



November 16, 2015

Dear Parents and Volunteers:

In [1917](#) the first cookie was baked in an Oklahoma kitchen for a troop service project. Today, the Girl Scout Cookie Program is considered the largest girl-ran business in the world complete with [digital apps](#), providing girls with a fun, mentored opportunity to learn the [5 Skills](#) and still fund their troop activities and service projects. Millions of women credit the program for giving them early leadership skills. The cookie program has also become the largest fundraiser for Girl Scout councils representing nearly seventy-percent of the funding required to sustain the Girl Scout charter and mission locally. While councils are striving to cultivate individual and corporate giving to reduce this dependency, America's beloved Girl Scout Cookie Program continues to provide the majority of funding.

With this and the program's skill-building outcomes being more relevant for girls than ever, GSCCC convened a Product Sales Advisory Committee over the summer consisting of volunteers from the council's six-county footprint. GSCCC's cookie business was reviewed with a priority placed on: increasing girl proceeds and rewards, ensuring that the council was in compliance with non-profit IRS guidelines, and taking a hard-look at the cost of the cookie business in terms of increased supply-chain costs like ingredients, transportation, warehousing, etc. Committee recommendations were approved by the Board as follows beginning with the 2015-2016 program year:

- The price for [GSCCC Girl Scout Cookies](#) will increase from \$4 per box to \$5 per box. GSCCC had not increased cookie prices for approximately ten years and is one of the last California councils to move to \$5 per box - bringing all California councils to \$5 per box.
- Troop proceeds will be based on council shared goals and have been increased to .88 per box and can reach as high as \$1.10 per box with the Fall Sale Bonus w/Opt-out.
- Troop rewards at certain levels of PGA include fun, new opportunities like travel and attendance at the [Golden Gate Bridging Event for Juniors](#), or travel and attendance at the Disneyland Youth Education Program.

And, there's more which will be shared over the next few weeks, so please plan to attend the pre-season webinar, or view a recorded webinar. As always, [family support](#) is important to a girl's success and makes for great memories.

You may have heard/read recent press citing the cookie price increase by councils in California and other areas of the United States. It is our hope that communities will continue to see that the Girl Scout Cookie Program is [more than cookies](#), but rather an investment in girls and a circular impact where communities benefit as girls become the future leaders of households, classrooms, courtrooms, small businesses, chemistry labs, tech and engineering firms, and so much more.

We look forward to the 2016 Girl Scout Cookie Program, and sincerely appreciate the large effort it takes for parents and volunteers to support girls. If you have any questions or comments, please feel free to contact me or our Product Sales Team. As we move into the holiday season, the staff and I are truly thankful for this service to...

Help Her...Dream, Design, Do!

Sincerely,

Gina M. Jaeger
CEO

gjaeger@girlscoutscoc.org
cookies@girlscoutscoc.org