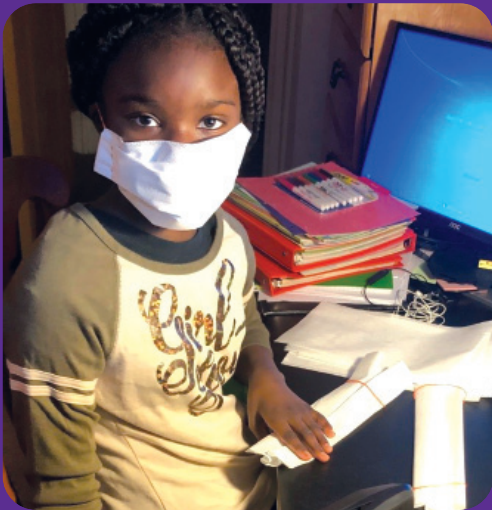
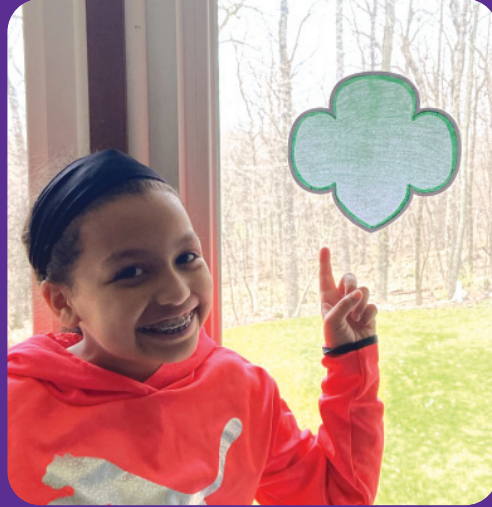


girl scouts
of wisconsin
southeast



Living the Girl Scout Promise

2020 Annual Report

(Some photos taken prior to COVID-19)



Gold Award Girl Scout Inspires ‘Empathy Over Differences’

How do we create a more just world? Girl Scout Emily says the key is by practicing inclusivity.

“Being a Girl Scout in 2020 means being in tune with an inclusive attitude towards others,” Emily said. “We all encounter people with cultural backgrounds different from our own. My aim is that we can all see each other with empathy over differences.”

For the Girl Scout Gold Award, the highest award in Girl Scouting, girls identify issues important to them and develop projects that can create lasting change in their communities and beyond. Emily used her Gold Award project to illuminate the challenges that refugees and immigrants face in the U.S. — particularly the feelings of isolation that young people often experience. Emily volunteered with the International Institute of Wisconsin to learn first-hand about the barriers immigrants face and conducted thorough research and interviews. Using her findings, Emily created a presentation with hands-on activities to educate audiences about how to be more inclusive in their communities. She shared the presentation with school and church groups around southeast Wisconsin.

The impact of Emily’s project continues to reverberate in the community. Local schools and youth groups have integrated Emily’s presentation into their curriculums where it reaches and inspires new audiences.

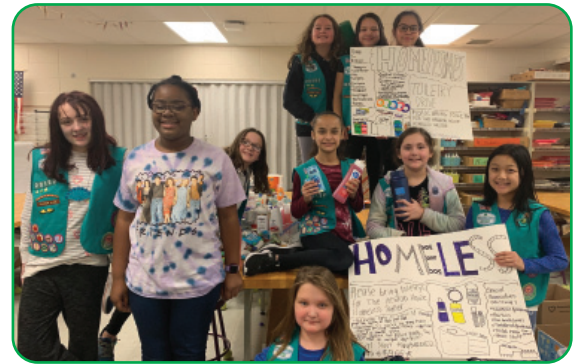
In addition to earning her Gold Award, Girl Scouts of Wisconsin Southeast honored Emily with the 2020 GSWISE Young Women of Distinction award, the highest recognition for Gold Award Girl Scouts in the council.



Gold Award Girl Scout Emily presenting her project, “I May Be Foreign But I’m Not Boring.”

GSWISE Young Women of Distinction Address Homelessness

The Gold, Silver, and Bronze Awards honor Girl Scouts who display leadership while engaging in projects that benefit their communities. Each year, GSWISE recognizes one recipient on each level – Gold, Silver, and Bronze – as our Young Women of Distinction. In 2020, Girl Scout Emily received this honor on the Gold Award level (see story at left). Both the Silver and Bronze Award Young Women of Distinction created innovative ways to create awareness about issues of homelessness.



Troop 20152 presenting their Girl Scout Bronze Award Project

On the Silver Award level, Girl Scouts Scarlett and Elsa realized that self-care can be a confidence booster for girls but that these items can be costly. They organized a supply drive that was so successful they were able to compile 168 “Bags of Bravery and Beauty” - each with 50 to 60 toiletry items, hair care supplies, and cosmetics. They distributed the bags to local nonprofits that serve teen girls in foster care and women experiencing homelessness.

Elsa, who was inspired by previous volunteer experiences at homeless shelters with her mom, was also named Wisconsin’s top Middle Level Youth Volunteer in the 2020 Prudential Spirit of Community Awards, a national program that recognizes young people who make a difference through community service.

The GSWISE Young Women of Distinction at the Bronze level also raised awareness of the challenges people experiencing homelessness face. Troop 20152 from Waukesha led presentations about homelessness at local businesses and schools, then organized a toiletry drive for the Hebron House in Waukesha.

“It was great to know we helped make lives a little better for people staying at the Hebron House,” the girls said.

Girl Scouts is proven to help girls thrive in five key ways as they:



Develop a strong **sense of self**



Display **positive values**



Seek **challenges and learn** from setbacks



Form and **maintain healthy relationships**



Learn how to **identify and solve problems** in their community

GSWISE by the Numbers



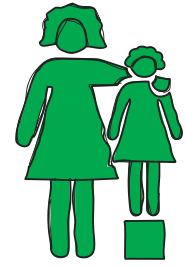
16,545

girl members



1,175

outdoor experiences

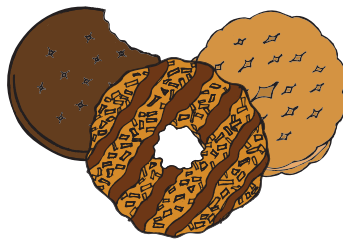
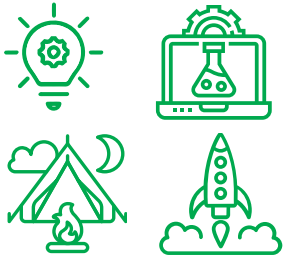


6,688

adult members

7,211

girls attending
Council-led events



1,920,000

packages of
cookies sold

4,492



views of *Girl Scouts at Home* video tutorials



1,549

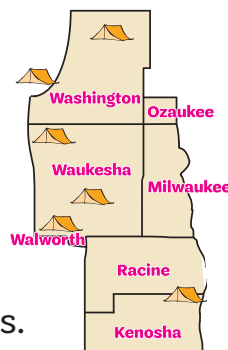
girls in Community
Outreach and Latina
Initiative programs

Served more than

1
of every

10
girls in

7 counties.



Ranked

#5



in USA for
Girl Market Share

1 of only 10

National Gold Award
Girl Scouts



509

girls earned Girl Scout
Gold, Silver, and Bronze
Awards



3,144

STEM Innovators



Pandemic Spurs Girl Scouts to Action

Girl Scouts across the council rose to support front-line workers, medical professionals, and community organizations as southeast Wisconsin grappled with the effects of the COVID-19 pandemic.

When in-person cookie sales in 2020 were suspended several weeks early, Girl Scouts of Wisconsin Southeast used this situation to put into action the Girl Scout Promise to “help people at all times.” Working with troops and Girl Scout partners, GSWISE donated nearly 60,000 packages of cookies to food banks, first responders, and families in need.



Girl Scout Mackenzie with Firefighter Dan

Girls also volunteered, both individually and with their troops, to sew and assemble thousands of masks for health workers and local organizations. Some Girl Scout troops, including Troop 4582, organized no-contact food drives for their local pantries; others, like Troop 20099, created dozens of signs to thank the local heroes in their hometown fire department.

Girl Scout-led acts have not only provided aid at the frontline of the pandemic, but they have also offered hope to people dealing with isolation. Over the holiday season, the Woodland Trails Service Unit made more than 150 “cupcakes” out of cozy socks to donate to seniors at Linden Ridge Nursing Home along with handmade holiday cards. Residents enjoyed the warmth of the socks and the sentiments.

Girl Scouts of Wisconsin Southeast Financial Statement

Statement of activities for the year ended September 30, 2020

OPERATING REVENUE

Contributions and Special Events	\$634,192
United Way	\$293,059
Product Sales	\$6,728,202
Program Fees	\$461,379
Investment Income	\$309,478
Other Income	\$534,426
Total Operating Revenue	\$8,960,736

OPERATING EXPENSES

Program Services	\$6,833,067
Support Services	\$1,445,574
Total Operating Expenses	\$8,278,641

NET OPERATING INCOME **\$682,095**

NON-OPERATING ACTIVITIES **\$612,412**

CHANGE IN NET ASSETS **\$1,294,507**

Net Assets - Beginning of Year	\$19,941,016
Net Assets - End of Year	\$21,235,523

G.I.R.L. Focus 2020: Our Strategic Priorities

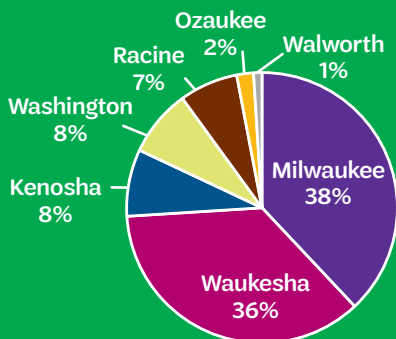
Reach more GIRLS • Higher IMPACT • Increased INVESTMENTS
Effective OPERATIONS • Stronger BRAND

2020 Membership Overview

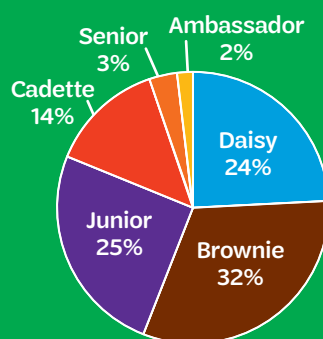
Girls are first at Girl Scouts. And they always will be.

For the 2019–2020 membership year, Girl Scout Leadership Experience programs in STEM, entrepreneurship, outdoors, and life skills were delivered to 16,545 girl members by 6,688 dedicated adult members, volunteers, and lifetime members.

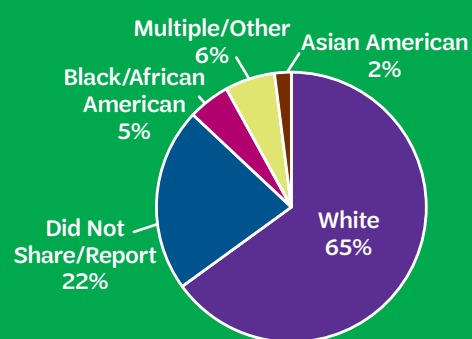
Girl Membership by County



Girl Membership by Level



Girl Membership by Race*



Hispanic: 6.17%
Hispanic (or Latina/Latino) is defined as an ethnicity (and not a race) and is therefore reported separately.

Donate:

Make an individual gift, join Daisy’s Circle (GSWISE’s monthly giving program), create a planned giving strategy, and/or support a fundraising event. gswise.org/give

Volunteer:

Make a difference in the lives of girls by leading a troop, supporting a troop, helping at camp, or behind the scenes. gswise.org/volunteer

Girl Scouts Mission

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

The 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.



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Girl Members

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Madison Sveum**

Corinne Wright

Isabel Zuniga Meyer**

* Completed term, September 2020

** Began term, October 2020

Living the Girl Scout Promise

Helping People at All Times

In the midst of a world pandemic, Girl Scouts from across southeastern Wisconsin came together to inspire one another, spread kindness, share virtual smiles, and use their voices to speak up for much-needed change.

Dear Friends,

In 2020, the pandemic invariably touched all our lives. But COVID-19 wasn't the only challenge or crisis we faced. The past year was also marked by a racial reckoning and profound economic setbacks. Girls, families, and community members will be coping with the effects of these events for years to come. So where does Girl Scouts fit into the picture, now and moving forward?

The truth is girls need Girl Scouts *now more than ever*. At this unique juncture in history, we remain steadfast in our mission to build girls of courage, confidence, and character, who make the world a better place. We are committed to ensuring *all* girls develop a strong sense of who they are as they grow into young women who will lead our ever-changing world.

As the world changes, so does our Council. Before the pandemic, we were already expanding our virtual channels to share Girl Scouting with girls in new ways. When social distancing became the norm, we offered new virtual programming, including the Girl Scouts at Home virtual leadership experiences, Camp in a Box, which delivered the great outdoors to girls' homes and backyards, and virtual clubs, which provided opportunities for girls to explore areas of special interest more deeply with Girl Scouts from other troops.

We also continued our multi-year "Camp Reimagined" project, to guide us in creating the next generation of camp and outdoor experiences. While this assessment included the difficult recommendation to sunset two camp properties, we know this strategic decision will better position us for the future. In addition to such timeless Girl Scout traditions as S'mores and campfire singalongs, you can expect to see new features that excite and delight our Girl Scouts at our camps in the future.

As girls and their families begin to transition out of the pandemic and look ahead to a brighter future, we remain deeply committed to maintaining the heightened level of support and engagement we have provided through these trying times. To do that, we ask that you continue to partner with us.

We continue to invest fully in reaching *all* girls, from every area of our 7-county geography, urban, suburban, rural, and second city. We will reach them through their screens on Zoom, and we will reach them at in-person gatherings when safety can be ensured once again. Thank you for standing with us to support the girls who will inherit tomorrow's world and make it a better place for us all as they live the promise.

Yours in Girl Scouting,



Christy L. Brown

Christy L. Brown, JD, MA
Chief Executive Officer, GSWISE



Andy Narrai

Andy Narrai
Chair, 2020-21 GSWISE Board of Directors

Girl Scouts of Wisconsin Southeast Donors

Thank you to our many generous supporters!

Donors giving a total of \$1,000 or more from October 1, 2019 to September 30, 2020



GSWISE is a United Way Program Partner

\$930,000 Raised for Girl Scout Leadership Experiences

\$100,000+

United Way of Greater Milwaukee & Waukesha County

\$25,000 - \$99,999

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Daisy's Circle Member
***Deceased**

Juliette Gordon Low Society

The Juliette Gordon Low Society honors the circle of donors who have given or indicated their intention to make a planned or estate gift to GSWISE.

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