



Girl
Guides

Ontario Council

For Guiding in Ontario and Nunavut

2019 Annual Report



Everything she wants to be.

These five powerful words speak volumes about what Guiding in Ontario and Nunavut is all about. Guiding is a place where every girl knows she belongs. Where she is supported. Where she can discover herself, and set and achieve her goals. Girl Guides is *the* place that lets every girl shine in her own unique way. And that's a powerful thing.

As we reflect on 2019, we saw girls across Ontario and Nunavut do amazing things: having the adventure of a lifetime at LEAP 2019 at Doe Lake, getting outside of their comfort zone through Outdoor Experiences, travelling across Canada and around the globe, and selling cookies in record numbers. Girl members were also in the driver's seat playing a key role in planning and executing provincial events like LEAP 2019 and CONNECT 2019.

Guiding in Ontario and Nunavut is powered by our adult volunteers – 9,000 passionate women dedicated to our Mission. We want to thank our adult members for their commitment to being a catalyst for girls empowering girls.

Looking ahead to 2020, we are committed to continuing to offer Guiding to girls in communities across Ontario and Nunavut with the unparalleled experience only Girl Guides can offer. Together, we know we can achieve a better world, by girls.

Lisa Nicholas Melissa Martin
Provincial Commissioners

When we put girls in the driver's seat

Want to know the secret formula for creating amazing adventures for girls? Give girls a starring role in planning the event right from the get-go.

In 2019, girl members played key roles in planning Ontario's first-ever LEAP 7-day tent camp and CONNECT training event. As part of LEAP, girls designed the camp crest, designed and consulted on dozens of program activities, led the evening special events, outfitted a Rangers-only hangout, and more. At CONNECT, girls planned for sessions and program as part of the Task Force and sat on an expert panel called CONNECT with Youth. These are just some of the ways Girl Guides is ensuring girls have the chance to flex their leadership muscles -- through meaningful leadership roles that help create experiences that are totally girl-driven.

In Guiding, we know first-hand all of the ways girls can contribute to creating amazing experiences for other girls. Bonus — there's a ton of research to back up the power of youth and adult collaboration.



CONNECT 2019 – Weekend of learning Fall 2019 in Ottawa for Rangers and Unit Guiders

- 374 participants, including (new this year!) 57 Rangers
- Sessions provided participants with skills, confidence and tools to encourage each girl to be everything she wants to be
- Multiple sessions including panel discussion with Youth Forum, Ranger specific sessions (planned based on Ranger survey before development) and a campfire on Parliament Hill
- Broadened participation; 82% of attendees were new (did not attend Connect 2018)



Membership

New Girl – 10,123 (32% of our members)
Total Girl – 31,181
New Adult – 1,601
Total Adult – 8,957



Awards

Adult member recognition:
403
Youth Commitment Award:
116
Canada Cord:
393
Chief Gold Award:
79
Gold Trail Blazer Award:
11

Outdoor Experiences

42 separate overnight offerings through Winter, Spring and Fall 2019
New! Added daytime experiences in Fall '19

Total Participants: 1,466 (increase of nearly 58%)
Spark – 84 Brownie – 390
Guides – 724 Pathfinders – 169
Rangers – 72 Trex – 27





COOKIES!



Spring: 122,030 cases; an increase of 5.2% over the previous year!

Fall: 114,390 cases

Tiered cookie sale program - sold 3 or more cases per girl

- Spring – 52.82%; of those 32.5% sold 4 or more cases
- Fall – 61.5% (an increase of 7% over last year); of those 41.3% sold 4 or more cases

2,837,040 boxes of cookies sold!

Trips

International

14 trips (Ireland, Costa Rica, Switzerland, Mexico, UK & Europe)

- 132 girls
- 41 adults

Increased number of participants by 50% over 2018

Interprovincial

8 trips (Newfoundland, PEI, Montreal, Saskatchewan & Ontario)

- 100 girls
- 27 adults

Nationally-Sponsored Trips:

20 Ontario youth members selected to travel Newfoundland & Labrador, London UK, Netherlands, Old Quebec City and Old Montreal, Europe (Rome & Paris), Switzerland, Ecuador



Making sure no girl has a barrier to participate!

Financial Assistance for activities

Outdoor Experience – 107

Camping and Events – 178

Unit Camping – 139

Summer Overnight Camps – 114



LEAP 2019

Hosted at Doe Lake Girl Guide Camp

965 girls and women had an amazing time at LEAP 2019 this summer at Doe Lake. We welcomed:

- 435 Guides
- 267 Pathfinders
- 53 Rangers
- 210 Patrol Guiders

Thanks to the awesome crew of 150 who made it possible and all our special guests.

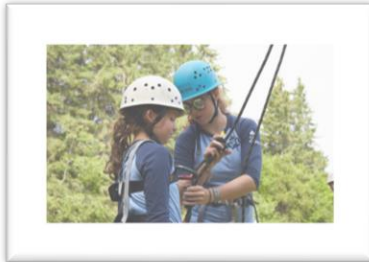
We had some super creative sessions at LEAP 2019, here are a few highlights:

Step it Up – hip hop, flash mobs and Fortnite moves led by a local dance studio

Drone Flying 101, presented by the Canadian Drone Academy

Monarch Nation, presented by the Toronto and Region Conservation Authority (TRCA)

Snapshots from Camp



Fun LEAP Facts

- **500 icing bags** and 2,700 cupcakes were used for the #Insta#Worthy session
- **19 coach buses** transported LEAP participants to camp
- **519 bags of SWAPs** sold by Monday at LEAP Emporium
- **16,100 eggs** were used during meals
- **312 lbs of candy floss** was eaten at the LEAP Carnival Night
- **225 sustainable sanitary napkins** were made and donated to Days for Girls
- **67 blankets** were made and donated to Project Linus, which provides blankets to families going through a crisis
- **300 toothbrushes** were purchased for the robotics session

