

who we are

MISSION

GIRL SCOUTS BUILDS GIRLS OF **COURAGE, CONFIDENCE, AND CHARACTER** WHO MAKE THE WORLD A BETTER PLACE.

100+ FULL-TIME
350+ SEASONAL
EMPLOYEES

MORE THAN
40,000 GIRLS



APPROXIMATELY
9,000

GIRLS SERVED THROUGH
OUTREACH
PROGRAMS

APPROXIMATELY
15,000
GIRL CAMPERS



NEARLY
15,000
VOLUNTEERS
& ADULT MEMBERS



girl scouts shapes leaders



8 out of 10 Girl Scout alumnae attributed their personal and professional success to Girl Scouting.

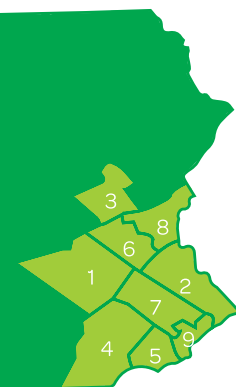
90% of Girl Scout Alumnae are registered voters.

80% of women business owners were Girl Scouts.

70% of female U.S. Senators and U.S. Congress were Girl Scouts.

membership by county

1. BERKS **11%**
2. BUCKS **14%**
3. CARBON **1%**
4. CHESTER **15%**
5. DELAWARE **12%**
6. LEHIGH **8%**
7. MONTGOMERY **16%**
8. NORTHAMPTON **6%**
9. PHILADELPHIA **17%**



invest in our 3 year, \$9 million campaign and support girls to make our community stronger

goal #1

Inspire leadership through access to innovative experiences through health & wellness, STEM, outdoor and leadership programming.

Total
\$2 million

goal #2

Advance the values of diversity and inclusion through annual outreach programs.

Total
\$2 million

goal #3

Improve GSEP outdoor leadership centers to expose girls to environmental stewardship, adventure and fun.

Total
\$5 million

state of girls – the data

In 2013, The Girl Scouts Research Institute (GSRI) published a report: *The State of Girls: Unfinished Business*. This report provides extensive research data and analysis. The news is good but there is more work to do.

girls are well educated

- **130** women enrolled in college for every **100** men
- Most girls are digitally connected
- **52%** of girls are physically active and participate in sports
- **9 in 10** girls ages 12 to 17 have Internet access

where we need to focus

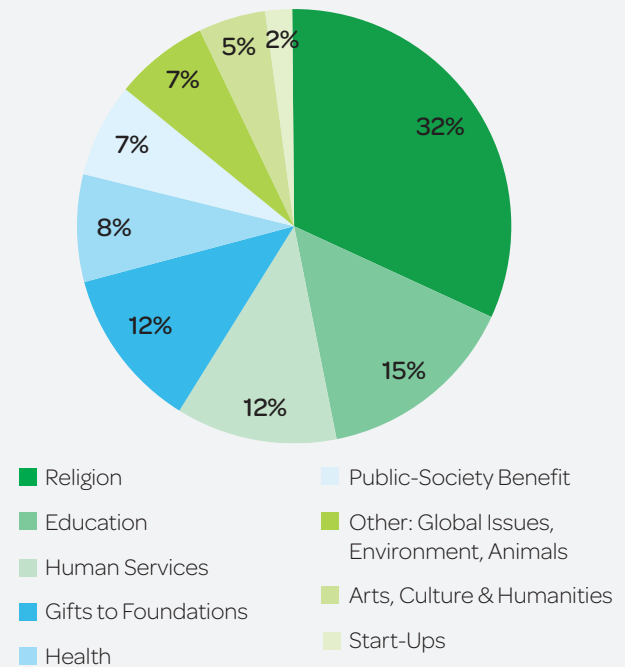
- **21%** of girls live in poverty
- **44%** African American girls and **41%** Latina girls ages 5 to 17 are obese
- **86%** African American girls and **80%** Latina girls are “below proficiency” in reading or math by 8th grade

girl scouts have leadership experience

- More than **78%** of Girl Scouts have had leadership experiences in out-of-school-time activities
- National average is **55%** of girls and **61%** of boys
- **64%** of Girl Scouts consider themselves leaders
- National Average is **44%** of girls and **52%** of boys

Girls want more formal opportunities to be leaders and Girl Scouts is part of the solution.

where the money goes



***Of the \$358 billion, just 7% of contributors are invested in Girls and Women.**

the importance of camp & outdoor experiences

Since its inception in 1912, outdoor experiences and environmental stewardship have been at the heart of Girl Scouting. Camping, archery, swimming, hiking and other outdoor activities have been central to the Girl Scout experience for more than a century, and remain one of the primary pathways that attract girls. In an all-girl setting, camp is their first opportunity to experience true independence, freedom to discover, who they want to be, a safe place to take risks, and the opportunity to explore nature. Research shows that camp experiences develop 21st Century Skills:

- 1. Critical Thinking & Problem Solving**
- 2. Teamwork & Collaboration**
- 3. Adaptability & Leadership**

contact us!

We invite you to join us on this historic journey. Find out how you can invest in the critical resources that will enable us to offer every girl the skills and the opportunities she needs to excel, exceed and lead!

Contact campaignforgirls@gsep.org today!

