

# 2025 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.

## 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.

Each year, Girl Scouts of Western Ohio (GSWO) asks Girl Scouts and volunteers to reflect on their experiences. These 2025 program results were collected through the Girl Scout Voices Count survey, conducted in April and May 2025.

## GSWO Girl Scouts in 2025 Demonstrate Strong Outcomes



## Girl Scout Program Processes:

- 67% had girl-led experiences
- 70% learned by doing hands-on activities
- 79% learned cooperatively with others

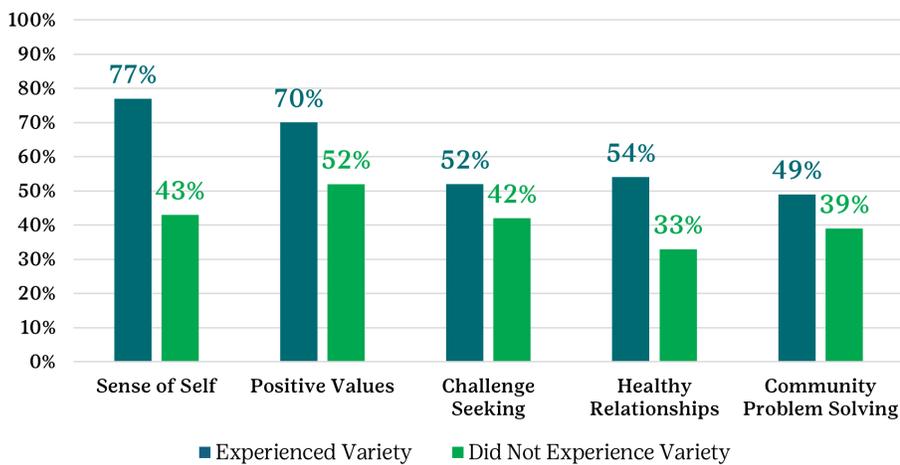
# 86%

of girls loved or liked their Girl Scout experience during the past year and plan on staying in Girl Scouts for another year.

## Variety of Experiences Improves Outcomes

According to our Girl Scout Voices Count survey in 2025, **79% 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. **Over 8,000 girls participated in council-sponsored activities** and many more have participated in activities offered by Girl Scout partners in 2025.

GSLE Outcomes by Experiencing Variety



## Where Girls Feel Like They Belong

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 GSVI 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 2025.

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

**96%** **Safe Space:** I feel safe in Girl Scouts.

**89%** **Friendship:** I have a close friend in Girl Scouts.

**94%** **Be Self:** I can be myself in Girl Scouts.

**88%** **Equity:** Because of Girl Scouts, I am doing things that I cannot do in other places.

**92%** **Fairness:** Adults in Girl Scouts treat everyone fairly.

**77%** **Cultural Competency:** In Girl Scouts, I get to celebrate and learn about customs, values, and traditions of people from different races/cultures.

**92%** **Inclusive:** In Girl Scouts, I feel like I belong.

## 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.



88%

**New Experiences:**  
Because of Girl Scouts, I am doing activities that I would not have done otherwise.



86%

**Empowerment:**  
Because of Girl Scouts, I can make a difference in the world.



83%

**Environmental Stewardship:**  
Because of Girl Scouts, I know real things I can do to help protect the environment.



81%

**Mental Wellness:**  
Because of Girl Scouts, I am a happier person.



78%

**Environmental Stewardship:**  
Because of Girl Scouts, I have had a personal experience in nature that made me appreciate it more.



78%

**Friendship:**  
Because of Girl Scouts, I have close friends.



74%

**Leadership:**  
Because of Girl Scouts, I am a leader in more activities.



71%

**Academic Confidence:**  
Because of Girl Scouts, I am more confident at school.



55%

**Mental Wellness:**  
Because of Girl Scouts, I can cope better with stress.



# Impact Summary

## Girl Scouts of the USA

Founded in 1912 by Juliette Gordon Low, Girl Scouts is the world's preeminent leadership development organization for girls. At Girl Scouts, we're 1.7 million strong with:



**1.1 million**  
girl members



**650,000**  
adult members



**50+ million**  
alums

## Our Mission

To build girls of courage, confidence, and character, who make the world a better place.

## The Girl Scout Leadership Experience

Through a variety of programming opportunities, Girl Scouts develop behaviors and skills that last a lifetime, including:

- strong sense of self
- healthy relationships
- positive values
- community problem solving
- challenge seeking

## Girl Scouts of Western Ohio

### Girl Scouts of Western Ohio



**8th**

largest council  
in the nation



**32**

counties served in  
western Ohio and  
southeastern Indiana

### 2025 Girl Scout Cookie Program®



**2.19 million**  
packages of  
cookies sold



**42,710**  
packages  
donated to  
charity



**\$2.14 million**  
in troop  
proceeds

### 2025 Membership

**37,000** Girl and adult members

**25,125** Girl Scouts who discovered their passions, challenged their limits, and made new friends

**43% +** Members requested financial assistance

### Girl Scout Camp



**2,484**

girls attended council day, overnight, and troop camps



**84**

of these girls attended Camp for Every Girl

### Celebrating Highest Awards

Girl Scouts who address community issues and make sustainable change earn the Highest Awards in Girl Scouting. Last year our council recognized:



**281** Bronze Award Girl Scouts (grades 4-5)



**132** Silver Award Girl Scouts (grades 6-8)



**45** Gold Award Girl Scouts (grades 9-12)



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