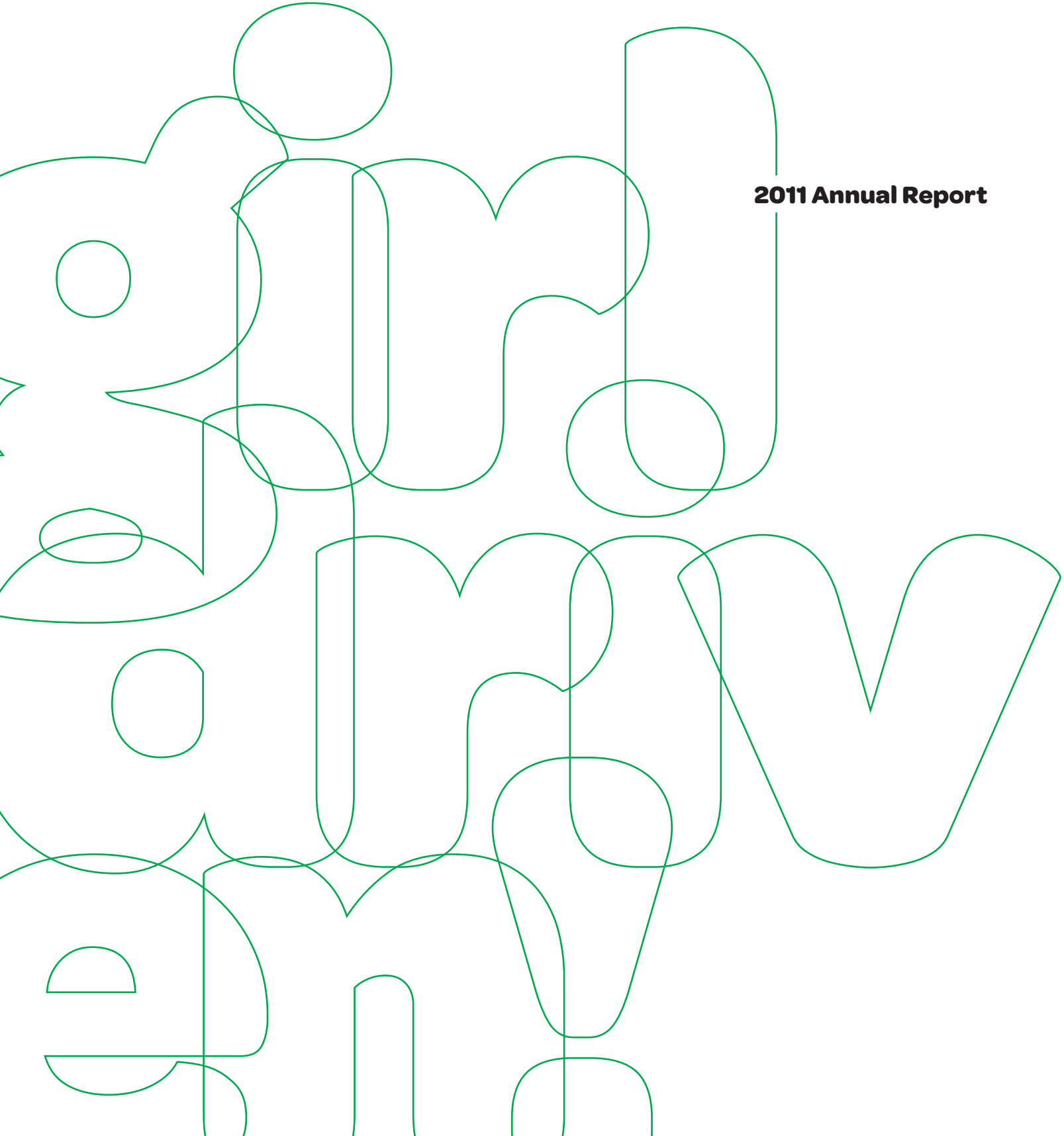




girl scouts
heart of michigan

2011 Annual Report



**Building girls of
courage, confidence,
and character,
who make the world
a better place.**

gshom.org

2011: Building a Foundation for Success

"I realize that each year it has changed and grown until I know that, a decade from now, what I might say of it would seem like an echo of what has been instead of what is."

—Juliette Gordon Low on the Girl Scout Movement, 1925

Dear Friends,

It has been three years since our realignment and oh my, how we've changed and grown! Together, volunteers and staff have worked to secure our position as Michigan's premier leadership development organization for girls.

Striving for continuous improvement, we focused our efforts on five strategic priorities: Membership, Program, Fund Development, Culture and Brand. Staff and volunteers streamlined processes and procedures in all departments, ensuring the best possible customer service for our valued members. We instituted a council-wide culture that is dynamic and nimble and encourages risk-taking, modeling all of the attributes we want for our girls.

We continue to forge ahead with implementation of our strategic priorities to fulfill our mission of building girls of courage, confidence and character who make the world a better place. This past year has been a pivotal time of movement away from what was to what has come to be. We are confident that our ongoing transformation will enable us to capitalize on new opportunities and meet all challenges. For us, the future is now.

Yours in Girl Scouting,



Mary Flegal
Chair, Board of Trustees,
Girl Scouts Heart of Michigan




Jan Barker
Chief Executive Officer,
Girl Scouts Heart of Michigan

Board of Directors 2010-2011

Chair

Pat Brasseur (ending March 2011)
Mary Flegal (beginning March 2011)

1st Vice Chair

Barbara Henton

2nd Vice Chair

Layla Ananda (ending March 2011)
Mary Bazan (beginning March 2011)

Secretary

Vickie Herzberg

Treasurer

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Trustees

William Bailey (beginning March 2011)
Joyce Blomgren
Pat Brasseur (beginning March 2011)
James Davis
Lindsay Eister
Jennifer Foulk (beginning March 2011)
Heidi Fransen (beginning March 2011)
Larry Halman
Dr. Carol Hogan
Kristin Holt (ending March 2011)
Elizabeth Janda
Anamaria Kazanis
Eileen Lehnert
Patricia Mishic
Elizabeth O'Dell
Diana Quintero
A'Lynne Robinson
Gerri Rudolf
Patricia Schroeder
Ingrid Sheldon (ending September 2011)
Khadija Swims (beginning March 2011)
James White
J.B. Williams (beginning March 2011)



“The best thing about Girl Scouts is that there’s not just one way to be one!”

Membership

Flexible program options or “Pathways” made their debut in 2011, changing the perception that the only way to participate in Girl Scouting is through a troop.

Pathways introduced girls to several exciting ways to become involved. Since every Pathway approaches different interests and strengths, for the most rewarding Girl Scout experience, we encouraged every girl to try as many as possible.

Camp

Girls learn more about nature and the environment. They can choose to camp by day or overnight, with their troop or even their families.

Family camp participation was up 362 in 2011, a 64 percent increase.

Eleven weeks of summer day camp at the Kalamazoo Program and Training Center (PATC) gave parents an alternative to traditional summer daycare. We served 335 girls, an increase of 162% over the previous year.

For the first time ever, we provided year-round school break coverage at the Program and Training Center. We hosted 41 girl/days of winter break day camp and 70 girl/days of spring break day camp. At holiday time, the girls had a blast at a beach party in the snow. At spring break, we focused on a theme based on a different popular children’s book each day. On “Giving Tree Day” the girls learned about community service by making cards to send to military service members. On “Cloudy with a Chance of Meatballs Day” they cooked up a feast in the PATC’s kitchen.

Classic Troop

Every school and community has the potential to support a Girl Scout troop. Girls meet regularly with other girls to participate in exciting activities, make a difference in their community and have lots of fun!

Programs/Events

Perhaps a girl has more than one passion. Maybe she loves to draw and act and dance. She can attend multiple half-day or full-day events throughout the year in the subjects that interest her most. The Source (Council-sponsored Programs and Events for Girls and Their Families) is her gateway to all of our fun programs.

16,315 girls (74 percent of all girl members) participated in programs listed in The Source, an increase of 478 girls over last year. Thanks to our generous sponsors, we were able to mail a copy of The Source to every Girl Scout family in 2011.

Series

Does a girl want to learn about something in a little more depth? She can join one of our series and explore her interests while having lots of fun with other girls. The Religious Award Program and our school outreach are examples of our series.

Travel

Is a girl ready to go places? Girl Scouts do. And whether they’re traveling across town, the state, or the world, it’s always the adventure of a lifetime.



In Depth: Saginaw Outreach

"I love Girl Scouts. It helps me be a good person and it has good effects on me."
- 9 year old Girl Scout



"School is so much stress and is hard for me. Girl Scouts is where I can be good at stuff."
- 13 year old Girl Scout



Watching older girls helping younger girls tie their shoelaces may not seem like a big deal, unless your name is Lisa Ingram and you're in charge of outreach activities at Girl Scouts Heart of Michigan's Saginaw Regional Center.

Lisa, an Outreach Specialist, partners with community centers and after-school programs to give girls an age-level Girl Scout experience. Her visits to the sites are dependent on what type of programming the girls need.

Lisa served 204 girls in Midland, Saginaw and Isabella counties from January to June, 2011. During that summer she served 315 girls in Midland and Saginaw counties. She also took 25 girls to Bridge River Day Camp in Frankenmuth and 49 girls to Camp Linden. To date, Lisa has served a total of 524 girls. This number includes girls involved in the Innerlink program, a tri-county community center which provides youth who are having problems at home or are caught up in the court system a place to go where they can take steps to transition back to their homes. The program is facilitated by Samona Perry, a volunteer.

"We do a 'Uniquely Me' component and work with them on their self-esteem and teach them ways to resolve conflicts effectively," Lisa said.

"Uniquely Me" was created in collaboration with Girl Scouts of the USA and Dove personal care products in 2002 to address the critical nationwide problem of low self-esteem among adolescent and pre-adolescent girls. It is designed to foster self-esteem in girls, ages 8-18.

So far, Samona has conducted six eight-week sessions with five to 10 girls from Innerlink. The girls come to the Saginaw Regional offices so it's like a field trip for them.

"Our ultimate goal is to transition girls into a classic troop, but that's very difficult because so many of our girls come from single-parent households where money and time are tight," said Lisa. "These parents are overwhelmed with jobs and caring for their kids."

Were it not for Lisa and the volunteers who help her out, many of the girls living in the Saginaw area would not have any exposure to Girl Scouting. Lisa said if their moms are 35 years old or younger, they may have never been involved themselves with Girl Scouting.

"We have a whole generation that's not had exposure to Girl Scouting," she said. "If they haven't been exposed to it they don't know what to expose their child to."

The girls are there and are hungry for a Girl Scouting experience but, without leaders, there can't be troops. Lisa said she will continue her Outreach efforts while encouraging women and men to step up and volunteer their time and talents.

In Depth: Kim Odorico

When Kim Odorico thinks about successes and improvements in Adult Recruitment and Education (ARE) she cites training opportunities for volunteers which respect their time.

For many volunteers with Girl Scouts Heart of Michigan face-to-face interactions aren't always convenient.

"We have begun to implement webinars and other training opportunities which fit better with our volunteer's schedules," Odorico says. "We recognize that they are very busy, hence our commitment to offering different training options for them."

The ARE team is working to recreate a volunteer management system based around Personify which will streamline the application process and ensure that each and every volunteer is receiving the training, support and orientation that they need. Odorico says she and her team want to make sure volunteers are being mentored and nurtured and able to use their unique skills and talents.

As part of this dedication to GSHOM's volunteer base, Odorico and her team offer the "All Aboard", a weekend-long training which took place this year at Camp Merrie Wood and Camp Linden. These gatherings offer volunteers the opportunity to have one-stop access to the information they need to be world-class girl developers and leaders.

"Both of these "All-Aboards" had record attendance," Odorico says. "We are moving towards replicating this programming and moving it around the Council to encourage folks to visit other camps and move beyond their regional borders.

"We want our girls and volunteers to look at GSHOM for the large geographic area it encompasses – one in which they can go anywhere and participate."

It is in this spirit of crossing regional borders that the 2013 Girl Developers Summit will move from Kalamazoo, which had a record turnout in February, to the campus of Eastern Michigan University. Odorico said GSHOM will seek out community partners as well as the collaboration with EMU.

"We want to start to move the location for the annual Summit around a little bit too because it ties into our goal to get our volunteers to understand the critical role they play as girl developers," Odorico says.

"We want to be the resource for girls and show the hundreds of communities we serve that we have fantastic benefits for girls."

Odorico said GSHOM as a whole will be making a major push to be more intentional about highlighting the benefits girls are receiving such as developing a strong sense of self and letting their leaders know that they are doing "fantastic" things for girls.

"We want people to look at us as experts in girl development," Odorico says. "We want them to come to us when they want people to speak about issues like girl development and self-esteem."

"We want to be the resource for girls and show the hundreds of communities we serve that we have fantastic benefits for girls."

Kim Odorico, ARE Team Leader
Girl Scouts Heart of Michigan

Program

When is a cookie more than a cookie? When the Girl Scout Cookie Program teaches girls five key skills: how to set goals, make decisions, manage money, work with people and learn ethics in business.

In FY 2011, Heart of Michigan Girl Scouts sold 2,176,000 boxes of Girl Scout cookies. Through Treats for (Military) Troops, customers purchased \$ 11,041 in cookies (about 3,000 boxes) to send to US service members and their families , tripling last year's results!

"I'm really glad I joined Girl Scouts because now I have more friends and I've met more people. Being a Girl Scout has opened me up to the world."
-9 year old Girl Scout



Fund Development

In FY 2011, Fund Development raised over \$1 million dollars in grants, individual and corporate giving, in-kind donations, and special events, including the popular Girl Scout Cookie Bake-Off Benefit, held in all five regions.

Culture

We are creating a dynamic, "no-limit" culture that encourages risk-taking by volunteers and staff. As we strive for continuous improvement in our customer service, we are giving volunteers the tools and information they need to help girls grow, through the Girl Scout Leadership Experience.

Brand

We advanced the GSHOM brand through our website and through placements in all media in all five GSHOM regions, with special emphasis on planning for the 100th anniversary celebration in 2012.

Statement of Activities

For the Year Ended September 30, 2011

Direct Contributions	\$302,214
Foundations and Grants	\$244,613
United Way Income	\$251,335
Donated Materials and Supplies	\$110,777
Special Events	\$113,883
Program Service Fees	\$879,813
Rental Income	\$78,360
Cookie Sales (net)	\$4,382,106
Fall Product Sales (net)	\$257,542
Store Sales (net)	\$374,727
Net on Investments	(\$19,946)
Miscellaneous Income	\$95,550
Total Income	\$7,090,433
Program Services	\$6,185,716
Management and General	\$217,623
Fundraising	\$904,377
Total Expenses	\$7,307,716
Changes in Net Assets	(\$217,283)

Financial
Statements

The 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.

The 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.

Girl Scouts Heart of Michigan

800-497-2688

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