



girl scouts 
of michigan
shore to shore

The premier leadership experience for girls.

Girl Scouting helps girls **DISCOVER** who they are, **CONNECT** with others locally and globally, and **TAKE ACTION** to make the world a better place. With a network of 4,000 committed adult volunteers and more than 42 qualified staff members, girls develop qualities that will serve them all their lives such as leadership, strong values, social conscience, and conviction about their own potential and self-worth.

www.gsmists.org

2010 Annual Report

GSMISTS Membership

2009-2010 Membership Year

Girl Membership	14,533
Girl Market	157,948
Girl Market Share	9.2%
Adult Membership	3,941

Racial/Ethnic Group

Girl breakdown

American Indian	112
Asian	116
African American	1,249
Pacific Islander	12
White	10,563
Other	845
Multiracial	692
Hispanic (Also)	1,311
Not Reported	944

GSMISTS Locations

Grand Rapids Service Center
3275 Walker Avenue NW
Grand Rapids, MI 49544
p: 616.784.3341
f: 616.784.8187

Muskegon Service Center
1217 East River Road
Muskegon, MI 49445
p: 231.744.4774
f: 231.744.5874

Traverse City Service Center
1820 Oak Hollow Drive
Traverse City, MI 49686
p: 231.947.7354
f: 231.947.4424



A high capacity council serving over 14,500 girls and 4,000 adults in 30 counties in northern and western Michigan. With three Service Centers, seven camps & properties and one Environmental Science Center girls have a wide variety of opportunities to participate in the Girl Scout Leadership Experience.

H ighlights

Programs:

- 2,234 girls, 842 adults served by events/ programs throughout 2009-2010
- 222 girls attended 4 Day Camps in Alpena, Greenville, Rockford and Traverse City
- 194 total girls attended Resident Camps
- 676 girls attended Leadership, Family, Troop and Adventure camps as well as Summer Events

Volunteer Services:

- Over 70 Teen Trainings and Enrichment Workshops were delivered to 605 girls last year
- Over 365 Adult Learning Opportunities in Health & Safety, Core Leadership, Enrichments and Volunteer Administration were delivered to 2,599 adults

Product Sales:

- 9,510 girls participated in the 2010 Girl Scout Cookie Program
- 1,150,524 packages of GS cookies were sold
- 3,325 girls sold \$438,981 in nuts, candy and magazines in the 2009 Fall Product Sale Program

Fund Development:

- Distributed \$18,000 in camperships/financial aid for girls to attend Resident and Day Camps
- Awarded \$10,000 from Meijer Inc. to support the 2010 Girl Scout Gold & Teen Award Banquet
- Awarded \$150,939 in local United Way support
- Sample of grants received for girl programming:
 - Douglas and Maria DeVos Foundation: \$34,000 (*Believe to Become Summer Learning Academy*)
 - Grand Rapids Community Foundation: \$10,000 (*Access Camps*)
 - Girl Scouts of the USA: \$9,954 (*It's Your Story Tell It Journey Implementation*)

F inancials

Income:

Annual Giving & Gifts	\$110,716
United Way	\$228,299
Grants	\$96,234
Product Sales	\$4,388,122
Program Fees	\$240,723
Sale of Merchandise	\$290,553
Interest Income & Misc.	\$207,491

Total Income **\$5,562,138**

Expenses:

Program Services	\$4,878,037
Management	\$643,423
Fundraising	\$255,637

Total Expenses **\$5,777,097**

Net Gain/(Loss) **(\$214,959)**
 Depreciation \$207,665

Change in Assets

Net Assets, beg/yr	\$6,048,037
Net Assets, end/yr	\$5,833,078

GSMISTS 2010 Revenue & Expenditures by Type

