

Financial Literacy



5 skills girls learn

1. Goal Setting
2. Decision Making
3. Money Management
4. People Skills
5. Business Ethics

% of girls that learned the 5 skills during the 2016 Cookie Program

Goal Setting - 87%

Decision Making - 84%

Money Management - 82%

People Skills - 85%

Business Ethics - 88%

Significantly, more than half of girls, 63% achieved all 5 skills.

There's more to Girl Scout Cookies than what's in the box! When a Girl Scout sells cookies, she is building a lifetime of skills and confidence. She learns five essential skills: goal setting, decision making, money management, people skills, and business ethics. Selling cookies puts a Girl Scout on the path to being an effective leader, an entrepreneur, and a successful adult.

The Girl Scouts of Black Diamond Council's 2016 Cookie Program survey showed that when girls developed the 5 skills they were more likely to report selling cookies was fun and that they learned new things while selling cookies that helped them in school. They also plan to sell cookies again next year! Collectively, these findings provide compelling evidence of the role Girl Scouting can play in developing financially empowered girl leaders. Learning valuable life skills via the Girl Scout Cookie Program helps girls become successful business leaders, now and in the future.

Impact

Learning the 5 essential skills has a positive impact on girls' lives.

- 92% of girls reported that selling cookies was fun. Learning by earning made it more fun.
 - 70% of those girls also developed the 5 skills.
- 95% of girls reported that learned the importance of safety.
 - 91% of girls reported that learned about helping others within the community with proceeds from selling cookies.

COOKIES

The Cookie Program is the largest girl-led enterprise in the country.

NEARLY
1.08M COOKIE
PACKAGES SOLD

197
PACKAGES
per girl

