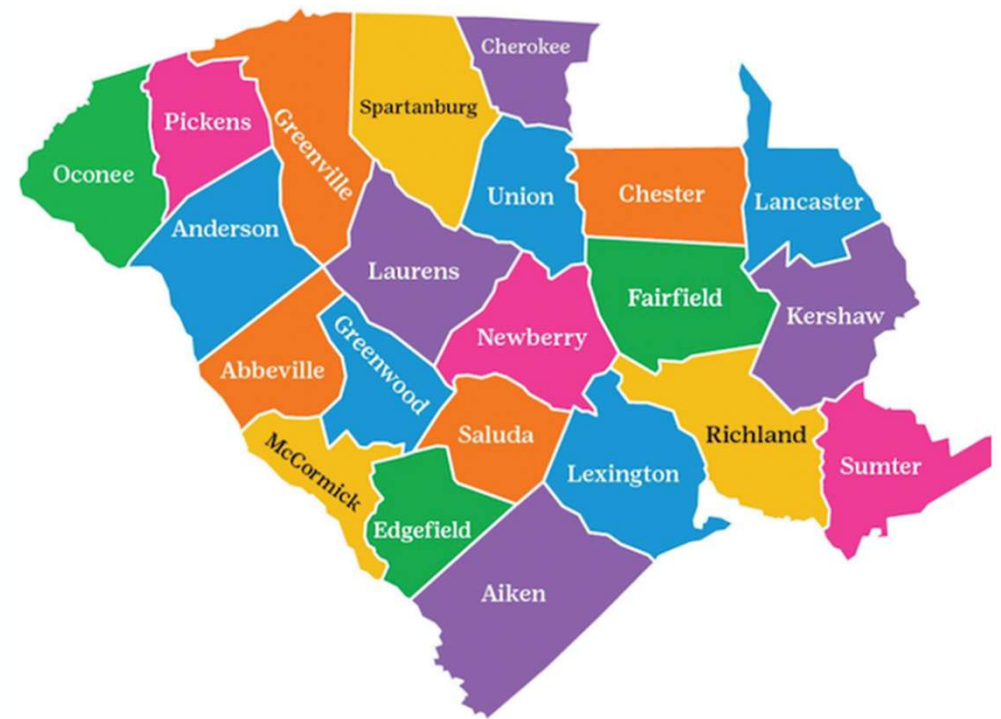


# Growing the Movement

Converse College  
Spartanburg, South Carolina  
April 29<sup>th</sup>, 2025

girl scouts   
of south carolina  
mountains to midlands



**girl scouts**   
of south carolina  
mountains to midlands





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In two/three words, describe what you think the biggest challenge facing girls in your community is today?

7 responses

self esteem

peer pressure

disconnection

mental health

not respected

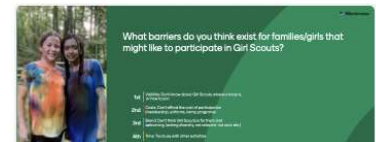
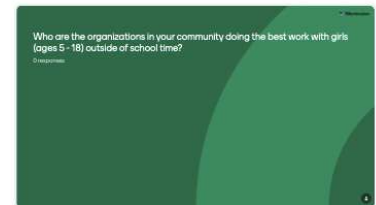
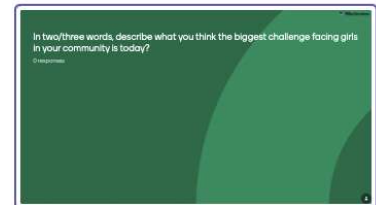
isolation



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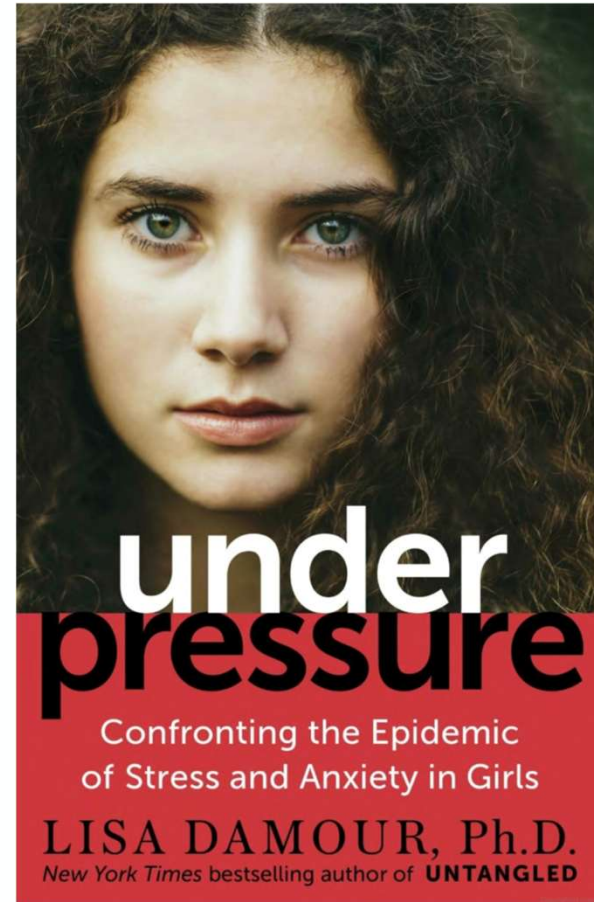
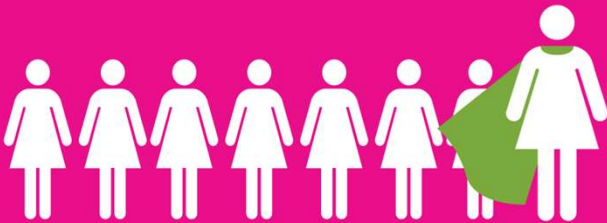


Choose a slide to present



# THE GIRLS' INDEX™

BY RULING OUR EXPERIENCES (ROX)



In 2017,

**9%**

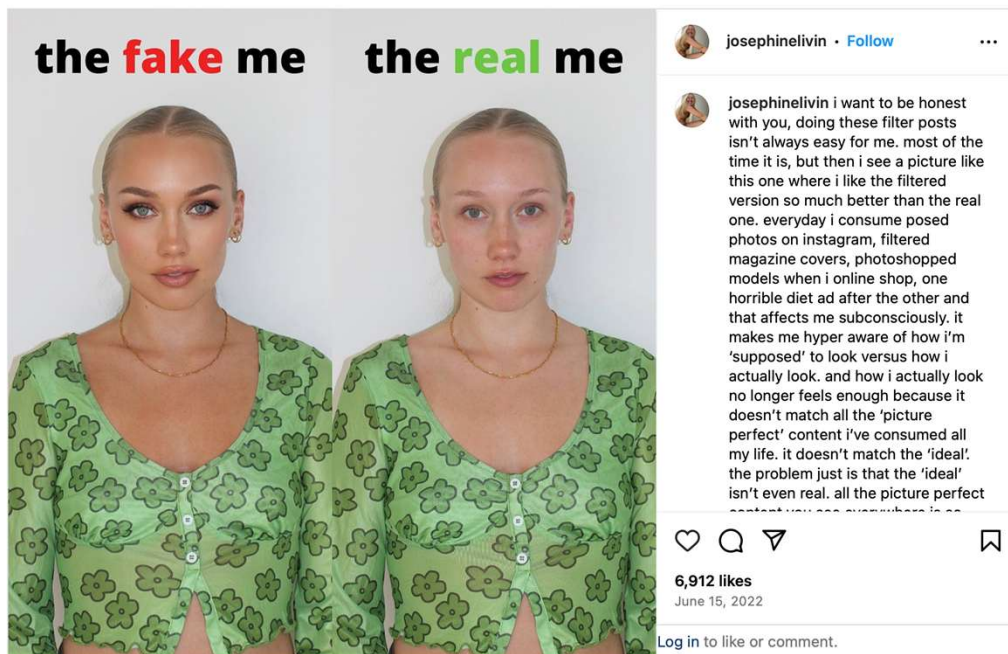
of 5th grade girls  
spent  
**6 OR MORE HOURS**  
each day  
using social media.

In 2023,

**46%**

do.





“

Lots of girls are on social media, especially TikTok, and a lot of the times I feel excluded because my parents are very anti-social media. Even though I don't have social media, I am still influenced by things. I think a lot of girls my age are developing body image issues and developing eating disorders at a young age because we constantly see other girls on social media who are skinny and gorgeous as heck, and a lot of the time what we see isn't realistic.

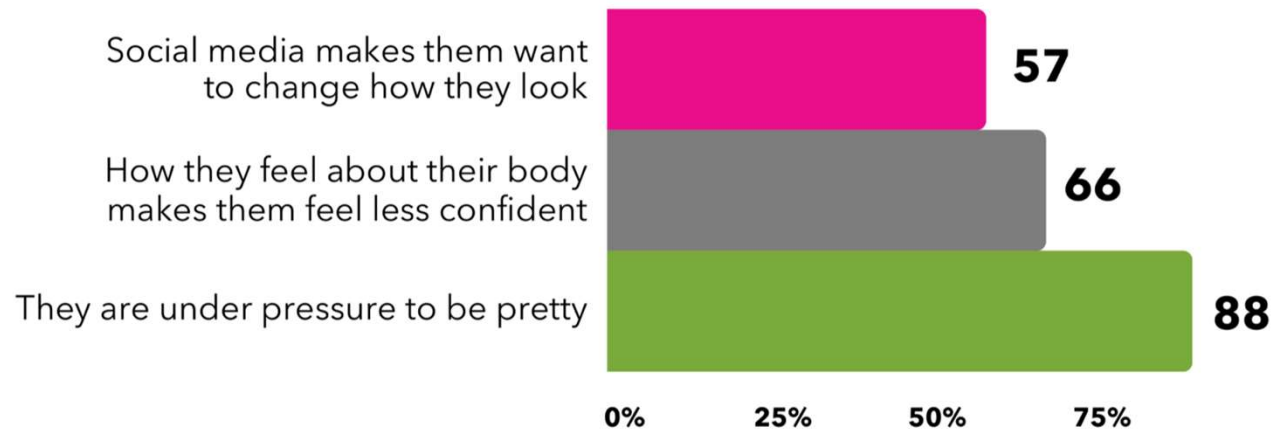
-6th grade girl, Texas

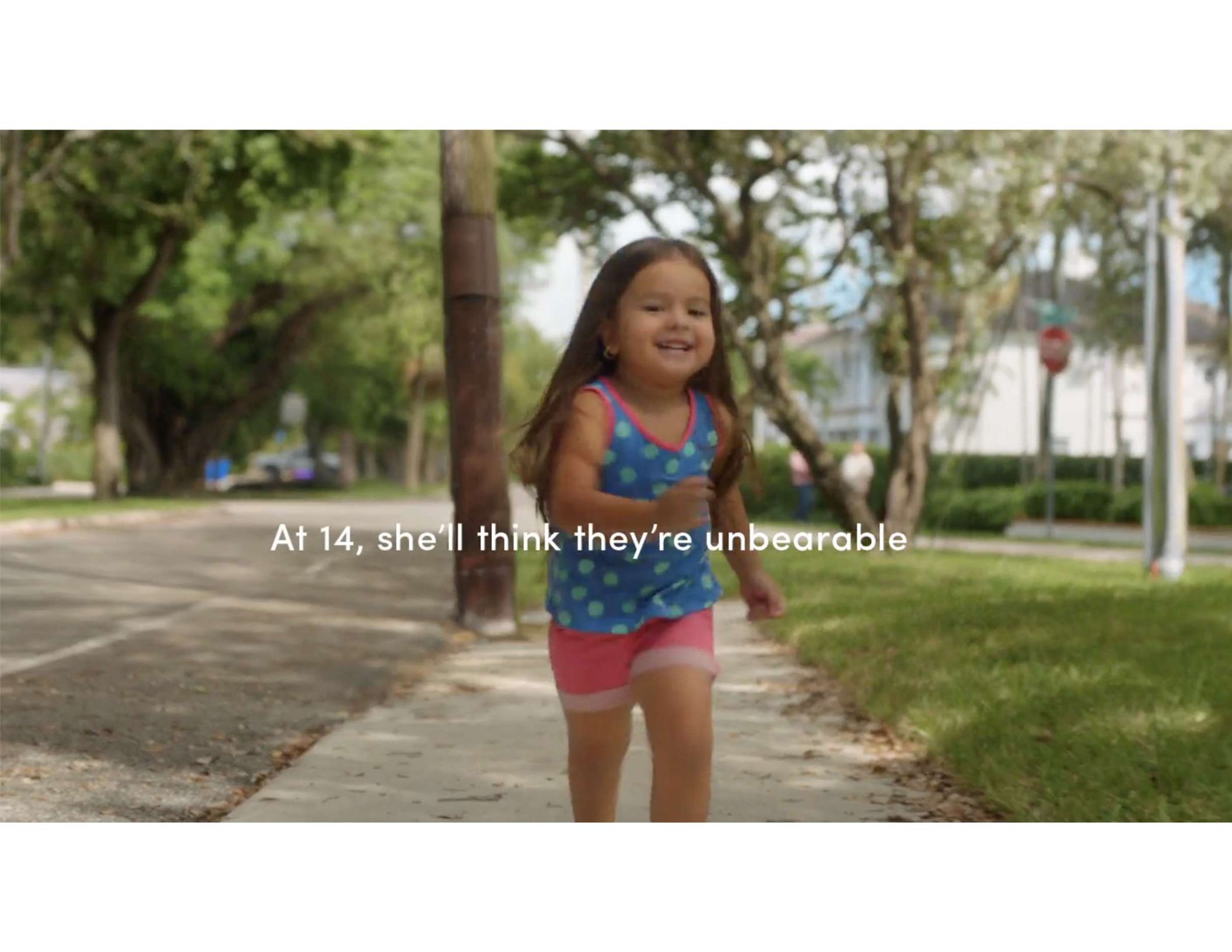
”

# CONFIDENCE

There are many variables that impact girls' reports of confidence. In the 2023 Girls' Index, the way that girls felt about their bodies and appearance was correlated to their reports of confidence. Additional appearance-related findings are included below.

## % OF GIRLS WHO REPORT:



A young girl with long dark hair, wearing a blue tank top with green polka dots and pink shorts, is running happily on a concrete sidewalk. She is smiling and looking towards the camera. The background is a lush green park with many trees and a paved road. A utility pole is visible behind her, and a red stop sign is in the distance to the right. The scene is bright and sunny.

At 14, she'll think they're unbearable



# SOCIAL MEDIA

Social media use impacts several other areas of girls' lives, including their perceptions of their appearance, their attention in school and their nighttime sleep.

## % OF GIRLS WHO REPORT:

They are distracted in school  
because of what is happening on  
social media

30

Social media impacts their sleep

54

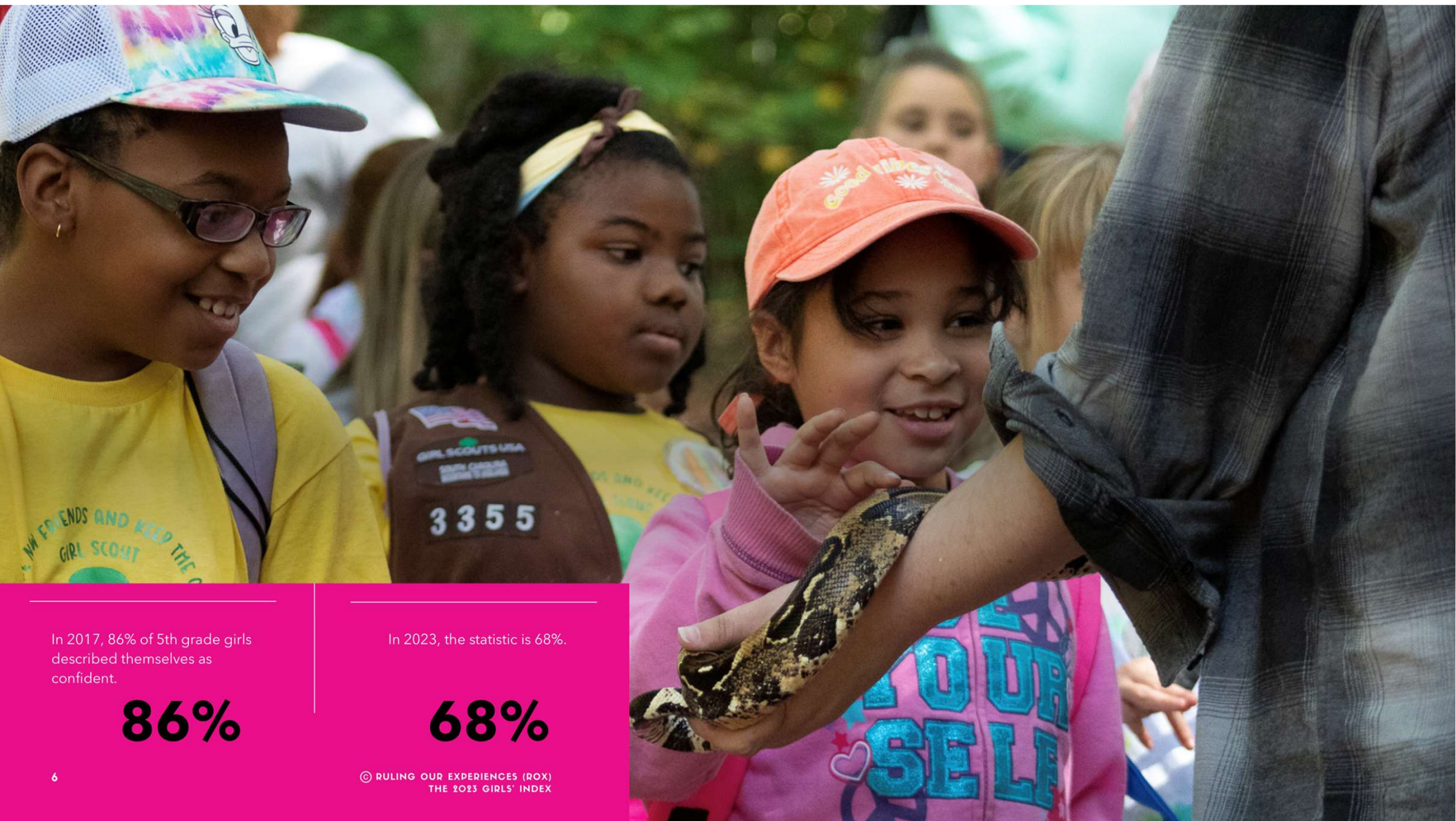
Social media makes them want to  
change how they look

57

0%

25%

50%



In 2017, 86% of 5th grade girls described themselves as confident.

**86%**

In 2023, the statistic is 68%.

**68%**

© RULING OUR EXPERIENCES (ROX)  
THE 2023 GIRLS' INDEX

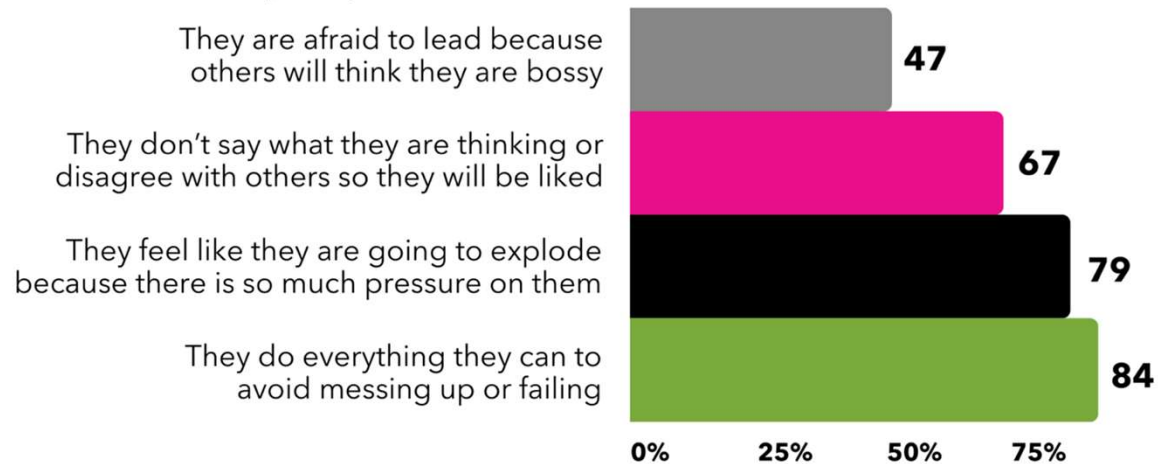




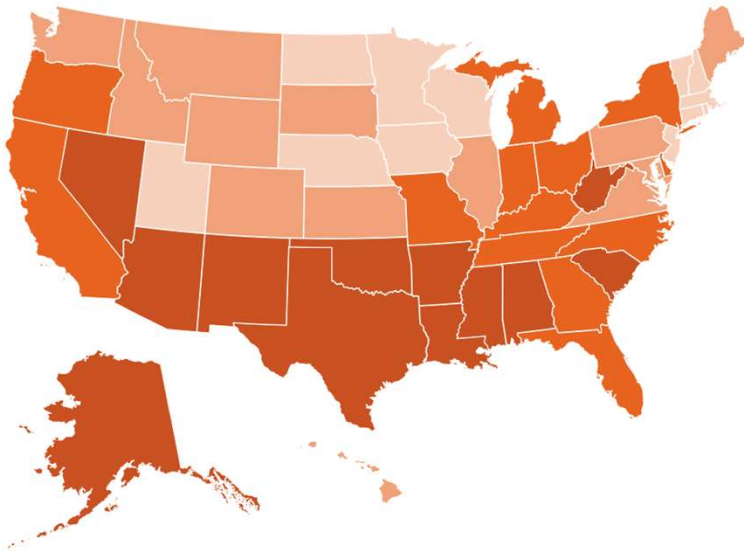
# LEADERSHIP

Girls with the highest academic performance (those with a 4.0 or higher grade point average) are not immune from pressures and confidence challenges that can impact all girls. They too, struggle with low self-perception coupled with high reports of pressure.

## % OF GIRLS WITH A 4.0 OR HIGHER GRADE POINT AVERAGE (GPA) WHO REPORT:



A 2024 STATE-TO-STATE COMPARISON OF  
**OVERALL CHILD WELL-BEING**



**RANKINGS AND KEY**

| BEST             | BETTER           | WORSE              | WORST              |
|------------------|------------------|--------------------|--------------------|
| 1. New Hampshire | 13. Idaho        | 26. Oregon         | 39. Alabama        |
| 2. Massachusetts | 14. Washington   | 27. Indiana        | 40. South Carolina |
| 3. Utah          | 15. Maine        | 28. Ohio           | 41. Alaska         |
| 4. Vermont       | 16. Virginia     | 29. New York       | 42. Arizona        |
| 5. Minnesota     | 17. Colorado     | 30. Florida        | 43. Texas          |
| 6. New Jersey    | 18. Wyoming      | 31. Delaware       | 44. West Virginia  |
| 7. Iowa          | 19. Kansas       | 32. Missouri       | 45. Arkansas       |
| 8. Connecticut   | 20. Montana      | 33. North Carolina | 46. Oklahoma       |
| 9. Nebraska      | 21. South Dakota | 34. Michigan       | 47. Nevada         |
| 10. North Dakota | 22. Maryland     | 35. California     | 48. Louisiana      |
| 11. Wisconsin    | 23. Pennsylvania | 36. Tennessee      | 49. Mississippi    |
| 12. Rhode Island | 24. Illinois     | 37. Georgia        | 50. New Mexico     |
|                  | 25. Hawaii       | 38. Kentucky       |                    |

*District of Columbia and Puerto Rico are not ranked.*

## Spartanburg County

TOTAL number of girls ages 5-18:

**Approximately 60,000**

11,677 4<sup>th</sup> and 5<sup>th</sup> grade girls in GCS

. 260 Girls Scout Juniors

24,156 6<sup>th</sup> through 9<sup>th</sup> grade girls

. 188 Girl Scout Cadettes 





## Strong sense of self

I am glad I am me. 86%

I know I can do important things. 86%

I know I can be good at many different things. 86%

I am happy with myself most of the time. 78%

I know I can be a leader. 75%

I really like the way I look. 75%



## Challenge seeking...

I try things even if I may not be good at them. 66.74%

Even if I am afraid of making mistakes, I still try new things. 63.64%

I don't give up, even when things are hard. 61.68%



## Girl Scout benefits...

78% of Girl Scout alumnae have attended college.

77% of Girl Scout alumnae vote regularly.

48% of Girl Scout alumnae volunteer.

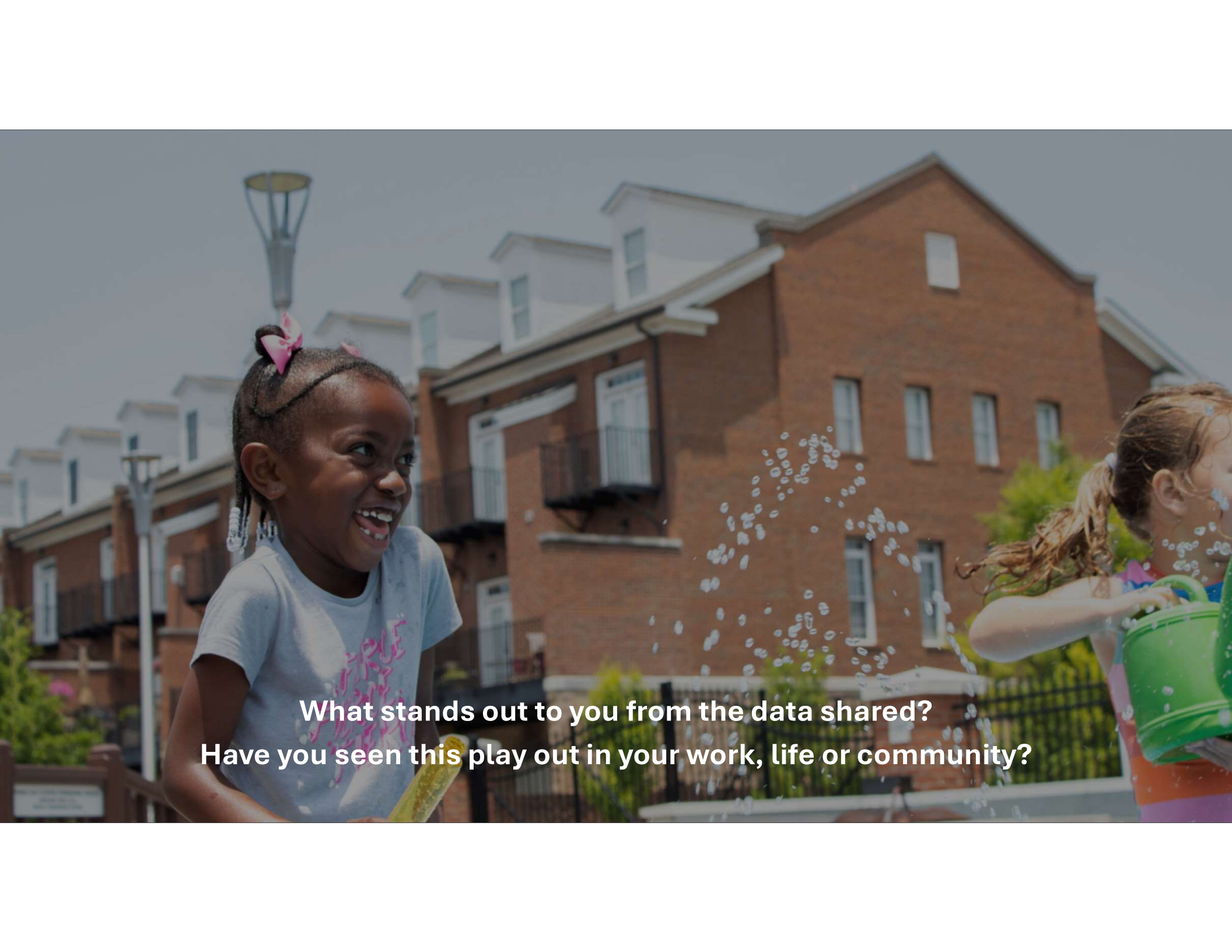
Girl Scout alumnae report a higher household income.

Alumnae with at least three years of Girl Scout experience report higher levels of life satisfaction.



Confident Girls...  
try new things  
speak their minds  
have supportive  
adults in their lives  
want to lead  
have girlfriends they  
trust



A photograph of two young girls playing outdoors. The girl on the left is a Black girl with a pink bow in her hair, wearing a light blue t-shirt, and is smiling. The girl on the right is a white girl with blonde hair, wearing a colorful swimsuit, and is holding a green bucket. They are surrounded by water and bubbles. In the background is a large, multi-story brick building with white window frames and a black metal fence. The sky is overcast.

**What stands out to you from the data shared?  
Have you seen this play out in your work, life or community?**



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## What barriers do you think exist for families/girls that might like to participate in Girl Scouts?



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