

girl scouts
of michigan
shore to shore



2022 Annual Report

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Theresa Petko
1st Vice Chair

Emma Baranowski
2nd Vice Chair

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Board Treasurer

La'Leatha Spillers
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Amy Pierce-Danders

Ana Ramirez-Saenz

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Kara Wipperfeld

Kevin Yeomans

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Maureen Hale

Shelley Irwin

Chris McGuigan

Ana Ramirez-Saenz

Dr. Pamela Smith, Ed.D

Welcome Message

What a year! Fiscal year 2022 was full of accomplishments that reflect a renewed enthusiasm for Girl Scouting in west and northern Michigan.

Girl membership grew 10% over the previous year, which marked the first time council experienced membership growth since 2014. Many new staff members joined the team and did their utmost to build real relationships within the communities we serve, resulting in more school partnerships. This collaborative spirit combined with dedicated staff efforts made it possible for council to reach and recruit more girls who benefited from their participation in the Girl Scout Leadership Experience.

Girl Scouts of GSMISTS also jumped back into the increasing number of offerings available in all 4 of the key areas; STEM Education, Outdoors, Life Skills, and Entrepreneurship. Programming was available across our 30-county footprint and ranged from winter rafting and archery to space exploration and design engineering.

Almost 500 troops participated in the Cookie Program, selling over 830,000 boxes, all while developing their entrepreneurial skill set of goal setting, decision making, money management, people skills, and business ethics. The cookie rallies that launched the season were full of older girls training and mentoring the Daisy and Brownie troops, exemplifying the girl-led philosophy.

These are just a few of the highlights from a year that ended on a high note, setting up an even more vibrant future for council and the 4,800+ girls we serve. The mission of building girls of courage, confidence, and character who make the world a better place remains at the center of all we do. We look forward to continuing to collaborate with the dedicated and inspiring volunteers who help make it all possible.

Yours in Girl Scouting,



Deborah J. Hughes
Board Chair



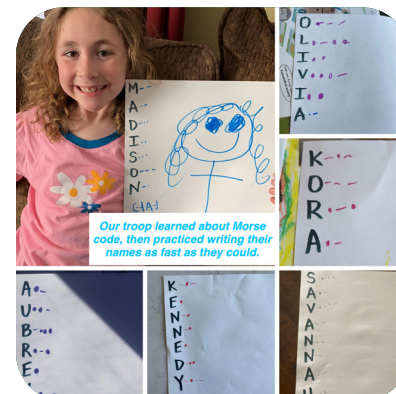
Vivian TerMaat
CEO



Celebrating 110 years of Girl Scouts

For 110 years, Girl Scouts have been a force for positive change in our world—tackling issues in their communities, helping others, and leading into the future. From reaching the outer limits of space to stocking their local food pantry, there is no challenge too big or need too small for a Girl Scout to tackle.

Troops celebrated 110 years of Girl Scouts by earning a special GSMISTS Patch. The patch allowed Girl Scouts to explore the past, present, and future of Girl Scouts. Activities included learning signaling, creating a time capsule, designing a Girl Scout uniform for 2050, and imagining and designing a new badge they'd like Girl Scouts to offer in the future!



Gold Award Girl Scout

Gold Award Girl Scouts don't just change the world for the better, they change it for good. Earned by girls in grades 9th through 12th, the Gold Award demonstrates extraordinary leadership in developing meaningful, sustainable solutions to local, national, and global challenges. The Gold Award is the mark of the truly remarkable.

In northern and western Michigan, one high-school-aged member of earned their Gold Award, the highest award in Girl Scouting, in fiscal year 2022.

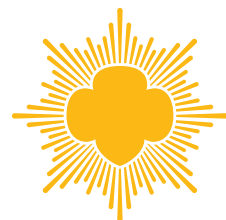


Molly Potts

Load 'Em Up with Ease

“I wanted to create a safer and less stressful environment for animals, youth members, and volunteers.”

Molly Potts created a safer and less stressful environment for animals, youth members, and volunteers by raising funds to purchase a chute to assist in a safer animal loading process to and from fairgrounds. “Living on a farm and working with pigs every day, I’ve seen how using a loading chute makes the loading process so much easier and I know this will be a huge benefit to our local fair,” stated Potts.



Girl Scout for Life

In June of 2022 GSMISTS launched “Girl Scout for Life” (GSFL). This new initiative creates an opportunity for current Girl Scouts to meet and interview women of distinction in our community who are also proud Girl Scout alums. The interviews are a unique blend of inspiration, nostalgia, and impact, demonstrating how participating in Girl Scouting helped the Girl Scout alum on their journey to success.

GSFL is a platform that will inspire our next generation of leaders to use their gifts to be of service and change the world around them for the better.

Meet the Girl Scout Alums

Shelley Irwin
Host/Producer at NPR/PBS WGVU


Shannon Cohen
Founder and CEO Shannon Cohen, Inc.

Sheriff LaJoye-Young
Kent County Sheriff

Dr. Susan Gutierrez
Principal of Northern Trails

Anne Seurnyck
Attorney with Foster Swift Collins & Smith

Kate Mosbauer
Talent Acquisition Manager at Miller Knoll



Scan the QR code to watch the full videos



Programming

Girl Scouts grow courageous and strong through a wide variety of enriching experiences. Programs are focused on four pillars that form the foundation of the Girl Scout Leadership Experience; Outdoors, STEM Education, Life Skills, and Entrepreneurship. When Girl Scouts participate in programs they benefit in five important ways; strong sense of self, positive values, challenge seeking, healthy relationships, and community problem solving.



463

Girl Scouts Participated in STEM Programs



1,318

Girl Scouts Participated in Outdoor Programs



3,151

Girl Scouts Participated in Partner Programs



1,767

Girl Scouts Participated in Council Programs

Girl Scout Day at the Zoo | October 2021

GSMISTS kicked off fiscal year 2022 with the return of Girl Scout Day at the Zoo. More than 200 Girl Scouts spent the day enjoying John Ball Zoo with their family and friends. Girls were able to earn their first badge of the year with scavenger hunts guiding them to animal enclosures, activity stations, and even a Tree Promise station where girls could take home a seedling to plant in their yard.

PALS Weekend | May 2022

A new overnight camp program was offered last spring to help introduce troops to Camp Anna Behrens and practice rustic camp skills. Aimed at supporting first-time campers, PALS Weekend provided troops logistical support with menu planning, campfire cooking, and self-guided activities. Troop Leaders utilized and expanded on their Troop Camp Training with support from GSMISTS staff, strengthening their know-how and confidence to embark on future camping trips. 37 girls and 20 volunteers enjoyed the weekend. The success of this program spurred a fall and spring session to be offered in fiscal year 2023.



Cadette Summit | September 2022

Cadette Summit returned to Camp Anna Behrens for the third time in fiscal year 2022. 52 Cadettes from across the council and more than a dozen volunteers spent the weekend sharing fall fun and sisterhood. Activities featured this year included rubber stamp carving, DIY Spa, boondoggles, and an all-camp Dutch Auction that challenged cabin groups to think fast, be resourceful, and get creative. The Grand Rapids Sewing Guild made a special appearance to offer machine sewing workshops. While some Cadettes felt unsure about this workshop at first, the custom and unique backpacks girls made proved to be the talk of camp—everyone wished they had chosen that activity!



Supporting New Troop Leaders

Through the New Troop Leader Onboarding Process, our new troop leaders are provided with direct support through the troop's first full cookie season.

The process is designed to ensure every volunteer who is new to the troop leader role is identified and seamlessly transitioned from a GSMISTS Placement Specialist to a First Year Troop Support Coordinator. Through a series of phone calls and follow up e-mails, the First Year Troop Support Coordinator guides new troop leaders through completing training, learning about resources, getting their first parent and troop meeting scheduled, and product program.

74

Trainings Offered

- 174 volunteers participated in New Leader Meetings
- 62 volunteers trained in First Aid & CPR
- 42 volunteers trained in Troop Camping Skills
- 11 volunteers trained to run Archery with their troop
- 8 volunteers trained in Small Craft Safety

83

Troop Leaders Onboarded

- With the support of the First Year Troop Support Coordinator new leaders feel welcomed, supported and appreciated
- 1,494 phone/e-mail touchpoints made
- 89% of New Troop Leaders were retained from fiscal year 2022 to 2023

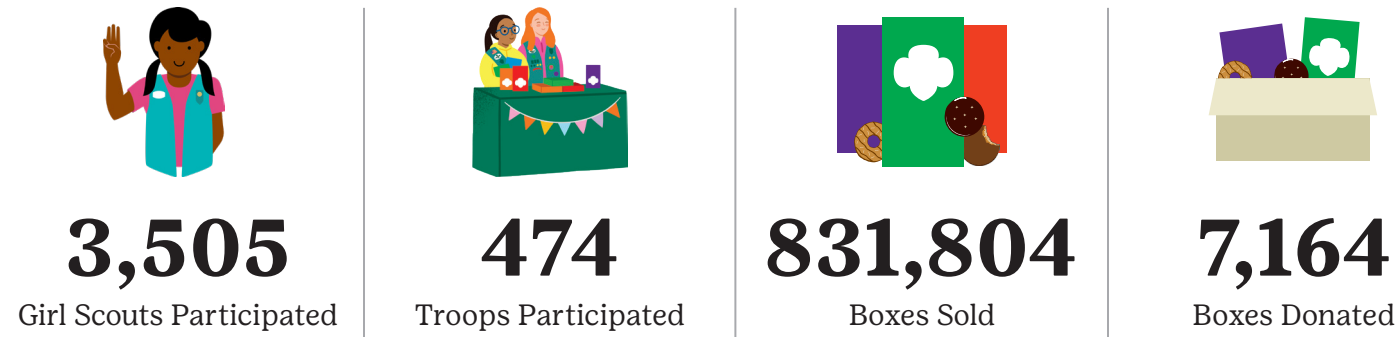
83

New Troop Kits Distributed

- Meeting plans for the first six meetings (Daisies or Brownies)
- Girl Scout Law and Promise Poster
- Small American Flag
- Craft Supplies
- and more

Cookie Product Program

The Girl Scout Cookie Program® teaches girls about entrepreneurship as they have fun learning five essential skills: goal setting, decision making, money management, people skills, and business ethics. Nine in ten Girl Scouts say the Cookie Program has built their entrepreneurship skills and their interest in pursuing entrepreneurship as a career path—so every cookie purchase is an investment in the world-changing business leaders of tomorrow.

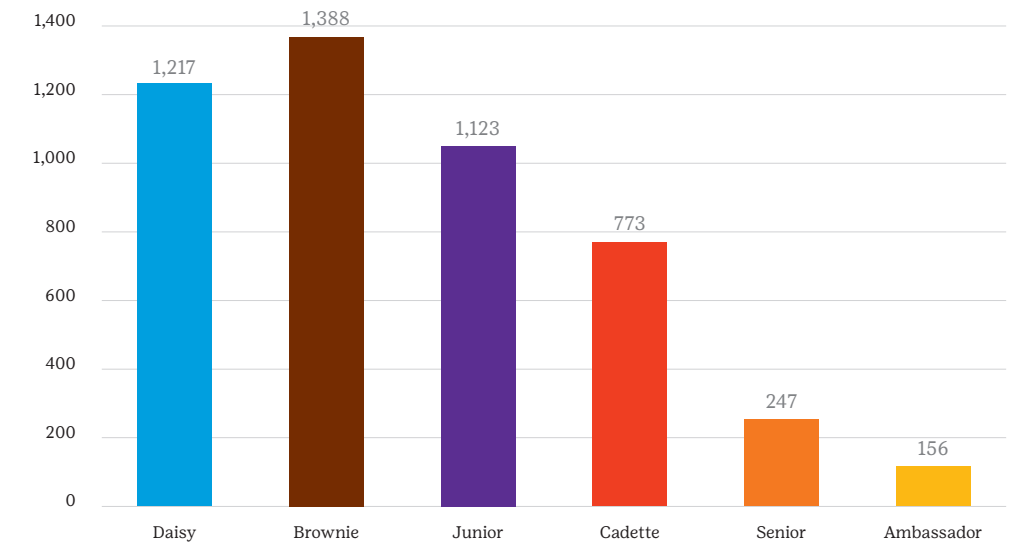


Membership

Total Girl Members
4,904

Total Adult Members
2,822

Total Members
7,726



Financials

Income

Annual Giving & Gifts	\$ 132,661
United Way	\$ 17,012
Grants	\$ 709,985
Product Program	\$ 2,669,653
Program and Membership Revenue	\$ 49,485
Sales of Merchandise	\$ 86,926
Interest/Investment Income & Misc.	\$ 198,173

Total Income \$ 3,467,549

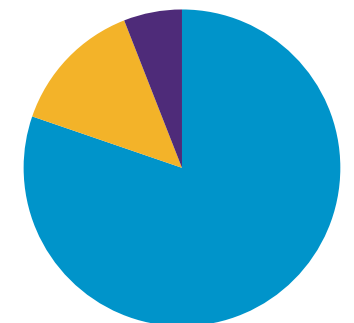
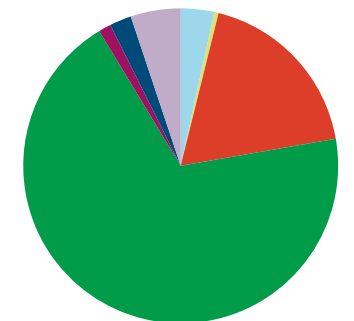
Expenses

Program Services	\$ 2,492,542
Management	\$ 428,316
Fundraising	\$ 184,711

Total Expenses \$ 3,105,569

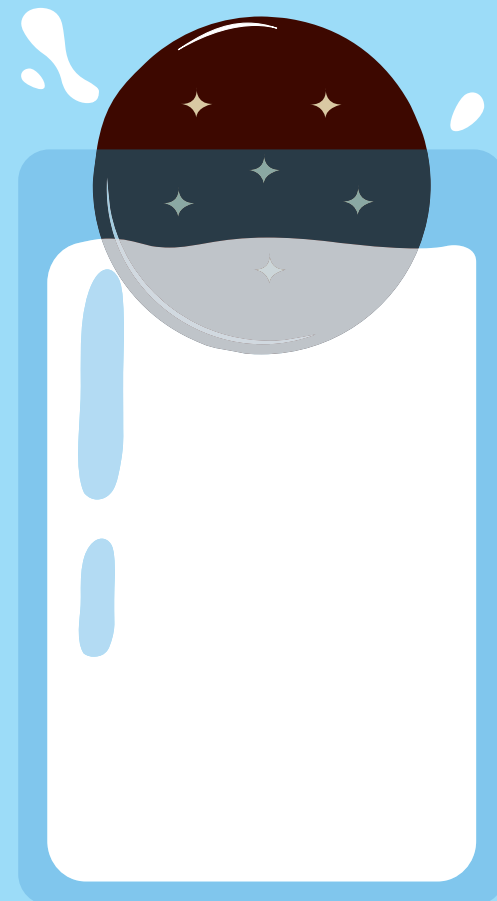
Change in Net Assets

Net Assets, beg/yr	\$ 6,789,105
Net Assets, end/yr	\$ 7,151,085



What people see

What people don't see



It's more than the cookie!

- Goal Setting
- Decision Making
- Money Management
- People Skills
- Business Ethics

Donors

Thank you to everyone who has supported Girl Scouts of Michigan Shore to Shore. Your support empowers girls through the Girl Scout Leadership Experience, where they focus on STEM, Outdoors, Life Skills, and Entrepreneurship and accomplish service projects that give back to our communities.

Juliette Gordon Low Society

This thoughtful and generous gift will support and sustain Girl Scouting and will extend your involvement with the Movement beyond your lifetime. Your legacy will shine through the smiles, the laughter and the achievements of Girl Scouts for years to come.

Dianne Belk and Lawrence Calder Girl Scout Movement-wide Challenge Planned Gift

- Amanda Miscisin
- Alan R. Ryan Charitable Trust
- Bonnie Vance
- Deborah J. Hughes and Frederick J. Antcznk
- Grace Wilcox Charitable Trust
- Holly M. Little
- Karen E. and James M. Feahr
- Drs. Kristi L. Haik and Stephen W. Durst
- Mary A. and Wilhelm W. Seeger
- Neti D. Herndon Charitable Trust
- Sharon Hughes

Erik and Eva Andersen Girl Scout Movement-wide Challenge Planned Gift

- Mary K. Becker-Witt

\$10,000 and Above

- Arden Trust Company
- Catherin Theilman Fund
- Community Foundation for Muskegon County
- Fred and Florence Kiskey Endowment Fund
- Grand Haven Area Community Foundation
- GSUSA - Girl Scouts of the USA
- Hudsonville Creamery & Ice Cream Company
- Meijer, Inc
- Share the Vision Fund
- Steelcase Foundation
- The Loutit Foundation
- United Way of the Lakeshore

\$9,999 - \$5,000

- Amway Corporation
- Ferris State University/Kendall College of Art & Design
- Fremont Area Community Foundation
- Grand Rapids Community Foundation
- JSJ Foundation
- Miller Johnson
- MSU Federal Credit Union
- UFP Industries Foundation
- United Way of Ottawa and Allegan Counties



Savvy Saver Badge

Donors

\$4,999 - \$1,000

- Amanda Miscisin
- Alpena Tri-County Area Zonta Club
- Blue Cross Blue Shield of Michigan
- Charlevoix County Community Foundation
- Coopersville Area Community Foundation
- Community Foundation of the Holland/Zeeland Area
- Danielle Ayotte
- Deborah J. Hughes and Frederick J. Antczak
- Delta Dental of Michigan
- Doug Wilterdink
- DWH Corporation
- Emma Baranowski
- Festival Foundation-National Cherry Festival
- Foster Swift Collins & Smith, PC
- Gentex
- Grand Valley State University
- Great Lakes Ace Hardware
- Herbrucks Poultry Ranch, Inc.
- Heart of West Michigan United Way
- Huntington Bank
- Kevin Yeomans
- Drs. Kristi Haik and Stephen Durst
- Korff Foundation
- Meghan E Hanley
- Peter and Anne Magoun
- PNC Bank
- Service Express
- Theresa Petko
- UM Health - West
- Walter & Ingrid Ashley Fund
- Wayne Fox and Ruth Cornett-Fox

\$999 - \$500

- Amber Whitcomb
- Angela Potter
- Barking Dog Charitable Gift Fund
- Christa Cooper
- Eastern Floral & Gift Shop
- General Motors
- Helsel's Tree Service, Inc.
- Holly Little
- Hylant
- Jeffrey and Sharon Hughes
- Jessie Jones
- John Cooper
- Kiwanis Club of Alpena
- Lon and Laura Morrisson
- Margaret and John Nolle
- Mark and Kristine Huizenga
- Mary Becker-Witt and Paul Witt
- Mary Beth and James McGahee
- Melissa Cox
- Pentwater Service Club, Inc.
- Sharron Marie Pitts
- Susan Grant
- Thomas Foley
- Timothy Grunwald
- Vickie Traxler and Thomas Trout
- Vivian and Thomas TerMaat
- Vogt Foundation



Her dream is our dream.

Girl Scout Promise

On my honor, I will try:

To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law.

**Members may substitute for the word God in accordance with their own spiritual beliefs.*

Girl Scout Law

I will do my best to be

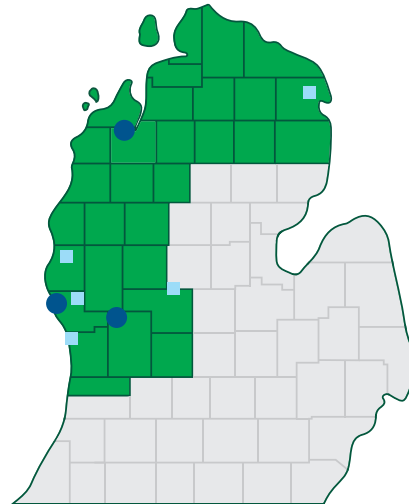
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,

and to

respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.

Our Mission

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.



● Council Service Centers

■ Council Properties

Camp Anna Behrens Grand Haven Little House
Camp Woodlands Ludington Little House
Betsy Cutler House

Grand Rapids

3275 Walker Avenue NW
Grand Rapids, MI 49544
Telephone: 616.784.3341
Fax: 616.784.8187

Muskegon

1201 E. River Road
Muskegon, MI 49445
Telephone: 231.744.4774
Fax: 616.784.8187

Traverse City

1820 Oak Hollow Drive
Traverse City, MI 49686
Telephone: 231.947.7354
Fax: 616.784.8187