

2025 Annual Report

girl scouts of southeastern michigan



Because of Girl Scouts, 80% of girls feel they can make a difference in the world.

**MY25 Girl Scouts Voice Count Survey*

GSSEM Vision

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

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 (9/30/2025)

- Daisies: 3,352
- Brownies: 4,696
- Juniors: 3,629
- Cadettes: 1,864
- Seniors: 505
- Ambassadors: 428
- Grade Unreported: 0
- Adults: 5,464
- Lifetime Members: 2,434



85% of girls want to learn more about science, computers, and/or art because of Girl Scouts.

**MY25 Girl Scouts Voice Count Survey*

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.







77% of Girl Scouts celebrate and learn about customs, values, and traditions of people from a variety of race and cultures.

**MY26 GSSEM Program Survey*

CEO/Board Chair Greeting

Year after year, we are thrilled—and deeply grateful—for the ongoing commitment to GSSEM and Girl Scouting displayed by our volunteers, supporters and of course, Girl Scouts. We know that the impact of Girl Scouting is real and sustained, as girls discover new interests, build skills, challenge themselves, and support their communities in meaningful ways.

GSSEM continues to take a deeper look at the world in which girls are growing up, ensuring that our programs and strategic community and philanthropic partnerships help Girl Scouts become "real world ready." In 2025, GSSEM advanced our white paper series examining gaps in STEAM education access, the need for increased access to global citizenship opportunities for women and girls, and more investment in whole-child development amid economic challenges. GSSEM remains committed to helping Girl Scouts be the leaders prepared and equipped to address these and other societal challenges now and in the future.

To that end, we were so proud and excited to finally take possession of the GSSEM Mobile STEAM Lab (MSL). Powered by General Motors, Comcast, and The Vilcek Foundation, the MSL rolled into the parking lot of our Detroit Service Center on a blustery spring morning in March 2025. Since then, GSSEM has worked continuously to bring STEAM career exploration, coding, robotics, and other STEAM experiences to Girl Scouts and youth throughout the region. Read more about MSL first year outcomes on page 15 of this report.

In MY24/25, GSSEM was honored to be selected as one of four councils chosen to send four Girl Scouts to serve as delegates to the United Nations 69th Session of the Commission on the Status of Women. These Girl Scouts had the opportunity to discuss Girl Scouts' international advocacy, share their thoughts on worldwide issues, and make their voices heard on issues central to women's rights and female empowerment. GSSEM is grateful to The Skillman Foundation for a generous grant to support the travel and expenses for our delegates. Their support in this life-changing experience is a testament to the power of philanthropic support for girls' leadership development.

We all know the saying—Girl Scouts is about so much more than cookies, camp, and crafts. At GSSEM we know the same is true for girls! Girls want to be civically engaged. They want to build lasting friendships and supportive relationships that encourage them to reach their goals. They want to be a part of changing the world. With the unyielding support of caring volunteers and mentors, meaningful investment in girls' leadership development, and programming and experiences that only Girl Scouts can offer, we know girls will do all of this and more.

Here's to an amazing 25/26 and even greater days ahead!

Yours in Girl Scouting,



Monica Woodson
CEO



Karen Ebben
Chair of the Board


GIRL SCOUTS USA
SOUTHEASTERN MICHIGAN

Girl Scouts of Southeastern Michigan Statement of Activities

For the year ending September 30, 2025

Public Support and Revenue:	
Annual and Planned Giving	113,748
Corporate and civic groups	298,554
Foundations	499,169
Government Grant	317,255
United Ways	20,908
Special events - net of direct benefit to donors	55,824
Change in beneficial interest	37,324
Total Public Support	1,342,782
Product Sales:	
Cookie and fall product revenue	13,817,935
Direct Costs	(6,247,813)
Gross profit on product sales	7,570,122
Program service fees	469,993
Merchandise sales:	
Gross revenue	658,306
Cost of sales	(422,028)
Gross profit on merchandise sales	236,278
Total Net Operating Revenue	8,276,393
Other revenue:	
Investment income (loss)	607,373
Miscellaneous income	121,307
Total other revenue	728,680
Total Public Support And Revenue	10,347,855
Expenses:	
Program services:	
Troop-Related Programs	7,796,082
Camp and Facility Operations	2,016,014
Total program services	9,812,096
Supporting services:	
Management and general	966,392
Fund Raising	531,544
Total supporting services	1,497,936
Total Operating Expenses	11,310,032
Increase (Decrease) in Net Assets From Operations	**(962,177)**
Other Changes in Net Assets:	
Gain or (loss) on sale/disposal of property	0
Increase (Decrease) in Net Assets	(962,177)

Statement of Financial Position

as of September 30, 2025

Assets:	
Cash and cash equivalents	1,567,969
Investments and beneficial interest in trusts	10,976,448
Receivables, Net	329,368
Inventory held for resale	312,599
Prepaid Expenses	306,434
Land, buildings and equipment - net	5,684,362
Operating right-of-use asset	942,398
Total Assets	20,119,578
Liabilities and Net Assets:	
Accounts payable and accrued expenses	807,392
Opearing lease liability	422,255
Deferred grant revenue	28,050
LT Operating Lease Liability	597,044
Total Liabilities	1,854,741
Net Assets	
Without donor restriction	16,643,934
With donor restriction	1,620,903
Total Liabilities and Net Assets	20,119,578



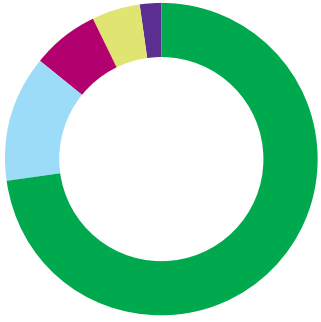
80% of Girl Scouts said/reported that camp helped them feel more confident to do things on their own.

**MY26 GSSEM Program Survey*

2025 Financial Snapshot

Where the Money Comes From

Product Program	73%
Public Support	13%
Investment Revenue	7%
Program Fees	5%
Merchandise Sales, net	2%



Where the Money Goes

Troop Related Programs	58%
Troop and Camp Operations	18%
Product Program	9%
Management & General	9%
Fundraising	5%
Retail Merchandise Costs	2%







Because of Girl Scouts, 73% of girls consider themselves a leader in more activities.

**MY25 Girl Scouts Voice Count Survey*

Volunteers

79
live trainings offered

268
volunteers took a live management training

97%
first year troop leaders completed Troop Leader Orientation

2,093
training achievements logged in gsLearn

70
volunteers honored with a Volunteer National Award

52
community partners recognized with the Friend of Girl Scouting award

4
volunteers honored with the President's Volunteer Service Award

18,171
users on GSSEM's Rallyhood ecosystem

In Membership Year 2025, GSSEM volunteers benefited from several key training enhancements. To address a growing need for finance support, the Volunteer Experience team launched the Managing Troop Finances course, serving 282 volunteers. MY25 also introduced the first asynchronous Cookie Rookie training, allowing new troop leaders to prepare for the Cookie Program at their own pace beginning in November 2024. Additional offerings included five ability and inclusion trainings focused on supporting Girl Scouts with ADHD, autism, and other needs.

In March 2025, deep-linking was added to simplify access to training content. The State of the Troop Leader survey debuted in April 2025, giving volunteers a dedicated space to share feedback across the volunteer experience. Results showed that 78% of Troop Leaders reported an overall positive experience with GSSEM.





73% of Girl Scouts are
“more confident at school.”

**MY25 Girl Scouts*
Voice Count Survey

Introduction of the MSL

In the spring of 2025, GSSEM launched the Mobile STEAM Lab (MSL), a traveling classroom offering hands-on learning experiences in coding, robotics, engineering, and science. Thanks to our funders, General Motors, Comcast, and the Vilcek Foundation. The inaugural pilot program for the MSL occurred from April until June 2025.



93%

students in the pilot reported learning something they never had before

12%

increase in students expressing interest in jobs that use science, math, and technology between the beginning and the end of the MSL session

68%

reported that they would like to learn more about coding after their MSL experience

1,200

students served by MSL from 11 school districts in five counties



81% of Girl Scouts feel confident that they could start their own business one day.

**MY26 GSSEM Program Survey*

Product Programs

658
Girl Scouts were top sellers (600+ boxes of cookies)

2,620,668
total boxes sold combined through booths, paper orders, and Digital Cookie

258
boxes sold per girl average

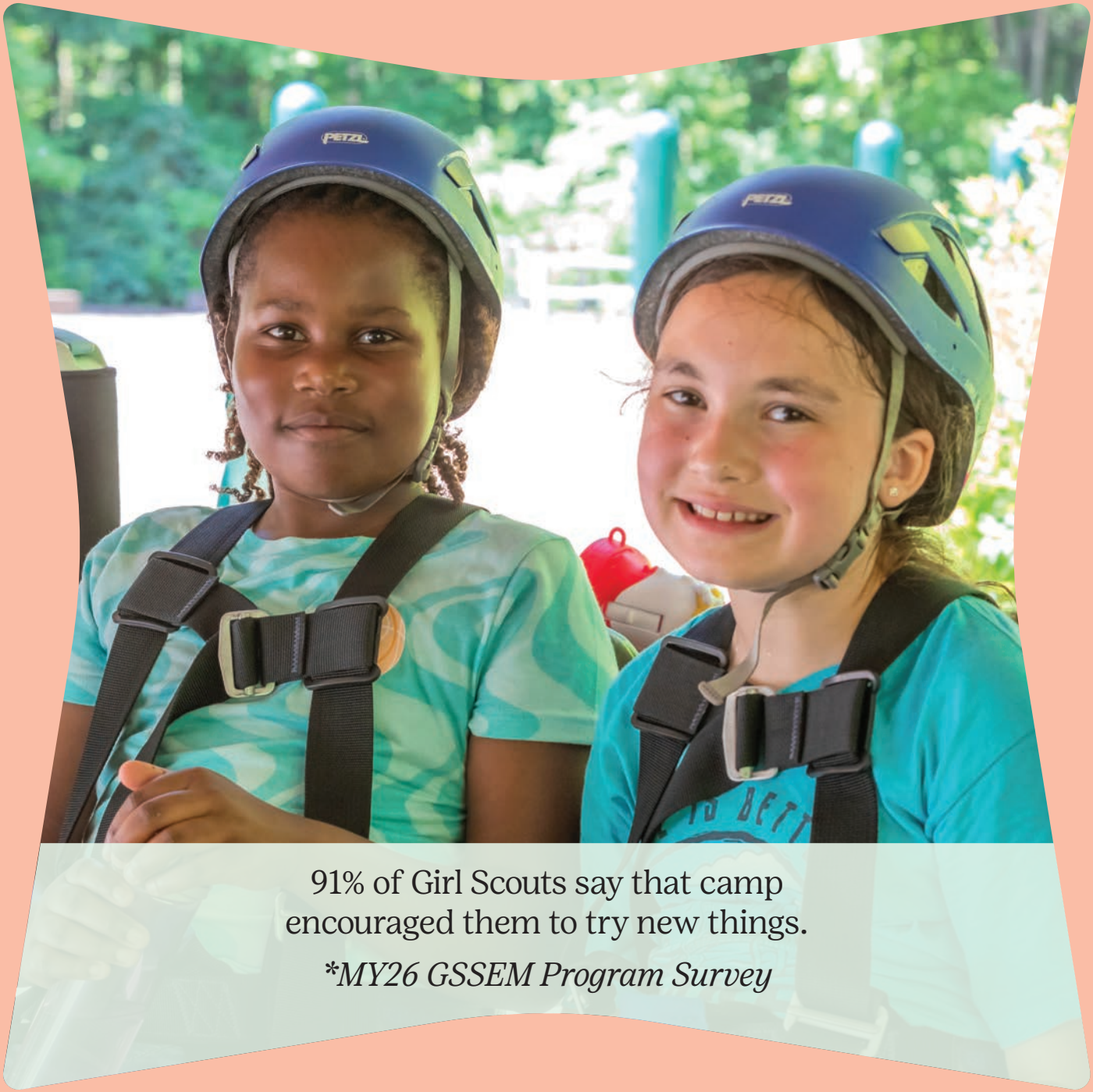
4,113
boxes sold by GSSEM's top seller

51,520
additional boxes sold for Troops to Troops

6,500+
booths hosted by girls across Southeastern Michigan







91% of Girl Scouts say that camp encouraged them to try new things.

**MY26 GSSEM Program Survey*

Camp & Outdoors

303

campers total over six weeks—
an increase from MY24.
The camp layout was revamped
to include all-around themed weeks,
specialty themed weeks,
and mini weeks.

1,245

Girl Scouts served—
500 more Girl Scouts
than FY24



14

weekends offered at
Camp Hawthorn Hollow

16

weekends offered at
Camp Playfair

823

adults
served

Camp & Outdoors

Camp Hawthorn Hollow Events

15

day events offered

544
Girl Scouts served

477
adults served

4

events offered with overnight component

52
Girl Scouts served

28
adults served

Outdoor Education Department

219

day events offered

4,937
Girl Scouts served

4,106
adults served





83% of girls said that Girl Scouts helped them know ways to protect the environment.

**MY25 Girl Scouts Voice Count Survey*

2025 Highest Awards

22
Gold Award Girl Scouts

59
Silver Award Girl Scouts

201
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



86% of girls said that Girls Scouts helped them learn what steps are needed to meet their college or career goals.

**MY26 GSSEM Program Survey*

2025 Young Woman of Distinction

Each year, GSSEM honors one Gold Award Girl Scout as its Young Woman of Distinction—an exceptional young leader whose Gold Award project stands out and creates sustainable, measurable change. In 2025, that distinction went to Emma Beach, who addressed the nationwide shortage of canine blood donations after discovering how few dog owners know this lifesaving need exists. She created **PumpingPups.org**, a national database connecting dog owners to 40 canine blood banks across 27 states and developed a real-time inventory system to help veterinarians locate blood products more efficiently. Emma also launched an awareness campaign through veterinary clinics, dog parks, pet stores, social media, and even connected with the American Red Cross to expand outreach. A lifelong animal advocate, Emma graduated from Rochester Adams High School and attends Michigan State University's Lyman Briggs College to study animal science.



www.gssem.org/ywod



Because of Girl Scouts, 70% are more comfortable talking to new people.

**MY26 GSSEM Program Survey*

GSSEM Board of Directors

As of 10/1/2024 – 9/30/2025:

Karen Ebben, Board Chair
Morgan Elliott Andahazy, Vice-Chair
Jo Robinson, Secretary
Diane Mullan Cromwell, Treasurer

Directors-at-Large:
Tonya Berry
Christopher Dargin
Marianne Farley
Kevin Hendrick
Barbara Hendrickson
Jessica Glenn Jackson
Amy Perlman
Candace Rogers
Sati Smith
Stacy Snyder
Lisa Sperling
Trisha Stein
Denyse Vitale
Karen Weaver
Angela Williams
Brad Zasa





Because of Girl Scouts, 74% of girls report having close friends.

**MY25 Girl Scouts Voice Count Survey*

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

