



Invest in a Girl-Led Future

girl scouts 
of north east ohio

2023

Your Business and Girl Scouts: A Powerful Partnership

Aligning with Girl Scouts of North East Ohio (GSNEO) shows your commitment to developing the next generation of female leaders and the future members of your workforce.

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 50 million strong and growing.

GSENO is the seventh largest council in the nation serving over 18,000 Girl Scouts in 18 counties of Northeast Ohio. While participating in the Girl Scout Leadership Experience (GSLE), 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 strong sense of self, display positive values, challenge themselves, build healthy relationships, and enhance community problem-solving skills.

We're passionate and dedicated to the work we do to build tomorrow's female leaders. Join us in helping girls thrive and reach their full potential.



The Girl Scout Leadership Experience

The Girl Scout Leadership Experience (GSLE) provides the foundation for all we do. It is the core of our program and encompasses everything from our Promise and Law to our badges, activities, and Journeys. And at the center of it – the girls. At Girl Scouts, everything centers around the girl, it's what makes Girl Scouts truly unique. Our program is designed by, with, and for girls. With a focus on girl-led programming and activities, girls have the opportunity to take on leadership roles and learn-by-doing in a safe, fun, and cooperative environment.

GSNEO provides many opportunities for Girl Scouts, including exploring new activities and developing skills through the GSLE.

The Five Girl Scout Outcomes:

1. Develop a strong sense of self
2. Display positive values
3. Seek challenges and learn from setbacks
4. Form and maintain healthy relationships
5. Learn to identify and solve problems in their community



Four Program Pillars

Girls who participate in activities from the four program pillars – STEM, Outdoors, Entrepreneurship, and Life Skills – gain opportunities to try new things by working together and learning through hands-on activities.

STEM

When girls participate in STEM-focused programming, they are more interested in STEM and careers in tech—including app development, robotics, coding, and cybersecurity. In Girl Scouts, girls are introduced to STEM at an early age and research shows they: become better problem-solvers and critical thinkers, have confidence in their STEM skills and abilities, get excited about STEM subjects and want to learn more about them, and learn the importance and relevance of STEM to people and society and options for their own career paths.

Life Skills

Girl Scout badges covering topics like civic engagement, healthy living, and communication skills help Girl Scouts grow in confidence as they develop the skills to lead their best life. Whether by exercising and staying healthy, developing strong relationships with family and peers, advocating on behalf of others, protecting our environment, or exploring careers that can truly change the world for the better, girls gain the skills and the inspiration to accept challenges and overcome obstacles, develop greater confidence and a stronger sense of self, are happier overall and display more positive values throughout life.

Outdoors

Studies show that girls today are not spending nearly enough time outdoors. But as a Girl Scout, girls have plenty of opportunities to create their own outdoor adventures and develop a lifelong appreciation for nature—whether with her troop, at camp, or with friends and family. And that's great news—because when Girl Scouts get outside, they discover that they can better solve problems and overcome challenges; develop leadership skills, build social bonds, and are happier overall; and become team players and care more about protecting our environment.

Entrepreneurship

Research shows that girls are actively interested in becoming entrepreneurs, developing financially stable futures, and using their skills to make a big impact on the world. But there are stumbling blocks on a girl's path, including fear of failure, concerns about bringing big ideas to life, and the perception that men are more likely to be entrepreneurs than women. As an important part of learning vital business skills, girls will discover how to set and achieve realistic goals in their lives and future careers, make better decisions and build stronger interpersonal skills, and develop a valuable work ethic and a sense of empathy for others.

Benefits of Partnering with Girl Scouts of North East Ohio

Aligning with Girl Scouts 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.

Brand Alignment

Girl Scouts is the world's largest leadership organization for girls and is ranked number two on the World Value Index¹.

Reach

GSNEO is 28,000 girls and adult members strong across 18 counties in Northeast Ohio.

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 priorities².

Council Camps and Service Centers

GSNEO Corporate Office

One Girl Scout Way
Macedonia, OH 44056

Lorain Service Center

6111 S Broadway Ave
Lorain, OH 44053

North Canton Service Center

1010 Applegrove St NW
North Canton, OH 44720

Youngstown Service Center

8580 South Ave
Youngstown, OH 44514



¹The 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.

²On 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 At-a-Glance

	Groundbreaker	Champion	Changemaker	Trailblazer	Innovator
Investment	\$100,000	\$50,000	\$25,000	\$10,000	\$5,000
Event sponsorship with exclusive marketing opportunities*	3 Events	2 Events	1 Event	1 Event	1 Event
Marketing Opportunities**	3 Opportunities	3 Opportunities	2 Opportunities	1 Opportunity	1 Opportunity
Employee Engagement Opportunity	Yes	Yes	Yes		
Ad in Program Guide(s)	Full-Page Ad Fall AND Spring	Full-Page Ad Fall AND Spring	Half-Page Ad Fall OR Spring	Quarter-Page Ad Fall OR Spring	Quarter-Page Ad Fall OR Spring
Logo on GSNEO website with link	Yes	Yes	Yes	Yes	

**Includes event signage, printed logo in event program/invitation or brochure, table at event*

***Includes inclusion in monthly member emails, social media post(s), mention in press release(s)*

GSNEO Special Events

Women of Distinction

The annual GSNEO Women of Distinction Awards event was established in 2012 to celebrate and recognize women from Northeast Ohio who go above and beyond to make our communities better places to live and work. GSNEO's Women of Distinction embody the core values of Girl Scouts and provide girls with positive role models. In 2014, the Advancing Women Award was added to honor organizations demonstrating a strong commitment to advancing women in the workplace. In 2015, three annual Leaders of Tomorrow Scholarships were added to recognize GSNEO Girl Scouts who display exceptional promise to become tomorrow's leaders. Funds raised by this event support the Girl Scout Leadership Experience throughout council's 18-county footprint. Attendance: 350

Dessert First

The sweetest event in Northeast Ohio, the Dessert First Gala, is hosted every other year to benefit the over 18,000 Girl Scouts and adult volunteers throughout GSNEO's 18-county footprint. This unforgettable evening begins with guests tasting delicious Girl Scout Cookie-inspired desserts handcrafted by local Northeast Ohio chefs. The desserts are judged on presentation, creativity, and taste. A formal seated dinner follows, including chef awards and a live and silent auction. Attendance: 300

Gold Award Celebration

Gold Award Girl Scouts are change-makers. They have changed the world, changed their lives, and earned the most prestigious award in Girl Scouting. To earn the Gold Award, a Girl Scout identifies an issue in their community, drafts a plan to address a root cause, and leads a team of volunteers to implement it. When the project is complete, the Gold Award Girl Scout and their team have made a sustainable impact on the world that continues to last beyond their involvement. It's a huge accomplishment that also impacts the Girl Scout as a person. How they see the world—and how the world sees them—is forever changed. It's also a credential that will be with them for the rest of their life; having the Girl Scout Gold Award on a high school transcript or resumé can make a Girl Scout stand out when it comes to college admissions, scholarship applications, internships, and job interviews. Attendance: 150

Volunteer Recognition Event

Every day, Girl Scout volunteers make it possible for girls across Northeast Ohio to enjoy and benefit from an adventure-having, skill-building, lead-taking, life-changing good time. Without our volunteers' commitment to being champions of girl ambition, we couldn't and wouldn't be the largest girls' leadership organization in the world. But we are. Thanks to them. And we love them for it. Formal council level awards are presented each year at the GSNEO Volunteer Recognition event. Attendance: 200

Employee Engagement Opportunity

Whether your employees have a few hours or a full day, we'd love to have your company come out to volunteer with GSNEO! Year round, volunteers help us run smoothly and give our Girl Scouts the best experience possible. Whether you're assembling gift bags, unloading Girl Scout Cookie trucks, or clearing the trails at one of our three camps, we're grateful for your time and hard work!



Dominion Energy



FirstEnergy



Charles Schwab



United Way

Program Guide Advertising

Fall Program Guide

The Fall Program Guide contains programming for all Girl Scouts for the months of September through December.

Spring Program Guide

The Spring Program Guide contains programming for all Girl Scouts for the months of January through June.

Both program guides are published online at gsneo.org and are printed then mailed to troop leadership (about 2,000 guides are mailed each Fall and Spring).

Ad Dimensions*:

Full page	8"w x 10.5"h
Half-page horizontal	8"w x 5.125"h
Half-page vertical	3.875"w x 10.5"h
Quarter-page	3.875"w x 5.125"h

**All ads are full color*



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 us all.

Contact:

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