

She'll discover what it means to be a **G.I.R.L.** (**G**o-getter, **I**nnovator, **R**isk-taker, **L**eader)<sup>TM</sup> and change the world.

**Be a part of this great organization!**

- Enroll a girl today
- Start a Girl Scout troop
- Volunteer to support the Latina Initiative
- Make a gift to Girl Scouts
- Learn more at [gswise.org](http://gswise.org)

**There are many ways for adults to participate:**

- Troop co-leader
- Troop support (helping hands)
- Troop product sales volunteer
- Camp and event volunteer
- Specialist volunteer



Every step of the way, she'll **lead her experience** and **learn by doing**. And at Girl Scouts, she'll have plenty of opportunities to jump in and make amazing things happen, all while being supported by her peers and caring adults.

Girl Scouts practice leadership with grit like a **go-getter**, problem solve like an **innovator**, embrace new challenges like a **risk-taker**, and show empathy like a **leader**.

**Grade Levels**

|                       |              |
|-----------------------|--------------|
| Girl Scout Daisy      | Grades K5-1  |
| Girl Scout Brownie    | Grades 2-3   |
| Girl Scout Junior     | Grades 4-5   |
| Girl Scout Cadette    | Grades 6-8   |
| Girl Scout Senior     | Grades 9-10  |
| Girl Scout Ambassador | Grades 11-12 |

Join, volunteer, or donate today at [gswise.org](http://gswise.org).



**girl scouts**  
of wisconsin  
southeast

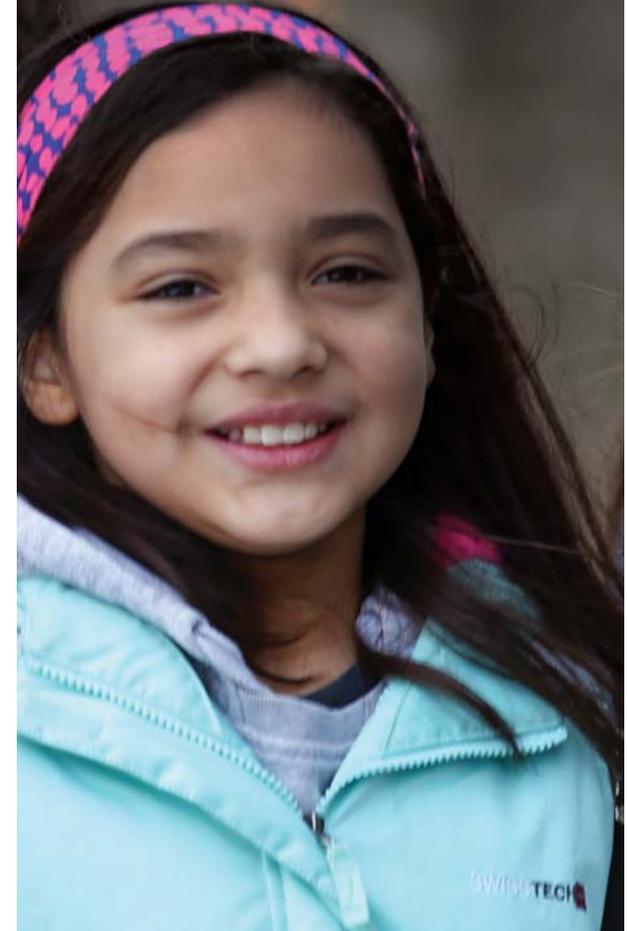
Questions?

Contact [customer@gswwisconsin.org](mailto:customer@gswwisconsin.org) or call **800-565-4475**.

For more details on Girl Scouts' impact and benefits, visit [girlscouts.org/research](http://girlscouts.org/research).



**THERE IS  
POWER  
IN EVERY  
G.I.R.L.**  
*Unleash it at Girl Scouts.*



**The Girl Scouts  
Latina Initiative**



Girl Scouts of Wisconsin Southeast has made it a strategic imperative to better serve the Hispanic population by familiarizing Latinos with all that Girl Scouts has to offer.

### Why the Latina Initiative is a priority:



**33%**  
OF THE U.S.  
POPULATION WILL BE  
HISPANIC BY 2060\*



**90%**  
OF LATINA GIRLS WANT  
TO BE LEADERS\*\*



**But Only  
3 out of 10**  
GIRLS FEEL SHE HAS  
WHAT IT TAKES TO BE  
A LEADER\*\*

*Girl Scouts strives to ensure that leadership opportunities are available for Latina girls, providing a relevant and culturally inclusive experience.*

\*Pew Research Center  
\*\* The Girl Scout Research Institute

### The Latina Initiative was created to introduce the Girl Scout Leadership Experience to the Latino community.

- ✓ **Bilingual Staff**  
Specially trained staff will work with parents and adults in the Latino community to recruit, train, and support volunteers.
- ✓ **Customized Program Resources**  
We provide resources that are culturally and linguistically modified to make sense to the Hispanic population, and Girls Scouts offers financial assistance when needed.
- ✓ **Mother and Daughter Skill Building**  
Mothers and daughters have the opportunity to develop leadership skills together, aligning with the strong family values shared among the Latino community.
- ✓ **Training and Resources for Volunteers**  
We provide all the materials and support volunteers need to deliver a quality experience.

*Girl Scouts of Wisconsin Southeast serves approximately 1,000 girls annually through the Latina Initiative.*



### Benefits of Girl Scouts

When girls participate in Girl Scouts, they benefit in five important ways:



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**

### Her Girl Scout Experience

As a Girl Scout, a Latina girl will participate in the Girl Scout Leadership Experience—a one-of-a-kind program where she will...

- **Engage in healthy activities**
- **Find her entrepreneurial spirit and learn financial literacy**
- **Explore the great outdoors**
- **Participate in hands-on STEM skill-building**
- **Connect with girls around the world**
- **Take on meaningful community service projects**