

# Girl Scouts of Wisconsin Southeast Press Kit

# About Girl Scouts of Wisconsin Southeast

## Who We Are

Girl Scouts bring their dreams to life and work together to build a better world. Girl Scouts of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges. Backed by trusted adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them.

With programs in Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha counties, Girl Scouts of Wisconsin Southeast gives every Girl Scout in our council the chance to reach their full leadership potential. To volunteer, reconnect, donate, or join, visit [gswise.org](https://gswise.org), email [customercare@gswise.org](mailto:customercare@gswise.org), or call 800-565-4475.

## Mission

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

## Grade Levels

Girl Scout Daisies.....K5–Grade 1  
Girl Scout Brownies.....Grades 2–3  
Girl Scout Juniors.....Grades 4–5  
Girl Scout Cadettes.....Grades 6–8  
Girl Scout Seniors.....Grades 9–10  
Girl Scout Ambassadors.....Grades 11–12

## 2025 Membership

(10/1/2024-9/30/2025)

18,619—Total membership

12,425—Girl Scouts in grades K5-12

6,194—adults, volunteers, and lifetime members

## Connect with GSWISE



@GirlScoutsWISE

## GSWISE Service Centers & Camp Properties

CAC = Camp Alice Chester, East Troy

CPC = Chinook Program Center, Waukesha

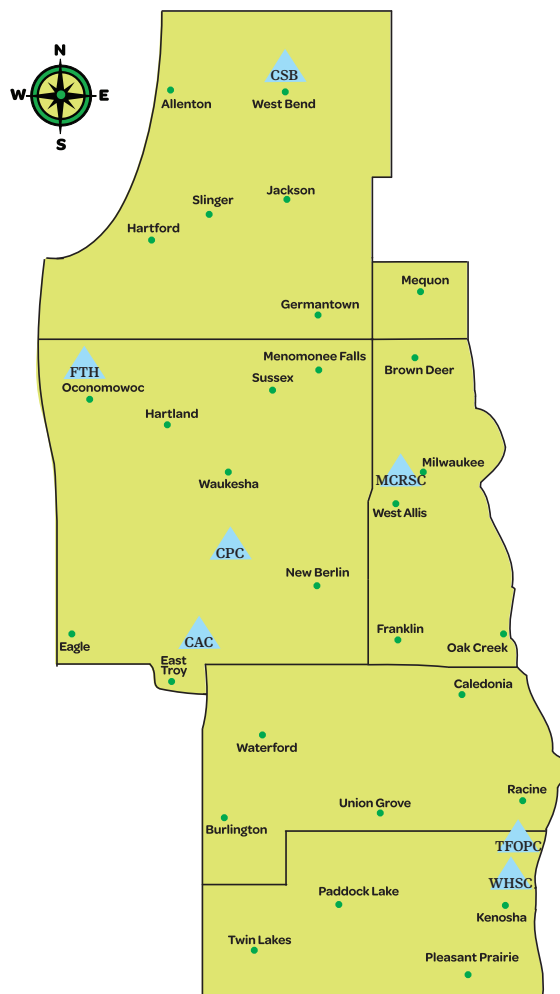
CSB = Camp Silver Brook, West Bend

FTH = Fowler Troop House, Oconomowoc

MCRSC = Marion Chester Read Service Center, Milwaukee

TFOPC = Trefoil Oaks Program Center, Kenosha

WHSC = Woodhaven Service Center, Kenosha



## Contact Us

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**girl scouts**  
of wisconsin  
southeast

## What Girl Scouts Do



### Make Friends

From the camaraderie of troop life to the strong bonds formed at camp, Girl Scouts have lots of opportunities to make new friends and get to know their community in a deeper way. Whether they're welcoming new Girl Scouts into their troop, meeting with local leaders through a service project, or traveling the world through Girl Scout Destinations, they're expanding their networks, growing their social skills, and gaining new perspectives.

### Find Adventure

Whether Girl Scouts define adventure as exploring local parks or trekking through the deep woods or a field trip at a museum or getting on a plane to discover different cultures overseas—they'll find plenty of ways to push past what they thought were limits and let their inner explorers run free. Girl Scouts have the chance to travel, try outdoor activities like horseback riding and day hikes, and go camping—all with their fun-loving Girl Scout sisters by their side.

### Give Back

Girl Scouts of all ages give back in big and small ways, and use their creativity to solve community and even global problems. Organizing food drives, developing healthy eating programs in schools, advocating in front of their city council to make public spaces more accessible—it's all part of making the world a better place. Girl Scouts can even take their world-changing powers to the next level by earning the Bronze, Silver, and Gold Awards.



### Be a Boss

Being a boss is more than simply being in charge. It's about making smart decisions, working with a team, and being fair and responsible. And whether they're deciding which badges or awards to earn, making (cookie) boss moves through the Girl Scout Cookie Program, or engaging their community through a service project, Girl Scouts discover how to reach the goals they set for themselves and overcome their fears of failure along the way.

### Earn Recognition and Awards

If they can dream it, they can do it—and there's a badge or an award to show that they can make things happen for themselves and others. Earning badges shows the world that Girl Scouts have learned a new skill, and Journey awards show that they've used their skills to take action and make a difference in their community. No matter which badges or awards they choose to earn, they'll carry those feelings of pride with them, inside and outside of Girl Scouts.

### Have Fun

No matter what they love—sharing stories or taking things apart and putting them back together again—there's something to spark every Girl Scout's imagination. The memories they make, the knowing smile from someone who just gets their special camp name, and the feeling of having a place to call their own is all part of the fun of Girl Scouting.

89%

of parents say their daughters are happier because of Girl Scouts.

90%

of parents say their daughter has gained more new experiences through Girl Scouts.

80%

of Girl Scouts say they're confident in who they are and what they can do in the world.

95%

of parents say she's made more friends through Girl Scouts. And volunteers do too!



# About Girl Scouts of Wisconsin Southeast (GSWISE)

Girl Scouts bring their dreams to life and work together to build a better world. Girl Scouts of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges. Backed by trusted adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them. We serve approximately 12,425 girls in grades K5-12 and 6,194 adults who believe in our mission of building girls of courage, confidence, and character, who make the world a better place. With programs in Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha counties, we give every Girl Scout in our council the chance to reach their full leadership potential. To volunteer, reconnect, donate, or join, visit [gswise.org](https://gswise.org), email [customercare@gswise.org](mailto:customercare@gswise.org), or call 800-565-4475.



# GSWISE Senior Leadership



**Ana Simpson**  
Chief Executive Officer



**Ashley Hatley Caruso**  
Chief Operating Officer



**Kelly D'Amato-Turnquist**  
Chief Membership Officer



**Dionna L. Gavin**  
Chief People Officer



**Michelle Goetsch**  
Chief Finance Officer

# Ana Simpson

## Girl Scouts of Wisconsin Southeast CEO



Ana Simpson is the Chief Executive Officer (CEO) of Girl Scouts of Wisconsin Southeast, the preeminent membership-based organization dedicated to helping all girls develop the confidence, determination, and skills needed to thrive in today's world.

Most recently, Ana Simpson served as the Director of Community and Economic Development at the Wisconsin Housing and Economic Development Authority (WHEDA) between 2019-2023. In her role, she led a multidisciplinary team that focused on community outreach, supplier diversity, and the growth of the authority's network and capacity. She oversaw community affairs, the annual conference and event management, and strategic initiatives.

Prior to joining WHEDA, Ana had a nearly 30-year career in retail, business and corporate banking, insurance, and non-profit management, with various Vice President roles within retail and corporate banking functions. At M3 Insurance, she served as a business development executive before making the transition to the non-profit sector, standing up a Small Business Administration program at WWBIC, the Wisconsin Women's Business Initiative Corporation (WWBIC) Veteran's Business Outreach Center (VBOC).

Throughout her career, Ana has served on numerous boards and community associations focused on business development expansion, entrepreneurship, and wealth building opportunities for marginalized and diverse communities, describing herself as a culture and equity warrior. Leadership roles include board positions for organizations like Family Services of Waukesha, La Casa de Esperanza, La Familia de Arte, and TEMPO (where she currently serves as the Vice Chair and sits on the membership committee). She was also appointed by Governor Tony Evers for the Governor's Council on Financial Literacy and Capability. In addition to board service, Ana has a robust background in community service. Most importantly, Ana was a former Girl Scout leader herself for over a decade and continues as an active mentor to young professional women.

Ana's work has been recognized with several awards and honors, including the TEMPO Mentor Award, Madison 365 WI Most Influential Latino Leaders, Emerging Leader of Waukesha award, and Non-Profit Partner of the Year by the Veterans Chamber of Commerce while leading VBOC at WWBIC.

Originally from New York City, Ana has called southeast Wisconsin home for the past 35 years. Ana and her family have resided in Waukesha for the past nine years.



# GSWISE Media Standards

Please respect the following guidelines:

- All images and videos should be credited to Girl Scouts of Wisconsin Southeast.
- Respect girls' privacy by using first names and last initials as standard practice.
- Please refer to council as Girl Scouts of Wisconsin Southeast (GSWISE). Refrain from utilizing Girl Scouts of the USA (GSUSA).
- Always use "Girl Scouts" – do not use "Scouts."

For any questions, please contact [marketing@gswise.org](mailto:marketing@gswise.org).





# GSWISE Contact

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