

# Girl Scouts of Southwest Indiana 2022 Annual & Stewardship Report



## A Message from Girl Scouts of Southwest Indiana's Leadership

In our 110th year of Girl Scouting, we are commemorating more than just an anniversary; we are celebrating 110 years of building the innovators and leaders of the future. So, this year we proudly present our annual report as a testament to the impact of Girl Scouts across southwest Indiana. Join us as we celebrate the accomplishments of our amazing girls, volunteers, and supporters, which reminds us why Girl Scouts remains the nation's preeminent leadership development program for girls.

Girl Scouts of Southwest Indiana is an inclusive network of nearly 5,000 girls and volunteers across generations, ethnicities, and backgrounds united by shared values and actions. We work daily to provide opportunities for every girl to practice bravery, have pride in herself, and feel a sense of belonging to a community.

Throughout 2022, we used our resources and expertise to continuously create programs that make a difference in girls' lives. We offered a variety of experiences through hundreds of activities that allowed girls to practice leadership in STEM, the outdoors, life skills, and entrepreneurship. Our Girl Scouts not only participated but took the lead in a range of activities – from financial literacy, camping, coding, robotics, archery, climbing, community service, and beyond!

We continued to champion our girls as they raised their voices on issues important to them, whether they pursued the esteemed Girl Scout Gold Award or took action to address climate change, social justice, or mental wellness. Along the way, Girl Scouts developed self-confidence, resilience, and decision-making skills to support them as they pursue their life's ambitions.

Thank you for being part of our Girl Scout community. Girl Scouts' mission remains steadfast: we build girls of courage, confidence, and character who make the world a better place. We can't wait to see how Girl Scouts will make the world a better place in 2023!

Amy Chan Hilton, *Board Chair*  
Aimee Stachura, *CEO*



### Board of Directors

#### **OFFICERS**

**Amy Chan Hilton**

*Chair*

**Kelly Birkhead**

*1st Vice Chair*

**Danyelle Granger**

*2nd Vice Chair*

**Donna Herum**

*Secretary*

**James Loveless**

*Treasurer*

#### **MEMBERS AT LARGE**

Rebecca Brady

Sheri Brown

Suzanne Hunter

Kimberly Johnson

Susan Longest

Rachel Mayes

Mark McAnulty

Lori Sutton

#### **COUNCIL LEADERSHIP**

**Aimee Stachura**

*Chief Executive Officer*

**Jessica Cottone**

*Chief Operations Officer*



# Celebrating 110 Years of Changing the World

For 110 years, Girl Scouts have been breaking down barriers, climbing mountains, solving problems, helping others, running their own cookie businesses, making lifelong friendships, and so much more.

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## Who we are:

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

# 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.

**Over 37% of Girl Scout alum say they developed their passion and interest in STEM through Girl Scouting.<sup>1</sup>**



## 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.<sup>2</sup>**



## 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!

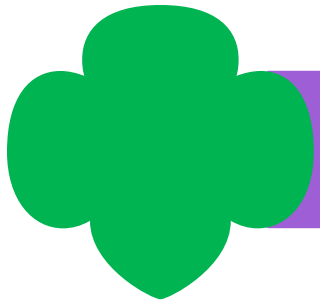
**Girl Scouts are twice as likely as non-Girl Scouts to be community problem solvers and participate in civic engagement activities.<sup>3</sup>**



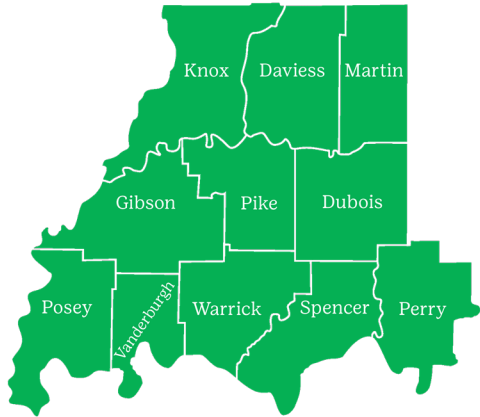
## Entrepreneurship

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.<sup>4</sup>**



# Our Impact



**Total Members: 4,927**

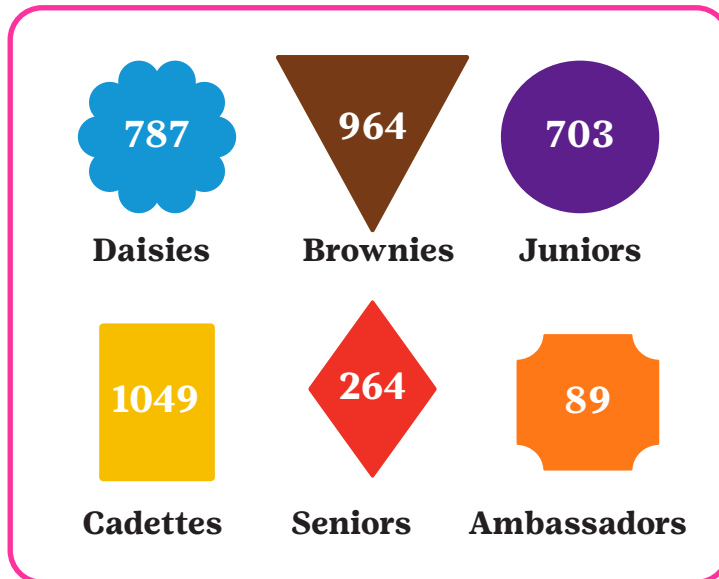
Girls: 3,856 Adults: 1,071

## MEMBERSHIP BY COUNTY

Daviess: 88	Pike: 92
Dubois: 534	Posey: 210
Gibson: 252	Spencer: 152
Knox: 200	Vanderburgh: 2,386
Martin: 45	Warrick: 731
Perry: 237	



**Girls served through enrichment programs**



## Staff Growth

As we emerged from the pandemic and in-person recruiting, meetings, and activities returned, our staffing needs began to change. We took this opportunity to grow our team and evolve some roles to serve our members better.

**Our program team grew with a new** Girl Experience Specialist and an Outdoor Experience Specialist. The Girl Experience Specialist focuses on building relationships with community partners for program opportunities, supports girls seeking their Highest Awards, and plans council events, including the annual fall event. The Outdoor Experience Specialist focuses on growing outdoor program offerings for girls, including camps, environmental stewardship events, and community partner programming.

**Our new Director of Membership** role works directly with Troop Support, Recruiting, and Outreach staff to maintain and grow membership. In 2022, the membership team also added two new Recruiting Specialists.

# 2022 Highlights



## CEO for the Day

As recognition for her achievement as the Top Cookie Boss in 2022, Addy Burge spent a day shadowing council staff and leadership to learn more about the day-to-day operations of running a business. (This was Addy's second year as the top cookie boss, and she sold 3,319 packages!)



## Billboard Design Contest

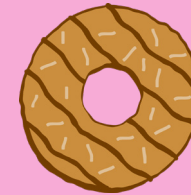
For the first time, we put girls in charge of designing one of our cookie season billboards! Troop 319's winning design was on displayed on US 41 & St. George Rd in Evansville for two months. *(Pictured is a mock-up of the winning design.)*



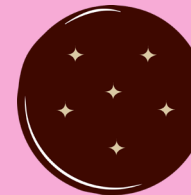
## Realityapolis

Our financial literacy program for middle and high school students returned to in-person events after a two-year hiatus. Run by GSSI staff and community partner volunteers, the events were held at Thompkins, Cedar Hall, Washington, and Plaza Park in Evansville. Thank you to Altrusa International, Old National Bancorp, and Indiana Members Credit Union for your financial support of this program!

## 2022 Cookie Program Facts & Figures



**277,056**  
total packages sold



**225**  
average quantity of packages sold per girl



**696**  
packages donated through Cookie Share

# 2022 Highlights

## Camp Programs

Camp Koch came alive with the voices, songs, and laughter of girls this summer as we welcomed campers back for a variety of new programs. Sessions included fall and spring troop camporees, two overnight sessions and a high adventure excursion for Cadettes, Seniors, and Ambassadors, and a weekend overnight for Brownies and up. The high-adventure session included a stay at Girl Scouts of Kentuckiana's Camp STEM, hiking at Hemlock Cliffs in the Hoosier National Forest, and a Deep Darkness caving program at Indiana Caverns.

### 2022 Camps by the Numbers



6 sessions at Camp Koch



1 High-Adventure Trip



6 Service Unit Day Camps



449 girls and 167 adults participated



## Celebrating 80 Years at Camp Koch

Since opening to campers in 1942, Camp Henry F. Koch has served as a wooded, hilly, and beautiful outdoor summer haven for Girl Scouts. Here, generations of girls have made lifelong friends, tried new adventures, sang silly songs, climbed hills, and, perhaps most importantly, made memories to last a lifetime. To honor the legacy of this special place, we celebrated Camp Koch's 80th Anniversary with a limited-edition commemorative patch, an 80th-anniversary photo book, and a camp staff reunion held over Labor Day weekend at camp. At the reunion, we also had a groundbreaking ceremony for our new Trailblazer Campsite with Camp Director Crista Owens, Camp Ranger Frank Spangler, former Camp Ranger Jim Efinger, and CEO Aimee Stachura. (Read more about Trailblazer on page 11). All proceeds raised as part of the anniversary celebration will ensure Camp Koch continues to serve campers for years to come!



# 2022 Highlights

## Community Enrichment Programs

In 2022, we served 1,529 girls through our community enrichment programs, including after-school, middle school, high school, and summer programming with community partners Alcoa Foundation, CenterPoint Energy, EVSC, Substance Abuse Council, Toyota, United Way of Southwestern Indiana, and the YMCA of Southwestern Indiana. These staff-led programs provide girls living in low-to-moderate income neighborhoods an opportunity to participate in Girl Scouting – a chance they might not otherwise have due to limited access to volunteer and financial resources. Programming focuses on STEM, environmental stewardship, financial literacy, mental wellness, and Girl Scout traditions.



## Environmental Stewardship Programs: I'm an Eco Friend with Alcoa

In 2020, we began a two-year environmental stewardship initiative courtesy of \$40,000 in grant funding from Alcoa Foundation. Through the I'm an Eco Friend with Alcoa Foundation program, girls participated in environmental take action projects, outdoor programs, the annual Unleash Strong event, and a tree-planting pledge. The program also provided \$75 mini-grants to girls and troops to fund environmental take action projects.



**In 2022:**

**1,360** trees were planted

**330** girls completed environmental service projects

**497** adults were trained to deliver and support ongoing environmental initiatives

**2,104** youth participated in environmental stewardship programs





# 2022 Highlights

## Highest Awards

Giving back is integral to the Girl Scout program, and Girl Scouting's Highest Awards allow girls to do big things while working on a cause they care about. We honored our girl award recipients in May at the Highest Awards Ceremony held at First Christian Church in Evansville. At the ceremony, we also awarded \$7,000 in scholarships to our graduating Gold Award Girl Scouts, courtesy of the Bettye A. Statham Scholarship, Donna Decker Gold Award Scholarship, and GSUSA.

### GSSI Girl Scouts Earned



Gold Awards



Silver Awards



Bronze Awards

## Troops Making the World a Better Place Together

Our Girl Scouts find ways to give back to their communities all year. Whether it's donating supplies to the local humane society (Troop 212), planting flowers in their community (Troop 440), placing wreaths on Veterans' graves (Troop 484), or other acts of service and kindness, we are proud of everything GSSI Girl Scouts do for our communities.

To see even more of our girls' work, visit our Facebook page and search "Troop Spotlight."

### Troop 398

Through a door-to-door hygiene and food drive in an Evansville subdivision, Troop 398 collected roughly 30 bags of items such as soap, shampoo, lotion, toothpaste, and feminine items. They also got about 5 bags of grocery items. The troop divided the donations between Aurora and the Ivy Tech pantry.



### Troop 411

After a troop member's grandmother, Karen, passed away, the girls honored her by finishing the service project she had started. They collected the 60 blankets she had crocheted for local nursing home residents, wrapped them, attached cards in Karen's memory, and delivered them as Christmas gifts to a local nursing home.



# 2022 Highlights

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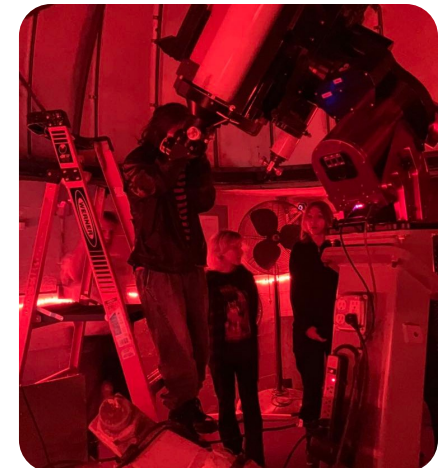
## Unleash Strong: I'm an Eco Friend with Alcoa

In September, we held our fall event, Unleash Strong: I'm an Eco Friend with Alcoa, at YMCA Camp Carson in Princeton, Indiana. The event featured outdoor activities and programs from community partners. Camp Carson activities included canoing, archery and BB guns, a low-ropes team building course, and a 50-foot Alpine Climbing Tower. Other programs included self-defense lessons, a meet and greet with local service dogs, a STEM station with Toyota, Leave No Trace, dinosaurs, and more. Over 240 girls and 150 adults enjoyed the day outdoors.



## Introducing GSSI's New Astronomy Club

With GSSI volunteer and NASA/JPL Ambassador Mandy Scurry and co-leader Stacy Blankenbueler, we introduced our new council Astronomy Club for grades 6-12 in the spring. In 2022, the girls chose to study topics like constellations and black holes, and they helped at the James Webb Space Telescope "First Look" event at EVPL Central Library in July. In 2023, the club has planned several activities, including a trip to the Women in Space Conference at the Space Museum in Bonne Terre, Missouri. We want to thank the Evansville Astronautical Society (Specifically VP Scott Connor) for telescope viewing at our meetings and for using their observatory in Lynnville.



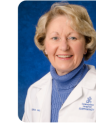
# 2022 Highlights

## Women of Distinction

The annual Women of Distinction Awards ceremony was held on April 8, 2022, at Bally's Evansville. In addition to the awards, the event also included a women's leadership panel, which featured a discussion about the distinct challenges women can face as leaders in business today.

### 2022 Honorees:

- Woman of Distinction: Dr. Gina Huhnke
- Rising Star: Jacqueline Keneipp Barnette
- Advancing Women Company: CenterPoint Energy
- Mistress of Ceremonies: Lori Sutton
- Women's Leadership Panel: Jan Davies, Roseyn Hood, Melissa Morehead Moore, Sherry Shen



**Woman of Distinction**  
Dr. Gina Huhnke  
*Deaconess Health System*



**Rising Star**  
Jacqueline Keneipp Barnette  
*Evansville Vanderburgh School Corporation*



**Advancing Women Company**  
CenterPoint Energy



**Mistress of Ceremonies**  
Lori Sutton  
*Alcoa*

## The Trailblazer CAMPAIGN

The Trailblazer CAMPAIGN goal is to raise \$50,000 by 2023 to renovate the shelter house, create a fire pit, and build four furnished cabins at the Trailblazer campsite at Camp Koch. In 2022, we broke ground on the site, and the construction of one cabin began.

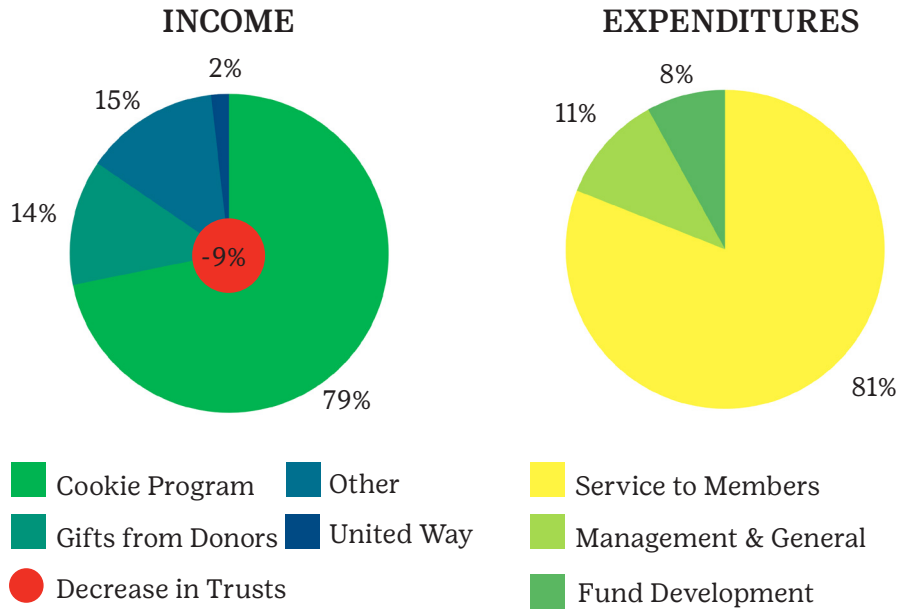


### Our Progress in 2022

- Goal: \$50,000
- Raised: \$36,800
- Amount to goal: \$13,200



# 2022 Stewardship Report



## 2022 Income

Cookie Program.....	\$881,920
Donor Gifts.....	\$156,376
Other (interest, fees, grants, sales of supplies).....	\$164,304
United Way (allocations and designations).....	\$20,240
Decrease in Trusts.....	-\$104,132
<b>Total.....</b>	<b>\$1,118,708</b>

## 2022 Expenditures

Service to Girls and Adults.....	\$1,012,997
Management & General.....	\$132,958
Fund Development.....	\$98,140
<b>Total.....</b>	<b>\$1,244,095</b>

Financial Assistance to Girls (scouterships, etc).....	\$51,789
Cookie Dough.....	\$1,170
<b>Total.....</b>	<b>\$52,959</b>

## Outreach Programs

In 2022, GSSI's outreach program served 1529 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:

- Alcoa Foundation
- CenterPoint Energy
- Evansville Vanderburgh School Corporation
- Substance Abuse Council
- Toyota Indiana
- 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 provided \$51,789 in financial assistance to 2,702 girls and 24 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 Perry County

# Donors, Sponsors, and 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  
Susan M. Longest  
Cassie Major  
Valerie McKinney  
Karen Selby  
Aimee Stachura

## Strategic Partners

Alcoa Warrick Operations, Environmental Stewardship  
Altrusa International, Financial Literacy Programming  
CenterPoint Energy, Afterschool Programming  
Evansville Vanderburgh School Corporation, Afterschool Programming  
Indiana Members Federal Credit Union, Financial Literacy Programming  
Old National Bancorp, Financial Literacy Programming  
Toyota, Community Enrichment  
United Way of Daviess County, Financial Assistance  
United Way of Gibson County, Financial Assistance  
United Way of Knox County, Financial Assistance  
United Way of Perry County, Financial Assistance  
United Way of Southwestern Indiana, Afterschool Programming  
YMCA of Southwestern Indiana, Afterschool Programming

## Unleash Strong Sponsors

Alcoa Foundation  
Toyota  
John & Sara Stachura  
Acclaim Graphics, Inc.

## Women of Distinction Sponsors

The Women's Hospital  
Deaconess Health System  
German American Bank  
Kaiser Aluminum Warrick  
D-Patrick, Inc.  
Berry Global  
CenterPoint Energy  
Kahn, Dees, Donovan, and Kahn  
Acclaim Graphics, Inc.  
Hafer  
Schultheis Insurance  
Shoe Carnival, Inc.  
Kemper CPA Group, LLP  
Old National Bancorp  
University of Southern Indiana  
Harding, Shymanski, & Company  
Atlas  
EVSC Foundation



## 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

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