



How the Cookie Crumbles

Other than the cost of cookies, 100% of all funds raised through the Girl Scout Cookie Sale stays right here to support Girl Scouting in our local community.

Here's how it all breaks down:

- \$5.00 The sales price of a box of cookies
- \$1.08 The cost of a box of cookies
- \$3.92 Profit on each box of cookies
- \$0.88 Average troop proceed on each box of cookies
- \$0.11 Average cost of girl rewards per box of cookies
- \$2.93 Council revenue after troop proceeds and girl rewards per box of cookies
- \$0.04 Average cost of promotion and advertising per box of cookies (yard signs, collateral, advertising)
- \$2.89 Council net revenue per box of cookies

According to our 2018 year-end audited financial statements, 81% of all Council expenses were program expenses, and only 19% were management and fundraising.

- \$2.34 Spent on Girl Scout program
- \$0.55 Spent on management and fundraising expenses
- \$0.00

So how much from each box of cookies goes *directly to the girls*?

- \$0.88 Troop proceeds
- \$0.11 Girl rewards
- \$2.34 Delivery of Girl Scout program
- \$3.33**

Of the \$3.92 in revenue generated from each box of cookies sold, \$3.33 goes directly to the girls, in the form of troop proceeds, girl rewards, and the delivery of Girl Scout program. That's 85%!