



Girls are at the center of everything we do. Our focus is to provide impactful programs, support volunteers, and sustain financial health to continue empowering girls in Orange County for generations to come.

How we use our resources

3%

Communications

- Emails
- Website
- Social Media
- Advertising
- Public Relations
- and more

12%

Properties

- Camp Scherman
- Program Centers
- Headquarters
- Maintenance
- Utilities

22%

Volunteer Services

- Recruiting and vetting
- Training
- Recognition
- Resources
- Conflict Resolution
- and more

27%

Girl Programs

- Workshops
- Highest Award Support
- Events
- Day Camps
- and more

24%

Membership

- Recruitment
- Renewal
- New Leader Support
- Outreach
- and more

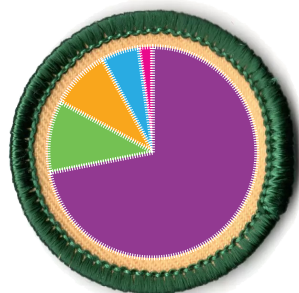


88% of our resources go to Program Services.

It's recommend that at least 65-75% of a nonprofit's budget should be allocated to program expenses. GSOC far exceeds this with only 12% of our budget going to Management, Fund Development and general operational costs.

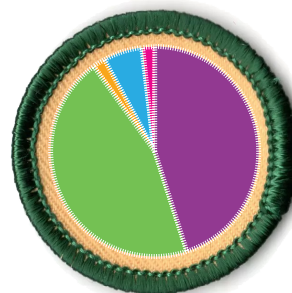
We accomplish so much with the limited resources we have, thanks to the dedication of our volunteers and families. However, due to rising costs, our expenses are outpacing our revenue, and we know we cannot sustain or grow on our Cookie Program alone.

Current Revenue



- 72% Net Product Sales
- 11% Contributions & Government Relief Programs
- 9% Program Fees
- 6% Other Income
- 2% Net Council Shop

Future State



- 45% Net Product Sales
- 45% Contributions
- 2% Program Fees
- 6% Other Income
- 2% Net Council Shop

We must *maintain* Product Sales revenue and *grow* revenue, primarily in fundraising.

What we've already done:

- Staff Reductions & Budget Optimization
- Consolidated Leadership Structure
- Rightsized Fees & Implemented Out-of-Council Pricing
- Streamlined Processes for Increased Efficiency

Our Focus Moving Forward:

- Diversifying Revenue Streams
- Strategic Planning & Prioritization
- Growing a Culture of Philanthropy
- Ongoing Evaluation of Processes & Efficiencies

Your support—whether through employer matching, advocacy, or increased participation—are vital to ensuring we can continue providing impactful experiences.

Join us in building a stronger future!

Encouraging engagement can be as simple as sharing your employer information - this allows GSOC to leverage matching gifts or grants that can make a big difference, advocating for Girl Scouts, or actively participating in our programs. Every action helps us grow and make a greater impact!

**Get started today—
fill out this form and
share your recommendations.**

