



Welcome
Jan Barker



*equality
for girls*

Celebrating Our Successes!
2019-2020 Membership Year

Meeting Goals

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15,394

Overall girl membership

6.9%

Market share



Service Unit Managers – Ann Arbor

SU	Service Unit Name	Service Unit Manager(s)
418	Northville	Carla Gale
420	Plymouth-Canton CSA	Kathy Dryja
422	Plymouth/Canton	Sara Silverman
453	Ypsilanti/Lincoln	Tahirah Gimson
457	Whitmore Lake	Terischa Dean
458	Pinckney, Hamburg, Lakeland	Linda Shultes
463	North	Abigail Woodman
464	East	Jennifer Thornby
471	Chelsea	Jen Klink
472	Dexter	Kelly Allen-Grubb
473	Manchester	Kathy Austin / Amber Ferguson
474	Saline A	Carey Pellerin
483	Brighton	Sarah Cross
485	Hartland	Kristen Lorentz
487	Howell	Wendy Atkins

Service Unit Managers - Jackson

SU	Service Unit Name	Service Unit Manager(s)
600	Heart of Lenawee	Emily Williams
610	Heart of Jackson	Toni Noakes / Sarah Saucedo
621	Grass Lake	Kimberly Seaburg
630	Irish Hills	Chris Holbert
640	Hanover-Horton	Ally Creery
651	Northwest	Pam Hargan
670	Hillsdale	Mary McDonald
690	Addison & Hudson	Melinda Perez
692	Tecumseh/Britton/Deerfield	Tina Cousineau / Tonda Lobenherz

Service Unit Managers - Kalamazoo

SU	Service Unit Name	Service Unit Manager
804	Fennville/Saugatuck/ Douglas/Hamilton	Libby Mannes
810	Calhoun County	Joann Germinder
810	Calhoun County	Lauren Sickles-Vining
822	Hastings/Belton/Nashville/ Vermontville	Kati Mansager
824	Gull Lake	Melissa Dusseljee
826	Parchment	Melissa Dusseljee
829	Portage	Miranda Murphy
962	East Van Buren	Jennifer Harms

Service Unit Managers - Lansing

SU	SU Name	Service Unit Manager(s)
301	Corunna/Owosso/ Vernon/New Lothrop	Susan Thorman
307	Bancroft/Byron/Durand/Lennon	Amy Renshaw
309	Morrice/Perry	Jodi Fuller
320	DeWitt	Deanna Gates / Liberty Torrence
321	Laingsburg	Jody Frank
322	St Johns	Katie Goff
324	Bath	Karrie Krapohl
330	Delta Township	Christine Duffy
341	Eaton Rapids	Susan Kinaitis
350	Mason	Crystal McGowan / April Scott
351	Holt	Sara Reedy
352	Dansville	Suzie Wiborn
354	Stockbridge	Amanda Partin
360	Webberville/Williamston	Samantha Hollosy
361	Okemos	Nanette Naser
364	Fowlerville	Amy Stearns
370	South/Central Lansing	Sheila Wiitala
382	North Lansing	Ellen Siel

Service Unit Managers - Saginaw

SU	Service Unit Name	Service Unit Manager(s)
507	Caro/Reese	Jennifer Cartwright-Peckham
512	Millington/Vassar/Mayville/Kingston	Renee Graham
517	St Charles/Chesaning	Denise Navarre
524	Frankenmuth	Sarah Ford / Beth Kribs
533	Birch Run	Jenn Katt
535	Freeland	Nancy Miller / Renee Svetic
537	Bridgeport	Latrice Robbins
545	Gratiot	Cassie Tennant
554	Bay County	LouAnn Thompson
560	Arenac County	Tina Schumacher
567	Iosco County	Tamara Hart
569	West Branch	Lisa Hosted
570	Rose City	Debbi Thomas
577	Gladwin County	Christina Sharpsteen
578	Clare/Farwell/Harrison	Amber Bratcher / Tiffanie Robinson
582	Isabella County	Allison Catrell / Rebecca Lalk
595	Midland	Julie Davenport

24 Service Units



309	Morrice/Perry
335	Grand Ledge
340	Charlotte/Potterville
341	Eaton Rapids
343	Bellevue/Olivet
351	Holt
352	Dansville
420	Plymouth/Canton CSA
457	Whitmore Lake
464	Ann Arbor East
502	Huron County
516	Hemlock/Shields/Swan Valley

517	St Charles/Chesaning
529	Saginaw A
560	Arenac County
567	Iosco County
577	Gladwin County
600	Heart of Lenawee
610	Heart of Jackson
641	Western Jackson
670	Hillsdale
825	Comstock
826	Parchment/Giull Lake
953	West VanBuren

Adult Goal

34 Service Units

		533	Birch Run
		537	Bridgeport
		560	Arenac County
		567	Iosco County
		569	West Branch
		572	Roscommon County
		577	Gladwin County
		578	Clare County
		582	Isabella County
		610	Heart of Jackson
		631	Napoleon
		640	Hanover/Horton
		670	Hillsdale
		690	Addison/Hudson
		692	Eastern Lenawee
		815	Schoolcraft/Vicksburg/Climax-Scotts
		825	Comstock
		826	Parchment/Gull Lake
309	Morrice/Perry		
322	St Johns		
335	Grand Ledge		
340	Charlotte/Potterville		
343	Bellevue/Olivet		
351	Holt		
352	Dansville		
360	Webberville/Williamston		
361	Okemos		
420	Plymouth/Canton CSA		
483	Brighton		
453	Ypsilanti/Lincoln		
502	Huron County		
516	Hemlock/Shields/Swan Valley		
524	Frankenmuth		
529	Saginaw A		



17 Service Units



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516	Hemlock/Shields/Swan Valley
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560	Arenac County
567	Iosco County
577	Gladwin County
610	Heart of Jackson
670	Hillsdale
825	Comstock
826	Parchment/Gull Lake

Retention

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58.4%
**Girl
retention**

Reaching Out

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1,445

Girls served through our outreach programs




girl scouts
heart of michigan

Volunteer Boot Camps

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149

Total attendees



GSHOM Adult Hall of Fame

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40+

GSHOM volunteers nominated




girl scouts
heart of michigan

GSHOM Girl Hall of Fame

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GSHOM Girls that earned their Gold Award

24



GSHOM Girls that earned their Silver Award

90



GSHOM Girls that earned their Bronze Award

143



Outdoor Adventures

399

Program participants

	Number of Participants
Week 1: Classic Camp	101
Week 2: STEM	99
Week 3: Nature Explorer	53
Week 4: Outdoor Art	100
Week 5: Eco Action	46

Camp Reimagined

THINK OUTSIDE THE TENT



Join us as we bring the magic of
Girl Scout summer camp to you at home!
One week of Camp Reimagined is \$50.

Camp Reimagined

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girl scouts
heart of michigan



Family Camp

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FAMILY CAMP



FAMILY CAMP



Camp Merrie Woode - Plainwell
Camp O' the Hills - Brooklyn
Camp Linden - Linden

www.girlscoutcamp.org



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"We just had an AMAZING weekend at Family Camp! Thank you to the entire staff!"

\$921,599

Total funds raised

\$118,145

Special Events

\$226,242

Direct Contributions

Product Program Managers

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Amanda	Bollinger
Amanda	Konklin
Amanda	Clark
Amber	Bloss
Amber	Hall
Amy	Wilkins
Amy	Rankin
Angela	Wellman
Angie	Heckel
Ann	Schultz
Anna Mae	Triebel
April	Burl
Becky	Austin
Beth	Kribs
Bonnie	Henley
Bonnie	Carpenter
Brandy	Clark
Bri	Harless
Carla	Rodocker

Carrie	Reetz
Cassie	E.
Chelsea	Flores
Chrissy	Sharpsteen
Christina	Mroz
Christine	Schweigert
Christine	Whetstone
Crissy	Barrios
Crystal	Kline
Darcie	Owen
Dawn	Andonian
Dawn	Christenson
Debbi	Thomas
Denise	Demerest
Denise	Devoll
Diana	Shanahan
Diana	Deese
Dianne	Juhl
Elaine	Wisniewski

Ellen	Siel
Erin	Hutchinson
Erin	Hemenway
Erin	Chelotti
Erin	Hutchinson
Frank	Seaburg
Heather	Rodgers
Heather	Turnwald
Holt	Dimondale
Jeanette	Holm
Jeani	Hesse
Jen	Harper
Jenna	Mathews
Jennifer	Peckham
Joanna	Roach
Jody	Frank
Joy	Andres
Julie	Abe
Juliet	Culp

Product Program Managers

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Karen	Green
Kelly	Kelly
Kendra	Seal
Kerri	Waters
Kim	Nickel
Kisten	Kerns
Kristina	Buehrer
Lacey	Mason
Latrice	Robbins
Laura	Lince
Leigh	Schwarz
Leonora	Forist
Linda	Lehman
Lori	Hall
Mary	Kerschke
Mary Eller	Huettelman
Megan	Fiero
Melanie	Bartley
Melissa	Mushrush

Merri	Bayard
Michelle	Gingery
Molly	Buckham
Nadine	Patterson
Nichole	Petrie
Nicole	Berger
Outreach	Staff
Pam	Spurbeck
Patricia	Schriner
Patricia	Bilbrey
Rachel	Millyard
Renea	Rainey
Renee	Svetic
Renee	Tillmon
Richelle	Anderson
Rola	Emanuel
Sally	Wah
Samantha	Fagan
Sarah	Ford

Sarah	Farrand
Shannon	Fritz
Sharon	Jaimes
Sherrie	Reese
Stacy	Sabins
Stacy	Herman
Stacy	Conquest
Stephanie	Satoh
Susan	O'Leary
Tahirah	Gimson
Tamara	Hart
Tammy	Fowler
Tarah	Wasilenski
Terischa	Dean
Tiffanie	Robinson
Tina	Cousineau
Traci	Judy
Weese	Pope
Wendy	Whipple
Wendy	Atkins

Cookies

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+110%
of our cookie
goal


girl scouts
heart of michigan



Regional Cookie Goals

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Ann Arbor: **105.9%**
of total budget goal

Jackson: **103.1%**
of total budget goal

Kalamazoo: **101.2%**
of total budget goal

Lansing: **126.8%**
of total budget goal

Saginaw: **107.2%**
of total budget goal



Our cookies are on a mission:
to help girls learn five skills that
are essential to leadership, to
success, and to life.



YOUR GIRL SCOUT
COOKIE PURCHASE

=



AMAZING EXPERIENCES
FOR GIRLS

- **Skill #1: Goal Setting** → ***"I know I can do it!"*** Girls learn how to set goals and create a plan to reach them!
- **Skill #2: Decision Making** → ***"I make smarter decisions."*** Girls learn to make decisions on their own and as a team!
- **Skill #3: Money Management** → ***"I make change happen!"*** Girls learn to create a budget and handle money!
- **Skill #4: People Skills** → ***"I get a lifetime supply of confidence in every box."*** Girls find their voice and build confidence through customer interactions.
- **Skill #5: Business Ethics** → ***"Selling cookies is more than just business."*** Girls learn to act ethically, both in business and in life.

\$4,717,821

Total sales for 2019-2020

131boxes

Per girl selling average

Cookie Proceeds

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\$1,210,715.40

Troop cash proceeds



Cookies

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27,642

Hometown Hero boxes donated



\$335,591

Total sales for 2019-2020

\$214.83

Per girl selling average

Regional Treats & Reads Goals

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Ann Arbor: **104.5%**
of total budget goal

Jackson: **110.2%**
of total budget goal

Kalamazoo: **103.9%**
of total budget goal

Lansing: **99.2%**
of total budget goal

Saginaw: **73.3%**
of total budget goal



Retail Shops

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↓ 39.5%

- ◆ Jackson
- ◆ Kalamazoo
- ◆ Lansing
- ◆ Ann Arbor
- ◆ Saginaw

gshom.org/locations





**Zoom Shopping
&
Curbside Pick- up**

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heart of michigan

Retail Shops

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RETAIL TO-GO

Curbside pick-up available at all five of our Girl Scouts Heart of Michigan retail shops!

Send an email to helpdesk@gshom.org or
call 1-800-497-2688 to place an order

★ Jackson



★ Kalamazoo



★ Lansing



★ Saginaw



★ Ann Arbor



Virtual Programming

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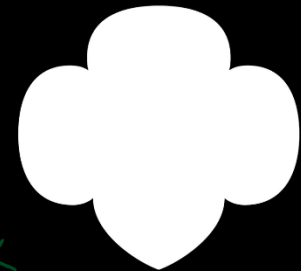


There are more things we are proud of...



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**A Girl Scout offers
generosity and dignity
to every person**



*"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 to 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 to whole heartedly and enthusiastically 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, & EQUITY



THEN

NOW



Objectives and Key Results:

- ❑ Providing programming opportunities that appeal to all girls and teach them about experiences different from their own.
- ❑ Developing staff and volunteer educational opportunities to understand and eliminate implicit bias and micro-aggressions, and understand and build the competencies to practice anti-racist behavior, cultural competence, and cultural humility.
- ❑ Ensuring that Girl Scouting within the Heart of Michigan is an inclusive, welcoming environment for all people and committed to actively recruiting in underserved communities.

Marketing/Communications

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Total Page Likes: 10,850



girl scouts
heart of michigan

YARD SIGN BLITZ! 2020

Which one is your favorite?

#1
COURAGE

Give Her Girl Scouts
Courage Heart of Michigan
gshom.org

#2
FRIENDSHIP

Give Her Girl Scouts
Friendship Heart of Michigan
gshom.org

#3
BELONGING

Give Her Girl Scouts
Belonging Heart of Michigan
gshom.org

#4
CONNECTION

Give Her Girl Scouts
Connection Heart of Michigan
gshom.org

#5
FORCE FOR GOOD

Be a Force for Good Volunteer with Girl Scouts
gshom.org
800-497-2688

#6
FORCE FOR GOOD

Be a Force for Good Volunteer with Girl Scouts
gshom.org
800-497-2688

theSource

girl scouts
heart of michigan

2020-2021 events for girls, their families and troops!



#GirlScoutStrong

2020 VOLUNTEER KICK-OFF!

AUGUST 17 - 21, 2020



BE PREPARED AND
SIGN-UP FOR OUR
ONLINE WORKSHOPS!



girl scouts

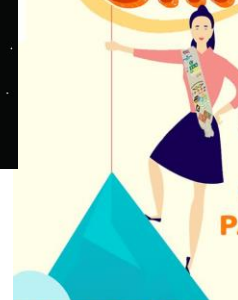


Follow @gshom on
Tik Tok!



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**SUMMER
OF
GIRL SCOUTING**



**SIGN-UP TO PARTICIPATE IN THE
SUMMER OF GIRL SCOUTING
AND EARN THE SUMMER ACTION
PATCH, WITH NEW REQUIREMENTS!**

**STEAM
OUTDOORS
LIFE SKILLS
TAKE ACTION
BADGES & AWARDS
ENTREPRENEURSHIP
GIRL SCOUT TRADITIONS
ACTIVITY IN GIRL SCOUTS**



girl scouts
heart of michigan
gshom.org/SummerGS

Friends of Camp

The logo for "equality for girls" is a green, stylized cloud shape with a white outline. Inside the cloud, the words "equality" and "for girls" are written in a white, lowercase, sans-serif font, stacked vertically.

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You can be a friend of any of our camps!

Our Friends group supports our camps in several ways, including:

- Working on the property, joining in projects like building, painting and restoring.
- Fundraising to support projects and assets critical to the welfare of the camp.
- Communicating and advocating on behalf of the property, making sure potential users know more about that particular camp.
- Promote the benefits of the out-of-doors to our girls, volunteers, parents, and communities.

Chairs: Friends of Camp



*In every walk in nature,
one receives far more
than she seeks.*

- Friends of Camp Linden: Sarah Flatt
- Friends of Camp O'the Hills: this could be YOU
- Friends of Camp Merrie Woode: Cheryl Vosburg
- Friends of Camp Wacousta: Christine Duffy

Looking ahead ...

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Belonging is the feeling of being part of something and mattering to others.



We need full volunteer
engagement!



1. Contact Center
2. Generating Leads
3. Outdoor
4. Underserved Communities
5. External Marketing
6. Virtual Programming

What's next?

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Share with your troop leaders, parents, friends, family, and community members the importance of girls being part of Girl Scouts right now. Belonging brings out the best in people and girls need us NOW more than ever.

Looking ahead ...

Girl Scouts
Heart of Michigan will
be ready when YOU are
ready.





January-April Priorities

- Continue to recruit girls and volunteers to grow membership.
- Continue to improve customer service.
- Continue girl-led and bolder programs.
- Volunteer involvement in work groups.

Looking ahead ...

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Girl Scouts Heart of Michigan staff and volunteers are going to partner to grow our girl membership numbers and recruit volunteers.



The Girl Scout Advantage

Girl Scouts exhibit stronger leadership outcomes than non-Girl Scouts. Girl Scouting particularly impact girls' abilities to step outside their comfort zones, manage healthy relationships, and be civically engaged in their communities.

Compared to non-Girl Scouts, Girl Scouts show:

- **12%** increase in developing a **strong sense of self**. They have confidence in themselves and their abilities, and are happy with who they are as a person.
- **16%** increase in displaying **positive values**, acting ethically, honestly, responsibly, and showing concern for others.
- **17%** increase in forming **healthy relationships**. They develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.
- **29%** increase in being **community problem-solvers**. They desire to contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community and create “action plans” to solve them.
- **32%** increase in **seeking challenges**. Girl Scouts take appropriate risks, try things even if they might fail, and learn from mistakes.



Looking ahead ...

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Imagine 4,286 volunteers AND if everyone reached out to another volunteer and/or girl!

Looking ahead ...

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Current girl membership: 8,151



What are some ways we can reach out to adults/parents to share the Girl Scout advantage?

Send us your ideas to
marketing@gshom.org.

Community Service

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Children in Livingston County are having an easier transition into foster care, thanks to these Girl Scouts from Troop 40364. These girls earned their Bronze Award by planning, shopping for and stuffing backpacks with personal care items, school supplies, crafts, and stuffed animals to donate to Livingston County MDHHS.

Community Service

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Troop 30207 experienced seeing a homeless person on the street asking for help. They all decided we would make a donation to the City Rescue Mission to help the homeless. The girls made a list of about 10 (ish) items they wanted to make sure were donated and each girl chose which items they wanted to gather specifically

Community Service

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Troop 30476 spent last year making improvements to Camp Wacousta for their Silver Award! During the summer, they went out to camp and came up with a list of items they felt camp needed and noticed a few things like there weren't any benches around the firepit or a bookshelf in the cabin. Woodworking was all new to them, but with the help of a couple of adults and a few video tutorials, they got to work on making 4 benches, 2 side tables, 6 birdhouses, a bat house, and a bookcase for Mill Run.

Community Service

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Shout out to Hannah from Troop 40364 for giving back to the community and earning her Silver Award, the highest award a Cadette can achieve, by putting this community garden at the Community Congregational United Church of Christ in Pinckney!

Community Service

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Shout out to Holly from Troop 40364 for giving back to our Girl Scouts Heart of Michigan camps and completing her Silver Award! For her project, she used her cookie reward money, plus donations from family & friends, to purchase 25 recycling bins. She then went on to research many different recycling centers across the state of Michigan to compile a list of locations to put with every recycling bin, along with a spreadsheet explaining the recycling program. After a long 10 hour day trip of delivering these self-serve recycling bins to all of the camp cabins, the project was complete. Now when you visit Camp O' the Hills, Camp Merrie Woode, Camp Wacousta, or Camp Linden, you'll see a blue recycling bin in every cabin.

Community Service

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Girl Scouts from Troop 40307 decided to give back last Thanksgiving! These girls organized their area service project and collected over a hundred pies & boxes of cupcakes from troops all around Livingston County, including the 40 boxes of cupcakes that they baked as well. The desserts went to 150 Livingston County families serviced by the food pantry as part of their Thanksgiving meal boxes.

Thank YOU

Questions? Feedback?

Please email us at
gshom@gshom.org or call us
at 1-800-497-2688.

We ♥ to hear from you!



**Be extraordinary, have fun, and
enjoy the adventures!**

