

*****NEWS RELEASE*****

For Immediate Release
March 12, 2026

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When achievement becomes an idol: *American Heritage Girls* offers a different path

‘When girls see Christ-centered identity modeled by mothers and mentors, they are inspired to anchor their own lives in Him’

CINCINNATI, Ohio — In today’s achievement-driven culture, girls are constantly told, subtly and overtly, that their value comes from what they accomplish, how they perform and whether they measure up. Good grades, packed schedules, social acceptance and the pressure to “have it all together” can quietly become modern-day idols in a girl’s life. While these pursuits may look harmless, even desirable, on the surface, they can slowly shift a girl’s identity away from Christ and toward a never-ending cycle of striving for approval.

American Heritage Girls (AHG, www.americanheritagegirls.org), the nation’s premier Christ-centered, scout-type organization for girls ages five to 18, is helping girls recognize these cultural pressures for what they are — and reminding them that their identity is not found in perfection, popularity or performance, but in Christ alone.

“As moms and mentors, we see how early girls start believing that they have to be everything — smart enough, talented enough, liked enough,” said AHG Executive Director Rachael Culpepper. “But when those things start defining who we are, they can take up space in our hearts that was meant for God. Achievement, approval, perfection — none of those things were ever meant to carry the weight of our identity.”

Through faith formation, mentorship and authentic community, *AHG* helps girls recognize the difference between healthy pursuits and misplaced priorities. Girls learn that while gifts and accomplishments can be celebrated, they were never meant to replace the foundation of a Christ-centered life.

AHG has empowered girls to let go of society’s expectations and pressures and lean on Christ for comfort, clarity and identity. By relinquishing the stronghold of cultural ideology, girls can finally find freedom by accepting the never-ending love offered by Christ.

“God didn’t create our girls to spend their lives chasing validation,” said Culpepper. “He created them to know Him, to walk confidently in who He made them to be, and to use their gifts for His glory — not to prove their worth.”

For more than three decades, *AHG* has helped girls build that foundation of identity early in life. [Research from Barna](#) shows that much of a person’s worldview is formed by age 13, making the preteen years a critical window for faith formation.

“Those middle school years are when girls start asking big questions about who they are and where they belong,” Culpepper said. “Our goal is to help them anchor those answers in Christ before the world convinces them their worth depends on something else.”

On an upcoming episode of *AHG’s [Raising Godly Girls \(RGG\) podcast](#)*, *AHG* Founder and Executive Director Emeritus Patti Garibay spoke with bestselling author, Bible teacher and speaker Vicki Courtney about the lure of modern, daily idols and how to navigate them alongside impressionable children. Garibay and Courtney discuss how easily motherhood can become an idol in Christian culture, how rooting worth in children can unintentionally shape a girl’s own identity struggles, and what it looks like to love their families deeply without finding their ultimate meaning in them.

Tune in to this week’s *[Raising Godly Girls \(RGG\) podcast](#)* and “*Raising Godly Girls*” one-minute [radio feature](#) to equip, affirm and strengthen parents and loved ones with a clear sense of God’s authority and how to help their girls embrace the gift of biblical womanhood, learning to follow His lead.

About *American Heritage Girls*: Marking the organization’s 30th anniversary this year, [American Heritage Girls](#) was founded in 1995 by a group of parents who wanted a faith-based, scout-type character development program for their daughters. At *AHG*, girls ages five to 18 meet together as a unified group and then break out into Levels. This gives *AHG* girls the important social experience of interacting with friends and Godly mentors. Girl Members also learn leadership skills within a group setting. *AHG* Troops are located in [local communities](#) across the nation. If one does not exist in a given area, families are encouraged to start an *AHG* Troop. An *American Heritage Girls* Troop Development Coach is available to provide resources and support. To hear more about the purpose, mission and vision of *AHG* from *Founder and Executive Director Emeritus Patti Garibay*, [click here](#).

Today, there are 70,000 members and 1,300 [Troops](#) in all 50 states, with girls being served in six countries around the globe. Girls can join a Troop at any time; if a Troop is not available nearby, they can become a [Trailblazer](#) and enjoy the *AHG* program alongside their parents. [Charter Organizations](#) include a variety of Christian denominations, Christian schools and Catholic outreach. Thousands of volunteer members across the country are helping girls grow in their faith, cultivate a heart for service, enjoy the great outdoors and have more fun than they can imagine.

AHG offers various resources under [“Raising Godly Girls,”](#) including a [weekly podcast](#) featuring fresh episodes every Tuesday, Thursday and Saturday, [“Raising Godly Girls Minute” with Patti Garibay](#) one-minute radio feature airing on 1000+ Christian radio stations nationwide, a blog, and e-books for parents. All *“Raising Godly Girls”* platforms and materials offer guidance and biblically-based advice on various topics affecting girls today, such as bullying, identity, anxiety and body image issues. *“Raising Godly Girls”* provides parents, educators and faith community leaders with tools, resources and Scripture-based advice to help raise girls after God’s own heart.

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To schedule interviews with *Patti Garibay*, executive director emeritus of *American Heritage Girls*, or *Rachael Culpepper*, executive director of *American Heritage Girls*, contact Hamilton Strategies, Media@HamiltonStrategies.com, Beth Bogucki, 610.584.1096 ext. 105, or Jeff Tolson, ext. 108.

To inquire about airing the [“Raising Godly Girls Minute” with Patti Garibay](#), contact [Michael Hamilton](#), 610.584.1096, ext. 101.