



Who We Are and What We Stand For

For over 100 years, we have been guided by our vision, mission, and values. Over the years, the Girl Scout Movement has evolved in terms of how we harness our values in order to elevate the important perspectives of new generations and encourage our members to use their voices to advocate for causes they care most about. As a national organization made up of members across the country and in every zip code, it is as important as ever to ensure we are speaking with one voice and acting as one Movement, one sisterhood. We are stronger together.

Vision

A world in which girls are confident, understand their worth, and have the skills to thrive.

Mission

Build girls of courage, confidence, and character, who make the world a better place.

Values

Girl Scouting provides girls with the skills necessary to navigate life with purpose and joy, by offering unique experiences and the support girls need to discover their interests, build self-confidence, and become agents of change as global citizens. Life Ready—for today and tomorrow.

Commitment to Girls

Girl Scouts of the USA is committed to putting girls at the center of everything we do, fostering their growth, confidence, and well-being. Through innovative programs, mentorship, and hands-on experiences, we support their health and development and empower them to lead with courage, confidence, and character. Every girl deserves the opportunity to thrive, and we're here to ensure she does.

Our Strategy

We have a clear Movement-wide strategic vision that guides how we work, clarifies the impact we want to make, and tells us where we are headed: a world where girls are confident, understand their worth, and have the skills to thrive. We will do this by expanding ways to experience Girl Scouting that meet the needs of all of our communities, ensuring that more families choose Girl Scouts as the place to learn, grow and connect, and building a financially stable and strong Movement. Through our strategy, we have the greatest opportunity to impact the lives of girls and carry out our mission today and for years to come. Focusing on our strategy will ground our decisions and keep them rooted in what is most important: the girls we serve.

Commitment to Diversity, Equity, Inclusion, and Racial Justice

Girl Scouts of the USA is an organization centered on belonging as evidenced by our Girl Scout Law commitment to be a sister to every Girl Scout. Our Diversity, Pluralism, and [Anti-Racism statement](#) in our Constitution is at the core of who we are and reinforces our intent to remove systemic barriers to participation in our Movement and in the communities in which we live. The Movement's strategic plan and investments align with this commitment.

How We Support Girls in Standing Up for What They Believe In and Finding Common Ground

Girl Scouts strongly promotes girl-led advocacy by providing a platform and structure that supports girls as they take the lead in finding solutions for issues they care about. We provide all girls with a space where they feel heard and have the resources they need to raise their voices and change their world both near and far.

Some examples of this include:

- **Girl Scout Awards and Badges:** Through a wide variety of awards and badges, girls focus on creating lasting change on causes important to them. Our catalog of awards and badges lets girls sample before they specialize, and girls get comfortable with using their voices to speak up for what they believe in.
- **Girl Scout Leadership Experience:** The GSLE is based on more than 100 years of experience and girl-focused research, with results that are illustrated through the lives of millions of successful Girl Scout alums. The impact of Girl Scouts is demonstrated through the five core GSLE outcomes, each of which aligns with character-defining virtues recognized throughout the character development field: sense of self, positive values, challenge seeking, healthy relationships, and community problem solving.
- **Leadership at All Levels:** All Girl Scouts, starting with Daisies (grades K–1), are encouraged to take the lead, supported by caring adults in developmentally appropriate ways to help grow and develop skills.
- **Mentorship:** Surrounded by caring adults, Girl Scouts learn by example—gaining the confidence and skills to lead in their schools, communities, and beyond. Volunteers play a vital role in creating a safe, supportive space where girls can discover who they are, try new things, and lift each other up.
- **Belonging:** Any girl who wants to be a Girl Scout has the option to become one. We welcome girls of all backgrounds and beliefs to a space where they can grow, thrive, and celebrate our differences—together.

Public Policy

- We are a 501(c)(3) nonprofit organization and remain both nonpolitical and nonpartisan. Our mission is to serve girls, and we hold them at the center of all we do.

- As a national organization, GSUSA will take a position on issues important to our mission or affect our ability to implement our strategy. For example, civics, the environment, tax exempt/nonprofit status, and women in STEM.
- Under each of these broad focus areas, there are a wide range of topics that could arise. The specific issues will be run through the filter created by GSUSA staff to determine positioning and next steps.
- We also work through our public policy team to support our Public Policy Agenda, which contains more information on how GSUSA will engage in this work. Whenever possible, we will work with partners.