
Other revenue:	
Investment income (loss)	590,098
Miscellaneous income	294,410
Total other revenue	<u>884,508</u>
Total Public Support And Revenue	<u>9,549,589</u>
Expenses:	
Program services:	
Troop-Related Programs	7,925,956
Camp and Facility Operations	<u>1,846,951</u>
Total program services	<u>9,772,907</u>

Supporting services:	
Management and general	948,940
Fund Raising	460,807
Total supporting services	<u>1,409,747</u>
Total Operating Expenses	<u>11,182,654</u>
Increase (Decrease)	(1,633,065)
in Net Assets From Operations	
Other Changes in Net Assets:	
Gain or (loss) on sale/disposal	(14,076)
of property	
Increase (Decrease) in Net Assets	<u>(1,647,141)</u>

Statement of Financial Position

as of September 30, 2023

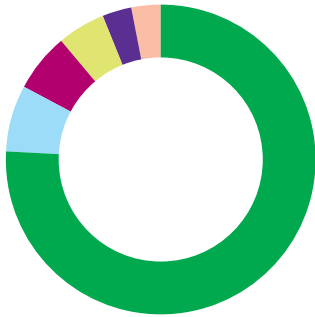
Assets:	
Cash and cash equivalents	4,970,672
Investments and beneficial interest	8,354,238
in trusts	
Receivables, Net	73,697
Inventory held for resale	236,515
Prepaid Expenses	282,444
Notes Receivable (current portion)	1,000,000
Land, buildings and equipment - net	6,076,476
Operating right-of-use asset	1,686,549
Total Assets	<u>21,680,591</u>
Liabilities and Net Assets	
Accounts payable and accrued expenses	757,103
Operating lease liability	368,812
Deferred grant revenue	44,676
LT Operating Lease Liability	1,416,240
Total Liabilities	<u>2,586,831</u>
Net Assets	
Without donor restriction	17,804,232
With donor restriction	1,289,528
Total Liabilities and Net Assets	<u>21,680,591</u>



2023 Financial Snapshot

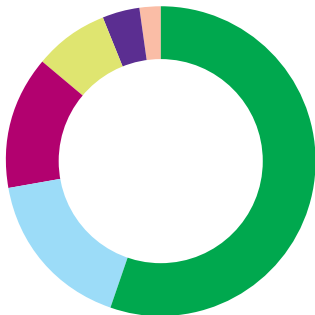
Where the Money Comes From

Product Program	76%
Public Support	7%
Investment Revenue	6%
Program Fees	5%
Miscellaneous	3%
Merchandise Sales, net	3%



Where the Money Goes

Troop Related Programs	55%
Troop and Camp Operations	17%
Product Program	14%
Management & General	8%
Fundraising	4%
Retail Merchandise Costs	2%





Volunteers

78

live trainings offered to volunteers

551

volunteers took a live training

96%

first year troop leaders completed Troop Leader Orientation

91%

first year troop leaders completed a Grade-Level Essentials training

94%

volunteers attended a mixer event

78

volunteers honored with a Volunteer National Award

22

community partners recognized with the Friend of Girl Scouting award

16

volunteers received Girl Scout religious recognitions

7,129
volunteers

GSSEM's Volunteer Experience Team expanded live and asynchronous learning opportunities in Membership Year 2023. The 90-minute Managing Girl Scout Behavior webinar gave volunteers the tools to handle behavioral challenges they observe in their troop. The 60-minute Key Policies webinar explored must-know policies for volunteers to provide a safe and inclusive Girl Scout experience for troops. GSSEM also offered two youth mental health first aid trainings and certified 11 individuals, empowering them to recognize the signs and symptoms that suggest a potential mental health challenge and apply mental health first aid in crisis and non-crisis situations. GSSEM also introduced a new training requirement to ensure that new leaders were prepared to lead in an age-appropriate way. More than 90% of first year troop leaders completed a Grade-Level Essentials training specific to the level(s) they lead in their troop.





Product Programs

1,063

Girl Scouts were top sellers (600+ boxes of cookies)

11,177

Boxes sold by GSSEM's top seller

2,496,826

Total boxes sold combined through booths, paper orders, and digital cookie

72,082

Boxes donated to Soldiers' Angels

316

Per Girl Average (PGA) of boxes sold by each girl

\$25,000

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





Camp & Outdoors

Outdoor education is an integral part of Girl Scouts and our girls love being outside! Not only does the great outdoors build confidence and environmental awareness, but it also allows girls to gain valuable skills they will carry with them for life. GSSEM remains committed to getting many girls outside and keeping them engaged while doing so. Previously an “add-on” activity option, Troop Camping Plus was also offered for the first time to provide a more robust activity experience at camp for girls. There were also several updates in the works to Camp Hawthorn Hollow in preparation for the upcoming membership year, including including a new axe throwing area and planned renovations to the Winterberry Art Studio.



1,750

Girls, leaders, and families participated in troop camping at Camp Hawthorn Hollow and Camp Playfair



360

Girl Scouts registered for summer Camp in 2023



2023 Highest Awards

13

Gold Award
Girl Scouts

76

Silver Award
Girl Scouts

338

Bronze Award
Girl Scouts

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/highestawards

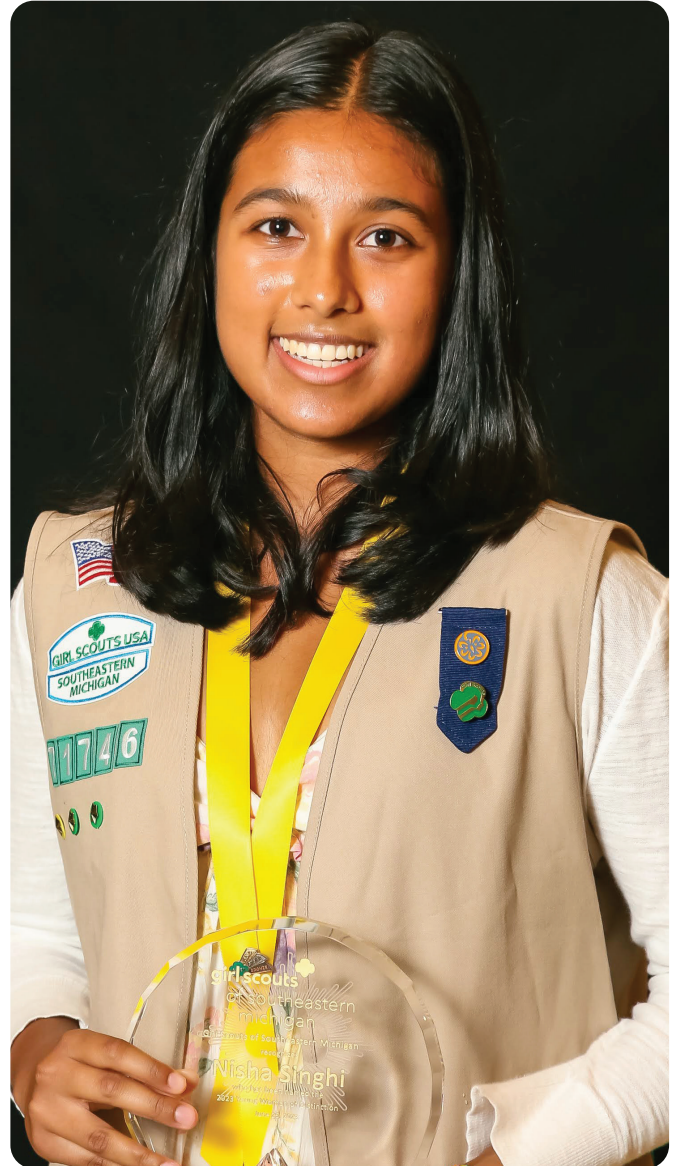


2023 Young Woman of Distinction

For her Gold Award project, Nisha Singhi identified an issue with the harmful effects of balloon debris caused either by improper release of balloons or incorrect disposal. She initially became aware of this issue when she stumbled upon an article in a magazine which highlighted the work of a graduate student at the University of Michigan. Given her keen interest in protecting our wildlife and birds, as well as her passion for public policy and reform, Nisha began researching the impact and formulated a comprehensive plan to tackle the issue in her community. She spread awareness through various mediums such as talks, slideshows, petitions, and social media channels. She also worked with local administrative officials and legislatures to implement policy changes. She pioneered a new policy for her school district and also involved her environmental club to ensure that the work will continue for future generations. Nisha says that by completing her Gold Award, she's learned that being persistent and hardworking can eventually cause big changes.



www.gssem.org/ywod





Individuals, Corporate and Foundation Giving

Girl Scouts of Southeastern Michigan gratefully acknowledges the donations from our donors and funders who made an investment in local Girl Scouts. The following lists represents all donations totaling \$250 or more between October 1, 2022 and September 30, 2023.

\$25,000-\$49,999

Julie Dawson
The Elizabeth, Allan & Warren
Shelden Fund
Ford Motor Company Fund
Girl Scouts of the USA
MGM Grand Detroit
United Way for Southeastern
Michigan
Verizon Corporation

\$10,000-\$24,999

A.G. Bishop Charitable Trust
Ally Financial
American Axle and
Manufacturing, Inc.
Citizens
Colina Foundation
Grace Kleinpell Trust
Jacqueline K. Stefko Trust
Oliver Dewey Marcks Foundation
Pansy Lee Reeder Trust
PNC Foundation
The Whiting Foundation
TUKTAWA Foundation
United Way of Genesee County
Young Woman's Home
Association

\$2,500-9,999

Anna Paulina Foundation
AVL
AYCO Charitable Foundation
Benevity Giving Platform
Benson & Edith Ford Fund
Jane and Frank Warchol
Foundation
Elaine T. Marcotte
Preferred Moving & Storage, Inc.
Robert W. Baird & Co., Incorporated

\$1,000-\$2,499

Melissa Benzie
Zawadi Bryant
Charities Aid Foundation
of America
Ava Danner
Diverse Capital Solutions
Fidelity Brokerage Services LLC
Candyce Foreman
Clarence Gayles
Peter Ghafari
Jennifer Granger
Ideal Group
Peter M. Keating
Landaal Packaging Systems
Christopher May
Quattro Business Support
Services

Debra Romalia
Ruby and Associates
Schwab Charitable
Strategic Energy Solutions
The Elmira L. Rhein Family
Foundation
United Way of Greater Atlanta
W3R Consulting
Wolverine Packing Co.
Youth Foundation of America

\$500-\$999

Affinitiv
Mary-Suzanne J. Bante
Buffalo Wild Wings
Carolyn Tack All State Agency, Inc.
Evelyn Chereson
Vikram Chopra
Angela Ciaramitaro
Yugang Cui
Delta Dental of Michigan, Ohio,
and Indiana
Detroit Riverfront Conservancy Inc.
Ian Dimitrie
Donald and Katherine Dahlstrom
Endowment Fund
John Foster
Austin Gerding



Individuals, Corporate and Foundation Giving cont.

Denise L. Harris
Kevin S. Hendrick
Laurene Horiszny
Hugel Egerer Charitable Fund
JCPenney
Susan Johnston
Angela Ketelhut
Chris Krucki
Kristi H. Lewis
Deborah Mann
Jill Marcotte
Katharine Mayer
Yogesh Mehta

Christopher Miller
Diane Mullan-Cromwell
National Food Group Inc
Pamela T. Reid
Denise Rosin
Diana M. Ross
Kausalya Singuru
Karen Steitz
Blair Swanson
Tek-Adams
The Blackbaud Giving Fund
The Kroger Company Foundation
TruVista Wealth Advisors

Sandra Tucker
United Way of Greater Toledo
VVK PR + Creative
Angela C. Williams
Katherine Willoughby
Sarah Winkler
Henry S. Woloson
Cathy C. Wood
Monica Woodson
WWK Investments, Inc.
YourCause





In Honor and Memory Donations

Donations received between October 1, 2022 and September 30, 2023 that were made in honor or in memory of a special person.

In Memory Of

Pat Braun

Cecelia Burdi

Diane Cromwell

Rossalynn Foster

Elyse Garrett

Ann Janik

George Johnson

Bill Olivich

Wenona & Alexander

Shimpf

Kathy Slomkowski

Phyllis Wesley

Mary Wresche



Gifts In Kind

Thank you to the individuals and businesses that provided a donation of goods or services to support Girl Scouts of Southeastern Michigan. These gift in kind donations were received between October 1, 2022 and September 30, 2023.

Organization Name

Absopure

Better Made, Inc.

Carl's Golfland

Charles H. Wright Museum of African
American History

Credibly

Detroit City Distillery

Detroit Historical Society

Detroit Pistons

Detroit Public Theatre

Detroit Tigers

Douglas J. Aveda Institute

Dream Scene

English Gardens

Fowling Warehouse

Frederik Meijer Gardens

Highlands Detroit

Jennifer Stark

Kendra Scott LLC

Michigan Department

of Natural Resources

Panera Bread

Royal Oak Golf Center

Sally Freels

Somerset Inn

The Detroit Red Wings

The Parade Company

Toledo Mud Hens Baseball Club, Inc.

United Shore Professional Baseball
League

Western Golf and Country Club

Wines for Humanity

WSU Maggie Allese Dept of Theatre
and Dance

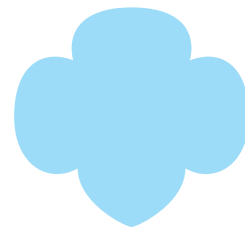


Employee Giving Campaign

Girl Scouts of Southeastern Michigan employees participate in a yearly giving campaign to support this mission and goals of GSSEM. Thank you to the employees who participated in fiscal year 2023!

Nora Ashoo
Paul Baytarian
Emily Becker
Chasity Benson
Elizabeth Bogner
Ellery Burleigh
Stephanie Call
Paige Callahan
Angela Chavez
Emily Cottick
Rebecca Daniels
Heather Dantuma
Jennie Davis
Gale Dembinski
Amber Downs
Lanette Ervin
Darci Essmaker
Andrea Evans-Partlow
Matthew Gasper
Jeffrey Grattan
Daniel Greenia
Tiffany Griffin
Janette Heing
Yavonkia Jenkins

Marisa Jewell
Walter Jovaisa
Sandra Laesser
Sylvana Lee-Smith
Kristin Lusk
Marsha Mack-Smith
Justice McCain
Kim McJunkin
Monica Milberg
Denise Minoletti
Christine Nichols
Heather O'Connor
Katrina Palmer
Wendy Peace
Jennifer Prahler
Ellen Schutt
Katelyn Snover
Jennifer Stark
Amanda Thomas
Sandra Valle-Sloane
Paige Wigren
Llaren Wynn
Cheryl Zeigler





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
Erik and Ava Andersen
Mary-Suzanne and
James Bante
Dianne Belk and
Lawrence Calder
Kathie Booth

Denise Dalrymple
Julie Dawson
H. Halladay Flynn
Linda Hillier-Rivard
Peter Keating
Grace Kleinpell

Gloria Lara
Bettyrae Malsom
Elaine Marcotte
Denise Minoletti
Lisa K. Morse
Kathryn Ossian
Lisa Pelzer

Nancy L. Philippart
Pansy Lee Reeder
Heather Rivard
Katherine Weaver
Dona J. Will
Dorothy Willison





GSSEM Board of Directors

Telva McGruder, Board Chair (10/01/22 – 7/23/23)

Candyce Foreman, Vice-Chair (10/01/22 – 7/23/23), Board Chair (7/24/23 – 9/30/23)

Jo Robinson, Secretary

Gregg Christenson, Treasurer (10/01/22 – 4/15/23)

Diane Mullan-Cromwell, Treasurer (4/15/23 – 9/30/23)

Morgan Elliott–Andahazy

Rajeshri Gandhi–Bhatia

Karen Ebben

Marianne Farley

Kevin S. Hendrick

Amy Perlman

Sarah Pobocik (10/01/22 - 4/15/23)

Stacy Snyder

Trisha Stein

Linda Taliaferro (10/01/22 - 4/15/23)

Kathy Weaver

Angela Williams

Brad Zasa (2/14/23 – 9/30/23)



Volunteer. Change Maker.
Girl Scout.



#GSSEM



@GSSEM



@GSSEM

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

Gateway Centre
5400 Gateway Centre Dr, Suite B
Flint, MI 48507

Port Huron Service Center

Birchwood Mall
4350 24th Ave, Space 518
Fort Gratiot, MI 48059

Southgate Service Center

1 Heritage Place, Ste 140
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



