

Can you believe that Girl Scout Cookie Season is right around the corner? As Girl Scouts of Southern Illinois (GSofSI) enters the early stages of planning for the 2024 season, we want to inform you of cookie prices for the upcoming season and how this will impact everyone involved.

As you may recall, our CEO has indicated in past meetings (Town Halls, etc.) with our membership and Board of Directors that our council's contract with our baker renews this year. With the contract renewal, it was very likely we would see a price increase. In addition, it is no surprise that everyone has experienced a rise in cost of everyday items in recent months and years. Nearly every business and person has been impacted by these increases. Our baker, Little Brownie Bakers, is no exception. Due to the rise in cost of cookie supplies and transportation, GSofSI's cost for Girl Scout Cookies – along with cookie rewards – is being increased this year. As a result, the retail price of Girl Scout Cookies for the 2024 season will be \$6.00 for each variety.

How does this change impact our girls, troops, and volunteers? GSofSI is committed to maintaining the percentages of how cookie proceeds are disbursed, so this change will have a positive impact for our members and their earnings.

- Troop proceeds will increase to a base rate of \$1.00 for each package sold. The rate increases to \$1.05 when the troop PGA (per girl average) reaches 225. These rates were previously \$0.86 and \$0.92, respectively. Girl Scout Cadettes, Seniors, and Ambassadors will still have the option to opt out of rewards to earn an additional \$0.10 for each package sold.
- GSofSI has increased the budget for rewards by over 28%. Higher quality rewards will be available at lower goal levels. In addition, troops that have opted out of rewards will now be able to earn all the patches, initial order, and final rewards if the required levels are reached.
- By having all varieties at the same price point, we feel this will result in an easier experience for our girls and their customers.

GSofSI will always strive to provide the best experiences, programming, and opportunities for our members. We look forward to a very successful 2024 Girl Scout Cookie Program and are excited for you to join us!