



Five Ways Girl Scouts Helps Her Find the Power Within

At Girl Scouts, we start with a simple belief: The power to lead already lives within every girl. Our role has never been to define girlhood; we help girls recognize and develop the power that has always been theirs. We give them the space, tools, and community they need to grow into the best versions of themselves. For more than a century, girls have turned to Girl Scouts through every stage of girlhood—and we have kept evolving right alongside them.

Our belief in girls' power shapes everything we create. We design experiences that are built for her and around who she is and who she is becoming. We provide a community that is always on her side, made up of caring adults and peers who show up consistently. And we encourage her to embrace the joy in her journey, take healthy risks, and try again when she fails—without the pressure to be perfect.

Built for her. With her. Always.

When girls participate in Girl Scouts, they step into their power in five important ways:

Strong Sense of Self

Girls develop confidence in themselves and their abilities and form positive identities.

Positive Values

Girls act ethically, honestly, and responsibly and show concern for others.

Challenge Seeking

Girls take appropriate risks, try things even if they might fail, and learn from mistakes.

Healthy Relationships

Girls form and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.

Community Problem Solving

Girls contribute to the world in purposeful and meaningful ways, learn how to identify problems in their communities, and create “action plans” to solve them.



Why do these five outcomes matter?

When a girl steps into the power within her, the impact reaches far beyond girlhood. She carries the confidence, values, and skills she builds through Girl Scouts for the rest of her life. But don't take our word for it! Studies show that strengths like confidence, conflict resolution, and problem solving are critical to girls' well-being and rival academic and technical skills in their capacity to predict long-term positive life outcomes. And today's girls are telling us, in their own words, that these are exactly the conditions they are asking for.

Girls who develop these five outcomes...

Are happier, healthier, and more connected.

Connection builds confidence. Nearly seven in ten girls ages 5–13 report feeling lonely, yet more than half say that simply having a friend beside them gives them the courage to try something new, talk to someone new, and do something unfamiliar.¹ When girls build healthy relationships and a strong sense of self, they carry the resilience that supports their well-being for the rest of their lives.

Achieve more academically and feel more engaged in school.

The skills inside these outcomes are the same ones that drive learning. Girls already excel in self-regulated learning, the suite of skills like goal setting, time management, focus, and emotional control that is linked to long-term academic success.² When we strengthen those skills and the confidence behind them, we give her the foundation to stay engaged and keep growing in the classroom.

Become confident, future-ready young women.

She starts dreaming early. By ninth grade, 70% of girls have already thought seriously about their careers, and interest in STEM has grown from 45% in 2017 to 55% today.³ Yet 58% do not believe they are smart enough for their dream job.⁴ A strong sense of self and challenge-seeking mindset help her trust that the future she imagines is achievable.

Become successful, well-adjusted adults.

A single supportive relationship can change everything. Amongst girls ages 12–17, 78.4% have at least one adult outside their household who makes a positive difference in their lives, and self-esteem rises when girls feel secure with adults who take them seriously.⁵ The values, relationships, and problem-solving skills she builds now are what she carries into a purposeful and well-adjusted adulthood.

1. Girl Scouts of the USA & Wakefield Research, "Girls as Young as Age Five Feel Lonely and It Takes a Toll on Their Confidence," news release, May 1, 2024. <https://www.girlscouts.org/en/footer/press-room/2024-press-announcements/mental-health-awareness-month-2024.html>

2. Moraga-Pumarino, A., Salvo-Garrido, S., & Ortiz-Cea, V. (2025). Gender, Self-Efficacy, and Academic Performance: Evidence in a Business Education Program. *Behavioral Sciences*, 15(5), 563.

3. Ruling Our Experiences, The 2024 Girls' Index: Girls & STEM Impact Report (Ruling Our Experiences, 2024), <https://static1.squarespace.com/static/62f55ec3c3784d0f3ec88011/t/67d833c6d7b3e4164fda828d/1742222280132/The+2024+Girls%27+Index%E2%84%A2+Girls+%26+STEM+Impact+Report.pdf>.

4. Ibid.

5. National Center for Health Statistics. (2024). Interactive Summary Health Statistics for Teens: National Health Interview Survey–Teen, July 2021–December 2023. Centers for Disease Control and Prevention