

GSHH 2024-2025 Product Sale Meeting

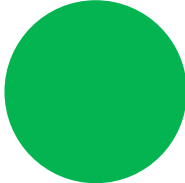
# Agenda



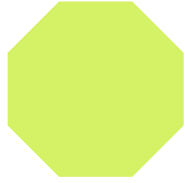
Welcome



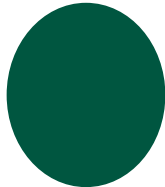
Product Program Updates



Proceeds



DoughSiDough



# Welcome

Helen Wronski, GSHH Interim CEO &  
Regina Shaver, Director of Product Sales and  
Retail

# State of GSHH

- GSHH invested \$1.3M to its properties in past 18 months with another \$400,000 earmarked for FY25
- Business demands continue
- GSUSA membership increase coming for MY26 (2025-2026 membership year) – don't know exact \$ yet
- Philanthropy needs time/runway to grow

# Updates & Changes to Cookie Program

- For the 2025 cookie season, GSHH will move to \$7.00 per package
- Sale begins earlier – GSHH will kick off the 2025 cookie season on January 20, 2025! *(almost 1 month earlier)*

# Proceeds – Greater Investment in Proceeds to Girls

- Troop PGA of 135 during Initial Order **AND** sell \$1200 in Fall Product earn an extra \$0.10 per package
- Final Troop PGA of 175 earns an additional \$0.10 per package
- Cadette, Senior, Ambassadors – Opt Out of Rewards – earn an additional \$0.10 per package.
- **Base proceeds for all participants - \$1.00 per package**

# DoughSiDough

- Effective for MY25 – (2024 – 2025 membership year) Girl Scouts new to the program will have one-year to utilize their credits – DoughSiDough credits expire September 30, 2026.
- Those currently in the program **will be honored** under the current three year timeframe.
- **DoughSiDough Redemption Levels MY25:**
  - 200 packages - \$10
  - 600 packages - \$15
  - 1,000 packages - \$25
  - 2,000 packages - \$50
  - Rewards and recognitions will remain cumulative



Questions?