Girl Scouts of Greater Atlanta is the largest youth serving nonprofit organization serving 43,000 girls and 17,000 adult volunteers. We surveyed a cross section of girls to measure the impact Girl Scouts has on their lives.

The results were impressive...

All because of the Girl Scout Leadership Experience.

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.
The Girl Scout Leadership Experience encourages girls to **DISCOVER** their strengths, **CONNECT** with others and **TAKE ACTION** to make the world a better place. Guided by supportive adults and peers, Girl Scouts engage in age-appropriate activities that are girl-led, cooperative and hands-on. Through their experiences, they become girls of courage, confidence and character.

**DISCOVER**
- 92% develop a strong sense of self
- 95% seek challenging opportunities in the world
- 88% gain skills for healthy living

**CONNECT**
- 93% develop healthy and meaningful relationships
- 91% learn cooperation and team building skills
- 90% can resolve conflicts

**TAKE ACTION**
- 92% are resourceful problem solvers
- 86% can identify community needs
- 72% of troop leaders say their girls can create an action plan to accomplish a goal

“I love archery and canoeing. I would not have tried those things anywhere else. I felt pretty brave!”

“Being in Girl Scouts has been like being part of a large family where we help each other and other people.”

“I really enjoy that my troop can make our own decisions that will benefit us and our community together.”
Preventing for a Strong Future

Girl Scouts of all ages have fun, make new friends, and try new things, developing lifelong values and skills that prepare them for success in college, career and life. The Girl Scout Research Institute has found that Girl Scout activities help girls develop confidence and leadership skills which help them do well in school and set them on the path to being contributing citizens in our communities. In addition to badges and troop activities which cross a broad spectrum of interests, girls participate in innovative programming in a number of focus areas:

- **STEM** - Science, Technology, Engineering & Math
- **Financial Literacy**
- **Outdoor Experiences**

Transforming Her World, Unleashing Her Potential

In Greater Atlanta, Girl Scouts contributed 500,000 hours of service to their communities this year!

Sarah Schurr earned the Gold Award, Girl Scouting’s highest award, with a project focused on increasing communication with elderly patients who are socially detached because of dementia or Alzheimer’s. She worked with community groups to develop “talk to me” kits containing items to use as conversation starters to encourage patients to socially engage. She offered workshops at Northside Hospital and nursing homes to train staff on how to use the kits and developed an informational booklet and website to raise awareness about elder care issues. Sarah is just one example of the impact Girl Scouting is having in our community!
Opportunities for Girls in Underserved Communities

More than 8,000 girls from low-income areas, including 1,765 Hispanic girls, had opportunities to discover, connect and take action through Girl Scouts.

Girls learn:

Skills

Goal Setting
Decision Making
Money Management
People Skills
Business Ethics

Girls learn:

81% of troop cookie managers report their girls learned people skills interacting with their customers.

89% say girls learned about business ethics and demonstrated honesty and responsibility.

72% say girls gained experience with goal setting and decision making.

72% report girls used math skills in managing their cookie business.

When a girl puts her mind and energy into something, she can overcome any challenge.

She can be anything and do anything!

Carla and Ana would never tell you that they did not speak English. During the first troop meetings, they looked at their troop leader in silence when she spoke. When she learned they had just arrived from Guatemala, she slowed her pace to ensure they could follow along and she made them feel comfortable. She also told the entire troop that she could speak Spanish, so they could feel free to communicate in their native language if they’d like to. Having a bilingual troop mentor really helped Carla and Ana feel safe and valued, knowing they had someone they could relate to and trust.

The Girl Scout program has given these girls the confidence to express themselves without feeling ashamed or scared because of the language barrier.

Smart Cookies Change the World

Selling Girl Scout cookies builds a lifetime of skills and confidence.

Girl Scouts invested more than $400,000 in 2015 to provide Girl Scouting to girls like Carla and Ana.