

A photograph of three young women with long hair, smiling and hugging each other. They are wearing jackets in shades of purple, orange, and teal. The background is a light-colored wooden wall.

2022 Impact Report

Girl Scouts of Greater Atlanta
5601 North Allen Road Mableton, GA 30126
Phone: 800-771-1139
For more information visit: [GirlScoutsATL.org](https://www.GirlScoutsATL.org)

Girl Scout Leadership Experience

Girl Scouts look at our world differently. They see opportunities instead of problems, challenges instead of hardships. They know how to take action and change our world for the better. In 2022, Girl Scouts of Greater Atlanta helped over 23,000 girls make a difference in their communities and their own lives thanks to our Girl Scout Leadership Experience (GSLE).

Our programming ensures girls have a unique experience at Girl Scouts, growing, learning, and thriving 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.



56% of female governors



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 and skill building, including camping experiences for all age levels, 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 crafts meaningful experiences and growth for all, with 92% of girls feeling that they can be themselves in Girl Scouts. Our organization made a significant impact on our girls and community in 2022 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!*

“Working with the girls has been a blessing to me. While I’m encouraging them to grow and experience new things, I am also being pushed to grow and experience new things”

- Girl Scout Troop Leader

“I was a Girl Scout and I’m glad my daughter wanted to be a Girl Scout. She has enjoyed interacting and making new friends while learning to be a leader and building valuable experience for a lifetime.”

~ Girl Scout Parent

What Our Girl Scouts Think:

Leadership Experiences, Learning, & Community!

- 93% feel they can make a difference in the world
- 70% have learned more about their community and what it needs through Girl Scouts
- 81% think they have a troop leader who helps them think about their future
- 92% learn new things in Girl Scouts



Girl Scouts helps me spend quality time with my daughter.

Greater Atlanta Impact:

STEM

Science, Technology, Engineering & Math

13,682

girls participated in STEM activities through Girl Scouts.

Financial Assistance

9,100

times girls received financial assistance to participate in Girl Scouting. This adds up to nearly \$300,000 of financial aid to our members.

Financial Literacy

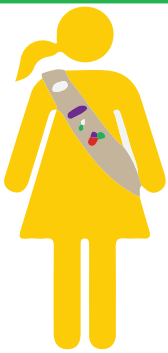
12,613

girls learned financial literacy & entrepreneurship in the Girl Scout Cookie Program. Nearly 3 million boxes sold.

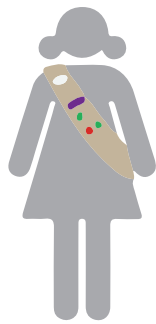
Awards & Volunteer Hours

Research shows the longer girls are in Girl Scouts, the more likely they are to find success and satisfaction in their lives. This is even more true for girls who earn our highest awards. Nearly 1,000 of our girls in 2022 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.

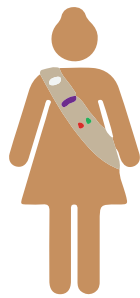
Girl Scouts are bold, brave, and ready to make their mark!



104
Gold
Awardees



338
Silver
Awardees



504
Bronze
Awardees

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

Silver Award

Meet Silver Award Recipients Lily, Leslie, & Gnouma
Public Health for Teens ~ Troop 14567 ~



Troop 14567 noticed a lack of comprehensive public health education available to teens, which leaves teenagers vulnerable instead of feeling empowered to protect themselves and ignite change. Troop 14567 produced a website (gshealthpatch.org) for teens by teens that is a fun educational tool for demystifying and destigmatizing public health issues. In addition, they created 6 health modules, and partnered with the CDC Museum to create a Girl Scouts public health patch!

Volunteer Hours

Service is critical to the Girl Scout experience. In 2022, **14,145** girls and **5,139** adult members invested their time doing some form of community service through the Girl Scouts.

219,358
Volunteer
Hours

\$29.95
Value per
hour

A total value of **\$6,569,772**

**Estimated value of volunteer time for 2022 is \$29.95 per hour, according to Independent Sector, a coalition of charities, foundations, corporations, and individuals that publishes research important to the nonprofit sector.*