

Discover

a community publication



Girl Scout Kaniya learns new skills and grows through Girl Scouting.

Fall 2022

800-565-4475 • gswise.org

girl scouts 
of wisconsin
southeast

Participating in New Experiences and Meeting Role Models

After moving to Milwaukee, Girl Scout mom, Brittany, enrolled her daughter, Kaniya, in Girl Scouting at her new school through our Community Outreach program, which offers staff-led programming at schools and other organizations in Milwaukee, Racine, and Kenosha counties.

“I love Girl Scouts because everyone is so nice and I’m happy when I’m there,” said Girl Scout Kaniya. **“I’m really proud of all the badges I’ve already earned, and I’ve experienced new things, like going to the Wisconsin Capitol to learn about democracy.”**

Kaniya, a Girl Scout Brownie, has developed an interest in money management after participating in her first Girl Scout Cookie Program, where she practiced counting money and making change. She was also excited to meet Miss Milwaukee during a Girl Scout activity, and chatted with Girl Scouts of Wisconsin Southeast’s CEO, Christy Brown, while attending a Juneteenth celebration—these meaningful experiences resonated with Kaniya because she got to engage with community leaders who look like her. Kaniya is looking forward to selling Girl Scout cookies again in February and attending Girl Scout camp next summer.

“Girl Scouting has given Kaniya a sense of empowerment—she’s more social, has made new friends, and she’s more confident to try different activities,” Brittany observed. “I love that, and I enjoy watching her grow.”

Your support encourages Girl Scouts to explore their passions and discover new possibilities. Scan this QR code to hear more from Girl Scout Kaniya and her mom about what Girl Scouting means to them.



Kaniya meeting Miss Milwaukee during a Girl Scout activity at her school.

Building a Legacy with Community Support

Fowler Troop House is a cozy facility on Fowler Lake in downtown Oconomowoc. Managed by dedicated Girl Scout volunteers, like Charlene Stumvoll, Fowler Troop House is well-loved and bustling with troop meetings and outdoor exploration.

The Oconomowoc Area Foundation (OAF), a longtime advocate of Girl Scouting and a community staple, recently awarded a substantial grant for a Fowler Troop House renovation—their largest gift over their 21+ years of giving to Girl Scouting—with one request: that Girl Scouts participate in the renovation projects. Girl Scouts and volunteers from troop 2257 and Lakeland service unit are now excitedly gearing up for several “sweat equity” service activities this year.

“Fowler Troop House is all about community—having a place where Girl Scouts feel like they belong, where they can build their confidence, and know that their neighbors are cheering them on,” said Maribeth Bush, Foundation Coordinator at OAF. **“We see Girl Scouts grow and use their leadership skills to make the world better, and we are proud to help nurture this beloved fixture in the community so they can pass it on to future generations.”**

Renovation projects include repainting walls, designing “modern girl power” murals, and creating a Girl Scout Promise accent wall in the main room. Girl Scouts are working with external contractors to update electrical in the kitchen and repair cabinets.

“This renovation is meaningful to me since I grew up here,” remarked Katie, who started Girl Scouting in kindergarten and now attends the University of Wisconsin-Whitewater. “This project will give the building a breath of fresh air so younger Girl Scouts can be excited to hang out here and build special memories.”

Your investment in Girl Scouting helps build a community where everyone belongs and feels supported.

Learn more at gswise.org/give



Girl Scouts gear up for renovation projects at Fowler Troop House.

Resilient. Ready. Strong: Girl Scouts and Volunteers



Dedicated volunteer Heidi, her Girl Scout Josie, and their troop developing leadership skills while supporting each other.

Heidi Chada—Girl Scout Alumna, proud Girl Scout mom, and passionate Girl Scout volunteer—helps girls become stronger, kinder, and braver than they ever thought possible. Recognizing her daughter, Josie, was having difficulty making friends, Heidi signed Josie up for Girl Scouts and volunteered to be the troop’s leader. Today, Josie is a Girl Scout Cadette in 6th grade, and Heidi guides the troop through earning badges, exploring the outdoors, and running their own business through the Girl Scout Cookie Program. The troop has earned the Bronze Award and they support younger Girl Scouts, encouraging them to take risks and try new activities, like archery.

“I love seeing Girl Scouts show up for themselves and each other. Josie, who is afraid of heights, now does rock climbing; she has the space to face her fears and realize that she can do anything she sets her mind to—all while her Girl Scout sisters cheer her on,” reflected Heidi. **“Girl Scouting has helped Josie grow her grit and persevere through life’s challenging moments.”**

On Sunday, November 21, 2021, Heidi utilized her bravery and exemplary leadership skills as the lead volunteer of more than 30 Girl Scouts—aged 5-14 years old—and a dozen volunteers during the Waukesha Christmas

parade. While walking with the council’s Girl Scout Mobile and nearing the final turn of the route, Heidi heard screaming, saw people running, and witnessed an SUV barrel through a barricade. Heidi knew there was a present danger. She calmly and clearly gave directions, quickly gathered all the Girl Scouts into the back of the Girl Scout Mobile, and directed GSWISE staff to drive them to safety. Once off the parade route, Heidi and other adults called all the Girl Scouts’ caregivers and made sure each person got home.

“The girls knew something was wrong and were rightfully scared. Even during the chaos, I noticed my daughter comforting others in the back of the Girl Scout Mobile,” said Heidi. “She mustered courage and was able to put others’ needs first while experiencing unimaginable tragedy. The actions of everyone in my group that night exemplified courage, confidence, and character—what Girl Scouting is all about.”

Heidi’s troop plans to participate in this year’s Christmas parade—serving as a therapeutic opportunity to support their own well-being and show up for each other.

Support from donors like you inspires Girl Scouts to grow their resiliency, grit, and leadership skills.

girl scouts
of wisconsin
southeast

131 South 69th Street
Milwaukee, WI 53214

gswise.org • 800-565-4475

Girl Scouts of Wisconsin Southeast is funded by United Way agencies, public support, and product sales.



Connect with GSWISE



Give back when you shop!
Choose Girl Scouts of
Wisconsin Southeast at
smile.amazon.com.



NON-PROFIT
U.S. POSTAGE
PAID
MILWAUKEE, WI
PERMIT NO. 3340

Dear Girl Scout Friends,

As the weather grows cooler and the holiday season approaches, there is excitement in the air—Girl Scouts are starting a new membership year, troops are engaging in fun activities, and community members are helping move our mission forward. Despite all the bustling activity, I'd like to pause and reflect on the tremendous gratitude I feel for all who help create spaces where Girl Scouts can thrive.

I am grateful for strong school and community partnerships that help us introduce Girl Scouting to more girls through our Community Outreach program. Girl Scouts, like Kaniya, participate in staff-led programming, engage in new experiences, and meet sister Girl Scouts and community leaders (page 2).

I am thankful for the long-lasting generosity from supporters like the Oconomowoc Area Foundation, who show up for Girl Scouts and offer opportunities to create a legacy that Girl Scouts are proud to pass on to the next generation (page 2).

I am inspired by the resilience, readiness, and strength of our volunteers, like troop leader Heidi, who exemplified quick-action and bravery in the face of tragedy (page 3). Our volunteers are the backbone of our organization who show Girl Scouts the power they have to make the world a better place.

Donors like you play a critical role in our Girl Scouts' successes. I sincerely appreciate your ongoing assistance in making the Girl Scout mission happen. Together, we will continue to help Girl Scouts be their best, bold selves, who will lead the next generation with courage, confidence, and character.

Yours in Girl Scouting,

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



Christy L. Brown, CEO