



2021 Impact Report

Girl Scouts of Greater Atlanta
5601 North Allen Road Mableton, GA 30126
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Girl Scout Leadership Experience

Providing nonstop adventure at every turn to over 33,000 girl and adult members, the Girl Scout Leadership Experience is a one-of-a-kind leadership development program built with time-tested methods and research-backed programming. Girl Scouts sets up girls for success by engaging them 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 and learn from setbacks



Identify and solve problems in the community



Form and maintain healthy relationships

Girl Scouts fuels the female leadership pipeline.



50% of female business leaders



71% 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 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, and business ethics

The Facts

The Girl Scout Difference

Girl Scouts of Greater Atlanta made a significant impact on our girls and community in 2021 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 our members told us about their time in Girl Scouts.



*fun, friends
and so much more!*

"You can meet new friends and go so many places thanks to Girl Scouts! You can build teamwork, learn things about the world that you didn't know, go to so many places and more!"

- Brownie Girl Scout

"There was so much uncertainty in this year, living through a pandemic but week after week my daughter could count on her troop to offer a bit of fun even when we were meeting virtually."

~ GS Parent

What Our Girl Scouts Think:

leadership experiences, learning & fun!

- 62% said Girl Scouts helps them be leaders
- 79% feel they can make a difference in the world
- 62% feel Girl Scouts allows them to do things they cannot do in other places
- 66% feel Girl Scouts has a positive impact on their school lives
- 91% said they learned new things in Girl Scouts
- 84% said they are excited about the things they get to do in Girl Scouts



*Girl Scouts helps me spend
quality time with my daughter.*

Greater Atlanta Impact:

STEM

Science, Technology, Engineering & Math

8,044

girls participated in STEM activities through Girl Scouts.

Financial Assistance

11,082

times girls got financial assistance to participate in Girl Scouting.

Financial Literacy

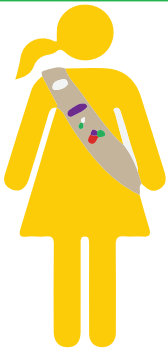
10,861

girls learned financial literacy & entrepreneurship in the Girl Scout Cookie Program. Over **2.5** million boxes sold.

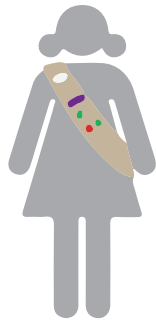
Awards & Volunteer Hours

Nearly 1,000 of our girls in 2021 showed that they are civic-minded leaders by achieving a Highest Award. For these awards – 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.

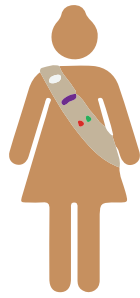
Girl Scouts are bold, brave, and ready to make their mark!



126
Gold
Awardees



422
Silver
Awardees



437
Bronze
Awardees

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

Gold Award

Meet Gold Award Recipient Kennedy Jones
Creator of Woosah! ~ Paint & Dance



Woosah! was created to help those experiencing anxiety, stress, or depression. Kennedy ran the program at a mental health improvement event. Included were lessons in Neuro Meditation Art, painting, Caribbean Zumba, and line dancing. Participants were assessed by licensed therapists and not only did they enjoy the sessions but agreed it helped with their mental health issues by practicing what they had learned.

Volunteer Hours

Service is critical to the Girl Scout experience. In 2021, 9,292 girls and 3,820 adult members invested their time doing some form of community service through the Girl Scouts.

239,644
Volunteer
Hours

\$28.54
Value per
hour

A total value of **\$6,839,440**

**Estimated value of volunteer time for 2021 is \$28.54 per hour, according to Independent Sector, a coalition of charities, foundations, corporations, and individuals that publishes research important to the nonprofit sector.*