



FUNDING YOUR GIRL SCOUT

GOLD AWARD

Gold Award
Girl Scouts
don't just
change the
world for the
better, they
change it
for good.

You're mapping out the perfect Take Action Project. You and your project advisor have hashed out all aspects of your project, and you are realizing that you're going to need some extra money to make your **Gold Award** Take Action project a success. Here's everything you need to know about financing your **Gold Award** project!

STEP ONE: Determine your project's expenses

You can't determine how much money you need to secure until you figure out what your project will cost. As you're creating your project plan, make notes on where you expect to have expenses along the way. You'll need to put these expenses into Go Gold Online in Step 4. Go Gold Online will put this information into your Gold Award project proposal for you, but remember that you'll have to add it to the [Money Earning Activity Approval Form](#) and the [Gold Award Monetary and In-Kind Donation Solicitation Form](#) yourself. Even if the Gold Award Committee approves your project proposal, you still need to submit these forms to get your money earning activities and solicitations approved by our Council. More on that later.

STEP TWO: Figure out where your money will come from, and get approval

Start at the top of this list and work your way down to determine where you'll find your funding. Do not ask for any monetary or in-kind donations or conduct your money earning activities in this step – that comes after you get approvals!

1. Troop or Personal Funds

- Form needed? NO
- Approval needed? At the troop level only
- Don't underestimate the power of the Fall Product and Cookie Programs! Girls can vote to use troop funds to cover the cost of award projects. Cookie Dough and Fall Bucks can also be used to reimburse girls for supplies purchased for their Gold Award projects.

To use Cookie Dough and Fall Bucks for your Gold Award project expenses: scan copies of your receipts and your cookie dough or fall bucks number to info@gsnwgl.org, with a message letting us know that this is for a Gold Award project reimbursement. Make sure that your cookie dough and fall bucks are not expired. If you wish to request an extension to use these monies for your Gold Award, be sure to submit this [form](#).

You can also use personal funds to cover Gold Award project expenses. Part-time jobs, babysitting, and birthday card money – set aside a little bit from each to help you cover your expenses.

2. Money Earning Activities

- Form needed? YES
- Approval needed? At the Council level
- Money Earning Activities are events or activities that you set up with a goal to make money. Hold a bake sale, host a Teddy Bear Picnic, offer a badge-sewing service for uniforms. Budget appropriately – you want to make your goods or services affordable, but you also want to ensure you are making (and not losing) money with these activities.

You must submit the Money Earning Activity Approval Form prior to conducting your money earning activity. Email the form (found at the end of this packet) to info@gsnwg.org and wait for approval before doing your activity.

3. In-Kind Donations

- Form needed? YES
- Approval needed? At the Council level
- An In-Kind Donation is a voluntary contribution of goods or services received from a business, civic organization, or individual that can be used to help you complete your Gold Award project. Examples: A lumber yard donates all the 2x4's needed to complete your building project. A hotel doesn't charge you to use their conference center for your community presentation.

You must submit the [Gold Award Monetary and In-Kind Donation Solicitation](#) Form prior to approaching anyone for in-kind donations. Email the form (found at the end of this packet) to info@gsnwg.org and wait for approval before approaching potential donors.

4. Monetary Donations

- Form needed? YES
- Approval needed? At the Council level
- A **Monetary Donation** is a donation of money from a business, civic organization, or individual that you can then use to purchase necessary items for your Gold Award project. Examples: You present your Gold Award project plan to a Kiwanis group and ask them to donate money to help you cover the costs. You approach a local business owner to donate money to your project because you've noticed that they have given money to similar projects in the past.

You must submit the [Gold Award Monetary and In-Kind Donation Solicitation Form](#) prior to approaching anyone for monetary donations. Email the form (found at the end of this packet) to info@gsnwg.org and wait for approval before approaching potential donors.

Gold Award monetary donations are exempt from our Council troop donation policy. Girls can keep 100% of the monetary donations they secure for their Gold Award project. Remember that you are not allowed to profit from Gold Award projects; budget accordingly and only ask for money you know you need. You may be required to give donations back if you are not budgeting appropriately and are not able to use the money on your project expenses.

As for grants, we tell girls that grants are not an option. Nearly all grants require the grant writer to hold the 501 (c)(3) status, and troops/girls don't hold that – only the Council does. There are some youth grants that are only open for youth to apply for (and hence don't need the 501 (c)(3)) that might be a possibility. Our Council may be a resource for girls who are writing youth grants. They can help shape proposals and give information on the organization needed for the report. Girls should not rely on grant money when putting together their proposed budget.

STEP THREE: After approval is granted, start asking!

Perfect your pitch before approaching potential donors. Don't assume they know what the Gold Award is; it's your job to educate them! Remember all the research you did in order to fill out your proposal in Go Gold Online? Use this information to really sell your idea to potential donors. Help them understand how and why their donation is going to make a difference in the community. If you are doing a money earning activity, be sure to tell your supporters that the money is going to go towards your Gold Award project.

STEP FOUR: Getting your money and donations

Hooray! You've got someone who wants to support your project. Here's the process:

- 1. Troop or personal funds.** Deposit money into the troop account (if necessary) and be sure to track this on your end of the year finance report.
- 2. Money Earning Activity.** Deposit money into the troop account, tracking income and expenses on your end of the year finance report.
- 3. In-Kind Donation.** As there is no currency exchanged for this donation, you may coordinate receipt of the goods or services on your own. If the donor requests a tax receipt, you will need to fill out the In-Kind Donation form and submit it to GSNWGL at 4693 N Lynndale Drive, Appleton, WI 54913.

4. Monetary Donation.

Checks: Have your donor make a check out to Girl Scouts of the Northwestern Great Lakes, making sure to include your name and that it's for your Gold Award in the memo. You will need to mail the check along with a completed [Troop Donation Report Form](#) to GSNWGL, 4693 N Lynndale Drive, Appleton, WI 54913. On the report form, be sure to check the box that this is for your Gold Award. The check will be receipted by our organization in compliance with IRS guidelines, and the full amount will be deposited directly into your troop account.

Cash: Cash donations under \$100 may be deposited directly into your troop account. Cash donations of \$100 or more must be receipted by GSNWGL. Mail in a money order for the donation amount to GSNWGL, 4693 N Lynndale Drive, Appleton, WI 54913. This will be receipted, and the full amount of the donation will be deposited into your troop account after we receive receipts for your expenses. If you wish to be reimbursed the cost of the money order, please send your receipt along with the money order.

Please note that the process of receipting and depositing money may take two – four weeks.

STEP FIVE: Recording your expenses

Remember to save your receipts – you'll need to accurately reflect all your income and expenses in your Gold Award final report. Your troop leader will also need this information for the end of the year finance report.

FAQ'S about funding your Gold Award

Why do I need to fill out forms for the Council about the donations I plan on getting and the ones I receive?

It's all about double-dipping. Our Council's fund development team is constantly out in the community securing donors to help support Girl Scouting in all areas of our Council. We want to avoid confusing potential donors by having overlapping asks or uncoordinated communication.

Can I count the hours I spend on money earning and fundraising towards my 80-hour Gold Award project?

Since the Gold Award requires a suggested minimum of 80 hours to be spent on activity taking action, some fundraising hours are appropriate to include in this total. For example, if you are presenting your idea to a service club, and you are informing them of your issue and why they should support you, this is activity engaging your community and can be counted. If you are working at your part-time job and plan on using a portion of your paycheck to pay for your Gold Award expenses, this would be an example of something that would not be appropriate to count towards your hours because you are not actively engaging the community.

I'm an individually registered Girl Scout working on my Gold Award. I don't have a Troop Account. What should I do when I get money?

You will need to work with your Service Area Treasurer to deposit the money into the Service Area Account. Money solicited in the name of Girl Scouts cannot be deposited into personal bank accounts, so your Service Area Treasurer will need to deposit the money into the service area bank account and distribute the money to you when needed.

I need some inspiration! What are some examples of appropriate money earning activities?

The best ideas involve Girl Scout Cookies! Get innovative in your sales techniques. Try to sell by the case instead of the box and use your networking skills to sell cookies in high volumes! For other ideas, check out the ideas listed on the Money Earning Application or scour the internet!

Be aware that there are some money earning activities that are not appropriate. These are listed on the Money Earning Application.

I have a question that is not answered by any of these FAQ's. Who can I contact?

For questions specific to money earning activities, in-kind donations, and Council money earning policies, contact our customer care team at info@gsnwg.org or 888-747-6945. They'll get you in touch with someone who can help!



Money-Earning Application

Troop and Service Area Money-Earning activities must meet GSUSA and Girl Scouts of the Northwestern Great Lakes policies, standards, and guidelines. Whether the activity is at the Troop level, Service Area or community level, this form must be completed at least three weeks prior to any proposed activity or advertisement. Our customer care team is available right away to assist with all of your inquiries! If needed, contact them at info@gsnwgl.org or 888-747-6945.

Do's: Appropriate money-earning activities

- **Girl Scout-made sales:** girls make goods or items and sell them. *Examples: bake sales, plant sales, craft sales*
- **Events:** girls hold an event and charge an affordable ticket price. *Examples: badge earning day, art show, performance, brat fry, cake auction, spaghetti dinner, pancake breakfast, lemonade stand, face painting, photo booth*
- **Collections/Drives:** Collect items and redeem them for a profit. *Examples: cell phones, ink cartridges, recycling or can drives, rummage sale*
- **Service(s):** girls provide a service and are paid via donations. *Examples: lawn care, shoveling snow, house cleaning, car wash, babysitting/pet sitting, tutoring*

Don'ts: Inappropriate money-earning activities

- Raising or collecting funds for other organizations (i.e. ringing bells for Salvation Army)
- Sales of gift cards, coupon books, or candy bars for other organizations or businesses
- Product demonstration parties: Pampered Chef, Mary Kay, etc.
- Games of chance (raffles, drawings, lotteries)
- Direct solicitation of cash
- Sales or endorsement of commercial products
- Door-to-door sales other than Council-sponsored products

Troop #: _____ Service Area: _____

Number of girls participating: _____

Troop level:

Daisy Brownie Junior Cadette Senior Ambassador

Leader/SA Manager Name: _____

Primary Phone: _____ Email: _____

Address: _____

City/State/Zip: _____

Did this troop participate in the last:

Cookie Program? Yes No Fall Product Program? Yes No

Money-earning goal: \$ _____ Current troop account balance: \$ _____

Describe in detail how the additional funds will be used or why additional funds are needed (what event/trip/project):

Describe the proposed money-earning activity and how girls will be involved in planning/carrying out the activity, please be specific:

Money-earning activity date(s): _____

Money-earning activity time(s): _____

Money-earning activity location: _____

If the adult coordinating the money-earning activity is different than the leader noted above, please fill in the information below:

Contact Name: _____

Primary Phone: _____

**This person must be a council-approved and registered adult.*

Does the Troop/Service Area plan to solicit in-kind donations? Yes No

If yes, please complete the In-Kind Donor Solicitation form for further approval.

By signing this form, I confirm that our troop meets Girl Scout of the Northwestern Great Lakes' policies and standards, and will comply with all applicable Safety Activity Checkpoints.

Leader/SA Manager Signature: _____ Date: _____

In-kind and Monetary Donation Solicitation for Gold Award Projects

An **In-Kind Donation** is a voluntary contribution of goods or services received from a business, civic organization, or individual that can be used to help you complete your Gold Award project.

Examples: A lumber yard donates all the 2x4's needed to complete your building project. A hotel doesn't charge you to use their conference center for your community presentation.

A **Monetary Donation** is a donation of money from a business, civic organization, or individual that you can then use to purchase necessary items for your Gold Award project.

Examples: You present your Gold Award project plan to a Kiwanis group and ask them to donate money to help you cover the costs. You approach a local business owner to donate money to your project because you've noticed that they have given money to similar projects in the past.

Council approval is required prior to a girl approaching any business, organization, or individual for an in-kind or monetary donation.

Your Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

Troop #: _____ Service Area: _____

Troop Leader Name: _____

Phone: _____ Email: _____

Gold Award Project Title

What is the current status of your Gold Award Project Proposal?

- Not submitted Submitted by needs improvement Submitted and approved

Prospective Donors

List the businesses, organizations, or individuals you plan to contact for in-kind donations. Use a separate sheet if necessary. Remember, you need to wait for approval before you approach anyone on this list for donations.

Contact Name	Company/ Organization Name (if applicable)	Do you have an existing relationship with the contact/ company? If yes, what is the relationship?	Method of contact (in person, letter, phone, email, online form)	Will you be requesting a monetary or in-kind donation?	Monetary amount to be requested, or estimated value of the in- kind donation requested.	Description of the goods or services being requested for the in-kind donation, or description of what the money will be used for.
<i>Ex. Goldie Ward</i>	<i>ABC Supply Co.</i>	<i>Yes, my aunt works there.</i>	<i>in person</i>	<i>In-Kind</i>	<i>\$250</i>	<i>Hardware for building the storage closet</i>
<i>Ex. Tay Kaction</i>	<i>Green and Gold Outfitters</i>	<i>No</i>	<i>Letter</i>	<i>Monetary</i>	<i>\$100</i>	<i>Participant folders for community expo</i>

Remember – ALL goods, services, and funds you garner for your Gold Award project MUST be used on your Gold Award project. You are not allowed to profit from your Gold Award, so plan accordingly and budget wisely.

Submit this form to info@gsnwgl.org. You will be contacted by a GSNWGL staff member within two weeks of submitting your request.



Troops Donations Report

Any monetary donations greater than \$100 (or any donation requiring a tax letter) received on behalf of a Girl Scouts of the Northwestern Great Lakes (GSNWGL) Troop, Service Area, or individual must be accepted and recognized by GSNWGL for IRS purposes. Complete this form for any donation that needs to be accepted by GSNWGL. Donations and completed forms should be submitted to GSNWGL throughout the year as they are received; do not collect these items and submit them as a group at the end of the year.

Troop/Service Area Information

Name: _____ Position: _____

Address/City/State/Zip: _____

Troop #: _____ Program Level: _____ Service Area: _____

Phone: Day:(_____) Evening:(_____)

Email: _____

Donor Information

Name: _____ Title: _____

Organization/Company: _____

Address/City/State/Zip: _____

Phone: Day:(_____) Fax: (_____)

Donation Information

Donation received by: Troop Service Area **Please include check*

Sent directly to Girl Scouts of the Northwestern Great Lakes from: _____

Donation amount: \$ _____

In Girl Scouts, we are teaching girls skills that they can use in the future. For this reason, the donation limit for Troops/Service Areas has been set at an amount that is manageable for girls to make decisions with. Many Troops/Service Areas do not have the opportunity to receive donations, so the donation limit also allows all to be a sister to every Girl Scout and help girls who need financial assistance through the balance remaining with the council. Monetary donations greater than \$100 will have 50 percent of the donation, not to exceed \$250, returned to the designated Troop or Service Area. The balance of the donation will remain at GSNWGL supporting our financial assistance program, which covers the cost of camp sessions, events, and all the expenses of joining in a troop.

To ensure proper handling of this donation, please make the appropriate selection below.

- 100% of donation refunded to Troop/Service Area
Reason: _____ (Donation less than \$100, volunteer hour reimbursement, Gold Award project)
- 100% of donation to benefit Girl Scout programming through the council
- 50% of donation, not to exceed \$250, refunded to Troop/Service Area

Troop #: _____ OR Service Area: _____

Submit this form to:

Girl Scouts of the Northwestern Great Lakes

Mail: 4693 N Lynndale Dr., Appleton, WI 54913

Email: info@gsnwgl.org

Fax: 920.734.1304

Within one month of receiving the donation, any refunds will be deposited into the troop or service area bank account.

*Please ensure you have an ACH Form on file. *Keep a copy of this form for your records.*