

Thank you for investing in girl leaders! Now more than ever, girls need an inclusive, safe space in which they're free to explore their potential. Because of you, **22,975** girls in San Diego and Imperial counties were able to take the lead like a **G.I.R.L.** (Go-getter, Innovator, Risk-taker, Leader) in 2018.

## Outdoors



**3,453** girls attended camp at our Balboa and Escondido program centers, and at Camp Winacka and Camp Whispering Oaks.

Girls earned **10,072** badges in outdoor skills like camping, hiking and archery.



**544** adult volunteers learned wilderness first aid, outdoor cooking, and canoeing while **539** became first aid/CPR/AED certified.

### HIGHLIGHT



**66** girls and adults completed 17 hours of training to lead advanced backpacking expeditions.

## Entrepreneurship



**14,187** Girl Scout entrepreneurs developed five important skills: goal setting, decision making, money management, people skills and business ethics, as they marketed **2,832,528** packages of cookies.

Girls earned **10,452** badges in Entrepreneurship for money management, consumer research, and business plan development.



### HIGHLIGHT



**863** girls successfully marketed 650 or more packages of cookies, earning a week at camp!

## STEM (Science, Technology, Engineering and Math)



**4,050** girls from 60 schools in under-served communities participated in STEM activities through Girl Scout Outreach.

**30** new STEM badges in subjects from robotics to cybersecurity were introduced.



More than **10,000** Girl Scouts participated in **21,057** STEM program opportunities, exceeding our STEM Pledge Goal to build the STEM workforce pipeline.

### HIGHLIGHT



**136** girls took flight through Operation Wing Scout with Southwest Airlines to learn about aviation careers aboard the USS Midway.

## Life Skills



Bronze, Silver and Gold Award Girl Scouts dedicated **35,700** hours of service to improving San Diego and Imperial counties.

**58** girls became Gold Award Girl Scouts, exercising their leadership skills to identify and tackle a community or global issue. (Less than six percent of Girl Scouts achieve this prestigious honor!)



**24** Girl Scouts from a variety of socio-economic backgrounds, traveled far and wide—from Denmark to the Galapagos Islands—through our Destinations program.

### HIGHLIGHT



Gold Award Girl Scout Ambassador Dana educated teens and young adults about personal finance—a practical and necessary topic rarely offered in high schools. She positively impacted **1,500** students in the initial launch of her twelve Financial Literacy Films as YouTube videos and corresponding presentations. In addition, by partnering with the National Endowment for Financial Education, she expanded her reach to 21,000 educators and 860,000 high school students nationwide.

# THANK YOU

Your generosity ensures that girls can participate in Girl Scouts, regardless of financial resources!

## Our Outcomes

Girl Scouts is proven to empower girls to thrive in five key ways as they:



Develop a strong sense of self.

(80% vs 68%)



Display positive values.

(75% vs 59%)



Seek challenges and learn from setbacks.

(62% vs 42%)



Form and maintain healthy relationships.

(60% vs 43%)



Identify and solve problems in the community.

(57% vs 28%)

## Our one-of-a-kind leadership development programs:

- Are based on time-tested methods
- Are research-backed
- Are proven by results

## Recent surveys of our Girl Scout alumnae found that:

**100%**

Of **female U.S. secretaries of state** are Girl Scout alumnae



**50%**

Of **female business leaders** are Girl Scout alumnae



**80%**

Of **female tech leaders** are Girl Scout alumnae



**75%**

Of **female governors** are Girl Scout alumnae



**76%**

Of **female U.S. senators** are Girl Scout alumnae

**#BestPlace4Girls**