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**ACR-119 Girl Scouts of the USA.** (2021-2022)

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**Assembly Concurrent Resolution No. 119**

**CHAPTER 35**

Relative to the Girl Scouts of the USA.

[ Filed with Secretary of State April 15, 2022. ]

**LEGISLATIVE COUNSEL'S DIGEST**

ACR 119, Boerner Horvath. Girl Scouts of the USA.

This measure would resolve that the Legislature is proud to join the Girl Scouts of the USA in recognizing their 110th Anniversary.

Fiscal Committee: no

WHEREAS, On March 12, 1912, the first Girl Scout meeting was held in Savannah, Georgia; and

WHEREAS, The first Girl Scout meeting was led by Juliette Gordon Low who founded the Girl Scouts of the USA after meeting with Sir Robert Baden-Powell, the founder of the Boy Scouts and Girl Guides; and

WHEREAS, In 1917, the Girl Scouts sought a way to financially support their objective of building girls of courage, confidence, and character who make the world a better place, and the first cookie sale began in the kitchens and ovens of Girl Scouts members, with moms volunteering as technical advisers; and

WHEREAS, In 1935, the Girl Scout Federation of Greater New York raised money through the sale of commercially baked cookies. Buying its own die in the shape of a trefoil, the group used the words "Girl Scout Cookies" on the box; and

WHEREAS, In 1936, the national Girl Scouts organization began the process of licensing the first commercial bakers to produce cookies that would be sold nationwide by girls in Girl Scout councils; and

WHEREAS, In 2014, the Girl Scout Cookie Program launched the Digital Cookie, that introduced vital 21st century lessons about online marketing, app usage, and e-commerce to Girl Scouts, while still maintaining the door-to-door and booth sales; and

WHEREAS, Girl Scout Cookie sales teach five skills that are essential to leadership, success, and life: Goal Setting, decisionmaking, money management, people skills, and business ethics. Girls learn that there is no limit to their success and that any goal they set is achievable, as they utilize the skills they learn selling cookies; and

WHEREAS, Through its membership in the World Association of Girl Guides and Girl Scouts, Girl Scouts of the USA (GSUSA) is part of a worldwide family of 10,000,000 girls and women in 146 countries; and

WHEREAS, During the COVID-19 pandemic, GSUSA, as a national organization, saw the need to innovate quickly to protect the safety and health of the girls, volunteers, and staff, and to mitigate as much as possible the personal and business disruptions the pandemic created; and

WHEREAS, In early March 2020, in the wake of the COVID-19 pandemic, regional Girl Scout councils and GSUSA went fully remote, working diligently to maintain programming while keeping the girls, volunteers, and staff safe; and

WHEREAS, The iconic Girl Scout Cookie Program went 100 percent digital as booth sales and deliveries had to be paused indefinitely during what was still the middle of cookie season for many councils and before a few councils even began their seasons; and

WHEREAS, Because participation in selling cookies is an important entrepreneurial program for girls and also a vital source of the Girl Scouts Movement funding, the organization took bold and coordinated actions to suspend in-person cookie sales and to create Girl Scouts Cookie Care, an online platform that enabled councils, girls, and troops to maintain and support their cookie sales. These efforts helped troops and girls develop new ways to participate in the cookie program so that local programming could continue, while also offering consumers a way to buy Girl Scout Cookies for themselves and as donations for the military, as well as for local frontline staff, including first responders, health care workers, truck drivers, pharmacists, and others in the community; and

WHEREAS, The Girl Scouts organization also shifted to fully virtual Girl Scout experiences through Girl Scouts at Home, a national online platform where girls, families, and troop leaders may access free, self-guided activities for badges, traditions, and council patch programs from GSUSA's expert programming. This quick pivot enabled the organization to keep the girls, especially older Girl Scouts, engaged and connected to each other across geographic boundaries through live events, National Service Projects, and online badge experiences that they participated in and completed at home; and

WHEREAS, COVID-19 also impacted the summer 2020 camp season. In May 2020, the Girl Scouts organization launched Girl Scouts' first Virtual Camp Marketplace (VCMP), where councils across the country posted their virtual camp offerings to a national audience. It was open to all girls, and not limited to Girl Scouts, and allowed parents to shop virtual camps from across the country. More than 500 camp sessions, including a mix of live video calls, independent activities, and recorded videos, were listed on the VCMP, with an average of 80 sessions available each week in July. Councils reported 25 to 50 percent, inclusive, of the attendees in their virtual camps were from out of their area, the state, and even the country.

WHEREAS, While COVID-19 created many challenges the organization had to meet, it is also in the Girl Scout DNA to innovate and be possibility thinkers. The organization remains committed to providing Girl Scouts the tools they need to create a new future and gain the skills they will need to thrive in it.

WHEREAS, The Girl Scouts organization develops girls of courage, confidence, and character who make the world a better place; now, therefore, be it

Resolved by the Assembly of the State of California, the Senate thereof concurring, That the Legislature is proud to join the Girl Scouts of the USA in recognizing their 110th anniversary and 105th anniversary of their beloved cookies; and be it further

Resolved, That the Chief Clerk of the Assembly transmit copies of this resolution to the author for appropriate distribution.