



THE SHOE THAT GROWS

The 2022 Girl Scout cookie season is here! Nearly 6,000 girls in the region who are part of Girl Scouts of the Colonial Coast are excited to take part in this annual program where they gain important skills while earning funds to support their Girl Scout experience. Traditionally, girls earn individual rewards based on their cookie sales. This year, Girl Scouts now have the opportunity to forgo personal rewards and do something altruistic, donating to The Shoe That Grows program. The shoes will help children who live in areas that make them vulnerable to soil-transmitted diseases and parasites.

Best of all, these are not ordinary shoes. These are Shoes that Grow, the brainchild of the nonprofit organization Because International. The shoes are adjustable and can accommodate five size changes. For so many kids in these situations, having shoes that fit—or even shoes at all—is a dream come true. GSCCC’s goal for this year’s annual cookie program is to provide 100 pairs of shoes that will be donated to this cause.

“This is the second time our Council has offered this option and girls really love it,” GSCCC CEO Tracy Keller said. “Many want to forgo a prize to do this good for others. It is a very simple thing. But even a small thing, even something that doesn’t solve the entire situation, can still make a difference. It is estimated that there are over 300 million children who do not have shoes, and countless more with shoes that do not fit. Sometimes they receive shoe donations, but children’s feet grow and they quickly outgrow donated shoes. Philanthropy is really just part of our Girl Scouts DNA, and the whole idea of making the world better place is our mission statement. I’ve never met a troop who doesn’t think about some kind of community service project, and the cookie program provides troops with annual funds to be able to do this.”

(Check out the [Girl Rewards](#) listings to see which levels allow you to donate The Shoe That Grows in lieu of receiving a prize.)

