

Partners in Community Impact

Girl Scout Corporate Sponsorship
Opportunities 2025 - 2026

girl scouts 
of the missouri
heartland





Opportunities At A Glance

Explore diverse partnership opportunities with Girl Scouts of the Missouri Heartland (GSMH) that empower girls and elevate your brand.

Program Partnerships

Invest in life-changing, leadership programming for girls, including:

- Company Branded Patch Programs
- Girl Scout Council-Led Experiences
- 2026 Girl Scout Cookie Program

Event Sponsorship

Support our impact to the community through events, including:

- Fighting Hunger Service Project
- Feminine Hygiene Service Project
- 2025 Volunteer Leadership Summit

Community & Social Impact

At Girl Scouts of the Missouri Heartland, our programs not only empower girls but also create meaningful change in our communities.

Education Development

We emphasize STEM education, entrepreneurship, outdoor exploration, and life skills, fostering leadership, teamwork, and personal growth.

Service Projects

Troops engage in community-focused initiatives, from food drives to environmental conservation, aligning with the corporate social responsibility (CSR) goals of our sponsors.

Financial Literacy

Through programs like the Girl Scout Cookie Program, girls learn essential skills such as budgeting, goal setting, and business ethics, while also funding troop activities and community service projects.

Recent Major Initiatives

We're proud of programs like our Youth Mental Health First Aid Training for Volunteers, Girl Scouts Love the Outdoors, and Financial Literacy & Entrepreneurship.

Today's youth need a broad set of skills, behaviors, and attitudes to effectively navigate their environment, work well with others, perform their best, and achieve their goals—competencies that are central to the development of human capital and workforce success around the world. Yet, there is a profound gap between the knowledge and skills most youth learn in school and the knowledge and skills needed in communities and workplaces.

Girl Scouts of the Missouri Heartland provides the tools they need to navigate today's world successfully. With the help of supporters like you, we can continue to create and optimize an environment where girls explore freely, broaden perspectives, and discover their unimaginable potential.

In fact, a recent study of Girl Scout Alums found that they are more likely than non-Girl Scouts to have successfully met their personal and professional goals. It is no coincidence that the vast majority of women in leadership roles—in business, in government, and in the sciences—were Girl Scouts as kids.

As you look to build the pipeline of future leaders in your company, Girl Scouts is an important partner. Whether you brand a patch program, team up to foster STEM in young girls, or support one of our annual service projects, your contribution directly impacts Girl Scouts every year.

We are pleased to present you with opportunities for partnership in 2025-2026 and invite you to consider all of the ways you and your company may help us in building and sustaining a dynamic pipeline of leadership.

Yours in Girl Scouting,



Brigitte Scott
Chief Executive Officer



Who We Are

Building strength and confidence in Girl Scouts is the cornerstone of our mission. Girl Scouts of the Missouri Heartland provides opportunities for Girl Scouts to take risks in a safe and supportive environment, challenging them to try new things and build their confidence. Armed with this assurance, Girl Scouts go on to do great things: leading peers and others, innovating and forging new paths, and thinking outside the box to benefit their families, communities, and beyond.

4,600+

Youth Members in
Grades K-12

3,500+

Adult Members and
Volunteers

310

Volunteer Led Troops
in 132 Zip Codes

Our Reach

GSMH engages diverse populations in 67 counties in Central and Southern Missouri, Southeast Kansas, and Northeast Oklahoma, focusing on inclusivity and supporting girls from all backgrounds, especially those in underserved and rural areas.

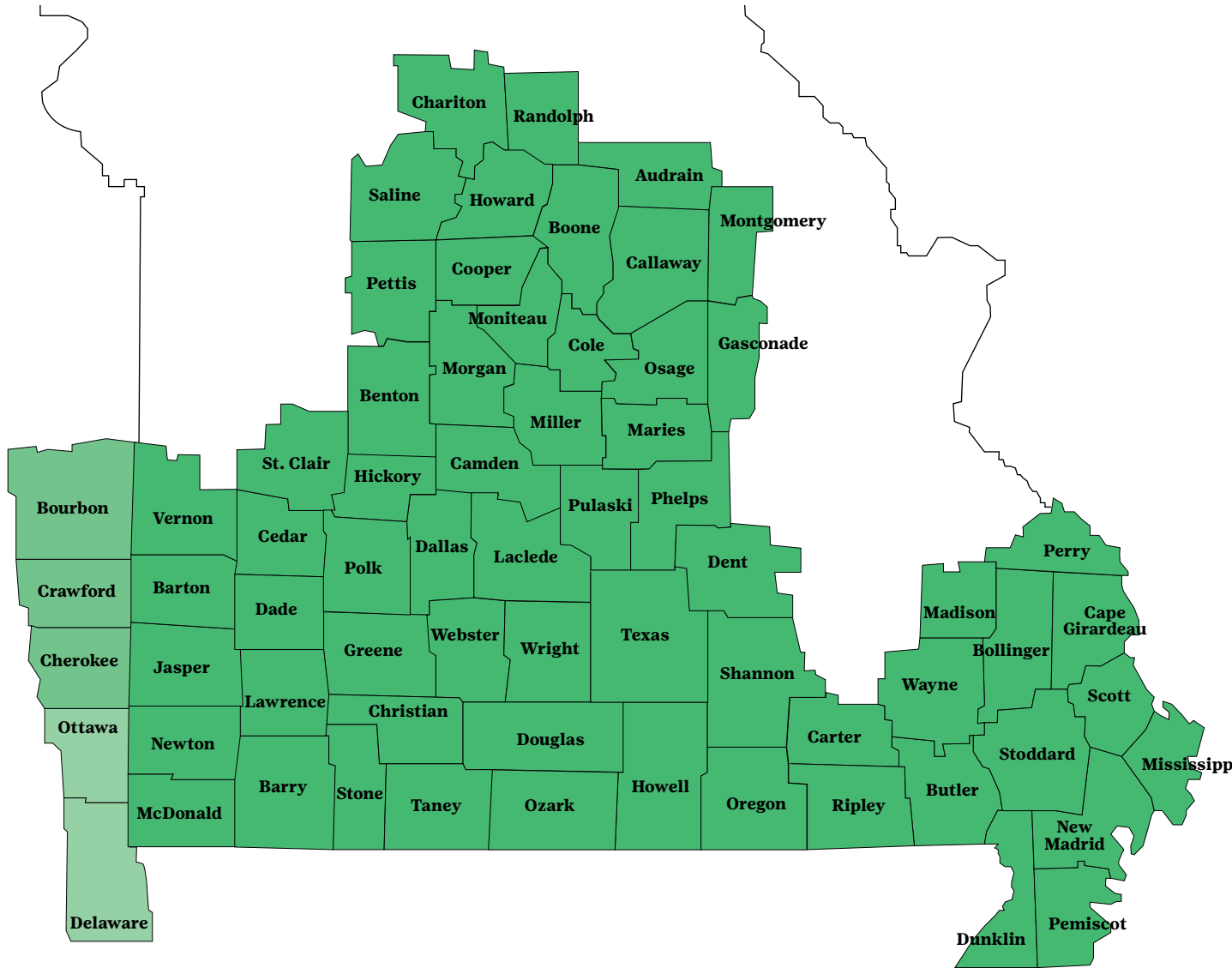
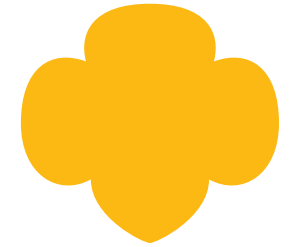
Our Girls

Our girl members range in ages 5-17 and grades K-12. Our experiences are tailored to their age levels and developmental stages.

Our Volunteers

Volunteers make up a significant portion of our adult membership, with many serving as troop leaders, program facilitators, and event organizers. Volunteers come from diverse backgrounds, including parents, community leaders, and professionals.





Our Mission

To build girls of courage, confidence, and character who make the world a better place.

Household Income

We serve a variety of economic backgrounds, with outreach to girls in low-income and rural communities. We awarded \$67,792 in Financial Assistance in 2024 to make Girl Scouts possible for all girls.

Key Areas of Impact

Key areas of impact include Joplin, Branson, Springfield, Jefferson City, Columbia, Cape Girardeau, Poplar Bluff, and rural communities in the Missouri Ozarks and Bootheel.

Our Jurisdiction

We deliver the Girl Scout experience to members across our 67-county jurisdiction, which includes 62 counties in Missouri: Audrain, Barry, Barton, Benton, Bollinger, Boone, Butler, Callaway, Camden, Cape Girardeau, Carter, Cedar, Chariton, Christian, Cole, Cooper, Dade, Dallas, Dent, Douglas, Dunklin, Gasconade, Greene, Hickory, Howard, Howell, Jasper, Laclede, Lawrence, Madison, Maries, McDonald, Miller, Mississippi, Moniteau, Montgomery, Morgan, New Madrid, Newton, Oregon, Osage, Ozark, Pemiscot, Perry, Phelps, Pettis, Polk, Pulaski, Randolph, Ripley, Saline, Scott, Shannon, Stoddard, Stone, St. Clair, Taney, Texas, Vernon, Wayne, Webster, and Wright; 3 counties in Kansas: Bourbon, Cherokee, and Crawford; and 2 counties in Oklahoma: Delaware and Ottawa.



“The symbols which you wear on your sleeve mean that you have an intelligent interest in the subject you have chosen, understand the principles of them, and can give reasonable, practical proof of this.”

Scouting for Girls, Official Handbook of the Girl Scouts, published by The Girl Scouts, Inc., 1920



Company Branded Patch Programs

What is a Girl Scout Patch Program? Patches, much like the iconic Girl Scout badges, are awarded to Girl Scouts who complete specific activities centered around the four core pillars of leadership: STEM, Life Skills, Entrepreneurship, and Outdoor Adventure. These patches, once earned, are proudly displayed on uniforms as a testament to the knowledge gained.

While traditional badges are developed by Girl Scouts of the USA at the national level, patches present a unique chance for collaboration between Girl Scouts of the Missouri Heartland and our corporate partners. We collaborate with our Patch Program partners to design engaging and innovative curricula that cover various topics, such as community engagement, academics, and career readiness. This partnership not only enriches the development of our girls but also aligns with the mission and values of your organization within the wider community.

Investment

By contributing \$25,000, your company can collaborate on the curriculum, design, and branding of a patch that girls will earn and wear with pride on their Girl Scout uniforms.

Patch program partners may propose and/or co-design curricula specific to your company's area of interest, such as:

- Mental Health Awareness
- Career Readiness
- STEM
- Outdoor Adventure
- Military Heroes
- Sustainability
- Civic Engagement
- And more!

Unique Benefits

- Girl Scout Patch custom designed with your Company Brand, with the potential to be displayed on 4,000+ Girl Scout uniforms
- Custom Curriculum tied to the patch, built to align with your company's values and initiatives with the potential to engage and inspire 4,000+ Girl Scouts in grades K-12
- Exclusive Co-Branded Press Release

Additional Benefits

- Recognition in GSMH Donor Newsletter to 1,000+ recipients
- Inclusion in GSMH PR Efforts
- Inclusion in GSMH Annual Impact Report
- Company Presence on GSMH Website
- Inclusion in GSMH Email Marketing to 6,100+ girls, volunteers, and members
- Inclusion in GSMH Social Media Marketing to 10.5k+ followers on Facebook, Instagram, and LinkedIn

2026 Girl Scout Cookie Program

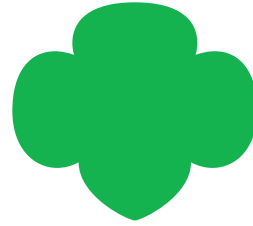
The Girl Scout Cookie Program is a hallmark of Girl Scouts. People know us for our cookies, but it has also been the largest girl-led entrepreneurial program in the world since 1917!

Girls learn how to make financial decisions, manage money, and develop customer service skills - which help them become the strong, confident women they all have the potential to be. We invite your brand to join us in supporting and building the next generation of innovators and achievers by partnering with GSMH to sponsor the 2026 Girl Scout Cookie Program!



Investment

With a \$25,000 investment in building female entrepreneurs, your company will enjoy a variety of recognition opportunities, including a 2-page ad in our Cookie Scoop volunteer guide for the 2026 Cookie Season, company branding opportunities for onsite takeaways, and more!



\$600,000+

of economic impact

invested back into our troops and local communities

2,700+

girls participating

and learning entrepreneurial and business skills

117

communities

with community partners engaged in offering Cookie Booth locations

“As I go into my 10th Cookie Season, I am most excited about helping the younger girls in my troop reach their goals. We focus on cookie sales so we can give back to our community. We host a handful of free community events all year and help with things teachers and the school nurse need. This year we have added helping at a homeless shelter.”

Liv B., Girl Scout Senior

Unique Benefits

- Company Ad in Cookie Scoop Publication to 1,000+ Volunteers
- Company Ad in Family Guide Publication to 4,000+ Families
- Opportunity to Distribute Provided Company Branded Collateral
- Exclusive Co-Branded Press Release
- Exclusivity and First Offer for Renewal for 2027 Girl Scout Cookie Season

Additional Benefits

- Recognition in GSMH Donor Newsletter to 1,000+ recipients
- Inclusion in GSMH PR Efforts
- Inclusion in GSMH Annual Impact Report
- Company Presence on GSMH Website
- Inclusion in GSMH Email Marketing to 6,100+ girls, volunteers, and members
- Inclusion in GSMH Social Media Marketing to 10.5k+ followers on Facebook, Instagram, and LinkedIn



Girl Scout Council-Led Experiences

Did you know that our programming goes beyond traditional troop meetings, badgework, and cookie sales? GSMH offers a variety of year-round individual programs that foster lifelong learning in key areas such as STEM, Life Skills, Entrepreneurship, and Outdoor Adventure. We invite you to become a sustaining sponsor for GSMH Council-Led Experiences and make a lasting impact on young lives.

By partnering with us as a corporate sponsor, you'll play a crucial role in enriching these experiences, empowering girls to develop valuable skills and confidence that will serve them throughout their lives. Your support will not only enhance our programming but also align your brand with the mission of cultivating future leaders. Join us in shaping a brighter future for our girls and our community!



Investment

For a \$5,000 contribution, your company can support one of the following:



Outdoor Experiences

Whether trekking through forests, camping beneath the night sky, or mastering canoeing techniques, GSMH offers a wealth of opportunities for girls to immerse themselves in nature and cultivate essential skills. Support outdoor experiences for girls and help them thrive!



STEM

For over 100 years, Girl Scouts has led the way in STEM, offering girls opportunities to explore fields like robotics and citizen science. GSMH provides various opportunities for girls to explore STEM careers that connect to their passions. Invest in STEM opportunities for girls today!



Highest Awards

The Girl Scout Gold Award, Silver Award, and Bronze Award empower girls to shape a brighter today and a better tomorrow. By investing in our Highest Awards programming, you can support girls as they embark on projects in their communities and create lasting change every step of the way!



Volunteer Trainings

Our essential volunteer trainings—First Aid/CPR, Youth Mental Health First Aid, and Outdoor Training—empower leaders to effectively support girls. By sponsoring these programs, you help create a safe and enriching environment for young leaders. Join us in building a brighter future!

“My child is an only child and therefore thrives on experiences with other girls. She loves trying new things and engaging with others in tasks and games. She really enjoyed herself... it “filled her bucket” to get to participate in this fun event.”

Girl Scout Parent

Unique Benefits

- Verbal Recognition at Experiences
- Exclusive Co-Branded Press Release

Additional Benefits

- Recognition in GSMH Donor Newsletter to 1,000+ recipients
- Inclusion in GSMH PR Efforts
- Inclusion in GSMH Annual Impact Report
- Company Presence on GSMH Website
- Inclusion in GSMH Email Marketing to 6,100+ girls, volunteers, and members
- Inclusion in GSMH Social Media Marketing to 10.5k+ followers on Facebook, Instagram, and LinkedIn



“So many issues today have the power to divide, but solving child hunger is one way we can all come together. It serves everyone’s interest to get this right.”

*Claire Babineaux-Fontenot,
CEO, Feeding America*

1 in 7

people in Missouri
face hunger

1 in 5

youth in Missouri
face hunger

Missouri is ranked 10th

in the nation for food insecurity



Fighting Hunger Service Project

In the month of April, Girl Scouts will combat hunger by collecting non-perishable food items from local neighborhoods. These donations will then be distributed to local food banks and pantries by our dedicated Girl Scouts.

While it's easy to overlook, significant disparities related to hunger exist in every county across Missouri. Those facing food insecurity could be our neighbors or even children in our communities. This service project will not only address hunger across our 67-county jurisdiction but also empower the next generation of leaders!

Investment

The Fighting Hunger Service Project becomes even more impactful with the support of community partners like you, who aid our Girl Scouts in their efforts to combat hunger. As a sponsor of this initiative, your company will receive a range of recognition opportunities, including logo placement and name listings on various promotional materials. You'll also have the chance to engage your employees in meaningful volunteer activities as they join Girl Scouts in their efforts to fight food insecurity. Together, we can make a significant difference in addressing hunger in our community!



Unique Benefits

- Company Brand on Service Project Collateral Delivered to 20,000+ Neighbors in Missouri, Kansas, and Oklahoma (Presenting Sponsor Only)
- Exclusive Co-Branded Press Release (Presenting Sponsor Only)
- Exclusivity and First Offer for Renewal (Presenting Sponsor Only)

Additional Benefits

- Recognition in GSMH Donor Newsletter to 1,000+ recipients
- Inclusion in GSMH PR Efforts
- Inclusion in GSMH Annual Impact Report
- Company Presence on GSMH Website
- Inclusion in GSMH Email Marketing to 6,100+ girls, volunteers, and members
- Inclusion in GSMH Social Media Marketing to 10.5k+ followers on Facebook, Instagram, and LinkedIn



Feminine Hygiene Service Project

We are proud to announce the launch of the Feminine Hygiene Service Project, a council-wide initiative dedicated to combating period poverty. This impactful program will engage over 4,000 Girl Scouts and their communities in a mission to collect and donate 20,000 feminine hygiene products to local schools and shelters.

By providing essential menstrual health supplies, we aim to eliminate barriers that prevent girls and women from attending school and participating fully in daily life. This initiative not only addresses immediate needs but also raises awareness about menstrual health, fostering advocacy and empowering young girls to lead social change within their communities.



“Communities, countries, and ultimately the world are only as strong as the health of their women.”

Michelle Obama

Investment

We invite you to join the Feminine Hygiene Service Project, a vital initiative enhanced by community partners like you, who support our Girl Scouts in their fight against period poverty. As a sponsor, your organization will benefit from various recognition opportunities, such as logo placement and mentions on promotional materials. Your employees can also participate in hands-on volunteer activities, working side by side with Girl Scouts to provide essential menstrual supplies. Together, we can create lasting change and improve access to menstrual health resources for girls and women in our community.



22%

of high school girls
in Missouri report missing school due to lack of access to menstrual products



1 in 4

women and girls
in Missouri experience period poverty



35%

of low-income women
in Missouri have had to choose between buying menstrual products and other essentials, such as food or medicine

Unique Benefits

- Company Brand on Service Project Collateral Delivered to 20,000+ Neighbors in Missouri, Kansas, and Oklahoma (Presenting Sponsor Only)
- Exclusive Co-Branded Press Release (Presenting Sponsor Only)
- Exclusivity and First Offer for Renewal (Presenting Sponsor Only)

Additional Benefits

- Recognition in GSMH Donor Newsletter to 1,000+ recipients
- Inclusion in GSMH PR Efforts
- Inclusion in GSMH Annual Impact Report
- Company Presence on GSMH Website
- Inclusion in GSMH Email Marketing to 6,100+ girls, volunteers, and members
- Inclusion in GSMH Social Media Marketing to 10.5k+ followers on Facebook, Instagram, and LinkedIn



80+

average volunteer attendees
at the annual
Volunteer Leadership
Summit

48

workshops held
to provide
development
opportunities to
adult volunteers

100+

volunteers recognized
through the annual awards ceremony held at
the Volunteer Leadership Summit

The Volunteer Leadership Summit



Nothing captures the spirit of empowerment quite like the GSMH Volunteer Leadership Summit. This annual event spotlights our dedicated volunteers who are instrumental in cultivating future women leaders. Over the course of a weekend retreat, participants engage in outdoor adventures, readiness workshops, mental wellness activities, contests, and moments of connection, all designed to celebrate the essence of being a Girl Scout Volunteer.

The summit's highlight is a heartfelt ceremony honoring our volunteers for their commitment and hard work throughout the year. We take this opportunity to recognize those who have received awards, celebrating their exceptional contributions to not just the Girl Scout community, but to society at large.

“Camp has always been the happiest place for me, and this weekend was no different. I made new friends while catching up with old, sharpened skills and learned new ones, and laughed more than I have in a long time! This weekend showed me more clearly why I do what I do for my girls and pushed me to be the best role model I can for my twenty some-odd little besties.”

Rachel Sacharin, Troop Leader, Columbia, MO

Investment

As a sponsor of the Volunteer Leadership Summit, you will play a crucial role in fostering an inspiring environment that unites dedicated individuals from diverse backgrounds and experiences. Your support will help facilitate dynamic discussions and collaborative workshops throughout the summit, encouraging meaningful connections among attendees.



Unique Benefits

- Company Ad in Event Program, Exclusive Co-Branded Press Release, and Exclusivity and First Offer for Renewal (Presenting Level Only)
- Company Logo in Event Program
- Company Brand on Event Collateral and Signage
- Opportunity to Distribute Provided Company Branded Collateral
- Verbal Recognition to Attendees
- Tickets to Awards Banquet (Presenting and Gold Level Only)

Additional Benefits

- Recognition in GSMH Donor Newsletter to 1,000+ recipients
- Inclusion in GSMH PR Efforts
- Inclusion in GSMH Annual Impact Report
- Company Presence on GSMH Website
- Inclusion in GSMH Email Marketing to 6,100+ girls, volunteers, and members
- Inclusion in GSMH Social Media Marketing to 10.5k+ followers on Facebook, Instagram, and LinkedIn



Sponsorship Matrix

	Company Branded Patch Program	Girl Scout Cookie Program	Fighting Hunger Service Project			
			Presenting	Gold	Silver	Bronze
Benefits	\$25,000	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
Recognition in GSMH Donor Newsletter to 1,000+ recipients*	x	x	x	x	x	x
Inclusion in GSMH PR Efforts*	x	x	x	x	x	x
Inclusion in GSMH Annual Impact Report*	x	x	x	x	x	x
Company Presence on GSMH Website	Feature	Feature	Logo	Logo	Listing	Listing
Inclusion in GSMH Email Marketing to 6,100+ girls, volunteers, and members	Included in All Promotion	Option for Weekly Ad	Feature with Logo	Quote	Link	Mention
Inclusion in GSMH Social Media Marketing to 10.5k+ followers on Facebook, Instagram, and LinkedIn	Included in All Promotion	Featured Throughout	Included in All Efforts	Featured	Mentioned	Post-Event Appreciation
Exclusive Co-Branded Press Release	x	x	x			
Exclusivity and First Offer for Renewal		x	x			
Unique Benefits	Girl Scout Patch designed with your company brand, with the potential to be displayed on 4,000+ Girl Scout uniforms, paired with custom curriculum built to align with your company's values and initiatives	Company Ad in Cookie Scoop Publication to 1,000+ Volunteers, Company Ad in Family Guide Publication to 4,000+ Families, Opportunity to Distribute Provided Company Branded Collateral	Company Brand on Service Project Collateral Delivered to 20,000+ Neighbors in Missouri, Kansas, and Oklahoma (Presenting Sponsor Only)			
Promotional Period	Varies, 1 Full Year from Launch	October 2025 - April 2026	March - May 2025			

* Prominence dependent on investment level.

Feminine Hygiene Service Project				Volunteer Leadership Summit				Council-Led Experiences
Presenting	Gold	Silver	Bronze	Presenting	Gold	Silver	Bronze	
\$10,000	\$5,000	\$2,500	\$1,000	\$10,000	\$5,000	\$2,500	\$1,000	\$5,000
x	x	x	x	x	x	x	x	x
x	x	x	x	x	x	x	x	x
x	x	x	x	x	x	x	x	x
Logo	Logo	Listing	Listing	Logo	Logo	Listing	Listing	Logo
Feature with Logo	Quote	Link	Mention	Feature with Logo	Quote	Link	Mention	Appreciation Article
Included in All Efforts	Featured	Mentioned	Post-Event Appreciation	Included in All Efforts	Featured	Mentioned	Post-Event Appreciation	Featured
x				x				x
x				x				
Company Brand on Service Project Collateral Delivered to 20,000+ Neighbors in Missouri, Kansas, and Oklahoma (Presenting Sponsor Only)				Company Ad in Event Program and Exclusivity (Presenting Level Only); Company Logo in Event Program; Company Brand on Event Collateral and Signage; Opportunity to Distribute Provided Company Branded Collateral; Verbal Recognition to Attendees, Tickets to Awards Banquet (Presenting and Gold Level Only)				Verbal Recognition at Experiences
July - September 2025				May - August 2025				Varies, 1 Full Year from Launch

Explore Other Ways to Support Our Mission

Program Centers. Help support our four Girl Scout camps, where troops connect with nature and create lifelong memories all at no cost. These camps offer a safe, nurturing environment for girls to develop skills, foster friendships, and embrace the outdoors. By sponsoring a camp, you help ensure these enriching experiences remain accessible for every Girl Scout.

Financial Assistance. Invest in equitable access to Girl Scouting by supporting our Financial Assistance Program! This program helps cover annual membership fees, uniforms, and event participation for qualifying members. GSMH awarded \$67,792 in Financial Assistance to make Girl Scouts possible for all Girls in 2024.



For information about any of the opportunities in this publication, contact us at donate@girlscoutsmoheartland.org.

Girl Scouts of the Missouri Heartland
girlscoutsmoheartland.org
877-312-4764

