

# How the cookie crumbles



## 2025 transition to \$6 cookie price

This upcoming cookie season, 2024, will be our last season where most cookies are priced at \$5. The reasons behind this change are due to:

- **Rising and managing commodity costs and widespread cost increases:** We are living in a time of increasing commodity costs, which affect the prices of cookies. Beyond commodities, expenses related to labor, travel, and electronics have also seen notable increases.
- **Protecting Girl Scout rewards and preserving experiences:** Our main priority with moving prices in 2025 is to ensure that the increased cookie costs do not impact the rewards and proceeds that our Girl Scouts receive. We remain steadfast in our commitment to maintain high quality experiences through program so our Girl Scouts continue to benefit.
- **Beyond cookies:** We want to emphasize that Girl Scouting is not just about cookies—it's about adventure, growth, and empowerment, much of which is funded by those indirect funds that come from cookie proceeds. These are critical to funding our staff-supported community programs, underwriting the cost of camp, ensuring we have presence in all our counties, funding opportunities for financial aid, and much more.

As a Girl Scout caregiver, your support and dedication are invaluable in making every cookie season a monumental success for the Girl Scouts we all serve. Thank you for being an integral part of the Girl Scout family in Southern Arizona. We appreciate your understanding and support as we navigate this transition together.

Please remember, we have decided to hold steady on our cookie box prices for 2024, and the increase will not be implemented until 2025. We hope you understand the changes ahead and we appreciate your ongoing support! If you have questions, please reach out to us at [customercare@girlscoutsoaz.org](mailto:customercare@girlscoutsoaz.org) or by calling us at (520) 327-2288.

## Year difference breakdown

