



UNITED RAISES MILES FOR GIRLS SCOUTS OF THE USA TO HELP INSPIRE NEXT GENERATION OF LEADERS

News / Airlines



This March, in celebration of International Women's Day and Girl Scouts' 112th birthday, United is encouraging MileagePlus members to donate miles to [Girl Scouts of the USA](#) to help fund life-changing experiences for Girl Scouts through travel. United will match the first one million miles raised for GSUSA through [Miles on a Mission](#), United's leading fundraising and crowdsourcing program, giving MileagePlus members a chance to use their miles for good. Travel is an essential part of many Girl Scouts' journeys as they are encouraged to explore, make global connections and cultivate skills they can use for the rest of their lives. More than 59,000 Girl Scouts traveled either domestically or internationally in 2023, with many troops funding their own adventures with money earned through the Girl Scout Cookie Program.

Wendy Lou, Chief Revenue Officer and Head of Membership, GSUSA commented: "We are honored to be the featured partner for United's Miles on a Mission program this month. As we come to a close on our 2024 cookie season and many are figuring out creative ways to use their cookie proceeds, including travel, we hope this program can help them take their travel dreams even farther."

Helon Hammond, VP of Global Learning, People and Community Impact for United, said: "At United, we believe that aviation can help connect people and unite the world. We are proud to support Girl Scouts of the USA to ensure that members have access and are encouraged to explore and continue learning through travel. We hope to inspire young leaders to continue learning through travel and pursuing careers in aviation."

Since 2022, United Airlines has supported GSUSA in its mission. Through the partnership, GSUSA created resources for both volunteers and council staff to deliver STEM programs and broaden the variety of educational opportunities for Girl Scouts. According to [GSUSA research](#), girls who participate in Girl Scout STEM programs are more confident in their math and science abilities and show more interest in STEM subjects and careers.

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