



2019  
Girl Scouts of  
Greater Atlanta  
Impact Report

# Girl Scout Leadership Experience

Our Girl Scout Leadership Experience is a one-of-a-kind leadership development program built with time-tested methods and research-backed programming. Guided by supportive adults and peers, Girl Scouts engage in girl-led, cooperative, and hands-on activities that make a positive impact on girls and their community.

Girl Scouts is proven to help girls thrive in **five key ways** as they:



Develop a strong sense of self



Display positive values



Seek challenges & learn from setbacks



Identify & solve problems in the community



Form & maintain healthy relationships

DID YOU KNOW?

Girl Scouts fuels the female leadership pipeline.



**50%**  
OF FEMALE  
BUSINESS LEADERS



**76%**  
OF FEMALE  
U.S. SENATORS



**80%**  
OF FEMALE  
TECH LEADERS



**90%**  
OF FEMALE  
Astronauts

...WERE GIRL SCOUTS.

Girl Scouts takes the potential of girls and combines it with robust skill-building programming for all age levels that is centered around **4 core areas**, all designed to meet her where she is now and to grow along with her.



## STEM

Computer science, engineering, robotics, outdoor STEM, & more



## Life Skills

Civic engagement, healthy living, global citizenship, communication skills



## Outdoors

Adventure & skill building through camping experiences, from the backyard to the backcountry



## Entrepreneurship

The Girl Scout Cookie Program—the largest girl-led business in the world teaches *goal setting, decision making, money management, business ethics & people skills*

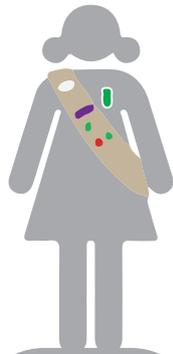
# Awards & Volunteer Hours

One out of four of our girls in 2019 showed that they are civic-minded leaders by completing Take Action projects. For these projects and the Girl Scouts Gold, Silver, or Bronze Awards, girls identify community needs, think critically to solve problems, advocate for themselves and others, and feel empowered to make a difference.

Girl Scouts are bold, brave, and ready to make their mark!



**117**  
Gold  
Awardees



**553**  
Silver  
Awardees



**856**  
Bronze  
Awardees

Our Girl Scouts are recognized globally, being awarded top honors outside of the Girl Scout organization as well as college scholarships.

## Meet Augusta



Augusta is a **Gold Award** Scholarship awardee who saw a problem in her community and worked hard to make a change. She established and maintained multiple Care Closets filled with necessities like healthy food, hygiene products, and school supplies to end food insecurity among students. Augusta also ensured that the closets remained sustainable by raising \$7,000 to keep them going. Augusta knew that providing this stability for students would allow them to focus on their academics and improve their futures.

She raised almost **\$7,000** for the Lakeside Care Closet

## Volunteer Hours

Service is critical to the Girl Scout experience. In 2019, 28,025 girls and 10,055 adult members invested their time doing some form of community service through the Girl Scouts.



**A Total Value of \$13,576,746**

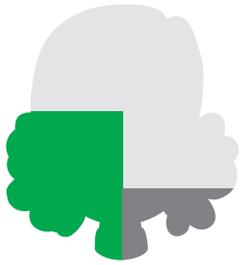
\*Estimated value of volunteer time for 2019 is \$25.43 per hour, according to Independent Sector, a coalition of charities, foundations, corporations, and individuals that publishes research important to the nonprofit sector.

# Girl Scouts vs. Non-Girl Scouts

## the FACTS

Girl Scouts of Greater Atlanta made a significant impact on our girls and community in 2019 by offering the best leadership development experience to build girls of courage, confidence, and character who make the world a better place. Here is what we found out about our girls compared to their national non-Girl Scout peers.

**2019** ■ Girl Scouts of Greater Atlanta ■ Non-Girl Scouts Nationally



Girls exhibited strong community problem-solving skills (57% vs. 28%)



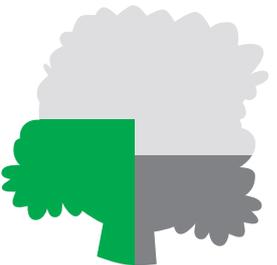
Girls developed a strong sense of self (86% vs. 68%)



Girls developed strong positive values (75% vs. 59%)



Girls are proactive challenge seekers and learn from setbacks (63% vs. 42%)



Girls developed and maintained healthy relationships (60% vs. 43%)

## What Our Girl Scouts Think: Leadership Experiences, Learning & Fun!

### High Academic Achievement

**73%** feel Girl Scouts has a positive impact on their school lives

**96%** of Girl Scouts said they are hard workers in school

### Leadership Experiences

**70%** feel Girl Scouts give them opportunities to do things that they cannot do in other places

**75%** said Girl Scouts helped them be leaders in activities

**88%** feel they can make a difference in the world at Girl Scouts

### Learning & Fun

**86%** said they said they learned new things in Girl Scouts

**92%** said they are excited about the things they get to do in Girl Scouts

## Greater Atlanta Impact:

### STEM

Science, Technology, Engineering & Math

**22,635** girls participated in STEM activities through Girl Scouts.

### Financial Assistance

**14,321** girls received financial assistance and **223** camperships were awarded.

### Financial Literacy

**21,487** girls learned financial literacy and entrepreneurship in the Girl Scout Cookie program selling over **4.1** million boxes of cookies.