

Courage

Confidence

Character

Impact Report
2023

girl scouts 
of wisconsin
southeast





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.

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Program Pillars

The Girl Scout Leadership Experience is built on four core program pillars.

Science, technology, engineering, and math (STEM)

With a focus on high-quality multiyear programs in engineering, computer science, and outdoor STEM, girls become increasingly interested, confident, and competent in STEM subjects.



Outdoor

Through progressive outdoor programs for girls of all ages, girls experience nature, build skills, and take action in their communities as environmental stewards.



Life skills

By partaking in life skills programming, girls enhance the academic skills they learn in school through topics such as civic engagement, healthy living, communication skills, financial literacy, and global citizenship.



Entrepreneurship

Starting with the iconic Girl Scout Cookie Program, this pillar explores ways in which girls can change the world by learning business skills and provides them with a variety of entrepreneurship opportunities, including social entrepreneurship.





A Letter from the CEO

Ana Simpson, *GSWISE CEO*

Dear Friends of Girl Scouts of Wisconsin Southeast,

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

In my short tenure as CEO of Girl Scouts of Wisconsin Southeast, I've seen our mission embodied in every Girl Scout I've met. Our Girl Board Members courageously speak up for the needs of their fellow council members. Girl Scouts of all ages confidently test their skills at events and troop meetings as they lace up their ice skates, journal about mental health, build customized robots, and construct campfires to cook their own meals. Highest Awards recipients and troops completing Take Action projects look at community issues with careful consideration and then work together to create impactful and innovative projects that make our communities better!

I'm inspired by these future leaders who exemplify the qualities our society needs to move forward today and tomorrow.

As we continued to foster these leaders this year, we took a deeper look at what Girl Scouts in southeastern Wisconsin needed to reach their full potential. We introduced additional Badge and Journey in a Box options, as well as virtual events, to help Girl Scouts access our programming within their own schedules. We also continued to innovate on what programs we offered, expanding on mental health and outdoor-related initiatives to match the interests of Girl Scouts in our community. As a council, we grew our summer community outreach program, strengthened by strong partnerships with local organizations like the Boys & Girls Club and Milwaukee Recreation. We had the chance to bring some of our summer program participants to camp with us for their first time too!

Some of these programs and the inspiring Girl Scouts who participated in them are highlighted in this Impact Report. Many more of these experiences take place in schools and community groups daily.

While we reflect, we also must look forward. As a council, we remain focused on representing Girl Scouts in all seven counties, eliminating barriers to accessing Girl Scout programming, and committing to advancing DEIRJ initiatives and projects both internally and externally.

Thank you supporting our progress toward these goals and for the impact you had on Girl Scouts this year. Without your dedication, we could not deliver our mission to Girl Scouts in southeastern Wisconsin.

Yours in Girl Scouting,

Ana Simpson

“Girl Scouts helps me build confidence and group skills.”

– Girl Scout Junior



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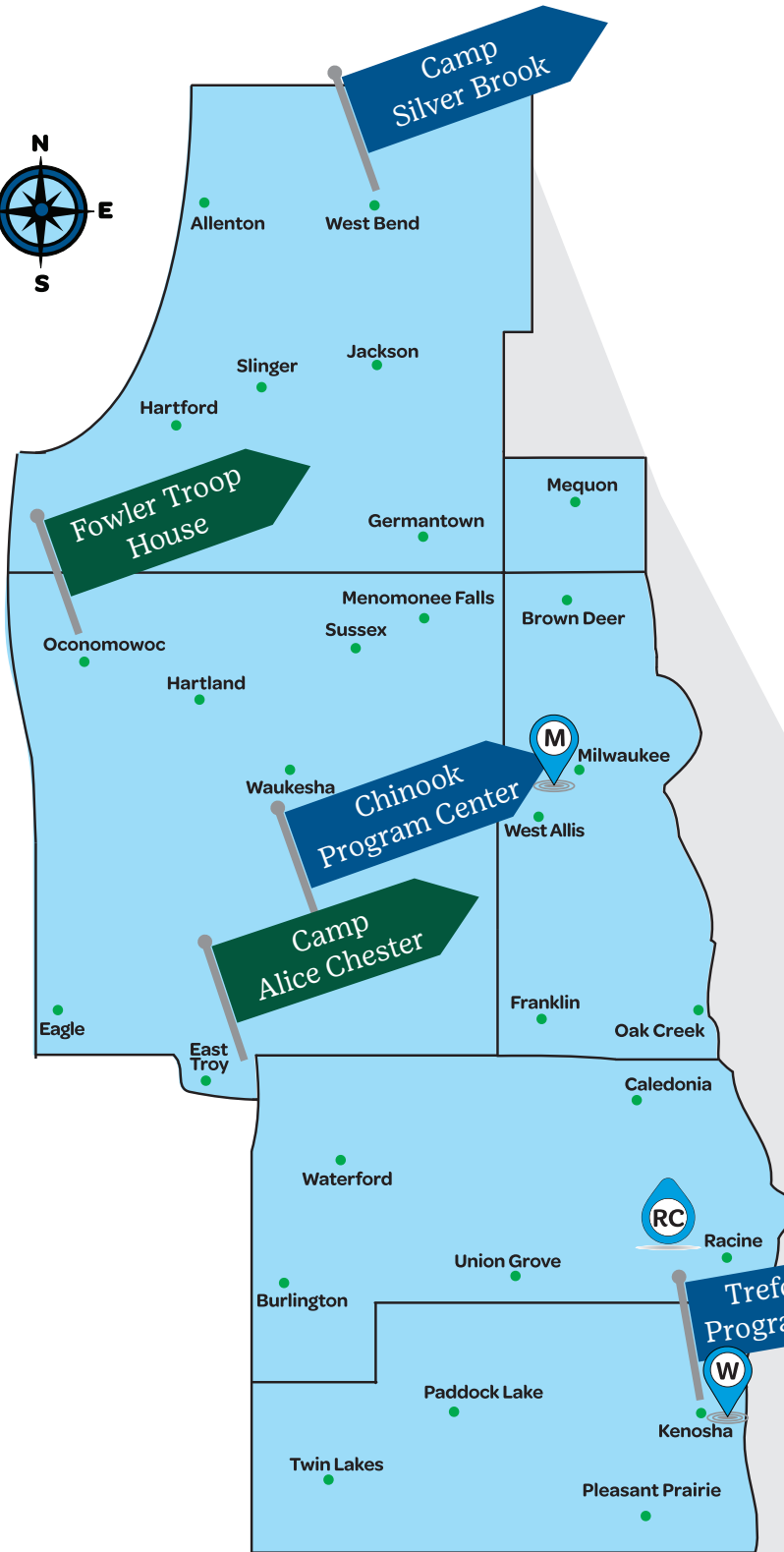
Iman Hafeez

Genevieve Skibicki

Akshara Vaddi

Camp and Council Properties

Operated by Girl Scouts of Wisconsin Southeast



Program Centers



Camp Alice Chester (CAC)
N8651 Townline Road, East Troy



Chinook Program Center (CPC)
S62W24528 Townline Road, Waukesha



Fowler Troop House (FTH)
438 N. Oakwood Avenue, Oconomowoc



Camp Silver Brook (CSB)
2561 W. Decorah Road, West Bend



Trefoil Oaks Program Center (TFOPC)
3901 First Street (County Road KR), Kenosha

Membership Center



Racine Center
5801 Washington Avenue (Hwy 20),
Suite 200, Mount Pleasant

Service Centers



Marion Chester Read Service Center (MCRSC)
131 S. 69th Street, Milwaukee



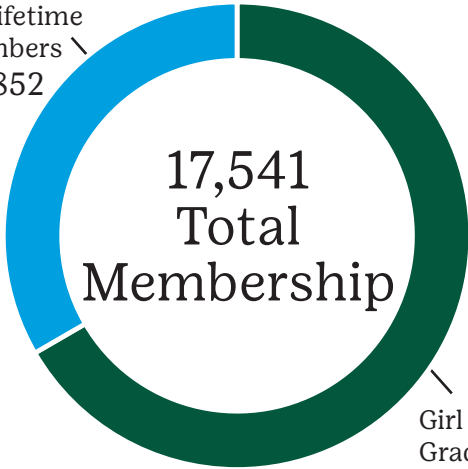
Woodhaven Service Center (WHSC)
2303 37th Street, Kenosha



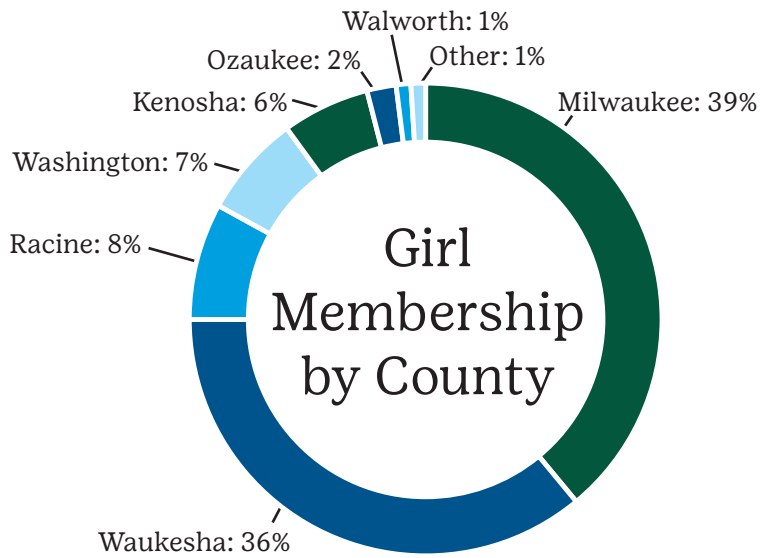


Our Numbers Tell Our Story

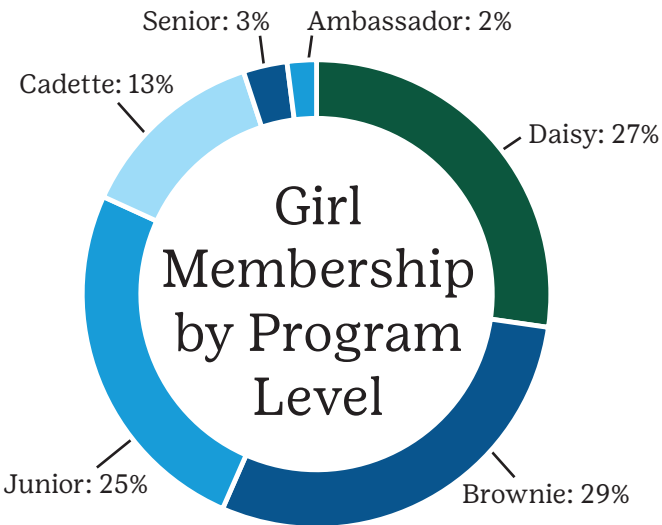
Adults,
Volunteers,
and Lifetime
Members
5,852



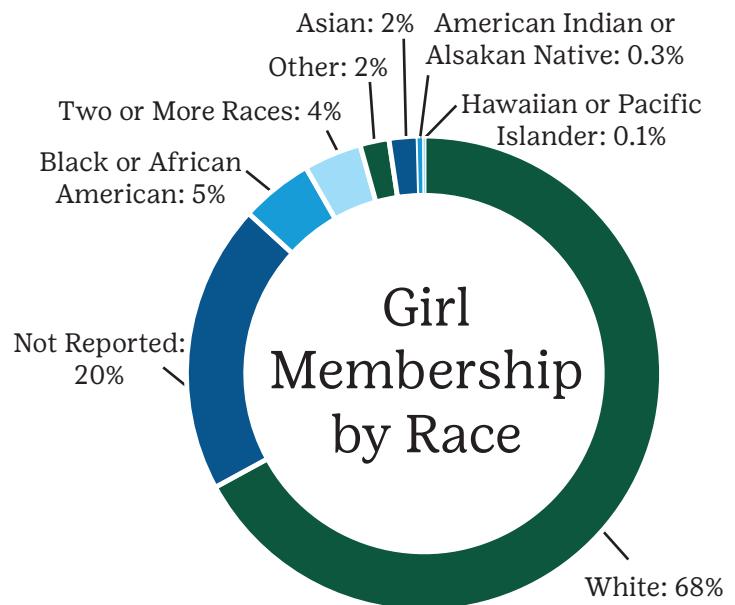
Girl Scouts in
Grades K5-12
11,689



Girl
Membership
by County



Girl
Membership
by Program
Level



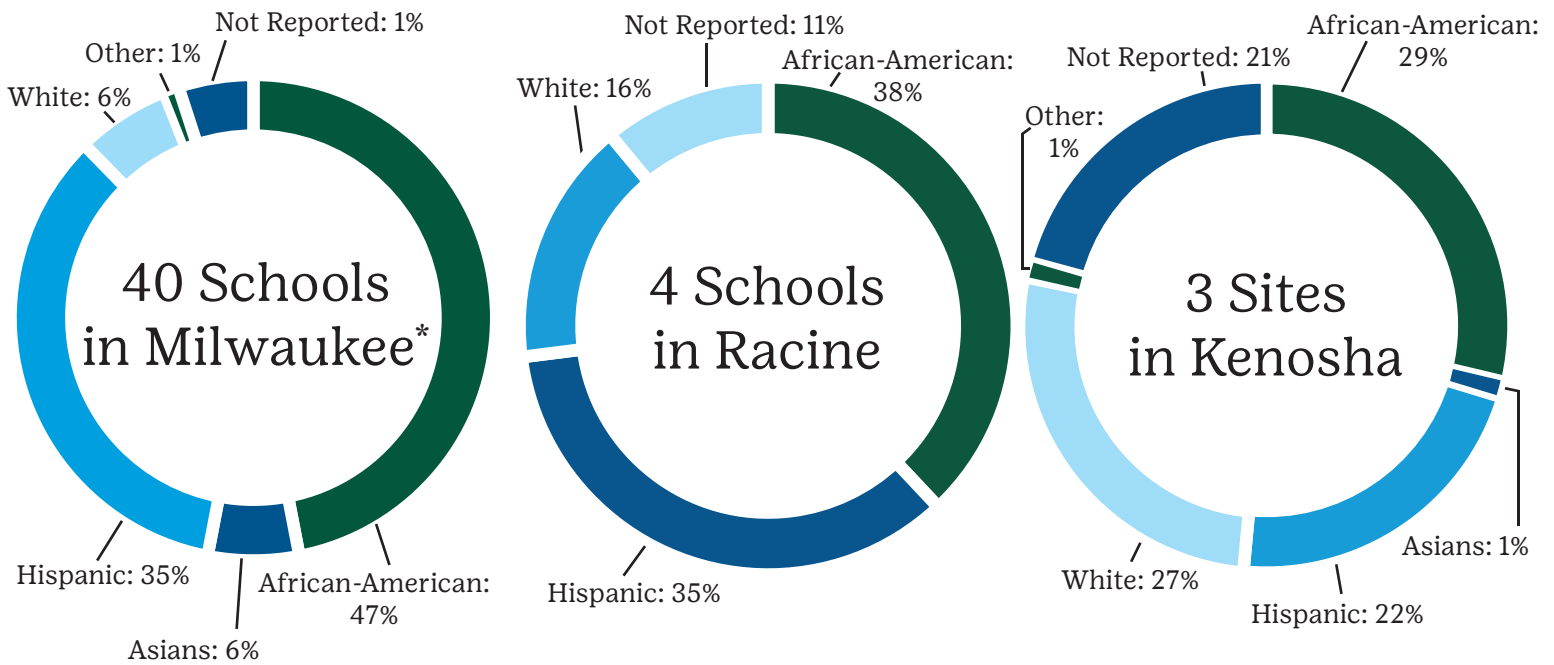
Girl
Membership
by Race

Hispanic: 7% • Hispanic and/or Latina/Latino is defined as an ethnicity (and not a race) and is therefore reported separately.

GSWISE Community Outreach Program

We're here for all Girl Scouts. GSWISE's Community Outreach team brings staff- and volunteer-led bilingual programming to Girl Scouts in diverse communities through schools and community programs. Trained staff guide Girl Scouts through activities based in the outdoors, STEM, life skills, and entrepreneurship, bringing the Girl Scout Leadership Experience to every Girl Scout, every where.

Serving 47 Total Schools and Sites



*Public and private schools



“In Girl Scouts, she has a team building, but also a self-learning experience.”

– Girl Scout Parent



Girl Scouts Sold Cookies:

8,460+

(82% of registered Girl Scouts)

Girl Scout Cookie Cases Sold:

143,700+

Girl Scout Cookie Packages Sold:

1,725,110

GSWISE Product Program

Girl Scouts learn five essential skills when they participate in the largest girl-led entrepreneurial program in the world:

- Goal Setting
- Decision Making
- Money Management
- People Skills
- Business Ethics

Girl Scouts Sold Fall Product:

2,390+

Fall Product Units Sold:

104,400+

Girl Scouts sell nuts, candies, and magazines in the fall to fuel future Girl Scout adventures!



GSWISE Summer Camp

Girl Scout Camp Attendance:

3,660

Girls Attended Day Camps by
Community:

2,880+

Girls Attended Camp Alice Chester
Overnight:

385+

Girls Attended GSWISE
Day Camp:

380+



Courage

Summer camp programming is designed to help Girl Scouts explore the outdoors, find forever friendships, and unlock their courage as they test out new skills.

This summer, Girl Scout Brownie Emmalee spent her first-ever week in the wilderness at Friends Forward Day Camp by Community with the GSWISE Community Outreach team. When she approached the towering rock climbing wall, she was intimidated and told camp staff she was afraid.

With the encouragement of the Girl Scout Daisies and Brownies around her, Emmalee continued to climb the rock wall, scaling just a bit higher each time until she finally made it to the top of the wall.

Whether it's scaling a rock climbing wall, making new friends, or learning new skills at Girl Scout troop meetings or events, Girl Scouts are trying new things and building their courage every day.

Learn more about camp's impact on Girl Scouts today.



Rather than giving into her fear, Emmalee then told staff and the Girl Scouts around her, “I’m going to keep trying until I don’t have any more fear.”

91%

of Girl Scouts surveyed said they learned new things in Girl Scouts this year.

Confidence



Whether they're working toward their cookie selling goals, testing new skills at a troop meeting, or representing GSWISE at their school's events, Girl Scouts learn how to embrace their inner confidence.

When new Daisies and Brownies joined Troop 11347 this year, a few were shy and quiet. It was scary to meet new people and use their voices! The older Girl Scouts who had been in the troop the year prior helped ease the transition. These Girl Scouts asked the newcomers questions, listened earnestly, practiced patience, and cheered them on.

“The new Girl Scouts know it’s their troop now! They all act like sisters who welcome each other and bring each other out of their shells,” said troop leader Jenniel.



The troop's confidence carried into cookie season too. While the Girl Scouts were initially nervous to approach people at grocery stores and door-to-door, they gradually became more comfortable in the safe space of their supportive troop environment. By the end of the season, they boldly asked customers for cookie orders and developed an organized system of ordering, bagging, and thanking supporters.

“The troop continues to face their fears – big and small – and they encourage each other along the way to build their confidence,” said troop leader Jenniel.

Learn more about the Girl Scout Leadership Experience and its impact on today's young leaders.



92%
of Girl Scouts surveyed
said Girl Scouts gives them
a strong sense of self.

Character

Gold Award Girl Scout Ella has been passionate about the environment since she was young. Inspired by the United Nations' viewpoint around education as a critical component in the fight against climate change, she sprang into action to create a space for learning in her community as she pursued her Gold Award.

The Girl Scout Gold Award is the highest honor a Girl Scout can receive. It symbolizes outstanding accomplishments in leadership, development, project planning, and service.

Ella's Gold Award project "Small Steps for a Cleaner World" focused on creating positive and approachable educational resources for her community to learn about climate change and the impact individuals can have through small changes. Ella presented information about carbon footprints to adults and students at the Wauwatosa Library, East Theatre, Longfellow Middle School, and the Wauwatosa Green Summit. She also developed an interactive activity about climate change and recycling for local Daisies and Brownies. Following her presentations and activity, Ella created a website with tools and challenges for people to take environmental action. The site continues to be a hub for education and change – locally and globally.

"My biggest takeaway from my Gold Award project was that everyone can make a difference. We all have the ability to change our communities for the better through advocacy for our passions. We all have unique skills that can be used to make a positive impact in our communities and the world," said Ella.

Read more about Girl Scouts changing the world through their Highest Awards projects.



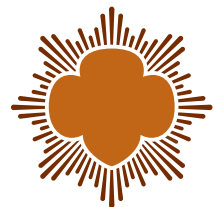
20

Gold Award Girl Scouts



111

Silver Award Girl Scouts



212

Bronze Award Girl Scouts



GSWISE encourages Girl Scouts to step up as leaders – and it doesn't stop locally.

In 2023, National Council Session Delegates attended the 56th triennial National Girl Scout Convention at Walt Disney World Resort. This business meeting brought together delegates from every Girl Scout council across the country to discuss, debate, and vote on issues key to the Girl Scout movement. Delegates also elected national leaders for the next three years.

Girl delegates from GSWISE had the opportunity to debate on topics like anti-racism in the Girl Scout Constitution, potential changes to the Girl Scout Promise and Law, and other important governance decisions.





“My Girl Scout enjoys being with the other girls in her troop learning to be more dependable. She’s coming out of her shell.”
 – Girl Scout Parent

Girl Scouts of Wisconsin Southeast Financial Statement

Statement of activities for the year ended September 30, 2023

OPERATING REVENUE

Contributions and Special Events	\$697,597
United Way	\$447,050
Product Sales	\$5,237,150
Program Fees	\$1,086,385
Investment Income	\$2,368,788
Other Income	\$430,603
TOTAL OPERATING REVENUE	\$10,267,573

OPERATING EXPENSES

Program Services	\$6,302,043
Support Services	\$1,686,751
TOTAL OPERATING EXPENSES	\$7,988,794
NET OPERATING INCOME	\$2,278,779
NON-OPERATING ACTIVITIES	(\$942,026)
CHANGE IN NET ASSETS	1,336,753
Net Assets - Beginning of Year	\$28,340,964
Net Assets - End of Year	\$29,677,717



Girl Scouts of Wisconsin Southeast Donors

Donations are critical for the continuation of Girl Scouting across southeastern Wisconsin. Philanthropic gifts close critical gaps, including covering membership fees, increasing transportation options, maintaining accessible program costs, and funding specialty programs like our Community Outreach Promise Program or STEM events. Unrestricted gifts give our council the flexibility to respond quickly to the current needs of local girls.

Thank you to all who gave and made Girl Scouting possible!

Gifts and pledges received between October 1, 2022 - September 30, 2023

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Juliette Gordon Low Society

The first planned gift in the Girl Scout Movement came from our founder, Juliette Gordon Low. After converting the carriage house of her home into the first Girl Scout national headquarters, she gifted the property to Girl Scouts in her will. Those who make Girl Scouts a beneficiary in their estate plans carry on Juliette Gordon Low's legacy and become a member of the Juliette Gordon Low Society.

Making a planned gift to Girl Scouts provides opportunities for girls to build courage, confidence, and character, so they become our community's invaluable future leaders.

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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“They have learned a lot of social skills and have shown compassion in working with others that are different from them.”

– Girl Scout Troop Leader

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“All of the girls are
working together. We
love to see the leader
come out in every
single girl – in even the
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– Girl Scout Troop
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Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.