

Girl Scouts of San Jacinto Council
Girl Scouts on the Go – Brazoria County
Proposal Summary

Need for Girl Scouting

Today's girls represent humanity's greatest untapped talent pool. Research demonstrates that girls outperform boys academically but lack the mentorship and leadership development needed to close the disparity in leadership between women and men. Of American high schoolers, girls' average GPA is 3.09 versus boys' average 2.86, and a full 65 percent of National Honor Society members are girls (Girl Scout Research Institute 2012). To translate this into professional success and close the gender gap in leadership, **Girl Scouts delivers the premiere leadership development program to empower girls to identify their strengths, build their skills, and achieve personal and professional success.**

Girl Scouts on the Go

GSSJC respectfully requests that Texas Rural Communities consider a \$25,000 request to empower at-risk girls in Brazoria County. To reach girls currently underserved by Girl Scouting, Girl Scouts has developed new ways to expand Scouting services including the rural areas of Brazoria County. When local volunteer support and resources in their community is lacking, GSSJC provides part-time staff onsite to deliver programming that these girls would not otherwise receive. The Council's aim is to deliver Girl Scouting through every vehicle possible and allow every girl the opportunity to be a Girl Scout.

Girl Scouts on the Go is offered free-of-charge to girls during and after school for up to 27 weeks throughout the year. Girl Scouts' comprehensive leadership development programs help girls build positive self-esteem and develop a solid set of values so they may become successful in their adult lives. Girl Scouts of the USA's national curriculum, including *It's Your World – Change It!*, is aligned with state and national educational standards and produces well-rounded girls prepared for the future.

The objectives of *Girl Scouts on the Go* are to:

- Develop each girl's full potential;
- Teach girls to relate to others with increasing understanding, skill, and respect;
- Help girls develop values to guide their actions and to provide the foundation for sound decision-making;
- Empower girls to contribute to the improvement of society through the use of their individual abilities and leadership skills, working in cooperation with others.

Outcomes of the Girl Scout Leadership Experience

The Girl Scout Leadership Experience is aligned with the Search Institute's **40 Developmental Assets**—attributes that contribute to the formation of healthy, vibrant young adults. Girls, on average, possess fewer than half of the 40 Developmental Assets—but Girl Scouts experience 38 Assets. Girl Scouts are far less likely to engage in high-risk behaviors including drug and alcohol use or sexual activity. Girl Scouts are also less likely to suffer from depression, behavior problems, or experience suicidal thoughts.

Girl Scouts of San Jacinto Council – Request to Texas Rural Communities

Section I: Contact Information

a. Name, Mailing Address, Telephone Number and e-mail of Contact person for grant: Diane Pavey, 3110 Southwest Freeway Houston, Texas 77098, 713-292-0277, dpavey@sjgs.org

b. Name and Address of Organization: Girl Scouts of San Jacinto Council, 3110 Southwest Freeway Houston, Texas 77098

Section II: Organizational Description

a. Give a brief overview of your organization, including its mission, purpose, a short history and any major accomplishments. Girl Scouts' mission is to build girls of courage, confidence, and character who make the world a better place. Girl Scouts' vision is to close the gender disparity in leadership and build girls who are equipped to succeed in an increasingly global, competitive society. Girl Scouting was founded in Houston in 1922 by Corinne Fonde and Frances Mann Law, only 10 years after Juliette Gordon Low established Girl Scouts of the USA (GSUSA) in Savannah, Georgia. Nationwide, more than 3.2 million girls and adults are Girl Scouts today, with 59 million alumnae. Girl Scouts of San Jacinto Council has the largest girl membership in Texas and the third largest in the nation.

Section III: Program Description

a. What community and/or constituency needs will your program meet? How did you identify the need? To empower at-risk girls and to reach girls underserved by Girl Scouts, we deliver educational outreach programs like *Girl Scouts on the Go* at over 90 public school campuses and community-based sites in eight Southeast Texas counties, including rural areas in Brazoria County. *Girl Scouts on the Go* in Brazoria County is delivered to girls in elementary school for up to 27 weeks throughout the school year. We deliver these programs at no cost to schools, girls, or their families.

Brazoria girls are receiving the *It's Your World – Change It!* leadership development curriculum. In elementary school as Girl Scouts, girls are learning the power of one, the power of team, and the power of community. Through this curriculum, girls are learning about teamwork and working collaboratively and do activities that help them realize their special talents. Girls will then complete a project to help others, give back to the community, and learn how their advocacy can make a difference. As with all Girl Scout programming, girls are learning the values of the Girl Scout Promise and Law.

GSSJC is committed to making Girl Scouting available to every girl who wants to participate, and we achieve this goal through our community outreach programs. These programs provide Girl Scouting in underserved areas of the Council that have a significant number of girls who want to be Girl Scouts, but only a few adults are available to lead troops. By using paid staff members and collaborations with other agencies, GSSJC is able to provide at-risk girls with the value-based programming they need to grow into healthy, productive adult women.

GSSJC targets public schools with student populations who are predominately at risk of dropping out of school to provide Girl Scout programming that is tailored to meet girls' needs. This year, we are reaching 1,525 girls attending the following rural Brazoria County public elementary schools: Wild Peach in Brazoria, Longfellow in Alvin, West Columbia in West Columbia, Barrows in Brazoria, and Ogg in Clute.

b. Give a brief description of your program. What are its primary goals? How will you accomplish them?

Girl Scout programs help instill the values, knowledge, and positive character traits that at-risk girls need to overcome the odds. *Girl Scouts on the Go* will be delivered throughout the 2013-2014 academic year. The milestones for the 2013-2014 school year include:

- Empowering 1,525 at-risk girls attending public schools in rural Brazoria County through school-based programming;
- Improving the Council's local connections to increase our impact in Brazoria County's public schools;
- Targeting schools with low parental, financial, and volunteer resources to reach girls who want to be Girl Scouts but lack the resources to do so;
- Obtaining and analyzing program feedback from school administrators;
- Achieving a minimum of 75 percent positive responses from outcome-based surveys;
- Offering camperships, or camp scholarships, to low-income girls who want to attend camp and experience the outdoors but don't have the financial resources to do so; and
- Continuing to grow Girl Scout programming in Brazoria County to reach every girl who wants to participate in Girl Scouting.

c. Describe the program participants or beneficiaries. Are you planning to serve people of a particular age group, ethnic background or income level? How many people will your program serve? GSSJC is empowering 1,525 underserved girls attending public elementary schools in Brazoria County. The following summarizes the age, ethnic background, and income level of the five Brazoria elementary schools served:

Ogg Elementary – serving girls in grades K-4 in Clute

- African American: 16 percent
- Hispanic: 64 percent
- Caucasian: 17 percent
- Two or more races: 3 percent
- Economically disadvantaged: 87 percent
- At-risk of dropping out of school: 22 percent

Longfellow Elementary – serving girls in grades K-5 in Alvin

- African American: 3 percent
- Asian: 1 percent
- Hispanic: 49 percent
- Caucasian: 46 percent
- Native American: 1 percent

- Economically disadvantaged: 72 percent
- At-risk of dropping out of school: 38 percent

West Columbia Elementary – serving girls in grades K-6 in West Columbia

- African American: 10 percent
- Hispanic: 36 percent
- Caucasian: 49 percent
- Native American: 1 percent
- Two or more races: 4 percent
- Economically disadvantaged: 55 percent
- At-risk of dropping out of school: 48 percent

Barrow Elementary – serving girls in grades K-6 in Brazoria

- African American: 14 percent
- Hispanic: 19 percent
- Caucasian: 65 percent
- Two or more races: 2 percent
- Economically disadvantaged: 60 percent
- At-risk of dropping out of school: 34 percent

Wild Peach Elementary – serving girls in grades K-6 in Brazoria

- African American: 6 percent
- Asian: 1 percent
- Hispanic: 25 percent
- Caucasian: 63 percent
- Native American: 1 percent
- Two or more races: 4 percent
- Economically disadvantaged: 65 percent
- At-risk of dropping out of school: 44 percent

(Texas Education Agency, *Texas Academic Performance Report*, 2012-2013 Campus Profile.)

d. If you are requesting an impact grant, please describe aspects of your program that are unique or innovative. Is your program a model for other communities?

How will you communicate your program's success to other communities?

Girl Scouts delivers the premiere leadership development program for girls that equips them to achieve academic, emotional, and social success and reach their greatest potential. Research demonstrates that young women lack the mentorship needed to overcome barriers to achieving personal and professional leadership, and Girl Scouts delivers comprehensive skill-building programs in an all-girl, cooperative environment to meet this need. Our community outreach programs are integral part of building confident, healthy, and independent women with a focus on at-risk girls who would not otherwise have the opportunity to be Girl Scouts, especially in rural communities.

GSSJC is one of 112 Girl Scout councils chartered by Girl Scouts of the USA, and this national network allows us to share best practices and program successes throughout the country. This Brazoria County program has the potential to serve as a rural model for replication in other rural communities.

e. Include a proposed budget for your program, including the total budget for each line item and how TRC funds would be used. Are you requesting a recognition grant or an impact grant? If TRC were unable to fund the total amount you have requested, would you accept a smaller grant? Please find GSSJC's budget for *Girl Scouts on the Go* – Brazoria County with an allocation to Texas Rural Communities attached. GSSJC is requesting a \$25,000 impact grant but will accept assistance at a lesser or a combined level.

f. Describe the expected outcomes or accomplishments for your program. How will you measure these outcomes? GSSJC measures the success of all its programs through several qualitative and quantitative tools. GSSJC tracks the number of girls reached through an array of services throughout the program year. Girls take surveys on what they have learned, how much they enjoyed the program, and whether they would participate again in the future. GSSJC staff analyze the outcome-based surveys taken by girls, membership retention, and the Council's growth and diversity. Through these methods, GSSJC gains qualitative feedback and determines how the program achieved the outcomes of the Girl Scout Leadership Experience. Program success is determined by 75 percent or higher in positive responses from outcome-based surveys (Girl Scout Research Institute, 2009).

The 15 outcomes of the Girl Scout Leadership Experience are aligned with the **Search Institute's 40 Developmental Assets**—attributes that contribute to the formation of healthy, vibrant young adults. Girls, on average, possess fewer than half of the 40 Developmental Assets—Girl Scouts experience 38 Assets. GSSJC evaluates the success of the Girl Scout Leadership Experience through the following 15 outcomes that guide all the Council's work in the community. Girls develop:

- A strong **sense of self**;
- Positive **values**;
- Practical **life skills**;
- A desire to **seek challenges** in the world; and
- **Critical thinking** skills.

The Girl Scout Leadership Experience achieves the following long-term results, and girls:

- Develop **healthy relationships**;
- Promote **cooperation and team building**;
- Can **resolve conflicts**;
- **Advance diversity** in a multicultural world;
- **Feel connected in their communities**, locally and globally;
- Identify **community needs**;
- Become resourceful **problem solvers**;
- **Advocate for themselves and others**, locally and globally;
- **Educate and inspire** others to act; and

- **Feel empowered to make a difference in the world.**

In the 2011-2012 year, we achieved the following positive responses on outcome-based surveys from a sample of girls:

- 84 percent of girls developed a strong sense of self and understand themselves and their values and used their knowledge and skills to explore the world.
- 91 percent of girls demonstrated team building skills and cared about, inspired, and teamed with others locally and globally. These girls recognized the value of working together and learning to make decisions that benefit the whole group.
- 94 percent of girls achieved our take action indicator and educated and inspired others to act. These girls learned to effectively explain their ideas to others and motivate them to get involved in community service and action.

g. Give a timeline for your project or program and expenditure of proposed grant funds. All funding received for *Girl Scouts on the Go* – Brazoria County between September 1, 2013 and August 31, 2014 will be utilized to deliver this program to underserved girls in Brazoria County. Funds received between September 1, 2014 and August 31, 2015 will be utilized in Brazoria County during the 2014-2015 academic year. No funds will be used to finance building construction or personnel cost.

h. If the organization has received a grant award from TRC in the two preceding years, report the timeline, outcomes and financial expenditures related to the award.: N/A