

girl scouts  
of western ohio



2023  
Invest in a  
Girl-Led Future





## **Your Business and Girl Scouts: A Powerful Partnership**

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Aligning with Girl Scouts of Western Ohio shows your commitment to developing the next generation of women leaders and the future members of your work force.

Founded in 1912 by Juliette Gordon Low, Girl Scouts is the world's preeminent leadership development organization for girls. The mission of Girl Scouts is to build girls of courage, confidence, and character, who make the world a better place. At Girl Scouts, we're over 52 million strong with 1.2 million girl members, 750,000 adult members, and 50 million alums.

Girl Scouts of Western Ohio (GSWO) is the sixth largest council in the nation and the largest council in Ohio, serving girls in 32 counties in western Ohio and southeastern Indiana. While participating in the Girl Scout Leadership Experience, Girl Scouts gain important skills in four areas: science, technology, engineering, and math (STEM), the outdoors, life skills, and entrepreneurship. Girl Scouts also helps girls develop behaviors, skills, and traits critical for a lifetime of leadership including a strong sense of self, display positive values, challenge seeking skills, healthy relationships, and community problem solving skills.

We're passionate about what we do. It's more than a mission statement to us. We work hard every day to encourage our amazing volunteers so we can build girls of courage, confidence, and character who make the world a better place.

Our corporate partners fuel the ambition of girls from every background and every economic circumstance. Through program support, mentoring, and volunteer opportunities, you help girls thrive and reach their full potential.

**Girl Scouts builds girls of courage, confidence and character  
who make the world a better place.**

# The Girl Scout Leadership Experience

The Girl Scout Leadership Experience is our research-based, theoretical model that describes what girls do in Girl Scouts, who they do it with, how they do it, and how they benefit. Guided by supportive adults and peers, girls develop their leadership potential through girl led, cooperative, and hands-on activities.

Girl Scouts of Western Ohio provides many opportunities for Girl Scouts, including exploring new activities and developing skills through the Girl Scout Leadership Experience.

## Four Program Pillars

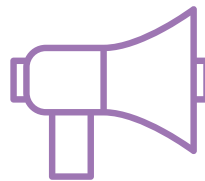
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Girls who participated in activities from the four Program Pillars (STEM, Outdoor, Life Skills, and Entrepreneurship) gained opportunities to try new things by working together and learning through hands-on activities.



### STEM:

Giving Girls the Know-How to Invent the Future  
Computer science, engineering, robotics, natural science, and more.



### Life Skills:

Establishing Healthy, Involved Citizens  
Civic engagement, healthy living, global citizenship, communication, and financial literacy skills.



### Outdoors:

Inspiring the Next Generation of Environmental Champions  
Adventure and skill building, through camping and more, from the back yard to the backcountry.



### Entrepreneurship:

Preparing Girls to Take on the World  
Tackling the fear of failure and gaining valuable business skills.

## As a result, girls will achieve five key outcomes:

- Develop a strong sense of self
- Display positive values
- Seek challenges and learn from setbacks
- Form and maintain healthy relationships
- Learn to identify and solve problems in their community

Together, we invest in girls to create the visionary doers, thinkers, and leaders of tomorrow.





Aligning with Girl Scouts of Western Ohio shows your commitment to developing the next generation of women leaders. Your investment amplifies girls' abilities to improve the world, regardless of their backgrounds, locations, or financial situations. Invest with us to champion their ambition to create a new space for all as we move forward.

## Benefits of Partnering with Girl Scouts:

### Brand Alignment

Girl Scouts, the world's largest leadership organization for girls, is ranked #2 on the World Value Index<sup>1</sup>.



### Reach

GSWO is 28,000 girls and 10,100 adult volunteers strong, across 32 counties in western Ohio and southeastern Indiana, with reach into Title 1 schools and underserved communities.



### Corporate Responsibility

With specialized programming that reduces access barriers, Girl Scouts has been recognized nationally for our commitment to diversity, equity, and inclusion, which aligns with a wide-range of corporate responsibility priorities<sup>2</sup>.



<sup>1</sup> The World Value Index, an anticipated annual report that measures world-class organizations based on how different audiences perceive and value a brand's purpose and mission.

<sup>2</sup> On March 30, 2021, Girl Scouts of the USA (GSUSA) announced an investment from the Ford Foundation to support GSUSA's long-term commitment to diversity, equity, inclusion, access, and racial justice.

# Sponsorship Opportunities with Girl Scouts of Western Ohio

A sponsorship demonstrates your commitment to building a strong and inclusive female leadership pipeline, so all girls can make their own choices, take healthy risks, explore their curiosities, and become resilient leaders. Your sponsorship allows us to be nimble and meet the needs of all communities through customized program delivery models, and deliver the best leadership development experience to girls.





# Special Events

## **Women of Distinction: Girls Change the World (Cincinnati)**

Signature fundraising event honoring outstanding women, girls and corporations who are role models in the community while inspiring girls to achieve their full potential. *Attendance: 150*

## **Highest Award Celebrations**

Our annual Gold Award Celebration honors Girl Scouts who have reached the pinnacle of Girl Scout leadership progression. The event, held in Dayton, honors girls from across the council. Attendees include families of Girl Scouts, guest speakers, and local dignitaries. *Attendance: 200-400*

New for 2023, we are holding celebrations to honor Girl Scouts in grades 4-8 who earn the Bronze and Silver Awards, the highest awards for Girl Scout Juniors and Cadettes. These celebrations, to be held in Cincinnati, Dayton, Lima and Toledo, will invite the honorees, families of Girl Scouts, guest speakers and local dignitaries. *Attendance: 200-400 each*

## **B.I.G. Expo (Toledo, Cincinnati)**

Our B.I.G. (Believe in Girls) Expo will be held in the summer at Sawyer Point in Cincinnati and in the fall at Toledo Glass City Center. More than 100 program partners bring hands-on activities for girls, volunteers, and families, all centered around our four pillars: STEM, Life Skills, Entrepreneurship, Outdoors. *Attendance: 1,300 girls and families for each event.*







## Program Opportunities



Large parts of the Girl Scout Experience happen in badge workshops, Journeys, and panel discussions conducted by Girl Scout staff and partners. These opportunities are presented to troop leaders, volunteers, and families in mailings and online publications, helping girls chart their own course in Girl Scouting. These opportunities range from one to multiple day activities as well as online events.

### Family Days at Camp (Councilwide)

Annual opportunity at three of our camp facilities. Girl Scout staff provide engaging, educational experiences for Girl Scouts and their families in an open house format. Families bond while hiking the trails and trying their hand at nature discovery and preservation, outdoor cooking, and outdoor arts. *Attendance: 150 each*

### Badge Workshops (Councilwide)

Girls can participate in council-run workshops to complete the requirements to earn a badge. Each badge focus on one of the four pillars: STEM, Outdoors, Life Skills, and Entrepreneurship. There are several categories of badges based on their girls' age level.

### CSA Conference (Toledo, Cincinnati)

A weekend for girls in grades 6 – 12, planned by a team of Girl Scouts that age. Girls explore more about themselves, learn team building activities, explore career topics, focus on positive mental health, and hear from female role models. *Attendance: 100 - 250 each*



# Ongoing Initiatives

## Camp for Every Girl

Outdoors is one of the pillars of Girl Scouting. It is in the outdoors where girls can express themselves, appreciate the environment, take on a challenge, or learn a new skill. Unfortunately, not all girls can afford to attend resident camp, day camp, or camp with their troop. Girl Scouts of Western Ohio offers Camp for Every Girl to remove the barriers that keep girls from underserved communities from attending camp. Through this initiative, more than 100 girls can participate in outdoor activities.

## Community Outreach

For a variety of reasons, girls in underserved communities cannot always be served in a volunteer-led Girl Scout troop. When troops are not an option, Girl Scouts of Western Ohio delivers the Girl Scout Leadership Experience directly to girls. Girls can find an outlet during spring break by participating in a day camp. Girl Scouts of Western Ohio serves more than 8,900 girls in Community Outreach every year.

## The Girl Scout Cookie Program

The iconic Cookie Program teaches girls important lessons in running a business. As they progress through the steps of the program, girls learn goal setting, decision making, money management, people skills, and business ethics — skills that set them up for a lifetime of success.

Girls also get support for their program through "Cookie Rally" kits that come complete with a guide on how to organize their business. First-time Cookie Program volunteers benefit from the "Cookie Rookie" kits that have more materials and tips for guiding girls throughout cookie season.

Through Business Bosses Supporting Cookie Bosses, girls reach out to area businesses to see how they might be interested in supporting their troop's goals. Businesses can purchase cookies to be donated on their behalf, host a cookie booth with the troop, share the troop's virtual cookie booth with their social audience, or purchase cases of cookies as thank yous to their customers or staff.





# Girl Scouts for Every Girl

For more than 110 years, Girl Scouts' proven program develops girl leaders of tomorrow. We know that when girls participate in Girl Scouts, they learn problem-solving skills, face challenges and develop the self confidence that will serve them well in the future.

While the reach of Girl Scouts of Western Ohio is among the strongest in the nation, the reality is that not every girl has the same access to Girl Scouting in her community across our council. Whether she doesn't have reliable transportation, family finances are tight, or there aren't volunteers in her neighborhood, not all girls are able to participate in Girl Scouting.

Understanding this, we have an ambitious goal. We want to ensure that every girl, in every neighborhood has access to a quality Girl Scout experience. With your support, we can achieve this goal.

There are several sponsorship opportunities with this initiative:

## Adopt a Girl Scout Troop

In communities where there are barriers to identifying Girl Scout volunteers, Girl Scouts of Western Ohio will recruit and hire a community member to be the troop leader. We would not only support the troop with a leader, but also with all the membership fees, supplies and financial assistance needed to ensure the girls have a robust Girl Scout experience. Corporate sponsors could adopt a community and sponsor a troop.

## Adopt a Girl Scout Partner

In some neighborhoods, where there are already strong partners, like community centers and churches, we will partner with these organizations to deliver a robust Girl Scout experience, including program kits, training and membership fees. Corporate sponsors could adopt a community and sponsor a troop facilitated by one of our community partners.

## Expanded Community Outreach

New this year, we will expand the Girl Scout experience for girls who participate in series. Specifically, we will link girls in these series, to program activities, events, camp and self-guided program opportunities.



# Corporate Partner Spotlight: Planes Moving and Storage

Every box of Girl Scout cookies you enjoyed this year first traveled with care through the Planes Moving and Storage warehouse in West Chester, Ohio. More than 2.8 million packages of cookies were housed there on their way to you.

For 30 years, Planes has been a trusted partner, making sure cookies safely arrive at their destinations. As the sponsor of our "Cookies 1•2•3" program boxes, the company also helped girls grow their entrepreneurial skills when they couldn't meet in person to plan their cookie season. *"We are so pleased that the Cookies 1•2•3 program helped many Girl Scout troops succeed in selling cookies during a challenging year, and we look forward to continuing our partnership with the Girl Scouts as they continue their important work in our community,"* said John Planes, CEO, Planes Companies.

Partnering with Girl Scouts of Western Ohio helps Planes Moving and Storage live its corporate values. According to John Sabatalo, President, *"One of our corporate values is empowerment. We are so proud to help empower the next generation of female leaders through our Cookie Champion sponsorship. It is inspiring to see troop members develop their leadership skills through projects designed to make the world a better place."*



**Pictured:** Top: John Sabatalo, President; John Planes, CEO; and Stephen Sabatalo, VP, Operations.  
Below: Planes workshop for Girl Scouts.





# Sponsorship Levels at a Glance

	<b>Champion</b> \$100,000	<b>Changemaker</b> \$50,000	<b>Take Action</b> \$25,000	<b>Connect</b> \$10,000	<b>Discover</b> \$5,000
Event or workshop sponsorship with exclusive event marketing opportunities (i.e., event signage, printed logo in brochure, table at event)	5 Events	4 Events	3 Events	2 Events	1 Event
Marketing opportunities, member emails, donor emails, social media post, press release, member mailer	5 Opportunities	4 Opportunities	3 Opportunities	2 Opportunities	1 Opportunity
Co-branded patch	+	+			
Employee engagement opportunity	+	+	+		
Ad in Program Events Guide	Full Page	Full Page	Half Page	Quarter Page	Listed with Event
Sponsor name listed on GSWO website	+	+	+	+	+

For information about any of the sponsorship opportunities in this publication, contact Carol Serrone at 513.619.1376 or [carolserrone@gsw.org](mailto:carolserrone@gsw.org) or Kelly Trame at 419.887.9471 or [kellytrame@gsw.org](mailto:kellytrame@gsw.org).



**girl scouts**   
of western ohio

Join us today. Together we can champion the changemakers of today...and tomorrow. We need your support to help girls create a future that benefits all of us.

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Cincinnati, OH 45242

**Dayton**  
450 Shoup Mill Road  
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