

2015 Cookie Program

Price Increase Overview & Frequently Asked Questions

The price of cookies for GSOC's 2015 Cookie Program will increase to \$5.00 per box. Below is an overview and frequently asked questions related to the price increase.

- The Girl Scout cookie program is the world's largest girl-run business and financial literacy program. It is also GSOC's largest annual fundraiser which, together with funds from grants and donors, supports Girl Scouting in Orange County.
- Proceeds from the cookie program are used by troops to fund their service projects and activities.
- Cookie proceeds are used by GSOC to support the council's operations, which include the provision of: high quality programs and services for Girl Scouts from every zip code in Orange County; volunteer services and support; membership services and recruitment; the Girl Scout Shop; and access to (and maintenance of) our council's many facilities, including program centers across Orange County and our award-winning 700+ acre Camp Scherman.

Why is GSOC increasing the price of cookies to \$5 per box in 2015?

Inflation trends affect us all and have had a major impact on the food industry, including the Girl Scout Cookie Program. For over 10 years, the price of Girl Scouts cookies in Orange County has remained constant at \$4 per box, despite significant increases in the cost of cookies from our baker (14% increase since 2004) and our council's operating costs (27% increase since 2004).

Based on the Consumer Price Index (CPI) provided by the Bureau of Labor Statistics: levels:

- **Nationally, inflation has increased 27.78% since 2004. At that rate, our cookies would now cost \$5.11 per box**
- **Locally (LA/OC), inflation has increased to a far greater degree-- 45.96% since 2004. At that rate, our cookies would now cost \$5.84 per box**

GSOC, with approval of its Board of Directors, made the business decision to increase the retail price of cookies in 2015 to \$5 per box to enable our council to continue to provide girls across Orange County a robust, high quality Girl Scout Leadership Experience and to provide our volunteers the vital tools and support they need to deliver this experience.

When was the last time GSOC experienced a retail price increase for Girl Scout Cookies?

The last retail price increase for cookies in Orange County was in 2004. At that time, cookie prices increased from \$3 to \$4 per box.

Have other councils in California increased the retail price of Girl Scout Cookies?

Yes. Girl Scouts of Northern California increased the retail price to \$5 per box in 2014. Girl Scouts of San Diego and Girl Scouts of Greater Los Angeles have already announced plans to move to \$5 per box in 2015. Girl Scouts of San Geronio will remain at \$4 per box in 2015.

Why not consider a \$.50 increase (to \$4.50 per box)?

Our baker's research indicates that customers will continue to buy cookies because they want to support Girl Scouts. They look forward to Girl Scout cookie season as a time to enjoy cookies they crave all year.

The Consumer Price Index inflation tool calculates buying power and indicates that \$4 per box in 2004 has the same buying power as \$5.02 in 2014. Rather than more frequent increases, we hope the \$1.00 per box increase in 2015 means we won't have to take another increase anytime soon and will enable us to remain on par with Girl Scouts of Greater Los Angeles and Girl Scouts of San Diego.

Will an increase in troop proceeds accompany the \$5 per box price increase?

Yes. GSOC's troop proceeds structure is currently being reviewed and will change. It is the council's priority to help troops and girls from being negatively impacted by any volume decrease accompanying the price increase. We expect to provide more information about the 2015 troop proceeds structure and girl incentives at our August Kickoff on Saturday, August 16.

How will a price increase affect cookie sales?

We anticipate there will be a decrease in sales volume due to the price increase. It is the council's priority to help troops from being negatively affected by any volume decrease accompanying the price increase.

Who can I contact if I have other questions or would like more information?

Volunteers can hear more information at the August Kickoff on Saturday, August 16, 2014 or contact Ronda Sussman, Product Sales Director, at 949-461-8846 or rsussman@girlscoutsoc.org.

Thank you for your phenomenal support, each and every day, of Girl Scouting in Orange County. We look forward to sharing additional details at the August Kickoff on Saturday, August 16, 2014.