



CEO Communications

Dear GSHCC Volunteer,

As we recognize Mental Health Awareness Month this May, we are reminded that supporting the emotional well-being of our girls is essential to helping them grow into confident, resilient adults.

Today's girls are navigating increasing pressures both in and outside of the classroom. National research continues to show growing concerns around loneliness, anxiety, burnout, and social isolation among adolescent girls. According to the [Girl Scout Research Institute](#), nearly 70% of girls ages 5–13 report experiencing feelings of loneliness, which can significantly affect emotional wellness and self-confidence.

These challenges are further reflected in recent findings from the [Mount Saint Mary's University Report on the Status of Women and Girls](#), which highlights rising levels of anxiety, social media pressure, academic stress, and fear of failure among girls and young women. The report highlights the growing pressure many girls face to appear "perfect" while balancing academics, extracurricular activities, friendships, future expectations, and the constant influence of digital comparison. It also underscores the growing impact of digital comparison and the importance of creating environments where they feel safe, connected, and supported.

At a time when girls need connection and support more than ever, Girl Scouts continues to play a vital role. Through trusted mentors, meaningful friendships, outdoor experiences, leadership opportunities, and supportive troop communities, girls gain the confidence and resilience needed to navigate life challenges and embrace who they are. Research from Girl Scouts of the USA continues to show that girls benefit significantly from environments that foster belonging, supportive relationships, and opportunities for leadership development.

These findings are consistent with broader youth mental health research. The [Centers for Disease Control and Prevention](#) identifies strong relationships with peers, schools, and supportive adults as one of the most powerful protective factors for youth mental health. When girls experience a genuine sense of belonging and support, they are more likely to develop confidence, emotional resilience, self-awareness, and the ability to navigate challenges with strength and optimism.

Recognizing these challenges is only the beginning; creating meaningful support systems is equally essential. Open conversations, access to resources, and communities rooted in empathy, encouragement, and understanding all help foster environments where girls feel accepted, supported, and empowered to be themselves. Supporting emotional wellness is not simply an extension of our mission—it is fundamental to developing courageous young women prepared to live their lives with courage, compassion, and confidence.

When girls are supported emotionally and given opportunities to lead, they are capable of creating extraordinary change. That impact was on full display last weekend during our [Highest Awards Ceremony](#), where we proudly celebrated the accomplishments of 83 Silver Awardees, 48 GSHCC Rose Awardees, and 36 Gold Award Girl Scouts. Through projects rooted in compassion, leadership, and community impact, these young women demonstrated the extraordinary difference girls can make when they own their power.

Among the many inspiring accomplishments recognized, the [Girl Scout Gold Award](#)—the highest honor in Girl Scouting—recognizes girls who identify pressing community issues, develop sustainable solutions, and create meaningful, lasting change. We are especially proud that many of this year's Gold Award Girl Scouts chose to focus their work on mental health awareness and advocacy. In fact, more than 10% of this year's Gold Award projects centered on mental health and emotional wellness initiatives, helping to raise awareness, reduce stigma, and strengthen support systems within their communities.

Together, we are creating spaces where girls can discover their strengths, find their voices, and make meaningful changes in their communities.
Thank you for your continued support.

With gratitude,

A handwritten signature in black ink, appearing to read "Linda".

Dr. Linda E. Farley, CEO
Girl Scouts Heart of Central California

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Have a question or need assistance?
[Contact us](#) for more information.

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