

Invest in girls.  
Change the world.



**The Girl Scout Gold Award**

SUPPORT Gold Award Girl Scouts who provide sustainable solutions to solve society's grand challenges.  
[www.girlscouts.org/goldaward](http://www.girlscouts.org/goldaward)

**Lifetime Membership**

BECOME a lifetime member of Girl Scouts today.  
[www.girlscouts.org/lifetime](http://www.girlscouts.org/lifetime)

**STEM Pledge**

ADVANCE a national initiative to reduce the STEM gender gap: help us raise \$70 million to bring STEM programming to 2.5 million girls by 2025.  
[www.girlscouts.org/STEMpledge](http://www.girlscouts.org/STEMpledge)

**A Brighter Future**

INVEST in Girl Scouts today—because when girls succeed, so does society.  
[www.girlscouts.org/investingirls](http://www.girlscouts.org/investingirls)

A publication of the Girl Scout Research Institute

Girl Scouts of the USA  
420 Fifth Avenue  
New York, NY 10018

10% recycled fiber  
© 2019 GSUSA. All rights reserved.



Girl Scouts'  
Academic Edge



What if we could develop millions more top-notch innovators, policymakers, technologists, and entrepreneurs?

*And what if they were all women?*

For over a century, Girl Scouts has been preparing girls to become tomorrow's leaders:



- 100% of female U.S. secretaries of state
- 80% of female technology leaders
- 72% of female U.S. senators
- 58% of U.S. congresswomen
- 50% of female business leaders

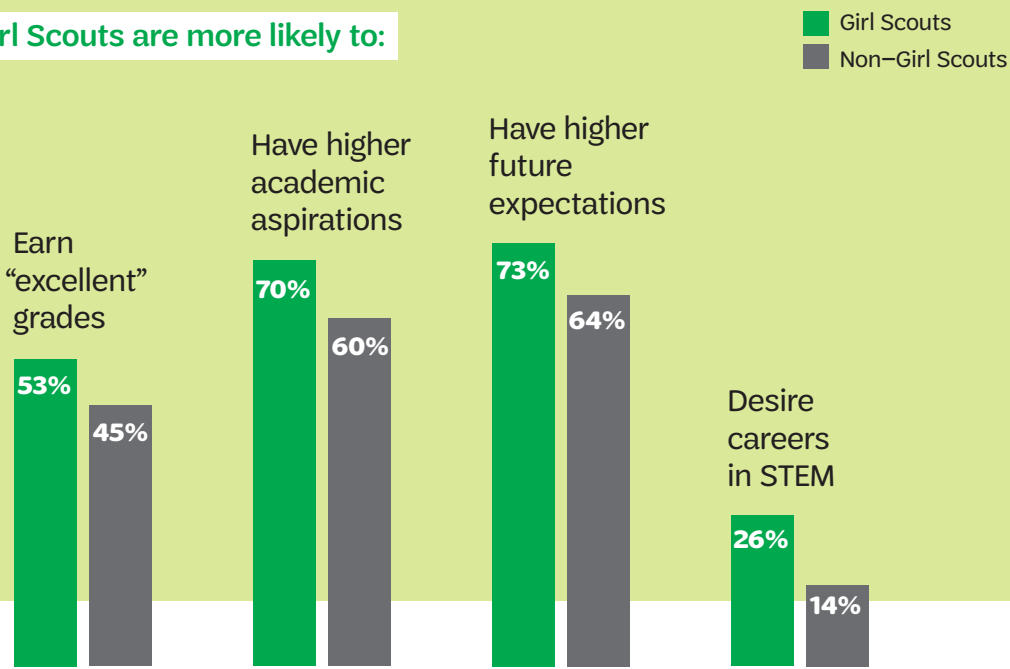
**... are Girl Scout alums.**

At Girl Scouts, girls grow their academic success, develop new talents, and explore their passions. By promoting skills like critical thinking, problem solving, and collaboration, Girl Scouts sets girls up for powerful futures.

### 1. Girl Scouting = educational and life success.

Research shows that participating in Girl Scouting contributes to girls' grades and behavioral engagement more than involvement in school programs does.

Girl Scouts are more likely to:



Compared to other women, Girl Scout alums:

- Are **2.25x** more likely to have at least a bachelor's degree
- Are **14%** more in demand for jobs
- Earn **23%** more

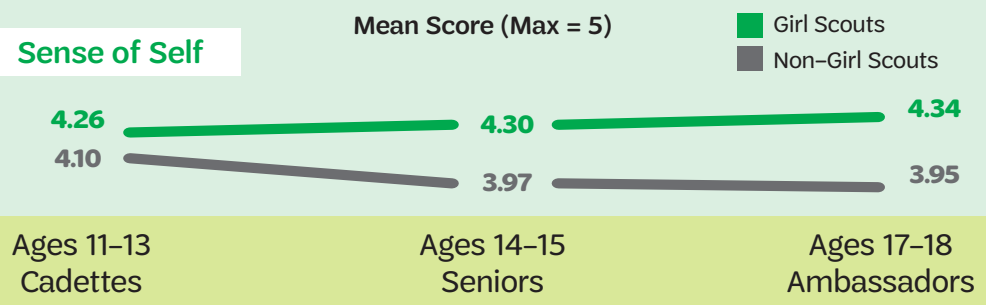
### 2. Girl Scouts levels the playing field.

Girls from lower socioeconomic status communities and diverse racial/ethnic backgrounds particularly benefit from Girl Scouts. When they participate in Girl Scouts, they're more likely than non-Girl Scouts to have an adult in their lives who helps them pursue their personal and academic goals. And Girl Scouts continues to advocate for equality by pursuing gender equity in pay and leadership for women of all backgrounds.

*Now more than ever, girls need Girl Scouts—because all girls deserve educational opportunities that help them discover their strengths and passions.*

### 3. Girl Scouting supports girls through the turbulent preteen years.

Although Girl Scouts and non-Girl Scouts show similar developmental trends in the early years, by middle school trends start to diverge. Compared to non-Girl Scouts, middle school girls who participate in Girl Scouts have a strong sense of self, show increased interest and involvement in their communities, and remain confident about their futures.



## The Girl Scout Model

Girl Potential + Skills Programming + Girl Scout Leadership Experience + Caring Adults and Social Capital



The case couldn't be clearer—Girl Scouting works! It is the best organization for preparing girls to succeed academically and become the next generation of leaders. Serving over 2 million girls today, Girl Scouts is uniquely positioned to equip all girls with the skills they need to prepare girls to succeed academically and lead in their own lives and beyond.