

# More Questions About Where Girl Scout Cookie Money\* Goes

## **So, where exactly does cookie money\* go?**

One hundred percent of the money that a council and its troops raise through the Girl Scout Cookie Program stays with that council and its troops. Let there be no question: all of the revenue from cookie activities—every penny after paying the baker—stays with the Girl Scout council. Girl Scout councils offer a wide variety of recognition items, program- and store-related credits, and travel experiences that girls are eligible to earn individually based on their sales. Girl Scout councils do not provide any portion of their cookie revenue to Girl Scouts of the USA.

The Girl Scout Cookie Program is an important program for girls. Through this program, girls not only learn goal setting, but decision making, money management, people skills, and business ethics—aspects essential to leadership, to success, and to life. Girl Scouts selling Girl Scout Cookies set their own money-earning goals for the season. They may decide to donate troop proceeds to a local animal shelter or use their hard-earned money to help fund a back-to-nature wilderness adventure. Whatever the specific goals and outcomes, selling cookies does great things for girls.

## **Should people be concerned about where the money goes?**

Absolutely not! Girl Scout cookie sales fund the amazing work that Girl Scouts do to improve communities nationwide—including yours. Through Girl Scouting, including our beloved Girl Scout Cookie Program, girls discover the fun and friendship that life holds, developing to their full potential and gaining values that will guide their actions along the way. Throughout our 100-year-plus history, our mission has remained constant: to build girls of courage, confidence, and character, who make the world a better place. Psst, here's a tip: if you want to know more about where the money goes, ask a Girl Scout! She would probably love to give you the full scoop.

## **Why do some people voice concern about Girl Scout Cookies?**

In short, it's because they've seen or heard false information about the Girl Scout Cookie Program. For several years, social media users have shared memes claiming that funds from the sale of Girl Scout Cookies are distributed to Planned Parenthood. Every year, hashtags such as "#cookiecott" are used in the promotion of the rumor. As such a large organization, Girl Scouts is occasionally a target for outside entities with clear agendas. Girl Scouts does not advocate one way or another with regard to what we perceive as private issues best handled by families. Personal matters are just that—personal and private—and should be addressed accordingly. And hey, let's let the girls have fun! We ask that adults keep adult conversations to themselves. Approaching girls with salacious materials at a cookie booth is not acceptable.

## **So, What's the Truth?**

No proceeds have ever been donated from the sale of Girl Scout Cookies to Planned Parenthood. One hundred percent of the money that a council and its troops raise through the Girl Scout Cookie Program\* stays with that council and its troops. Again, all of the revenue from cookie activities stays with the Girl Scout council.

## **Should I buy Girl Scout Cookies?**

For all the great reasons above, we certainly think so! When you buy cookies, you are fueling amazing adventures for girls and helping them improve their communities. Following a diet that looks less than favorably on sweet treats? You should know that Girl Scouts have the option of participating in a council-approved "Gift of Caring" or "Cookie Share" program that allows them to collect cookie box donations for military personnel serving overseas. Ask us more about it! To drive our point home: when a Girl Scout sells you cookies, she's building a lifetime of skills and confidence. Through Girl Scouting and the Girl Scout Cookie Program, girls learn they can be and do anything they set their minds to. And why wouldn't you want to be a part of that? Learn more about the Girl Scout Cookie Program at [www.girlscoutcookies.org](http://www.girlscoutcookies.org).

\*When we mention "cookie money," this information also applies to the Girl Scout Fall Product Program. Just as with the Cookie Program, all net proceeds raised through the Fall Product Program stay local.