

Talking Points for Volunteer Delegates

Girl Scouts of Orange County – State of the Council

1. A Look at Where We Are

- Over the past few years, we've faced challenges operating in a planned deficit.
- Last year, we successfully served over 15,000 girls in Orange County, thanks to the dedication of our volunteers and community.
- This year, we are working hard to meet our membership goals, and we need everyone's help to reach more girls and families.

2. How We Fund Girl Scouts in OC

- Our primary revenue source—72%—comes from our Product Programs (Cookies and Fall Product).
- The remaining 28% comes from retail, contributions and donations, program fees, and other income.
- We know that relying so heavily on product sales is not a long-term solution, especially with rising costs.

3. Where Our Dollars Go

- Nonprofit watchdog organizations recommend that at least 70% of a nonprofit's budget be spent on program expenses.
- At GSOC, we dedicate over 88% to program services—placing us among the top-performing nonprofits on watchdog sites like Charity Navigator and GuideStar.
- Our expenses break down as follows:
 - **3% on Communications:** Keeping members informed and engaging the media to ensure our community understands and recognizes the value of Girl Scouts.
 - **12% on Properties:** Maintaining our program centers, Camp Scherman, and headquarters, with services ranging from facility improvements to basic needs like keeping the lights on so that girls and troops have access to meeting and activity spaces.
 - **22% on Volunteer Services:** Supporting Service Units and troop leaders through training, resources, and recognition so that volunteers feel supported and appreciated.
 - **24% on Membership Services:** Growing our movement and ensuring all girls have access to the lifechanging benefits Girl Scouts.
 - **27% on Girl Programs:** Providing unique experiences, skill-building opportunities, and leadership development opportunities.

4. Why Product Programs Matter

- Product sales remain our most stable revenue source and play a critical role in developing girls' business and leadership skills.
- Many girls tell us that they join Girl Scouts because of the Cookie Program—it's where they discover their confidence and talents.
- We know that Girl Scouts and their troops not only earn proceeds to support their activities, but they also gain valuable skills that are often not taught outside of

Girl Scouts. From leadership and teamwork to financial literacy and entrepreneurship, these experiences stay with them for life.

- We want to sustain this strong program, but we also need to **diversify our revenue**.

5. **The Future – We Must Grow in Fundraising**

- Right now, we raise about **\$1.3 million a year in philanthropy**.
- To build a sustainable future, we need to significantly **grow our fundraising efforts** over time.
- Funding for women and girls makes up **less than 2%** of all charitable donations in the U.S. We must change that.

6. **What We're Doing to Create Sustainability**

- We've made difficult but necessary changes, including:
 - Staff reductions
 - Budget adjustments
 - Rightsizing fees and streamlining processes
- Now, we're focusing on:
 - Diversifying revenue streams
 - Strategic planning and prioritization
 - Building a culture of philanthropy
 - Ongoing evaluation of efficiencies

7. **How You Can Help – Engage & Inspire Others!**

- **Encourage someone to volunteer.** More volunteers mean more girls can join troops and participate in programs.
- **Encourage someone to donate.** More resources ensure we continue providing life-changing experiences for girls.
- **Open doors to new donors.** Share potential corporate connections or introduce us to someone who can help.
- **Provide your employer information**—this allows GSOC to leverage matching gifts or grants that can make a big difference.

8. **Our Collective Impact**

- If each person here encourages just **10 people in their network**, we could reach _____ **people!**
- With **25,000 GSOC households**, imagine the impact if every family engaged their network.
- Together, we **will Get Her There**.

9. **Next Steps**

- Help share this message.
- Use the **QR code on the next slide** to start engaging today!

Invest in Girls. Change the World.