



2020 Girl Scouts of Greater Atlanta Impact Report

Girl Scouts of Greater Atlanta

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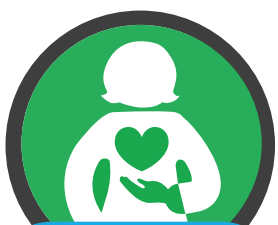
Girl Scout Leadership Experience

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*

the FACTS

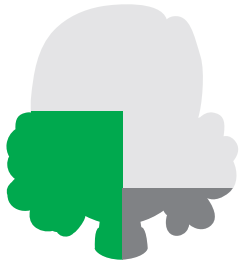
Girl Scouts vs. Non-Girl Scouts

Girl Scouts of Greater Atlanta made a significant impact on our girls and community in 2020 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.

2020

■ Girl Scouts of Greater Atlanta

■ Non-Girl Scouts Nationally



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



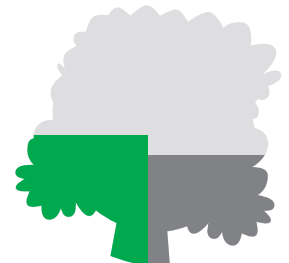
Girls developed a strong sense of self (81% vs. 68%)



Girls developed strong positive values (72% vs. 59%)



Girls are proactive challenge seekers and learn from setbacks (53% vs. 42%)



Girls developed and maintained healthy relationships (54% vs. 43%)

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

High Academic Achievement

74% feel Girl Scouts has a positive impact on their school lives

88% said they learn things that help prepare them for the future

Leadership Experiences

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

68% said Girl Scouts helped them be leaders in activities

83% feel they can make a difference in the world at Girl Scouts

Learning & Fun

95% said they said they learned new things in Girl Scouts

91% said they are excited about the things they get to do in Girl Scouts

Greater Atlanta Impact:

STEM

Science, Technology, Engineering & Math

15,396 girls participated in STEM activities through Girl Scouts.

Financial Assistance

8,730

financial aid requests from our members fulfilled.

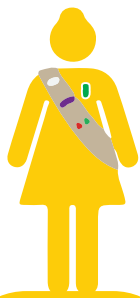
Financial Literacy

19,507 girls learned financial literacy and entrepreneurship in the Girl Scout Cookie program selling over **4.1** million boxes of cookies.

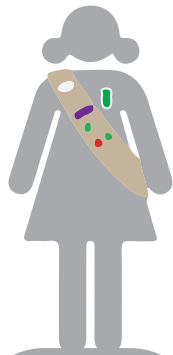
Awards & Volunteer Hours

Over 1,000 of our girls in 2020 showed that they are civic-minded leaders by achieving a Highest Award. For these awards – the Girl Scouts Gold, Silver, and Bronze Awards - girls identify community needs, think critically to solve problems, advocate for themselves and others, and feel empowered to make a difference.

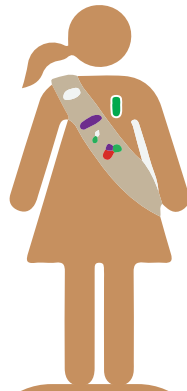
Girl Scouts are bold, brave, and ready to make their mark!



94
Gold
Awardees



443
Silver
Awardees



496
Bronze
Awardees

Silver Award



Silver Awardees

Cadette Girl Scouts Morgan, Nadia, and Sky made a positive change in their community by partnering with Covenant House of Georgia, a homeless shelter for youth. They built and installed an onsite chicken coop that improves the mental health of the residents and provides an opportunity for culinary training to help mitigate the negative impacts of food insecurity. These inspiring Cadettes took their Silver Award project a step further and raised money to ensure the chicken coop will be sustained for years to come!

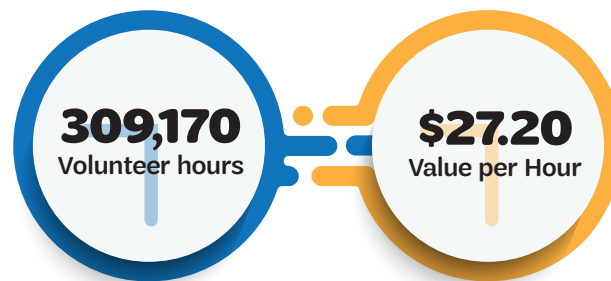


They raised almost **\$3,000** for Covenant House of Georgia

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

Volunteer Hours

Service is critical to the Girl Scout experience. In 2020, 22,569 girls and 4,324 adult members invested their time doing some form of community service through the Girl Scouts.



A Total Value of \$10,054,480

*Estimated value of volunteer time for 2020 is \$27.20 per hour, according to Independent Sector, a coalition of charities, foundations, corporations, and individuals that publishes research important to the nonprofit sector.