



GIRL SCOUTS OF THE PHILIPPINES

Northern Luzon Region
Baguio Girl Scout Council



CHQ CIRCULAR No. 29
Series of 2025

**TO : DISTRICT SUPERVISORS, PRINCIPALS, HEAD EACHERS,
GSP DISTRICT FIELD ADVISERS, GSP SCHOOL
COORDINATORS AND TROOP LEADERS**

RE : THE GIRL SCOUT COOKIE PROMISE - S.E.E.D PROJECT

DATE : JULY 21, 2025



The Girl Scouts of the Philippines (GSP) is set to relive and uphold the ideals of **“The S.E.E.D Program”**. Thus, it is included in the National Goals for the Triennium 2024-2027 under **GOAL 1**. Greater Opportunities for High-Quality/ R.E.A.L. Girl Scouting Experience, **1.B** Strengthened Quality of the Girl Scouting Experience, particularly.

Goal 1.B.13 SEED Project

Forty-eight (48) Councils or 50% of the Councils must have initiated at least one (1) SEED PROPOJECT EO year 2

Sixty-eight (68) Councils or 70% of the Councils must have initiated at least one (1) SEED PROPOJECT EO year 3.

The S.E.E.D. Program or Scouts Entrepreneurial Endeavors for Development, is a program that teaches girls how to build the skills and interests needed to start and manage a small business, it also aims to instill positive attitudes and work values aligned with our Promise and Law.

Girl Scouts at all age levels—from Twinklers to Cadets—are encouraged to take part in this program under the supervision of their Troop Leaders to earn the Challenge of Economic Self-Sufficiency badge.

Twinkler Girl Scouts:



Star Girl Scouts:



Junior Girl Scouts:



Senior Girl Scouts:



Cadet Girl Scouts:



GSP found a great prospect last July 30, 2024 by partnering with BIG E Food Corporation, the manufacturer of Lemon Square, in producing an exclusive butter cookie for GSP called, "The Cookie Promise".

With this in mind, GSP aims to provide opportunity for our Girl Scout troops to start their small business and enable them to raise funds for their troop and community service initiatives by re-launching the Girl Scout Cookie Promise through a nationwide Seed Project.

Ten (10) Junior, Senior and Cadet Girl Scout Troops from each Council may apply for Pilot Troops who **will work on the Girl Scout Cookie Promise S.E.E.D Project.**

Enclosed herewith are the **General Guidelines and Procedures** for the Girl Scout Cookie Promise S.E.E.D Project, for your reference.

Interested GS Troops should duly accomplish the forms and send them to the GSP gsp_2096@gmail.com cc: gspbaguio.2096@gmail.com on or before **July 30, 2025.**

In addition, the National Training Committee has scheduled an online seminar about the SEED PROGRAM on August 2, 2025, Saturday. Further details will be announced through a separate Memorandum.

"Happiness comes not from what we have but from what we give and what we share." - Lady Olave Baden Powell

Kindly **confirm your attendance to the SEED PROGRAM SEMINAR on or before July 25, 2025** through the Council Office or through the Troop Leaders GSP FB GC. Service Credit/Compensatory Overtime Credit will be given to the Troop Leaders and Other Adult Leaders who will participate in the seminar

"Happiness comes not from what we have but from what we give and what we share." - Lady Olave Baden Powell

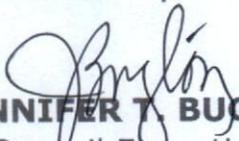
Should you have further queries, you may contact the GSP Baguio Council telephone/mobile nos. (074) 442-20296 and 09278234795 / 09625199591 or message at the GSP Baguio Council FB messenger. The Council is open on weekdays from 8:00 a.m. to 5:00 p.m. or send email to gspbaguio.2096@gmail.com

May the Girl Scout Cookie Promise S.E.E.D Project help address the financial and economic challenges our Girl Scout troops face as they serve the community.

Your cooperation and active participation in this leadership dialogue is highly appreciated.

For your guidance and compliance.

Transmitted by


JENNIFER T. BUGTONG
Council Executive

Public Elementary and Secondary School Heads
Private Elementary and Secondary Schools
Heads/Administrators
GSP District Field Advisers
GSP School Coordinators and Troop Leaders

For information and guidance.


SORAYA T. FACULO, PhD., CESO VI
Schools Division Superintendent/
Council Commissioner on Admin

The Girl Scout Cookie Promise - S.E.E.D Project

GENERAL GUIDELINES

1. The **GSP National Equipment Service (NES)** shall be the only authorize GSP unit to transact business with Big E Corporation pertinent to the distribution, sales and marketing related concerns.

2. GS TROOP EXCLUSIVE SELLING SEASON

6 Months: August, September, October, November 2025 and January, February 2026

*Only Girl Scout Troops who are working on the S.E.E.D Project will have the exclusive rights to sell, and make innovations to the GS Cookie Promise during the **6 months** period as stated. GS stakeholders, partners and supporters may avail of the cookies through the GS Troops.*

Project Orientation and submission of application to GS Troops interested to take part of this program should be conducted from June - July 30.

*NES is generously providing a **30-day Credit Term** with a credit limit not more than Five Thousand Pesos (**Php5,000.00**) for each GS Troop who will work on the GS Cookie Promise SEED Project. A **maximum of 10 GS Troops per Council** may apply for this privilege.*

For GS Troop who wish to avail of the 30-day Credit Term should submit the NES form together with the SEED Application form.

Qualified GS Troops may order GSP Promise Cookies to NES at 20% discount - Php 8.00/pc, Php 80.00/box and Php 480.00/case.

*Shipping and freight cost is charge to the GS Troops. **The NES shall determine the official distribution hubs such as GSP Regional HQ and Council HQ.***

A standard SRP – below is the suggested retail price set by NES to defray cost of shipping and freight.

SRP for Baguio City - Php 15.00/pack

3. GS COOKIE PROMISE OPEN SELLING SEASON

6 Months: December 2025 and March, April, May, June, July 2026

During the opening selling season all GS stakeholders, partners and supporters may avail of the cookies to NES, RHQ, CHQ and GS troops who may have inventory at hand.

The GS Cookie Promise will be made available at the Council NES for everyone at a standard selling price of Php 11.00/pc, Php 110.00/box and Php 660.00/case. No outright discount shall be given to the GS stakeholders, partners and supporters. Buyers will be informed that a share of 1 Peso/ pack of Cookies will be given to their selected Council or registered GS Troops working on the SEED Project.

*Girl Scout Troops working on their **SEED Project** may still avail of the same discounted rates at 20%, but **on cash purchases only**. This will enable GS Troop to manage their Troop fund properly and learn how to work on the earnings and privileges during the Troop Selling Season.*

TERMS & CONDITIONS:

- *If the Troop fails to make a payment, the amount owed will be transferred to the Council's account. As a result, the Troop will not be permitted to make purchases on credit.*
- *Funds from cookie purchases will be distributed under the name of the Council after three months, with a minimum distribution amount of **Php 1,000**. Any amount less than this will be credited to the Council's account. The Council will manage the distribution of funds to their troops.*
- *GS Regions and Councils shall monitor and access progress of each troop and report to NHQ Program Division cc: NES*
- *The NES shall periodically provide status report of the 30-day credit term to the Councils who has troops who availed of the credit term privilege cc: Regional Office*

Sales Restrictions:

- *Sales will not be allowed to Sales promoters or NES Dealers to maintain the Cookie Promise program's integrity.*
- *Reselling of products is prohibited to ensure that all sales are direct and accountable □ Sales in school canteens will also be restricted.*

Direct Order Policy:

- *Starting June 2025, Councils will not be allowed to place direct orders in Big E Food Corporation. All purchase orders will be handled by NES NHQ.*

Discount Policy:

- *No discounts will be offered to adults, volunteers, or staff*

The Girl Scout Cookie Promise - S.E.E.D Project

Objectives:

The S.E.E.D. Program or **Scouts Entrepreneurial Endeavors for Development** is a program that provides activities that will help the girls develop interests, skills and abilities to manage a small business.

This will enable our Girl Scouts to learn new skills, methods or ways of managing a small business, harness the skills they already have, and to have correct positive attitudes and values towards work as reflected in our Promise & Law.

Girl Scouts in all age-levels Twinklers to Cadets with the guidance of their Troop Leaders may participate in age-appropriate activities which will earn them a badge under the Challenge of Economic Self-Sufficiency.

Twinkler Girl Scouts:



Star Girl Scouts:



Junior Girl Scouts:



Senior Girl Scouts:



Cadet Girl Scouts:



Ultimately, the GS Cookie Promise S.E.E.D Project aims to help the girls earn troop funds and to have funds to support their troop community service project/s.

Below are the steps to help the troop start their S.E.E.D Project:

A. Introduction/Orientation

- in a patrol/troop meeting, the Troop Leader introduce the Girl Scout Cookie Promise - S.E.E.D Project
- The patrol/troop possible discusses strategies, make a study or plan on how to best implement the project (considering buyers, girl's abilities, availability materials and capital) using the form provided.

B. Plan the Project

Use the to guide make an action plan for the project. It includes a sequenced and detailed list of all the activities to be undertaken, the corresponding persons responsible, time table, resources needed, and budgetary requirements.

POINTS TO REMEMBER IN PLANNING

1. HUMAN RESOURCES

who will undergo training, canvassing, buying, producing, selling, handling of money, recordkeeping, supervising

2. MONEY

what are the sources of capital
how much money is needed for equipment and materials

3. MATERIALS

what materials are needed
how many are needed where
can these be bought
when will buying start

4. TOOLS/EQUIPMENT

what tools and equipment are needed where
can they be obtained

5. SITE/VENUE

where will the Cookies Promise be sold

6. METHODS

what will be the marketing campaigns/strategies/gimmicks
(e.g. use cookies sales for Ms. GSP, cookies raffle, make cookie combo, etc.) how would you innovate/elevate the product
(e.g. turn into a cookie bouquet, a cookie spread, etc.)

7. TIME

Create a timeline

8. MARKET

where and to whom will the product be sold how
will it be sold

9. MANAGEMENT

what will the action plan include what
will each girl do
who will see to it that each girl does her part how
can the group tell if the project is earning
how can the group tell if correct work attitudes and values are learned what
will be done with the money earned

C. Work on the Project

When everything has been discussed and the Patrol/Troop has made a complete plan, actual work can start. The Troop should:

- register the project using the Project Registration Form
- raise the capital needed (Find out how much each member pledges and how she plans to raise it. Then be sure to collect the pledged amounts)
- set-up the place or identify location where you can promote/sell
- sell the Cookie Promise
- record expenses and sales

D. Follow-up and Evaluate

While doing actual work on the project, we have to check if things are being done as planned. For those not done, find out why and make improvements as needed.

At the end of the entire process the patrol/troop should review the work done so far.

The Patrol/Troop should be able to tell if they:

- were able to earn
- were able to learn anything
- found the work interesting and enjoyable
- would like to continue with the same process and why
- would they like to change some materials or processes and why

It is also necessary to find out:

- what Troop Service Project could be under taken with the earnings
- if the Patrol/Troop would like to do another project while continuing the first project

E. Repeat Project Cycles

- Make a revised/modified plan based on evaluation
- Implement the plan
- Repeat the Project Cycles

F. Report about the Project

A report about the project should be submitted to the Council Executive, who forwards it to the National Headquarters through the Regional Office.

SAMPLE LIST OF ACTIVITIES FOR THE GS COOKIE PROMISE-SEED PROJECT

SEED Project is "THE GS COOKIE PROJJECT"

A. PREPARATION

1. Orientation and skills training
2. Securing necessary permits/ consent
3. Identifying the market: who, where, how many
4. Innovation and Product re-development
5. Listing, costing and purchasing cookies, and other materials that maybe necessary
6. Getting ready at the promotion and selling

B. PURCHASING OF GS COOKIES

1. Look for sources of capital
2. Apply for the Troop Cookie Promise Troop Fund (see attached guidelines)
3. Collect pre-orders
4. Place orders to the Council
5. Consider the cost of shipping and freight
6. Know the delivery Schedule
7. Consider possible storage

C. MARKETING

1. Promotional activities and Marketing
2. Transporting
3. Methods/ Strategies for Selling

D. ACCOUNTING

1. Recording and accounting of sale
2. Disposition of Unsold Products

E. EVALUATING

F. PROJECT REPORTING USING THE PROJECT REPORT FORM

How to Register a Project?

1. Fill up the registration form properly (SEED Form No. 2.)
2. Submit the form to the Council Executive
3. Council Executive will endorse the form to the Regional Office
4. The Regional Executive Director will accredit the project and send a copy of the registration form to the National Headquarters.
5. The National Executive Director will confirm the accreditation and the project will be recorded.
6. National Headquarters will send a Project Registration Certificate.

At the end of the project cycle, is there a need to register the project again?

NO. Because the End of the Project Cycle Report will inform the Council if the project will be continued by the troop. However, if a new project will be started, then this new project must be registered.

SEED FORM NO. 1

PROJECT SELECTION GUIDE

List down project ideas, innovations, and/or strategies recommended by the troop:

1. _____
2. _____
3. _____

PROJECT IDEAS

1		2		3	
Y	N	Y	N	Y	N

Criteria for Selection 1. Is the project idea acceptable to the troop?

2. Will the product be accepted by your prospective buyers like your friends, neighbors, classmates, others?
3. Can you get support from people concerned?
4. Can you obtain the necessary capital for the project?
5. Do you have a place where to work on the project?
6. Do you have the necessary skills to work on the project?
7. Are the materials available in your locality?
8. Can you get them at reasonable prices?
9. Will the project give profit to the troop?
10. Can you secure your tools and equipment?

Which of the above project ideas evaluated got the greatest number of YES answers?

Then, that's your first choice. If your troop members agree on this project, you can now go on to planning for your SEED project.

SEED FORM NO. 2

SEED PROJECT REGISTRATION FORM

Name of project _____ Date Started _____

Troop Name/No. _____ Age Level _____

Troop Address _____

Total Cost of product, Shipping/Freight _____ Other cost _____

Where will the project be done? _____

Where (to whom) will you sell your products? _____

Estimated No. of Articles/Packs to be sold at a given time frame _____

How long do you expect to undertake this project? _____

How many girls will do the project? _____

(Please attach list of names or write at the back)

What skills/values do you expect to learn by doing this project?

Troop No. _____, _____ GS Council is applying this SEED Project to the NES Cookie Promise Troop 30-day credit term. (attached 30-day credit Guidelines)

not availing of the NES Cookie Promise Troop 30-day credit term

Submitted by:

Printed Name & Signature of the Patrol Leader

Printed Name & Signature of Troop Leader

Endorsed by: _____
Council Executive

Date _____

Noted by: _____
Regional Executive Director

Date _____

Approved by: _____
National Headquarters (PROGRAM and NES)

Date _____

SEED FORM NO. 3
SEED PROJECT REPORT

NAME OF THE PROJECT: _____

TROOP NO. / NAME: _____

A. PROJECT PERFORMANCE

1. Period Covered

2. Quantity Sold (packs, boxes or cases)

3. Income Generated (Net Income Profit) _____

4. People/Agencies Served

B. LEARNING OBJECTIVES

1. Thing like most about the project and why

2. Things like least about the project and why

3. SKILLS LEARNED

4. VALUES LEARNED

5. BADGES EARNED _____

6. OTHER THINGS TO DO/IMPROVE

C. COMMUNITY SERVICES RENDERED USING PROJECT EARNINGS

D. RECOMMENDATION ON THE PROJECT

CONTINUE, Because

MODIFY, Because

Submitted by:

Printed Name & Signature of the Patrol Leader

Printed Name & Signature of Troop Leader

Endorsed by: _____
Council Executive

Date _____

Noted by: _____
Regional Executive Director

Date _____

Approved by: _____
National Headquarters (PROGRAM and NES)

Date _____