



2024 Annual Report

girl scouts 
of southeastern
michigan



GSSEM Vision

Creating meaningful opportunities that eliminate boundaries of what girls and society believe is possible.

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

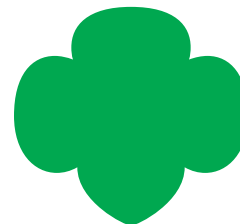
On January 1, 2009, as part of the national

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 Membership (9/30/2024)

- Daisies: 3,411
- Brownies: 4,968
- Juniors: 3,557
- Cadettes: 1,883
- Seniors: 549
- Ambassadors: 438
- Adults: 5,328
- Lifetime Members: 2361





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 know and love Girl Scouts entrepreneurship programs for all they do for girls, and the community. Building important skills like decision making, people skills, financial literacy, goal setting, and business ethics while they are young help prepare Girl Scouts for success as adults and as leaders in their world. In the 2023-24 membership year, GSSEM worked to bring the focus **#beyondthecookie** as we know that Girl Scouting is about so much more than just our signature cookie and fall product treats.

In the 2023-24 membership year, GSSEM Girl Scouts had opportunities to participate in programs like Democracy and Me, an advocacy education and mentorship program that connects Girl Scouts with leading women in government through our partnership with Michigan Women's Commission. Also, first-ever takeover of WDIV's daily magazine show Live in the D, showcased the exciting adventures Girl Scouts have including scuba diving, and GSSEM's winning chess and robotics teams. Shoutout to GSSEM's GearBox Girls who last year won a state robotics competition and competed in the 2024 First Robotics Western Edge Open in California!

Telling our story is just one part of going 'beyond the cookie.' In 2024, GSSEM launched our white paper series (affectionately called 'green papers') to elevate GSSEM's voice and relevance in conversations and topics key to girls and women's continued leadership development. Both 2024 green papers, 'From Girlhood to Leadership: Transforming Pathways and Equality and Inclusion,' and

'Empowering Youth in STEM: Bridging STEM Programming Gaps in Southeastern Michigan,' both take deeper looks at the state of girls and women's leadership and highlight the work GSSEM is doing to advance women's and girls' causes. We look forward to expanding our reach and furthering discussions with future white papers.

As always, we are so grateful for the dedication of our invaluable volunteers who facilitate the unique experiences that girls can only have as Girl Scouts. Your support, mentorship and commitment are what keep girls and families coming back to Girl Scouts every year. GSSEM staff, board and leadership are humbled to be a part of supporting girls throughout their Girl Scouts journey.

Thank you to everyone who helped make this past Girl Scouts year unforgettable. We can't wait for more adventure, discovery and Girl Scout sisterhood ahead!

Yours in Girl Scouting,



Karen Ebben
Chair of the Board



Monica Woodson
CEO



Girl Scouts of Southeastern Michigan Statement of Activities

For the year ending September 30, 2024

Public Support and Revenue:	
Annual and Planned Giving	95,029
Corporate and civic groups	97,954
Foundations	187,619
Government Grant	357,974
United Ways	32,519
Special events -	34,656
net of direct benefit to donors	
In-kind-net	16,029
Change in beneficial interest	99,096
Total Public Support	<u>920,876</u>
Product Sales:	
Cookie and fall product revenue	15,976,396
Direct Costs	(6,858,978)
Gross profit on product sales	<u>9,117,418</u>
Program service fees	385,568
Merchandise sales:	
Gross revenue	639,117
Cost of sales	(396,611)
Gross profit on merchandise sales	<u>242,506</u>
Total Net Operating Revenue	<u>9,745,492</u>
Other revenue:	
Investment income (loss)	1,391,178
Miscellaneous income	47,173
Total other revenue	<u>1,438,351</u>
Total Public Support And Revenue	<u>12,104,719</u>
Expenses:	
Program services:	
Troop-Related Programs	8,846,160
Camp and Facility Operations	1,843,167
Total program services	<u>10,689,327</u>

Supporting services:	
Management and general	979,806
Fund Raising	335,881
Total supporting services	<u>1,315,687</u>
Total Operating Expenses	<u>12,005,014</u>
Increase (Decrease)	99,705
in Net Assets From Operations	
Other Changes in Net Assets:	
Gain or (loss) on sale/disposal	33,549
of property	
Increase (Decrease) in Net Assets	<u>133,254</u>

Statement of Financial Position

as of September 30, 2024

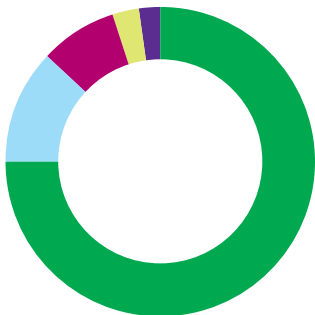
Assets:	
Cash and cash equivalents	3,209,405
Investments and beneficial interest	10,837,350
in trusts	
Receivables, Net	30,528
Inventory held for resale	278,895
Prepaid Expenses	272,888
Land, buildings and equipment - net	5,787,094
Operating right-of-use asset	1,321,748
Total Assets	<u>21,737,908</u>
Liabilities and Net Assets	
Accounts payable and accrued expenses	1,069,574
Operating lease liability	396,942
Deferred grant revenue	250,790
LT Operating Lease Liability	1,019,299
Total Liabilities	<u>2,510,894</u>
Net Assets	
Without donor restriction	17,858,329
With donor restriction	1,368,685
Total Liabilities and Net Assets	<u>21,737,908</u>



2024 Financial Snapshot

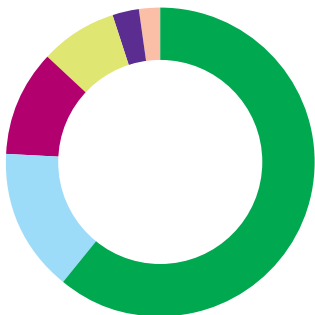
Where the Money Comes From

Product Program	75%
Investment Revenue	12%
Public Support	8%
Program Fees	3%
Merchandise Sales, net	2%



Where the Money Goes

Troop Related Programs	61%
Troop and Camp Operations	15%
Product Program	11%
Management & General	8%
Fundraising	3%
Retail Merchandise Costs	2%





Volunteers

64

live trainings
offered

336

volunteers took
a live management
training

98%

first year troop leaders
completed Troop
Leader Orientation

98%

first year troop leaders
completed a Grade Level
Essentials training

68

volunteers honored
with a Volunteer
National Award

25

community partners
recognized with the Friend
of Girl Scouting award

3

volunteers honored with
the President's Volunteer
Service Award

17,209

users on
GSSEM's Rallyhood
ecosystem

GSSEM enhanced connectivity among staff, volunteers, and caregivers with Rallyhood starting October 2023. Rallyhood, available via web and app, facilitates sharing ideas, documents, links, and events. It provides troop volunteers a space to communicate with caregivers and access pre-made badge activity plans. By year's end, GSSEM's Rallyhood ecosystem had 17,209 users with 135 active daily. GSSEM hosted three training sessions with Rallyhood staff and offered webinars and gsLearn courses. The Volunteer Experience team released 8 new trainings on topics like troop meetings, rules, finances, and Daisy Grade Level Essentials. They also offered 64 live trainings, including 5 Youth Mental Health First Aid courses, certifying 36 staff and volunteers.





GSSEM at a Glance

264 Completed Programs Across the following areas:

- Camp & Outdoor Education
- Financial Literacy & Entrepreneurship
- Life Skills
- STEAM
- College & Career Readiness
- Highest Awards





Product Programs

1,212

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

5,800

Boxes sold by GSSEM's top seller

2,969,737

Total boxes sold combined through booths, paper orders, and Digital Cookie

59,550

Additional boxes sold for Soldier's Angels

290

Boxes sold per girl average

6,000+

Booths hosted by girls across Southeastern Michigan



**Bling Your Booth
Contest Winner**





Camp & Outdoors

2,717

Girl Scouts and 1,919 adults
reached at 133 events offered
in the Great Outdoors



780

Registered for troop camping
at Camp Hawthorn Hollow
and Camp Playfair

271

Registered for
Summer Camp 2024
(Sold Out!)



595

Registered for
day programs
at camp



2024 High Awards

14

Gold Award
Girl Scouts

69

Silver Award
Girl Scouts

277

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



2024 Young Woman of Distinction

For her Gold Award project, Elizabeth Cook helped teens with ADHD increase focus and decrease stress through creative activities. She created a website that allows teens to connect and learn about ADHD and art therapy. Teens can connect by interacting and sharing their experiences with ADHD on the website while learning about the science that links art therapy to increased focus, stress reduction, and increased self-esteem. Teens can create their own art therapy using video tutorials of art activities on the Create4Focus YouTube channel. These Create4Focus tools have been accessed by teens from 16 countries worldwide.

In addition, Elizabeth provided Art Therapy for ADHD Starter Packs to 21 high school counselors, including 11 in Michigan and 10 in the nation's largest school districts.

In completing her Gold Award project, Elizabeth gained new technical skills in website development, video editing, and social media marketing. In addition, she learned how to effectively manage a team of adults and students to work together to make a difference for teens with ADHD.



www.gssem.org/ywod





GSSEM Board of Directors

As of 10/1/2023 – 9/30/2024:

Candyce L. Foreman, Board Chair (10/1/23 – 4/27/2024)

Karen Ebben, Board Chair (4/27/2024 – present)

Morgan Elliott-Andahazy, Vice- Chair

Jo Robinson, Secretary

Diane Mullan – Cromwell, Treasurer

Directors-at-Large:

Tonya Berry

Christopher Dargin

Marianne Farley

Kevin S. Hendrick

Amy Perlman

Candace Rogers

Stacy Snyder

Lisa Sperling

Trisha Stein

Karen Weaver

Kathy Weaver

Angela Williams

Brad Zasa



www.gssem.org/board





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



