



Connect your company with the largest girl-serving organization in the world while inspiring the next generation of female leaders in STEM careers.



# STEM Program: Corporate Sponsorship Opportunities

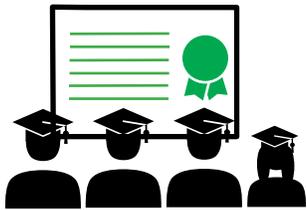
**77%**

*of girls say that, because of Girl Scouts, they are considering a career in technology.*

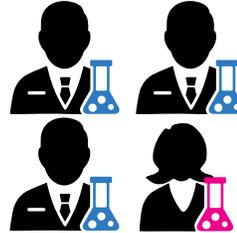


# Closing the STEM gap

Today, the majority of college graduates (57%) and master's level graduates (60%) are women, and nearly half of our country's work force are women. Despite this progress, female representation still remains extremely low in STEM fields (science, technology, engineering and mathematics.)



**Only 20%** of the bachelor's degrees in engineering, computer science, and physics are held by women.<sup>1</sup>



**Only 25%** of positions in STEM fields like engineering, computer science, and physics are held by women.<sup>1</sup>

## How is Girl Scouts helping to close that gap?

This is a game-changing moment for women in STEM careers. The National Student Clearinghouse, the country's top source for education verification, projects growth of nearly **25 percent** for occupations in STEM by 2020. Girl Scouts San Diego is ready to help girls explore potential careers in STEM fields with the introduction of **23 new badges** and a host of STEM-focused programming.

With your help, we can:

- Reduce the fear and intimidation girls and adult volunteers feel around STEM subjects
- Expand the perception of what girls and adults leaders believe scientists are
- Engage girls with STEM career opportunities and female role models

## How is Girl Scouts San Diego's programming unique?

Girl Scouts provides the world's best leadership experience for girls. For over 100 years, Girl Scouts San Diego has helped girls develop the **courage, confidence, and character** to make the world a better place. Our organization annually provides leadership opportunities for **23,000 local girls and 12,000 adult members** in San Diego and Imperial counties.



## Help inspire girls like Molly to explore STEM

16-year-old Molly (third from left) joined Girl Scouts San Diego's Technovation Challenge Team, although she had no computer coding experience. During the nationwide competition, girls learn about technology while creating a mobile phone app to address a problem in their community. Together, Molly and her teammates designed an app that helps San Diegans track and reduce their personal water usage. After 12 weeks of hard work, the team competed at the regional level in Los Angeles and won first place! Now Molly has new confidence in her tech skills and is considering majoring in computer science in college.

1 Modi, K., Ph.D., Schoenberg, J., Ed. M., & Salmond, K., M.P.P. (2012). Generation STEM: What Girls Say about Science, Technology, Engineering, and Math (pp. 1-44, Rep.). Girl Scouts of the USA. The Girl Scout Research Institute.



## Join us by taking the STEM Pledge

Throughout our 100-year-plus history, Girl Scouts have learned by doing. Because our program is girl-led, girls decide what they do together, often choosing to explore science, technology, engineering, and math. In fact, Girl Scouts are more likely to participate in STEM activities than non-Girl Scouts—and in the process, they become better problem-solvers and critical thinkers, and more effective leaders.

Girl Scouts San Diego is on a mission to fill the STEM workforce pipeline by providing even more girls with leadership and learning opportunities. In fact, we're participating in the nationwide **Girl Scout STEM Pledge**—a multiyear initiative to close the STEM gender gap by reaching **2.5 million girls across the country through our hands-on STEM programs by 2025**. However, we can't do it without your support!

**Corporate leaders in San Diego are invited to join the Girl Scout STEM Pledge.** Invest in our communities' girls by becoming a sponsor of our STEM programming and encourage your employees with STEM backgrounds to volunteer. 2018-2019 STEM sponsorship opportunity levels are outlined on the last page of this packet.

**For additional information please contact Corporate Giving Officer Sarafina Scapicchio at 619-610-0801 or [sscapicchio@sdgirlscouts.org](mailto:sscapicchio@sdgirlscouts.org).**

**A majority of girls (82–93%) across our Girl Scout STEM programs consistently agree that there is at least one adult who makes them feel valuable.**



# 2018-2019 STEM Sponsor Benefits by Level

**Want something you don't see? Customized sponsorships are available.**

In-kind donations will be recognized at half of their cash value.

| RECOGNITION  | STEM PROGRAM PRESENTER<br>\$50,000                    | STEM AMBASSADOR<br>\$25,000 | STEM ADVOCATE<br>\$15,000 | STEM PARTNER<br>\$10,000 | STEM MENTOR<br>\$5,000 |
|--|---|-----------------------------|---------------------------|--------------------------|------------------------|
| Opportunity to facilitate or sponsor a councilwide STEM event  | ✓   | ✓                           | ✓                         | ✓                        | ✓                      |
| Opportunity to sponsor or mentor a Girl Scouts San Diego Technovation Challenge team at your corporate office (January through April)  | Technovation Challenge presenting sponsor recognition | ✓                           | ✓                         | ✓                        | ✓                      |
| Official Girl Scouts San Diego patch opportunity for one year  | ✓   | ✓                           | ✓                         | ✓                        |                        |
| Feature story in <i>Connections</i> monthly e-newsletter (27,300 recipients)   | Article with photo                                    | Article with photo          | Listing                   | Listing                  |                        |
| Feature Story in <i>Giving Wisely</i> newsletter (Mailed to 8,000 households)  | Article with photo                                    | Article with photo          | Listing                   | Listing                  |                        |
| Recognition in 2019 camp brochure or Family Cookie Guide (Mailed to 32,000 households)   | Half-page   | Quarter-page                |                           |                          |                        |
| Sponsored STEM activity featured in monthly STEM e-newsletter (400 recipients)   | 4   | 2                           | 2                         | 1                        | 1                      |
| Official Girl Scout Community Partner designation for one year   | ✓   | ✓                           | ✓                         | ✓                        | ✓                      |
| Recognition in annual report   | Logo  | Logo                        | Logo                      | Listing                  | Listing                |
| Year-round volunteer opportunities for employees   | ✓   | ✓                           | ✓                         | ✓                        | ✓                      |
| <b>GSO PROGRAM RECOGNITION BENEFITS</b>  |   |                             |                           |                          |                        |
| The Girl Scout Outreach (GSO) Program currently serves 3,636 girls from low-income families in 47 elementary schools across San Diego County; staff-led afterschool activities include STEM. |   |                             |                           |                          |                        |
| Sponsor a STEM activity at a GSO school  | ✓   | ✓                           | ✓                         | ✓                        | ✓                      |
| Logo on GSO backpacks (4,500)  | ✓   | ✓                           |                           |                          |                        |
| Logo on GSO T-shirts   | ✓   | ✓                           |                           |                          |                        |
| Mountain Adventure sponsor recognition   | ✓   | ✓                           | ✓                         |                          |                        |
| STEM Discovery Day Camp sponsor recognition  | ✓   | ✓                           | ✓                         |                          |                        |