



girl scouts 
of greater atlanta

2024 Impact Report

5601 North Allen Road Mableton, GA 30126
Phone: 800-771-1139

Dear Girl Scouts of Greater Atlanta Friends and Supporters,

For over a century, the Girl Scouts of Greater Atlanta council has equipped girls with values, resources, and a network who are now changing the world. My journey into our forever sisterhood as a Girl Scout began over 30 years ago, and I have personal testimony as to the profound impact this organization has had on my life and career.

From Girl Scout to now Chief Executive Officer of this beloved organization, I am honored to share with you the continued impact that Girl Scouts has had on the lives of countless girls across our communities. We remain steadfast and committed to empowering girls with the courage, confidence, and character needed to make a lasting difference in the world. Since my arrival last July, I have engaged directly with parents and troop leaders, volunteers, delegates, and most importantly our girls. The stories, the impact, the absolute dedication to our mission has been inspiring.

My charge as CEO is to go beyond the cookie. While we may be known for our legacy treats that fuel our mission, we are so much more. We are active in community service projects that foster resilience and leadership. We are giving girls the tools, exposure, and opportunities to propel them into the workforce of the future. We are making as well as celebrating our rich Girl Scouts history right here in metro Atlanta and surrounding counties. We are remaining true to our four pillars: STEM, Entrepreneurship, Life Skills, and Outdoors, while elevating and innovating to make sure our girls have what they need to be successful now and in the future.

Going beyond the cookie requires that we activate the stakeholders at large so they understand and recognize the tremendous impact Girl Scouts make in our schools, in our community, state, and in the world.

As we move forward, I ask you to share in this journey – moving Girl Scouts beyond the cookie. Together, we will continue our legacy of empowering girls to become leaders and change-makers.

I am grateful for your support and look forward to working together to build a brighter future for all. Thank you for your unwavering commitment to the Girl Scout mission.

In sisterhood, service, and Scouting,

Jai Ferrell

Chief Executive Officer
Girl Scouts of Greater Atlanta



Board of Directors

Susan Lazaro
Board Chair

Eric Mai
Vice Chair

Ellie May
Secretary

Fran Gary
Treasurer

Jay Bailey
David Bouchard
Terri-Nichelle Bradley
Greg Cohen
Melanie Duncan
Carley Ferguson
Marcus Gore
Andre Greenwood
Nikki Harland
LaTonya Johnson
Robbie Kamerschen
Shannon Longino
Rick Machold
Sandi Moody
Melissa Proctor
Alison Rand
Denise Reese
Kim Seals
Andrea N. Smith
Carolyn Stefanco, PhD
Helen Tarleton
Kathy Waller
Kama Winters

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 2024, 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 (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

Seek challenges and learn from setbacks

Display positive values

Identify and solve problems in the community

Form and maintain healthy relationships

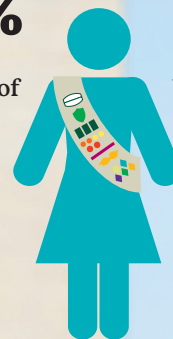


Girl Scouts fuels the female leadership pipeline.

100%
of female Secretaries of State

64%
of female U.S. Senators

50%
of female Governors



..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, and 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 Girl Scouts Difference



Girl Scouts of Greater Atlanta crafts meaningful experiences and growth for all, with 91% of girls expressing that in Girl Scouts, they feel like they belong, and 92% saying they can be themselves. In a country where two-thirds of 11-to-17-year-olds experience stress related to loneliness (Mental Health America), the lifelong friendships girls create in Girl Scouts can make a huge impact on their current and future wellbeing. In an increasingly digital world, learning, growing, and sharing new experiences side by side with other girls give our Girl Scouts the chance to flourish.

Our organization made a significant impact on our girls and community in 2024 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.



What was your favorite part about being in Girl Scouts?

“Community service and going on trips with my troop”

“The community and my friends in the troop”

“The adventures, meetings and being with other girls”

“Having fun adventures that I would not have if I was not in Girl Scouts and also meeting new people”

What Our Girls Think: Learning & Community!

71%

said Girl Scouts helped them feel more connected to their community

80%

had a personal experience in nature that made them appreciate it more

85%

learned skills they can use in their future career

87%

believe they can make a difference in the world

87%

learned new things in Girl Scouts

88%

got to do things they wouldn't usually get to do because of Girl Scouts

Financial Literacy:

14,014 girls learned financial literacy and entrepreneurship in the Girl Scout Cookie Program, selling nearly 3.2 million boxes of cookies.

Financial Assistance: Girl Scout members received \$434,958 in financial assistance for membership dues, uniforms, and camp scholarships.



Greater Atlanta Impact

girl scouts
of greater atlanta

386,448 Volunteer Hours

\$33.49 Value per hour

A Total Value of \$12,942,143

**Estimated value of volunteer time for 2024 is \$33.49 per hour, according to Independent Sector, a coalition of charities, foundations, corporations, and individuals that publishes research important to the nonprofit sector.*



Science, Technology, Engineering & Math:

14,491 girls participated in STEM activities through Girl Scouts.



Service is critical to the Girl Scout experience. In 2024, 17,872 girls and 6,650 adult members invested their time doing some form of community service through the Girl Scouts.

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.

More than 800 of our girls in 2024 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!

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



437
Bronze Awards



254
Silver Awards



126
Gold Awards



Meet Gold Award Recipient Marissa Copeland



Be Aware... Be There: Helping Adolescents Cope

Marissa's Gold Award project addressed anxiety in adolescents. Having struggled with anxiety herself, Marissa developed an anxiety mentorship program to teach over one thousand students in middle and high school about anxiety, stressors, and coping strategies. Marissa's project will be sustained by schools and organizations in the Atlanta area and beyond.



Unforgettable Girl Scouts of Greater Atlanta

Moments from 2024



In July 2024, we celebrated the legacy of Atlanta's first Black Girl Scouts, the District V Troops, with a vibrant mural on Auburn Avenue. Depicting Civil Rights icon Dr. Roslyn Pope during her Girl Scout days, this powerful artwork honors a trailblazing group of girls who exemplified courage and resilience. This tribute connects our rich history with our ongoing commitment to diversity, equity, and inclusion.

Camp Timber Ridge Celebrates 100 Years

Since 1924, Camp Timber Ridge has been a cornerstone of outdoor adventure, friendship, and leadership for generations of girls. In September 2024, we celebrated 100 years of unforgettable experiences at one of the nation's oldest Girl Scout camps. Activities like archery, canoeing, and tower climbing continue to build skills and confidence, connecting girls to nature and each other.



2024 Wrapped



We served **24,152** girls
with help from **9,237**
incredible volunteers

673 girls at the Cookie Rally developed key entrepreneurial and financial literacy skills centered on the 5 Cookie Business Skills: goal setting, decision making, money management, people skills, and business ethics. 169 girls from LMI communities were given free admission and transportation to attend the event, getting the chance for the first time to start their own girl-led business! The Cookie Rally helps girls build a strong foundation for future leadership and success, ensuring they are prepared to thrive as the changemakers of tomorrow.

29 future leaders learned from **29** inspiring women in business at Camp CEO - Camp CEO provides girls with the unique opportunity to contemplate life, leadership, and their future with the region's most successful women executives. Each teen girl, called a "Future CEO," is paired with a mentor, "CEO." The pair grows together in executive coaching sessions as they exchange stories, share unique perspectives, and build a meaningful relationship during 3 days at camp.

10,113 badges & patches were earned, helping our Girl Scouts grow in topics like civics, life skills, STEM, and financial wellness



1,420 girls experienced the wonders of nature at Camp Timber Ridge, Meriwether, and Timber Ridge for summer camp, spending a combined total of 1869 weeks at camp



Volunteering with Girl Scouts

3,522 volunteers led troops in 2024, 574 volunteered in their local Service Unit, and thousands more helped their troops in other roles like Cookie Manager, for a total of 9,237 volunteers. An additional 786 people volunteered to help out for the day at an event or camp cleanup.

Joining Girl Scouts as a volunteer is a meaningful experience - almost HALF of our volunteers have been volunteering longer than 5 years. Two-thirds of our volunteers were Girl Scouts when they were younger, showing a lifelong commitment to our mission.

72% of volunteers get to lead their girls to make an impact in the community through community service projects.

Benefits of volunteering

- Learn and improve valuable skills
- Lowers stress, leading to lower risk of heart disease, stroke, depression, and more
- Higher life satisfaction, greater happiness, greater sense of meaning in life
- Sense of identity and pride from volunteering

sources: 1) Forbes 2022; 2) Mayo Clinic 2023; 3) American Heart Association 2023; 4) Lawton & Gramatki 2020

What our volunteers have to say about Girl Scouts...

“It's a great bonding experience with your child and you get to help girls grow and explore different things they may not have access to otherwise”

“The opportunity to work with such amazing girls and meet parents who are committed to supporting and helping their children succeed in life is rewarding and refreshing. And knowing you have a part in shaping someone else's life for the good is truly an honor!”

“Volunteering with GS is a wonderful opportunity to have a positive influence, learn new things, be adventurous, make memories, and make an impact on your community.”

For more information visit: GirlScoutsATL.org