



Community Partnership Guide 2016-2017

**Building girls of
courage, confidence,
and character,
who make the world
a better place.**

Table of Contents

Greetings from Girl Scouts of Michigan Shore to Shore 2

Girl Scout Mission and Program Overview..... 3

Types of Community Partnerships 4

Information for Partners: Girl Scout Brand, Emails, Registration
and Photography 5

Insurance and Basic Safety Requirements6-7

Promotion Options..... 8

Council Map and Demographics 9

Community Partner/Resource Agreement 10-11

Community Partner/Resource Website Submission Form 12-13

Greetings from Girl Scouts of Michigan Shore to Shore

We are excited to provide you and your organization with an incredible opportunity to partner with Girl Scouts of Michigan Shore to Shore (GSMISTS). We will work together to provide programs and opportunities to our 9,000 girls and 4,000 adults.

Girl Scouts is the world's preeminent organization dedicated to developing leadership in girls. In Girl Scouts, girls partner with caring adults to design fun and challenging activities that empower them to discover, connect, and take action around issues that concern them. This Community Partner/Resource Guide and application process is a means to developing a voluntary partnership with the Girl Scouts of Michigan Shore to Shore. It is our way of articulating our partnership requirements and implementing quality programs for girls.

Inside this guide, you will find information on:

- Girl Scouts
- Safety and Insurance Requirements
- Promotional Options
- Girl Scouts of Michigan Shore to Shore

If you have questions, feel free to contact your Girl Scouts of Michigan Shore to Shore Programs Team at partner@gsmists.org

We look forward to working with you and your organization!

Girl Scout Program

Girl Scout Mission

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

Girl Scouts Program Levels

- Daisy Girl Scouts – Kindergarten and 1st grades
- Brownie Girl Scouts – 2nd and 3rd grades
- Junior Girl Scouts – 4th and 5th grades
- Cadette Girl Scouts – 6th, 7th, and 8th grades
- Senior Girl Scouts – 9th and 10th grades
- Ambassador Girl Scouts – 11th and 12th grades



Girl Participation

Girls can participate in Girl Scouts either as part of a troop or individually. We recommend that you design ways for both troops and individuals to participate meaningfully in your events.

Scheduling

Partners offer events to girls in many different ways – some offer just one event a year and some offer ongoing ones that troops can schedule whenever they choose. Some programs are for many program levels while some are offered for a specific one. From January to March/April, our Girl Scouts are primarily involved in cookie sales. It is best if other events are not scheduled during this time. Also please consider that girl and troop activities generally slow down during the summer months; so if you would like to offer a summer program, offer ample time for promotion.

Types of Partnerships

Community Resource

Community Resources are businesses or organizations that provide activities or events with a discounted fee for Girl Scouts. Activities do not need to be tailored to the Girl Scout program but may include aspects of our badges. Girls cannot complete an entire badge in one setting. These opportunities might also include shows, tours, and games. Many times these discounts also include family members.

Program Partner

A Program Partner is an organization that provides activities or events tailored to the Girl Scout programs. **These programs would incorporate the Girl Scout Leadership Model and relate to the Journeys and/or Badges.** Programs may provide girls the opportunity to complete specific parts of a Journey/Badge, some badges may not be completed in one day. There is a separate application available for those wanting to pursue badge specific events, consult with Girl Scout staff on the steps to assist with pursuing badge activities.

Community Service Opportunity

Community Service opportunities are non-profit organizations that align with our mission and values that provide girls with the opportunity to serve their community. Consult with Girl Scout staff if pursuing volunteer opportunities within your organization.

- Organizations must be other non-profits (cannot be individuals or businesses)
- Activities must be free, age-appropriate and involve no money earning.
- Girls should be aware of the issue the project addresses and be able to understand how their actions affect the issue.
- Activities must serve over 100 girls or a large portion of our council
- Girls may not participate in community service projects that involve health and safety risks – for example, service projects requiring specialized training or certification, such as lead paint removal.
- **Girls, as Girl Scouts, may not raise or solicit money for other organizations.**
- Girls, as Girl Scouts, may not participate in walkathons or telethons by raising money, but they can offer support by being event staff. They may participate by paying an entry fee.
- Girl Scouts are encouraged to become active and knowledgeable citizens, but must maintain a nonpartisan stand when acting in an official Girl Scout capacity. Campaigning, letter-writing campaigns, circulating petitions, or carrying banners or signs at political rallies and functions, are all examples of partisan political activity.
- Wearing the uniform, citing a troop number or council affiliation, or otherwise identifying oneself as a Girl Scout are examples when one is acting in an official Girl Scout capacity.

Information for All Partners

The relationship between Girl Scouts of Michigan Shore to Shore and community partners/resources is a voluntary partnership and can be dissolved at any time for non-compliance with our safety and risk management standards, insurance requirements, standards listed below, or actions that do not align with the mission and value of the Girl Scouts.

- In order to be included in any promotions, a **signed agreement** must be on file with the Girl Scouts of Michigan Shore to Shore.
- All advertising rates are valid from August 1, 2016 to August 1, 2017.
- All marketing materials must be approved by the Girl Scouts of Michigan Shore to Shore to protect the Girl Scout brand (this includes flyers, website information, emails, patches, etc.). Please return to partner@gsmists.org for review and approval.
- All organizations/businesses must follow the council email policy written below.
- Send attendance numbers to the council within one week of the event.

Girl Scout Brand

The Girl Scout name and brand are all copy-righted materials. In order to be able to use any part of the logo, imaging or name, a business or organization must be approved by the council. All marketing materials must also be approved by the council prior to use (this includes flyers, website information, emails, patches, etc.).

It can be beneficial to both parties to have a web presence of the event or activity. GSMISTS is proud to publicize the partnership on our website and would certainly welcome you to promote your relationship with Girl Scouts. You can request logos and other images. We ask that we have an opportunity to review and approve your page before it goes live. Please allow up to ten days for review and approval.

Email and Personal Contact Information

Girl Scouts of Michigan Shore to Shore will not give out personal contact information or email addresses. We request that partners do not spam our members and/or staff with emails sent to addresses found on the council website or publications. If a leader or parent voluntarily gives a partner an email address, they may use it for future events with permission from the participant. If the council receives complaints regarding the use of personal contact information and email addresses, the partnership will not continue.

Registration

As a partner, you are responsible for doing your own registration of participants and sending out confirmation or information about the event to girls and adults ahead of time. It is important to get event information out as early as possible as it means a better experience for the volunteers and fewer last minute phone calls for you.

Photography

If you would like to take photographs/video/make recording of the girls, you will need to have their parents/guardians sign a photo release form for your organization. The photo release they sign for Girl Scouts only gives Girl Scouts permission to use their photos – not other organizations. Plan ahead and send a photo release (or any other permission forms) out in their confirmation before the event. Please note that leaders cannot sign anything for the girls.

Insurance and Basic Safety Requirements

All partner programs and events need to meet or exceed our criteria for insurance and safety as outlined below. Basic information is provided, however, there could be additional activity specific information and requirements.

Insurance

Organizations that partner with the Girl Scouts must submit a current certificate of insurance verifying that you have at least \$1,000,000 in general liability coverage.

A valid certificate of insurance includes:

- Insurance carrier rated “A” or better by an insurance rating firm such as A.M. Best.
- \$1,000,000 minimum.
- Scheduled event falls within policy period shown.

Different types of insurance:

- If your organization is self-insured, please send a document to verify this.
- If your organization is not providing insurance but the location of the event is providing it, please send a copy of the location's liability insurance.

In the case of partnerships, the council and partner share responsibility according to individual situations. By carrying adequate liability insurance, the partner is able to accept the responsibility for the actions of its staff and volunteers.

Please note: everyone attending your event might not be registered Girl Scouts. Nonmembers are not covered by Girl Scout insurance. A current certificate of insurance must be on file at the Girl Scouts of Michigan Shore to Shore at all times. Failure to provide an updated copy upon request will result in the termination of partnership.

Safety

As an organization offering events to Girl Scouts, it is your responsibility to:

- Read applicable Girl Scout Safety Activity Checkpoints and additional information found at: gsmists.org/Get-Involved/Programs/safety-activity-checkpoints
- Ensure that no alcohol and drugs are permitted at Girl Scout **or partner events**.
- If using a hold-harmless or liability form, please note that leaders cannot sign for a troop.
 - They must be given to the troops ahead of time so that individual parents can make a decision on signing them.
- For overnights events, it is not appropriate for males to sleep in the same space with girl members. They may participate only if separate sleeping quarters and bathrooms are available for their use.

Girl/Adult Ratio Requirements

When attending events, Girl Scouts are required to fulfill the following Girl/Adult ratios. If it is a troop event, the adult/girl ratio is normally maintained by the troop. If girls are attending individually, parents must stay on the property where the event is held.

The Girl Scout Safety Requirements are two (2) unrelated, trained Girl Scout adults for the following:

- 6 Daisy Girl Scouts (Kindergarten-1st Grade)
- 12 Brownie Girl Scouts (2nd-3rd graders)
- 16 Junior Girl Scouts (4th-5th graders)
- 20 Cadette Girl Scouts (6th-8th graders)
- 24 Senior & Ambassador Girl Scouts (9th-12th graders)

We also require one (1) adult for each additional:

- 4 Daisy Girl Scouts
- 6 Brownie Girl Scouts
- 8 Junior Girl Scouts
- 10 Cadette Girl Scouts
- 12 Senior & Ambassador Girl Scouts

First Aid/CPR

- Please review all safety information at the start of the event with the girls.
- A basic first aid kit should be provided at the location.
- Troop leaders should bring parent permission slips with emergency contact information for events in which troops come together.
- Parent permission slips with emergency contact are to be collected as part of the registration for girls participating individually.
- Since most events are considered field trips, troops should provide a certified First Aid/CPR person. However if the event is for individuals, a certified First Aid/CPR person must be provided by the community partner/resource.

Weather

- The safety of the girls is most important both during the program and when traveling to and from the location.
- If canceling, make every effort to contact leaders prior to the start of the event.
- If you are planning an event outside, consider making a contingency plan or establishing a rain date prior to the event.
- Please use your best judgment in regards to weather, and refer to the Safety Activity guidelines.

Location Accessibility

We prefer all activities be held in buildings or locations that meet ADA standards.

Promotion Options

Type of Partnership	Definition	Promotion Available
Community Resource	Business or organization that provides activities or events with a discounted fee for Girl Scouts. Activities may or may not complete badge requirements.	<ul style="list-style-type: none"> • Council Website • Council E-Newsletters • Others upon negotiation
Program Partner (Application is Required)	Business or organization that provides activities or events tailored to the Girl Scout Journeys/Badges. Application and Approval required	<ul style="list-style-type: none"> • Free where we deem appropriate • Additional promotion upon negotiation
Community Service Opportunity	Non-profit organizations that align with our mission and values that provide girls with the opportunity to serve their community.	<ul style="list-style-type: none"> • Council Website • Council E-Newsletter • Additional promotion upon negotiation

Please note that we do not advertise Community Partner/Resource opportunities or programs that compete with programs or services offered directly by the council.

Council Website Listings

In a section of our website, we provide a listing of Community Resources and Program Partners. The listing will be custom created for each partner and can include links to the partner's website.

It can take up to two weeks to get the web page built. In order to maximize promotion, submissions to our website should be received at least 6-8 weeks prior to any events.

Council E-Newsletter Advertisement

Additional fees apply when an organization wants to advertise in the Council E- Newsletter. The fees listed are for each issue based on the preference of the Community Partner. The *Basic* option will include a listing in the e-newsletter. The *Feature Story* option will include a 200 word advertisement with image in the e-newsletter. The Community Partner can choose from one of the two council e-publications for advertising.

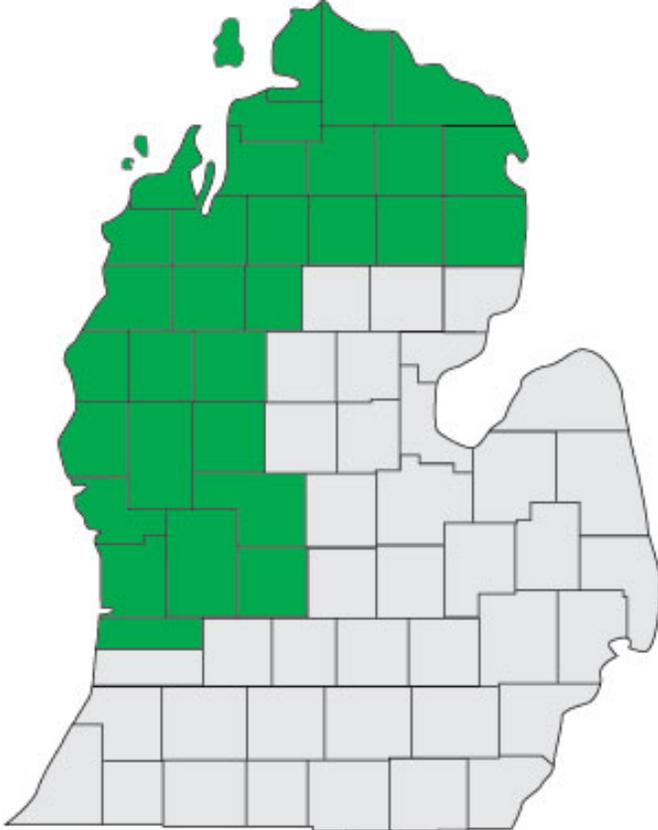
- **Shore Essentials** - Distributed monthly to troop leaders, assistant troop leaders and adult volunteers within a service area. This publication goes to more than 2,500.
- **Parent News** – Distributed quarterly (fall, winter, spring, summer) to parents of registered Girl Scouts and all adult volunteers. This publication goes to more than 7,000.

Other Options

All partners are welcome to discuss additional options with the council. Opportunities may include mailings, individual sponsorship or underwriting, exclusive e-communication distribution and more.

Council Jurisdiction Map and Demographics

Girl Scouts of Michigan Shore to Shore serves approximately 9,000 girls in 30 counties across Northern and Western Lower Michigan. We partner with over 4,000 adult members – primarily parents and volunteers – to create this amazing leadership development experience for girls.



Program Level

Girls in Girl Scouts are grouped into different program levels. The table below illustrates how our girl membership is distributed amongst the different program levels.

Program Level	% of Total Girl Membership
Daisy Girl Scouts (grades K-1)	21%
Brownie Girl Scouts (grades 2-3)	33%
Junior Girl Scouts (grades 4-5)	25%
Cadette Girl Scouts (grades 6-8)	16%
Senior Girl Scouts (grades 9-10)	3%
Ambassador Girl Scouts (grades 11-12)	2%



Community Partnership Agreement

Part I: Organization Overview

Name of organization:
Name of contact person:
Job Title of contact person:
Organization main phone number:
Contact phone number:
Contact email:
Address Line 1: Address Line 2: City: State: Zip:
Website:

Part II: Safety and Risk Management

Please READ, initial each item to verify that your organization meets our criteria. *Every organization must answer these questions to be considered for partnership.*

_____ Our organization supports Girl Scouts in its efforts to make Girl Scouting available to all girls and adults. We welcome all participants, regardless of race, ethnicity, religion, age, national origin, gender, veteran status, sexual orientation (including gender identity), marital status, or the presence of any physical, sensory or mental disability (provided that the participant can safely undertake the activity).

Part III: Safety and Risk Management Continued

_____ We have read and understand all of the Girl Scout safety and activity checkpoints found at: gsmists.org/Get-Involved/Programs/safety-activity-checkpoints. We agree to comply with all of these checkpoints.

_____ For overnight events ONLY: We understand that it is not appropriate for men to sleep in the same space as girl members. They may participate only if separate sleeping quarters and bathrooms are available for their use.

_____ We have included a certificate of insurance indicating that our organization has at least \$1,000,000 in general liability coverage with this application.

_____ We understand that Girl Scouts of Michigan Shore to Shore cannot guarantee event attendance.

Part IV: Promotion Fees

For more information about other promotion options, contact your GSMISTS representative.

Type of Fee	Amount	# of Events or Ads	Subtotal
Council Website Listing			
For Profit Business	\$100	N/A	\$
Nonprofit Business	\$60	N/A	\$
Council E-Newsletter Advertisement (per issue)			
For Profit- Basic	\$50		\$
For profit-Feature Story	\$75		\$
Nonprofit-Basic	\$45		\$
Nonprofit- Feature Story	\$60		\$
Total Fees			\$

Yes, we would like to make a tax-deductible donation to the Girl Scouts of Michigan Shore to Shore Council.

\$50 _____ \$100 _____ \$250 _____ \$500 _____ Other \$ _____

Part V: Payment

Payment by: Credit Card Check

Name on Credit Card

Credit Card Number

Expiration Date

Total Amount

Part VI: Agreement

By writing or typing your name, you are stating that all the information in this agreement is correct, to the best of your knowledge. You are agreeing to offer this opportunity to the troops and to pay the promotion fees for the options requested.

Organization Name: _____

Organizational Representative Name

Date

Please allow 2-3 weeks for Processing
Checks payable to GSMISTS and mail with a copy of the Community Partner Agreement to:
GSMISTS, 3275 Walker Ave. NW, Grand Rapids, MI 49544

The relationship between Girl Scouts of Michigan Shore to Shore and community partners/resources is a voluntary partnership and can be dissolved at any time for non-compliance with our safety and risk management standards, insurance requirements and actions that do not align with the mission and values of Girl Scouts.



Website Submission Form

Directions:

- Please fill out this form completely and email to partner@gsmists.org.
- Please email us a logo or image (jpeg, gif, tif) for website use

Community Resource - Landing Page Information:

Organization Name as it will be listed on the Website:

Organization Summary and/or Mission (2-3 sentences only):

Registration Details for Website:

Partner Category(s) (Please Pick One):

- Arts and Culture Financial Literacy Fun Healthy Living Service & Civic Duties
 Sports STEM Outdoor

Girl Level(s):

- Daisy (K-1st Grade) Brownie (2nd -3rd Grade) Junior (4th – 5th Grade) Cadette (6th – 8th Grade) Senior & Ambassador (9th – 12th Grade)

Council E-Newsletter Additional Advertising – Basic:

Which month in Shore Essentials do they wish to be in?

- Jan Feb March April May June July Aug Sept Oct Nov Dec

Council E-Newsletter Additional Advertising – Feature Story:

Which month in Shore Essentials do they wish to be in?

- Jan Feb March April May June July Aug Sept Oct Nov Dec

200 Word Feature Story:



Community Partner Program/ Community Service Opportunity

Directions:

- Please fill out this form completely and email to partner@gsmists.org.
- Please email us a logo or image (jpeg, gif, tif) for website use

Program Partner - Event Information (Please complete for each event):

Organization Name as it will be listed on the Website:

Event Title: _____

Date and Time: _____ Registration Deadline: _____

Cost Per Adult: _____ Cost Per Girl: _____

Event Description:

Journey/Badge Connections (titles of Journey's or Badges that tie to event, if applicable):

Girl Level (s) for Event:

Daisy Brownie Junior Cadette Senior Ambassador All Ages

Registration Details:

Contact Person for Event Registration Details:
