2018 ANNUAL REPORT

girl scouts of southeastern michigan

THERE IS POWER IN EVERY G.I.R.L.
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 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 Service Area
GSSEM serves Oakland, Macomb, Genesee, St. Clair, Sanilac, and parts of Wayne, Monroe and Livingston Counties.

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 (9/30/18)
Daisies ................................................... 5,423
Brownies ............................................... 7,190
Juniors ................................................... 5,871
Cadettes .................................................. 3,112
Seniors .................................................. 651
Ambassadors ......................................... 462
Grade Unreported ................................... 2
Adults .................................................... 7,877
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.
2018 was a year of milestones for GSSEM. Through our girls’ cookie selling savvy, and the dedicated volunteers and families supporting them, GSSEM marked 3 million boxes of cookies for the first time ever! It was so exciting to see our girls flex their leadership muscles in goal setting, decision-making, money management, people skills, and business ethics!

The GSSEM Board of Directors’ approval of a $2.9 million dollar investment launched construction projects at Camp Hawthorn Hollow and Camp Playfair, including a new 4,000 square foot activity center at Camp Hawthorn Hollow and renovation of Handi Hall. Replacement of the shower house and a complete renovation of the kitchen in Ringler Lodge were among the projects completed at Camp Playfair. We also opened a new Nature Center and Nautical Exhibit at Camp Playfair.

Due to the construction at Camp Hawthorn Hollow, weekday resident camp programs transitioned to weekend only camp sessions to accommodate the construction schedule. This change brought a significant increase in the number of girls going to camp. In 2018, more than 2,369 girls attended weekend camp sessions. In 2017, 371 girls participated in weeklong resident camp programs.

Knowing the importance of volunteers having the tools and information they need and want to make the best experiences for our girls and families, GSSEM focused on increased support for volunteers. GSSEM staff worked to improve the balance of
available trainings (online versus in-seat) by offering more in-person opportunities, more often. We also made Lead and Learn events *(for Administrative Volunteers only)* quarterly, and streamlined the content to give administrative volunteers better opportunities to learn from and with each other.

GSSEM proudly welcomed national CEO **Sylvia Acevedo** to Detroit for the first time ever! Sylvia joined us to cut the ribbon and officially open our new Detroit service center. Her visit included two whirlwind days of media interviews with more than 300 stories published locally and nationally. She was a panelist at Inforum’s 2018 annual meeting, and visited with girls in our GEI program to make and test cardboard airplanes called Fling Flyers. The girls were thrilled to build their paper planes alongside a real-life rocket scientist!

Everything we do at GSSEM is with knowledge that Girl Scouts is the world’s single best leadership development program for girls. We are committed to our mission to serve girls, and girls only, and to foster their amazing leadership potential with innovative programs and adventures only Girl Scouts can have. We are grateful for the volunteers, board members, staff, and community supporters who are united in our mission to build girls of courage, confidence and character who make the world a better place!

Yours in Scouting,

Telva McGruder  
Chair of the Board

Denise Dalrymple  
CEO
Girl Scouts of Southeastern Michigan
Statement of Activities
For the Year Ended September 30, 2018

Public Support And Revenue:

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual and Planned Giving</td>
<td>182,182</td>
</tr>
<tr>
<td>Corporate and civic groups</td>
<td>115,902</td>
</tr>
<tr>
<td>Foundations</td>
<td>214,780</td>
</tr>
<tr>
<td>United Ways</td>
<td>91,169</td>
</tr>
<tr>
<td>Special events - net of direct benefit to donors</td>
<td>30,938</td>
</tr>
<tr>
<td>In-kind-net</td>
<td>6,897</td>
</tr>
<tr>
<td>Total Public Support</td>
<td>761,019</td>
</tr>
</tbody>
</table>

Product Sales:

- Cookie and fall product revenue: 13,177,197
- Direct Costs: (5,954,280)
- Gross profit on product sales: 7,222,917
- Program service fees: 416,529
- Merchandise sales:
  - Gross revenue: 983,452
  - Cost of sales: (671,101)
  - Gross profit on merchandise sales: 312,351
- Total Net Operating Revenue: 7,951,797

Other revenue:

- Investment income (loss): 317,076
- Rental income: 4,496
- Miscellaneous income: 143,080
- Total other revenue: 464,652
- Total Public Support And Revenue: 9,177,468

Expenses:

Program services:

- Troop-Related Programs: 6,440,822
- Troop and Camp Operations: 1,659,750
- Total program services: 8,100,572

Supporting services:

- Management and general: 823,399
- Fund Raising: 459,976
- Total supporting services: 1,283,375
- Total Operating Expenses: 9,383,947

Increase (Decrease) in Net Assets From Operations:

Other Changes in Net Assets:

- Gain or (loss) on property: (44,544)
- Increase (Decrease) in Net Assets: (251,023)

Statement of Financial Position
as of September 30, 2018

ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>2,084,737</td>
</tr>
<tr>
<td>Investments and beneficial interest in trusts</td>
<td>6,640,296</td>
</tr>
<tr>
<td>Receivables, Net</td>
<td>879,907</td>
</tr>
<tr>
<td>Inventory held for resale</td>
<td>532,263</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>214,261</td>
</tr>
<tr>
<td>Land, buildings and equipment - net</td>
<td>9,254,909</td>
</tr>
<tr>
<td>Total Assets</td>
<td>19,606,573</td>
</tr>
</tbody>
</table>

LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>519,654</td>
</tr>
<tr>
<td>Deferred grant revenue</td>
<td>248,170</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>767,824</td>
</tr>
<tr>
<td>Net Assets</td>
<td>18,838,749</td>
</tr>
<tr>
<td>Total Liabilities and Net Assets</td>
<td>19,606,573</td>
</tr>
</tbody>
</table>

Financial statements and tax returns are posted at: gssem.org/our_finances
2018 Financial Snapshot

WHERE THE MONEY COMES FROM

- Product Program: 78%
- Public Support: 8%
- Program Fees: 5%
- Investment Revenue: 4%
- Merchandise Sales, net: 3%
- Miscellaneous: 2%

WHERE THE MONEY GOES

- Troop Related Programs: 54%
- Troop and Camp Operations: 18%
- Product Program: 11%
- Management & General: 9%
- Fund Raising: 5%
- Retail Merchandise Costs: 3%
More Volunteer Support

GSSEM Troop volunteers now had the option of receiving valuable training in-person, via webinar, or online! **Thirteen volunteer facilitators** assisted staff in delivering training throughout our Council, and Leaders reported that the training had been helpful in preparing them to be a Girl Scout volunteer. In fact, more than 90 percent of survey respondents indicated that the training helped them feel more comfortable with troop administration in nearly all categories. At the conclusion of our fall training season, **560 volunteers** were trained using our new training materials and methods.
Volunteer National Awards honors dedicated volunteers

In the 2017-2018 Membership Year, the Volunteer National Awards Committee, in conjunction with GSSEM’s Board of Directors, honored 86 volunteers with one of the five Volunteer National Awards. Those awards included Volunteer of Excellence, Appreciation Pin, and the Honor Pin. These exceptional volunteers’ dedication and service are the backbone of Girl Scouts!

During the 2018 ceremony, GSSEM volunteer Virginia Regish was honored for 40 Years of Service to Girl Scouts!
2018 Cookie Season had record-breaking sales!

It was a record-breaking year for girls selling cookies at GSSEM! Our Girl Scouts sold more than 3 million boxes, marking the fourth consecutive year of sales growth and earning GSSEM two achievement awards from Little Brownie Bakers! The increase in overall sales was despite having slightly fewer girls selling. The Per Girl Average rose quite a bit to 194 boxes with 15,400 girls participating.

Girls continued to secure cookie donations for military troops as part of the Gift of Caring program with a total of 57,676 boxes sold! And they learned valuable skills like managing booths and pop-up shops, money management, people skills, goal setting and decision making. The Girl Scout Cookie program continues to be the largest girl-led business in the world for girls to earn money for camping, community service projects, and other activities. Excellent entrepreneurial skills, girls!
Weekend Camp Success

GSSEM saw a successful shift to weekend camps for Girl Scouts, following the approval of a $2.9 million investment in our two camp properties. Because the renovation projects at Camps Hawthorn Hollow and Playfair needed to be completed when the girls weren’t onsite, special weekend events successfully took place throughout 2018. This shift allowed more than 2,300 girls and adults to enjoy the Great Outdoors at GSSEM camp and events. This coincided with increased Journey and Badge opportunities with new STEM and Outdoor programming!
Girl Scouts climbed to new heights at the State Fair

GSSEM participated in the 2018 Michigan State Fair, held August 30 – September 3 at the Suburban Collection Showplace in Novi. Fair attendees stopping by the GSSEM exhibit were able to participate in fun activities and win prizes! From climbing a huge rock climbing wall, participating in a scavenger hunt, constructing robots, to building and racing cars, there was plenty of educational fun for everyone!
Five of GSSEM’s FIRST LEGO League teams made it to the FIRST World Championships at Cobo Center last year! The 18 FIRST Lego League (FLL) teams (grades 4-5) all worked very hard on the theme for 2018, Hydro Dynamics. The 69 Junior FIRST Lego League (JFLL) teams are girls in grades K-3 and their challenge was: Aqua Adventure.

GSSEM partners with FIRST in Michigan—an organization dedicated to advancing the field of Science, Technology, Engineering and Math (STEM) to students in Michigan. Focused on building an interest in science and engineering in children FIRST teams are a hands-on program series designed to capture children’s curiosity and direct it toward discovering the possibilities of improving the world around them.

The girls who attended the World Championships got the chance to meet other robotics teams from around the world and learn about all the different ways other kids solved problems relating to water usage through LEGO models.

Congratulations to all of the GSSEM teams!
Highest Awards

Each year, GSSEM honors the exceptional achievements of Girl Scouts who embody outstanding leadership, personal development and commitment. During the 2018 Honor Reception, we proudly honored 16 Gold Award and 85 Silver Award recipients, graduating seniors, the 2018 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 each girl displayed dedication to the values of courage, confidence and character to make the world a better place.
GSSEM Girl Scout honored as 2018 National Young Woman of Distinction

Girl Scouts of the USA named GSSEM’s own Girl Scout, **Haley Whitmore**, as a National Gold Award Girl Scout! The Gold Award is Girl Scouts’ most prestigious honor. GSUSA selects ten National Gold Award Girl Scouts annually among candidates who have earned their Girl Scout Gold Award.

For her project, Haley developed a mental health program entitled **We Stand Together**, a program that offers age-appropriate mental health education for students in grades K-12. Haley’s program engaged 9,000 students and their families on topics ranging from stress management to suicide prevention. We Stand Together ultimately reached 30,000 people, successfully shining a light on mental health awareness in her community. Haley was honored with other High Award recipients at GSSEM’s Honor Awards.

Haley was one of GSSEM’s 16 Gold Award recipients in 2018 and was also named GSSEM’s Young Woman of Distinction for 2018. She was honored for her achievement last October at a celebratory event in New York City with sister Gold Award Girl Scouts from around the country. The honorees also appeared on the Today Show!
**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 30,000 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**

**$50,000 plus**
- Ford Motor Company Fund
- Richard King Mellon Foundation
- United Way of Genesee County

**$25,000 - $49,999**
- Community Foundation for Southeast Michigan
- Community Foundation of Greater Flint
- DTE Energy Foundation

**$10,000 - $24,999**
- Colina Foundation
- General Motors
- MGM Grand Detroit
- PNC Bank
- The Comcast Foundation
- The Whiting Foundation
- TUKTAWA Foundation
Corporate and Foundation Giving continued

United Way for Southeastern Michigan
United Way of St. Clair County

$2,500 - $9,999
ArborOakland Group
Arrow Strategies
Baker College - Flint
Benson & Edith Ford Fund
Clark Hill, PLC
Collaborative Data Inc.
Comerica Bank
Compass Commercial ITRA Global
General Dynamics Land Systems
HAP
James and Lynelle Holden Fund
Karen Colina Wilson Foundation
LA-Z-BOY Foundation
Marxmoda
McLaren Health Care
Preferred Moving & Storage, Inc.
TCF Commercial Banking
The Youth Foundation of America
United Way of Monroe County
United Way of Sanilac County
United Way Suncoast

$1,000 - $2,499
Access-Interactive
American Axle and Manufacturing, Inc. World Headquarters
Anna Paulina Foundation
Aon Foundation
Aon Risk Solutions
Art of RoKo
Baker Tilly
Benevity Giving Platform
Carl’s Golfland
Corporate and Foundation Giving continued

Davis & Davis Interior Design Company
Food Bank of Eastern Michigan
Hylant
Lefanowicz Family Foundation
Michigan First Credit Union
Optiv Security
Ossian Law P.C.
Panda Restaurant Group, Inc.
Paragon TEC, Inc.
Schiff Hardin, LLP
Secureworks
Shelby Community Foundation
Strategic Staffing Solutions
The Athena Financial Group
The Detroit Pistons

The Elmira L. Rhein Family Foundation
Trophy Nut Company
Truist
W3R Consulting
Wolverine Packing Company
WWK Investments, Inc.
YourCause

$999-$500
Ally Financial
Bill Carr Signs, Inc.
Blue Cross Blue Shield of Michigan
Causecast Foundation
Federated Campaign Stewards
FIRST Robotics
Flint and Genesee Chamber of Commerce
Freier Forestry
Graphics East, Inc.
Hurley Foundation
Insite Commercial/Thomas Helicopters
Kiwanis Club No. 1 of Detroit, Inc.
Le Méridien Arlington
PRP Wine International
Saginaw and Court Assoc.
State Farm Companies
The Detroit Lions Inc.
United Way of Metropolitan Dallas, Inc.
Willis Towers Watson
Yeo & Yeo

**Individual Giving**

**$25,000 plus**
Julie Dawson

**$24,999 - $10,000**
A.G. Bishop Charitable Trust
Dorothy Dalee-Wilson Trust
Grace Kleinpell Trust
Lula C. Wilson Trust
Pansy Lee Reeder Trust
Nancy Philippart and Thomas McGrail
Kevin and Barbara Hendrick
Peter and Eilish Keating
Elaine Marcotte
Telva and David McGruder
Sarah and Daniel Pobocik
Heather Rivard
Stella & Frederick Loeb Charitable Trust
Katherine and Jeffrey Weaver
Diane and Randall Young

**$9,999 - $2,500**
Barbara and Gregory Allushuski
Suzanne Antonelli
Robin Cole
Morgan Elliott Andahazy and Ladislaus Andahazy
Candyce Foreman and Michael Wiacek
Karen Alton
Mary-Suzanne Bante and James Bante
P. Jeffrey Baytarian
Marc and Sharon Berke
Jacqueline and Gerald Bucsi
Cynthia and Stephen Carleton
Angela Ciaramitaro
Individual Giving continued

Denise Dalrymple and Donald Austin
Ava Danner
Karen Ebben
Linda Fincham
Peter and Jean Grantz
Kelle and Christopher Ilitch
Kevin and Carrie Kernen
Kathleen McCann
Evelyn Milam
Denise Minoletti and Stephen Little
Kathryn Ossian and James Linn
Shani Penn
Robert S. and Virginia R Landaal Family Fund
Janet Robertjohn
Rebecca and Gary Sakwa
Cheryl Schmitt
Justine Scriptunas
Lisa Hearn Shumpert
Maureen Stapleton
Jamie and Adam Westrick
Christina and Gary Whited
Angela Williams

$999 - $500
Elisabeth Austin
Cortney Black
Roxanne Brinkerhoff
Stephanie Brown
Jeni Carino
Joann Chavez
Michael and Cathleen Clancy
Lynda Clegg
David and Susan Corby
Ethan and Gretchen Davidson
Donald and Katherine Dahlstrom Endowment Fund
Katie Donnelly
Kristine and Robert Edie
Pam Emmendorfer
Marianne Farley
Joanne and Joseph Galvin
Michelle Gersin
Tiffiny and William Griffin
Linda Hillier-Rivard
Laurene Horiszny and Chuck Stavoe
Mary Houser
Elizabeth Hugel
Peter and Eilish Keating
Jennifer and Tom Kenny
Patrick Killeen
Kim Kovacic
Richard and Susan Lueders
Nadine Mathis
Nancy Moody
Linda and Scott Morrell
Nancy and Robert Noiva
Jerry Norcia
Doreen Olko
Pamela Paglino
Francine Pegues
Julianne and Thomas Princinsky
Gerald and Tracy Rauch
Anne and Barry Regling
Terri Renshaw
Brenda Rosenberg
Nicholas Schunck
William and Lyn Sengstock
Mark Stiers
Frederick Vogt
Edward Vogt
Michael Vogt
Robert Wilke
Elizabeth and Richard Witten
Cathy Wood
Girl Scouts of Southeastern Michigan are honored to recognize members of the Juliette Low Society reflecting the forward thinking vision and personal commitment of our fearless founder by including us in their estate plans.

Adeline Adams  
Mary-Suzanne and James Bante  
Kathie Booth  
Denise Dalrymple  
H. Halladay Flynn  
Peter Keating  
Grace Kleinpell Trust  
Gloria Lara  
Bettyrae Malsom  
Elaine Marcotte  
Denise Minoletti  
Kathryn Ossian  
Pansy Lee Reeder Trust  
Nancy Philippart  
Heather Rivard  
Linda Rivard  
Kathy Weaver  
Donna J. Will  
Dorothy Willison

By joining the Juliette 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.
2018 Board of Directors

Telva McGruder, Chair of the Board
Candyce L. Foreman, Vice Chair
Maureen L Stapleton, Secretary
Diane L. Young, Treasurer

Voncie Brown-Miller
Cindy Carleton
Robin M. Cole
Karen Ebben
Kristine Edie
Morgan Elliott Andahazy
Kevin S. Hendrick
Peter M. Keating
Elaine T. Marcotte

Shani Penn
Sarah Pobocik
Lisa Hearn Shumpert
Stacy Snyder
Linda Taliaferro
Katherine Weaver
Jamie Westrick
Angela Williams

Denise Dalrymple, CEO

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