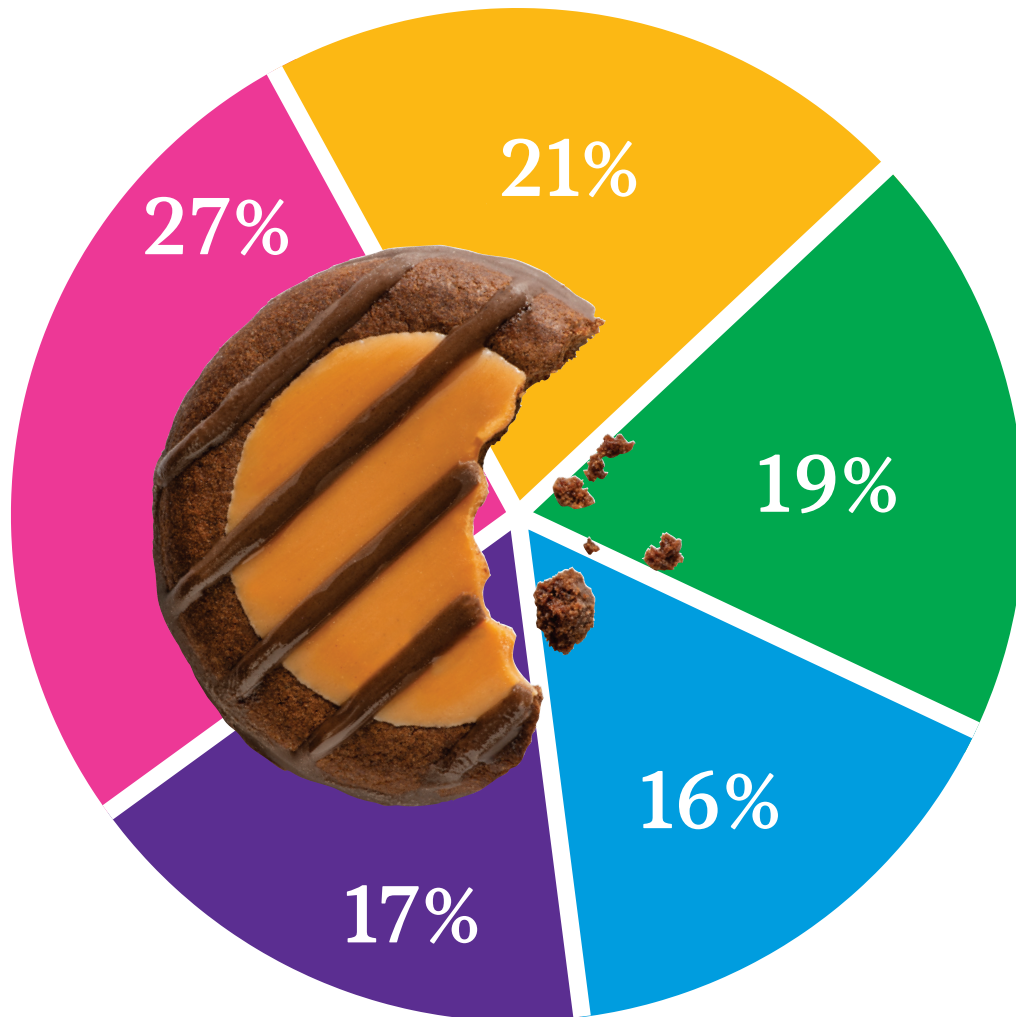


# HOW THE COOKIE CRUMBLES



27%

## Cost of Goods

(Cookies, Packaging, Transportation, Warehouse, Trainings, Program Materials, etc.)

21%

## Troop/Service Unit Proceeds & Girl Rewards

19%

## Properties & Program

16%

## Member Support

17%

## Membership Services

(Outreach, Retention, Recruitment, Admin)