

Every year, the way the cookie divides changes because the world changes.

Here's what drives it:

- **Commodity Costs:** Ingredients, packaging, tariffs and transportation have all risen dramatically.
- **Cookie Cost:** The baker's price to councils has increased **54% since 2019**.
- **Reward Cost:** The cost of girl rewards has climbed **119% since 2019**.
- **Vendor Changes:** Our distributor (LBB) now requires councils to *pay for forecasted inventory*, even if it's not used - meaning flexibility comes with real cost.

Why it matters:

Short of taking another price increase - which the public simply cannot bear - we've had to rework how the cookie crumbles. This means we've adjusted allocations and built in smarter options to manage what we CAN control in a world that changes daily.

Bottom line:

We're all living in this same reality — but our commitment remains the same: *ensuring girls have purpose, opportunity, and glory* through every box sold.

Troop Proceeds & Program Credits: Stronger Together

To balance rising costs while keeping troop opportunities thriving, we've paired troop proceeds with a returning favorite — **Troop Program & Camp Credits**.

Here's how it works:

- Troops earn **proceeds per package sold**, helping fund badges, supplies, service projects, membership, registration, travel and adventures.
- In addition, troops can now earn a **\$20 Program Credit per participating Girl Scout** (Troop Credit) when the troop achieves a **300 PGA (Per Girl Average)** and meets participation thresholds — **5 registered girls (or 3 for Seniors/Ambassadors)**, each selling **36+ packages**.

These credits are in addition to troop proceeds and can be used for:

- **Independent troop camping** on council properties
- **Council-sponsored programs** listed on our event calendar

This combined approach ensures troops can continue to **plan, dream, and do** — while the council maintains the critical

