

2022 Annual Report

girl scouts of southeastern michigan


ROCK PAINTING
Honor Troop

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 Membership (9/30/2022)

- 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

The 2021-2022 membership year was marked with new challenges, discoveries, and an emphasis on expanding the view of what Girl Scouting looks like for girls, their families, and volunteers. At GSSEM, we want to always focus on providing access to the experiences and adventures that girls want, and provide the level of support our volunteers need to help girls make Girl Scouts not just what they do, but a part of who they are.

In efforts to get more girls outside, GSSEM presented a wide variety of Outdoor Education experiences throughout our council region. From hawkwatching at local metroparks to spending a day in the life of a fisheries biologist and tubing local rivers, hundreds of Girl Scouts earned patches and badges in a wide variety of subjects. They had fun, discovered new interests, and pushed the limits of what they thought they could do. Now THAT is Girl Scouting!

Along with more localized outdoor education programs, GSSEM began the work of reimagining Girl Scouting closer to home. GSSEM was fortunate to receive a grant from General Motors Corporation to begin development of a mobile STEAM unit that will equip us to take Girl Scouts' hands-on STEAM experiences to communities throughout southeastern Michigan. The mobile STEAM unit is GSSEM's first bold step in closing the gap in STEAM exposure and access. Our vision is for the mobile STEAM unit to become a community resource, helping to fill a gap in educational activities and programming. Stay tuned for more details throughout the 2022-2023 membership year.

GSSEM was the recipient of a $2.4 million dollar donation last October from philanthropist MacKenzie Scott. This generous gift was part of an $84.5 million donation awarded to GSUSA and 29 local councils selected by the MacKenzie Scott Foundation. It was an unprecedented investment and the largest donation from a single individual in the national organization's history. Locally, this gift will help raise Girl Scouts' profile among the philanthropic community. We are thankful for the donors and corporate partners who believe in and know the significant impact Girl Scouting has on girls' lives, and we look forward engaging even more prospective donors and partners with Girl Scouts through philanthropic support.

GSSEM is working to stay in step with—and even ahead of—the wants and needs of today's girls so they feel able to succeed in any endeavor. We are striving to champion girls' ambitions and be the cheering section they need to keep reaching for and achieving new heights.

We are grateful for the dedicated volunteers and partners, families who support girls, and for the Girl Scouts who continue to choose being a Girl Scout. We know the lifelong impact Girl Scouting has on girls and the volunteers who support them. Thank you for an incredible year, and we look forward to many more great Girl Scout years to come.

Yours in Girl Scouting,

Telva McGruder
Chair of the Board

Monica Woodson
CEO







Girl Scouts of Southeastern Michigan Statement of Activities

For the year ending September 30, 2022

Public Support and Revenue:	
Annual and Planned Giving	200,967
Corporate and civic groups	595,250
Foundations	2,667,895
Government Grant	16,165
United Ways	137,059
Special events - net of direct benefit to donors	-23,603
In-kind-net	13,463
Change in beneficial interest	(135,404)
Total Public Support	3,471,792
Product Sales:	
Cookie and fall product revenue	13,011,407
Direct Costs	(6,022,097)
Gross profit on product sales	6,989,310
Program service fees	360,482
Merchandise sales:	
Gross revenue	661,085
Cost of sales	(432,411)
Gross profit on merchandise sales	228,674
Total Net Operating Revenue	7,578,466
Other revenue:	
Investment income (loss)	(1,030,915)
Rental income	941
Miscellaneous income	172,638
Total other revenue	(857,336)
Total Public Support And Revenue	10,192,923
Expenses:	
Program services:	
Troop-Related Programs	7,367,948
Camp and Facility Operations	1,868,373
Total program services	9,236,321
Supporting services:	
Management and general	877,629
Fund Raising	464,821
Total supporting services	1,342,450
Total Operating Expenses	10,578,771
Increase (Decrease) in Net Assets From Operations	**(385,848)**
Other Changes in Net Assets:	
Gain or (loss) on sale/disposal of property	12,539
Increase (Decrease) in Net Assets	(373,309)

Statement of Financial Position
as of September 30, 2022

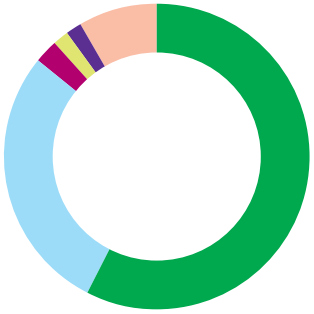
Assets:	
Cash and cash equivalents	3,226,741
Investments and beneficial interest in trusts	7,738,660
Receivables, Net	119,780
Inventory held for resale	273,931
Prepaid Expenses	290,008
Notes Receivable (current portion)	1,000,000
Land, buildings and equipment - net	6,013,289
Notes Receivable (long term)	3,000,000
Total Assets	21,662,409
Liabilities and Net Assets	
Accounts payable and accrued expenses	811,904
Deferred grant revenue	109,604
Total Liabilities	921,508
Net Assets	20,740,901
Total Liabilities and Net Assets	21,662,409



2022 Financial Snapshot

Where the Money Comes From

Product Program	69%
Public Support	34%
Program Fees	3%
Miscellanoeus	2%
Merchandise Sales, net	2%
Investment Revenue	-10%





Where the Money Goes

Troop Related Programs	55%
Troop and Camp Operations	18%
Product Program	13%
Management & General	8%
Fund Raising	4%
Retail Merchandise Costs	2%







Volunteers

92
Trainings offered to volunteers

91%
New troop leaders completed Troop Leader Orientation

6,332
GSSEM Volunteers

505
Volunteers took a live training

90%
Volunteers attended Leader's Night Out mixer events in MY22

As GSSEM emerged from the pandemic, GSSEM sought to rebuild a sense of community among volunteers. The Volunteer Experience team brought volunteers back together by offering volunteer mixers throughout the council. The May Volunteer Appreciation Mixer in Rochester Hills and the August Back to Troop Mixers at the Clinton Township, Southgate, and White Lake brought volunteers together to celebrate their accomplishments and to prepare for the 2023 Membership Year.





Product Programs

1,429
Girl Scouts were top sellers (600+ boxes of cookies)

10,331
Boxes sold by GSSEM's top seller

3,233,290
Total boxes sold combined through booths, paper orders, and digital cookie

78,830
Boxes donated to Soldiers Angels

810,023
of the 2,233,290 boxes were done through Digital cookies, which was a 5.91% increase from 2021-22

313
Per Girl Average (PGA) of boxes sold by each girl

The Cookie Program ran from December 16- April 9. Due to supply issues with Little Brownie Bakers, we the Cookie Cupboards closed two weeks early—on March 24.







Camp & Outdoors

The outdoors 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 can carry with them for life. GSSEM remains committed to getting as many girls outside, and keeping them engaged while doing so. Previously an "add on" activities option, Troop Camping Plus was also offered for the first time in September 2022 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 2022-2023 Membership Year, including a new Axe Throwing activities area and planned renovations to the Winter Berry Art Studio.

GSSEM's Outdoor Education team also offered girls several opportunities to get outside. Events like Wild Winter Nights, STREAM Girls Weekend Camps, and the Blue Water Wonderland Festival were enjoyed by hundreds of girls.

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 2022


The Highest Awards in Girl Scouting!
CLASS OF
2022
GIRL SCOUTS OF SOUTHEASTERN MICHIGAN
DETROIT TIGERS

2022 Highest Awards

14
Gold Awardees

44
Silver Awardees

192
Bronze Awardees

122
Graduating Seniors

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


I can make a difference
I'm changing the world
GIRL SCOUTS USA
SOUTHEASTERN MICHIGAN
Heidi
McNamara
SILVER AWARD GIRL SCOUT

2022 GSSEM Young Woman of Distinction

For her Gold Award project, **Katina Proen** completed a very personal project. She saw the need for teachers to learn about and understand Non-Verbal Learning Disorder (NVLD). This is a very complex and misunderstood learning disability, so to combat any misinformation, Katina created a PowerPoint video presentation so that educators could gain greater insight to the disorder. The presentation can be found on YouTube, NVLD Facebook, the Troy school district teacher website and professional sites. Through her presentations, more teachers can now quickly access information concerning NVLD, and apply what they've learned in the classroom.

Katina had many struggles with her project during the pandemic, but she learned that sometimes you are forced to change the way in which your goals are achieved. This showed her that even when forced to change plans, it can still lead to a successful outcome.



www.gssem.org/ywod


Girl tastic
TEAM #14752
BUTTERFLY GIRLS
Girl tastic

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, 2021 and September 30, 2022.

$100,000+
The Chicago Community Foundation
General Motors

$50,000-$99,999
Julie Dawson
Girl Scouts of the USA
United Way for Southeastern Michigan

$25,000-$49,999
Ally Financial
Community Foundation for Southeast Michigan
Community Foundation of Greater Flint
Ford Motor Company Fund
The Elizabeth, Allan & Warren Shelden Fund
Vilcek Foundation

$10,000-$24,999
A. G. Bishop Charitable Trust
American Axle and Manufacturing, Inc.
Anonymous
Cargill Incorporated
Citizens
Colina Foundation
Detroit Public Schools Community District
DTE Energy Foundation
Grace Kleinpell Trust
Telva and David McGruder
MGM Grand Detroit
Oliver Dewey Marcks Foundation
Pansy Lee Reeder Trust
PNC Foundation
The Whiting Foundation
United Way of Genesee County

$2,500-9,999
Anna Paulina Foundation
BASF Corporation
Benson & Edith Ford Fund
Clark Hill, PLC
Comcast NBC Universal Foundation
Consumers Energy Foundation
Crain Communications Inc.
Delta Dental of Michigan, Ohio, and Indiana
Detroit Pistons
Karen Ebben
Ernst & Young LLP
Fifth Third Bank
Ford Motor Company
Candyce Foreman and Michael Wiacek
Linda D. Forte and Tyrone Davenport
Sally Freels
Health Alliance Plan
Kevin and Barbara Hendrick
Hylant
Ideal Group
James and Lynelle Holden Fund
Karen Colina Wilson Foundation
Laborers' Local 1076
LA-Z-BOY Foundation
Elaine T. Marcotte
MarxModa.com
Whitney Marx
Masco Corporation
United Way of St. Clair County
Walker-Miller Energy Services
Jane and Frank Warchol Foundation
YourCause
Youth Foundation of America

$1,000-$2,499
98 Forward LLC
Barbara and Gregory Allushuski
Anonymous
AON Risk Solutions
P. Jeffrey Baytarian
Benevity Giving Platform


SOUTHEASTERN MICHIGAN
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GIRL SCOUT
03

Individuals, Corporate and Foundation Giving cont.

Charities Aid Foundation of America
Gregg Christenson
Agenia Clark
Lane Coleman
Rob Dancer
Ava Danner
Morgan Elliott Andahazy and Ladislaus Andahazy
Epitec
Flagstar Bank
Four County Community Foundation
ITC Transmission Company
J C Penney
Yavonkia Jenkins
Peter and Eilish Keating
Kiwanis Club No. 1 of Detroit, Inc.
MacLellan Integrated Services Inc.
Christopher and Dianne May
Mercedes Benz Financial Services
Michigan First Credit Union
Denise Minoletti
Denise Minoletti and Stephen Little
MSU Federal Credit Union
Diane Mullan-Cromwell and Brad Cromwell
Vivian Rogers Pickard
Sarah and Daniel Pobocik
Shelby Community Foundation Endowment Fund
Dolores Slowinski
Sterling Volunteers
Linda and Christopher Taliaferro
Tamaroff Automotive Group
The Elmira L. Rhein Family Foundation
The Kroger Company
LaShanda and Terence Thomas
United Way of Greater Toledo
United Way of Sanilac County
Van Dyke Horn
Lauren Williams
Wolverine Packing Co.

$500-$999

Aha! Leadership LLC
AmazonSmile Foundation
Gary Anderson
Anonymous
Jo Arnold Robinson
Nora Ashoo
Mark Ballard
Bank of America Charitable Foundation, Inc.
Shirley E. Barnes
Chacona Baugh
Katrina Belanger
Manoj Bhandiwad
Jeff and Debbie Brabender
Bryan Bridges
Angela Bridges
Wayne Brown
BSB Communications, Inc.
Michael and Geraldine Buckles
Mary Ann Bury
Rande Bynum
Jonathan Caito
Karen Chappell
Evelyn Chereson
Angela Ciaramitaro
Lynda Clegg
Lisa Cook
Patricia and Timothy Creagh
Yugang Cui
Heather Dantuma
Donald and Katherine Dahlstrom Endowment Fund
Mauro De Donno
Walter and Retha Douglas
DTE Energy Foundation
The Honorable Trudy DunCombe Archer
Elite Imaging Systems, Inc.
Darci Essmaker
Andrea Evans-Partlow
Joanne Fantin-Sefcik
Joanne Faycurry
John Foster
The Arthur J Gallagher Foundation
John Geis
Kay Gerstenberger
Peter and Jean Grantz
Jeffrey Grattan
Nancy Greenia
Denise Harris
Joyce Hayes Giles
Ellen Hill Zeringue


CLIMB

Individuals, Corporate and Foundation Giving cont.

Marilyn Horn
Mary Beth Hoyt
Zugang Huang
Victoria Inniss Edwards
Marisa Jewell
Melanye Johnson
Andrea Johnson
Jennifer and Tom Kenny
Richard C. Krueger
Sandra Laesser
Deborah Mann
Patricia Maryland
Kelly McCabe-Hoffman
Scott McCauley
Diane McNamara
Yogesh Mehta
Alexander and Sylvia Murray
Jennifer Neumann
Kathryn Ossian and James Linn
Michele Ostrander
Mary Pellerito
Chris Phelps
David Plumb
Dr. Glenda D. Price
Public Affairs Associates
Terri Renshaw
Elan Sandelin
Andrew Satake Blauvelt
James Schneider
Justine Scriptunas
Nettie Seabrooks
David Seilheimer
Cynthia and Michael Sevilla
Paul Silva
Katelyn Snover
Stacy and Matthew Snyder
Josephine Starceski
Trisha Stein
Karen Steitz
Zhaohui Sun
Esther Thomas
Lorna Thomas, MD
Bryan Thomas
Saket Thote
Trophy Nut Company
Sandra Tucker
United Way of Greater Atlanta
United Way of Greater St. Louis
Michael and Marcelle Vore
Carol Walters
Sanli Wang
Tiffany Washington
Witold Wasniewski
Carla Wesley
Jamie and Adam Westrick
Linda and David Whitaker
Robert Wilke
Angela Williams
Justin Williams
Cathy C. Wood
Woods Construction, Inc
Monica Woodson
WWK Investments, Inc.





In Honor and Memory Donations

Donations received between October 1, 2021 and September 30, 2022 that were made in honor or in memory of a special person.

In Memory Of
Lois Creagh
Barb Williams Langer
Justin & Sara Young
Phyllis Wesley
Clara Loria
Nancy Courtright



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, 2021 and September 30, 2022.

Organization Name
98 Forward
Absopure
ArborOakland Group
Better Made, Inc.
Citizen Yoga Studios
Compass Commercial
ITRA Global
Decode Detroit
William Dell
Douglas J. Aveda Institute
Sally Freels
Kendra Scott LLC
Lighthouse Art Space Detroit
Royal Oak Golf Center
Jen Stark
The Somerset Collection
Trader Joe's
Trophy Nut Company

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 2022, achieving 100% staff participation!

Gretchen Abrams
Nora Ashoo
Audra Balcarcel
Edi Barci
P. Jeffrey Baytarian
Chasity Benson
Kristy Bissett
Elizabeth Bogner
Elizabeth Bruer
Stephanie Call
Paige Callahan
Falicia Carr
Karen Chappell
Angela Chavez
Rebecca Daniels
Heather Dantuma
Jennie Davis
Adrian Davis
Gale Dembinski
Kortney Dennings
Elizabeth Disney
Darci Essmaker
Andrea Evans-Partlow
Shannon Fransen
Sally Freels
Jeffrey Grattan
Daniel Greenia
Tiffiny Griffin
Murphy Hammer
Alyxandria Hanoian
Melissa Hardy
Janette Heiing
Emily Hodge
Yavonkia Jenkins
Marisa Jewell
Walter Jovaisa
Amy Kubli
Sandra Laesser
Sylvana Lee-Smith
Marsha Mack-Smith
Marrah Madsen
Christina Marshall
Kim McJunkin
Monica Milberg
Denise Minoletti
Allyson Miron
Keyocia Murphy
Carrie Newman
Christine Nichols
Heather O'Connor
Katrina Palmer
Wendy Peace
Jennifer Provenzano
Ellen Schutt
Katherine Shaffer
Paul Silvestri
Katelyn Snover
Jennifer Stark
Amanda Thomas
Leatrice Thompson
Mariazell Townsend
Sandra Valle-Holdwick
Michael Vore
Sherri Warner
Monike Welch
Justin Williams
Nafeesah Williams
Elizabeth Wilson
Giovanna Womacke
Monica Woodson
Llaren Wynn
Cheryl Zeigler

Girl Scout Gala Artists

Thank you to the following artists who donated a portion of their sale of art at the 2022 Girl Scout Gala.

Harold Allen
Deborah Brown-Cage
Julie Dawson
Saffell Gardner
Cheryl L Haithco
Asia Hamilton
Stephanie Hill-Ross
Gregory Johnson
Carla Jones
Ralph Jones
Eileen Monteiro
Carole Morisseau
Sabrina Nelson
Priscilla A Phifer
Jocelyn Rainey
Senghor Reid
Yvette Rock
Bill Sanders
Dolores S Slowinski
Mandisa Smith
Marian Stephens
Marcel Stewart
Charlene Uresy
Shirley Woodson
Elizabeth Youngblood



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, Chair
Candyce Foreman, Vice-Chair
Jo Robinson, Secretary
Kathy Weaver, Treasurer
Gregg Christenson, Treasurer (April 2022-present)

Morgan Elliott – Andahazy
Rajeshri Gandhi Bhatia
Cindy Carleton
Diane Mullan Cromwell
Karen Ebben
Marianne Farley
Kevin S. Hendrick
Kevin Kernan
Mia McNeil
Amy Perlman
Sarah Pobocik
Stacy Snyder
Trisha Stein
Linda Taliaferro
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
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

