

Girl Scouts Heart of Michigan Donor Newsletter



Welcome to the Girl Scouts Heart of Michigan (GSHOM) Donor Newsletter! Our new Girl Scout year began on October 1, and we are so excited to begin another fun-filled year of Girl Scouts! One thing we can all agree on is how hard the last two years have been on everyone. As a membership-based organization, girl memberships declined when girls were no longer able to meet in person and enjoy in person programming. In a typical year, we have about 15,000 girls registered; during the COVID-19 pandemic, registrations dropped to around 9,000. Despite the hardships, the girls are just as excited as we are for some normalcy! Stay tuned for quarterly updates, we can't wait to share with you all the amazing things girls will accomplish this year!

Gold Award Spotlight

The Girl Scout Gold Award is the highest award a Girl Scout can earn. Once achieved, it shows colleges, employers, and communities that Girl Scouts are changing the world! Gold Award Girl Scouts plan and execute incredible projects with sustainable impacts on their communities.



Since elementary school, the idea of renovating a room for people in need had always interested Samantha. Therefore, she worked with Alternatives for Girls, an organization in Detroit helping homeless and high-risk girls and young women, to renovate a living space used by mothers and their children. “I really wanted to make the room more comfortable, cozy, and useful by providing new and clean furnishings, toys, and crafts,” Samantha explained. By giving the mothers a new space to enjoy, she hoped to provide a better sense of safety and belonging to the girls, which would allow them to concentrate on getting back on their feet.

Char Vogan - Girl Scout Alumnae Story

Charlene L Vogan was born March 9, 1930 in New Castle, PA. Char always had a passion for Girl Scouts, education, and nature. She was not only dedicated to Girl Scouts as a staff member, but also as a longtime volunteer and donor! Char made a heartfelt decision to become a Lifetime Member of Girl Scouts Heart of Michigan because she knew the importance of supporting girls. She never stopped pushing our mission forward, to build girls into strong, confident leaders in the future. We are forever grateful for the contributions Char made to GSHOM over the years. With Char passing away April 25, 2021, she continued to give by having a planned gift. Char, her family, and friends left GSHOM a generous donation which will be in an endowment to be used to send girls to camp each year from the Lansing Region. We are forever grateful for the significant impact they have made and left to GSHOM.



Cookie Bake-off Benefit

Wednesday, February 23, 2022, 6:00 PM
Radisson Plaza Hotel at Kalamazoo Center



After having to cancel all in-person events due to the COVID-19 pandemic, we are so ecstatic to be able to invite you all to our annual Kalamazoo Girl Scout Cookie Bake Off Benefit again!

You are the main ingredient in our recipe to giving low-income and at-risk girls in our communities the opportunity to be Girl Scouts. Local area chefs will put their culinary talents to the test—as they use Girl Scout Cookies to create never-before-seen (or eaten) creations—for you to sample. Come and try their creations. Your participating will make a big impact.

By attending, you will ensure our Outreach Program in Kalamazoo is successful. The Outreach Program provides a safe place, and various resources, to girls in underserved communities. Together, we can bring the benefits of Girl Scouting to all girls in the Kalamazoo Region!

Interested in becoming a sponsor or purchasing a ticket? Visit gshom.org/special-events!





Treats & Reads has fun items available that make great gifts, like whole cashews, chocolate-covered raisins, fruit slices, mint penguins, or a bag of trail mix!

Did you know Girl Scouts sell more than just cookies? Our Treats and Reads program is available year-round! Girl Scouts in today's society need more safe ways to engage in e-commerce and online marketing. One way girls can participate with Treats and Reads is through creating their own online stores and learning to market their stores through social media and email. Traditional order taking and direct selling through "Nut Huts" are still the most popular options.

Treats & Reads has fun items available that make great gifts, like whole cashews, chocolate-covered raisins, fruit slices, mint penguins, or a bag of trail mix! Take a look at all of the fantastic treats we have to offer on our Meet the Treats page.

You can also renew or purchase an annual magazine subscription at a great price. With magazines from Parent's Choice®, top children's magazines like Lady Bug and National Geographic Jr., and even more magazines for adults, like HGTV and Reader's Digest, these subscriptions are a great resource and source of enjoyment for everyone.



Facebook Fundraising Challenge

Show your gratitude for Girl Scouts Heart of Michigan by participating in our Facebook Fundraising Madness Challenge! We know that you care deeply about Girl Scouts and sharing the amazing things that Girl Scouts do to change the world. Girls gain confidence, life skills, lifelong friends, and so much more in Girl Scouting, and that is worth shouting from the mountaintops! During this season of gratitude, we invite you to give back by hosting a fundraiser for Girl Scouts Heart of Michigan on Facebook! We will provide prompts throughout the month that you can use as inspiration for post ideas so you can share with your personal network how important Girl Scouting is to your life.

Here's how you can start a Facebook fundraiser for GSHOM:

- Go to Girl Scouts Heart of Michigan on Facebook
- Select the Fundraisers tab
- Click the "Raise Money" button
- Add in a personal spin to your description – Why do you love Girl Scouting?
- Set your goal – Aim high, Girl Scout!
- Click "create"
- Invite friends to your fundraiser
- Post "updates" with our weekly prompts! It's always good to include photos when possible, and as much detail in your descriptions as you can.

Here are a few prompts to get you started:

- Why do you love Girl Scouts?
- What is your favorite memory from Girl Scouting?
- How has Girl Scouting impacted your life?
- What have you learned from Girl Scouting?
- Share a Girl Scout Camp story!
- What is your favorite Girl Scout event you've ever attended?
- Do you remember the first badge or award you earned?
- What is a service project in Girl Scouting that has really resonated with you?

#GirlScoutStrong – Tell a story of strength related to Girl Scouting!

Monthly Giving

Girl Scouts Heart of Michigan is excited to have rolled out our new Monthly Giving Program! A monthly gift allows supporters to spread the financial impact of their giving across the entire year, and makes the commitment more manageable for their budget. These monthly gifts are specified amounts that are automatically paid each month.

Thank you to the following individuals who are participating in our Monthly Giving Program:

Tricia Cramer | Larry Halman | Barbara Henton | Tom Kuslikis | Kate Lefevre
Merry Hannah Sink | Melody Stirk

Will you join these supporters and give to Girl Scouts Heart of Michigan year round?
Visit - <http://weblink.donorperfect.com/GSHOM> to sign up to be a monthly giver!

Planned Giving

Remember, if you don't have a will or trust, state laws will determine who will inherit your assets at your death. State laws will not include any charity as a beneficiary. Will you consider naming Girl Scouts Heart of Michigan as a beneficiary in your will or living trust? The gift could be a set dollar amount, a percentage, the remainder after other gifts are made, or a gift of the estate if designated heirs are deceased.

To participate in planned giving or to learn more, reach out to Lyah Vansickle – Fund Development Manager: lvansickle@gshom.org | 517-742-4707

Charitable Giving for Non-itemizers

Did you know that non-itemizers can deduct \$300 for charity donations in 2021? You might think this is a small amount and would not make a difference. But what if all our donors gave “just” \$300? Such support would have a huge impact.

..... *Other Ways to Give*

- **AmazonSmile** is a simple way for you to support Girl Scouts Heart of Michigan every time you shop. AmazonSmile is available at smile.amazon.com and can be activated in the Amazon Shopping app for iOS and Android phones. Simply log into smile.amazon.com and select Girl Scouts Heart of Michigan - Grand Ledge, MI. Amazon will donate 0.5% of the purchase price from customers' eligible AmazonSmile purchases to the charitable organizations they select.
 - **\$436.07 raised so far in 2021**
 - **Kroger Community Rewards** is another simple way to give back to Girl Scouts Heart of Michigan! Simply create a digital account at kroger.com and search Girl Scouts Heart of Michigan - Grand Ledge, MI. Once you choose your cause, link your shopper's card to your account so all transactions apply towards Girl Scouts Heart of Michigan.
 - **\$293.13 raised so far in 2021**
 - **Direct Your Dollars Program!** Girl Scouts Heart of Michigan is now also partnering with SpartanNash to participate in the Direct Your Dollars Program! Save your D&W Fresh, Family Fare, VG's, and Martin's Super Market receipts! Every dollar raised helps us move our mission of building girls of courage, confidence, and character who make the world a better place, forward. Direct Your Dollars is a receipt-based program, meaning that we can raise money simply by doing something we all do each week – going to the grocery store. Every time you shop at your local D&W Fresh, Family Fare, VG's, and Martin's Super Market store, save your receipts – and encourage your friends and family to do the same. Once we've collected \$150,000 in receipts from these stores, we can turn those slips of paper into a \$1,000 check for GSHOM! To reach our goal of \$150,000 in receipts, we'll be collecting eligible receipts in each of our Regional Centers. If you aren't able to drop your receipts off in person, you can also mail them to **601 W. Maple St. Kalamazoo, MI 49008 Attn: Ashley Albrecht**
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