



Girl Scouts of Southwest Indiana 2021 Annual & Stewardship Report



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A Message from Girl Scouts of Southwest Indiana's Leadership

The year 2021 drove home for us that the world needs Girl Scouts now more than ever; our mission has never been more important or relevant. There is no better program than Girl Scouts to provide girls the tools they need to create a new future and gain the skills to thrive in it.

Girl Scouts is more than an extracurricular activity—it is a way of life—and we are truly grateful to be a part of a movement of people committed to the development of female leadership in our community. We are proud of the resilience of our girls and the enduring commitment of our volunteers, staff, board, and supporters.

Just as our founder, Juliette Gordon Low, pushed past the barriers of her time, we chose to look at the continued challenges of 2021 as opportunities for us to innovate for the future.

- GSSI was one of only two councils in the United States to grow its membership, year over year.
- With shifting COVID safety expectations, we offered a mixture of virtual and in-person programming, funded COVID Readiness Kits for Troops, created a virtual troop experience, and even produced virtual fundraising events.
- We continued serving our community's low-income populations through afterschool programs and outreach efforts, both in person and through at-home kits.
- We welcomed girls back to outdoor summer camp experiences for the first time in two years, albeit in new and socially distanced ways.
- Plus, for the first time, we sold out of cookies!

Girl Scouts' mission remains steadfast through the world's continuing transformation: we build girls of courage, confidence, and character who make the world a better place. And we will continue to be a consistent source of engagement, support, and sisterhood.

We are strong. We are resilient. We are Girl Scouts, and we are the future.

Amy Chan Hilton, Board Chair

Aimee Stachura, CEO

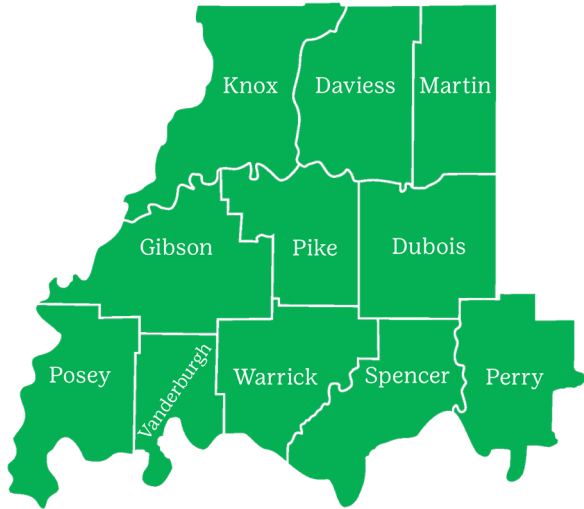


Girl Scouts builds girls of
Courage, Confidence, and Character,
who make the world
a better place.

Who we are:

Nearly 5,000 girls, volunteers, and adult members
representing 11 counties in southwest Indiana.

Our Impact



Total Members: 4,801

Girls: 3,761 Adults: 1,040

MEMBERSHIP BY COUNTY

Daviess: 123
Dubois: 629
Gibson: 250
Knox: 253
Martin: 48
Perry: 193

Pike: 98
Posey: 231
Spencer: 158
Vanderburgh: 1,991
Warrick: 827



Daisies



Brownies



Juniors



Cadettes



Seniors



Ambassadors

Highlight:

GSSI was 1 of only 2 of GSUSA's 110 councils to increase membership in MY21.



Girls served through outreach programs

Virtual Programs

As the pandemic entered its second year, we continued to support our members in a virtual capacity.

- Our Virtual Cookie Kickoff in November was viewed by **1,400** people on Facebook.
- We facilitated **3** virtual volunteer mental health training courses.
- **10** girls joined our new staff-led virtual troop.
- The Women of Distinction Awards virtual presentation in April was viewed by **1,700** people.
- We mailed **1,360** at-home programming kits to girls.

Our Impact

Cookie Program Facts & Figures

93% of eligible girls participated in the 2021 cookie program

4,051 packages sold by one girl was a new council record

267,276 total packages sold by GSSI Girl Scouts



I'm an Eco Friend with Alcoa

In partnership with Alcoa Foundation, we launched a series of environmental stewardship programs during MY 2021.



840 trees were planted



545 girls completed environmental service projects

642 adults were trained to deliver and support ongoing environmental initiatives

1,530 youth participated in environmental stewardship programs



Camp Programs

6 service unit day camps

3 resident camp sessions at Camp Koch

400 girl campers

Volunteer Support

Through grant funding, **34 COVID-19 cleaning and sanitation kits** were donated to leaders and day camps.

New sample year plans were developed for Daisy, Brownie, and Junior leaders.

Multi-level badge charts were created for leaders, making it easier for them to plan badge activities for different ages in their troop.

GSUSA launched the **Troop Leader Blueprint**, a page on our website with specially adapted badges, Journeys, and activities for virtual and in-person meetings, as well as COVID-19 guidelines and resources.

GIRL SCOUTS WORKS

Girl Scouts prepares girls for a lifetime of leadership, success, and adventure. The Girl Scout Leadership Experience offers engaging, challenging, and fun activities that get girls learning by doing, while they gain important skills in four program pillars: STEM, Outdoors, Life Skills, and Entrepreneurship.



STEM

A brighter future for us all can be a reality, thanks to science, technology, engineering, and math (STEM). When girls participate in focused STEM programs, they become more interested in STEM and careers in technology—including robotics, aerospace, app development, coding, and cybersecurity.

Alums say Girl Scouts laid the foundation for their success. Over 37% developed their passion and interest in STEM through Girl Scouting.¹



Outdoors

Girl Scouts have opportunities to create exciting outdoor adventures and develop a lifelong appreciation for nature and the outdoors. And that's great news—because when Girl Scouts get outside, they thrive physically, emotionally, and intellectually.

84% of Girl Scouts who attended camp say the experience was critical to developing their ability to persevere in the face of challenges.²



Life Skills

Girl Scout badges covering topics like civic engagement, healthy living, and communication help Girl Scouts grow in confidence as they develop vital skills to lead their best life!

Girl Scouts are twice as likely as non-Girl Scouts to be community problem solvers and participate in civic engagement activities.³



Entrepreneurship

Learning to think like an entrepreneur helps Girl Scouts build stronger interpersonal skills and discover how to set and achieve realistic goals in their lives and future careers.

76% of Girl Scouts are interested in starting their own company.⁴

2021 Program Highlights

STEM

- Through a grant from GSUSA, GSSI received a Unistellar eVscope, an advanced telescope that allows for clear viewing even in light-polluted areas. It also pairs with a mobile app to enable users to capture images of the night sky on their phones. We partnered with Evansville Museum for a series of “Star Parties” that allowed girls to view the night sky and learn how to use the telescope. In July, girls and their families also utilized the eVscope to view the skies above Camp Koch at the Reach for the Stars Family Camp.
- In April, more than 80 girls participated in Citizen Science events that taught them how to use observation skills to help scientists from where they live. Read more about this event [here](#).
- In June, GSSI received a grant through LEGO® and GSUSA to allow girls in grades 4-5 exclusive access to the virtual “Girl Scouts Build the Change with the LEGO® Group” event. With hosts LEGO Brickmaster Amy Corbett and LEGO Play Agent David Pallash, girls explored engineering for the environment, completed a hands-on activity from Girl Scouts’ Think Like an Engineer Journey, and learned about LEGO Group’s new “Build the Change” online experience.



Entrepreneurship

- During the 2021 Girl Scout Cookie Program, our Girl Scouts proved innovative, resilient entrepreneurs. Facing the unknowns of the pandemic, girls came up with new and safe ways to reach their goals, setting council records along the way. For the first time in council history, we sold out of all cookies by the end of the program. The top cookie boss, Addy, set a council record by selling an incredible 4,051 packages. Check out the [2021 Cookie Celebrities](#) publication for a complete list of all of our top cookie goal-getters.
- Due to COVID restrictions, we could not deliver Realityapolis, our financial literacy program for middle schoolers, in person. Realityapolis is an interactive game in which participants become adults for the day. They are given a job, salary, and family and are responsible for making financial decisions that work for them. They purchase housing, transportation, insurance, childcare, food, and more. To ensure that we could still provide this valuable experience to students, we mailed 100 packets to middle school students in the Evansville Vanderburgh School Corporation.



2021 Program Highlights

Life Skills

- As part of Girl Scouts' ongoing commitment to Diversity, Equity, and Inclusion, GSUSA launched the new Multicultural Community Celebration patch program. The program includes activities and lessons celebrating Black History Month, Asian Pacific Islander Heritage Month, LGBTQ+ Pride Month, Hispanic Heritage Month, and Native American Heritage Month. By acknowledging our multicultural communities' diversity, heritage, and contributions, Girl Scouts can find new ways to make the world a better place.
- Giving back is integral to the Girl Scout program, and Girl Scouting's Highest Awards give girls the chance to do big things while working on a cause about which they care. In March, we honored our highest award recipients, including 2 Gold Awards, 12 Silver Awards, and 46 Bronze Awards. See a complete list of awardees [here](#).
- In addition to the Highest Awards, Girl Scouts across the council gave back in big and small ways, using their creativity and resources to help others in their communities. Examples include:
 - Troop 561 donated a portion of their cookie proceeds to assist a classmate battling a life-threatening illness with medical expenses.
 - Troop 398 collected 967 pounds of food for the Tri-State Food Bank by hosting a contactless food drive in their neighborhood. The girls sent out requests ahead of time and then canvassed the neighborhood, collecting donated items from front porches.
 - Troop 418 collected and donated over 700 oral hygiene items to the Ozanam Family Shelter in Evansville.

To see more ways troops are giving back, visit our [Facebook page](#) and search "Troop Spotlight."

Outdoors

- For the first time in two years, we hosted in-person summer programming, including two council day programs, three overnight sessions at Camp Koch, and six day camps held by service units around the council.
- Through a two-year grant from Alcoa Foundation, we created the GSSI Tree Pledge, which encourages girls to plant trees to improve the environment in their communities. Through this program, over 840 trees were planted in 2021.
- Through the I'm an Eco Friend with Alcoa Foundation program, over 500 girls took part in environmental take action projects via summer programs, the annual Unleash Strong event, and individual projects by girls and troops. The program also provided \$75 mini-grants to girls and troops to fund environmental take action projects.



Annual Events

Women of Distinction

In partnership with German American Bank, we presented the Women of Distinction Awards on April 9, 2021. The event was held virtually via a live stream on Facebook and YouTube for the second year. Women of Distinction is an annual celebration of successful female leaders from our communities. All proceeds fund the Girl Scout Leadership Program, which helps Girl Scouts grow into the female leaders of tomorrow.

2021 Honorees:

- Woman of Distinction: Lori Sutton
- Rising Star: Ely Sena-Martin
- Advancing Women Company: Deaconess Health System
- Mistress of Ceremonies: Aaliyah, 4th grade Girl Scout



Tough Cookie Mud Run

In August, seventy-one competitors joined us for the Tough Cookie Mud Run at Camp Koch. Participants tackled hills, mud, climbing walls, an ice bath, and even jumped over fire to complete the 5k challenge. Proceeds from the race supported Camp Koch and other council outdoor programs.



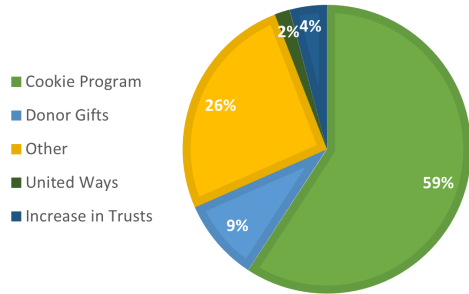
Unleash Strong

In partnership with Alcoa Foundation, we presented our fall event, Unleash Strong: I'm an Eco Friend with Alcoa, at the Evansville National Guard Armory in September. The event was open to all girls in grades K-12 and their families and featured various hands-on STEM and environmental activities from local community partners. Stations included virtual reality, creating an electronic circuit to make light-up robot art, an archaeological dig with Beau the T-Rex and friends, home electricity and basic carpentry skills, and more. Girls also climbed a rock wall, enjoyed a demonstration from the Evansville Police Department K-9 team, had their faces painted, and enjoyed food from local food trucks.

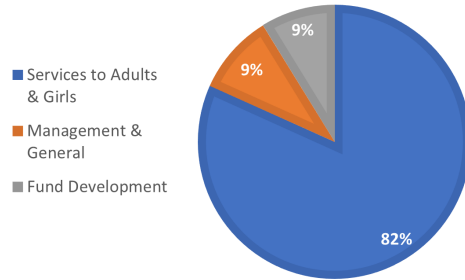


Stewardship Report

2021 INCOME



2021 EXPENDITURES



2021 Income

| | |
|--------------------------------------------------------|--------------------|
| Cookie Program..... | \$883,683 |
| Donor Gifts..... | \$137,556 |
| Other (interest, fees, grants, sales of supplies)..... | \$384,569 |
| United Way (allocations and designations)..... | \$25,096 |
| Increase in Trusts..... | \$62,111 |
| Total..... | \$1,493,015 |

2021 Expenditures

| | |
|--------------------------------------------------------|--------------------|
| Service to Girls and Adults..... | \$905,489 |
| Management & General..... | \$105,171 |
| Fund Development..... | \$97,295 |
| Total..... | \$1,107,955 |
| Financial Assistance to Girls (scouterships, etc)..... | \$64,964 |
| Cookie Dough..... | \$1,855 |
| Total..... | \$66,819 |

Outreach Programs

In 2021, GSSI's outreach program served 925 girls in under-served communities, providing direct access to the Girl Scout Leadership Experience. Program sites included Title I schools in the Evansville Vanderburgh School Corporation.

Outreach Sponsors:

- Evansville Vanderburgh School Corporation
- Toyota
- United Way of Southwestern Indiana
- YMCA of Southwestern Indiana

Scouterships

The Scoutership Program provides financial Assistance for membership, uniforms, program curriculum, and more. Thanks to generous individual, corporate, and grant-funding, we were able to provide \$64,964 in financial assistance to 2,173 girls and 28 adults in need throughout the eleven counties we serve.

Scoutership Sponsors:

- The McKinney Fund
- The Duncan Trust
- United Way of Daviess County
- United Way of Gibson County
- United Way of Knox County
- United Way of Pike County

Donors, Sponsors & Partners

Juliette Gordon Low Society Members

Erik & Eva Anderson, *Girl Scout
Movement-wide Challenge Planned Gift*

Dianne Belk & Lawrence Calder, *Girl Scout
Movement-wide Challenge Planned Gift*

Bruce & Carol Baker

Kelly Birkhead

Dr. Marie Bussing

W.C. Bussing, III

Nancy Byrd

Janice Davies

Donna Decker

Nancy Habig

Susan C. Huck

Suzanne Hunter

Sharon Gilen

Susan M. Longest

Cassie Major

Valerie McKinney

Barb Jones Moore

Karen Selby

Aimee Stachura

Strategic Partners

Alcoa Warrick Operations *Environmental Stewardship*

Community Foundation Alliance of Knox County *COVID Readiness Leader Kits*

Community Foundation Alliance of Posey County *COVID Readiness Leader Kits*

Evansville Vanderburgh School Corporation *Afterschool Programming*

Girl Scouts of the USA *Destinations*

Indiana Members Credit Union *Financial Literacy Programming*

Lilly Endowment Inc. *GSLE Program Subscriptions*

Substance Abuse Council *Anti-bullying Programming*

United Way of Daviess County *Financial Assistance*

United Way of Gibson County *Financial Assistance*

United Way of Knox County *Financial Assistance*

United Way of Pike County *Financial Assistance*

United Way of Southwestern Indiana *Afterschool Programming*

YMCA of Southwestern Indiana *Afterschool Programming*



Donors, Sponsors & Partners

Women of Distinction Sponsors

German American Bank
The Women's Hospital
Deaconess Health System
Berry Global
Oakland City University
D-Patrick, Inc.
Shoe Carnival
Schultheis Insurance
Jan Davies
Old National Bancorp

Harding, Shymanski, & Company
Kemper CPA Group
Kahn, Dees, Donovan, and Kahn
Acclaim Graphics, Inc.



Tough Cookie Mud Run Sponsors

Acclaim Graphics, Inc.
Circle S. Marts
Waupaca Foundry
Hayden Vision American Eye Institute
Kathleen Church
Fischer Furniture & Appliance
John & Sara Stachura

Unleash Strong Sponsors

Alcoa
Lark Ranch
Toyota
Media Mix
Acclaim Graphics
Stifel Ruder Investment Group
Ken & Suzanne Hunter



The Girl Scout Promise

On my honor, I will try:
To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

The Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.

Mission

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


girl scouts
of southwest
indiana

5000 E Virginia St
Evansville, IN 47715
girlscouts-gssi.org

