



girl scouts
of greater atlanta

2025 Impact Report*

5601 North Allen Road Mableton, GA 30126

[GirlScoutsATL.org](https://www.GirlScoutsATL.org)

* Information in this report represents fiscal year 2025 from 10/1/24 through 9/30/25



When Girl Scouts raise their hands to recite the Girl Scout Law, they do it with intention. Their words serve as a foundation for how girls show up in the world: as leaders, as problem-solvers, and as advocates for themselves and others.

Together, they're seeing the world through green-colored glasses, where possibilities are limitless, and every girl can envision what comes next.



Girl Scout Law

I will do my best to be honest and fair, friendly and helpful, considerate and caring, courageous and strong, and responsible for what I say and do, and to respect myself and others, respect authority, use resources wisely, make the world a better place, and be a sister to every Girl Scout.



I was a Girl Scout right here in Atlanta. My mom was our troop leader. My church not only served as our troop's home, they opened the doors of Scouting to us. Through it, my troop explored a world of never-imagined possibilities. Were it not for them, were it not for Girl Scouts, I wouldn't be here. I'm proud to be CEO of Girl Scouts of Greater Atlanta, and I'm proud to show every girl that her dreams are possible.

—Jai Ferrell, CEO of Girl Scouts of Greater Atlanta

Our Reach



34
Counties



9,500+
Adult
Members

22,000+
Girl
Scouts



3,000+
Volunteers



The Girl Scout Movement is measurable and meaningful:

97%
of girls build
positive peer
relationships



96%
feel safe in
Girl Scouts

86%
say they learn
new things
through Girl
Scouts

90%
experience
a sense of
belonging



"Being in Girl Scouts helps me expand my capabilities and become more confident every day."

Girl Scout Cadette

"I love how we support each other while trying new things and growing our skills together."

Girl Scout Junior

Mission and Movement

Since 1912, Girl Scouts has united generations of girls through a shared mission: to build girls of courage, confidence and character who make the world a better place.

At Girl Scouts of Greater Atlanta, leadership isn't taught - it is girl-led and experienced. Girls shape their journeys through troop participation, council-led programs, or even as independently registered Girl Scouts, all while building the confidence and skills needed to thrive in her ever-changing world.

Girl-Led Leadership Comes to Life

Grounded in our four pillars, girls develop skills rooted in critical thinking, collaboration, financial literacy, and civic responsibility, preparing them to lead with confidence while creating meaningful change in their communities.



Life Skills

Girl Scouts develop the leadership, communication, and interpersonal skills needed to navigate life and create meaningful change.

192,647 Community service hours
88% Believe they can make a difference in the world

81% Feel equipped to support peers facing mental health challenges

“My favorite part about being a Girl Scout is getting together and learning how to be a better person.”
Girl Scout Brownie



Outdoors

Girls develop a lifelong appreciation for nature. From hiking wooded trails to overnight camp adventures at Camps Timber Ridge and Meriwether, girls build confidence as they challenge their comfort zones.

95% Felt safe trying new things
99% Reported having fun

“I got tears in my eyes seeing how much she grew and what love you all awakened in her for the outdoors... it’s opening a whole new world of possibilities for her.”
Girl Scout parent



STEM

They explore robotics, engineering, and computer science through girl-led, experiential learning that sparks curiosity and prepares them for the careers of tomorrow.

2,085 Girl Scouts participated in council STEM programs

5,028 STEM badges earned

89% Gained career-ready skills

“My daughter had a blast at the STEM Expo. She is very science-oriented, and she appreciated interfacing with experts in several unique science fields in our area.”
Girl Scout parent



Entrepreneurship

The Girl Scout Cookie Program is the world’s largest girl-led entrepreneurial program, and through it, girls learn critical entrepreneurial and financial literacy skills.

13,896 Girl Scouts participated in the Cookie Program and 3,297 in Treats & Keeps

671 Girls participated in Cookie Rally

6,378 Entrepreneurship badges earned

“Seeing everyone support me and my troop [during the cookie program] was exciting and fun. We even made a cheer for our cookie booth. It was a great sales pitch that had everyone running to our table.”
Girl Scout Junior

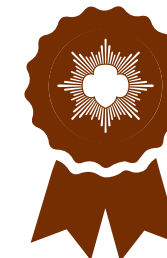
Creating Lasting Impact

Research shows that 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.

In 2025, more than 800 of our girls 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.



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



476
Bronze Awards



272
Silver Awards



80
Gold Awards

Meet Gold Award Girl Scout Kyla DeCambre

Troop 40029

Kyla’s Gold Award project spread awareness about the disproportionate number of Black and Latino youth going missing in her community. She partnered with an Atlanta journalism organization to write and publish an article discussing the issue, and she worked with a local school to develop a kidnapping education and prevention curriculum for middle and high school students.



Our Community in Action

As Girl Scouts take on the world, in their corner and celebrating their wins are the most ardent supporters of our Movement – our community.

Volunteers

Almost half of our adult volunteers have been active for over 5 years, and two-thirds were themselves Girl Scouts, demonstrating that our Movement is not only in their actions, but also in their hearts.



91
Partner
Organizations
Led Troops



388
Supported
Service Units



9,458
Total Adult
Members

3,825
Led
Troops



“Being a Girl Scout leader for over 25 years has been an incredibly rewarding experience. Through trainings, events, and collaboration with other volunteers, I’ve gained new ideas, confidence, and leadership skills that I use not only in my troop, but in other areas of my life.”

Girl Scout troop leader

Donors and Sponsors

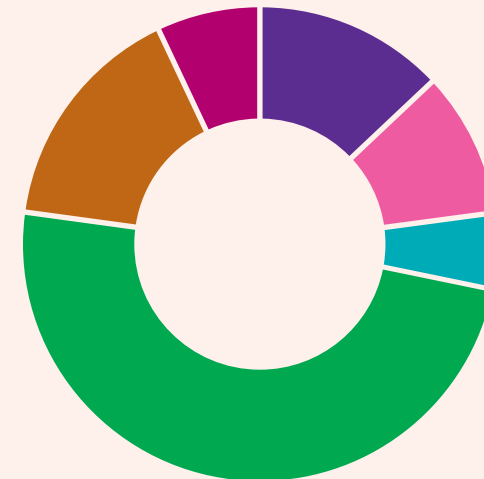
Philanthropy fuels the Girl Scout experience across Greater Atlanta. Through signature events like A Night of a Million Dreams and Run for the Cookies 5K, corporate partners such as Fiserv, Kaiser Permanente, UCB, Chick-fil-A, The Coca-Cola Company, Delta Air Lines, and others expand access to Girl Scouting while engaging employees and the broader community.

Across the 34 counties we serve, rising demand for financial aid underscores the importance of this support. In 2025, philanthropic partners provided \$1.8M in support with nearly one third sustaining our Dream Fund, ensuring cost is never a barrier to belonging. Because of this shared investment, girls have the opportunity to discover their potential, lead with courage, and remain connected for life.

Fiscal Year 2025 Financials

In FY2025, Girl Scouts of Greater Atlanta raised \$1,895,141. We appreciate the many individuals, foundations, companies and government agencies who financially support us!

Financial Contributions



43% Corporate

**18% Event Donations/
Sponsorships**

14% Individuals

8% United Way

7% Annual fund

9% Other



\$383,000+
awarded in
financial
assistance to
members



4,000+ Girl
Scouts served
from low-income
zip codes



12,000 members
had their dues
covered through
financial aid



Fiscal Year 2025 Board of Directors

Board Officers

Susan Lazaro
Chair

Eric Mai
Vice Chair

Ellie May
Secretary

Fran Gary
Treasurer

Board of Directors

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

“The work of today is the history of tomorrow, and we are its makers.”

Juliette Gordon Low, Girl Scouts Founder



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Creating the Future

Impact is not a moment, but a continuum building towards a future where girls are truly unstoppable. Every step that we take in that direction is one that we're proud to share with you.

Please join us online to see all the amazing initiatives that we have underway, including our State of the Georgia Girl Report – our inaugural, peer-reviewed research on the challenges facing girls across Georgia – and our new Girl Scouts Specialty License Plate.



SCAN ME
for resources

