



girl scouts  
1912-2012

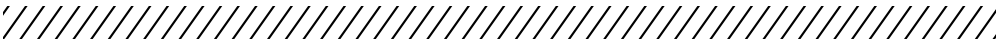


# GIRL SCOUTING WORKS:

The Alumnae Impact Study



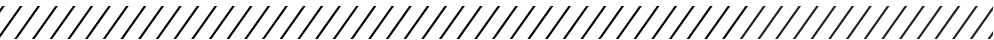
*From the Girl Scout Research Institute*

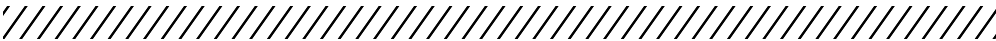




# GIRL SCOUTING WORKS:

**The Alumnae Impact Study**





# About Girl Scouting

Girl Scouts is the world’s most successful organization dedicated to creating girl leaders, with 3.2 million active members and an estimated 59 million alumnae as of 2011. Nearly one in every two adult women in the United States was a member of Girl Scouts as a girl.

Girl Scouts has built its success on a deep commitment to timeless values, building girls of courage, confidence, and character, who make the world a better place. Since its inception in 1912, women have explored new fields of knowledge, learned valuable skills, and developed strong core values through Girl Scouting. The organization has shaped the lives of a majority of female executives.

**“Girl Scouts taught me confidence: that you can do anything you set your mind to.”** –Girl Scout alumna, age 40

# Impact of Girl Scouting

The Girl Scout Research Institute conducted a large-scale mixed-methods research study\* in conjunction with an independent research firm, and reached the following conclusion:

*Girl Scouting works.*

Women who were Girl Scouts as girls display positive life outcomes to a greater degree than women who were not Girl Scouts. These outcomes are sense of self, community service, civic engagement, education, and income. And this is the case for all Girl Scout alumnae, across ages/generations, social classes, races, and engagement in other extracurricular activities.



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\* This study examined more than 3,750 women, of whom roughly 2,000 were Girl Scout alumnae, through focus groups, in-depth individual interviews, an online community, online chats, a national random digit dial (RDD) telephone survey, a mobile phone survey, and an online survey.

# Sense of Self

**“Girl Scouts nurtured a love to try new things in life without feeling defeat.”**

—Girl Scout alumna, age 40

## How much do you agree with the following statements? (% strongly agree)

I am competent and capable in the activities that are important to me.



I actively contribute to the happiness and well-being of others.



My social relationships are supportive and rewarding.



When I see a problem, I prefer to do something about it rather than sit by and let it continue.



I am optimistic about my future.



*\*Group differences are statistically significant*



Compared to women who were not Girl Scouts, women who were Girl Scouts feel more capable and competent in their lives, have supportive social relationships, and feel optimistic about their futures.

# Community Service and Volunteerism

**“If I can still remember the looks on the patients’ faces the day they took us to the nursing home and hospital, it must have made an impact.”**

—Girl Scout alumna, age 35

Girl Scout alumnae are more likely to have volunteered or to be currently involved in volunteer work. This includes all forms of volunteer work and charitable giving, such as donating money, time, and goods/services—for example, being a mentor or volunteer with their children’s youth organizations.

## Volunteer work and charitable giving





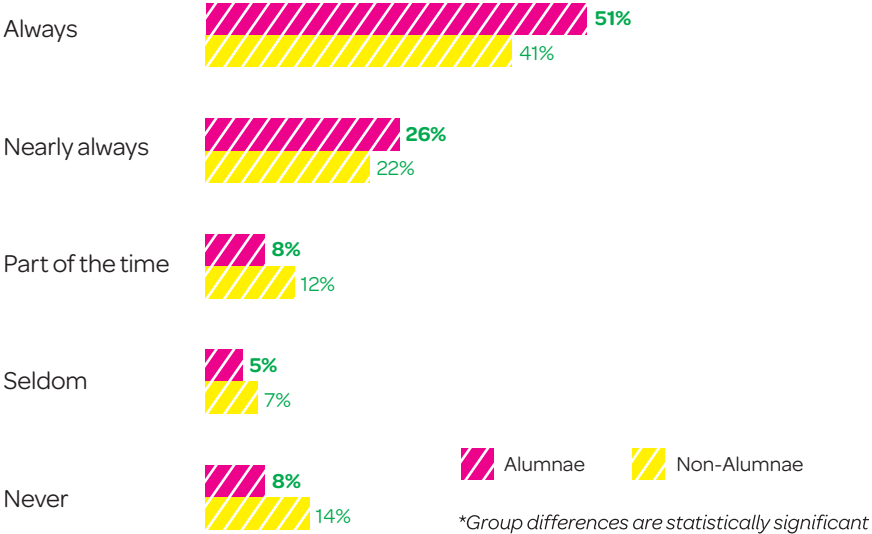
# Civic Engagement

**"I probably got my patriotism from Girl Scouting, and it has never left me."**

—Girl Scout alumna, age 50

Girl Scout alumnae are more likely to vote than non-alumnae.

## How often would you say you vote?





# Education

**“Girl Scouting probably contributed to me going to nursing school. I never would’ve had the confidence in myself to undertake the training had it not been for the self-confidence I gained each time I earned a badge.”**

—Girl Scout alumna, age 55

Girl Scout alumnae have attained more undergraduate and postgraduate degrees than non-alumnae.

## Last grade or class completed in school

Less than college



Some college or associate degree



Undergraduate and/or postgraduate degree



\*Group differences are statistically significant

Alumnae Non-Alumnae

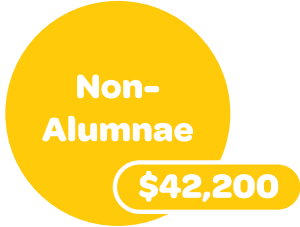
# Income

Girl Scout alumnae report a higher household income for 2010.



**Median household income in 2010, before taxes**

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# Longer-Term Girl Scout Alumnae Derive Greater Benefits

The impact of Girl Scouting is even stronger for those with substantial experience. Alumnae with three-plus years' experience in Girl Scouts fare better than shorter-term alumnae with regard to sense of self, civic engagement, education, and income, as well as success, satisfaction with life, leadership, and relationship satisfaction. All alumnae, even those with two years of Girl Scout experience or less, are more active in community service and volunteer work than are non-alumnae.

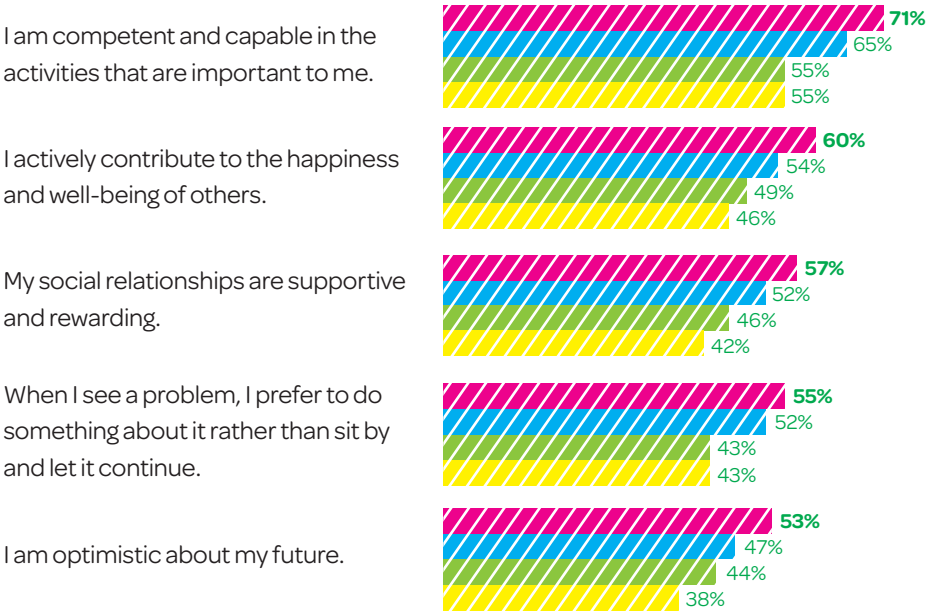


# Sense of Self

Girl Scout alumnae with three or more years of experience in Girl Scouts have a more positive sense of self than shorter-term alumnae and non-alumnae.



## How much do you agree with the following statements? (% strongly agree)



*\*Differences between alumnae 3+ years and shorter-term alumnae/non-alumnae are statistically significant.*

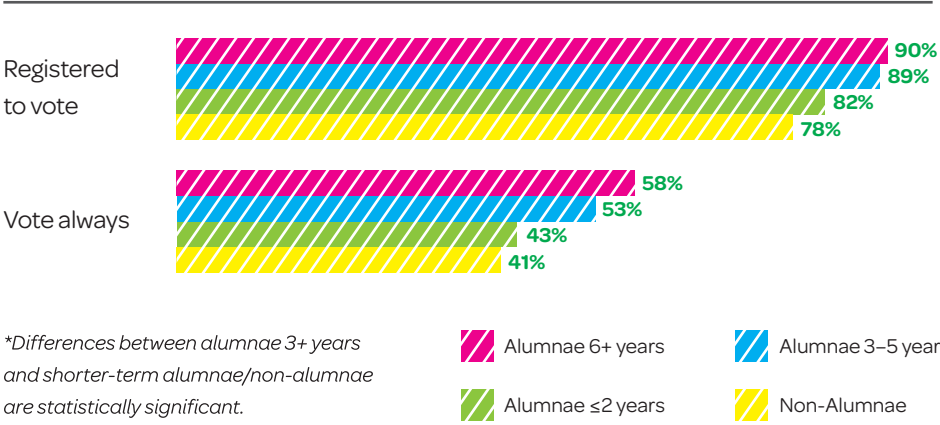


# Civic Engagement

Girl Scout alumnae with three or more years of experience in Girl Scouts are more likely to vote than shorter-term alumnae and non-alumnae.



## Registered to vote and frequency of voting



*\*Differences between alumnae 3+ years and shorter-term alumnae/non-alumnae are statistically significant.*

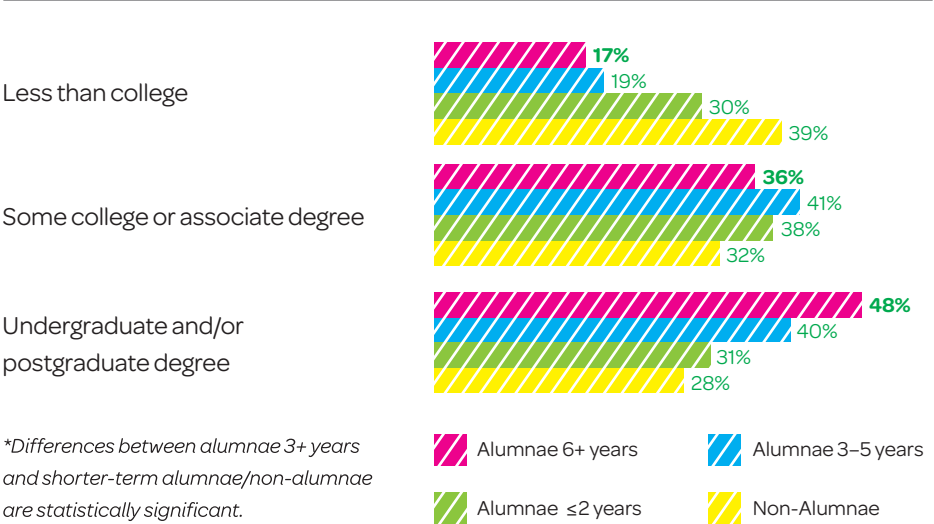
- Alumnae 6+ years
- Alumnae 3-5 years
- Alumnae ≤2 years
- Non-Alumnae

# Education

Girl Scout alumnae with three or more years of experience in Girl Scouts have attained higher levels of education than shorter-term alumnae and non-alumnae.



## Last grade or class completed in school



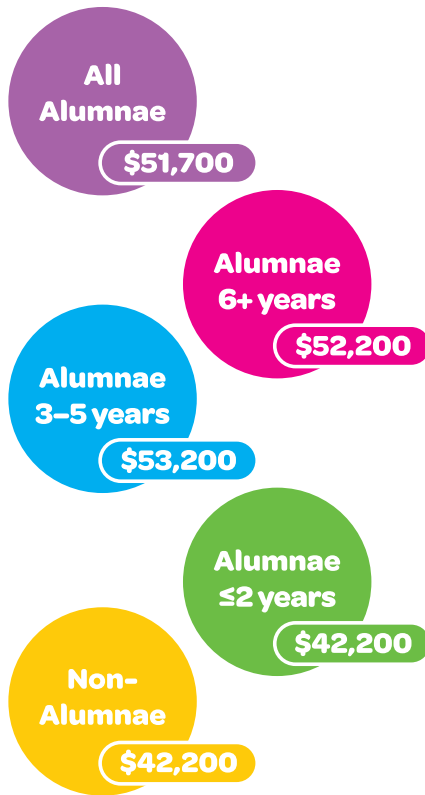


# Income

Girl Scout alumnae with three or more years of experience in Girl Scouts have a higher household income than shorter-term alumnae and non-alumnae.



*Median household income in 2010, before taxes*



# Success

Girl Scout alumnae with at least three years of Girl Scout experience report higher levels of success in meeting their life goals than do shorter-term alumnae and non-alumnae. Alumnae credit Girl Scouts with preparing them to face life’s challenges and opportunities with resourcefulness, ingenuity, and discipline. Many alumnae name teamwork among the most valuable skills gained through Girl Scouting as well as having the opportunity to try new things and make mistakes in a supportive environment.



**Perceived success (“somewhat successful” and “very successful” ratings combined)**



*\*Differences between alumnae 3+ years and shorter-term alumnae/non-alumnae are statistically significant.*

- Alumnae 6+ years
- Alumnae 3-5 years
- Alumnae ≤2 years
- Non-Alumnae



## Satisfaction with Life

Girl Scout alumnae with at least three years of Girl Scout experience exhibit higher levels of satisfaction with life than shorter-term alumnae and non-alumnae. And alumnae who have spent more time in Girl Scouts display more positive trajectories of their stations in life in the past, present, and future.

## Leadership

**“Being a leader means setting an example for our youth today, so I do that by volunteering and by trying to do the right thing every day.”**

—Girl Scout alumna, age 44

Girl Scout alumnae with at least three years of Girl Scout experience are more likely to consider themselves leaders, compared to shorter-term alumnae and non-alumnae.

### *“I think of myself as a leader”*



## Relationship Satisfaction

**“Girl Scouts is the first step I took in learning how to get along with different individuals.”** –Girl Scout alumna, age 50

Girl Scout alumnae with at least three years of Girl Scout experience report higher rates of satisfaction in relationships, compared to shorter-term alumnae. Of longer-term alumnae, 94 percent say they were successful in meeting their goals regarding family life, compared to 86 percent of shorter-term alumnae.

**“All the girls there were so nice and accepting, and I didn’t have any friends at the time, so the camaraderie was wonderful.”**

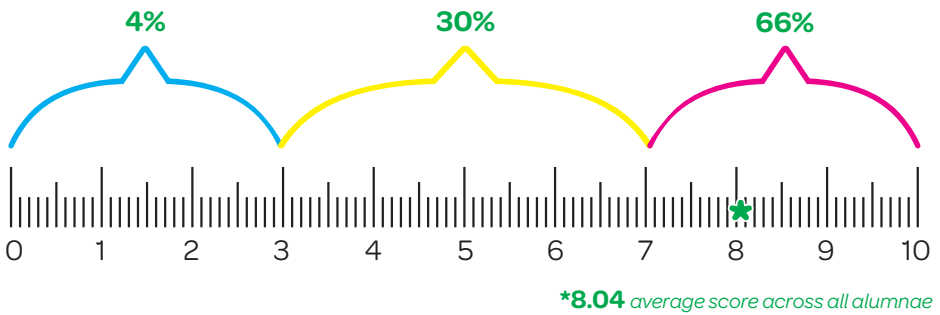
–Girl Scout alumna, age 46

# Girl Scouting: A Rewarding Experience

Alumnae consider Girl Scouting to have been positive and rewarding. Its positive effects seem particularly pronounced for those women who spent more time in Girl Scouts, as well as for African American and Hispanic women.

- Girl Scout alumnae rate their Girl Scout experiences very highly. Two-thirds (66%) of alumnae rate their experiences in Girl Scouts as “very high”—between 7 and 10 on a scale of 1 to 10. The average rating across all alumnae is 8.04.

**Alumnae Rating of Their Girl Scout Experience**



- Girl Scout alumnae fondly remember positive aspects and experiences in Girl Scouts. Fun, friendships, and crafts are the most frequently cited positive aspects of Girl Scouting. Fifty-two percent of former Girl Scouts say there were no negative aspects of their Girl Scout experience, and 17 percent say the only negative aspect was not being able to stay involved longer!



**“Girl Scouts allows you to be exposed to lots of different activities, including some you’re good at and some you may never have experienced before.”** –Girl Scout alumna, age 44

- Girl Scout alumnae say they’ve received concrete benefits from Girl Scouts, such as being exposed to nature (77%) and having a safe place to try new things (77%).

### Perceived benefits of Girl Scouting

Back when you belonged, to what extent did belonging to Girl Scouts...	Somewhat + a lot
Expose you to nature	77%
Provide you with a safe place to try new things	77%
Make you a more responsible member of your community	67%
Provide you with an adult role model or mentor	66%
Encourage you to set high goals or aspirations for your life	66%
Provide structure in your life	66%
Provide a place where you could express yourself and your opinions	65%
Provide you with decision-making opportunities	63%
Expose you to the world outside your community	63%
Provide a place “just for you”	59%
Open your eyes to possibilities for your future	58%
Make you feel empowered	57%
Provide you with leadership opportunities that you didn’t get elsewhere	54%
Expose you to racial, cultural, or socioeconomic diversity	48%



**“There is no other group for girls that teaches them values and helps them develop self-confidence through activities like camping and community service. There’s just no other organization quite like Girl Scouts.”**

—Girl Scout alumna, age 32

- Girl Scout alumnae actively recognize the impact Girl Scouting has had on their lives. Three quarters (76%) of alumnae report that the Girl Scout experience had a positive impact on their lives in general.

**Percent who rate experience in Girl Scouts very highly, \* by race/ethnicity**



**“Girl Scouts helped me develop skills to work with others. Sharing, teamwork, caring about others and their strengths and weaknesses, looking at the big picture, caring about feelings. These have made me a good employee, a good boss, and, most importantly, a good parent.”**

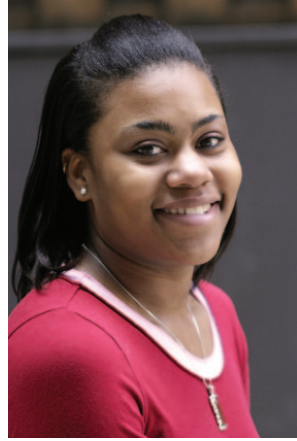
—Girl Scout alumna, age 50

## Reconnecting with Girl Scouts

Nearly one in five alumnae (19%) has already reconnected with Girl Scouts as a volunteer or troop leader, and 21 percent express strong interest in reconnecting with Girl Scouts in the future. Interest is considerably stronger among younger alumnae (ages 18–29); alumnae of African American, Hispanic, and “other” race; and alumnae with the most experience (six years or more).

With Girl Scouts’ 100th birthday this year, there’s no better—or more exciting—time to get back on board with the world’s premier leadership organization for girls. Girl Scouts is using the occasion of its centennial to declare 2012 the Year of the Girl and to launch ToGetHerThere, the largest, boldest advocacy and fundraising cause campaign dedicated to girls’ leadership issues in the nation’s history. This multiyear effort will help break down societal barriers that hinder girls from leading and achieving success in everything from technology and science to business and industry. The long-term goal is ambitious and urgent: to create balanced leadership in one generation. For more information on Year of the Girl and ToGetHerThere, including how you can join the cause, check out [www.girlscouts.org/yearofthegirl](http://www.girlscouts.org/yearofthegirl). In addition, register with the Girl Scouts Alumnae Association ([www.alumnae.girlscouts.org](http://www.alumnae.girlscouts.org)) and learn about the many ways you can reconnect with Girl Scouts. Together, we’ll continue building girls of courage, confidence, and character, who make the world a better place.

**For more information on this study, visit [www.girlscouts.org/research](http://www.girlscouts.org/research).**



TWO  
THOUSAND  
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GIRL  


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