

The Power of the Girl Scout Leadership Experience

2019 Annual Report



Demonstrating Courage and Determination



As part of the Girl Scout Law, girls promise to be “considerate and caring, courageous and strong.” One GSWISE Girl Scout’s willingness to fully embrace the spirit of the law recently caught the attention of her teacher.

Elizabeth, a Girl Scout Brownie, saw a student being bullied on the playground. She tried to help him feel safe by honestly and fairly reporting the incident to her teacher. As recess continued, Elizabeth saw that the bullying began again, and could possibly escalate into a physical confrontation before she could go for help. She courageously put herself between the two students and said in a calm but firm voice, “You will not pick on my friend.”

Elizabeth remained strong, never wavering from her desire to help the student, even with tears running down her cheeks and despite being shoved to the ground and called cruel names. Her actions helped resolve the situation and make sure everyone was safe and secure.

Her teacher wrote, “On that day on the playground, she made the world a better place, and as a Girl Scout leader for ten years, I thought she epitomized the Girl Scout law. In short, she rocked. I am humbled by her determination, and proud to call her my sister Girl Scout. Our future is looking bright with people like Elizabeth. Let us continue to encourage her and others like her.”



Gold Award Girl Scout Trinity



When Girl Scout Trinity Slavik learned that children in Ayacuchio, Peru, were suffering with severe illnesses because they had not been taught proper hygiene, she sprung into action. The resulting project, “Clean Today for a Healthier Tomorrow,” became the focus of her Girl Scout Gold Award project.

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

For her Gold Award project, Trinity collected donations for toothbrushes, toothpaste, soap, and teeth cleaning gum, and she developed an educational guide for teaching children and their families. She assembled a year’s worth of supplies and travelled to Peru where she educated children and their parents about the importance of personal hygiene. Her church will continue to educate local residents using Trinity’s hygiene education program for years to come, creating a lasting impact on the people of Ayacuchio, Peru.

The experience created an imprint that will carry Trinity through her future. “I am more confident and know what I am capable of achieving when I reach for my goals,” she 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



Community Impact



26,542
Girl
Members

16,363
Girl Scout Leadership
Experiences

#2
Girl Market Share
(Grades K5-12)



8,173
Adult
Members

5,776
Outdoor
Experiences

9,352
STEM
Innovators

\$208,000
Raised at
Celebrate the Promise



5,470
Urban and Latina
Girls Served

820
Girls Earned Girl Scout
Bronze, Silver, or
Gold Awards

14,878
Girls Gained
Entrepreneurship skills

Celebrating 100 Years of Girl Scouts in Racine County

In the fall of 2019, Girl Scouts of Wisconsin Southeast (GSWISE) celebrated 100 years of Girl Scouts in Racine County. It all began in 1919, when five troops began meeting independently of one another at different churches throughout the county. Today, because of the rich and enduring legacy of those dedicated volunteers, GSWISE now serves 2,575 girls in 26 schools and 15 community locations in Racine County.

Members, supporters, and government officials marked this anniversary with an event at GSWISE's Trefoil Oaks Program Center and a special Girl Scout patch. Speakers and guests shared stories, celebrating the many ways Girl Scouts has helped improve Racine County and the lives of thousands of girls who have participated in Racine County Girl Scout programs through the years. Guests also joined in the #GirlScoutsRockRacine campaign by painting messages about Girl Scouts on rocks and dispersing them throughout the county to remind others of the impact of Girl Scouts on the area.

While today's Girl Scout Leadership Experience may look different from those first troops in 1919, our continued focus is on the girl and providing the tools she needs to build courage, confidence, and character for generations to come.



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

Reach more GIRLS

Higher IMPACT

Increased INVESTMENTS

Effective OPERATIONS

Stronger BRAND

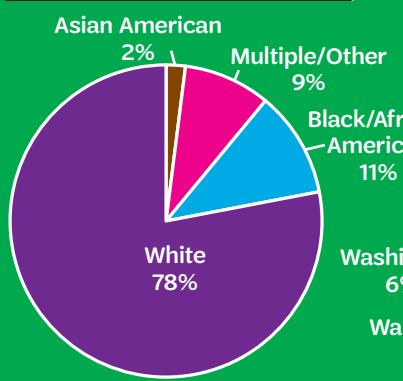


2019 Membership Overview

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

For the 2018-2019 membership year, Girl Scout Leadership Experience programs in STEM, entrepreneurship, outdoors, and life skills were delivered to 26,542 girl members by 8,173 dedicated adult members, volunteers, and lifetime members.

Girl Membership by Race*

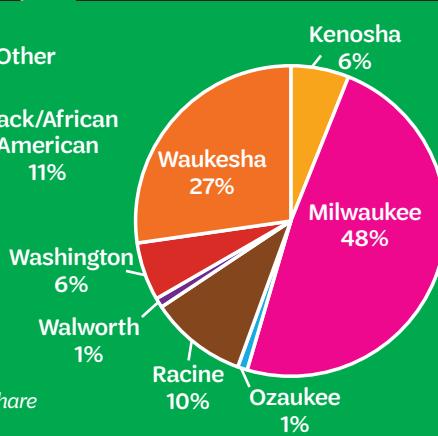


*9,697 girl members elected not to share

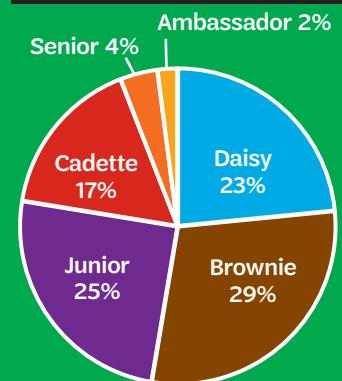
Hispanic: 9.52%

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

Girl Membership by County



Girl Membership by Level



Girl Scouts of Wisconsin Southeast Financial Statement

Statement of activities for the year ended September 30, 2019

OPERATING REVENUE

| | |
|----------------------------------|---------------------|
| Contributions and Special Events | \$797,221 |
| United Way | \$589,456 |
| Product Sales | \$6,251,654 |
| Program Fees | \$1,226,626 |
| Investment Income | \$664,683 |
| Other Income | \$535,390 |
| Total Operating Revenue | \$10,065,030 |

OPERATING EXPENSES

| | |
|---------------------------------|---------------------|
| Program Services | \$8,749,523 |
| Support Services | \$1,466,484 |
| Total Operating Expenses | \$10,216,007 |

NET OPERATING INCOME

-\$150,977

NON-OPERATING ACTIVITIES

-\$541,103

CHANGE IN NET ASSETS

-\$692,080

| | |
|--------------------------------|--------------|
| Net Assets - Beginning of Year | \$20,633,096 |
| Net Assets - End of Year | \$19,941,016 |



The Power of the Girl Scout Leadership Experience

Girl Scouts offers the best leadership development experience for girls in the world—one that is designed with, by, and for girls. Research shows that Girl Scouts can be the difference between thriving and surviving for girls.



Dear Friends:

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

This mission statement – shared by Girl Scouts in Southeast Wisconsin and worldwide – is one of the most powerful mission statements of any organization today. In an increasingly complex world, girls need the tools we provide to navigate their way to successful adulthood.

Most remarkable, the foundation for this mission statement began 107 years ago, when Juliette Gordon “Daisy” Low organized the very first Girl Scout troop in Savannah, Georgia. She believed in the power of the G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™ in each and every girl.

Christy Brown and Carita Twinem

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.

As the preeminent leadership development organization for girls, we offer programming that gives every girl a chance to practice a lifetime of leadership, adventure, and success. Our innovative, girl-led, girl-centered programming offers experiences that allow girls to take the lead early and often and develop skills that ensure they will thrive no matter what path they choose. They are the future leaders our communities, businesses, and institutions want and need.

Some of the remarkable girls we serve and the ways Girl Scouts shapes their growth are highlighted in this Annual Report. Many more of these experiences take place each and every day, in schools, community centers, businesses, and campsites where girls discover, connect and take action to make the world a better place.

On behalf of Girl Scouts, thank you for your support which makes these opportunities possible. Your dedication is helping more girls develop and grow, living lives of purpose and impact. Through the unparalleled experiences only Girl Scouts can offer, more than 26,000 girls in Southeast Wisconsin are stretching their boundaries and developing into tomorrow's leaders.

Watch out world, here they come!

Yours in Girl Scouting,

Christy L. Brown

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

Carita R. Twinem

Carita R. Twinem, JD, LLM, CPA
Chair, GSWISE Board of Directors

GSWISE Board of Directors 2018–2019

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Lindsey Rubelowski ♦

Corinne Wright

♦ Completed term, April 2019

♦♦ Elected Secretary, April 2019

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, 2018 to September 30, 2019



\$1.4 Million Raised for Girl Scout Leadership Experiences

\$100,000+

Margaret A. Cargill Foundation
United Way of Greater Milwaukee & Waukesha County

\$25,000-\$99,999

Associated Bank
Brewers Community Foundation, Inc.
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Rockwell Automation
Carol & Norman* Seeger

\$10,000-\$24,999

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Every effort was made to list donors correctly. If there is a discrepancy, please contact Customer Care at 800-565-4475 or customercare@gswise.org.

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



GSWISE is a United Way Program Partner

Girl Scouts of Wisconsin Southeast Donors

Thank you to our many generous supporters!

Gifts and pledges received from October 1, 2018 – September 30, 2019.

\$250 to \$999



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Thank you to our many generous supporters!

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