



### **TASTY TIDBITS: Fun facts about the Girl Scout Cookie Program**

- An icon of American culture, the Girl Scout Cookie Program evolved from an event in Oklahoma in 1917. It is now **the nation's leading business/entrepreneurial program run by girls.**
- Girl Scout founder Juliette Gordon Low initiated the cookie sale as a way for Girl Scouts to be self-reliant and to fund their own activities.
- The first Girl Scout Cookie was a simple sugar cookie (similar to today's Trefoil Girl Scout Cookie), and it was sold for 25 to 30 cents per dozen. Girl Scouts baked them using a recipe published in *The American Girl* magazine in 1922.
- Financial literacy programs for girls are vital: According to the Girl Scout Research Institute (GSRI), **90 percent of girls say it is important for them to learn how to manage money** and 68 percent are interested in learning about how to save money and plan for the future. **Yet only 12 percent of girls say they are confident in making financial decisions.** As adults, fewer than two in 10 women feel "very prepared" to make wise financial decisions without help.
- Girl Scouts gain five skills when participating in the Girl Scout Cookie Program: **goal-setting, decision-making, money management, business ethics, and people skills.**
- There are **27 financial literacy and Girl Scout Cookie Program badges Girl Scouts can earn**, kindergarten through 12th grade, including: Money Manager, Philanthropist, Cookie CEO, Business Owner, Savvy Shopper, Budgeting, Business Plan, Customer Loyalty, Financing My Future, Good Credit, On My Own, P & L, and more.
- One in every two adult women is a Girl Scout alumna.
- A 2015 national study tells us that **more than half of women in business are Girl Scout alumnae**, and they say that the Girl Scout Cookie Program was beneficial in the development of their skills today.
- **Girl Scout alumnae are more likely than non-alumnae to pursue a business degree.**
- **Girl Scouts of Greater Los Angeles leads the second largest Girl Scout cookie sale in the nation.**
- **In greater Los Angeles, Girl Scouts sold nearly 4.5 million boxes this past 2015 season.** Of that number, 86,000 boxes were donated to soldiers overseas, local food-banks, and other nonprofit partners.
- Each regional Girl Scout council chooses to purchase its cookies from one of two licensed Girl Scout cookie bakers. Girl Scouts of Greater Los Angeles gets its cookies from Little Brownie Bakers.

- Little Brownie Bakers bakes over 4.5 million Thin Mints per day during peak baking times.
- Little Brownie Bakers makes its own caramel for Samoas. It's cooked the old-fashioned way in copper kettles and heated to exactly 234 degrees.
- **Girl Scouts in greater Los Angeles is now offering a gluten-free cookie, Toffee-tastic.**  
More than just a fad, gluten-free products are quickly becoming a way of life for many people. According to the National Foundation for Celiac Awareness, more than 3 million Americans (1 in 333) are estimated to have celiac disease, and market research by NPD Group reports that 29% of Americans are avoiding gluten for health reasons.