



2021-2022
Annual Report

girl scouts 
heart of michigan



2021-2022 Annual 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 85 full-time people
- Operates four beautiful camps and three cabins



What Girls Scouts do



Earn badges and highest awards.



Be involved community service and Take Action projects.



Participate in Girl Scout traditions.



Run your own business with product program.



Spend time in the great outdoors and at Girl Scout camp.



Attend regular meetings with your troop or other Juliettes.



Attend field trips, programs and events.



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

Girl Scouts Heart of Michigan

FIVE REGIONAL CENTERS & SHOPS

**Ann Arbor
Regional Center**
1671 Plymouth Rd
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 Rd
Grand Ledge, MI
48837

**Saginaw
Regional Center**
5470 Davis Rd
Saginaw, MI 48604

FOUR CAMPS

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

THREE CABINS

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

**Barbara Osterman
Cabin**
400 Geza Road
Alma, MI 48801

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



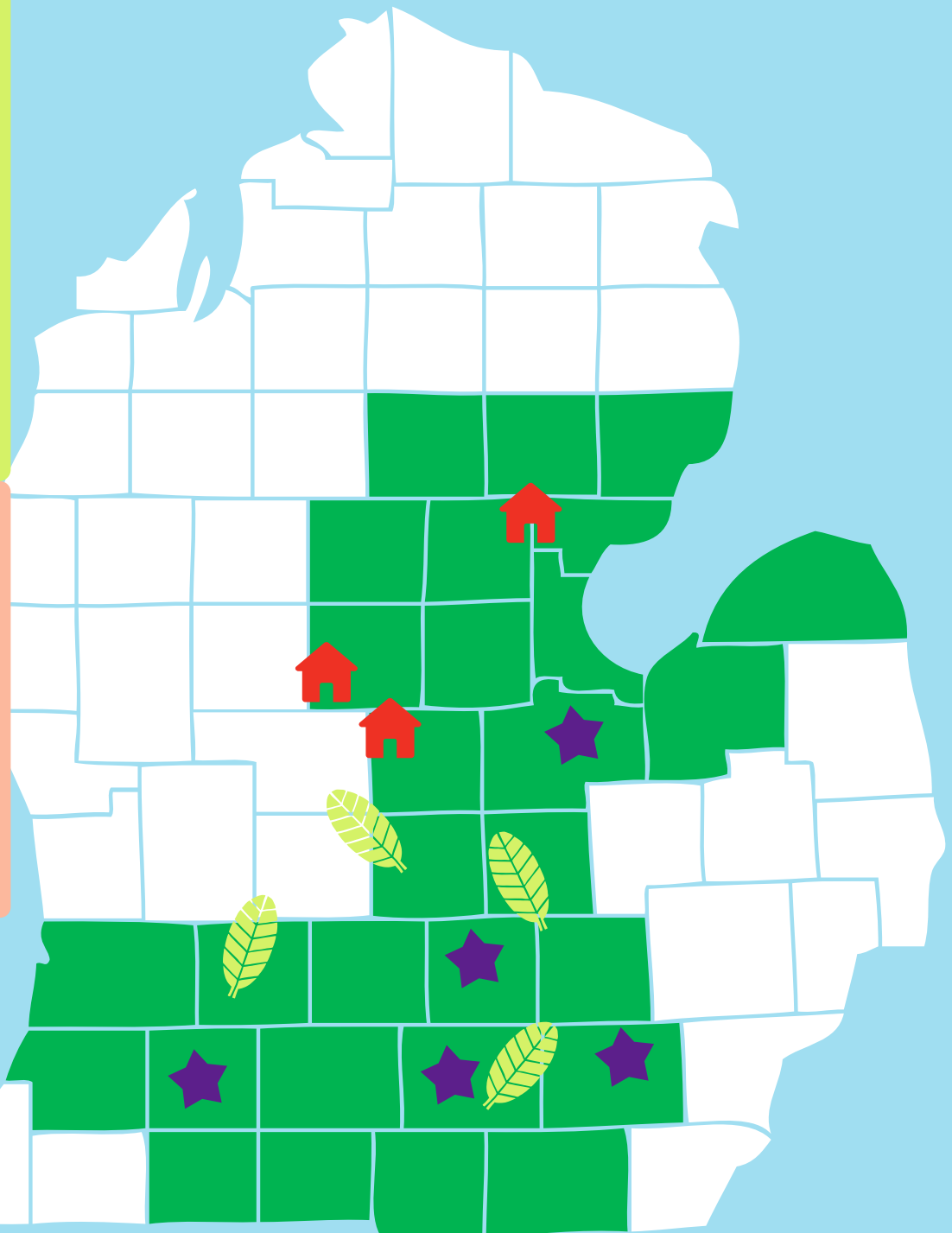
Camp



Cabin



Regional
Center



Membership



Troops

Volunteer-led troops allow girls to build leadership skills and make lifelong friendships. Volunteer 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 as our program model is girl-led —meaning adults teach girls to become leaders along the journey while getting the joy of watching girls build leadership skills and grow into community leaders!





Girl Scouts Heart of Michigan has

16,422
members

11,266
girls

5,516
adults

1,233
troops

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



Attend
regular
meetings
with your
troop or
other
Juliettes.

Community Outreach Troops

- 1,475 registered girls
- 46 sites
- Nine facilitators

What is a community outreach troop?

All girls deserve the opportunity to gain the extraordinary benefits acquired in Girl Scouting. In some areas where volunteers are not available to run a troop staff leads the Girl Scout experience. During or after-school programs, either at schools or at other community centers, girls engage into powerful learning experiences called Community Troop. 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. With the support of donors, Girl Scouts Heart of Michigan is able to fully fund all Community Outreach Troops.



Lorem ipsum

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

Saginaw Region

- Atkins
- Bay Boys and Girls Club
- Center for Attraction Church
- Essexville Boys and Girls Club
- First Ward Community Center
- Francis Reh
- Handley Elementary
- Herig Elementary
- Houghton Jones Community Center
- Jessie Loomis Elementary
- Kempton Elementary
- Kids Campus Boys and Girls Club
- Kingdom Life Church
- Life in Christ Church
- Stone Boys and Girls Club
- Woodley Academy

Lansing Regions

- Eastside Community Action Center
- Eastside Community Action Center
- Foster Community Center in partnership with Lansing Parks and Rec
- North School
- Parkwood YMCA
- Pattengill Biotechnical Magnet School
- Schmidt Community Center in partnership with Lansing Parks and Rec
- South Lansing Library
- South Side Community Coalition
- Southside Community Coalition

Jackson Region

- East Jackson Elementary
- Jackson Area Homeschool
- Jackson Community Troops
- Michener Elementary
- Prairie Elementary
- Salvation Army
- Warner Elementary



Kalamazoo Region

- Ann J. Kellogg Elementary School
- Community in Schools of Battle Creek
- Dudley Elementary School
- Lamora Parks Elementary
- Lincoln International Studies School
- Milwood Elementary School
- Post-Franklin Elementary School
- Spring Valley Elementary School
- Stars and Stripes
- Valley View
- Verona Elementary School
- YMCA - Maple Street Branch
- YMCA - Portage Branch



Attend field
trips
programs
and events.

Girl Scouts Heart of Michigan Programming

Girls were offered many different program opportunities. Each program focused on entrepreneurship, STEAM, outdoors, or life skills.

During 2021-2022, 4,204 Girl Scouts attended a Girl Scouts Heart of Michigan program!

Girl Scouts Heart of Michigan offered:

- Family programs
- Daisy programs
- Brownie programs
- Junior programs
- Cadette programs
- Senior programs
- Ambassador programs
- Virtual programs

“Girl Scouts gives my girl a sense of being part of something bigger than herself.”



Spend time
in the great
outdoors
and at Girl
Scout camp.

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 decreases. Additionally, girls who enjoy time in the great outdoors see an increase in academic performance and happiness.

- 732 girls attended overnight camp
- 373 girls attended troop/family camp
- 190 girls attended day camp

"Not only has camp taught me a ton of new things like archery, fire building, and outdoor skills, but it's also taught me important social, leadership, and team building skills."



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% other girls).
- Think of themselves as a leader (81% vs. 50% other girls).
- Have more leadership experience in volunteer activities, school, their community, and politics.
- Are entitled to enlist at a higher pay grade if 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.



Participate
in Girl Scout
traditions.

Whether at a troop meeting, a council-wide event, or meeting Girl Scouts around the world, there are a few traditions that every Girl Scout knows.

Girl Scout sign, motto, slogan, greeting, and the Friendship Circle are a few of those traditions that help bring all Girl Scouts together.

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

70%

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 is 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.



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



Be involved
community
service
and Take
Action
projects.



*“Being agents of
change in the world
means that we
can’t be silent.”*

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.



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 Programs, including decision making, goal setting, money management, people skills, and business ethics.

It's way more than a cookie!

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 woman when she grows up.”

Girl Scout Cookies

Total Packages Sold: 1,407,032

Number of troops selling: 1,051

Girl Scout Treats & Reads

Total Treats sold: \$472,658

Total Reads sold: \$110,922

Hometown Hero sold: \$17,040

Number of troops selling: 867

Girl Scouts Heart of Michigan Product Programs teach girls these five crucial life skills:



GOAL SETTING

Girl Scouts set Product Program goals individually and, with a team, create a plan to reach them. They develop cooperation and team building skills along the way.

"I know I can do it"



DECISION MAKING

Girls help decide how the team will spend their Product Program proceeds, furthering critical thinking and problem solving skills that will help in many aspects of life.

"Make smarter decisions"



MONEY MANAGEMENT

Girls take Product Program orders, handle customers' money, and gain valuable and practical life skills around financial literacy.

"I make change happen"



PEOPLE SKILLS

Girls learn to talk to, listen to, and work with all kinds of people in the program. These experiences help them develop healthy relationship and conflict resolution skills they can use throughout their lives.

"I get a lifetime of confidence in every box"



BUSINESS ETHICS

Girls are honest and responsible at every step of the Cookie Program. Their business ethics reinforce the positive values they are developing as Girl Scouts.

"Selling cookies is more than just business"



Run your own business with product program.

Through not only the Girl Scout Cookie Program but the fall Treats & Reads Program, girls become a business owner and develop five fundamental business skills.

Business Skills

=

Lifelong Leader



Statement of Activities

2021 - 2022



	2022			2021
	Without Donor Restrictions	With Donor Restrictions	Total	Total
Public Support, Exchange Transactions, and Other Revenues and Gains				
Public Support:				
Direct Contributions	\$ 150,783	\$ 169,270	\$ 320,053	\$ 879,969
Foundations and grants	113,170	71,280	184,450	249,895
United Way allocations	15,755	13,825	29,580	21,878
In kind contributions	128,366	0	128,366	155,517
Special Fundraising events	66,650	0	66,650	55,842
Total public support	<u>474,724</u>	<u>254,375</u>	<u>729,099</u>	<u>1,363,101</u>
Exchange Transactions				
Sales revenue:				
Sales of cookies - net	4,402,163	0	4,402,163	3,343,544
Sales of product - net	243,372	0	243,372	269,680
Sales of merchandise - net	221,094	0	221,094	157,617
Program service fees	656,686	0	656,686	590,630
Rental and service income	126,880	0	126,880	67,447
Total exchange transactions	<u>5,650,195</u>	<u>0</u>	<u>5,650,195</u>	<u>4,428,918</u>
Other revenues and Gains:				
Net investment income	6,754	0	6,754	11,086
Miscellaneous income	10,928	0	10,928	676,833
Net gain (loss) on disposal of assets	0	0	0	583,419
Net unrealized gain (loss) on investments	(38,569)	0	(38,569)	44,863
Total other revenues and gains	<u>(20,887)</u>	<u>0</u>	<u>(20,887)</u>	<u>1,316,201</u>
Net assets released from restrictions:				
Satisfaction of purpose and time restrictions	<u>393,314</u>	<u>(393,314)</u>	<u>0</u>	<u>0</u>
Total public support, exchange transactions, and other revenue gains	<u>6,497,346</u>	<u>(138,939)</u>	<u>6,358,407</u>	<u>7,108,220</u>
Expenses				
Program services	6,592,654	0	6,592,654	5,157,031
Management and general	328,398	0	328,398	250,249
Fundraising	468,446	0	468,446	678,483
Total expenses	<u>7,389,498</u>	<u>0</u>	<u>7,389,498</u>	<u>6,085,763</u>
Change in net assets	(892,152)	(138,939)	(1,031,091)	1,022,457
Net assets at beginning of year	<u>11,979,066</u>	<u>1,217,035</u>	<u>13,196,101</u>	<u>12,173,644</u>
Net assets at end of year	<u>\$ 11,086,914</u>	<u>\$ 1,078,096</u>	<u>\$ 12,165,010</u>	<u>\$ 13,196,101</u>

We appreciate our donors. Thank you!

\$25,000.00 to \$999,999.00

Suzanne Upjohn Delano Parish Foundation

\$10,000.00 to \$24,999.99

Battle Creek Community Foundation

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Girl Scouts of the USA

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United Way of Greater Huron County
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United Way of Washtenaw County
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WMU College of Aviation
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Zehnder's Splash Village Hotel & Waterpark
Renee Ziska

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Abrakadoodle Art Studio for Kids
Nancy Acker
Kelsee Adams
Vera Agnetti
Mary Aiello
Air Zoo
Ashley Albrecht
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Jordan Brown
Suzanne Brown
Amy Brown
Amber Brown
Nancy Brucken
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Zayra Bujanos
Julie Burkhardt
Sherry Burley
Emily Bush
Frankie Butler
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Nichole Cekola
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Shirley Coebeck
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Rosemary Compton
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Lions Club of Wacousta
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Ann Arbor Comedy Showcase
Arbor Brewing Company
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Fenn Valley Vineyards
Flying Otter Vineyard
Ford House
Foresight Group
Fort Wayne Children's Zoo
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Golden Limousine International
Grand Hotel
Granite City Brewery
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In Demand Autographs
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Meijer - South Haven
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Michigan Radio
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Mister Car Wash
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