

Impact Report

October 2024 - September 2025

girl scouts
of wisconsin
badgerland





Girl Scout Mission

Building Girl Scouts of courage, confidence, and character, who make the world a better place.



Message from our CEO

Every generation of Girl Scouts begins with a promise. A promise to be honest and fair, friendly and helpful, courageous and strong; to respect ourselves and others, use our resources wisely, and make the world a better place. Millions of Girl Scouts have spoken these words, and in doing so, have shaped not only their own lives but their communities. In 2025, that promise guided every decision we made, fueling our boldest year yet.

Through thoughtful investment in our camps and outdoor spaces, we ensure these treasured places remain safe, welcoming, and full of possibility. These environments create the setting for meaningful challenge and discovery. As Girl Scouts push beyond their comfort zones, whether climbing onto a horse for the first time or learning to climb back into a capsized canoe, a Girl Scout is reminded of something powerful: I can do hard things.

Girls face a growing crisis of self-belief and belonging, which we witness firsthand. That reality inspired us to listen more closely, learn more intentionally, and act more strategically. In 2025, we commissioned the State of the Wisconsin Girl Report, partnering with councils statewide to understand the social, academic, mental, and physical realities girls face in our state. We will use these insights to maximize the impact of our resources and meet today's youth where they are.

Supporting our troop leaders and community volunteers remains crucial to the strength and the impact we have on Girl Scouts' lives. Through the Girl Scout Research Institute, we know that troop leaders are the number one source of positive mental health, and we will continue to provide support to our volunteers who are helping to create safe spaces for bold risk-taking and joyful growth.

We moved beyond naming barriers to removing them. Transportation challenges, volunteer shortages, and inconsistent access to programming persist. Thanks to a remarkable planned gift from Shirley Kubly, we launched the pilot year of Girl Scouts in Action, a facilitator model that brings the Girl Scout Experience to after-school sites. In its pilot year, the program served over 85 Girl Scouts in 9 locations, expanding opportunities and access.

With the launch of the Alumni Circle, we invite past Girl Scouts to join today's journey—extending mentorship, connection, and the shared values of the Promise and Law across generations.

Thank you to all who bring the Girl Scout mission to life every day. As we enter 2026, we do so ready to build on these successes—together.



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

Lisa Smith
CEO of Girl Scouts of
Wisconsin - Badgerland

Thank you for being a part of our community.

Who We Serve

At Badgerland Girl Scouts, we're building Girl Scouts of courage, confidence, and character who make the world a better place. We serve more than 4,900 youth across 23 counties in south central 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.

La Crosse County



Camp Ehawee



La Crosse Area Leadership Center

Dane County



Camp Brandenburg

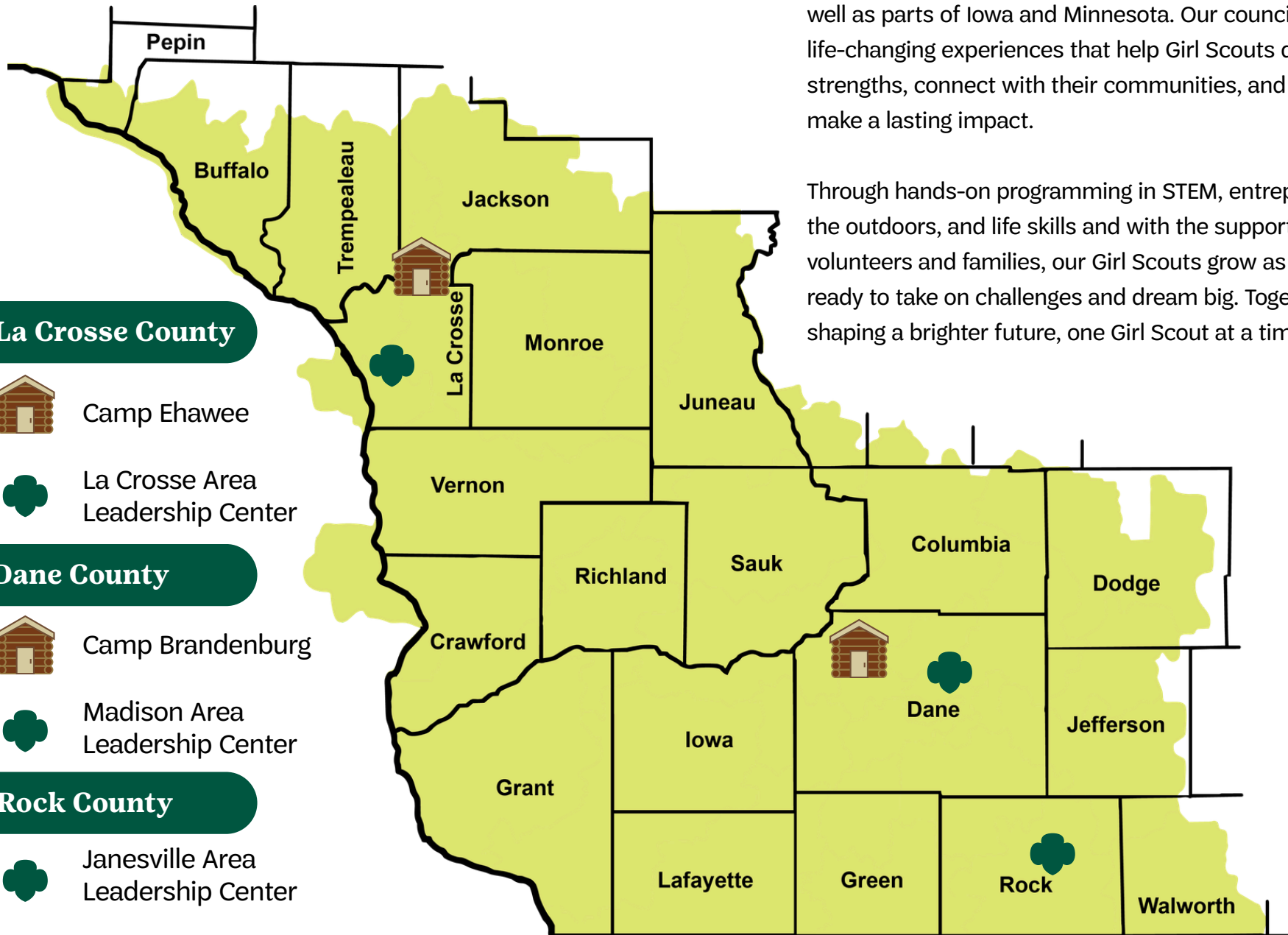


Madison Area Leadership Center

Rock County



Janesville Area Leadership Center



Impact at a Glance

Who we served

23 counties 7,421 members 629 troops

Cookies

1,171,786 total boxes sold 4,405 Girl Scout cookie sellers

\$1,193,747 troop proceeds 509 troops participated



“Girl Scouts is known for team work, fun life lessons, and friendships that last a life time! Glad Madi is a part of this.”

- Girl Scout parent

Highest awards

9 Gold Awardees 25 Silver Awardees 112 Bronze Awardees

Programs & experiences (excludes camp)

5,537 Girl Scout registrants at council-run events

332 unique badges earned at council-run events

83 council-run events offered

1,782 members reached through council-designed resources

Camp

1,404 Girl Scouts went to camp

40 camp sessions

141 council-run days at camp

60 weekend troop/SU camping trips

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.

88% agree

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

90% agree

I feel safe in Girl Scouts.

98% agree

I can be myself in Girl Scouts.

94% agree



“I was in Girl Scouts when I was young and absolutely loved it. And my daughter loves helping and being kind to everyone. She learned about first aid and she has been bringing her little first aid kit everywhere with her.”

- Badgerland Girl Scout Parent

Where Courage Meets Action

Highest awards earned

9 Gold Awardees 25 Silver Awardees 112 Bronze Awardees

4,210+ hours of highest award community service



Turning creativity into care

When Bibi B. set out to earn her Girl Scout Gold Award—the highest honor in Girl Scouting—she focused on supporting mental health through creativity.

She transformed a used vending machine into an accessible resource filled with affordable art kits priced under \$5. Designed to encourage self-expression and stress relief, each kit introduces crafts from around the world, helping users build cultural awareness while exploring their creativity.



Inspired by her own experiences during the COVID-19 pandemic and managing ADHD, Bibi dedicated more than 115 hours to planning, budgeting, and launching the project. After overcoming challenges to find the right location, she partnered with a local school's art department to sustain the effort, including space to showcase student artwork and keep the message of creativity and community alive.

For her leadership and innovation, Bibi earned a \$5,000 national scholarship from Girl Scouts of the USA. Her project reflects what the Gold Award makes possible: when a Girl Scout turns passion into action, she builds confidence, strengthens her community, and creates meaningful change that lasts.

Mission in Motion

Cookies

1,171,786

total boxes sold

4,405 509

Girl Scout
cookie sellers

troops
participated

\$1,193,747

troop proceeds

82

corporate cookie
connections



Cookie program powers leadership and learning

In 2025, Girl Scouts of Wisconsin – Badgerland wrapped up a strong Cookie Program season with 1,171,786 boxes sold. More than 4,400 Girl Scouts participated, building skills in goal setting, financial literacy, customer service, and entrepreneurship through the largest girl-led entrepreneurial program in the world.

Lily C. led our council as the 2025 Top Cookie Seller, selling an incredible 6,445 boxes this season. Molly L. broke the record for the most Girl Scout Cookies sold by an individual in Wisconsin history, reaching an amazing lifetime total of 35,598 boxes over their 13 years as a Girl Scout.

Girl Scouts also made a meaningful community impact, donating more than 14,000 boxes to local nonprofits through the Cookie Share program and supporting causes such as habitat conservation.

One hundred percent of proceeds stay local, funding troop activities, outdoor experiences, service projects, and innovative programs that help Girl Scouts grow.

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 them grow into confident, capable leaders.



1,000+ boxes

- Summit Credit Union

200+ boxes

- Realty Executives Platinum
- Big Foot Recreation
- oLiv

100+ boxes

- Beer By Bike Brigade
- Get Me Collectibles LLC
- Componex
- Total Builders
- Bakalars Sausage Co., Inc.

- 2 Brothers Contracting
- A Step Above Dance and Music Academy
- Anita Hawkins Insurance Agency
- Ashley K Leccesi
- Badger Corrugating Co.
- Beer Shope
- Big Ben's Locksmith
- Blue moon restaurant and catering
- Bridges Golf Course
- Bright minds childcare and preschool
- Caulum custom construction llc
- Chandler House Bakery
- Chisel ActionCOACH
- Clear choice
- Contree Sprayer and Equipment
- Curly Ginger Crochet
- Deml controls
- D-Lux Screen Printing
- Dvorak Landscape Supply
- Fawcett construction
- Garage Door Doctors
- Garage Force
- George Street Pub
- Great River Harley Davidson

48+ boxes

- Harters quick clean up
- Health Journey Chiropractic
- Holiday Wholesale
- Jimmy's North Star
- JumpStart Adventure Park
- Ka Lia's kitchen
- Katie Riley State Farm
- Ken's Automotive
- Kurt Pfaff - State Farm Insurance
- La Crosse Loggers Baseball
- LandCare
- Lauryn Wynter Company
- Lori and David Hobbs
- Madison Pediatric Dental & Orthodontics
- Mazzola Construction & Consulting
- MBA EXTERIORS INC
- Neuie's Vogue Bar and Grill
- Niebuhr Plumbing & Heating
- Olson solar energy llc
- Paul Dunham - State Farm Insurance
- Pivot Point Incorporated
- Pizza Ranch
- Raven's Wish
- Renk Seed
- Renovation Sells Madison
- River City Ready Mix
- Skyline Fireworks
- Slumber Party Solutions
- Smith's Bike Shop
- Smokes 4 Less (Northside)
- Smokes 4 Less (Onalaska)
- Smokes 4 Less (Southside)
- Stoughton Country Club
- Super Buffet
- T. Wall Enterprises
- Taco Johns
- TDS Telecom
- The 608 Social
- The Breakfast Club and Pub
- The Insurance Center
- TNT Lawncare
- True North Chiropractic
- Ultimate insulation

The Heart of the Movement

2,442 total
volunteers

30 earned a volunteer
recognition award

Every day, Girl Scout volunteers build community, foster connection, and create lasting impact in the lives of Girl Scouts. They share their time, talents, and encouragement so Girl Scouts can try new things, develop leadership skills, and grow in confidence.

Through council- and national-level recognitions, we proudly honored registered members who exceed expectations and embody the values of Girl Scouting. These awards celebrated volunteers who lead with inclusivity, compassion, and courage, creating spaces where every youth feels seen, supported, and inspired. Their dedication strengthens not only individual troops but also our entire movement—ensuring Girl Scouts continues to thrive for generations to come.



A legacy of leadership and heart

Karen Alderden's impact on Girl Scouting is impossible to measure but it is felt across generations. Celebrating an incredible 60 years of volunteer service, Karen exemplifies the very best of leadership as a recipient of the Badgerland Legacy Award.



She has guided countless troops, mentored fellow volunteers, and supported community events with grace, humor, and an unwavering belief in young people.

Karen meets every Girl Scout where they are, helping them navigate the challenges of growing up, discover their strengths, and grow into confident leaders. She continually seeks new knowledge and guidance so she can better support every young person in her care, ensuring each one has the opportunity to thrive.

Her dedication extends far beyond meetings and badges. From day camps to overnight adventures, Karen has cooked, organized, encouraged, and led—creating spaces where Girl Scouts can explore, build skills, and grow in confidence. She has nurtured generations of volunteers, empowering them to lead with compassion and courage.

Karen jokes that she doesn't even like camping—yet she has been part of camp traditions since the 1970s. That's the kind of commitment that defines a true Badgerland legacy.

Alumni Circle Launched

Launched in 2024, the Girl Scout Alumni Circle brings together former Girl Scouts, volunteers, and supporters across Badgerland to reconnect, celebrate shared memories, and support today's Girl Scouts as they discover their strengths and lead with confidence.



Join us at
events



Give back



Stay connected

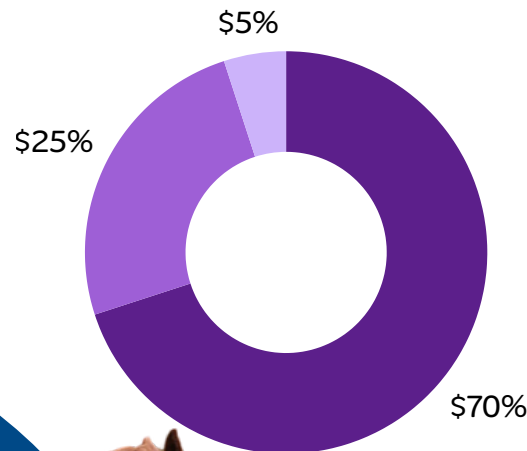
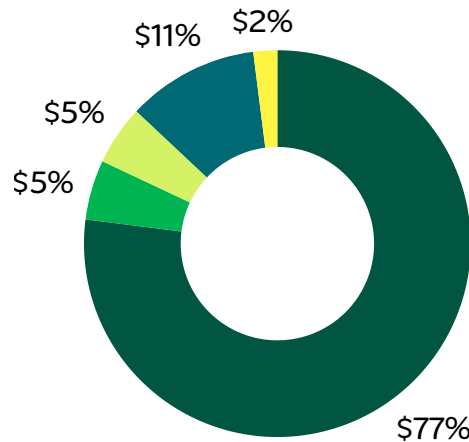


Once a Girl Scout,
Always a Girl Scout.

Responsible Financial Stewards

At Badgerland, every dollar supports experiences that shape confident, courageous leaders. In 2025, 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)	\$4,559,000
Contributions, grants, United Ways	298,000
Program service fees	309,000
SUB-TOTAL REVENUES	\$5,166,000

Investment income	619,000
Miscellaneous income	114,000
TOTAL REVENUE	\$5,899,000

EXPENSES

Program services	\$3,800,000
Management and general	1,323,000
Fund-raising	273,000
TOTAL EXPENSES	\$5,396,000

Gain on sale of asset held for sale	\$1,660,000
Change in value on interest rate swap agreement	(12,000)

CHANGE IN NET ASSETS	\$2,151,000
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Leaving a Lasting Legacy



Amy Crowe and Summit Credit Union

With expertise in finance literacy and education and a passion for empowering youth, Amy Crowe has opened new paths for Girl Scouts to gain real-world skills and confidence.

She continuously asks: What more can we do for Girl Scouts—and who can join us?

As both an alum and the mother of an alum, Amy's commitment is deeply personal. She has seen firsthand how the organization built confidence and character, positively shaping her and her daughter's wellbeing. That perspective drives her to use her career, network, and influence to expand the Girl Scout experience for even more youth.

Amy's career in financial services laid the foundation for a transformative partnership between Summit Credit Union and Badgerland Girl Scouts. What began as support for her daughter's financial literacy badges quickly grew as other troop leaders sought her guidance. In 2013, she leveraged her professional expertise and co-created in-person programs for Girl Scouts preparing for their Cookie season, mobilizing Summit's staff as volunteers for these events. Since then, the partnership has grown. Under her leadership, troop check-out resources were created for every Girl Scout level, resources still used council-wide nearly a decade later, and this year, a new online badge resource kit for leaders to be able to teach financial literacy badges and feel confident in the content.



Summit now funds Cookie Rally Kits for every service unit, deepening its commitment to education and community outreach. These kits replace former council-led events by equipping communities to host their own rallies across the council footprint, including rural areas, ensuring broad participation and greater overall impact.

Summit's support goes further. By buying a box of cookies for each employee, they invested directly in Girl Scouts' success and showed up as proud customers.

Amy's impact extends beyond partnerships. She is also a local author, having served as a featured speaker for members of the Girl Scout Youth Leadership Council and speaking to the topics in her book: building resilience, navigating challenges, and growing from setbacks.

Today, more than 4,900 Girl Scouts across Badgerland Council benefit from the programs and partnerships Amy has championed. Her leadership reflects the lasting impact of generosity, vision, and true partnership—and the powerful difference one dedicated advocate can make for Girl Scouts.

Expanding Access to the Girl Scout Experience

Launched in October 2024, Girl Scouts in Action brings the Girl Scout experience directly to schools and neighborhood centers, making it easier for youth to participate in the leadership, friendship, and discovery that Girl Scouts offers. The program removes barriers by providing free, after-school programming led by trained facilitators, addressing challenges such as transportation, cost, and the need for adult volunteers.

In its pilot year, Girl Scouts in Action partnered with nine schools and community organizations across Dane and Rock counties, serving 85 Girl Scouts. Through partnerships with community schools and neighborhood centers, the program helps create welcoming spaces where every participant feels supported and included.

Participants engaged in three themed sessions throughout the school year. In the fall, Girl Scouts explored mental wellness through activities such as yoga, gardening, journaling, and dance. The winter session focused on life skills and civic engagement, including financial literacy, goal setting, and entrepreneurship connected to the Girl Scout Cookie Program. Participants hosted cookie booths at their sites, practicing teamwork, communication, and money management.

In the spring, the focus turned to STEAM exploration with robotics, space exploration, engineering challenges, and creative problem-solving.

By meeting youth where they are and working alongside community partners, Girl Scouts in Action is expanding access to the Girl Scout Movement and helping more young people build confidence, friendships, and leadership skills.



85 Girl Scouts in Action Members

9 after-school sites



Investing in the Future with Scholarships

Scholarships

12 scholarships awarded \$14,750 in scholarships awarded

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

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



2025 Badgerland Girl Scouts of Distinction Scholarship Awardees

Morgan A.
Erin B.
Bibi B.
Breanna E.
Mushroom L.
Molly L.

Olumuyiwa O.
Hailey O.
Julia R.
Aubryn S.
Aubrey Z.

2025 Courage, Confidence, and Character Scholarship Awardee

Heather D.

“I learned that I love to make a difference in my community and see the way people can rally around positive change. I learned that I love to lead teams of people to solve problems and carry out projects, especially those I have created. I am most happy when I am making real, positive, impactful change.”

Heather D.
Courage, Confidence, and
Character Scholarship Recipient



Guiding Our Mission

2025 Badgerland Council Board of Directors

Board Officers

Chair: Diane Schulz
Vice Chair: Susannah Gustafson
2nd Vice Chair: Carolyn Jahnke
Secretary: LaShell Lentz
Treasurer: Sara Lemke

Directors-At-Large

Cathy Arndt	Sarah Teske
Andrea Cooper	Toni Tuyls
Sarita Foster	Ashley Utz
Tedi Hellen	Michelle Waldron
Melissa Hunt	Tricia White
Heather Mitchell	



2025 Youth Leadership Council

Lauren A.	Rachel E.	Adelynn O.
Olive A.	Natalie H.	Abby S.
Susan C.	Liza K.	Lily Z.
Natalie C.	Cecilia K.	
Heather D.	Jill N.	

“Through Girl Scouts, I gained a sense of global community and kinship across strangers. I became more confident in myself and more ambitious to change the world.”

- Badgerland Graduating Girl Scout



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.



“It's hard financially to get our children involved in activities they would like to participate in. It means the world to my daughter to have somewhere to belong. Thank you kindly for giving my daughter access! Giving her skills that she can be proud of and ambition towards her goals.”

- Parent of a Badgerland Membership Scholarship Recipient

Support us



gsbadgerland.org/support

Celebrating Donor Support

Our deepest gratitude to all who turn vision into reality

- Adams Outdoors Advertising
- Aim High Admin
- Alliant Energy
- Alliant Energy Foundation
- AMETEK Foundation
- Artus Unlimited LLC
- Associated Bank
- Badgerland Fall Fundraiser Scholarship Tin
- Baraboo Area United Fund, Inc.
- Bass Pro Shops and Cabela's Outdoor Fund
- Blackhawk Golden "K" Kiwanis
- CG Schmidt
- Charities Aid Foundation America
- Claremont S. Jackman Foundation
- Cleary-Kumm Foundation
- Computer & Networking Solutions
- Deer Grove EMS District
- Econoprint, Inc.
- Florence Behren's Campership Fund
- Girl Scouts of Riverland Council, Lnc. Endowment Trust
- Girl Scouts of the U.S.A.
- Give Back Foundation
- Goodman's Jewelers
- Great Rivers United Way
- Groundswell Conservancy
- Holmen Lions Club
- Insperity
- Jean Foss Campership Fund
- JH Findorff & Son, Inc.
- John J Frautschi Family Foundation, Inc.
- Johnson Bank
- Kidwell Trust
- Kuntz Family Fund
- Kwik Trip Kares
- La Crosse Community Foundation
- Lancaster Lions Club
- Lands' End
- Louise Rintelmann Thompson Girl Scouting and Educational Leadership Fund
- Madison Community Foundation
- Madison College
- Morgan Stanley Foundation
- New Albin Savings Bank
- Olbrich Botanical Gardens
- Property Logic LLC
- Robert R Gersbach Fund of Madison Community Foundation
- Ronald G Bowen and Karen K Bowen Irrevocable Trust
- RSM US LLP
- Schilling Family Fund
- Steve Stricker American Family Insurance Foundation
- Summit Credit Union
- Taste of Madison
- TDS Telecom
- The Benevity Community Impact Fund
- The John and Twila Sheskey Charitable Fund
- The Perk
- The Schwab Fund for Charitable Giving
- Tra Vigne LLC
- United Fund of Columbus, Inc.
- United Way of Dane County
- United Way of Jefferson & North Walworth
- United Way of Platteville
- UnityPoint Health- Meriter
- Vanguard Charitable
- Waunakee Rotary Club
- Wisconsin United Methodist Foundation, Inc
- Zilber Family Foundation

We hope your gift is acknowledged accurately. Please contact giving@gbadgerland.org to bring any inaccuracies or omissions to our attention.

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@gsbadgerland.org.

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

- Erik & Eva Andersen
- Dianne Belk & Lawrence Calder
- Janet H. Canty*
- Susan E. Fischer
- Margaret M. Gratten
- Margaret Henderson
- Katy Heyning & Judi Trampf
- Mary H. Klos
- Arlene and Richard Leibold
- The Wayne & Hildy McGown Fund
- Karen E. Peterson
- Cindy Rosch
- Philip Selgren
- Lisa Smith

*Donated Planned Giving in Membership Year 2025

We hope your gift is acknowledged accurately. Please contact giving@gsbadgerland.org to bring any inaccuracies or omissions to our attention.



Honoring a life of service to camp & Girl Scouts

Janet Hazle Canty dedicated her life to service, leadership, and helping others discover their strengths. Jan passed away in 2024, leaving behind a remarkable legacy of care, curiosity, and commitment to the Girl Scout Movement.

A lifelong Girl Scout champion, Jan's journey began in Colorado as camp director at Sky High Ranch before bringing her passion for the outdoors to Wisconsin. With Black Hawk Council of Girl Scouts—now Girl Scouts of Wisconsin - Badgerland, she served as director of Camp Black Hawk for ten years and later as coordinator of outdoor programming and properties, helping generations of campers experience the confidence, friendship, and adventure that come from time at camp.

Even as her career evolved from educator to nurse, Jan remained committed to caring for others and strengthening her community. Those who knew her remember her creativity and the joy she found in sharing music, stories, and the outdoors.

Through a generous gift in her estate and gifts made in her memory, Jan continues to make camp possible for generations.



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