



# The Girl Scout Alum Difference:

## A Lifetime of Courage, Confidence, and Character

### Executive Summary

To understand the long-term benefits of Girl Scouting and earning the Girl Scout Gold Award, the Girl Scout Research Institute (GSRI) conducted a national study with 1,000 Girl Scout alums, 800 women who were never Girl Scouts, and 922 Gold Award Girl Scout alums.

The study confirms past findings from *Girl Scouting Works: The Alumnae Impact Study* (2012) and *The Power of the Girl Scout Gold Award* (2016), which both show how Girl Scouting makes a profound positive difference in girls' lives.

### Key Findings

This research shows that participating in Girl Scouts is a powerful factor for developing positive life outcomes, which in turn build a foundation for success in education and careers, enable a lifetime of leadership, and provide high levels of life satisfaction. Alums assert that Girl Scouts set them on a path for achievement, connected them to something bigger than themselves, and helped them develop their passions and interests.

And Girl Scout alums excel in numerous ways!

### The Alum Impact

Girl Scout alums are more likely than other women to:

- Exhibit courage, confidence, and character
- Attain higher levels of education and management positions at work
- Volunteer and contribute to causes they support
- Be civically engaged and involved
- Exhibit leadership attributes and hold more leadership roles
- Be satisfied with life—personally, professionally, and financially

### The Gold Award Advantage

Both Girl Scout alums and other women perceive the Gold Award as a prestigious and powerful recognition. Additionally, being a Girl Scout alum is linked to more positive life outcomes compared to other women, and earning the Gold Award has even greater benefits.

When compared to alums and other women, Gold Award Girl Scouts are more likely to:

- Exhibit courage, confidence, and character
- Attain a college or graduate degree
- Volunteer or donate to causes they support
- Hold three or more leadership roles
- Be satisfied with life—personally, professionally, and financially

Gold Award Girl Scouts report that the Gold Award process helped them develop essential 21st century employment skills, giving them a boost in their academic and professional lives. They also affirm that the Gold Award helped them get into college or graduate programs, earn scholarships, and secure jobs.

**This study confirms what Girl Scouts have known all along: Girl Scouting builds girls and women of courage, confidence, and character who lead in their lives, at work, and in their communities.**

[Read the full study](#)

Want to reconnect and engage with the network of Girl Scout alums? Subscribe to the [Girl Scout Network's](#) digital newsletter today at [girlscouts.org/alum](http://girlscouts.org/alum)!

The [Girl Scout Research Institute](#) measures the impact of Girl Scouting and conducts original research on girls' healthy development, well-being, and leadership. Learn more at [www.girlscouts.org/research](http://www.girlscouts.org/research).