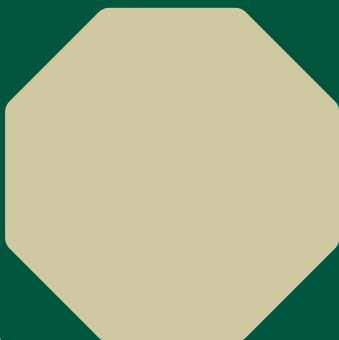
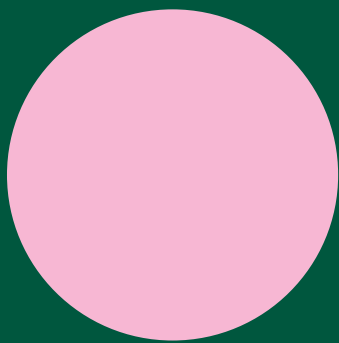
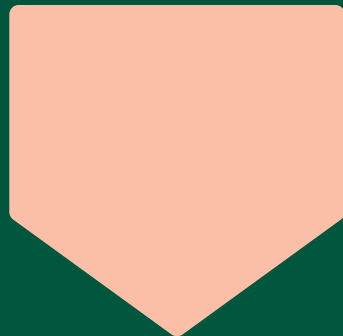


# Moving Our Mission Forward



2021 Annual Report

**girl scouts**   
of wisconsin  
southeast

## Gold Award Girl Scout Creates Sensory Kits For Emergencies



Girl Scout Kailey with sensory medic kits

Gold Award Girl Scouts don't just change the world for the better, they change it for good. For her Gold Award, the highest award in Girl Scouting, Kailey recognized that individuals living with autism need additional support to remain calm in emergency situations. Kailey designed 12 sensory medic kits to support EMTs, fire fighters, and police personnel when assisting people who have been diagnosed with autism. The kits included therapeutic putty, noise cancelling headphones, fidget toys, sunglasses, coloring books, vinyl lap pads, communication boards, and more.

Throughout the project, Kailey enhanced her organizational, leadership, and communication skills. She developed trainings with the Autism Society of Southeastern Wisconsin that identify traits associated with autism and coping strategies during an emergency, so first responders feel more prepared to assist people with disabilities in stressful environments. Kailey is now partnering with Waukesha County Technical Institute to make additional sensory medic kits and host more community trainings.

**“As a Girl Scout living with autism, I hope my project creates awareness about the challenges people with disabilities face and generates more empathy, understanding, and acceptance for a unique group of people,”** said Kailey.



## Building Connections Over Cookies

While the pandemic presented challenges for traditional cookie selling options, Girl Scouts got creative and put their problem-solving skills to good use during the Girl Scout Cookie season.

Girl Scouts in our Community Outreach program collaborated with leaders at HellermannTyton North America to organize a company-wide drive-thru cookie booth. Employees and their families across the country ordered cookies online, and Girl Scouts hosted a drive-thru for local employees to pick up their cookies. In total, over 700 boxes of Girl Scout cookies were sold and proceeds from the cookie sale funded future adventures for Girl Scouts.

“HellermannTyton North America holds many of the same values as Girl Scouts, including a people-focused approach, serving the community, and enhancing career opportunities,” said Terry Tuttle, President of HellermannTyton North America and GSWISE board member.

**“We wanted Girl Scouts to have the opportunity to have a really successful cookie sale, and this was a great lesson for the Girl Scouts to gain confidence and practice a business model in flexible and creative ways.”**

“I loved seeing how driven, organized, and enthusiastic the Girl Scouts were - they owned that drive-thru despite the cold weather,” said Deanna De La Pasqua, Total Rewards Manager at HellermannTyton North America.

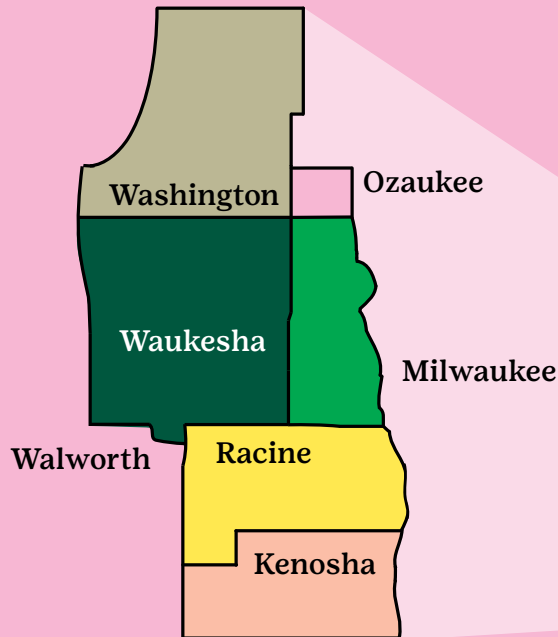
Leaders at HellermannTyton North America look forward to hosting more drive-thru cookie booths in the future with Girl Scouts.



Girl Scout drive-thru cookie booth at HellermannTyton North America



# GSWISE By the Numbers

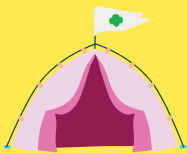


**10,674**  
girl members

**5,247**  
adult members

Served  
**1 in 14 girls**  
in 7 counties

**3,245**  
girls participated  
in summer camp  
experiences



**4,108**  
girls attended  
council-led events



**332**  
girls earned  
Girl Scout Bronze,  
Silver, and Gold  
Awards



**2**  
girls received  
GSUSA National  
Lifesaving Medal  
of Honor Award



**829**  
STEM innovators



**1,440,384**  
packages of  
cookies sold



**534**  
girls in Outreach  
and Latina  
Initiative programs



**1,261**  
Badge-in-a-Boxes  
distributed



# Girl Scout Summer Camp Provides New Experiences Amidst the Pandemic

After months of virtual troop meetings, nine Girl Scout Brownies from Troop 1475 eagerly attended their *first* Girl Scout summer camp at a Day Camps by Community session at Chinook Program Center. There, they experienced all the things that make camp great: learning outdoor skills, rock climbing for the first time, swimming, campfire cooking, exploring nature, and so much more.

“The Girl Scouts in my troop wanted to have a ‘normal’ summer,” said troop leader, Heather. “Not only did they have fun, they also got to bond and grow with their Girl Scout sisters – cheering each other on and boosting their confidence as they navigated this new experience together.”

The girls showcased a Girl Scout “can do” spirit and tried new things: learning fire making skills, cooking a campfire “enchanted casserole” recipe, following the “leave no trace” principle on nature hikes, and even exploring in the mud to see what wildlife they could study.



*Girl Scouts from Troop 1475 exploring wildlife and nature at Girl Scout summer camp*

**“My favorite memories of camp are learning how to light a match and fire safety; I also loved the obstacle course with my troop,” said Girl Scout, Hadley. “I can’t wait for this summer!”**

More Girl Scouts in Troop 1475 look forward to attending summer camp this year, where they will continue to have fun, learn new skills, and appreciate nature together.

## Girl Scouts of Wisconsin Southeast Financial Statement

Statement of activities for the year ended September 30, 2021

### OPERATING REVENUE

Contributions and Special Events	\$642,216
United Way	\$730,415
Government Grants	\$1,398,140
Product Sales	\$4,613,693
Program Fees	\$843,044
Investment Income	\$350,694
Gain on Sale of Properties	\$2,681,632
Other Income	\$390,780
<b>TOTAL OPERATING REVENUE</b>	<b>\$11,650,614</b>

### OPERATING EXPENSES

Program Services	\$5,844,658
Support Services	\$1,411,431
<b>TOTAL OPERATING EXPENSES</b>	<b>\$7,256,089</b>
<b>NET OPERATING INCOME</b>	<b>\$4,394,525</b>
<b>NON-OPERATING ACTIVITIES</b>	<b>\$1,417,958</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$5,812,483</b>
Net Assets - Beginning of Year	\$21,235,523
Net Assets - End of Year	\$27,048,006

## 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

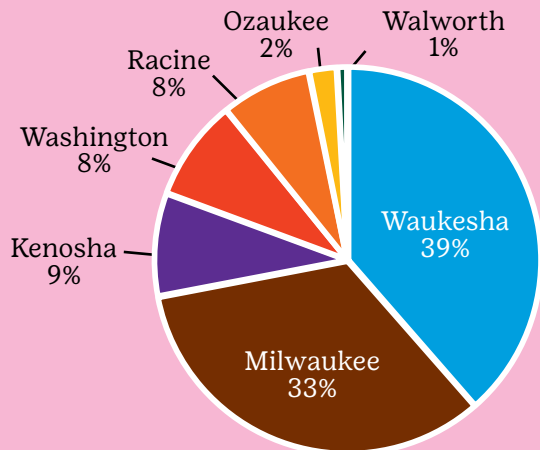


Learn how to identify and solve problems in their community

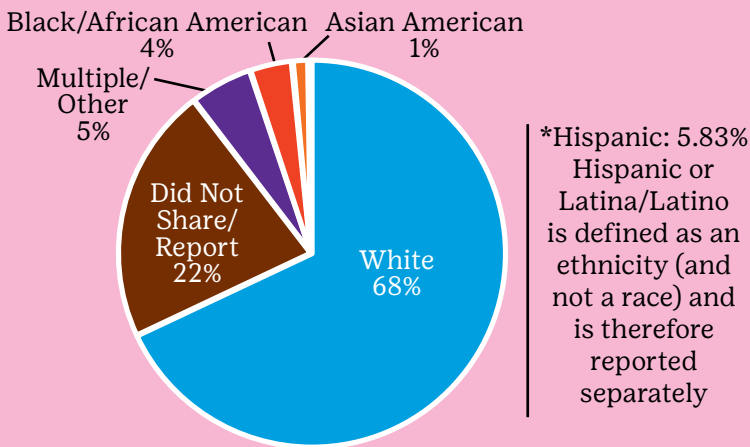
# 2021 Membership Overview

Girls are first at Girl Scouts. And they always will be. For the 2020-2021 membership year, Girl Scout Leadership Experience programs in STEM, entrepreneurship, outdoors, and life skills were delivered to 10,674 girl members by 5,247 dedicated adult members, volunteers, and lifetime members.

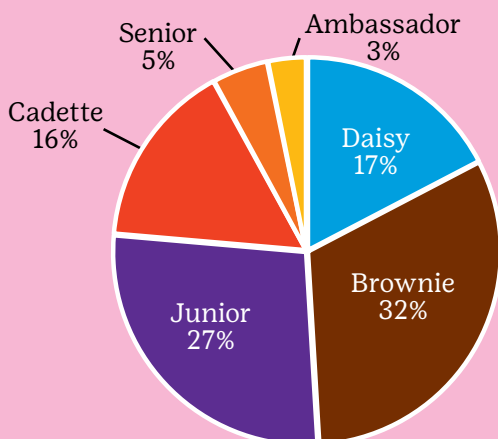
## Girl Membership by County



## Girl Membership by Race\*



## Girl Membership by Level



Girl Scout and Girl Scout Leadership Network member, Clare, speaking at the 2021 Celebrate the Promise event

## Explore, Innovate, Transform: Championing Girl Ambition Strategy Plan 2021-2023

### Our Strategic Priorities:

- Reach and Retain More Girls
- Transform the Volunteer Experience
- Achieve Equity
- Effective Operations
- Reimagine Revenue Sources
- Relevant Brand

### Donate:

Make an individual gift, join our Daisy's Circle monthly giving program, create a planned giving strategy, or support a fundraising event. Learn more at [gswise.org/give](https://gswise.org/give)

### Volunteer:

Make a difference in the lives of girls by leading or supporting a troop, helping at summer camp, or assisting behind the scenes. Learn more at [gswise.org/volunteer](https://gswise.org/volunteer)

# Moving Our Mission Forward

*Girl Scouts from across southeastern Wisconsin continue to inspire one another, spread kindness, listen to their hearts, and raise their voices for what they believe in.*

Dear Girl Scout Friends,

In 2021, our country faced incredible challenges—a global pandemic, community unrest, and a charged social landscape. We, however, had a constant bright spot through all of this—Girl Scouts and the unstoppable goals they achieved. While we all have weathered some tumultuous times this year, our organization has continued to find new and innovative ways to build connections, offer creative opportunities for Girl Scouts to learn new skills, and create spaces where girls can thrive.

Just as the world continues to move forward, so does our Council:

- We introduced virtual troops and Badge-in-a-Box options, so Girl Scouts could explore new passions and have all the tools needed to earn badges from the safety of their own home.
- Girl Scouts were not deterred from participating in one of the most iconic Girl Scout activities – the Girl Scout Cookie Program. Our Girl Scouts found innovative ways to sell cookies, including setting up virtual cookie booths to collect orders online and offering contactless payment at drive-thru cookie pick-ups. This modern approach to cookie-selling proved powerful, as 1,440,384 packages of cookies were sold with an average number of 196 packages sold per Girl Scout. Talk about identifying an issue and creatively solving a problem!
- We were also thrilled to welcome girls back to Girl Scout summer camp, where they could test their strengths, have fun, and gain confidence in safe, outdoor experiences. We are pleased to share that no incidents of COVID-19 exposure or cases were reported from these important experiences at camp.
- Our council also moved our mission forward with our Girl Scout Mobile, a brightly designed box van that hosts Girl Scout activities. It serves as a new resource to help us meet girls and families where they are and to provide opportunities for more people to learn about Girl Scouts.

Thank you for helping move our mission forward. Together, we continue to support girls who make the world a better place.

Yours in Girl Scouting,



*Christy L. Brown*

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



*Andy Narrai*

Andy Narrai, MA  
Chair, 2021-22 GSWISE Board of Directors

## Girl Scout 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.

### Board Chair

Andy Narrai  
Reinhart Boerner Van  
Deuren s.c.

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HellermannTyton North  
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Sandy Wysocki  
MKE Lifestyle Magazine

**Girl Members**  
Ava Jenkins\*\*

Nina Lall\*\*

Madison Sveum\*

Corinne Wright\*

Isabel Zuniga-Meyer

\* Completed term, Sept. 2021

\*\* Began term, Oct. 2021



# Girl Scouts of Wisconsin Southeast Donors

Thank you to our many generous supporters!

Gifts and pledges received from October 1, 2020 – September 30, 2021



GSWISE is a United Way Program Partner

## \$1.37 Million Raised for Girl Scout Leadership Experiences

### \$100,000+

United Way of Greater Milwaukee & Waukesha County

### \$25,000 - \$99,999

Girl Scouts of the U.S.A.  
Rockwell Automation

### \$10,000 - \$24,999

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# Girl Scouts of Wisconsin Southeast Donors

Thank you to our many generous supporters!

Gifts and pledges received from October 1, 2020 – September 30, 2021

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 Daisy's Circle Member  
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Every effort was made to list donors correctly. If there is a discrepancy, please contact the Philanthropy department at [giving@gswise.org](mailto:giving@gswise.org) or 414-443-3909.

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*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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\*Deceased



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Named after Girl Scout founder Juliette "Daisy" Gordon Law, Daisy's Circle is the monthly giving program of Girl Scouts of Wisconsin Southeast. By making a monthly contribution, donors provide life changing experiences and opportunities through Girl Scouting each and every month.

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## Girl Scouts of Wisconsin Southeast Donors

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# Girl Scouts of Wisconsin Southeast Donors

Thank you to our many generous supporters!

Thank you to donors who gave their time, goods, and/or services to support the Girl Scout mission.


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Donors who create an endowment are investing in the excellence of GSWISE today, tomorrow, and for future generations of girls. Creating an Endowment Fund is a unique way of ensuring a source of income to GSWISE with annual distributions from each fund below to help us maintain the Girl Scout Leadership Experience for girls. A donor-named endowment may be started with a minimum donation of \$50,000. The donation can be made in a single payment or over a designated period of time.

To learn more about endowments at GSWISE, contact Ashley Hatley Caruso, Chief Operating Officer, at 414-443-3903 or [acaruso@gswise.org](mailto:acaruso@gswise.org).

The following funds provide opportunities for girls to attend camp and ongoing maintenance and improvements to camp properties and Resource Centers.

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