

2014-2015 Annual Report

Girls : **Adults**
19,288 : 6,172

89%

of girls reported that they worked together to get things done in their troops.

87%

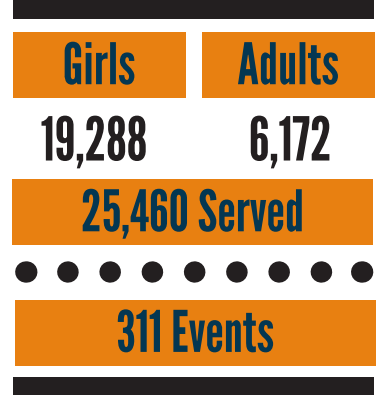
of girls served through outreach said that Girl Scouts helped them feel like leaders.

“I learned that I am important.”

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At Girl Scouts Heart of Michigan, we are dedicated to delivering meaningful, high-quality programming for all girls in every community we serve. Each year, girls at every Girl Scout Grade Level are asked to complete verbal and written surveys administered by our evaluation department and field staff. Every survey is designed to empower girls and give them a voice in Girl Scouting. It also allows us to measure the success of our program delivery and engages our entire staff team in continuous improvement. These evaluation tools provide us with the data and feedback needed to create a tangible and clear picture of how Girl Scouting is positively impacting girls in the Heart of Michigan.

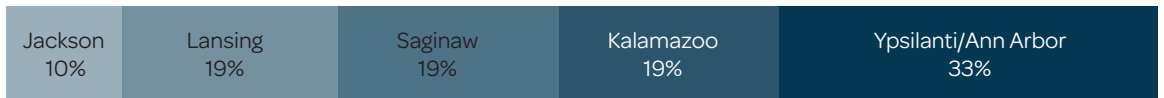


- 59 or 18% of program offerings welcome families to join in on the fun.
- Approximately 61% of respondents in the Heart of Michigan agreed or strongly agreed that in Girl Scouts they get more of a say than in other groups of which they'd been a part.
- When asked if they had utilized skills learned in Girl Scouts in other areas of their lives, more than 85% of Outreach Program respondents either agreed or strongly agreed that this was the case.
- Girl Scouts Heart of Michigan experience 60% retention, a 1% increase from last year.

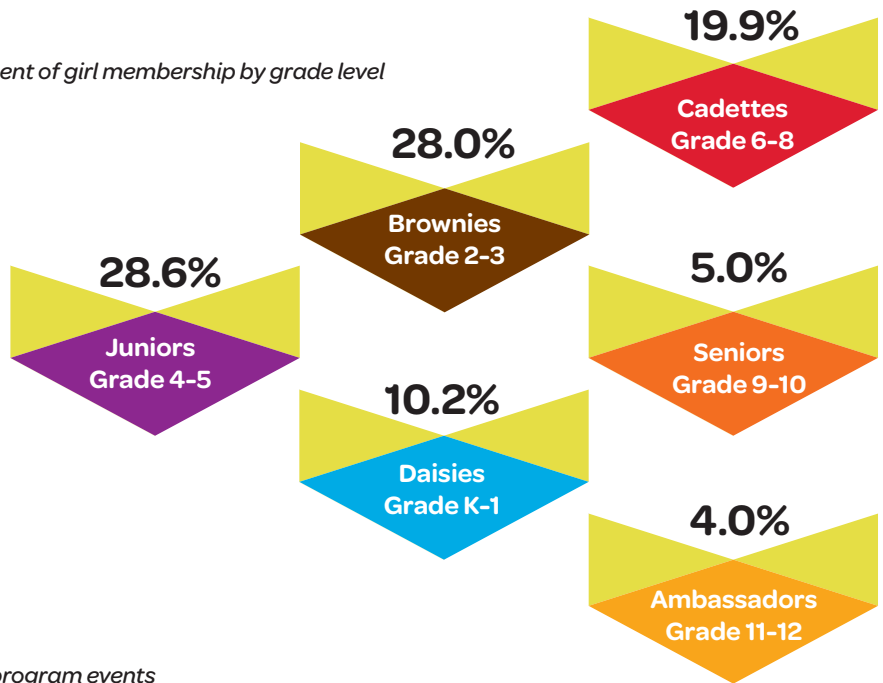
Help Desk

Girl Scouts Heart of Michigan's amazing Help Desk handled 5,767 tickets, 95% "extremely satisfied" customers as reported on our customer service survey, and 100% of tickets received a reply within 24 hours.

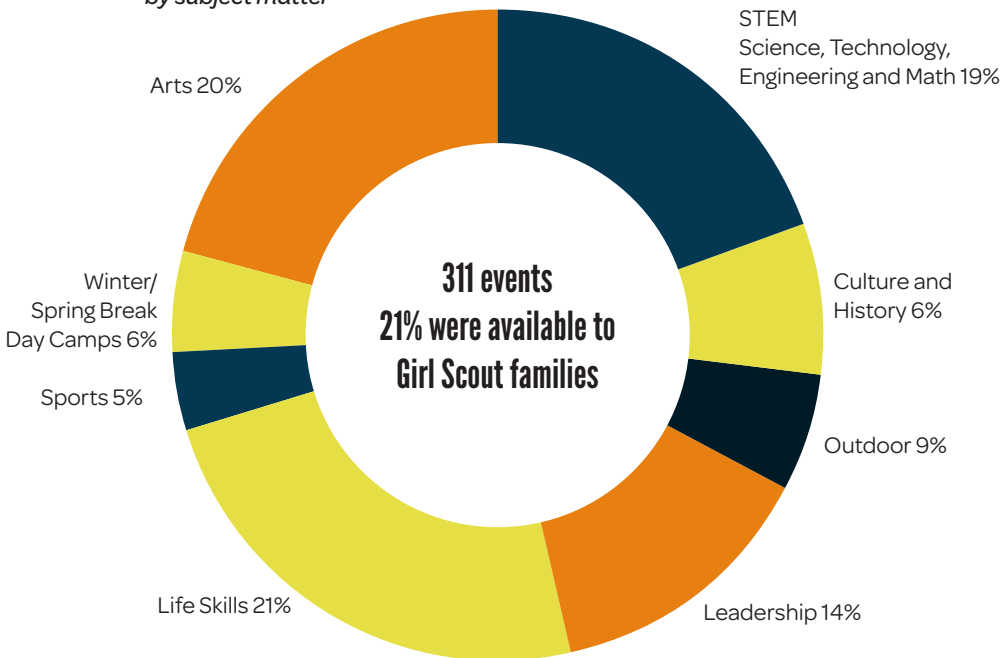
Percent of membership by region



Percent of girl membership by grade level



Percent of program events by subject matter



The Girl Scout Leadership Experience

“One of the most useful things I learned in Girl Scouts is how to stand up for myself and others.”

The mission of Girl Scouts is to build girls of courage, confidence, and character who make the world a better place. Girl Scouts is the premier leadership organization for girls and an expert on their growth and development. We have identified three keys to leadership: girls Discover themselves and their values; Connect with others; and Take Action to make the world a better place. At Girl Scouts Heart of Michigan, everything centers on the girl—activities being girl-led, which gives girls the opportunity to learn by doing in a cooperative learning environment. To accomplish this, our programming focuses on 15 goals (outcomes) that help girls gain specific knowledge, skills, attitudes, behaviors and values. These outcomes work in tandem with the three keys to leadership and combined, they make up the Girl Scout Leadership Experience curriculum.

The Girl Scout program is delivered through troop activities, camping, council-wide events, travel and product programs that link experiences, discussions and ideas for girls to explore together. As girls progress through the levels from Daisy to Ambassador, they acquire new and higher levels of knowledge and skills that progress to more challenging opportunities. These opportunities provide a deeper understanding of what it means to be a leader who makes a difference in the world.

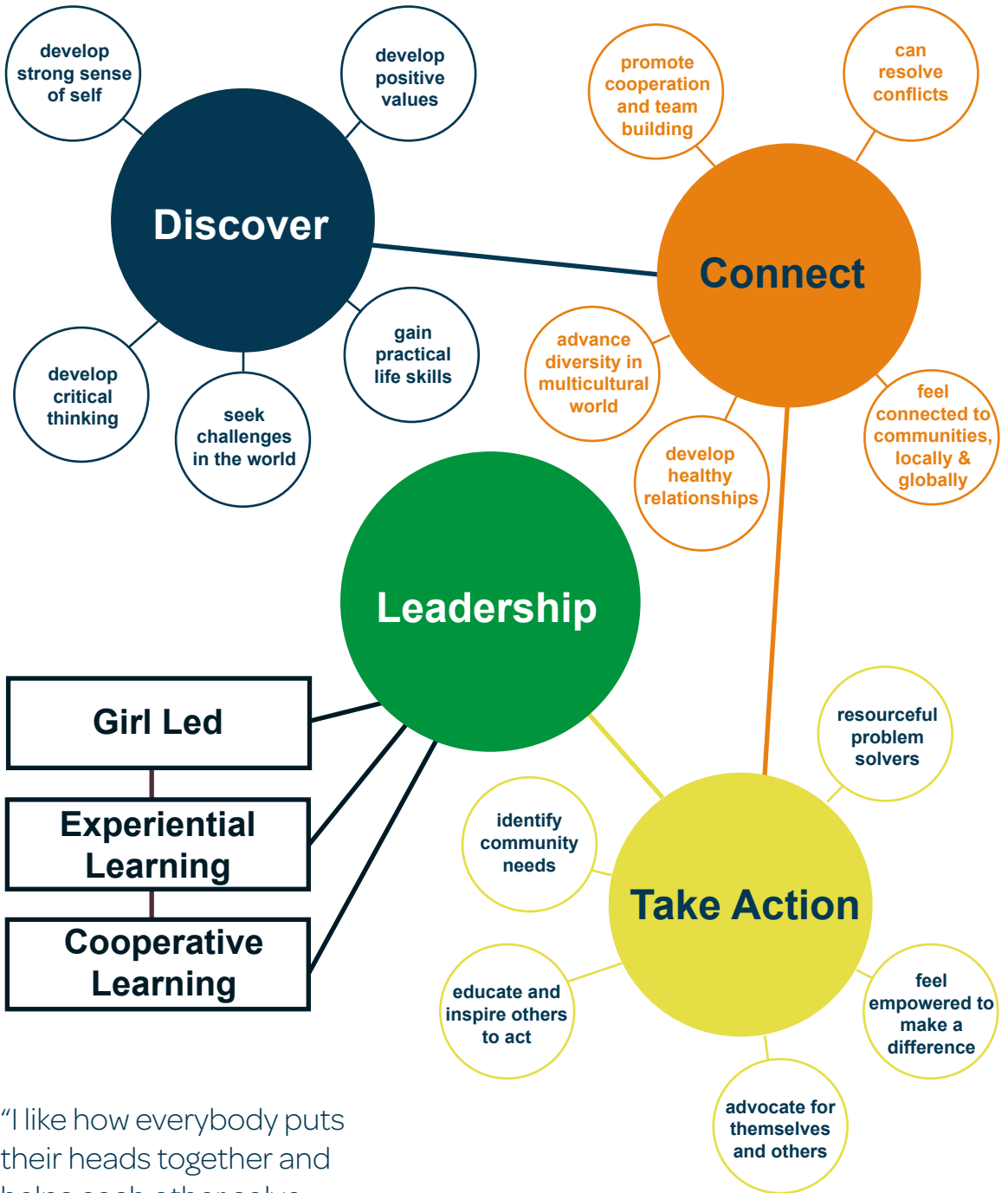


Girls in the Heart of Michigan who stay in Girl Scouting into their high school years report higher achievement than those who have not. However, regression analysis indicates that even short-term exposure to Girl Scouts can predict increased competencies that prepare girls for leadership, and ultimately future success.

“I learned to respect myself.”

“I learned that you should speak for what is right and that others and family come first.”

“I learned that you can always make new friends and you can never have too many.”



"I like how everybody puts their heads together and helps each other solve problems in our community."

Community Outreach

“The most fun thing we did was get to know each other because it’s nice to be friends.”

While participating in Girl Scouts is one of the least expensive extracurricular activities when compared to sports, dance, gymnastics and the like, we recognize that not every family can afford to have their daughter(s) participate. That’s why we offer membership, uniform, and program event assistance to more than 3,176 girls each year with a total annual investment of \$119,547.96. Generous donors, grants and other contributions help cover the cost of providing this assistance, and without it, many girls would not have the opportunity to participate.

 A majority of girls participating in Heart of Michigan Outreach Programs said that being in Girl Scouts helped them feel like a leader (90%).

In addition, we know that girls who are at-risk, in crisis or living in poverty or homelessness do not always benefit from the traditional Girl Scout troop model due to economic, social or transportation barriers. In response to their circumstances, we offer alternative outreach to girls based on their interests and needs. These lessons, activities and mentoring focus on creating healthy relationships, promoting conflict resolution strategies, and building self-esteem and life skills to prevent risky or unhealthy behavior, violence, and poor decision-making now and later in girls’ lives.

What was the most fun?




“We learned new things I never knew.”

In 2014 and 2015, we served 2,027 girls in outreach programs throughout the Heart of Michigan.

Calhoun County	160
Ingham County	385
Jackson County	213
Kalamazoo County	289
Saginaw County	777
Washtenaw County	203




 We provided \$55,107 to 2,345 girls for membership dues.

 We provided \$51,033 for 398 girls to attend events or camp.

Girl Scout Troops

“My favorite thing about Girl Scouts is that I can make a difference in the world, and that I get to do it with my friends.”

Girl Scout troops continue to be one of the most popular participation options among our Girl Scouts. Making friends, having fun together and helping others, all hallmarks of the troop experience, rank high when girls are asked what they love most about Girl Scouts.

-  87.4% of girls in classic troops report working together to get things done in their troops.
-  Working together to get things done was found to significantly predict higher levels of leadership outcomes/skills.
-  Girls in classic troops like to, and want to, do new things, go places, be with friends, help others and be involved in the world around them, and are able to do all of these things in Girl Scouts.

“I like that we get to help out in our community and we raise money to do cool things like going to camp.”

“I liked when we made nice notes, because I bet it made others feel good.”

“I like how I can get together with my friends and do really fun things I couldn’t do without Girl Scouts.”

1,650 Troops



Financial Literacy

The world's recent economic challenges have made one thing clear: Financial literacy skills matter. However, there's been a gap when it comes to teaching young people the skills they need. Experts say that young people need to start learning about money as early as Kindergarten, and in Girl Scouts, girls do.

We offer all girls from kindergarteners to high school seniors the opportunity to build their business savvy and hone their financial literacy skills. They do this through the Girl Scout Cookie and Girl Scout Treats & Reads Product Programs where each girl learns five important skills.



13,943 girls participated in the Girl Scout Cookie Program in 2014/2015.



5,055 girls participated in the Treats & Reads Program in 2014/2015.



1,855 troops participated in Girl Scout Product Programs in 2014/2015.



Girls in the Heart of Michigan sold 2,072,702 boxes of Girl Scout cookies in 2014/2015.



Girls donated approximately 33,454 boxes of Girl Scout cookies and 2659 packages of nuts/candy to Hometown Heroes in 2014/2015.



Girl Scouts Heart of Michigan was the only council in the nation to raise the price of cookies and have an almost flat percent of volume. Our baker told us to prepare for a 15-20% loss in volume.

The 5 Skills

Goal Setting

Decision Making

Money Management

People Skills

Business Ethics

Why do these 5 Skills matter?

Because when a girl has learned these skills, she'll be poised for career success.

Employers, considering girls who have been involved in Girl Scouts, will find a girl

- who can set goals and meet deadlines.
- who works well with others.
- who understands customers.
- who can influence others.
- who is honest, trustworthy and reliable.

13,943 girls participated in the Girl Scout Cookie Program in 2014/2015. They sold 2,072,951 boxes of cookies.



Outdoor Adventures

“Camp is so different from the city life— it’s refreshing.”

“Camp is an integral part of Girl Scouting. It is the place where the skills and values a girl learns in her Girl Scout troop, at a Girl Scout event, and throughout the school year, are put into action. She exercises her independence when she spends a night away from home. She musters up her courage to tackle the climbing wall. She builds character when she shares responsibilities with her bunkmates. She succeeds and she fails, in a supportive environment surrounded by friends, both old and new.”

-Jan Barker, CEO,
Girl Scouts Heart of Michigan



40% of all responses from classic troops indicated a desire to participate in outdoor/adventure activities (canoeing, rock climbing, hiking, archery, etc.), camping or travel.



Girls at camp like to try new activities (like rock climbing, boating, horseback riding, and archery), even though they perceive them as challenging.



Nearly all girls surveyed (98%) felt that they had made a new friend while at camp and some 66% reported making five or more friends during their experiences at week-long resident camp.



Girls who attend week-long resident camps with Girl Scouts Heart of Michigan report significant increases in a number of leadership outcomes/skills.



69% of girls attending resident camp had been to camp at least once before

Property



Girl Scouts Heart of Michigan property rentals netted \$184,336, an increase of 21% from last year, which will be used to improve our properties for all of our girls.



Girl Scouts who have monthly outdoor experiences (40%)*

- **Are stronger problem solvers**
- **Are better challenge seekers**
- **Are more likely to recommend Girl Scouting to their friends**

**More than S'mores: Growing Strong Girls & Courageous Leaders through Girl Scout Outdoor Program, Girl Scout Research Institute, 2014.*

“I loved that no matter how the weather was, we always had fun.”



Girl Scouts is the expert in girls and the outdoors.

Girls who attend week-long overnight camps with Girl Scouts Heart of Michigan report significant increases in a number of leadership outcomes/skills:

advocate for themselves and others

When I see someone being picked on I try to help. +3.4%

promote cooperation and team building

I help do chores without being asked. +8.4%

If someone in my group has an idea, I listen to them. +3.8%

seek challenges in the world

I like to try new things, even if I don't do too well at first. +4.0%

can resolve conflicts

I try to talk about problems instead of yelling. +8.6%

gain practical life skills

Play sports, run or dance everyday. +2.8%

develop strong sense of self

I like who I am. +2.6%

I can do most things I try, even if they are hard. +2.0%

"I liked the rock wall because it was challenging but fun!"

Girl Scouts Heart of Michigan

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Statement of Activities for the Year Ended
September 30, 2015

Direct Contributions	\$366,201
Foundations and Grants	\$166,736
United Way Income	\$143,948
Donated Materials and Supplies	\$126,981
Special Events	\$133,127
Program Service Fees	\$875,131
Rental Income	\$193,166
Cookie Sales (net)	\$5,058,788
Fall Product Sales (net)	\$288,177
Store Sales (net)	\$232,475
Investment Income	\$190
Net Unrealized Gain (Loss) on Investments	\$18,473
Gain (loss) on Disposal of Assets	(\$24,584)
Miscellaneous Income	\$39,297

Total Income **\$7,618,106**

Program Services	\$7,182,518
Management and General	\$400,342
Fundraising	\$870,819

Total Expenses **\$8,453,679**

Change in Net Assets **(\$835,573)**





We appreciate our donors. Thank you!

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