

For **GIRLS**. By **GIRLS**. All **GIRLS**.

ANNUAL REPORT 2017




girl scouts
of wisconsin
badgerland



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October 1, 2016 - September 30, 2017

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Believe in the Power of G.I.R.L.

At Girl Scouts, we are raising Go-Getters, Innovators, Risk-Takers and Leaders. We're proud that our 59 million Girl Scout alumnae include more than half of the female members of Congress, nearly every female astronaut who has flown into space, and literally half of all female American business owners. Those powerful statistics highlight the powerful alums, and is indicative of the impact of our program. We're equally proud of the G.I.R.L.s right here in Badgerland; Girl Scouts who, this past year, demonstrated that no matter their ages, they can make a difference.



Go-Getters like Troop 1129 who created a change-making project to benefit refugees relocating from Syria. The Cadettes gathered, cleaned and organized bed linens and other household essentials for their new neighbors. The girls even learned how to write signs in Arabic so the refugees would feel truly welcomed.

Innovators like the 875 Badgerland Girl Scouts who undertook the challenge to do one random act of kindness every day for a month. These girls got creative and did a good turn daily in their homes, schools and neighborhoods. All together our Girl Scouts did 27,125 good deeds in October.

Risk-Takers like the 40 fearless Badgerland Girl Scouts who spent a weekend trekking the steep ravines at Camp Brandenburg searching the brush for lost 'victims'. The girls were part of Search & Rescue - a Badgerland exclusive adventure program for older Girl Scouts. The impact on girls was profound and the program continues to be refined so that even more girls have access to this life-changing opportunity.

Leaders like Morgan Radaj, a 2017 Gold Award Girl Scout from Whitewater who developed a distribution channel to battle hunger. She recruited 500 volunteers to help with her project that included coordinating farmers and food pantries to ensure local produce made its way to needy residents. "What I learned about leadership is that one person can't do it all. There are always going to be areas that you struggle in, but being a leader is knowing when to ask for help," Morgan said.

What a lesson for a young woman to learn so early in life! And that's what we do at Girl Scouts—provide experiences for girls to gain the knowledge, confidence and resilience they need to face the future.

At Badgerland, we believe in the power of every G.I.R.L. and know you do, too. Thank you for supporting Girl Scouts and allowing girls to discover the courage, confidence and character to make our world a better place.

Margaret L. Henderson
Chief Executive Officer

Margaret Utterback
Chair of the Board

G.I.R.L.

Financial Statement

Badgerland Council 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. The financial statement reflects the audited twelve-month period October 1, 2016 - September 30, 2017.

REVENUES	
Product/Retail Sales (net)	\$6,119,123
Contributions, Grants, United Ways	579,329
Program Service Fees	453,825
SUB-TOTAL OPERATING REVENUE	\$7,152,277
Investment Income	289,438
Miscellaneous Income	139,961
TOTAL REVENUE	\$7,581,676
EXPENSES	
Program Services & Financial Assistance	\$5,786,424
Management and General	748,997
Fundraising	256,849
TOTAL EXPENSES	\$6,792,270
CHANGE IN NET ASSETS	\$789,406





BADGERLANDIMPACT



STEM 1,102 girls engaged in Badgerland STEM direct services, including original programs Mad 4 Science and EngineerGirl. **37** Girl Scouts were speed-mentored by 33 female STEM professionals while **80%** of brave STEM Soup attendees ate a cricket and earned a Risk-Taker pin!



LIFE SKILLS 2,460 documented hours of community service delivered by Badgerland Girl Scout troops performing sustainable take-action projects. **11** Girl Scouts earned Gold Awards and **19%** of graduating seniors either received or were finishing their Gold Awards in 2017.



OUTDOORS \$150,000 3-year action grant awarded by the Margaret A. Cargill Foundation to get more Badgerland girls outdoors. **632** multi-night girl summer resident campers in 2017 and **179** participated in the annual Camporee at Camp Ehawee. **27 risk-takers** braved the January cold at Arctic Explorers making snow caves for outdoor sleeping.



ENTREPRENEURSHIP 6,602 Girl Scouts sold **1.5 million** boxes of cookies. Over **\$58,000 Badgerland Bucks** were awarded, and **392 girls chose to donate \$6,225** through the Philanthropy Program. The 'Milk & Girl Scout Cookies' partnership with the Dane County Dairy Promotion Committee saw **4,232 gallons of milk** donated to 24 food pantries.

8,277 Girl Members	3,967 Adult Volunteers
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RETENTION	
69% returning girls	75% returning adults

56% Girls in Grades K-3

239 Cities With Troops	23 Counties Served
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1,070 Active Troops

Donors

Thank you for helping girls realize their leadership potential while becoming girls of courage, confidence and character who make the world a better place.

PEARL (\$10,000 and above)

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Every effort is made to acknowledge donors. If we have made an error, please accept our apologies and contact us: 800.236.2710.

This list reflects gifts received between October 1, 2016 and September 30, 2017.



For **G.I.R.L.S.** By **G.I.R.L.S.** All **G.I.R.L.S.**

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