



2017 Annual REPORT

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

girl scouts 
of northern indiana
michiana

The Power of G.I.R.L.!



Margaret Sturm
Board Chair



Sharon Pohly
CEO

When it comes to championing G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)[™] power, we're pleased to report that Girl Scouts of Northern Indiana-Michiana made significant strides in membership year 2017.

Building on successes begun in 2016, GSNI-M kicked off the year with a

detailed strategic plan that aligns with key GSUSA priorities: Reaching More Girls, Having a Higher Impact, Increasing our Investment, and Acting Like One Movement. Our three-year focus emphasizes programs and strategies that target a more diverse population and deliver high-quality, outcome-driven girl programs, including a stepped-up emphasis on STEM offerings. To broaden the number and type of opportunities we provide for girls to challenge themselves and hone their leadership skills, we have increased our commitment to garnering public investment. Rounding out our efforts this past year has been a concerted campaign to produce consistent communication across all platforms that reflects a clear brand message.

Specifically, in 2017 GSNI-M implemented a focused recruitment drive that resulted in a 10 percent increase in new girl members. We registered close to 920 new adults and 2,284 new girls, marking the second consecutive year our new-girl numbers have shown significant growth.

Recognizing the importance of STEM (science, technology, engineering, and math) in today's technology-driven world and in alignment with the GSUSA focus, we launched a comprehensive STEM strategy in 2017, organizing a slate of hands-on activities that we offered throughout our council area.

The past year was also notable in terms of charitable support, with individual donations (not including planned giving) up \$13,000 over 2016. New donor software has improved the efficiency of our development team.

Our 2017 camp season saw an impressive 42 percent increase in attendance over the previous year. The new Singing Hills Troop House was a welcome addition to our camp facilities, and with its completion, Camp Logan joins our other three camps in offering year-round overnight accommodations.

Our brand messaging has been enhanced following a thorough review of current communication processes and the development of new, more targeted strategies; the implementation of a comprehensive marketing schedule; and the creation of a GSNI-M video. We also launched a campaign to curate stories from girls, volunteers, and alumnae for use in our marketing materials. We're always on the lookout for opportunities to spotlight our girls in action, showcasing them taking on new challenges, participating in outdoor activities, and enjoying the camaraderie of their troops.

At Girl Scouts of Northern Indiana-Michiana, the Girl Scout mission shapes everything we do. As we welcome 2018, we will continue our efforts to build girls of courage, confidence, and character, who make the world a better place. We're proud to be developing tomorrow's brave, bold, and empowered G.I.R.L. leaders.

Margaret Sturm, Board Chair

Sharon Pohly, CEO

Board of Directors



Margaret Sturm
Board Chair,
Fort Wayne, IN



M. Susana Worth
First Vice-Chair,
Decatur, IN



Mike Osborne
Treasurer,
Fort Wayne, IN



Lisa Cashel
Secretary,
Convoy, OH

Directors At Large



Julie Spears
Elkhart, IN



Robin Tribbett
Fort Wayne, IN



Dr. Tom Edington
Syracuse, IN



Tamarah Brownlee
Fort Wayne, IN



Jay Carter
Berrien Springs, MI



William (Bill) Schmuhl
South Bend, IN



Rita Udvardy
North Liberty, IN

WE BELIEVE IN THE POWER OF

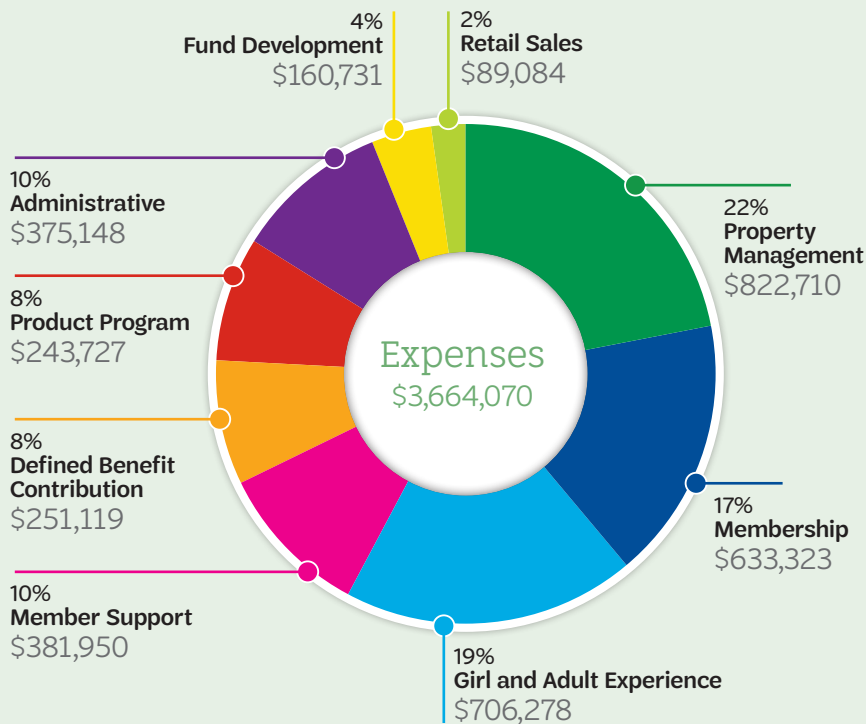
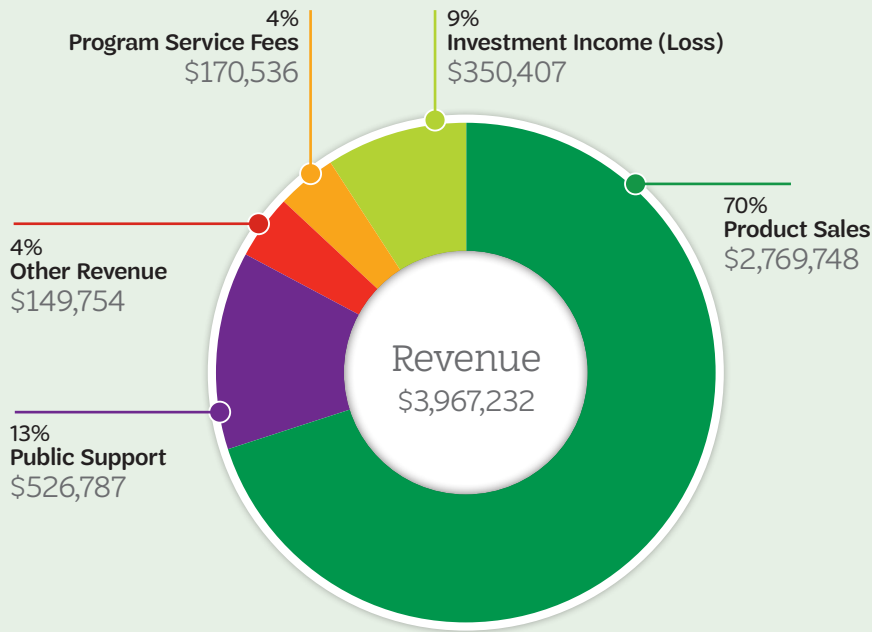


POWERED BY GIRL SCOUTS

Financials

For the Year Ended September 30, 2017

Statement of Activities



Change in Net Assets..... \$303,162

Statement of Financial Position

Assets

Current Assets

Cash on hand and in bank	\$1,010,359
Investments, at fair value	\$4,217,389
Other current assets	\$248,963
Total current assets	\$5,476,711

Other assets	\$122,191
Land, buildings, and equipment	\$6,179,580

Total assets..... \$11,778,482

Liabilities and Net Assets

Current liabilities	\$300,387
Non-current liability	\$20,351
Net assets	\$11,457,744

Total liabilities and net assets..... \$11,778,482



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

Honor Roll of Giving

Girl Scouts of Northern Indiana-Michiana is grateful to our donors who have supported the mission through contributions, grants, sponsorships, allocations, matching gifts, and in-kind donations. Below are the individuals, corporations, foundations and United Ways that supported Girl Scouts of Northern Indiana-Michiana from October 1, 2016 through September 30, 2017.

Go-getter

\$50,000 – \$1,000,000

Daniel Spencer Trust
English, Bonter, Mitchell
Foundation

Innovator

\$25,000 – \$49,000

Foellinger Foundation
Phyllis Stumpf

Risk-taker

\$10,000 – \$24,999

Community Foundation
of Greater Fort Wayne
Edward D. and Ione Auer Foundation
Edward M. and Mary McCreia Wilson
Foundation
John W. Anderson Foundation
Lincoln Financial Foundation
McMillen Foundation
Stephen C. Schaefer Revocable Trust
United Way of Allen County
United Way of Huntington County

Leader

\$5,000 – \$9,999

Burkhart Sign Systems
Community Foundation
of Elkhart County
Harvey R. and Doris Klockow
Foundation
Mrs. Lois Hess
E.H. Kilbourne Trust
Kosciusko County Community
Foundation
M.E. Raker Foundation
Meagan Milne

Courage

\$1,000 – \$4,999

Berrien Community Foundation
Jay Carter
Lisa Cashel
Community Foundation
DeKalb County
Community Foundation
of Noble County
Corson Family Foundation
DePuy Orthopaedics
Don R. Fruchey
Donald C. Jones Revocable Trust
Duke Energy Foundation
Thomas Edington
Connie Frederick
Howard P. Arnold Foundation
Marjorie M. Miller Irrevocable Trust
Marshall County REMC
Community Fund
Peter McCampbell
Christine Myers
Mike Osborne

Elmer Ostrom Trust
Mr. and Mrs. Carl Pohly
Sharon Pohly
Porter Family Foundation
Prophet Sisters Foundation
Mr. and Mrs. William Schmuhl, Jr.
Shoop Sports and Youth Foundation
Kathie Swaim
Sweetwater Sound
Teachers Credit Union Foundation
Three Oaks Spokes
Robin Tribbett
Rita Udvardy
United Way of Adams County
United Way of Cass County
United Way of Marshall County
United Way of St. Joseph County
United Way of Wells County
Unity Foundation of La Porte County
Waterfield Foundation
Whitley County Community
Foundation

Confidence

\$500 – \$999

Adams County Community
Foundation
Anonymous
Tamarah Brownlee
Dulin, Ward, and DeWald
Thomas Honke
Indiana Farm Bureau Insurance
NIPSCO
Parkview Health
PNC Foundation
Mr. and Mrs. Victor Porter
Judy Ruoff
Julie Spears
Nanette Yarde
Peggy Yoder

Character

\$100 – \$499

Aetna
Dianne Allen
The Andersons
Cheryl Ankrom
AT&T United Way Employee
Giving Campaign
Leslie Augustyniak
Michelle Becker
Deborah Beckman
Pam Bell
Susan Billings
Bollenbacher and Associates
Tonya Bradford
Theresa Brady
Linda Buskirk
Christina Butler
Phillip & Shirley Canaday
Rachael Caslow

Christoff & Christoff
Commercial Filter Service
Mr. and Mrs. Richard Conklin
Toni Lynn Cook
Julie Cox
Steve Denney
Nancy Derraw
Donald Evans
Dana Flora
Fort Wayne Metals
Jill Frey
John Frey
Girl Scouts of the USA
Give With Liberty
Glenn & Thelma Rieke Foundation
Cindy Goshert
Michael & Sarah Gotsch
Robert Henrichs
Scott Hermance
Hollis Hughes, Jr
Diane Humphrey
Indiana Youth Shooting Sports
Foundation
Terri Johnson
Mr. and Mrs. William Johnson
Cherie Jolly
Jones Family Foundation
Jones Law Office LLC
Madline Katzel
Linda Kaufman
Jeffrey Kelsheimer
Sharon King
Jill La Fountain
Lassus Brothers Oil Foundation
Law Office of Stanley F. Wruble III
Andrea Leonard
Eleanor Marine
Gloria Mayberry
Sophia Metzger
Moose Lodge 1423
Tamara Nelson
NISOURCE Charitable Foundation
John R. Norris
Jean Orcutt
Patricia Penzenik
PNC Financial Services Group
Jon-Myckle Price
Bill & Cindy Rheinhardt
Pamela Savage
Tamara Savage
Abby Schoonaert
Lisa Spoon
Christina Staneart
Steuben County Community
Foundation
Ruth Strawser
Lori Strock
Margaret Sturm
Paul Taglia
Susan Terry

Two Men and a Truck
UAW Local 2209
United Way of Elkhart County
United Way of Greater LaPorte County
United Way of Loraine County
United Way of Southwest Michigan
Faith Van Gilder
Kathy Venderley
Nicole Wallick
Rosalyn Walters
Harriet Warren
Teena Weathersby-Hampton
Whirlpool Foundation
Jane Winnerman-Shaw
Susana Worth
Nicholas Yack

In Honor Of

Mr. and Mrs. Bruce & Shirley Martin
Mr. and Mrs. Claud and Barbara Hayes

In Memory Of

Nancy Highley
Jeffrey Kelsheimer
Beth Ann Lauer
Cindy Goshert
Kathie Swaim
Margaret Sturm
Jill Frey
Andrea Leonard
Leslie Augustyniak
Pamela Savage
Joan Myers
Nanette Yarde
Cleo Swager
Anonymous
Julie Spears
Carol Lambert
Phillip & Shirley Canaday
Kurt Springer
Donald & Peggy Fogle

Nancy Hinkle

Linda Stright
Nancy Butler
Paul Stright
Lori Gaisford

Roy and Marjorie M. Miller

Marjorie M. Miller Irrevocable
Trust

Gail Milne

Richard Conklin
Ronda Harris

Roxann Mosley

Robin Tribbett

Let's Go to Camp!

Delivering a high-quality outdoor camp experience is a hallmark of Girl Scouts of Northern Indiana-Michiana. We believe that outdoor activities foster independence, teamwork, healthy living, and environmental awareness. In addition, camp offers girls the chance to try new things on their terms, in a safe, nonthreatening environment. From building a campfire to scaling a climbing wall to swimming across a lake, new camp adventures always await! Last summer girls immersed themselves in countless activities at each of our four camp locations, testing their limits and broadening their horizons. On the heels of our exceptional 2017 camp season (with over 40 percent attendance growth), the council has big plans for 2018. We will recognize Camp Logan's 90th birthday with a summerlong focus on honoring camping pioneer Ella Logan's enduring legacy. Girls have been invited to Live the Legend this summer as they explore the camp that Ella founded near Syracuse in 1928.

Joan Venderly

Judy Ruoff
Mary Scroggham
Christoff & Christoff
Beverly Dilling
Susan Eisenhauer
Roger & Beverly Rekeweg
Nancy & Thom Hofrichter Kartholl
Nancy Leef
George & Mary Louise Baney
Kerrin Nusbaum
Virginia Brecount
Peter & Christine Mallers
Hollis Hughes, Jr
Eve Colchin

Trefoil Society

The Trefoil Society is our way of recognizing and honoring those caring individuals who have made a 5-year commitment to ensure girls continue to benefit from Girl Scouting.

Lisa Cashel
Tom and Michelle Edington
Connie and Bruce Frederick
The McMillen Foundation
Chris Myers
Sharon Pohly
Julie Spears
Kathie and Mark Swaim
Robin Tribbett
Rita Udvardy

Juliette Gordon Low Society

The following individuals have chosen to make Girl Scouts part of their legacy and a beneficiary of their estate.

Tamarah D. Brownlee MPH
Bruce and Connie Frederick
John and Jill Frey
Eleanor and Lockwood Marine
Gail Milne
Sharon Lynn Pohly
Pamela and Kathleen Reybern-Michael
Lisa Spoon
Margaret Sturm
Mark and Kathie (Oiler) Swaim
Jane Webster Winnerman-Shaw
Peggy and Norm Yoder

◆ In memoriam



Our 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.

Opportunities for Girls

In addition to STEM programs, Journey and badge events, and outdoor adventures, our girls had the chance to participate in some just-for-fun activities in 2017. These included Disney on Ice and Disney Live! performances, Girl Scout night at the Kalamazoo Kwings, a pottery party at Pigeon & Hen Pottery, a Notre Dame women's volleyball game, and Girl Scout night at Wicked! in South Bend.

Programs

Working with community collaborators that partner with us to share their expertise and specialized knowledge, we offered a session led by the Notre Dame Society of Women Engineers, a science-of-cooking event, a Women in Aviation day, and a night-owl badge, among others. Outdoor programs, including ziplining, boating, archery, and horseback-riding days, as well as three It's Your Planet—Love It! Journey events, gave our girls opportunities to challenge themselves in our beautiful outdoor camp settings.

Membership

With the help of several successful renewal events, promotion campaigns, targeted emails, and dozens of phone calls, we were pleased to exceed our recruitment goals. Our S'more Friends campaign resulted in 93 new girls joining troops in our council, and our kickoff parties were well attended and well received. Also this past year, staff members received specialized sales training, and through calls and in-person meetings, were able to build stronger bonds with our volunteers. Looking ahead, we will continue to strive for consistent growth in the number of girl members in grade K through 5 who join troops and are exposed to the Girl Scout Leadership Experience. We're confident that enhancements to our troop-support system will also positively impact our 5 percent annual-retention goals.

Volunteers

With our emphasis on delivering consistent, quality programs, we are proud of our council's 58 percent Volunteer Tool Kit use, a figure that surpasses the national average. We're gratified that so many of our volunteers recognize the value of the Tool Kits, which give them access to a wealth of Girl Scout material that heightens our girls' Girl Scouting experience. We have also implemented new GSUSA measurement processes to help us assess and improve the quality of our programs.

Properties

In July of 2016, the GSNI-M board approved support for an enhanced outdoor-program initiative. Additional staffing resources were retained to increase utilization of all our outdoor properties, following in the footsteps of GSUSA's renewed emphasis on Outdoor Program.

Troop use of our properties was up 20 percent in 2017, reflecting our commitment to offering a variety of high-quality programs at all of our locations. Especially noteworthy in 2017 was the significant increase in the number of girls who participated in some type of outdoor facilitated activity. We served more than 5,400 girls at council-sponsored or troop-requested activities, ranging from canoeing and kayaking to swimming, sailing, and Journey events. Attendance at summer camp at Camp Logan increased by more than 40 percent for resident camp, while participation in our Troop Camp experience jumped by 70 percent. Camp McMillen's summer programs also were well received, with attendance growing by 20 percent over the previous summer's numbers.

Many of our programs this past year filled up over a month before their registration deadlines. With this increased interest in and demand for our programs, new program staff positions will be added to the Program Team in the 2018 year.

Through a generous donation from one of our alumni, we were able to construct a permanent outdoor shooting pavilion at Camp Logan. This new building supports archery sports on one side and air riflery on the other. In order to support this new outdoor activity, several staff quickly acquired their certifications, which allowed us to add target practice with air rifles to our outdoor offerings late in summer 2017.



As far as camp infrastructure goes, one of the biggest accomplishments of the year was the completion of the new troop house at Camp Logan. Officially named Singing Hills House (pictured to the left), this modern

building sleeps 30 in bunk beds. The facility can be split in two so that it can accommodate two smaller groups or one large group. Duplicate kitchens and restrooms make each side independent of the other. The building also has a basement that will be used as a storm shelter for the upper areas of the camp.

We were also able to complete renovations to the Tea House at Camp Soni Springs. These enhancements, including the addition of drywall, new windows, a new heating system, and a small kitchen, have made this building into a fully usable troop house, complete with sleeping on mattresses on the floor.



◀ On May 23, 2017, GSNI-M presented Morgan Bracht with the Girl Scout Medal of Honor, an award given to a Girl Scout for saving a life or attempting to save a life without risk to the candidate's own life. Morgan saved her mother who became unresponsive by contacting 911 and providing key medical and demographical information to assist in their ability to respond quickly.



◀ Girl Scout Cadettes, Seniors and Ambassadors from Troop 46783 celebrated the 100th Birthday of Girl Scout Alumna, Mariana Reed of North Manchester.

Gold Award

The Girl Scout Gold Award recognizes the highest achievement in Girl Scouting, and this year we celebrated the dedication of 17 girls from our council who achieved this significant milestone. This elite group of young women demonstrated exemplary leadership as they completed projects that made their communities a better place. Congratulations to each of our recipients. Their commitment, leadership, drive, and initiative are to be commended!

2017 Girl Scout Gold Award Recipients



Grace Brown
GRANGER, IN



Bethany Brunner
HUNTINGTON, IN



Megan Gilpin
ROANOKE, IN



Anna Jamicich
FORT WAYNE, IN



Reagan Johanson
GRANGER, IN



Anna Keller
PLYMOUTH, IN



Erin Ludwig
GRANGER, IN



Grace Moser
OSSIAN, IN



Kennedy Myrick
STEVENSVILLE, MI



Natalie Neuenschwander
FORT WAYNE, IN



Hannah Peterson
FORT WAYNE, IN



Natalie Rush
ST. JOSEPH, MI



Lily Sabinske
WARREN, IN



Kayla Sylvester
FORT WAYNE, IN



Ethel Taylor
FORT WAYNE, IN

No photo available:
Kailey Hart:
MONROEVILLE, IN

**Our 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.**

The word "God" can be interpreted in a number of ways, depending on one's spiritual beliefs. When reciting the Girl Scout Promise, it is okay to replace the word "God" with whatever word your spiritual beliefs dictate.


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michiana

10008 Dupont Circle Drive E
Fort Wayne, Indiana 46825

www.gsnim.org



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