

# Girl Scouts

Empowering today's G.I.R.L. with Girl Scouts Heart of the South

**GO GETTER. INNOVATOR. RISK-TAKER. LEADER.**

## Girls thrive in Girl Scouts

Girl Scouts has a track record of more than 100 years of providing extraordinary experiences just for girls. And although girls can choose from many activities and youth programs, there's only one that's proven to grow girls into the leaders we need today, tomorrow, and always. Bottom line? Girl Scouts is the best leadership development organization for every girl because it's her place to THRIVE!

The Girl Scout Leadership Experience builds the complete girl, offering her activities and experiences that will ensure she can thrive in whatever path she chooses to pursue. Girl Scouts learn how to solve problems, they learn teamwork, they learn the power of collaboration. They learn how to identify and seize opportunities and how to be prepared so they can create their own luck. They learn how to persevere – to create a plan, network with others, to regroup when things go off-course, to learn from failure, and try again.

According to the Girl Scout Voices Count research, girls in our region are exceeding national averages for the five national outcomes measures developed by Girl Scouts of the USA. Girl Scout Voices Count is an annual study conducted by the [Girl Scout Research Institute](#), based on survey results from girls, parents and volunteers. Girl Scouts Heart of the South uses the results to drive program events for girls, volunteer development, support to families, and general customer care.

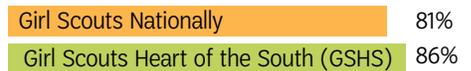
Research findings conclude Girl Scouts are more likely than non-Girl Scouts to develop strong leadership outcomes, have adults in their lives who help them think about their future and pursue goals, and participate in activities that shape their character and open up new worlds to them.

Girl Scouts also helps girls do well in the classroom and beyond! Compared to their non-Girl Scouts peers, Girl Scouts earn better grades, have higher academic aspirations, and desire a career in disciplines where women are underrepresented. Girl Scouts has a strong, positive impact on girls, helping them develop into citizens who are responsible, caring and engaged – and prepared for a lifetime of leadership.

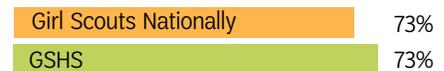
**84** percent of girls said Girl Scouts helped them be a better leader in more activities.



**Sense Of Self:** Girls have confidence in themselves and their abilities, and form positive identities.



**Positive Values:** Girls act ethically, honestly and responsibly, and show concern for others.



**Challenge Seeking:** Girls take appropriate risks, try things even if they might fail, and learn from their mistakes.



**Healthy Relationships:** Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.



**Community Problem Solving:** Girls desire to contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community, and create "action plans" to solve them.



Percent of girls achieving high outcomes scores on 2018 Girl Scout Voices Count survey.



**“In Girl Scout, I learned how to be a better person.”**

## Fun with purpose

Thanks to our donors and community partners, girls have access to low-cost, enriching program events where they try new things, build skills and explore interests. Last year, 56 different council-sponsored activities attracted over 2,000 participants from across our council.

Girls are getting outdoors, participating in STEAM (science, technology, engineering, art & math) activities, learning about non-traditional careers, meeting female role models, and developing healthy habits.

**85** percent of girls said they experienced new things in Girl Scouts.

**69** percent of girls said they do things in Girl Scouts they can't do anywhere else.



**92% of girls said Girl Scouts makes them feel like they belong.**

To prepare volunteers to mentor girls, a variety of adult development courses are available to strengthen their Girl Scouting, personal, and professional skills. Courses are available in group settings, via webinars and through GSHS's online Girl Scout University. Topics include troop basics, money management, safety, camping, managing conflict, and robotics. Volunteers also received certification for lifeguard, archery, and first aid, CPR & AED.

Girls are not the only ones benefiting from Girl Scouts. As one volunteer said, “These girls have inspired me to be a better person and to not limit myself. We have learned so much about ourselves, about our community, and our world.”

**91** percent of volunteers believe they make a difference in girls' lives.



**88%** of girls agree “Girls like me can be a leader.”

Parents are also seeing changes in their daughters. One parent said, “Just through Girl Scouts, she gets to go camping, sell cookies, provide community service and give back to others, and learn about other cultures around the world. Not to mention all the cool badge work she has done that has exposed her to things she loves, including a pottery class, conducting science experiment with college girls, and she has learned sewing. Just to name a few things that she does that her classmates who aren't in Girl Scouts don't get to do.”

### According to parents, Girl Scouts helped their daughter:

- Improve self-confidence – 73%
- Take responsibility for her actions – 71%
- Develop empathy and caring for others – 73%
- Improve communications skills – 70%
- Persist when things are difficult – 65%
- Try things even if she is afraid of making mistakes – 72%
- Learn how to make a difference in her community – 76%
- Build friendships with other girls – 86%
- Work with others as part of a team – 85%

**Girl Scouts is building leaders with courage, confidence and character to make the world a better place.**



**“Girl Scouts taught me how to make the best of everything and the meaning of fun.”**

## Because of YOU

Grants, sponsorships and individual donations make it possible to offer experiences for girls and adult development courses at minimal or no cost to members. No girl is turned away because of her family's ability to pay and special initiatives reach girls in underserved communities.

Because of you...

- \$15,750 in financial assistance was provided to 630 girls for membership dues assistance.
- \$7,791 was given to 45 girls to attend summer resident camp.
- Outreach programs served 400 girls who otherwise would not have been able to participate in Girl Scouts.
- 22 women graduated from the first "WE Lead. Women. Elevated." class.
- 29 women were recognized as Women of Distinction and One Smart Cookies.
- 81 volunteers were recognized for outstanding service to Girl Scouts.
- 6,407 girls gained skills and knowledge in healthy lifestyles, outdoor adventure, leadership, entrepreneurship, and STEAM (science, technology, engineering, art and math).

**Thank you** for helping Girl Scouts Heart of the South accomplish great things this year. We hope you will join us in 2019 to provide a Girl Scout experience that's engaging, interactive, and fun and bridges the gap between what girls need to grow today and what they need to thrive tomorrow.



There is still time to make a 2018 charitable contribution and give girls access to life-changing experiences.

**Girls need Girl Scouts. Girl Scouts needs you.**

Give on our secure site: [www.girlscoutshs.org](http://www.girlscoutshs.org)

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**4,465 girls participated in financial literacy activities through the Girl Scout Cookie Program, practicing:**

- **Goal Setting**
- **Decision Making**
- **Money Management**
- **People Skills**
- **Business Ethics**



  
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