

# How the Cookie Crumbles

**Have you ever wondered how GSEP calculates cookie prices, troop profit rates, recognition costs, and more?** There are a lot of factors that go into planning for a Cookie Season, and many affect the recognitions and profit margins.

Over the years, GSEP has worked to keep recognition plans relevant with girl trends, offering diverse

options for all participants. For 2025, we are adding some troop incentives as well. It's a delicate balance for the council, as costs continue to rise.

Despite the rise in costs, we have decided NOT to raise the cost per package in 2025. To do so, we have made some adjustments to troop profits and to incentives and rewards.

The price per package for 2025 remains \$5, \$6 for Gluten Free. GSEP will be absorbing the increased cost of goods, as outlined below.

- The cost of goods for cookies is going up 8%
  - This is what ABC Baker charges GSEP for the cookies
  - There's been a 21% increase since 2021
  - With future increases already scheduled, by 2028, our cost will have gone up 36% in 7 years

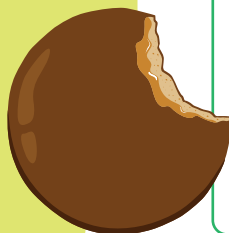


## This is how the cookie will crumble for 2025.

- 26% goes to the baker to cover cost of goods
- 20% goes back to troops and service units as profit
- 3% is spent on Girl Scout recognitions (prizes, cookie dough, and high seller events and recognitions)
- 1% is spent on shipping subsidies and credit card fees from troop sales
- The remaining 50% goes to GSEP to cover programs, camp and property upkeep, and operations

80% of GSEP's operating revenue is covered by the Cookie Program. This includes:

- Upkeep of six camp properties and three service centers, including our headquarters at Shelly Ridge
- Subsidies for the cost of camp, allowing GSEP to keep camp prices competitive when compared to other summer camps
- Financial Aid for Membership fees
- Camperships (camp scholarships)
- Programming for Girl Scouts in all communities, including funded community troops
- Full-time and part-time staff



## Where does the \$25 (soon to be \$45) membership fee go?

Membership fees are the main revenue source for GSUSA. GSEP does not receive any of the funds paid for by members.

The Girl Scout Cookie Program has a long history as a fundraiser for troops and GSEP. We are committed to continuing the tradition and will work to evolve the program as needed so it continues to allow girls and troops to achieve their goals.