



# 2024 Program Impact Report

The Girl Scout Leadership Experience (GSLE) program model is designed to achieve specific results among girls. **Girls participate in activities that allow them to learn through three Girl Scout processes:** girl-led, learning by doing, and cooperative learning. When girls participate in a variety of activities, using the program processes that are led by a caring adult in a supportive environment, girls are more likely to achieve the GSLE outcomes, be satisfied with their experiences, and return to Girl Scouts the following year.

Each year, Girl Scouts of Western Ohio (GSWO) asks Girl Scouts and volunteers to reflect on their experiences. These 2024 program results were collected through the *Girl Scout Voices Count* survey conducted in April and May 2024.

## Variety of Activities

### Girl Scout Processes

- Girl Led
- Learning by Doing
- Cooperative Learning

### Supportive Relationships

## 5 Short Term Outcomes

- Strong Sense of Self
- Positive Values
- Challenge Seeking
- Healthy Relationships
- Community Problem Solving

## Long Term Outcome

Girls lead with courage, confidence, and character to make the world a better place.

## Program Impact Report Headlines

- The GSLE works to develop healthy girls who grow toward the five outcomes.
- **Troop leaders make the difference! Girls grow more and stay longer when:**
  - Troop leaders involve girls in planning, doing, and evaluating activities together with their troop.
  - Troop Leaders create an environment where every girl feels welcome and like she belongs.
  - Girls have the chance to participate in a variety of activities, including doing things outside of troop meetings.

# GSWO Girl Scouts Demonstrate Strong Outcomes in 2024


## Girl Scout Processes:

**80%**  
Learned cooperatively  
with others


**71%**  
Learned by doing  
hands-on activities

**67%**  
Had girl-led experiences


## GSLE Outcomes:

  
**71%**  
Strong Sense  
of Self

  
**69%**  
Positive  
Values

  
**53%**  
Healthy  
Relationships

  
**48%**  
Challenge  
Seeking

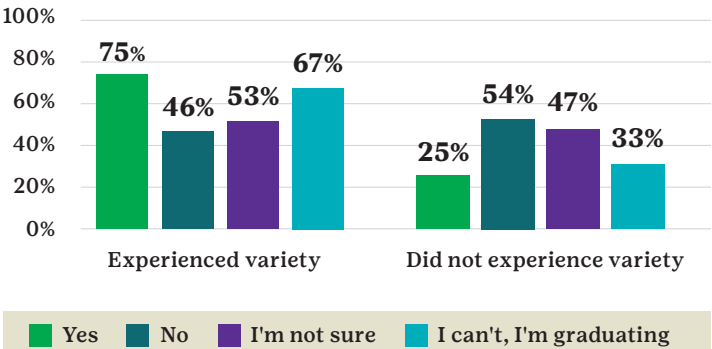
  
**47%**  
Community Problem  
Solving Skills

## Girl Scouts Succeed by Participating in a Variety of Activities

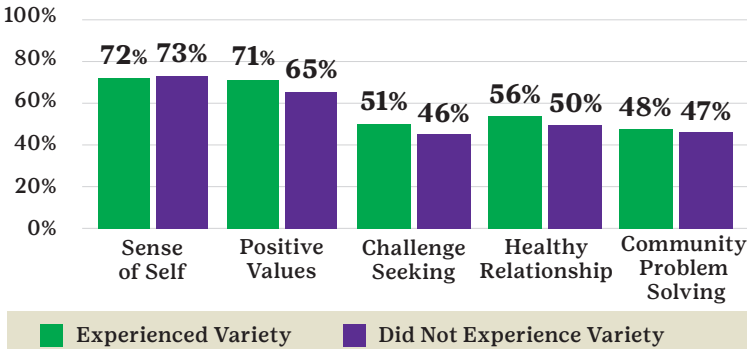
The GSUSA analysis of girls participating in activities has demonstrated that participating in a variety of "foundational Girl Scout activities" impacts girls' program outcomes, their satisfaction, and their intent to stay in Girl Scouts. **Based on our Girl Scout Voices Count survey results, 84% of girls loved or liked their Girl Scout experience during the past year and plan on staying in Girl Scouts for another year.**

According to our Girl Scout Voices Count survey in 2024, 72% of GSWO Girl Scouts experienced four or more foundational activities. These foundational activities include the national portfolio (badges, Journeys, and Highest awards), outdoor activities, Cookie Program, service learning, and field trips or events. Girls who participated in activities from the four Program Pillars (STEM, Outdoor, Life Skills, and Entrepreneurship) gained opportunities to try new things by working together and learning through hands-on activities. About 7,710 girls participated in council-sponsored activities and many more have participated in activities offered by Girl Scout partners in 2024. **As of 2024, outdoors pillar program events accounted for 34%, entrepreneurship events accounted for 9%, life skills accounted for 34%, and STEM programs accounted for 23%.**

### Intent to Stay by Experiencing Variety



### GSLE Outcomes by Experiencing Variety



## What Girls Like About Girl Scouting

While we see that participating in a variety of activities leads to skill and leadership development that will benefit girls long-term, we also asked them about what they see as perceived benefits as a result of being in Girl Scouts. The benefit that girls reported about the most was getting to try new things that they would not have been able to do otherwise.

Benefits Attributed to Girl Scouting	Percentage of girls who agree <sup>1</sup>
<b>New Experiences:</b> Because of Girl Scouts, I am doing activities that I would not have done otherwise.	88%
<b>Empowerment:</b> Because of Girl Scouts, I can make a difference in the world.	83%
<b>Leadership:</b> Because of Girl Scouts, I am a leader in more activities	74%
<b>Friendship:</b> Because of Girl Scouts, I have close friends.	80%
<b>Academic Confidence:</b> Because of Girl Scouts, I am more confident at school.	70%
<b>Mental Wellness:</b> Because of Girl Scouts, I can cope better with stress.	57%
<b>Mental Wellness:</b> Because of Girl Scouts, I am a happier person.	80%
<b>Environmental Stewardship:</b> Because of Girl Scouts, I have had a personal experience in nature that made me appreciate it more.	79%
<b>Environmental Stewardship:</b> Because of Girl Scouts, I know real things I can do to help protect the environment.	84%

As Girl Scouts, it is our duty to make the world a better place by building an inclusive space for girls. In 2020, GSUSA made a long-term commitment to diversity, equity, inclusion, and racial justice (DEI/RJ), using its collective power to dismantle systematic racism within the organization. In 2022, the GSVC survey created a Belonging and Inclusion Index which is comprised of items to reflect the behaviors associated with inclusive and equitable environments, as well as experiences that result in high levels of engagement with the organization. The table below shows the statements that girls reported to “agree a lot” or “agree a little” with that tie into themes of belonging and inclusion for 2024.

### Percentage of Girl Scouts who "Agree a lot" or "Agree a little" with the Belonging and Inclusion: Index statements:

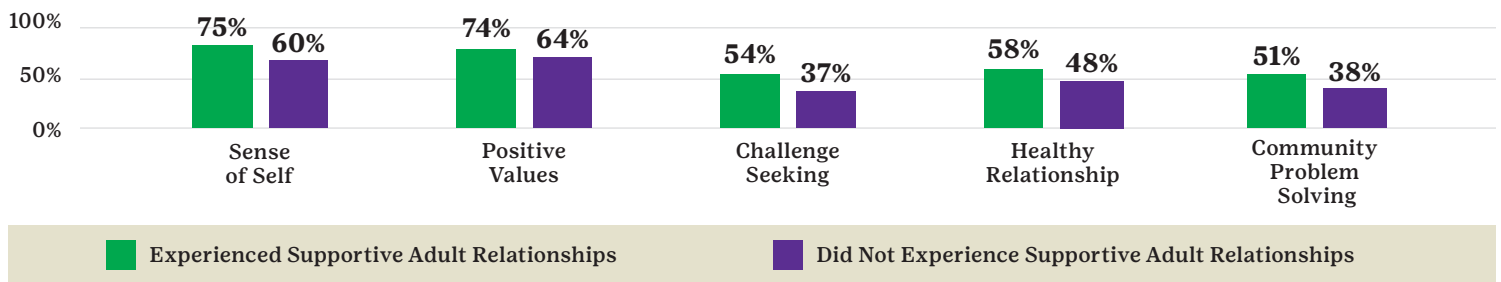
<b>95%</b> <b>Safe Space:</b> I feel safe in Girl Scouts.	<b>88%</b> <b>Equity:</b> Because of Girl Scouts, I am doing things that I cannot do in other places.
<b>94%</b> <b>Be Self:</b> I can be myself in Girl Scouts.	<b>90%</b> <b>Friendship:</b> I have a close friend in Girl Scouts.
<b>92%</b> <b>Fairness:</b> Adults in Girl Scouts treat everyone fairly.	<b>78%</b> <b>Cultural Competency:</b> In Girl Scouts, I get to celebrate and learn about customs, values, and traditions of people from different races/cultures.
<b>91%</b> <b>Inclusive:</b> In Girl Scouts, I feel like I belong.	

## Caring Adults Make It All Possible

Girls having a variety of experiences and implementing the activities using the program processes does not happen without the support of caring adults. In order to ensure troop leaders are able to deliver the Girl Scout Leadership Experience, it is important they have the tools, resources and support available.

When a Girl Scout has at least one supportive adult who creates a close connection with them, can help them discover who they are, cultivates abilities to shape their own lives, and help them learn how to engage with and contribute to the world around them, it increases their likelihood of developing the five GSLE outcomes and experience the three program processes. Those, in turn, lead to helping the girls have the full GSLE, and increase their satisfaction and likelihood to stay in Girl Scouts. Below are the results from this year's Girl Scout Voices Count survey comparing outcome scores when they have high scores on the supportive adult relationship measure versus those with low scores.

### Average GSLE Outcomes by Supportive Adult Relationships (High vs. Low)



Similar to Girl Scouts, troop leaders also identify some of the key drivers that motivate them to continue their Girl Scout experience by indicating how much they agree with the key driver statements. While volunteers indicate they feel they are making a difference in the lives of girls and are able to use their talents, skills, and/or passions, there is still work to do to ensure they have the support they need to be successful.

Key Drivers	Percent of troop leaders who agree <sup>2</sup>
As a Girl Scout troop leader, I make a difference in the lives of girls.	87%
Being a Girl Scout troop leader gives me opportunities to use my talents, skills, and/or passions.	82%
Girl Scouts provides the support and guidance I need to be a successful troop volunteer	55%
I get sufficient support from the parents/caregivers in my troop.	53%
Girl Scouts provides the training I need to be a successful troop leader.	53%



## Key Takeaways From 2024 Results



- GSWO Girl Scouts are achieving the GSLE outcomes at equal or higher percentages in comparison to last year and are statistically equal to Girl Scouts at the national level.



- The majority of GSWO Girl Scouts are experiencing a variety of activities with their troops. Girl Scouts who experienced a variety of activities are more likely to stay in Girl Scouts and are more likely to develop our GSLE outcomes than those who do not.



- When looking at the results of the Belonging and Inclusion index items, we can see that GSWO Girl Scouts feel valued, respected, and accepted by the organization and the people in it.



- Troop leaders play a major role in the lives of the girls they serve and feel that by volunteering with Girl Scouts, they are better able to share their skills, talents, and passions with others. When they feel supported and prepared for their role, they can make a huge impact on girls' abilities to develop the GSLE outcomes and increase their likelihood to continue in Girl Scouts.

- GSWO recognizes the need to implement changes and regularly update the support, trainings, and resources that troop leaders need to be successful volunteers for their troop.

1. Girl Scouts of the USA, Girl Scout Voices Count 2024 – Girl Scouts of Western Ohio Data Report: Girl Scouts, 2024
2. Girl Scouts of Western Ohio, Girl Scout Voices Count 2024 - Troop Leaders, 2024



# 2024 At-a-Glance Impact Summary



## About Girl Scouts of the USA and Girl Scouts of Western Ohio

Founded in 1912 by Juliette Gordon Low, Girl Scouts is the world's preeminent leadership development organization for girls. The mission of Girl Scouts is to build girls of courage, confidence, and character, who make the world a better place. At Girl Scouts, we're 2 nearly million strong with 1.1 million girl members, 640,000 adult members, and more than 50 million alums.



Girl Scouts of Western Ohio (GSWO) is the sixth largest council in the nation and the largest council in Ohio, serving girls in 32 counties in western Ohio and southeastern Indiana. While participating in the Girl Scout Leadership Experience, Girl Scouts gain important skills in four areas: STEM (science, technology, engineering, and math), the outdoors, life skills, and entrepreneurship. Girl Scouts also helps girls develop behaviors, skills, and traits critical for a lifetime of leadership, including a strong sense of self, positive values, challenge seeking, healthy relationships, and community problem solving.



## Council Membership

In 2024, more than 40,000 members across western Ohio and southeastern Indiana were Girl Scouts. This included 28,300 girls who discovered their passions, challenged their limits and made new friends through Girl Scouts. Almost 40% of our girls requested some sort of financial assistance this year.



## Girl Scout Cookie Program

In 2024, girls sold more than 2.86 million packages of cookies, including more than 367,000 packages donated to charity. Through the cookie program, girls earned nearly \$2.9 million in proceeds to fund troop adventures, including everything from local field trips to the museum to a once in a lifetime trip to the Girl Scout national convention.



## Highest Awards in Girl Scouting

Girls who work to address community issues and make sustainable change earn the Highest Awards in Girl Scouting: the Bronze Award for girls in grades 4-5, the Silver Award for girls in grades 6-8, and the Gold Award for girls in grades 9-12. In 2024, 230 girls earned their Bronze Award, 118 earned their Silver Award and 35 changemakers earned their Gold Award.





## Girl Scout Camp

In 2024, our Girl Scouts enjoyed all that summer camp has to offer! At camp, girls learn to challenge their limits, become environmental stewards and make life long friends. In 2024, just under 5,400 girls attended day, overnight and troop camps. This includes 124 girls who attended camp through our Camp for Every Girl initiative.



## Generous Donors and Volunteers

Girl Scouting would not be possible without our compassionate volunteers and donors. In 2024, more than 12,000 volunteers spent 864,000+ hours volunteering with girls and nearly 700 generous individual, corporate, foundation, and United Way donors contributed over \$1 million to our mission.



### Girl Scout Promise

On my honor, I will try:  
To serve God and my country,  
To help people at all times,  
And to live by the Girl Scout Law.

### Girl Scout Law

I will do my best to be  
honest and fair,  
friendly and helpful,  
considerate and caring,  
courageous and strong,  
and responsible for what I say and do,  
and to respect myself and others,  
respect authority,  
use resources wisely,  
make the world a better place,  
and be a sister to every Girl Scout.

# Michigan



## Service Centers

- A. Toledo
- B. Lima
- C. Dayton
- D. Cincinnati

## Camps

- 1. Camp Libbey
- 2. Camp Woodhaven
- 3. Camp Rolling Hills
- 4. Little House - Greenville
- 5. Camp Stonybrook
- 6. Camp Whip Poor Will
- 7. Camp Butterworth

- d** Daisy K-1
- b** Brownie 2-3
- j** Junior 4-5
- c** Cadette 6-8
- s** Senior 9-10
- a** Ambassador 11-12

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In Partnership With:

