

Girl Scout Outreach Program

STORIES OF IMPACT

The Girl Scout Outreach

program delivers the unmatched power of Girl Scouting to underserved neighborhoods. Since its inception in 1980, more than 100,000 local girls have benefited from GSO. In 2018 alone, GSO served 4,050 girls ages 5-14 from low-resource communities in 60 schools in San Diego County.

Each year, the GSO team collaborates with community partners, college interns, and other volunteers to lead sessions on STEAM (science, technology, engineering, arts and math), life skills, leadership development, anti-bullying, health and wellness. GSO also extends learning opportunities to families; promotes mentoring, leadership and volunteerism; and hosts events like Science Adventure (a weekend sleepover camp), and Discovery Day Camp.

Genevieve

Girl Scouts prepares girls like Genevieve to step up and lead!

This first-grader became a Daisy Girl Scout through the year-round Girl Scout Outreach (GSO) program at Cherokee Point Elementary in City Heights. Her favorite aspect of Girl Scouting so far: the Girl Scout Cookie Program!

Undeterred by an usually rainy cookie season, Genevieve became a marketing expert. She enjoyed creating new approaches, including her most successful pitch: “Why buy just one kind of cookie when I have seven more for you?”

“Genevieve took on a mission and rocked it!” according to Selena, a GSO staff member.

She easily surpassed her goal of 500 packages, earning an indoor skydiving adventure and funds to support her upcoming Girl Scout adventures. More importantly, Genevieve built important life key skills like decision making, money management, and business ethics.

Parents Drew and Sacari watched as the cookie program helped their daughter develop as a leader. “At first Genevieve was super shy and intimidated by the idea of interacting with customers,” said Drew.

“But with practice and hard work, she grew confident.”

The cookie program also brought the family together as a bonding activity. “After a long day at work, helping Genevieve (pictured below, front right) with the cookie program became the highlight of my day,” Drew recalled. “Helping her reach her goals and spending quality time with her was a win-win for both of us.”





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Anyra

Through Girl Scouting, Anyra has built confidence and grown tremendously as a leader.

She first joined Girl Scouts through the Girl Scout Outreach (GSO) Program's year-round initiative at Ibarra Elementary School in City Heights. With support from caring leaders and her sister Girl Scouts, the initially shy and nervous first-grader participated in activities and bravely tried new things.

As a Brownie, she eagerly attended every GSO meeting and event. She especially loved learning about the solar system during a Girl Scout STEM (science, technology, engineering, and math) session. Inspired by what she discovered about planets, she independently created an elaborate project about them.

Later, as a Junior Girl Scout, Anyra (pictured at right and below, third from left) attended her very first camp: Mountain Adventure. Although excited to be there, she was extremely homesick on the first day. A staff member encouraged her to join in team challenge game, and she was soon all smiles. By the end of the weekend, Anyra was having the time of her life and asking when she could go to camp again.

Very soon, as it turned out! Just four months later, she arrived at Discovery Day Camp, a summer session hosted by the GSO team at Girl Scouts' Balboa Campus. There, the once-quiet and timid little girl was a role model and leader, encouraging other campers to participate in activities. Her parents reported that she returned home each afternoon eager to share stories about her experiences.

Now in 6th grade, Anyra inspires younger girls to discover the power of Girl Scouting. The GSO team recently heard her tell a group of new Junior Girl Scouts, **"You should go to Mountain Adventure!** You get to explore the outdoors and make lots of friends. It's really fun!"

