

# Strategic Plan 2025–2028

Vision | Mission | Values | 2025-28 Strategic Goals

## GSWNY Vision

Girl Scouts of Western New York offers accessible programming in a welcoming environment that equips Girl Scouts to flourish and lead lasting, positive change in their communities.

## GSWNY Mission

Together with our Girl Scouts, volunteers, partners and supporters, Girl Scouts of Western New York provides experiences that inspire confidence and a sense of adventure, promote belonging and friendship, and broaden worldviews.



## GSWNY Values

- **Belonging:** Across all backgrounds and lived experiences, we all belong and are welcome as our full, authentic selves in Girl Scouts.
- **Character:** We are authentic, confident, and demonstrate integrity.
- **Service:** We make a difference by serving our members and community.
- **Adventure:** We embrace new challenges with bravery and make Girl Scouting fun.
- **Sustainability:** We use our resources wisely and plan for a future where Girl Scouting continues to be the top choice for youth and family character-building and leadership programming.

## GSWNY 2025-28 Strategic Goals

1. Through May 2028, GSWNY will strategically grow revenue and programming and diversify funding to ensure long-term sustainability of Girl Scouting in Western New York.
2. Through May 2028, GSWNY will grow participation in Girl Scouting through innovative, age appropriate, Girl Scout-led programs, volunteer and customer support, and meaningful youth, family, and community engagement.
3. Through May 2028, GSWNY will become a place where Western New York youth, families, volunteers and community members can fully engage in the benefits of Girl Scouting and discover a true sense of belonging.