

2019 COOKIE PROGRAM STATS



HIGHLIGHTS

- **2,227** troops participated in the cookie program
- **20,560** girls participated in the cookie program
- Girls sold **2,317,020** packages of cookies to customers in their communities!
- **24,600+** packages of cookies were donated by customers to our military serving at home and overseas
- Over **89,400** packages of cookies were sold online and were delivered across the country!
- **RECORD HIGH!** Per Girl Average is **113** packages!!!! 10 package increase over last year!!

Participation by Troop Level

	Girls Selling		Packages Sold		Per Girl Average	
	2019	2018	2019	2018	2019	2018
Daisy	4,547	4,533	426,235	395,120	94	87
Brownie	6,718	6,810	691,123	638,130	103	94
Junior	4,740	4,992	550,830	519,676	116	104
Cadette	2,314	2,374	291,149	267,399	126	113
Senior	521	567	57,390	77,085	110	136
Ambassador	289	330	45,000	39,121	156	119
Juliette (IRM)	7	10	480	674	61	67
Multi-Level *	1,422	1,242	212,580	161,959		

*We do not calculate PGA for this level as it includes several categories for girls.



TROOP PROCEEDS

2019 2,087,852
2018 1,931,214

RECOGNITIONS

- T-shirts earned – 7,131
- 8,456 girls earned Cookie Credits
- Cookie Credits Totals:
 - 2019 \$185,717
 - 2018 \$161,430
- 500 Club:
 - 2019 464 Girls
 - 2018 358 Girls

CUPBOARD ACTIVITY

- 2019 2,202,927 packages
- 2018 2,069,770 packages

SMART COOKIES DIRECT SHIP

- 2019 89,448 packages
- 2018 66,338 packages

TOTAL ONLINE (direct ship, girl delivery, mobile)

- 2019 258,648 packages
- 2018 201,768 packages

COBS OPPORTUNITIES

- MBTA 321 offered
- Malls 595 offered
- Misc. 164 offered

COBS – packages sold *

- MBTA 66,300
- Malls 48,000
- Misc. 3,719

*Numbers based on totals reported

COBS Unreported 58
COBS Cancelled/Not filled 272



Top 5 Selling Troops

Service Unit	Level	Troop	Packages Sold	Total Sales
Boston	Multi-Level	65321	17,756	\$88,780
Quincy	Multi-Level	68282	10,501	\$52,505
Jamaica Plain	Cadette	85316	7,133	\$36,665
Malden	Multi-Level	71139	6,751	\$33,755
Quincy	Cadette	85042	6,606	\$33,030

Top 5 Troops Based on Per Girl Average (PGA)

Service Unit	Level	Troop	Packages Sold	Per Girl Average
Quincy	Senior	85383	4,593	765
Salem	Junior	79125	2,001	667
New Bedford	Multi-Level	79079	3,321	664
Jamaica Plain	Cadette	85316	7,133	648
Taunton	Ambassador	85309	2,245	561



Top 5 Cookie Rockstars!!

Service Unit	Level	Troop	Girl	Packages Sold
Boston	Multi-Level	65321	Gabriella Turco	5,088
Medford	Ambassador	65007	Marianne O'Connell	3,010
Boston	Multi-Level	65321	Karen Altenhoff	3,000
Quincy	Multi-Level	68282	Alivia Caruso	2,611
Quincy	Senior	85383	Brianna Joyce	2,270

