

girl scouts



Join Us on a Bold Adventure To Change the World for Girls

As the nation's leading girl-serving organization, Girl Scouts advocates for girls and strives to provide them with a well-rounded experience that combines critical life-skill development with activities that support academic success, all mixed together with their favorite part—tons of fun and friendship!

At Girl Scouts, girls can be themselves while discovering what they love to do. Here girls will always be safe, encouraged, and nurtured so that they blossom into the awesome young women they were always meant to be. Together, Girl Scouts, educators, and parents can help set girls up for ultimate success and happiness. And remember, when girls succeed, we all do.



CORRELATIONS TO THE SEARCH INSTITUTE'S 40 DEVELOPMENTAL ASSETS

With us, learning is so much fun she won't even know it's happening. And with 126 direct and indirect links to the Search Institute's 40 developmental assets, the Girl Scout Leadership

Experience (GSLE) provides powerful benefits that can directly complement all of the great work you're already doing in your school every day.

Direct links between our program and the Search Institute's 40 developmental assets include compelling connections to internal assets ("personal qualities" young

people need in order to thrive and avoid negative risks) like positive values, social competencies, positive identity, and more. Indirect links include connections to internal assets around commitment to learning and empowerment—oh, what a girl can do!

[Access the Full Report](#) (PDF)

DID YOU KNOW?

FACT Girl Scout alumnae display positive life outcomes related to sense of self, volunteerism and community work, civic engagement, education, and income/socio-economic status to a greater degree than women who were not Girl Scouts.

SOURCE: *Girl Scouting Works: The Alumnae Impact Study* (2012)



FACT Girl Scouts are more likely to consider themselves leaders compared to their peers: 64 percent of Girl Scouts consider themselves leaders compared to 44 percent of a national sample of girls and 52 percent of boys.

SOURCE: Girl Scout Research Institute (GSRI) Ban Bossy Youth Poll (2014)

FACT Feeling empowered to take action is difficult for girls, but going through the Girl Scout Leadership Experience can lead to significant growth in girls' leadership skills.

SOURCE: Service Learning Capacity Building Grant: 2009–2011; *More Than S'mores: Successes and Surprises in Girl Scouts' Outdoor Program* (2014)



CORRELATIONS TO LEARNING STANDARDS

Additionally, all Girl Scout badges and Journeys are correlated by grade level to state (and national) curriculum standards, including Common Core Standards.

This translates into a seamless partnership with robust potential

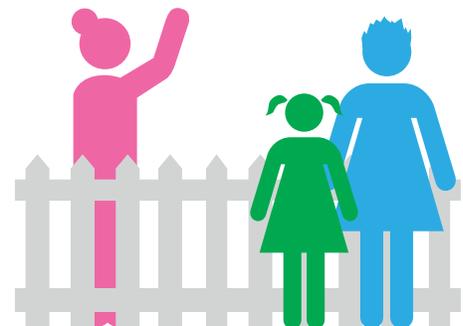
to boost academic success and help build girls of courage, confidence, and character, who will undoubtedly go out and make the world a better place.

Make the connection. [Search](#) for a badge or Journey along with a grade level and your state (or national) standard to see the correlation.

WHAT PARENTS SAY ABOUT GIRL SCOUTS

When parents are asked to describe the benefits of Girl Scouts using one word, the top responses are:

1. Friendships
2. Confidence
3. Fun
4. Community
5. Leadership



**GIRL SCOUT PROGRAM BASICS:
DISCOVER + CONNECT + TAKE ACTION = LEADERSHIP**

Through our Discover, Connect, Take Action framework, girls learn to be aware of their surroundings and scan their world for things they want to change, work together to plan that change, and take action to make it happen, becoming strong, confident leaders along the way.



DID YOU KNOW?

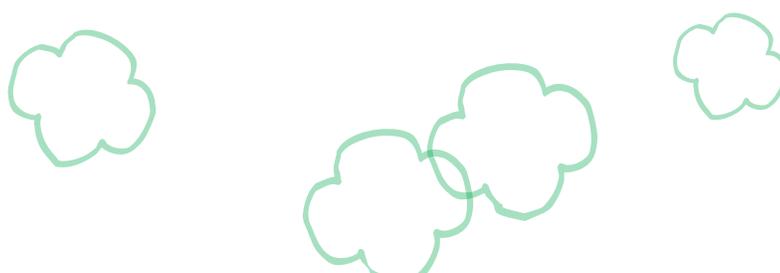


FACT Learning the “5 Skills” delivered by the Girl Scout Cookie Program (goal setting, decision making, money management, people skills, and business ethics) has a positive impact on girls’ lives: girls who develop them are more likely than those who don’t to report that, while selling cookies, they learn new things that will help them in school and other areas of their lives (93 percent vs. 63 percent, respectively).

SOURCE: *The Girl Scout Cookie Program: Teaching Essential Skills for a Lifetime* (2012)

FACT The Girl Scout Leadership Experience helps girls learn not to avoid things that are hard for them, and this makes them better students.

SOURCE: *Linking Leadership to Academic Success: The Girl Scout Difference* (2012)





CRITICAL THINKING + SOCIAL SKILLS = A POWERFUL COMBINATION

At Girl Scouts, girls learn to think critically about issues and solve problems together. We encourage teamwork and collaboration as much as we encourage independence and self-discovery. Here, she learns to believe in herself and count on her community for support. She learns to work as part of a team, bring people with varying perspectives together to devise solutions, and respect and appreciate the viewpoints of others as much as she does her own.

BULLYING PREVENTION AND FRIENDSHIP

Teaching girls how to prevent bullying behavior and providing them with a safe space for self-expression is critical in today's increasingly complex social landscape. That's why, at Girl Scouts, we focus so much on community, on appreciating everyone's unique value, and on supporting one another through obstacles and conflict. We teach girls about relational aggression and about how best to develop and maintain healthy relationships and trusting friendships. Girl Scouts gives girls the tools they need to rise above bullying and champion everyone's right to live free of it.

VOLUNTEER DRIVEN, GIRL LED

Girl Scouts is made possible every day by a dedicated network of passionate volunteers who support and guide girls as they each walk their own special journey to awesomeness. Volunteering with Girl Scouts is also a great way to engage parents and encourage more parent involvement at your school.

SO MUCH LEARNING. SO MUCH FUN.

There's so much she can do and explore with Girl Scouts. The skills she acquires with us will bolster her career and college readiness, help launch her into a lifetime of success, and leave her with countless wonderful memories.

Digital Cookie

By participating in Digital Cookie, a revolutionary extension of the iconic Girl Scout Cookie Program, girls learn how to be social entrepreneurs in today's digital world. With Digital Cookie, she can sell cookies online, learn how to manage customers, gain important email marketing skills, and play games and access cool learning activities, all while learning how to be safe online and so much more.

STEM

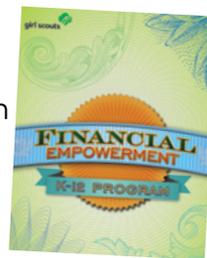
Contrary to popular belief, girls are very much interested in science, technology, engineering, and math (STEM), and we're here to help her explore these subjects and find her passion! At Girl Scouts, we encourage girls to engage in STEM activities both inside and outside the classroom, and empower them to know and believe careers in STEM fields are absolutely within their reach. Find out more by checking out our research study, [Generation STEM: What Girls Say About Science, Technology, Engineering, and Math](#) (PDF).



Financial Literacy

Girl Scouts helps girls become financially savvy and empowered leaders through five key K-12 programmatic components:

1. The Girl Scout Cookie Program, through which girls "learn while they earn"
2. The Girl Scout Cookie business curriculum, which expands and strengthens their business skills
3. The Girl Scout financial literacy curriculum, which helps them build money savvy
4. The Girl Scout entrepreneurship program, which develops their innovative thinking
5. Online learning for girls, which seeks to inspire and engage girls in the digital space



Learn more about [Financial Empowerment](#) (PDF) at Girl Scouts.

IT'S ALL IN THE NUMBERS

97 percent of parents say

Girl Scouts has been a positive activity for their daughter.



96 percent of girls have tried

at least one new thing in Girl Scouts.



90 percent of parents say

that because of Girl Scouts, their daughter is more confident.



74 percent of parents say

that because of Girl Scouts, their daughter has gained entrepreneurial business skills.

GIRL SCOUTS: FUN FACTS AND FIGURES

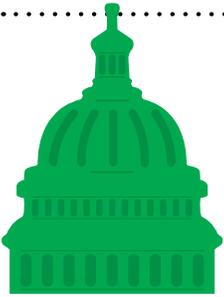
Girl Scouts is the largest leadership organization for girls in the world, with

2.8 MILLION girl and adult members.



More than 59 MILLION American women

participated in Girl Scouts during childhood.



Girl Scout alumnae in the world of public service include former Secretary of State Hillary Clinton, former Secretary of State Madeleine Albright, former Secretary of State Condoleezza Rice, and retired Supreme Court Justice Sandra Day O'Connor.



Successful businesswomen who are Girl Scout alumnae include Susan Wojcicki, CEO of YouTube, and Virginia Rometty, CEO of IBM.



The Girl Scout Cookie Program is the largest girl-led business in the world, with Girl Scouts selling about

200 million boxes of cookies

—nearly \$800 million worth—during each cookie season.

Digital Cookie

is the first national digital platform in the history of the iconic Girl Scout Cookie Program. This revolutionary enhancement adds a digital layer that expands and strengthens the ways girls learn new skills like online marketing, app usage, and ecommerce.

FAMOUS Girl Scout alumnae include:

Taylor Swift

Mariah Carey

Gwyneth Paltrow

Katie Couric

Serena and Venus Williams

Plus, virtually every female astronaut who has flown in space is a Girl Scout alumna!



Girl Scouts helps girls get outdoors!



97 percent of girls

surveyed in a study of nearly 3,000 fourth- to eighth-grade Girl Scouts said they have done at least one outdoor activity in Girl Scouts during the last year—40 percent did so every single month.

74 percent of girls

surveyed said they couldn't have done awesome things like archery, horseback riding, or canoeing/kayaking without Girl Scouts.

29 percent of girls

said they had overcome a fear of the outdoors through their outdoor experiences in Girl Scouts—so cool!