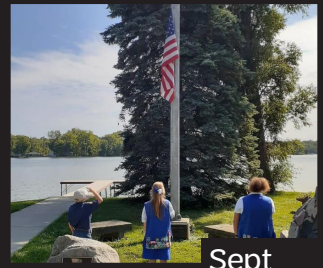
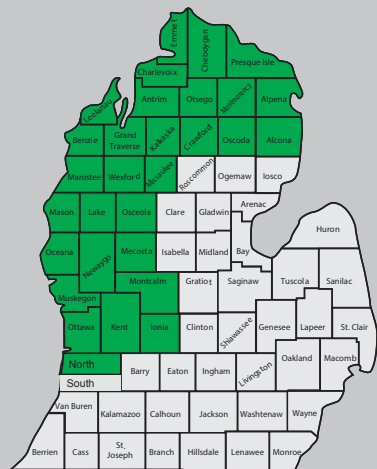


# Girl Scouts of Michigan Shore to Shore 2020 Annual Report



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# Welcome



## Girl Scouts of Michigan Shore to Shore Council Contact Information

### Grand Rapids Service Center

3275 Walker Avenue NW  
Grand Rapids, MI 49544  
p. 616.784.3341

### Muskegon Service Center

1217 East River Road  
Muskegon, MI 49445  
p. 231.744.4774

### Traverse City Service Center

1820 Oak Hollow Drive  
Traverse City, MI 49686  
p. 231.947.7354

Website: [www.gsmists.org](http://www.gsmists.org)  
Toll-Free: 844.476.4787  
Email: [customercare@gsmists.org](mailto:customercare@gsmists.org)

In March of 2020, the world changed, and we all had to change with it. In this year of transition, we have all learned to be agile. We have all worked to perfect the pivot; to not just survive, but to thrive. As the Girl Scouts we are, we were up to the challenge. Every challenge brings opportunity, an opportunity to learn, to grow, and to lead. Undaunted, our girls, our volunteers, and our staff showed every day that “Girl Scouting is Not Cancelled.”

After starting the year in typical fashion, normal operations were upended and Girl Scouts across the council adapted how they approach the annual Product Program, badge earning, and highest awards. Troops exercised newfound business skills and found innovative ways to continue selling during the 2020 Cookie Product Program, exceeding council goals and expectations. Over 40,000 people across the country participated in our Facebook Live events and 21 virtual, guided badge earning opportunities were offered exclusively to GSMISTS Girl Scouts. Three girls earned the highest award in Girl Scouting, the Gold Award, finding ways to work with outside organizations and coordinate volunteers despite meeting restrictions.

What began as a time of uncertainty became a time for Girl Scouts to shine. Our mission of building girls of courage, confidence, and character who make the world a better place has never been more relevant. Our Girl Scouts found ways to continue to make impactful, positive changes to their community while developing skills they will use during trying times for the rest of their lives. We could not be more proud.

Yours in Girl Scouting,



Deborah Hughes  
Board Chair



Mary Charles  
Interim CEO

## Board of Directors

### Officers

Deborah Hughes, Board Chair  
Karen Fearh, 1st Vice Chair  
Theresa Van Veelen, 2nd Vice Chair  
Gail Montgomery, Board Treasurer  
Judy Dennis, Board Secretary

### Members at Large

Sharron Pitts  
Omar Hall  
Shannon Wilson  
Judy Greer  
Holly Little  
Jessie Jones  
India Adams Manns  
Brenda Lindberg  
Amanda Miscisin  
Amy Pierce-Danders

Guillermo Cisneros  
Theresa Petko  
La'Leatha Spiller  
Shelley Irwin



On Friday, March 6, 2020, we knew the world was changing. The World Health Organization had reported over 100,000 cases of coronavirus and Michigan had just declared a state of emergency. On March 9, GSMISTS staff closed the offices and in-person Girl Scout events were put on hold.

Now what? How can we continue our mission of building girls of courage, confidence, and character? How can we empower Troop Leaders and Girl Scouts to continue their STEM, Entrepreneurship, Life Skills, and Outdoors programming and earning badges?

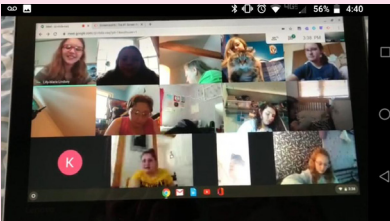
## Girl Scouting is Not Cancelled!

Through a blend of outdoor and online opportunities, Girl Scout of Michigan Shore to Shore girls stayed socially distanced and continued to earn badges, complete highest awards, and serve their community.

As one of the four pillars of Girl Scouting, outdoor experiences had their time to shine! Through the council initiatives of “Girl Scouts Love the Outdoors Challenge” and ‘Girl Scouts Love State Parks’ hundreds of girls left their screens, gathered their courage, and tried something new outdoors! Troops also leveraged outdoor spaces by having their troop meetings outside. Several troops also gained confidence by completing service projects outdoors such as a troop in Newaygo who researched farming methods and began growing food to donate to local pantries, and a Belding troop who placed first-aid boxes along the Silk City trail for their Bronze Award.

Online, troops participated in the Facebook live events and virtual badge earning sessions hosted by council, and met with each other via Zoom. These meeting opportunities were used to discuss ways to continue to serve their community while remaining socially distanced, and showed their character by going on to complete National Service Projects, highest awards, and food drives.

### Courage



Troops across council reimagined how to keep Girl Scouting and moved their troop meetings online



Girl Scouts of all ages got outside and explored Michigan State Parks

### Confidence



Belding Junior Troop took the initiative to place first-aid boxes alongside the Silk City trail as part of their Bronze Award



Two Media Mavens promoted the Cookie Product Program on WGVSU radio

### Character



A GSMISTS Girl Scout sews masks to donate as part of the GSUSA National Service Project



Ambassador hosted food drive for families at risk of hunger during COVID

*Gold Award Girl Scouts do not just change the world for the better, they change it for good. The Gold Award is earned by girls in grades 9–12 who demonstrate extraordinary leadership in developing meaningful, sustainable solutions to local, national, and global challenges. Since 1916, Girl Scouts have answered the call to drive lasting, impactful change. The Gold Award is the mark of the truly remarkable.*

## Healing and Wellness Garden

Working in conjunction with the Children’s Advocacy Center of Kent County, Abby Demerest of Rockford, MI constructed 3 raised garden beds and designed a booklet that outlined the plants in the beds, their uses, and art projects that can be done with the plants for children at the center. She also created a flyer outlining how to report suspected child sexual abuse which the Advocacy Center is currently using.

Abby Demerest



Abigail Olson



## Sensory Trail for Outdoor Experiences

Mackinac Island Honor Scout Abigail Olson of Holland, MI earned her Gold Award by creating a sensory trail at Benjamin’s Hope, an organization that works with adults with developmental disabilities. The stations on the sensory trail reflect a variety of sensory experiences and include a texture trail, sound chimes, and an outdoor tic-tac-toe game. The trail allows residents to enjoy and experience nature while stimulating several different senses. The sensory trail is also open to the public, so people who are not connected to Benjamin’s Hope can

## Healthy Agriculture, Healthy Communities

Claudia Shuster of Alto, MI earned her Gold Award with her self-created project, Healthy Agriculture, Healthy Communities. Her goal was to spread awareness about the importance of healthy agricultural in our lives. Claudia cleaned and organized the greenhouse classroom, crafted new educational wall hangings, held a seed drive and collected agricultural books for students to check out and created her own book about different agricultural careers.

Claudia Shuster





*The Girl Scout Cookie Program® teaches girls about entrepreneurship as they have fun learning essential skills like money management, public speaking, and decision making, which sets them up for a lifetime of success. 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.*

## By the Numbers



4,939 Girl Scouts Participated



573 Troops Participated



1,308,144 Boxes Sold



18,060 Boxes Donated

# Membership

## Total Girl Members

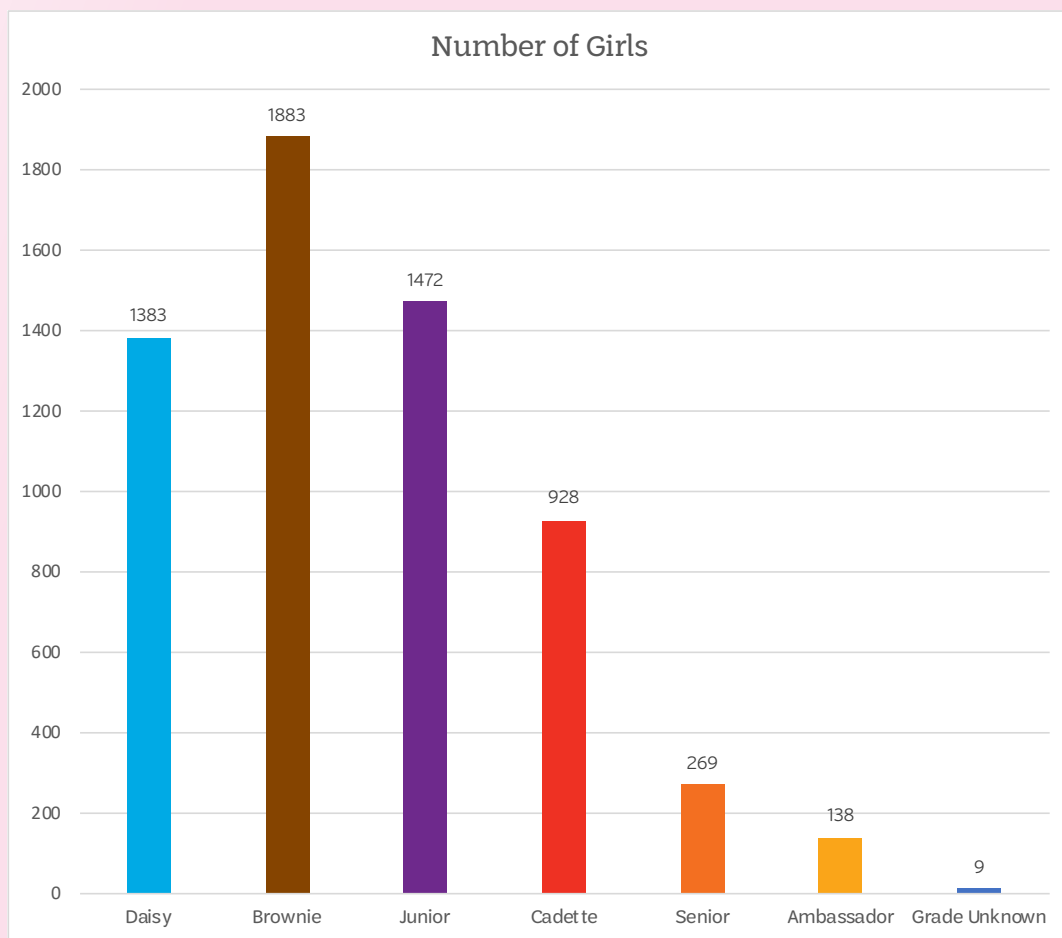
6,082

## Total Adult Members

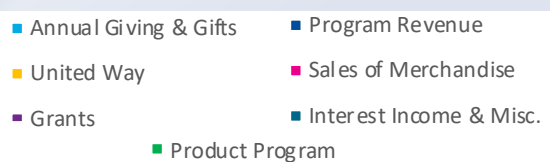
3,181

## Total Members

9,263

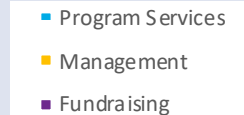
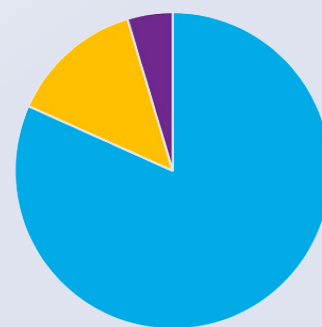


# Financials



## Income

Annual Giving & Gifts	\$75,662
United Way	\$17,328
Grants	\$83,268
Product Program	\$2,522,147
Program and Membership Revenue	\$27,606
Sales of Merchandise	\$68,875
Interest/Investment Income & Misc.	\$232,986
<b>Total Income</b>	<b>\$3,027,872</b>



## Expenses

Program Services	\$2,141,246
Management	\$358,602
Fundraising	\$121,451
<b>Total Expenses</b>	<b>\$2,621,299</b>

## Change in Net Assets

Net Assets, beg/yr	\$5,544,862
Net Assets, end/yr	\$5,951,435

Thank you to everyone who has supported Girl Scouts of Michigan Shore to Shore during the 2020 Membership Year.

## Juliette Gordon Low Society

Alan R. Ryan

Karen E. and James M. Feahr

Bonnie Vance

Deborah J. Hughes and Frederick J. Antczak

Grace Wilcox

Mary K. Becker-Witt

Neti D. Herndon

Sharon Hughes

Mary A. and Wilhelm W. Seeger

## \$10,000 and Above

Arden Trust Company

Comcast Foundation

Community Foundation for  
Muskegon County

Fred & Florence Kiskey Endowment Fund  
Greater Ottawa County United Way

## \$9,999 - \$5,000

Deborah J. Hughes & Frederick Antczak  
Grand Haven Area Community Foundation

Grand Rapids Community Foundation  
GSMISTS - Alpena Service Unit 430

United Way of the Lakeshore  
Meijer Inc

## \$4,999 - \$1,000

Anonymous Gifts  
Anne Magoun  
Becky Glover  
Charlevoix County Community Foundation  
Cindy A. Ranshaw  
Community Foundation of the Holland /  
Zeeland Area  
Fidelity Charitable

First Federal Bank Community  
Foundation  
Fremont Area Community  
Foundation  
Gail Montgomery  
Gina M. Morrow  
Great Wolf Lodge of Traverse City  
Grimco, Inc.

Hagerty Management, LLC  
Heart of West Michigan United  
Way  
Jessie L. Jones  
Judy L. Dennis  
Korff Foundation  
Laura B. Huizenga  
Lisa M. Sikkema

Sharron M. Pitts  
Tamra L. Anderson  
Teresa M. Perry  
Theresa E. VanVeelen  
Veterans of Foreign Wars Post 2780  
Vickie L. Traxler  
Walmart Corporate Giving  
Walter & Ingrid Ashley Fund

## \$999 - \$250

Abigale Baum  
Alice Dawson  
Amanda I. Miscisin  
Amber J. Whitcomb  
Ashley Shannon  
Bay Athletic Club  
Brenda Lindberg  
Cargill Salt  
Carl Blumberg  
Christa Cooper  
Community Foundation for Southeast Michigan  
Cortney M. Porter  
Deena Scianimanico  
Drs. Kristi L. Haik & Stephen Durst  
Elks Lodge 323  
Frontstream

Gary Lemke  
General Motors  
Haze Kamp Meats - Premier Foods  
Heather Buckler  
Heidi J. Amos  
Holly Little  
Irene Bosman  
Jackson-Merkey Contractors, Inc.  
Jeffrey R. Hughes  
John Cooper  
Juanita Vorel  
Judy Koronka  
Kelly Steelman  
Kiwanis Club of Alpena  
Laura Bostick

Laura J. Klebba  
Leonard Johnson  
Lesley Robinson  
Lon L. Morrisson  
Marianna S. Parker  
Mary C. Hartfield  
Mary C. Moomaw  
Mary Charles  
Melissa K. Metivier  
MidMichigan Health  
National Philanthropic Trust  
Network For Good  
Peter Magoun  
Phillip L. Remington  
R.M. Young Company

Russell Plumbing & Heating  
Sally L. Ellis  
Seymour Padnos  
Stephanie Miletich  
Susan H. Grant  
Susan M. Syverson  
Thomas W. Anton  
Timothy Grunwald  
Tina M. Hansen  
Vogt Foundation  
Walmart #2358  
White Glove Cleaning & Maintenance  
William A. Jasman  
YourCause, LLC  
Zonta Club of Alpena

## All Other Gifts

Adele E. Greene  
Aimee Shemanski  
Alpena Lions Club  
Alpena Sportsmens Club  
Amanda J. Shunta  
AmazonSmile Foundation  
Amelia A. Stine  
American Legion Auxiliary  
Post 35  
Amity M. Robinson  
Amy Kranz  
Andrea Hornby  
Andrea N. Golembiewski  
Angela Potter  
Ann M. Puckett  
Ann Thaxton  
Barbara L. Thompson  
Barbara W. Brown  
Bernard Petersen  
Beth Cook  
Bonnie J. Vance  
Brad Barnes  
Brent Rowe  
Brenton J. Smith  
Bret Stewart  
Bryan Faccia  
Brynn E. Murphy  
Camaron J. McCluggage  
Carla A. Mayer  
Carol Gerlach  
Catherine Margie  
Charles R. Caldwell

Chelsea R. Beckmann  
Cheryl Emmette  
Christine Hayden  
Claudia L. Mabie  
Cone Drive Operations  
Dale D. Baxter  
Dale Dyer  
Danielle M. Vieira  
David M. Scianimanico  
Debra Bennett  
Delaine K. Deal  
Demitria Gavitt  
Diane Jolliffe  
Donna E. Snyder  
Earl L. Boyer  
Ed & Louise Haik  
Elizabeth A. Boessenkool  
Elizabeth A. Carr  
Emily J. Teasley  
Erika T. Wood  
Erin J. Keefe  
Frances Wong  
Frederick W. Jagow  
Gail A. Smart  
Garrett R. Hanson  
George S. Snyder  
Gerben J. Kranenborg  
Graciela Cruz  
Greg L. Carmouche  
Gretchen E. Townshend  
Harry R. Arthur  
Heather A. Taylor

Heather H. Morris  
Heather M. Wallace  
Helen Myers  
Jade M. Osman  
James B. Ward  
James J. Koch  
Janet K. Dressander  
Janet M. Allen  
Janet M. Krueger  
Janet Wylie  
Janice M. Sapak  
Jason Bentley  
Jason Buchanan  
JCPenney  
Jen Hargrave  
Jennifer A. Reinink  
Jennifer A. Steiner  
Jennifer L. Daly  
Jennifer Schuette  
Erika T. Van Dyke  
Jessica Fountain  
Jessica L. Hansen  
Jessica S. Stokes  
Jill Anderson  
Jill Dines  
Joanne M. Fendt  
Joelyn McCallum  
John Marks  
JordAnn Ferguson  
Julia C. Bussey  
Justin T. Krenselewski  
Karen D. Collins

Karen K. Jarema  
Kari Sherry  
Karie M. Enriquez  
Katherine E. Hensley  
Katherine Wilcox  
Katie J. Alles  
Katie Newville  
Kelly Krucki  
Kelsey Cowen  
Kent Intermediate School District  
Kerri Steelman-Schmidt  
Kim Dyer  
Kimberly Dukes  
Kimberly Farrell  
Kitty Rallo  
Krystan Krucki  
Laine Smid  
Lakeshore Employee Benefits  
Laura Cunningham  
Laura Jeltama  
Lauren A. McNabb  
Lawrence Baumgart  
Lee Kunkel-Hildebrand  
Leisa M. Hooper  
Leonie Michaels  
Liesbeth Koning  
Lillian M. Munguia  
Linda Sowles  
Lisa A. Penberthy-Keene  
Lorien R. Wenger  
Lynette Marks  
Mackenzie R. Schondelmayer

Margaret A. Christopher  
Margaret A. Nolle  
Mark F. Birkam  
Martha A. Vreeland  
Mary Ann Wolf  
Mary Boes  
Mary C. Payne  
Mary Maisson  
Matthew J. Franzen  
May B. Erlewine  
Meghan Schuur  
Melissa L. Johnson  
Michael P. Carpenter  
Michele Michalek  
Michelle Bergman  
Miranda Werner  
Nancy A. Albrecht  
Newaygo Insurance Agency, Inc.  
Noorain Khan  
Nora Balgoyen  
Norma Dally  
Pamela J. Achatz  
Paula Rutili  
Pauline R. Barnes  
Peter K. Shireman  
Rachel L. Hamilton  
Rebecca S. Tuuk  
Renae Veltman  
Robert H. VanderJagt  
Robert Olney  
Rosemary Mills

Sandra L. Bergstrom  
Sara H. McCune  
Sarah Campbell  
Sarah Roberts  
Sarah Wheeler  
Seenamma Machireddy  
Shanna S. Goff  
Sharon A. Smith  
Sharon R. Hughes  
Shelley Irwin  
Shelley M. Drew  
Sommar M. Boese  
SpartanNash  
Stacy Houseman  
Star Truck Rentals  
Stephanie Cardenas  
Stephen W. Cobb  
Sue Walters  
Susan I. Brown  
Susan J. Hastings-Bishop  
Susan J. Wander  
Twyla Smith  
United Way for Southeastern  
Michigan  
United Way of Montcalm-Ionia  
Counties  
Veterans of Foreign Wars  
Vivian TerMaat  
Walter J. Vandersloot  
William J. Deaton  
William T. Shuster

# girl scouts<sup>®</sup> of michigan shore to shore

Our three Service Centers not only act as shops, but are also places to meet with GSMISTS staff members, hold meetings, and participate in events. Call us to speak with one of our Customer Care Specialists about any GSMISTS questions!

## Grand Rapids

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

## Muskegon

1201 E. River Road  
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