

# Impact Report

2023 - 2024

girl scouts  
of wisconsin  
badgerland







## Girl Scout Mission

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





# Message from our CEO

## Dear Friends of Badgerland Girl Scouts,

For generations, Girl Scout alums have credited their experience with igniting courage, curiosity, and growth—shaping how they lead and who they’ve become. That legacy lives on. Today’s Girl Scouts are writing bold new stories powered by the same unstoppable spirit of adventure, unity, and purpose—reimagined for a new era.

The phrase “challenge accepted” has been echoing in my mind lately. Whether trying something new, pushing past fear, or turning setbacks into comebacks, Girl Scouts are rising with boldness and heart. With the right support, they’re discovering there’s nothing they can’t achieve.

As I reflect on the 5,231 youth and 3,763 adult members we served this year, I’m inspired by their strength, grit, and determination. Girl Scouts is where confidence takes root, resilience is built, and challenges are met head-on. And thanks to your support, this movement continues to thrive.

**Thank you for being a part of our community.**

In my first year as CEO, I didn’t just step into a role—I stepped into a mission. “Challenge accepted.” We strengthened camps, improved properties, and laid the foundation for Girl Scouts in Action—a facilitator-led after-school and summer program designed to bring the Girl Scout experience to more youth in under-resourced communities. With more than 100 programs and camps delivered, 2024 became our launchpad for an even greater impact ahead.

As we look forward, we remain committed to expanding access, protecting our outdoor spaces, and preparing the next generation of changemakers to lead. Your belief in what’s possible makes this all happen.

Thank you to our volunteers, staff, and Board of Directors for bringing the Girl Scout mission to life. You embody the promise and power of this movement every day.



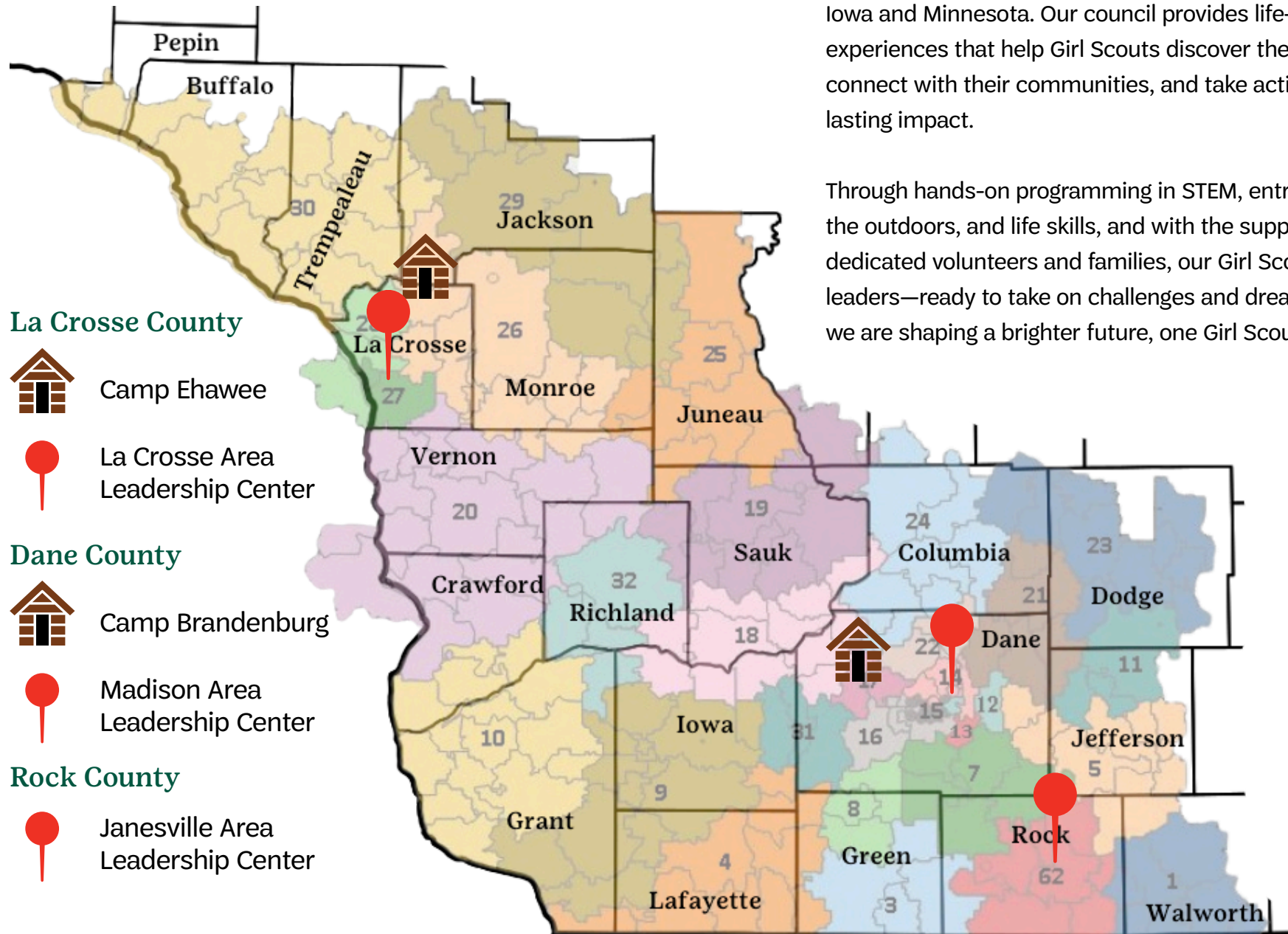
A stylized, handwritten signature in black ink, appearing to read 'Lisa'.

**Lisa Smith**  
CEO of Girl Scouts of  
Wisconsin - Badgerland

# Who We Serve

At Badgerland Girl Scouts, we're building girls of courage, confidence, and character who make the world a better place. We serve more than 5,231 youth across 23 counties in southcentral and southwestern Wisconsin, as well as parts of Iowa and Minnesota. Our council provides life-changing experiences that help Girl Scouts discover their strengths, connect with their communities, and take action to make a lasting impact.

Through hands-on programming in STEM, entrepreneurship, the outdoors, and life skills, and with the support of dedicated volunteers and families, our Girl Scouts grow as leaders—ready to take on challenges and dream big. Together, we are shaping a brighter future, one Girl Scout at a time.





# Impact at a glance

## Who we served

23 counties      5,231 members      636 troops

## Cookies

1,350,927  
total boxes sold

3,859  
Girl Scout cookie sellers

\$1,106,6181  
troop proceeds

527  
troop participated

## Badges

1,280  
total badges earned  
at council-run events

489  
outdoor badges earned  
at council-run events

590  
STEM badges earned  
at council-run events

2,792  
total patches earned  
at council-run events

## Highest awards

9 Gold Awardees      34 Silver Awardees      134 Bronze Awardees

“Girl Scouts made it possible for us to travel and connect with the world.”

- Jolene, Girl Scout parent

## Camp

753  
Girl Scouts went to camp

98  
council-run days at camp

27  
camp sessions

## Council events

3,596  
Girl Scout event registrants,  
excludes camp

78  
council-run events offered,  
excludes camp





# What Our Girl Scouts Have to Say

At Girl Scouts, we believe every voice matters. That's why we participate in Girl Scout Voices Count (GSVC), Girl Scouts of the USA's national research program designed to capture feedback from our movement.

In Girl Scouts, I feel like I belong.

**92% agree**

I have a close friend in Girl Scouts.

**89% agree**

Because of Girl Scouts, I am doing activities that I would not have done otherwise.

**90% agree**

I feel safe in Girl Scouts.

**97% agree**

I can be myself in Girl Scouts.

**93% agree**



**“My service unit hosted a robotics day camp for juniors and cadettes and it was incredible! I didn’t think that I liked robots until I went to this day camp, but I found out I love them and learning how to use a computer to make them move.”**

**- Badgerland Girl Scout Junior**



## Where Courage Meets Action



### Highest awards earned

9 Gold Awardees   34 Silver Awardees   134 Bronze Awardees

5,100+ hours of highest award community service

## Gold Awardees Honored at State Capitol

This year, Governor Tony Evers recognized 98 Gold Award Girl Scouts from across Wisconsin—including nine from Badgerland.

These exceptional young leaders shared their projects and spoke with the governor about issues that matter to them, such as public education. Each Gold Award represents lasting impact earned through vision, courage, and commitment.

Badgerland's Gold Award Girl Scouts are shaping a stronger, more compassionate future for Wisconsin and beyond.





# Mission in Motion

## Cookies

1,350,927

total boxes sold

3,859      527

Girl Scout  
cookie sellers

troops  
participated

\$1,106,618

troop proceeds

53

corporate cookie  
connections



## Cookie program powers leadership and learning

In 2024, Badgerland Girl Scouts sold an outstanding 1,350,927 boxes of cookies, demonstrating the entrepreneurial spirit, goal-setting, and determination of members across our council. Through participation in the Cookie Program, Girl Scouts developed essential skills in money management, communication, and leadership—lessons that will serve them for life.

This year, 576 top sellers who each sold more than 600 boxes were celebrated at a special VIP Day at camp. Among them was Willow Wales, a 5th grader from Janesville, who sold 7,214 boxes—earning the title of Top Seller in both Badgerland and the entire state of Wisconsin.

Proceeds from cookie sales stay local and directly fund troop activities, outdoor experiences, community service, and innovative programs that help Girl Scouts grow with courage, confidence, and character.

Thanks to the generosity of cookie customers and supporters, Girl Scouts across Badgerland are discovering their power to lead and succeed.





# Corporate Cookie Connections

## Sweet Supporters of Cookie Success

Corporate Cookie Connections allow Girl Scouts to pitch ideas, build partnerships, and gain real-world skills in leadership, communication, and customer service. Every dollar earned stays local, supporting Badgerland troops and programs. These connections fuel incredible Girl Scout experiences—like earning badges, traveling, and exploring new interests and help girls grow into confident, capable leaders.



### \$1500 Platinum (300 boxes)

GPC (Gillette Pepsi Companies)

### \$1000 Gold (200 boxes)

Advanced Fastening Supply, Inc.  
Beer By Bike Brigade  
Guardian Home Improvement  
Silver Springs Campground LLC  
Willow Mill Campground

### \$500 Silver (100 boxes)

A1 Home Comfort Solutions LLC  
Bakalars Sausage Co. Inc.  
Big Foot Recreation District  
MiNO Marine  
Rebecca Kauffeld- Keller Williams Realty  
Wendy and Kevin Bailey

### \$250 Bronze (50 boxes)

A Step Above Dance & Music Academy  
Archie Monument & Stone Inc  
At Home Again - Rio  
Breakfast Club and Pub  
Campbell's Snacks  
Diny's Jewelers  
Grams & Christoffersen, S.C.  
Great River Harley Davidson  
HALLADA AUTO GROUP  
Johnson's Sausage Shoppe  
Katie Riley Insurance & Financial Services Inc  
La Crosse Glass & Overhead Door Co.  
La Crosse Loggers  
Lakeview Veterinary Clinic  
Lost Island Wine  
Madison Pediatric Dental & Orthodontics

Marshall Lions Club  
Middleton Ford  
Niebuhr Plumbing and Heating  
Niki Paisley  
Premier Builders Inc.  
Richards Construction  
Smith's Bike Shop  
Strommen Homes and Lending LLC  
The Board Store  
The Insurance Center  
The Pearl Ice Cream Parlor  
The Stitchery  
Tiffany Peterson  
Tree Wise Men LLC  
Veridian Home



# Powerful Partnership, Expanded Possibilities

## Program partners

95 program partnerships

45 programs offered in collaboration with partners

## Bringing more hands-on, high-impactful experiences to Girl Scouts through community partnerships

We expanded our reach by deepening partnerships with organizations across our council, delivering high-quality programs rooted in the Girl Scout Leadership Experience.

- 20 community partners offered hands-on, badge-earning opportunities in STEM, skilled trades, the arts, outdoor adventure, and life skills.
- We launched a new Community Connections Database, making it easier for families and troop leaders to find council-approved, vetted partners.
- Every partner meets our strict safety, inclusivity, and program quality standards, ensuring each experience is trusted and meaningful.
- In MY24, partner-led programs grew by 15%, allowing us to reach more Girl Scouts in more communities—while cutting down on travel time and keeping costs lower for membership.



**“By partnering with experts across our communities—from motorsports and STEM to the arts and outdoor adventure—we’re expanding what’s possible for our members.”**

- Nick Harnish  
Director of Education



# The Heart of the Movement

2,459 total  
volunteers

29 earned a volunteer  
recognition award

Our mission is made possible by the passion, dedication, and consistency of our volunteers. They do more than lead—they grow alongside their troops, guiding members from Daisy to Ambassador.

- 7 out of 10 volunteers return year over year, building continuity and deeper troop experiences.
- 1,300 active volunteers led troops, mentored youth, delivered programs, and kept the Girl Scout spirit thriving.
- Volunteers led more than 80% of all Girl Scout experiences this year.
- Service unit leadership retention rate is at 97%, an unmatched statistic nationwide.



“CampHERO has been one of the most influential parts of my life. The volunteers really make the camp experience. Learning from them has truly helped me become the person I am today!”

- Erin  
Badgerland Girl Scout





## Powered by Volunteers

**“Tony Trapp Remodeling embodies the spirit of partnership. They are not only teaching valuable skills but showing Girl Scouts that they can lead and innovate in any field.”**

- Lisa Smith, Badgerland CEO



## Tony Trapp Remodeling Honored for Transformational Partnership

At the 2024 On My Honor celebration, Girl Scouts of Wisconsin – Badgerland recognized Tony Trapp Remodeling with the Partnership Award for its outstanding support of CampBUILD, a signature program that introduces Girl Scouts to careers in construction, design, and engineering.

Tony Trapp, founder of the Madison-based remodeling company, has been instrumental in the program’s success. Each year, he pays his employees to volunteer as skilled mentors at CampBUILD—ensuring that Girl Scouts gain hands-on experience with real tools guided by experienced professionals in a safe and supportive environment.

This commitment has helped Girl Scouts gain confidence, build practical skills, and imagine new possibilities for their futures.

Tony Trapp Remodeling’s generosity and vision continue to expand what’s possible for the next generation of builders, leaders, and changemakers.



# A New Home for Leadership

## Improving Offerings and Access for La Crosse Area Girl Scouts

In 2024, we opened a new Leadership Center in La Crosse, expanding access to Girl Scout experiences for hundreds of local Girl Scouts. Conveniently located near 14 schools and major highways, the new space features flexible meeting areas, a Girl Scout retail shop, and a future STEM Innovation Lab.

This modern, welcoming hub allows us to host troop meetings, council-led programs, and events seven days a week—bringing more opportunities directly to the community.



- Flexible meeting and gathering spaces
- A kitchen and updated furnishings
- Ample parking and easy access for families
- Refreshed Sashay!, Girl Scout shop



# Elevating Girl Scout Experiences

At Camp Ehawee, we built a new archery pavilion and storage building, replaced the aging pool liner, and upgraded heating and cooling systems in key lodges for year-round comfort.

At the Madison Leadership Center, we installed a new roof, refreshed the Sashay Shop, and opened a new Innovation Lab designed for creativity and collaboration.

These improvements demonstrate our ongoing commitment to creating safe and inspiring environments for Girl Scouts.



**“I like Girl Scout camp because I can make all these friends and all the staff are really fun and they make me laugh. It’s just a really positive place.”**

**- Aurora  
Badgerland Girl Scout Camper**



Badgerland's Girl Scout Day at the Capitol event brought together more than 250 Girl Scouts from across Wisconsin for a powerful day of civic engagement, leadership, and connection.

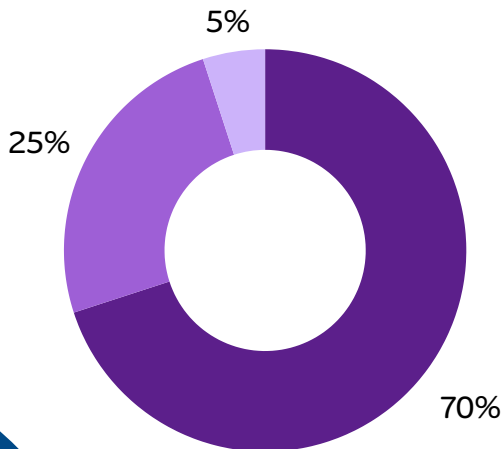
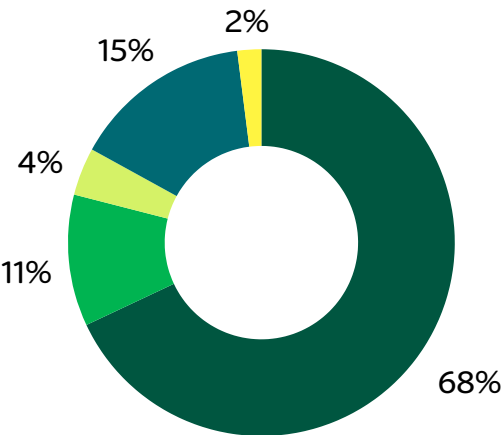




# Responsible Financial Stewards

At Badgerland, every dollar supports experiences that shape confident, courageous leaders. In 2024, generous support from individual donors, grants, corporate sponsors, and planned legacy gifts made our mission possible. These diverse funding sources allow us to maintain camps, expand access, and deliver innovative, girl-centered programs.

We raise funds through annual giving campaigns, grant partnerships, corporate sponsorships, legacy contributions, and inspiring events. With the help of passionate volunteers, alumni, and advocates, we're building a strong, sustainable movement for the next generation of changemakers.



REVENUES	
Product/Retail Sales (net)	\$4,317,000
Contributions, Grants, United Ways	674,000
Program Service Fees	252,000
SUB-TOTAL REVENUES	\$5,243,000
Investment Income	984,000
Miscellaneous Income	128,000
TOTAL REVENUE	\$6,355,000
EXPENSES	
Program Services	\$3,490,000
Management and General	1,263,000
Fund-raising	255,000
TOTAL EXPENSES	\$5,008,000
Gain on sale of asset held for sale	\$19,000
Change in value on interest rate swap agreement	(37,000)
CHANGE IN NET ASSETS	\$1,329,000



# Leaving a Lasting Legacy



## Honoring Shirley Kubly's gift to future generations

1935 - 2022

When Shirley Kubly made the decision to leave a legacy gift to Badgerland Girl Scouts, she set something powerful in motion. Her generous bequest of more than \$360,000 will help launch and sustain the Girl Scouts in Action initiative—an innovative program designed to bring Girl Scouting to youth in Dane and Green counties who might not otherwise have access.

Girl Scouts in Action breaks down barriers for kids in under-resourced areas, offering afterschool and community-based programming in partnership with schools and community organizations. These are not traditional troops, but dynamic, staff-led troops that bring the core Girl Scout experience directly to where kids already live and learn.

Shirley's vision and foresight helps make this possible. Her legacy gift allowed us to dream bigger, act faster, and reach deeper into communities where youth are eager for opportunity but face systemic challenges.

Shirley Kubly didn't just leave a financial gift—she left a legacy of hope, equity, and possibility. Her belief in the potential of every child lives on in each Girl Scout who dares to dream, lead, and make the world a better place.

**“Girl Scouts is a great way to find strengths you didn't know you had.”**

- Katherine  
Girl Scout Gold Awardee





# Champions of their Community

For over 20 years, Carol “Orange” and Dean Schroeder—owners of Orange Tree Imports in Madison—have been beloved champions of Badgerland Girl Scouts. Since 2002, they have generously contributed more than \$12,000 and supported Girl Scouts in countless meaningful ways, leaving an impact that will be felt for generations to come.

Orange’s connection to Girl Scouts began long before her time as a business owner. She was a Girl Scout in New Jersey and later served as a troop leader in Madison, WI. for seven years—an experience that further deepened her belief in the power of Girl Scouting.

As small business owners with deep roots in the Madison community, Orange and Dean built Orange Tree Imports into a cherished local destination known for its charm, personal touch, and unwavering community spirit. Their support extended far beyond financial gifts. One of their most memorable and consistent acts of generosity was welcoming Girl Scouts to host cookie booths outside their store—giving Girl Scouts a chance to practice entrepreneurship, confidence, and connection right on Monroe Street.

Dean passed away in December 2024, but his legacy of kindness, creativity, and community service lives on through Orange, their family, Orange Tree Imports, and the countless lives he touched.

We are proud to recognize Orange and Dean Schroeder as our Spotlight Donors. Their impact is measured not just in dollars, but in the hearts of every Girl Scout who learned, grew, and dreamed a little bigger because of their enduring support.





# Investing in the Future with Scholarships

## Scholarships

12 scholarships awarded    \$12,000 in scholarships awarded

The *Badgerland Girl Scouts of Distinction* Scholarships are made possible through the generosity of our community, including the Scholarship Tin during the Badgerland Fall Sale. Thanks to this support, we can invest in these young leaders as they take their next steps.

We are also proud to present the *I Believe in You* Scholarship, endowed by the Louise Rintelmann Thompson Girl Scouting and Educational Leadership Fund. This scholarship reflects their passion for supporting and uplifting the dedicated volunteers who guide and care for our Girl Scouts, and the belief that investing in those who lead has a ripple effect on every Girl Scout they mentor.

In addition to the Distinction Scholarships, we are honored to present the *Courage, Confidence, and Character* Scholarship, endowed by generous donors Karyn Gram and Sue Cook. Their belief in youth leadership and service makes this award possible.



## 2024 Badgerland Scholarship Awardees

Irelyn Brinkman  
Sarah Dreger  
Emily Fechner  
Kate Fechner  
Julianna Groves  
Annabelle Hundt

Maggie Loesch  
Maya Panzer  
Aster Primožic  
Brenna Schopp  
Eliana Thomson

## 2024 Courage, Confidence, and Character Scholarship Awardee

Kathryn Czerniak

**“In the future, I see myself advocating for girls, young and old, to be part of the Girl Scout movement because of all the great experiences I have had with being one.”**

Kathryn  
Courage, Confidence, and Character  
Scholarship Recipient



# Guiding Our Mission

## 2024 Badgerland Council Board of Directors

### Board Officers

Chair: Jeni Hallatt  
Vice Chair: Diane Cooke  
2nd Vice Chair: LaShell Lentz  
Secretary: Dr. Rachellee Bly  
Treasurer: Sara Lemke

### Directors-At-Large

Andrea Cooper	Vicki Markussen
Susannah Gustafson	Melanie Olsen
Tedi Hellen	MoniQue Simpson
Melissa Hunt	Toni Tuyls
Carolyn Jahnke	Tricia White



## 2024 Youth Leadership Council

Olive Andersen	Rachel Egan	Adelynn Oliver
Ancha Barry	Natalie Halpin	Charlotte Olson
Ramatoulie Barry	Liza Kanne	Stella Osiedacz
Susan Cahalan	Cassidy Miller	Lily Zea
Heather Drake	Elli Mootz	

“With Girl Scouts, your  
future is bright.”



**Jeni Hallatt**  
Chair of the Badgerland  
Board of Directors





# Donors Drive Our Mission Forward

## Thank you to all of our individual donors

Because of you, Girl Scouts across Badgerland are discovering their strengths, embracing new adventures, and building a better world. Every gift—large or small—helps Girl Scouts dream bigger, lead with confidence, and create lasting change in their communities.



“When you give to Girl Scouts, you’re not just supporting a moment—you’re shaping a lifetime. Your gift gives a Girl Scout the courage to find their voice, the confidence to lead, and the character to change the world. Because of you, their future knows no limits.”

- Jessica Brooks  
Badgerland Mission Advancement Officer

## Support us



[gsbadgerland.org/support](https://gsbadgerland.org/support)



# Celebrating Community Support

## Our deepest gratitude to all who turn vision into reality

- Alliant Energy Foundation
- Blackhawk Golden "K" Kiwanis
- Children's Museum of La Crosse
- Claremont S. Jackman Foundation
- Cleary-Kumm Foundation
- Donate Stock Charitable Inc
- Epic Systems Corporation
- Girl Scouts of the U.S.A.
- Great Rivers United Way
- Holmen Athletic Booster Club
- Holmen Lions Club
- Insperity
- JARD Fund
- John J Frautschi Family Foundation, Inc.
- La Crescent VFW Post 11542
- La Crosse Kiwanis Club
- Lancaster Lions Club
- Lions Club of Galesville
- Louise Rintelmann Thompson Girl Scouting and Educational Leadership Fund
- Madison Community Foundation
- Madison College
- Milwaukee Brewers
- Morgan Stanley
- Otto Bremer Trust
- Pest Control Solutions NOW
- Platteville Optimist Club
- Property Logic LLC
- Renaissance Charitable Foundation
- RSM US LLP
- Schilling Family Fund of the La Crosse Community Foundation
- Schlecht Family Foundation
- Steve Stricker American Family Insurance Foundation
- Stoughton Area EMS
- Summit Credit Union
- The Benevity Community Impact Fund
- American Online Giving Foundation
- Thrivent Financial
- United Fund of Columbus, Inc.
- United Way of Dane County
- United Way of Greater Milwaukee
- United Way of Green County, Inc.
- United Way of Jefferson & North Walworth Counties
- United Way of Platteville
- Vanguard Charitable
- Waunakee Rotary Club
- Wisconsin Building Supply
- Wisconsin United Methodist Foundation, Inc



**“In Girl Scouts, I have learned skills that can help me reach my goals. I know that to start a successful business, you have to be consistent, and Girl Scouting has taught me to be reliable, trustworthy and committed.”**

**- Aster  
Badgerland Girl Scout**



# Juliette Gordon Low Society



Juliette Gordon Low Society members have made a commitment to share their legacy with the next generation of Girl Scouts by leaving a gift, of any amount, in their will, trust, or other account for Badgerland Girl Scouts. If you would like to learn more about including Badgerland Girl Scouts in your legacy plans, email [Giving@gsgbadgerland.org](mailto:Giving@gsgbadgerland.org).

**Thank you to our donors who include us in their estate plans.**

Erik & Eva Andersen  
Dianne Belk & Lawrence Calder  
Susan E. Fischer  
Margaret M. Gratten  
Margaret Henderson  
Katy Heyning & Judi Trampf  
Lynette Kleppinger\*  
Mary H. Klos  
Shirley Kubly\*  
Gloria McCullough\*  
The Wayne & Hildy McGown Fund  
Karen E. Peterson  
Cindy Rosch  
Philip Selgren  
Nancy A. Simonson\*  
Lisa Smith

\*Donated Planned Giving in Membership Year 2024

We hope your gift is acknowledged accurately. Please contact [giving@gsgbadgerland.org](mailto:giving@gsgbadgerland.org) to bring any inaccuracies or omissions to our attention.



**“Being a Woman of Distinction is doing things for people not for publicity, but to help them, which in turn helps yourself.”**

**- Annabelle  
Badgerland Girl Scout & YMCA  
Young Woman of Distinction**



## Looking Ahead



We are investing in camp and adventure like never before, ensuring Girl Scouts experience bold, unmatched opportunities that shape confidence and spark curiosity. These experiences aren't just timeless—they're evolving to meet the needs of today's youth, keeping Girl Scouts just as relevant now as it was for generations before.

## We're building a stronger, more accessible future for every Girl Scout.

Improvements are underway to create walk-in showers and ramps, restore cabins and amphitheaters, expand outdoor dining spaces, and open new pathways to the lake—ensuring all campers, regardless of ability, can fully participate in camp life. A new high-low ropes course will challenge Girl Scouts to take bold steps and build trust in themselves and each other.