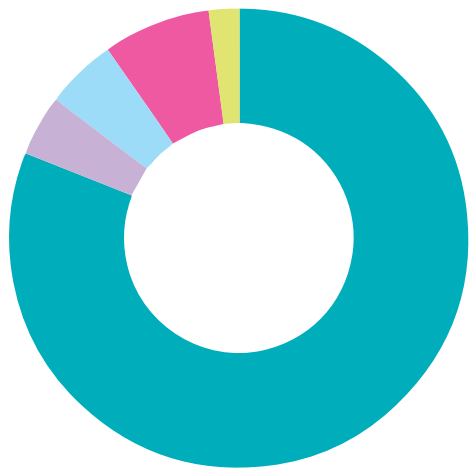




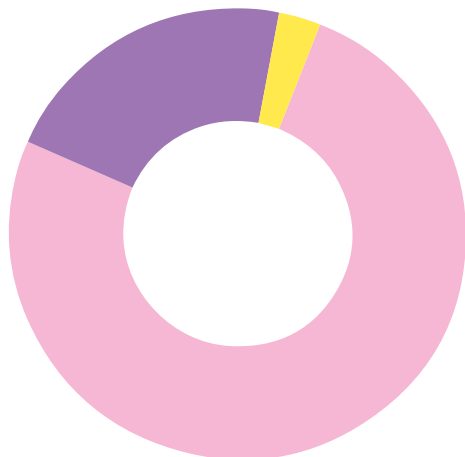
2023 Annual Report

Financial Statement

Girl Scouts of Wisconsin-Badgerland is committed to responsible fiscal stewardship. Managing and overseeing the financial and property resources is an honor we accept on behalf of the girls we serve. Our council's financial records are audited by independent public accountants. The financial statement reflects the audited twelve-month period October 1, 2022 - September 30, 2023.



| REVENUES | |
|------------------------------------|--------------------|
| Product/Retail Sales (net) | \$4,843,000 |
| Contributions, Grants, United Ways | 257,000 |
| Program Service Fees | 300,000 |
| SUB-TOTAL REVENUE | \$5,400,000 |
| Investment Income | 451,000 |
| Miscellaneous Income | 126,000 |
| TOTAL REVENUE | \$5,977,000 |



| EXPENSES | |
|---|--------------------|
| Program Services | \$3,503,000 |
| Management and General | 993,000 |
| Fundraising | 136,000 |
| TOTAL EXPENSES | \$4,632,000 |
| Change in Value on Interest Rate Swap Agreement | <\$10,000> |
| CHANGE IN NET ASSETS | \$1,335,000 |

Our Year of Success, Challenges, and Exciting Changes

Key Highlights:

- **Satisfied Members:** We successfully **renewed 74% of our membership**, achieving one of the highest retention rates among Girl Scout councils nationwide.
- **Active Girl Scouts:** More than **3,400 girls** and **2,200 adults** attended council-led activities this membership year, engaging in **130 unique experiences**.
- **Summer Adventures:** Nearly **1,000 girls** and **277 adults** participated in Badgerland summer camps and adventures, including Ehawee, Brandenburg, CampHERO, CampBUILD, and travel programs.
- **Volunteer Led:** Initiatives to revitalize local Girl Scout communities, known as Service Units, is yielding tremendous results. Badgerland's **32 Service Units** are now powered by some **300 volunteers**. These amazing leaders from every corner of our council are committed to ensuring all girls have access to Girl Scouts in their community.

Together, we are building a stronger foundation for Girl Scouts, fostering courage, confidence, and character in girls throughout all of Badgerland. Let's continue this vital work and celebrate the bright future ahead for all our Girl Scouts.

Girl
Members
5,189

Adult
Members
2,501

83
Graduating
Seniors

14
Scholarship
Awardees

\$12,500
Total Amount
of Scholarships
Distributed

1
New CEO!

3,888
Badgerland Girl
Scouts Sold
1,523,798
Boxes of Cookies

That's **126,983**
Cases of Cookies!

13
Gold Awards

41
Silver Awards

221
Bronze Awards

7,510
Highest Award
Hours of
Community
Service