2020-2021 Impact Report

girl scouts heart of michigan

Elements of a Foundational Girl Scout Experience



Girls participate in each of these elements for the BEST Girl Scout experience!

2020-2021 Impact Report

Girl Scouts Heart of Michigan

- Serves 34 counties across Michigan
- Covers over 24,877 square miles
- Supports troops and volunteers at five regional centers
- Employs 58 full-time people
- Operates four beautiful camps and three cabins



Girl Scouts Heart of Michigan

Ann Arbor Regional Center 1671 Plymouth Rd, Ste A-4 Ann Arbor, MI 48105

Jackson Regional Center 4403 Francis St Jackson, MI 49203

Kalamazoo Regional Center 601 West Maple St Kalamazoo, MI 49008

Lansing Regional Center at Wacousta 13287 Wacousta Dr Grand Ledge, MI 48837

Saginaw Regional Center 5470 Davis Rd Saginaw, MI 48604

Camp Linden 5285 Hogan Road Linden, MI 48451

Camp Merrie Woode 12584 Burchette Road Plainwell, MI 49080

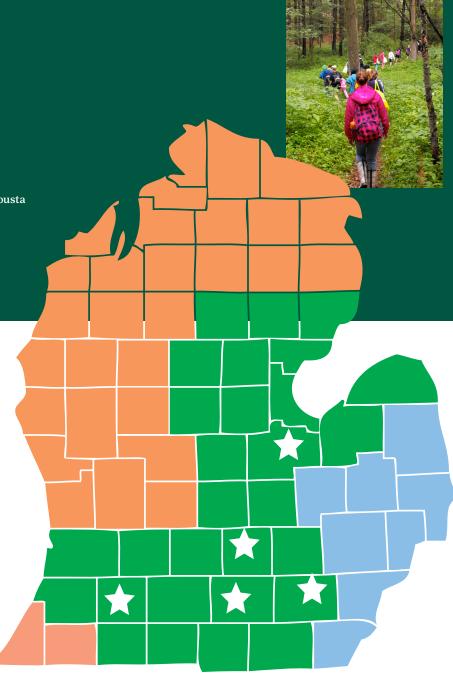
Camp O' the Hills 2100 Pink Street Brooklyn, MI 49230

Camp Wacousta 13360 Wacousta Road Grand Ledge, MI 48837

The Hut 177 N. Fourth Street West Branch, MI 48661

Barbara Osterman Cabin 630 S Lincoln Avenue Alma, MI 48801

Jane Harris Cabin 1711 West High Street Mt. Pleasant, MI 48858



Membership

Classic Troops

As our classic program model, volunteer-led troops allow girls to build lifelong friendships. Troop leaders have a meaningful opportunity to facilitate a troop experience that will change girls' lives. Troop leaders spend quality time with the girls, build girls' self-esteem, and empower them to achieve their goals.





Girl Scout Volunteers

Volunteering for Girl Scouts is unique because our program model is girl-led —meaning adults teach girls to become leaders along the journey while getting the joy of watching girls learn and grow! Girl Scouts Heart of Michigan has

- 16,106 members
- 9,781 girls
- 4,589 adults
- 1,836 Lifetime members
- 1,293 troops

Seventy-four volunteers were honored at Celebrating Leadership 2021, our annual luncheon that recognizes exceptional volunteers.



Community Outreach Troops

- 746 registered girls
- 53 sites
- Nine facilitators

What is a community outreach troop?

At Girl Scouts Heart of Michigan, we are committed to providing all girls the opportunity to participate in Girl Scouts. In some areas, volunteers are not available to run a troop, so we facilitate staff-led experiences. We bring Girl Scout fun directly to girls through during or afterschool programs, either at schools or at other community centers. Community troops participate in all classic Girl Scout activities, like earning badges, getting outdoors, product programs, learning the values of the promise and law, and developing critical life skills such as conflict resolution and dealing with peer pressure. Girl Scouts Heart of Michigan funds all community outreach troops.





Attend regular meetings with your troop or other Juliettes

"Every girl should be a Girl Scout because Girl Scouts is AWESOME! I think it's awesome because it teaches girls how to speak up when they might not know how and it teaches a bunch of other skills you're going to need in life."

Girl Scout Junior

Girl Scouts Heart of Michigan held Community Outreach Troops at these locations:

Saginaw Region

Bay Boys and Girls Club Essexville Boys and Girls Club Woodley Academy YMCA Boys and Girls Club Ames Boys and Girls Club Innerlink and Vasar Kingdom Life Houghton Jones Pinconning Boys and Girls Club Herig Troop Atkins Ames Boys and Girls Club

Lansing Regions

Foster Community Center Southside Community Coalition Lansing Virtual Boys and Girls Club of Lansing Lansing Parks and Recreation Summer Kids Camp Boys and Girls Club of Lansing Summer Program

Jackson Region

Jackson Homeschool Salvation Army Warner Elementary East Jackson Elementary Jackson Virtual Big Brothers Big Sisters of Jackson

Kalamazoo Region

21st Century Verona 21st Century Valley View 21st Century Dudley 21st Century Franklin Lamora Parks Battle Creek Central High School 6-8 Grade Ann J Kellogg Stars and Stripes Boys and Girl Club of Kalamazoo YMCA Maple Street YMCA Portage









Girl Scouts Heart of Michigan Programming

Girls were offered many different program opportunities. Each program focused on entrepreneurship, STEAM, outdoors, or life skills. During 2020-2021, 4,599 Girl Scouts attended a Girl Scouts Heart of Michigan program!

Girl Scouts Heart of Michigan offered:

- 65 Family programs
- 145 Daisy programs
- 218 Brownie programs
- 249 Junior programs
- 224 Cadette programs
- 206 Senior programs
- 202 Ambassador programs
- 189 Virtual programs

"Girl Scouts gives my girl a sense of being part of something bigger than herself." When COVID-19 forced troops to stop meeting in person, Girl Scouts Heart of Michigan sprang into action to create virtual programming for our membership to create vital opportunities.

- Between March 25, 2020 and September 24, 2021, we created 189 videos.
- Videos ranged from 500 to 1,300 views, with 92,230 views total.
- Most of the videos created during this period included a badge-earning component.
- Videos were posted five days a week for the first one and a half years.
- Several troops jumped on the bandwagon and contributed their own content.





Attend field trips and attend events



Go Outside. Come Back Better!

Girl Scout Camp

Girl Scout camp is built specifically with girls in mind! When girls play outdoors, their mental health improves as their anxiety and depression de-creases. Additionally, girls who enjoy time in the great outdoors see an increase in academic performance and happiness.

- 830 girls attended overnight camp
- 293 girls attended troop/family camp
- 121 girls attended day camp





Thank you for supporting Girl Scouts Heart of Michigan, where every girl deserves the chance to receive the powerful benefits of Girl Scouting, no matter the barriers in her life. This means the financial burden of providing an exceptional Girl Scout experience may fall on our organization and the incredible donors who share our belief. Donors who share their resources with Girl Scouts Heart of Michigan ensure that girls in our communities, develop a strong sense of self, build healthy relationships, identify and solve community problems, advocate for themselves and others, and are empowered to make a difference in the world. These powerful outcomes are critical competencies that propel girls towards a positive future.

We know lives of girls are changed because of Girl Scouts. Girls grow their courage and confidence as they develop their character. They have the chance to try new things and, perhaps, fail. From failure stems a meaningful learning opportunity and another chance for girls to build their self-esteem by trying again, regardless of the previous outcome. All of this learning and character-building is disguised by laughter, fun with friends, and lifelong memories.

These are the opportunities that are empowered by those who financially support Girl Scouts Heart of Michigan. You ensure that no girl goes without the life-changing magic of Girl Scouting. Thank you for making these positive futures a reality for girls throughout our 34 counties. Their lives are improved because of your support of Girl Scouts Heart of Michigan—what an incredible impact you have made!

Jan Barker, CEO Girl Scouts Heart of Michigan



The Girl Scout Highest Awards

The Girl Scout Gold Award is the most prestigious award in the world for girls—and the most difficult to earn—and it's only available to Girl Scouts. Girls in grades nine through twelve work independently as a project manager for all aspects of their project. Girls identify a community issue and at least one root cause. Projects are comprised of measurable and sustainable solutions. *80 hour requirement.*

Gold Award Girl Scouts:

- Are eligible for 40+ different college scholarships
- Feel they have had success in life (95% vs. 82%)
- Think of themselves as a leader (81% vs. 50%)
- Have more leadership experience in volunteer activities, school, their community, and politics
- Are entitled to enlist at a higher pay grade when they join the military

The Girl Scout Silver Award is available to girls in grades six through eight. They may work in small teams or individually, as they address a community issue. Girls recognize a community issue, discuss ways to target root causes, and create a project that addresses those causes. Silver Award projects must allow for sustainability. *50 hour requirement.*

The Girl Scout Bronze Award is available to girls in grades four and five and is most often completed as a troop. Girls determine a community need, and by the time their project is finished, understand the difference between service that is done once and solutions that create a lasting impact over time. 20 hour requirement.



Earn badges and highest awards

This year: 26 Girl Scouts became Gold Award Girl Scouts 44 Girl Scouts earned the Silver Award 63 Girl Scouts earned the Bronze Award



Gold Award Girl Scouts represent our most successful and engaged—and happiest—Girl Scout alumnae.



Every girl should be a Girl Scout... "...because to me being a Girl Scout means that the person would always have a safe place and a place where they could be themselves."

– Cadette Girl Scout

Of Girl Scout Alumnae:

Sense of Self

strongly feel they lead a purposeful and meaningful life, compared with 42% of non-alumnae.

Life Satisfaction 98%

are happy with their life, compared with 87% of non-alumnae.

Leadership **81%**

think of themselves as a leader, compared with 50% of non-alumnae.

Leadership 84%

feel they have had success in leadership, compared to 64% of non-alumnae.

Life Success 95%

feel they have had success in life, compared with 82% of non-alumnae.

Community Service

70%

are very active in volunteer work/ community service, compared with 41% of non-alumnae.

Civic Engagement

58% have been involved in politics, compared with 40% of non-alumnae.

Belonging, inclusion, diversity, and equity

Girl Scouts Heart of Michigan has always been committed to making Girl Scouting available and accessible to ALL girls across the Council's 34-county footprint. In 2020, building a robust culture of belonging, inclusion, diversity and equity (BIDE) took on an increased urgency. The inaugural BIDE committee took steps to share GSHOM's commitment to advancing BIDE via our website and social media: providing virtual programming that incorporated information on key awareness months (Black History month, LatinX Heritage month, Asian-American/Pacific Islander awareness month, Juneteenth, Black Business month, and more); developing BIDE awareness training and identifying expert organizations that could provide diversity/equity/inclusion and racial justice training for staff and volunteers.

In the spring of 2021, our BIDE team was charged with creating the structure needed to realize a truly robust culture of BIDE. A new core team of individuals committed to creating this structure identified three key components engaging a dedicated core team of staff and volunteers in expert training to build/expand their understanding and readiness to act as allies for marginalized individuals and communities; updating of program materials to ensure that Girl Scouting is delivered through a BIDE lens; and working with key community partners to build trust in GSHOM as an organization committed to the fulfillment of the declaration we made publicly in June of 2020:

Every girl deserves the advantage Girl Scouting gives. We commit wholeheartedly and enthusiastically to welcoming all adults and girls.

Girl Scouts Heart of Michigan is committed to racial and cultural justice and we promise to actively advocate for and build inclusion, diversity, pluralism, and equity in all we do. https://www. gshom.org/en/discover/about/bide.html)



Girl Scouts has taught my daughter to be kind and creative. It shows her she is capable of anything.



5

In June 2020, we shared the following statement in a council-wide email and on Facebook:

The world needs more Girl Scouts who live by our Promise and Law.

We should always be honest and fair—to all people. Friendly and helpful—without prejudice.

Make consideration and care an intentional part of every day.

To be courageous and strong—to stand for what is right.

And truly responsible for what we each say and do regarding justice for all. We must respect ourselves and others—regardless of how alike or different we are—and respect authority as we join hands to change the world into a more equitable and just place. We use our resources wisely to make an impact while we make the world a better place, and promote the true values of sisterhood worldwide—because we are sisters to every girl and to every Girl Scout.

Every girl deserves the advantage Girl Scouting gives. We commit wholeheartedly and enthusiastically to welcoming all adults and girls.

Girl Scouts Heart of Michigan is committed to racial and cultural justice and we promise to actively advocate for and build inclusion, diversity, pluralism, and equity in all we do.





Belonging, Inclusion, Diversity, and Equality (BIDE) Pledge

Being agents of change in the world means that we can't be silent. We speak out against racism and violence. We stand up for justice and equality. We commit to making the world a better place by helping to build an understanding of these critical issues and taking action that counters racism, celebrates diversity, advances equity, promotes inclusion, fostering a feeling of belonging for all girls.

*We know that girls under the age of 13 believe in and acknowledge the importance of this work, but because of the Children's Online Privacy Act (COPPA), you must be at least 13 years old to sign this pledge.



Take the BIDE Pledge.

"Being agents of change in the world means that we can't be silent."



Product Program

The Girl Scout Product Program teaches girls business skills they will use for the rest of their lives. The Girl Scout Cookie program is the largest girl-led entrepreneurial program in the world! Girls learn five essential skills during the Girl Scout Cookie and Girl Scout Treats and Reads program, including decision making, goal setting, money management, people skills, and business ethics. How many of you can say your first business was your Girl Scout Cookie Program?

The Girl Scout Cookie program is the largest girl-led entrepreneurial program in the world!

"I think that the Girl Scout program is a great way for girls to learn empowerment and entrepreneurial skills for her to become a strong women when she grows up."

Girl Scout Cookies

Total Packages Sold: 1,194,663 Total Cases Sold: 99,555 Hometown Hero Packages: 43,258 Number of troops selling: 883

Girl Scout Treats & Reads

Total Treats amount: \$437,153 Total Reads amount: \$11,269 Hometown Hero amount: \$14,110 Number of troops selling: 587

Girl Scouts Heart of Michigan product programs teach girls these five crucial life skills:



Girl Scouts Heart of Michigan offers many fun activities for girls, such as camp, earning badges, making new friends, and selling Girl Scout Cookies. Through the Girl Scout Cookies and Treats & Reads programs, girls will learn how to become a business owner and will develop five fundamental business skills. These skills are essential to becoming a leader in their community.





Run your own business with product program

Product Program



Statement of Activities for the Year Ended September 30, 2021

Direct Contributions	\$879,969.00
Foundations/Grants	\$249,895.00
United Way Allocations	\$21,878.00
Donated Materials/Supplies	\$155,517.00
Special Events	\$55,842.00
Program Service Fees	\$590,630.00
Rental and Service Income	\$67,447.00
Cookie Sales (net)	\$3,343,544.00
Fall Product Sales (net)	\$269,680.00
Store Sales (net)	\$157,617.00
Investment Income	\$11,086.00
Net Unrealized gain(loss) on investments	\$44,863.00
Gain (loss) on disposal of assets	\$583,419.00
Miscellaneous Income	\$676,833.00
Total Income	\$7,108,220.00
Program Services	\$5,157,031.00
Management and General	\$250,249.00
Fundraising	\$678,483.00

Total Expenses

Change in Net Assets

\$6,085,763.00

\$1,022,457.00

\$100,000.00+

Anonymous Girl Scout Alumnae

\$25,000.00 to \$99,999.99

Dorothy U. Dalton Foundation, Inc. Family of Charlene Vogan The Suzanne Upjohn Delano Parish Foundation

\$10,000.00 to \$24,999.99

Battle Creek Community Foundation Bell's Brewery, Inc. Pat and Jim Brasseur The Community Foundation for Southeast Michigan George and June Block Family Foundation Girl Scouts of the USA Harold and Grace Upjohn Foundation Harvey Randall Wickes Foundation Huntington National Bank Foundation Jackson National Life Community Fund Joe D. Pentecost Foundation Stryker Global Headquarters

\$5,000.00 to \$9,999.99

City of Lansing Allison Combs Fifth Third Bank Ford Motor Company Fund Nancy Griffin Jackson National Life Company Kalamazoo Community Foundation Marvin and Rosalie Okun Foundation Michigan State University Federal Credit Union Mount Pleasant Area Community Foundation The Benevity Community Impact Fund The Lawrence and Sylvia Wong Foundation Tyler Little Family Foundation Vicksburg Foundation

\$2,500.00 to \$4,999.99

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\$1,000.00 to \$2,499.99

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\$500.00 to \$999.99

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Thank you for making the world of girls better!

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