



# Money-Earning Guidelines



Helping girls earn and manage money is an integral part of the Girl Scout Leadership Experience (GSLE); girls are responsible for planning and financing their own activities, with volunteer guidance and supervision. The guidelines that follow are meant to guide girls to pursue goals and financially support their Girl Scout activities.

Girl Scout Troops and Juliettes are funded by a share of the money earned through Council-Sponsored Product Programs, Council approved money-earning activities and any troop dues, if acquired. All money raised or earned, and other assets received in the name or benefits of Girl Scouting must be authorized by Girl Scouts of California's Central Coast (GSCCC) and used for the purposes of Girl Scouting.

# Ways a Troop Can Bring Money Into the Troop



- Troop Dues
- Product Program (Fall and Cookies)
- Troop Money-Earning Activities
- Family Partnerships (dues and contributions)

## Troop Dues

The money earned from participation in Girl Scout Product Programs should be sufficient to finance troop activities. However, troops may request dues from family members to finance activities until profits from the next Product Program are received. Troop dues should be set and agreed upon as a group.

## Council-Sponsored Product Programs

The Fall Product Program and Girl Scout Cookie Program are organized by Girl Scouts of California's Central Coast, and open each year to all registered Girl Scouts. These opportunities are for registered Girl Scouts to earn funds for their troop to support their troop's Girl Scout activities.

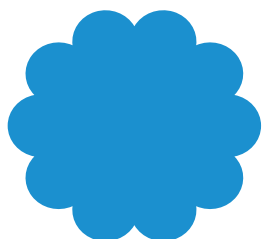
## Group Money-Earning Activities

If troops, groups, or individual girls (Juliettes) are needing funds beyond what they have earned from Council-Sponsored Product Programs and troop dues, they can apply to receive permission to organize additional money-earning activities.

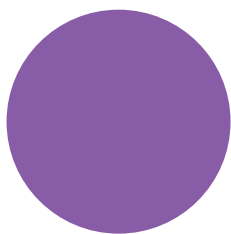
To be eligible to complete a money-earning activity troops must participate in both the previous Fall Product Program (\$100 troop minimum) and Cookie Program (\$100 troop minimum). To comply with regional and national Girl Scout money-earning policies, all money-earning activities must be suited to the age and abilities of the girls and be consistent with the principles of the Girl Scout Leadership Experience (GSLE). As of December 2, 2024, GSUSA has removed the exception that previously allowed fundraising during national or international emergencies. Troops may no longer fundraise for disaster relief or similar causes outside of approved Girl Scout money-earning activities.



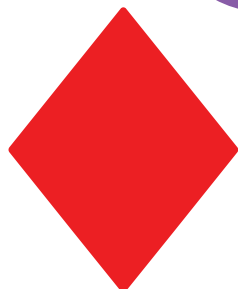
# Age Level Requirements



Girl Scout Daisy and Brownie troops may not participate in money-earning activities other than the Council-Sponsored Product Programs. They may not collect money in any other way except through troop dues and parental contributions (GSUSA Policy).



Girl Scout Junior troops or groups may request approval for no more than one money-earning activity each year in addition to the Council-Sponsored Product Programs.



Girl Scout Cadette troops or groups may request approval for no more than two money-earning activities each year in addition to the Council-Sponsored Product Programs.



Girl Scout Senior and Ambassador troops or groups may request approval for no more than three money-earning activities each year in addition to the Council-Sponsored Product Programs.

# Solicitation of Funds

Girl Scout members are not to solicit money from other organizations. (Exception: Individual Seniors and Ambassadors pursuing their Girl Scout Gold Award, with prior written council approval)

If donations are made as a gesture of appreciation for service and the donation was not the primary objective, the donation can be accepted as a donation and not money-earning or fundraising. For example: \$200 for cleaning up after a large school or organizations event. This is a donation not money-earning.

Charitable donations for tax purposes, from individuals or entities, need to be pre-approved by the Fund Development Department at GSCCC to ensure proper processing.

Girl Scout girl members cannot participate in games of chance, direct solicitation for cash or product endorsement. (GSUSA)

Participation by girls must be voluntary.

All girls and adults must be registered members of the GSCCC before participating in any money-earning activity.



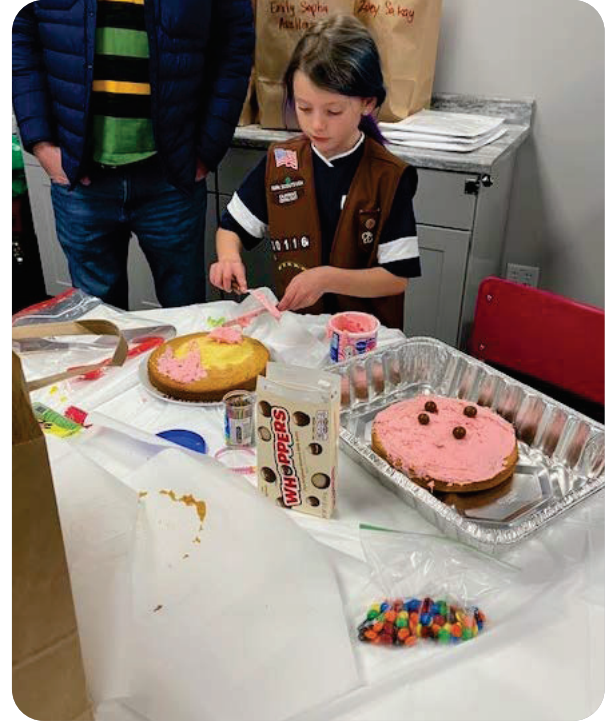
## Girl Scout Members Cannot Sell Commercial Products

- Girls cannot raise money for other organizations or causes but, they can decide to purchase items or supplies for other non-profit organization with funds earned.
- Activities must take place within GSCCC's jurisdiction.
- Money-earning activities will not be approved to take place during the time that the Council-Sponsored Product Programs are underway, unless they are in direct correlation to the Product Program or a nationally recognized Girl Scout event, for example financial literacy badge workshop, cookie badge workshops, World Thinking Day, Juliette Gordon Low's Birthday, etc.
- All reports for previous money-earning activities must be received at GSCCC Headquarters prior to additional money-earning activities being approved.
- The most current financial record for the troop must be on the Annual Troop Finance tab in VTK before any money-earning activity will be approved. The troop must show a justified need for the additional troop funds and the amount must be reasonable.
- Troops must follow all Safety Activity Checkpoints regarding troop money-earning activities.
- Troops and girls may not create or share crowdfunding campaigns unless they are part of a council-approved Gold Award project and use a GSCCC platform. This must be approved in writing by GSCCC's CEO, with funds directed into an account using a council EIN which will then get forwarded to the Girl Scout.



# Examples of Possible Money-Earning Activities

- Talent show
- Pancake breakfast, bake sale, etc.
- Concession stands
- Car wash
- Pet walking, gift wrapping, weeding, etc.
- Babysitting
- Cooking or other classes etc.
- Badge workshop
- Crafts
- Yard, garage sale



## Examples of Activities Not Allowed

- Third-party commercial products (Home Party Sales; Tupperware, candles, etc.)
- Restaurant fundraisers
- Selling fireworks

## Solicitation Expectations

Seniors and Ambassadors pursuing their Girl Scout Gold Award may be allowed to solicit for donations. These Girl Scouts may accept unsolicited donations of money and materials only with prior written approval from GSCCC's CEO. Girls must follow all council instructions for tracking, reporting, and receipting these donations, and any crowdfunding efforts must use council-approved platforms that deposit into a GSCCC EIN-linked account.

# Gold Award Projects



The Gold Award is the culmination of the Girl Scout Leadership Experience. Just five percent of Girl Scouts nationwide earn this honor. The resulting Take Action Gold Award projects demonstrate leadership when girls address the root cause of an issue, build and oversee their volunteer team, meet measurable goals, and change people's beliefs, attitudes, assumptions, and behavior. Based on their vision of change, Girl Scout Gold Award recipients make a commitment to their communities — and fulfill it. Because of this, special consideration for money-earning activities may be given to girls seeking financial support for Gold Award projects.

## Gold Award Projects – Additional Funding Options

In-kind donations (contributions of goods or services) are the preferred donation for all money-earning activities, including Gold Award projects.

- Before asking for donations, identify the resources or materials you need and identify specific sources so that you are asking with a purpose.
- Once you have identified why you need donations, what you are using it for, and who you would like to request money or goods from, you will work with the Fund Development Department for final approval to ask people or businesses for financial support.
- Once the donation approval is received, you will receive an approval letter and a solicitation form from GSCCC. Keep in mind that it is much easier to ask for a donation when you know who you are asking. Your best approach will be talking to friends, family, neighbors, and community members who will be impacted by your project. When a relationship has been built and common ground established, asking for a donation will be much easier.
- Youth grants are available through certain organizations. These grant opportunities are meant to be applied for by the youth and do not require the applicant to be a non-profit organization or a holder of a 501(c)(3). The Fund Development Department may be aware of these local opportunities and can share information.

Please note: Donors will only receive a tax-deductible receipt if the donation is made directly to GSCCC which will then be forwarded to the Girl Scout. Donors should also be informed that unspent funds from a completed Gold Award project remain with GSCCC to support future Gold Award or council-designated initiatives.

More information on what a Gold Award seeker can and cannot do regarding funds can be found in the [Gold Award handbook](#).

# Application Process



**Activity Selection:** The money-earning activity is chosen by a troop, group or Juliette Troop leaders must submit a completed **Money-Earning Application** ([found here](#)) at least three weeks prior to any money-earning activity to a Volunteer Support Manager for approval. Remember, troops must get approval before beginning or advertising an activity.

The Volunteer Support Manager will respond to the application within three business days of receipt. This will include GSCCC reviewing the application, checking records for Product Program participation, and communicating with the applicant regarding the status of the Money-Earning Application if changes are needed.

The Volunteer Support Manager will review the application. If it meets all criteria specified in the GSCCC Money-Earning Guidelines, the Volunteer Support Manager will sign off on the activity and a notification will be sent to the applicant. If it doesn't meet the criteria, an email will be sent from the Volunteer Support Manager, explaining where the application did not meet the criteria.

Once the criteria are met for those applications previously returned, the Volunteer Support Manager will sign off on the application and the applicant receives a notification of approval.

After the applicant receives a confirmation that the activity is approved to go, the applicant may proceed with the activity and any necessary advertising.



# How to Use Funds Earned



- Unique opportunities connected to the GSLE.
- Connections with sister Girl Scouts engaging in the GSLE.
- Celebrate Girl Scout milestones, Girl Scout ceremonies and celebrations.
- Service, Take Action and Highest Award project support.
- Direct support for the GSLE.
- Membership (includes Lifetime membership), uniforms, journey books, field trips, guest speakers, insignia, awards, etc.

## Donations From Business or Civic Groups

What can a business/civic group provide for a troop?

- Meeting or storage space
- Handbooks
- Uniforms
- Program supplies
- Consultants
- Career exploration opportunities



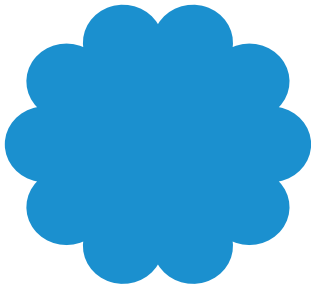
Please note: This list does not include monetary contributions; that is because the premise behind the donation is not financial. Whenever a troop does get a business/civic group to buy their handbooks or any other purchase that is given to the troop, they will not get a tax donation letter. A tax letter can only be given when the donation is given to GSCCC, who is the holder of the 501(c)(3). Troops can accept in-kind donations. However, prior written approval must be secured from GSCCC and be following GSCCC gift policies.

## GSCCC Donation Policy

Girl Scout troops, Service Units, or individual adults may not solicit monetary donations from businesses, corporations, foundations, or individuals for the benefit of troops or Service Units. Sometimes businesses, matching gifts companies, or individuals will have funds they will donate to a troop/group. This donation is considered an “unsolicited donation,” meaning the troop/group leader or girls did not ask directly for cash. All donations must follow the GSCCC donation policy on the following pages.

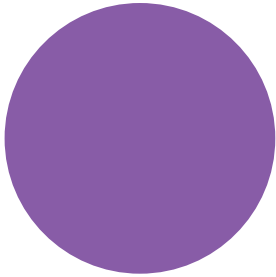


# Troops



Any monetary donations up to \$250 from a foundation, corporation, organization, government entity, or individual (including recognition of volunteer service hours) received on behalf of a GSCCC troop must be accepted and recognized by GSCCC. The funds received will then be returned to the troop directly. Troops must not request or solicit these funds directly without council approval. If donations are received, they must be reported immediately and processed according to the GSCCC donation policy

For example: Rotary gives Troop 12345 a \$250 check. The troop will need to deliver the check to GSCCC, GSCCC will then send the troop a check for \$250 and the Rotary will receive a donation letter from GSCCC.



Any monetary donations greater than \$250 from a foundation, corporation, organization, government entity, or individual (including recognition of volunteer service hours) received on behalf of a GSCCC troop or individual must be accepted and recognized by GSCCC. The GSCCC will return \$250 plus 50% of the amount above that level, to the troop directly; example, \$1,000 donation received will result in \$625 donation to the troop (\$250 plus 50% of \$750). The balance of the donation will remain at GSCCC supporting the Family Partnership program (which supports our financial assistance program) that covers the cost of camp sessions, events, and all the expenses of joining a troop.



If the monetary donation, greater than \$250, is received by the troop or you believe GSCCC will receive the donation directly, a [Service Unit / Troop Donation Report](#) form is required to be completed and turned in to GSCCC or sent directly to [info@girlscoutsgccc.org](mailto:info@girlscoutsgccc.org). By completing this form, GSCCC and troop can better track troop designations and ensure proper handling of funds.

## An Explanation on Fundraising

The term “fundraising” should only be used to refer to the responsibility of adult members to support GSCCC. Adult members may engage in combined fundraising efforts authorized by the GSCCC and in which GSCCC is a beneficiary. Girl members may not engage in any direct solicitation for donations per Girl Scouts of USA Blue Book of Basic Documents. Donations are sums going directly to GSCCC. Fund raising, or fund development, to support the Girl Scout Council is the responsibility of adults and should not be placed with girls. While the Girl Scout Cookie Program does raise important funds for the organization, it is considered a program activity.

Product demonstration parties (Example: Avon, Tupperware) and the sale or endorsement of commercial products are examples of inappropriate money-earning activities for girls. However, adults may participate in these fundraising ventures and make a contribution to Girl Scouts from the venture, as long as girls do not participate as the fund solicitors or as the vehicle to distribute information. For example: a person may have a Tupperware or Avon party to benefit Girl Scouts and donate a portion of the revenue to Girl Scouts but are NOT to be promoted as Girl Scout fundraisers. They may invite parents of Girl Scouts to attend the party but may not send home sales booklets with girls.

# GSCCC Permission

## GSCCC Permission is still required for

- Organization collaborations are permitted on a limited basis (McDonald's, In n Out, etc.). Retail chain endorsements are opportunities for the for-profit sector to support Girl Scouting and are therefore appropriate on a limited basis for Service Unit and GSCCC fundraising only. Example: McDonald's offers to sponsor a Girl Scout Day where 10% of proceeds are donated to GSCCC or a Service Unit (through GSCCC). These events must not include girls directly participating in the financial transaction or promotional activity for the business.
- Raffles, drawings, and silent auctions may be conducted by adults with GSCCC's CEO written approval, in compliance with California state law and Attorney General registration. Girls may not sell raffle tickets or participate in conducting the event. Girl Scouts discourages the use of games of chance. Any activity which could be considered a game of chance (raffles, contests, bingo) must be approved by GSCCC and be conducted in compliance with state laws. California law allows eligible tax-exempt nonprofit organizations to conduct fundraising raffles. Organizations must obtain a raffle permit number from the Attorney General's Registry of Charitable Trusts before holding the event.

## Service Units

Any monetary donations up to \$1,000 from a foundation, corporation, organization, government entity, or individual (including recognition of volunteer service hours) received on behalf of a GSCCC Service Unit must be accepted and recognized by GSCCC. The funds received will then be returned to the Service Unit directly.

Any monetary donations greater than \$1,000 from a foundation, corporation, organization, government entity, or individual (including recognition of volunteer service hours) received on behalf of a GSCCC Service Unit must be accepted and recognized by GSCCC. GSCCC will return \$1,000 plus 50% of the amount above that level, to the Service Unit directly. For example, a \$5,000 donation received will result in \$3,000 donation to the Service Unit (\$1,000 plus 50% of \$4,000). The balance of the donation will remain at GSCCC supporting the Family Partnership program (which supports our financial assistance program) that covers the cost of camp sessions, events, and all the expenses of joining a troop.

If the monetary donation, greater than \$1,000, is received by the Service Unit or you believe GSCCC will receive the donation directly, a [Troop / Service Unit Donation Report form](#) is required to be completed and turned in to GSCCC or sent directly to [info@girlscoutsgccc.org](mailto:info@girlscoutsgccc.org). By completing this form, GSCCC and Service Unit can better track troop designations and ensure proper handling of funds.

*Only GSCCC can solicit funds from businesses, corporations, foundations, or individuals for the benefit of the entire Council because GSCCC is the holder of the 501(c)(3). Troops and Service Units do not have non-profit status and cannot solicit donations using the Girl Scout name for the gain of their troop or Service Unit. This applies even if the business, corporation, foundation, or organization says that they do not want a tax letter.*



### **Volunteer Hours Reimbursement Donations**

If an adult member's employer allows employees to request a gift to GSCCC in recognition of volunteering, funds received will follow GSCCC donation policy. Sometimes matching gifts companies may require an application be filled out by the troop/group leaders (volunteer); this is permissible.

### **Promoting An Event – Girl Scout Night**

The troop, Service Unit, or GSCCC should not be solely responsible for promoting the event by distributing flyers or posting on social media. It should not appear as though Girl Scouts is endorsing the restaurant or its products. Restaurant-hosted events must be clearly promoted as supporting Girl Scouts through the generosity of the business, not as Girl Scout-organized fundraisers.

The location must show demonstrated promotion of the sponsored night through their own channels, such as having flyers available to all customers who visit the restaurant, on their social media, or by putting up posters promoting the Girl Scout Night. GSCCC may request at any time copies of such promotional materials.

This type of money-earning activity may be done in addition to other GSCCC approved methods of troop and Service Unit money-earning. If planned by a Service Unit, all proceeds must follow the GSCCC donation policy.

### **Family Partnership Campaign**

Thanks to the generous support of Girl Scout members, families, friends and the community, Girl Scouting continues its long-standing tradition of helping today's girls build the character and skills needed to become tomorrow's leaders. When we invest in Girl Scouting, we invest in the future of our girls. Never has this been more critical!

The Family Partnership Campaign is a wonderful and simple way to ensure all girls can take part in the awesome things Girl Scouts offers. Your donation to Family Partnership goes directly to our financial assistance program, which covers the cost of camp sessions, events, and all the expenses of joining a troop. The registration fee paid for membership in the Girl Scout organization does not support these services. It is the responsibility of all in Girl Scouts to support Girl Scouting personally, and to encourage others to support Girl Scouting, by contributing to the Family Partnership Campaign.



# Other Ways to Support

Encourage Girl Scout's parents/guardians to contribute to Girl Scouts when registering for membership. Let parents/guardians know at registration time that this is an important initiative. Please make sure that registration/contribution checks are made out to Girl Scouts of California's Central Coast, and not to the troop or Service Unit.



## Other Ways of Support/Donate Include:

- Donating on Giving Tuesday
- Target Circle
- End of Year Donations



## Resources for Girls and their Mentor:

[GSCCC website](#)

[Volunteer Essentials](#)

[Safety Activity Checkpoints 22](#)

[Money-Earning Application Form](#)

[In-Kind Donation Form](#)

## Follow Us:

Instagram [@girlscoutsgccc](#)

Instagram [@camparnaz](#)

Facebook [@girlscoutsCAcentralcoast](#)

Twitter [@girlscoutsgccc](#)