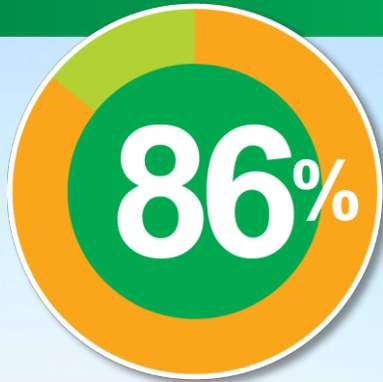


The Girl Scout Difference



Never has society needed more women leaders than today



REPORT A
**LEADERSHIP
CRISIS**
IN THE
WORLD TODAY



**FEMALE
REPRESENTATION**
IN LEADERSHIP
POSITIONS



“Women remain largely absent *at all levels of policy formulation and decision making...”*

— UNESCO Science Report: Toward 2030



14%

ENGINEERING



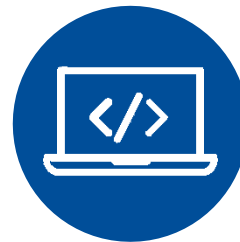
27%

ENERGY



27%

ENVIRONMENTAL
& GEOLOGICAL
SCIENCES



30%

TECHNOLOGY



38%

LAND PLANNING /
REAL ESTATE
DEVELOPMENT



SOURCE: en.unesco.org/unesco_science_report
US Bureau of Labor Statistics 2015

Women's leadership drives important economic and societal benefits



75%

SUPERIOR
SALES GROWTH,
HIGH CASH FLOW ROIs
& LOWER LEVERAGE



47%

AVERAGE ROE
WHEN WOMEN
PERFORM IN TOP
EXECUTIVE ROLES



90%

AVERAGE INCOME
REINVESTMENT
IN FAMILIES
& COMMUNITIES



**GREATER
CREDIBILITY**
IN INSTITUTIONS
& MORE
DEMOCRATIC
OUTCOMES



¹ MSCI 2015

² GLOBAL GENDER GAP REPORT 2015,
WORLD ECONOMIC FORUM

³ WOMEN & WORLD BANK 2010

Girl Scouts' Proven Results

Business



50%

OF FEMALE
BUSINESS LEADERS

Technology



80%

OF FEMALE
TECH LEADERS

Civic Action



76%

OF FEMALE
U.S. SENATORS

Global



100%

OF FEMALE
U.S. SECRETARIES
OF STATE

...were Girl Scouts.



Our Path Forward....

2020 GOALS

MEMBERS **4M+**

VOLUNTEERS **1M+**

ENGAGED ALUMNAE **15M+**

PROGRAM DELIVERY Personalized physical and digital curriculum

2030 GOALS

>  **30% FEMALE
MANAGERIAL
LEADERSHIP**

>  **5 MILLION IN THE
STEM PIPELINE**

>  **PAY
EQUITY**

>  **INCREASED CIVIC
ENGAGEMENT**



Why Girl Scouts Works

- ① Girl-led, girl-focused program in the safe space of an all-girl environment



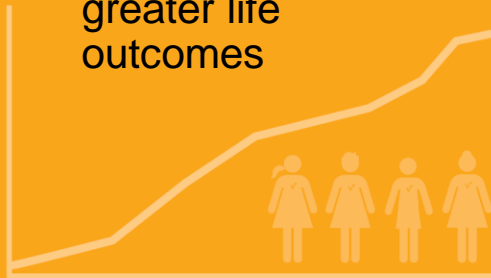
- ② *Girl Scout Leadership Experience* = Hard + Soft Skills



- ③ Caring adults with Social Capital develop girls' Human Capital



- ④ Alumnae display greater life outcomes



- ⑤ Outcomes are more pronounced with greater number years in Girl Scouts





Girl Scouts are more likely than non-Girl Scouts to:



Have a strong sense of self
(80% vs. 68%)



Have positive values
(75% vs. 59%)



Seek challenges and learn from setbacks
(62% vs. 42%)



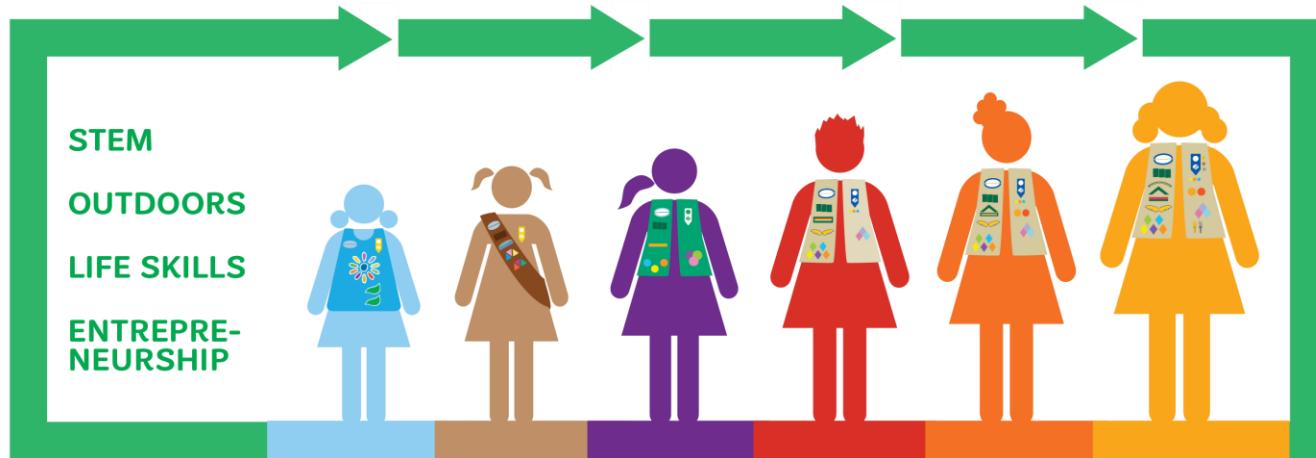
Develop and maintain healthy relationships
(60% vs. 43%)



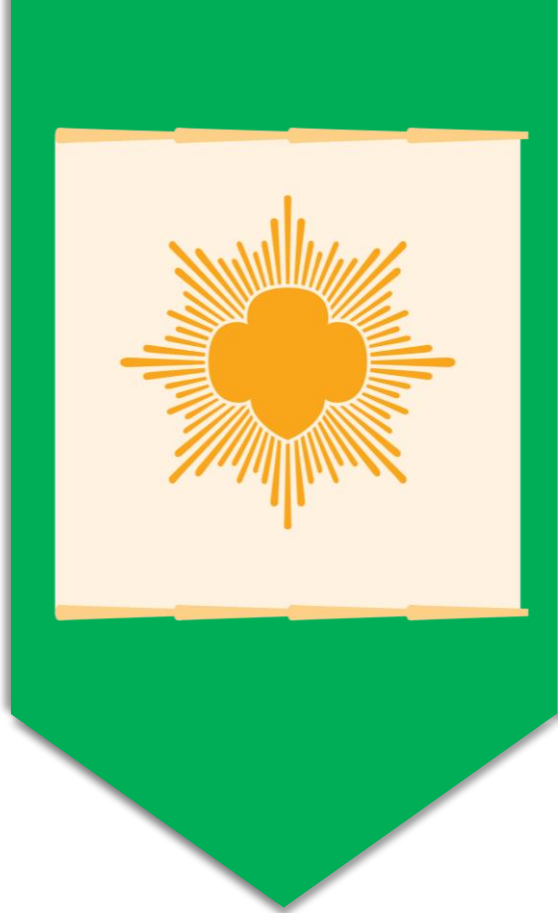
Exhibit community problem-solving skills
(57% vs. 28%)

Girl Scouts prepares every girl for a lifetime of leadership.

Everything a Girl Scout does centers around **STEM**, the **outdoors**, development of **life skills**, and **entrepreneurship**, and is designed to meet her where she is now and to grow along with her from age 5 to 18 and into adulthood.



The **Girl Scout Leadership Experience** is a one-of-a-kind, proven leadership development program that pairs girls with **strong, caring female role models and mentors.**



The Girl Scout Gold Award is the most prestigious award in the world for girls—and the most difficult to earn—and it's only available to Girl Scouts.

(More difficult to earn than Eagle Scout Award)

Gold Award Girl Scouts:

- Are eligible for 40+ different college scholarships
- Feel they have had success in life (95% vs. 82%*)
- Think of themselves as a leader (81% vs. 50%*)
- Have more leadership experience in volunteer activities, school, the community and politics
- Enter the armed services at one rank higher than other recruits

*Gold Award Scouts vs. non-alumnae

Girl Scouts develops girls of courage, confidence and character who make the world a better place.

DEMOGRAPHICS

- 240 thousand Hispanic
- 200 thousand African American
- 50 thousand Asian
- 500 thousand household income < \$50K

PROGRAM REACH

- 6.8 thousand Gold Awardees/yr
- 1.8 million Leadership/yr
- 1.3 million National Cookie Entrepreneurs
- 1.865 million STEM Pipeline



SCALE and SCOPE

- 100+ Years Old
- Ranked #2 in the Brand World Value Index
- 800 thousand Adult Volunteers
- 59 million Alumnae
- 112 Councils
- In every US Residential Zip Code



Girl Scouts
unleashes the

G.I.R.L.

(**G**o-getter,
Innovator,
Risk-taker,
Leaders)TM
in every girl.

