



Girl Guides
of Canada
Guides
du Canada

FOCUS

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- ✓ Visit [Support Us](#) on our website
- ✓ Mail us your donation
- ✓ Phone: 416-487-5281 ext. 281



Your support in action

December 2009 Issue No. 3



Camperships help girls go to Guiding Mosaic 2010

Next summer, 25 girls will be attending our Guiding Mosaic 2010 international camp as a result of your support. We are thrilled to be offering free registration to these girls to attend this showcase event during our 100th anniversary. Many of these girls would not have been able to go to camp if it weren't for your support.

No matter the weather, girls from across Canada and around the world will have a great time participating in our Guiding Mosaic 2010 camp.

Applications were available for girls on the Guiding Mosaic website. As part of the application process, girls were asked to write essays about what Guiding has meant to them, how the camping experience will change their lives and what Girl Greatness means to them.

Thank you to Dare Foods, the Gamma Phi Beta Foundation, donations

in memory of Col. Karen Ritchie and June Gillespie and national staff for supporting this opportunity.

Both Karen Ritchie and June Gillespie were inspiring women who believed strongly in the importance of empowering Canadian girls. From her time as a Brownie to her role on the GGC Board of Directors, Karen was an amazing mentor. June Gillespie was involved in Guiding for 22 years, first as a girl Member, a Unit Guider, then as Ottawa Area Commissioner as well as an active participant at Camp Woolsey.

Chapters of the Gamma Phi Beta Foundation in B.C., Ontario and Quebec are also raising funds to send at-risk girls to camp in these provinces. The national foundation is supporting GM2010 camperships.



Lights, camera, action!

In today's dynamic and complicated world, Canadian girls can have a lot of fun growing up, but they also face a lot of pressure. To illustrate the growing relevance of Guiding to Canadian girls, Girl Guides of Canada has launched its first annual online film festival – Perspectives on a Girl, perspectivesonagirl.ca.

This series of short, online films delivers the message that Girls Need Guides by capitalizing on the social media technologies that are a part of everyday life for Canadian girls. Canadian female filmmakers were invited to creatively explore the thesis “Girls Need Guides” by delving into issues that girls face as they strive to become confident, resourceful and courageous and make a difference in the world.

Christina Hodnet is a former Girl Guide who jumped at the chance to produce a film, *3 Girls, 3 Minutes*, that addresses some of the pressures that girls now face. “I wanted to capture honest thoughts from real girls. I was in Girl Guides and I really believe in the organization! I believe that girls need guides to help them stay true to themselves.”

Girl Guides of Canada engaged many girl Members in the execution of this advertising campaign. Girl Members of all ages shared their thoughts, and showcased their onscreen talents. All of the girls were proud to be featured as today's faces of Guiding.

Allison is a Pathfinder and one of the girls who successfully auditioned for a spot in the ad campaign. She has been involved in Guiding since she was nine years old and believes that Guiding teaches girls to be who they are and brings them out of their shell.

“Guiding is a great thing to be associated with. It gives you so many opportunities to do things you would never have been able to do had you not joined - things like the casting call and ad shoot,” says Allison. “I learned what



Image from GGC advertising campaign.

Canadian female filmmakers were invited to creatively explore the issues girls today face.

a real commercial set was like and I felt like I was contributing to GGC. Thanks to Girl Guides for giving me this amazing opportunity!”

Allison's acting expertise is currently showcased on the GGC online film festival site, perspectivesonagirl.ca, and in a variety of magazines, websites and social networking sites like YouTube and Facebook. Allison's appearance was one of four ads that appeared on 738 Cineplex movie screens in 59 movie theatres across Canada this past September.

Check out the 11 compelling films currently posted at perspectivesonagirl.com



From top to bottom, scenes from the films *A Letter*, *Different*, *Explore*, and *Dream*, all from our online film festival, Perspectives on a Girl.

Opportunities to Lead

Girls lead the way at this past summer's national leadership event

This past July, 25 Pathfinders and Rangers, along with 11 young adult mentors, came together in Toronto for the second nationally hosted girl event. With a focus on leadership development and providing girls a voice to build a better world, this was an event developed by the girls, and for girls.

Conducting Leadership: A Skills Building Symposium was all about giving Pathfinders and Rangers the chance to connect with other GGC Members from across Canada, explore the issues that matter to them and discover how to take action. As Danielle, one of the girl Members commented, "leadership events like this show all girls, whether they be from small or large towns, that they have the potential to make effective change."

Most of the event's sessions were on the issues of hunger and poverty, both in Canada and around the world. This was inspired by GGC's 2010 National Service Project – Eradicate Hunger and Poverty, and the WAGGGS Global Action Theme, 'together we can change the world'. Girls learned more about hunger and poverty globally and in their own communities through panel discussions as well as a first-person account of what it is like to be hungry in Canada.

Participants then learned valuable skills to help them explore the issues that matter to them - from communications, fund raising and leadership styles to how to develop and put their plans into action.

While this was an event for girls, it also offered the adult participants the opportunity to watch these amazing girls in action and learn how to be their allies as they tackle important issues. As Vickie, one of the adult mentors noted, "I am so



Girls learn leadership skills and have fun at the *Conducting Leadership: A Skills Building Symposium* held last July in Toronto, ON.

impressed with the maturity, enthusiasm and open mindedness of the girls at the conference. I truly believe they can move mountains."

Of course, this weekend wasn't all serious business. Free time was a key component in allowing girls to reflect, relax and network. And, by the end of the weekend, the girls pledged to use their new-found skills to take action in their communities. The event was concluded with the members of the Girl Task Group receiving the Team Award from Chief Commissioner Chris Burton.

Samantha, a girl Member summed it up nicely: "The symposium was amazing! It was great making friends from across the country and I really gained a lot of leadership experiences. I cannot wait for another opportunity like this."

2010 National Service Project



Celebrating our centenary is about more than just parties and fun! We're marking the occasion by empowering our members to make a difference in their communities – both locally and globally. Through our 2010 National Service Project, Members will learn about hunger and poverty and take action – by collecting food or planting a garden for a food bank, volunteering, writing letters to politicians or anything else the project inspires them to do! We're challenging all Units to donate 50 kilograms of food, blankets or toys or volunteer 50 hours of service to their local poverty alleviation organizations or food banks.



Girl Guides across Canada will be collecting donations for food banks as part of our 2010 National Service Project.

New tools for communicating

Canadian girls are spending more and more time online, and so is Girl Guides of Canada. Through Facebook, YouTube, Twitter and other social networking sites, we're connecting with girls using the language they are most familiar with – the language of the Internet.

Canadian girls are extremely active social media and networking users – they spend hours online texting and chatting with their friends, and 93 per cent of Canadian teens have a Facebook profile. The best way to connect with girls is to use the same tools and the same internet lingo they use. For example, Facebook users can become “Fans” of Girl Guides of Canada through our Facebook page. They post comments and talk with other Girl Guide “fans”. Our Perspectives on a Girl film festival (see page 2) also has its own Facebook page where users can view the short films and leave comments.

We use several different Girl Guides of Canada YouTube channels to upload videos promoting Guiding Mosaic 2010, our fall and spring cookie campaigns, our Perspectives on a Girl films and other GGC related videos. Users can leave comments and vote for their favourites.

On Kijiji, a free online classifieds website, we post call-outs looking for volunteer Guide leaders. These posts often generate inquiries from young women who used to be Brownies or Guides and now want to return as Guiders.

There are many interesting stories and articles in the “Meet our Members” and “What We've Been Up to” sections of the main girlguides.ca website. Through the “AddThis” application, people have over 172 different ways to automatically share their favourite stories with their friends, including email, Facebook and Twitter.



Our online presence helps girls stay connected to everything happening at Girl Guides of Canada.

GGC is also on Twitter. The 140 character Tweets let us post brief updates about what's going on that day in Guiding. Twitter not only lets people know what we are up to, it also lets us see what other people are saying about us.

Get the latest GGC updates and news on



twitter

See GirlguidesofCan page.

and Facebook



Become a fan on the official Girl Guides of Canada fan page.

Watch GGC films and GM 2006 camp videos.



Look for volunteer positions for GGC at



Your support matters

Girl Guides of Canada appreciates your ongoing support of our mission and programming. Your generosity has made a direct impact by helping fund the following:

- Development and delivery of leading edge, effective and relevant programming for girls across Canada.
- The recruitment and training of leaders to deliver girl-centered programming
- Enabling GGC to offer innovative programs in areas such as self-esteem, bullying prevention and environmental stewardship.
- Allowing Members to connect to the wider world through international travel and global development projects and discussions.
- Funding scholarships for Members enrolled in college or university.
- Enabling GGC to launch our New Unit Initiative, opening Units in areas that currently do not have a Guiding presence.

On behalf of our Members, thank you.

CONTACT

Focus is published each spring and fall.

Our donors make it possible for us to bring Guiding to new communities and support future generations of leaders.

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