



Industry Alliance Partnerships

Who Are We?



Mission

Girl Scouts builds girls of courage, confidence, and character who make the world a better place.

Membership

Girl Scouts of Greater Los Angeles (GSGLA), a 501(c)(3) nonprofit, serves 43,000 girls, including more than 13,000 girls from low-income and underserved communities, in partnership with 24,000 adult members and volunteers.

Programs

GSGLA is the largest girl-serving organization in Southern California, preparing girls for a lifetime of leadership through access to key experiences and programs in entrepreneurship, life skills, outdoors, and STE(A)M.

Girls unleash their inner **G.I.R.L.** (Go-getter, Innovator, Risk-taker, Leader)TM through the Girl Scout Leadership Experience.

Everything Girl Scouts do is aimed at giving each girl the opportunity to:

- ❖ **Discover** Find out who she is, what she cares about, and what her talents are
- ❖ **Connect** Collaborate with other people, locally and globally, to learn from others and expand her horizons
- ❖ **Take Action** Do something to make the world a better place

Why Girl Scouts? Why now?



Partner With Us

By partnering with Girl Scouts, you not only support the growth and development of our region's girls, but you also benefit by co-branding with a top-valued brand because of its significance and dependability to the communities and audiences the nonprofit serves. **Girl Scouts was ranked as the #2 brand by the [World Value Index](#) in 2017.** Constituents and consumers recognize that we demonstrate strong brand purpose, mission, and relevancy.

Girl Scouts is more than an activity, it is an identity. It is a lifelong journey that sets a girl up for success, creates opportunities, and carries her into influential, innovative careers. As today's women step into the spotlight through renewed community engagement and activism, our girls will be best prepared because of their **Girl Scouts Leadership Experience.**

The Girl Scout Impact



Outcomes Include

- Academic Achievement
- Career Aspirations
- Hope for the Future
- Active Learning
- Leadership Skills



How can we serve girls together?

Our **Industry Alliances** bring companies from similar fields together to create an extended series of experiences that support Girl Scouts and their futures. Your company can engage with us in a variety of ways.

Industries of choice include:

- ❖ Technology
- ❖ Engineering
- ❖ Architecture
- ❖ Entertainment
- ❖ Cybersecurity
- ❖ Environmental Science
- ❖ Health, Wellness & Life Skills



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Launch Party

Host an event that brings industry experts and girls together! Introductions to your industry may be in the format of an expert panel moderated by a Girl Scout, lunch discussions, or conversational roundtables. Girls leave excited and motivated to explore the field further.

Company Career Days

Girls and volunteers visit industry-specific job sites. Whether getting the chance to test new technology, explore board room etiquette, visit a sound stage, or walk a construction site; Career Days are all about *see it, dream it, be it* moments for the Girl Scout.

ToGetHerThere Mentoring

GSGLA has a strong history of providing mentorship opportunities to older girls. Our success is in matching girls' interests with female experts who share personal insights and tips. Girls always come prepared to engage in meaningful conversations! Activities can be 1:1, small groups, or large panel-led discussions.



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Train the Trainer (Older Girls)

Through hands-on girl-led activities, industry experts work alongside middle and high schoolers exploring the field and discovering ways to teach younger girls. May include training in national badge curriculum or company-designed patch experiences.

Train the Trainer (Troop Leaders)

Sometimes a troop leader isn't quite sure about where to get started leading industry-specific exploration! Experts can step up and help troop leaders learn about and develop girl-led activities. Through leader training, volunteers help exponentially reach more girls throughout Los Angeles county.

Culminating Celebration

Who doesn't love to celebrate? After taking action in industry specific experiences, girls are enriched and better prepared to explore a variety of career paths. Honor girls' new achievements in your field and share more tools that will help them standout.



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Platinum	\$50,000	CHAMPION Collaborate on Six Events <i>Sponsor all of your industry's programs</i> Greater publication advertisement three times a year Joint Press Release on alliance partnership Logo placement on Council materials Brand recognition on social media and live story based on activities
Gold	\$25,000	TRAILBLAZER Collaborate on Three Events <i>Greater publication advertisement</i> three times a year Logo placement on Council materials Brand recognition on social media and live story based on activities
Silver	\$10,000	ADVOCATE Collaborate on Two Events <i>Greater publication advertisement</i> twice annually Logo placement on Council materials Brand recognition on social media and live story based on activities
Bronze	\$5,000	SPONSOR Collaboration on One Event <i>Greater publication advertisement</i> once annually Logo placement on Council materials Brand recognition on social media and live story based on activities

Contact Us



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