



**Girl Scouts Rallies Community for Giving Tuesday**  
*When you give, Girl Scouts give back!*

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**FOR IMMEDIATE RELEASE**

November 26, 2019

**Ventura, CA —**

Beginning in 2012, Giving Tuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. On December 3<sup>rd</sup>, Girl Scouts of California's Central Coast is establishing a day of giving in honor of this movement, and we encourage the community to get involved by supporting the causes they believe in. Together we can all be a part of the team that supports girls within our communities and the world beyond, helping them become girls of courage, confidence, and character who make the world a better place.

This year, our goal is to raise \$10,000 for our girls. By donating just \$25, you can give a year of Girl Scout membership to an underserved girl in your community. Every donation, big or small, contributes to providing the best leadership program for girls and makes an impact on the lives of the girls and families we serve.

"We encourage you to invest in the lives of girls that are made of courage, confidence and character who make the world a better place," says Girl Scouts of California's Central Coast CEO, Tammie Helmuth. "Your donation encourages girls to value their own ideas, talents, and passions while developing the practical skills, discipline, and relationships necessary to implement change not only in our community, but the world."

Girl Scouts is the preeminent leadership development organization for girls, with a research-proven program that helps them cultivate important skills they need to take the lead in their own lives and the world. At Girl Scouts, girls learn and grow in a safe, all-girl environment, discovering who they are, connecting with others, and taking action to make a difference in their communities and beyond. Through the Girl Scout Leadership Experience (GSLE), the foundation of the Girl Scout program, girls engage in a variety of fun, challenging, and engaging activities that empower girls as they develop five skills essential to effective leadership: a strong sense of self, positive values, challenge seeking, healthy relationships, and community problem solving.



Regardless of demographic, Girl Scouts are more likely than non-Girl Scouts to exhibit strong leadership outcomes, earn excellent grades, expect to graduate college, aspire to STEM, business, and law careers, and feel hopeful about their future. By supporting Girl Scouts, you help develop the next generation of girls into citizens who are responsible, caring and prepared for a lifetime of leadership. Engaging girls in activities that are girl-led, cooperative, and hands-on creates high-quality active learning experiences that result in incredible outcomes. According to a 2017 study by the Girl Scout Research Institute, 64 percent of girls who engage in active learning exhibit community problem-solving skills, compared to 16 percent of girls who have not participated in this kind of learning!

With our program, Girl Scouts are able to have experiences not available in the classroom setting that shape their character and fulfill their potential. They're shown to have more desire than their peers for careers in industries where women are underrepresented, including STEM, law, and business. Whereas participation in activities that involve the outdoors, STEM, and community service decline in the average teenage girl, Girl Scouts' participation increases with age. They're also more likely than non-Girl Scouts to have an adult in their life who helps them pursue goals and plan for the future, which can support academic achievement and self-esteem development.

Whether it's some of your time, a donation, or community support, there are so many ways you can give back. We currently have over 220 girls on the waiting list to join a troop. By joining us as a volunteer, you can help girls get out of their comfort zones, build confidence, gain new skills, create friendships, and make memories that will last a lifetime. Ninety-five percent of our volunteers say they make girls' lives better at Girl Scouts, and that's something to feel good about.

This Giving Tuesday your donation will help fund Girl Scout membership for a girl in a low-income community in our council's area. With your help, we can offer the leadership experience of a lifetime to the girls and families that benefit most. For more information on how you can support, visit [here](#).

### **About Girl Scouts of California's Central Coast**

Girl Scouts of California's Central Coast serves over 8,800 girls across six counties and is committed to making the Girl Scout Leadership Experience available to girls in ways that impact their lives both in the moment and into the future. Girls participate in troops, individual projects, council events, day camps, resident camps and more. A variety of leadership, outdoor skills, and Science, Technology, Engineering, and Math (STEM) based programs and events provide girls with opportunities to learn and explore in fun and informative ways. To join or volunteer in Santa Cruz, San Benito, Monterey, San Luis Obispo, Santa Barbara or Ventura County, visit: <http://www.girlscoutscoc.org>.

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