

# Money-Earning Guidelines



## The Girl Scout Law

*I will do my best to be*  
honest and fair,  
friendly and helpful,  
considerate and caring,  
courageous and strong, and  
responsible for what I say and do,

*and to*  
respect myself and others,  
respect authority,  
use resources wisely,  
make the world a better place, and  
be a sister to every Girl Scout.

## The Girl Scout Promise

*On my honor, I will try:*  
To serve God\* and my country,  
To help people at all times,  
And to live by the Girl Scout Law.



# Table of Contents

● COUNCIL SPONSORED PROGRAMS .....	4
● GROUP MONEY-EARNING ACTIVITIES.....	7
● ADDITIONAL WAYS FOR GIRLS TO SUPPORT THEIR ..... ACTIVITIES .....	6
● DONATIONS AND OTHER ALLOCATIONS.....	9
● GOLD AWARD PROJECTS .....	11
● ADDITIONAL NOTES.....	12



Girl Scout troops are financed by dues and a share of money, earned through the Council-sponsored product program. Troops should budget for their activities based on the options below. If additional troop money-earning is needed for a Take Action Project or travel opportunity, troops or Service Units can supplement through a money-earning activity. The information in this document will introduce you to the basic rules and regulations that apply.

## Ways a Troop Can Bring Money into the troop

- Troop Dues
- Product Programs (Fall, Spring)
- [Group Money-Earning Activities](#)
- Additional Ways for Girls to Support Their Activities ([In-kind Donations](#))
- Family Partnership

## Troop Dues

The money earned from participation in Girl Scout product programs should be sufficient to finance troop activities. However, troops may request dues from family members to finance activities until profits from the next product program are received. Troop dues should be set as a group.

# Council Sponsored Product Programs

The best way for girls to support their activities!

## The Girl Scout Fall Product Program and Cookie Program

The Fall Product Program and Girl Scout Cookie Program are organized by Girl Scouts of California's Central Coast, open each year to all registered Girl Scouts. These opportunities are for registered Girl Scouts to earn funds to support their Girl Scout activities.



# Group Money-Earning Activities

If troops need funds above and beyond what they earn from Council-sponsored product programs and troop dues, they can apply to receive permission to organize additional money-earning activities. To comply with regional and national Girl Scout money-earning policies, all money-earning activities must be suited to the age and abilities of the girls, and be consistent with the principles of the Girl Scout Leadership Experience (GSLE).

**During your activity planning phase, please check the following requirements for participation.**

- Girl Scout Daisies and Girl Scout Brownies may be involved in Council-sponsored product program activities only. They may not collect money in any other way except through troop dues and parental contributions (GSUSA Policy).
- Troops must participate in both Council-sponsored product programs (the Cookie Product Program and Fall Product Program) and sell a minimum of \$100 in both programs (\$200 total) as a condition for approval of additional money-earning. Exceptions will be made for troops formed after Council-sponsored product programs.
- During Council blackout periods, defined as the time between product program start date and end date, no additional money-earning activities should be conducted by troops. However, troop money-earning activities that do not involve selling a product, such as car washes and spaghetti dinners, are allowed during the blackout periods after appropriate approval.
- Troop leaders must submit a completed Money-Earning Application (found online [here](#)) at least three weeks prior to any money-earning activity to a Volunteer Support Manager for approval. Remember, troops must get approval before beginning or advertising an activity.
- All girls and adults must be registered members of the Girl Scouts of California's Central Coast before participating in any money-earning activity.
- The most current financial record for the troop must be on the Annual Troop Finance tap in VTK) before any money-earning activity will be approved. The troop must show a justified need for the additional troop funds and the amount must be reasonable.
- Troops must follow all Safety Activity Checkpoints regarding troop money-earning activities.

**What if supplies are needed for a Money-Earning Activity?**

For money-earning activities, Girl Scout troops may solicit in-kind donations such as material goods or services of a value less than \$250. In-kind donations over a \$250 value should be accepted at the Service Unit or Council level only, for the benefit of all members. Example: You can ask the movie theater for popcorn or free tickets, but you cannot ask for a cash donation.

- The in-kind donor's contribution can then be recognized by arranging for the girls to send thank-you cards, inviting the sponsor to a meeting or ceremony, or working together on a Take-Action project.
- This applies to troops/groups, but exceptions can be made on occasion for Girl Scout Gold Award projects.

# Additional Ways for Girls to Support Their Activities!

In-Kind Donations

## Donations from area businesses or civic groups



What can a business/civic group provide for a troop?

- Meeting or storage space
- Handbooks
- Uniforms
- Program supplies
- Consultants
- Career exploration opportunities

**Please note:** It does not list monetary contributions; that is because the premise behind the donation is not financial. Whenever a troop does get a business/civic group to buy their handbooks or any other purchase that is given to the troop, they will not get a tax donation letter. A tax letter can only be given when the donation is given to the Council, who is the holder of the 501(c)(3). Troops can accept in-kind donations. However, prior written approval must be secured from the Council and be in compliance with the Council gift policies.

**Important:** When working with businesses/civic groups, please complete the [In-Kind Donor Solicitation Form](#) so that the Fund Development Department can provide approval. Many times, the Fund Development Department has already established a relationship with a potential funder, or a relationship is being cultivated. In many cases, more funds will be granted if Girl Scouts of California's Central Coast exhibits a unified effort in making a collaborative ask. We do not want to damage a relationship with a potential funder with multiple asks.

# Donations and Other Allocations

Girl Scout troops, Service Units, or individual adults may not solicit monetary donations from businesses, corporations, foundations, or individuals for the benefit of troops or Service Units. Sometimes businesses, matching gifts companies, or individuals will have funds they will donate to a troop/group. This donation is considered an “unsolicited donation,” meaning the troop/group leader or girls did not ask directly for cash. All donations must follow the Girl Scouts of California’s Central Coast donation policy below.

## Girl Scouts of California’s Central Coast Donation Policy

### Troops:

Any monetary donations **up to** \$250 from a foundation, corporation, organization, government entity, or individual (including recognition of volunteer service hours) received on behalf of a Girl Scouts of California’s Central Coast troop must be accepted and recognized by Girl Scouts of California’s Central Coast. The funds received will then be returned to the troop directly.

Any monetary donations **greater** than \$250 from a foundation, corporation, organization, government entity, or individual (including recognition of volunteer service hours) received on behalf of a Girl Scouts of California’s Central Coast troop or individual must be accepted and recognized by Girl Scouts of California’s Central Coast. The Council will return \$250 plus 50% of the amount above that level, to the troop directly; example, \$1,000 donation received will result in \$625 donation to the troop (\$250 plus 50% of \$750). The balance of the donation will remain at the Council supporting the Family Partnership program (which supports our financial assistance program) that covers the cost of camp sessions, events, and all the expenses of joining a troop.

If the monetary donation, greater than \$250, is received by the troop or you believe Girl Scouts of California’s Central Coast will receive directly, a [Service Unit / Troop Donation Report form](#) is required to be completed and turned in to the Council or sent directly to [info@girlscoutsgcc.org](mailto:info@girlscoutsgcc.org). By completing this form, the Council and troop can better track troop designations and ensure proper handling of funds.

### Service Units:

Any monetary donations **up to** \$1,000 from a foundation, corporation, organization, government entity, or individual (including recognition of volunteer service hours) received on behalf of a Girl Scouts of California’s Central Coast Service Unit must be accepted and recognized by Girl Scouts of California’s Central Coast. The funds received will then be returned to the Service Unit directly.

Any monetary donations **greater** than \$1,000 from a foundation,

corporation, organization, government entity, or individual (including recognition of volunteer service hours) received on behalf of a Girl Scouts of California's Central Coast Service Unit must be accepted and recognized by Girl Scouts of California's Central Coast. The Council will return \$1,000 plus 50% of the amount above that level, to the Service Unit directly; example, \$5,000 donation received will result in \$3,000 donation to the Service Unit (\$1,000 plus 50% of \$4,000). The balance of the donation will remain at the Council supporting the Family Partnership program (which supports our financial assistance program) that covers the cost of camp sessions, events, and all the expenses of joining a troop.

If the monetary donation, greater than \$1,000, is received by the Service Unit or you believe Girl Scouts of California's Central Coast will receive directly, a [Troop / Service Unit Donation Report form](#) is required to be completed and turned in to the Council or sent directly to [info@girlscoutsccc.org](mailto:info@girlscoutsccc.org). By completing this form, the Council and Service Unit can better track troop designations and ensure proper handling of funds.

*Only the Council can solicit funds from businesses, corporations, foundations or individuals for the benefit of the entire Council because the Council is the holder of the 501(c)(3). Troops and Service Units do not have non-profit status and cannot solicit donations using the Girl Scout name for the gain of their troop or Service Unit. This applies even if the business, corporation, foundation or organization says that they do not want a tax letter.*

If an adult member's employer allows employees to request a gift to Girl Scouts of California's Central Coast in recognition of volunteering, funds received will follow the Girl Scouts of California's Central Coast donation policy. Sometimes matching gifts companies may require an application be filled out by the troop/group leaders (volunteer); this is permissible.

## **Volunteer Hour Reimbursement Donations**

## **Service Reimbursement Donations**

Service reimbursement is defined as providing a service to a business or organization in which the hours worked are being reimbursed as a donation and a full refund will go back to the troop or Service Unit.

**Please Note:** Girl Scout members, in their role as Girl Scouts, may not raise funds or solicit money for other organizations (i.e. Salvation Army, Humane Society, etc.). This Girl Scouts USA policy also restricts members from using Girl Scouts to promote or advertise another organization. For example, a Girl Scout troop cannot be registered participants in activities that raise funds for the American Cancer Society. Additionally, that same troop cannot set up a Girl Scout branded booth to promote the American Cancer Society and its funding needs. Girl Scouts are encouraged to support other organizations through service projects or by donating a portion of their troop funds to the organization of the girl's choice.



## An Explanation on Fundraising!



The term “fundraising” should only be used to refer to the responsibility of adult members to support the Girl Scout Council. Adult members may engage in combined fundraising efforts authorized by the Girl Scout Council and in which the local Council is a beneficiary. Girl members may not engage in any direct solicitation for donations per Girl Scouts of USA Blue Book of Basic Documents. Donations are sums going directly to Girl Scouts of California’s Central Coast. Girls can hold events or sell items to raise funds that benefit the Council as long as it’s a Council hosted event. Fund raising, or fund development, to support the Girl Scout Council is the responsibility of adults and should not be placed with girls. While the Girl Scout Cookie Program does raise important funds for the organization, it is considered a program activity.

Product demonstration parties (Example: Avon, Tupperware) and the sale or endorsement of commercial products are examples of inappropriate money-earning activities for girls. However, adults may participate in these fundraising ventures and make a contribution to Girl Scouts from the venture, as long as girls do not participate as the fund solicitors or as the vehicle to distribute information. Example: A person may have a Tupperware or Avon party to benefit Girl Scouts and donate a portion of the revenue to Girl Scouts. She/he may invite parents of Girl Scouts to attend the party, but may not send home sales booklets with girls.

Retail chain endorsements are opportunities for the for-profit sector to support Girl Scouting and are therefore appropriate on a limited basis for Service Unit and Council fundraising only. Example: McDonalds offers to sponsor a Girl Scout Day where 10% of proceeds are donated to Girl Scouts of California’s Central Coast.

## All of the following must be met for an event like this to be approved:

- The troop, Service Unit, or Council should not be solely responsible for promoting the event by distributing flyers or posting on social media. It should not appear as though Girl Scouts is endorsing the restaurant or its products. It is a benefit to the restaurant to partner with Girl Scouts and all promotion of the Girl Scout Night should reflect this.
- The location must show demonstrated promotion of the sponsored night through their own channels, such as having flyers available to all customers who visit the restaurant, on their social media, or by putting up posters promoting the Girl Scout Night. Girl Scouts of California’s Central Coast may request at any time copies of such promotional materials.
- This type of money-earning activity may be done in addition to other Council approved methods of troop and service unit money-earning.

If planned by a Service Unit, all proceeds must follow the Girl Scouts of California’s Central Coast donation policy.

## **Girl Scout Council Family Partnership Campaign**

### **Troops and Service Units are encouraged to generate support for the Girl Scouts of California's Central Coast Family Partnership Campaign in any of these three ways:**

Thanks to the generous support of Girl Scout members, families, friends and the community, Girl Scouting continues its long-standing tradition of helping today's girls build the character and skills needed to become tomorrow's leaders. When we invest in Girl Scouting, we invest in the future of our girls. Never has this been more critical! The Family Partnership Campaign is a wonderful and simple way to ensure all girls are able to take part in the awesome things Girl Scouts offers. Your donation to Family Partnership goes directly to our financial assistance program, which covers the cost of camp sessions, events, and all the expenses of joining a troop. The registration fee paid for membership in the Girl Scout organization does not support these services. It is the responsibility of all in Girl Scouts to support Girl Scouting personally, and to encourage others to support Girl Scouting, by contributing to the Family Partnership Campaign.

1. Encourage Girl Scout parents/guardians to contribute to Girl Scouts when registering for membership. Let parents/guardians know at registration time that this is an important initiative. Please make sure that registration/contribution checks are made out to Girl Scouts of California's Central Coast, and not to the troop or Service Unit.

2. Family Partnership Campaign Events:

Many troops/Service Units enjoy the opportunity to raise funds for Girl Scouts of California's Central Coast via localized events, where event "participation fees" are contributed to the Family Partnership Campaign. While this type of fund raising is labor intensive, it does offer an option to those who are not comfortable asking for financial support for Girl Scouts.

- It is recommended that Girl Scouts of California's Central Coast contribution envelopes (available from the Membership or Fund Development staff) be used for contributions made toward the Family Partnership Campaign in conjunction with participation in events. In this way, attendees can be properly thanked and recognized for their contribution and records can be kept.
- Fund Development staff are available to assist with printing and duplicating of announcements for Family Partnership Campaign events, but not in organizing them. The staff is also available to make recommendations regarding obtaining meeting space at no cost. Troop leaders should request support at least three weeks prior if needed.

3. Encourage parents, family and friends to make a contribution to the Family Partnership Campaign when they receive an opportunity to give through Girl Scouts of California's Central Coast's personalized direct mailings. Girl Scouts of California's Central Coast giving appeals are made twice a year, during early registration (after the cookie program) and then during fall registration.

Together we can provide the financial support to build girls of Courage, Confidence, and Character.

# Gold Award Projects

The Gold Award is the culmination of the Girl Scout Leadership Experience. Just five percent of Girl Scouts nationwide earn this honor. The resulting Take Action Gold Award projects demonstrate leadership when girls address the root cause of an issue, build and oversee their volunteer team, meet measurable goals, and change people's beliefs, attitudes, assumptions, and behavior. Based on their vision of change, Girl Scout award recipients make a commitment to their communities — and fulfill it. Because of this, special consideration for money-earning projects may be given to girls seeking financial support for Gold Award projects.

Girl Scouts of California's Central Coast offers Council-sponsored product sales of authorized products twice a year. These opportunities are for registered Girl Scouts to earn funds to support their Girl Scout activities. Troops and individuals should budget for their activities based on the amount raised through these Council-sponsored sales. Before attempting to receive donations, troops/girls should have made every effort to cover all expenses through the above-mentioned financing.

## **If a Gold Award project is in need of additional funding, there are options available.**

- In-kind donations are the *preferred* donation for all money-earning activities, including Gold Award projects.
- Before asking for donations, identify the resources or materials you need and identify specific sources so that you are asking with a purpose.
- Once you have identified why you need cash donations, what you are using it for, and who you would like to request money from, you will work with the Fund Development Department for final approval to ask people or businesses for financial support.
- Once the cash donation approval is received, you will receive an approval letter and a solicitation form from the Council. Keep in mind that it is much easier to ask for a donation when you know who you are asking. Your best approach will be talking to friends, family, neighbors, and community members who will be impacted by your project. When a relationship has been built and common ground established, asking for a cash donation will be much easier.
- Youth grants are available through certain organizations. These grant opportunities are meant to be applied for by the youth and do not require the applicant to be a non-profit organization or a holder of a 501(c)(3). The Fund Development Department may be aware of these local opportunities and can share information.

**Please note:** Whenever a girl receives a donation, the donor will not get a tax donation letter. A tax letter can only be given when the donation is given to the Council, who is the holder of the 501(c)(3). Donors can be recognized by sending thank-you cards, inviting them to a meeting or ceremony, or working together on a Take Action project.

More information on what a Gold Award seeker can and cannot do regarding funds can be found in the Gold Award handbook.

# Additional Notes

## For Service Units

- Council permission is still required for:
  - Organization collaborations permitted on limited basis (McDonald's, In n Out, etc.).
  - Raffles, drawings and silent auctions are OK – but NEVER conducted by girls.
    - Girl Scouts discourages the use of games of chance. Any activity which could be considered a game of chance (raffles, contests, bingo) must be approved by the local Girl Scout council and be conducted in compliance of state laws. California law allows eligible tax-exempt nonprofit organizations to conduct fundraising raffles. Organizations must obtain a raffle permit number from the Attorney General's Registry of Charitable Trusts before holding the event

## A Bit about Adults...

- Product demonstration parties are OK (Tupperware, Avon, etc.), but are NOT to be promoted as Girl Scout fundraisers.

**Money-Earning is NOT the same as Fundraising  
Fundraising = direct solicitation = NOT APPROVED.**

**“Girl Scout Nights” or sales that generate a profit for a specific company (Panera Bread, Macy’s, Pampered Chef, etc.).**

These events are permitted when used as a Service Unit Fundraiser to benefit the entire unit and if submitted by an adult. This request must first be discussed with the Fund Development Manager to ensure appropriateness and publicity guidelines.



**girlscouts**   
of california's  
central coast

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