



# 2023 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://GirlScoutsATL.org)

## Girl Scout Leadership Experience

Girl Scouts see opportunities instead of problems, challenges instead of hardships. They know how to take action and change our world for the better. In 2023, Girl Scouts of Greater Atlanta helped over 24,000 girls make a difference in their communities and their own lives thanks to our Girl Scout Leadership Experience.



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



### STEM

Computer science, engineering, robotics, outdoor STEM



### 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 90% of girls feeling they can be themselves in Girl Scouts. Our organization made a significant impact on our girls and community in 2023, 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 Girl Scout experience.



*Fun, friends  
and so much more!*



*"My favorite part of Girl Scouts is making amazing, lifelong friends and going to camp!"*

## What Our Girl Scouts Think:

*Leadership Experiences, Learning, & Community!*

- 86%** learn things that help them prepare for the future
- 90%** learn new things in Girl Scouts
- 93%** believe they can make a difference in the world
- 94%** feel 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

**14,178**  
girls participated in  
STEM activities through  
Girl Scouts.

### Financial Assistance

Girl Scout members  
received more than  
**\$383,000**  
in financial assistance.

### Financial Literacy

**13,484**  
girls learned financial literacy  
and entrepreneurship in the  
Girl Scout Cookie Program,  
selling 3.2 million boxes of  
cookies.

**Service is critical to  
the Girl Scout experience.**

In 2023, 18,503 girls and 6,214 adult members  
invested their time doing community  
service through the Girl Scouts.

**352,040**  
Volunteer Hours

**X**

**\$31.80**  
Value per hour

**=**

**A Total Value of  
\$11,194,872**

\*Estimated value of volunteer time for 2023 is \$31.80 per hour, according to Independent Sector, a coalition of charities, foundations, corporations, and individuals that publishes research important to the nonprofit sector.

## Awards

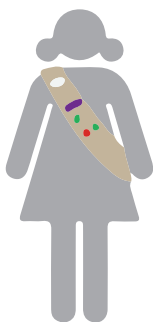
Research shows the longer girls are in Girl Scouts, the more likely they are to find success and satisfaction in their lives. This is even more true for girls who earn our highest awards. Nearly one thousand of our girls in 2023 showed that they are civic-minded leaders by achieving a highest award. 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!**



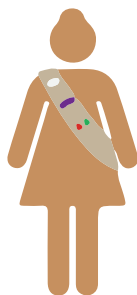
**100**

**Gold  
Awardees**



**301**

**Silver  
Awardees**



**583**

**Bronze  
Awardees**

**Our Girl Scouts are recognized globally, being awarded top honors outside of the Girl Scout organization.**

### MEET SILVER AWARD RECIPIENTS OF TROOP 11319



Cancer, especially breast cancer, has a devastating effect in our community. After discovering that cancer patients who have ports for treatment often skip wearing seatbelts due to discomfort, Troop 11319 decided to make seatbelt port pillows to eliminate the safety risk to this already vulnerable population. To sustain the project, local sewing groups were sent informational videos to keep up the supply of port pillows for Harbor for Hope in Henry County, a nonprofit that supports breast cancer patients.

*For more information visit:*

**GirlScoutsATL.org**



## Corporate & Foundation Giving

Thank you  
to our donors for your  
investment in our mission.

*All gifts were made between 10/1/22-9/30/23.*

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Thank you to the individuals and families listed below for your investment in our mission.

*All gifts were made between 10/1/22-9/30/23.*

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