



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
- \$1.12 The cost of a box of cookies
- \$3.88 Profit on each box of cookies
- \$0.94 Average troop proceed on each box of cookies
- \$0.13 Average cost of girl rewards per box of cookies
- \$2.81 Council revenue after troop proceeds and girl rewards per box of cookies
- \$0.06 Average cost of promotion and advertising per box of cookies (yard signs, collateral, advertising)
- \$2.75 Council net revenue per box of cookies

According to our 2023 year-end audited financial statements, 83.4% of all Council expenses were program expenses, and less than 17% were management and fundraising.

- \$2.29 Spent on Girl Scout program
- \$0.46 Spent on management and fundraising expenses
- \$0.00

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

- \$0.94 Troop proceeds
- \$0.13 Girl rewards
- \$2.29 Delivery of Girl Scout program
- \$3.36**

Of the \$3.88 in revenue generated from each box of cookies sold, \$3.36 goes directly to the girls, in the form of troop proceeds, girl rewards, and the delivery of Girl Scout program. That's 86.6%!