



Girl Guides
of Canada

Guides
du Canada

Strategic Plan
2009 - 2012

Inspiring **Girl Greatness**

Since 1910, Girl Guides of Canada-Guides du Canada has been empowering girls to achieve greatness. While our programs and activities have changed over the years to be relevant to girls, inspiring girl greatness has always remained the cornerstone of our organization.

To ensure we continue to offer dynamic programming for all girls, the strategic plan is revisited every four years. Built on the success of our previous plan, the **2009-2012 Strategic Plan** establishes a framework for the next four years and sets the stage for promoting girl greatness into the next century of Guiding in Canada.



Strategic Plan 2009 - 2012



our **Vision** remains the same...

Girl Guides of Canada-Guides du Canada, the organization of choice for girls and women, makes a positive difference in the life of every girl and woman who experiences Guiding, so she can contribute responsibly to her communities.

our **Mission** is refocused...

Girl Guides of Canada-Guides du Canada enables girls to be confident, resourceful and courageous, and to make a difference in the world.

The GGC Mission reinforces our commitment to providing girls with the opportunities, skills and knowledge they need to exercise leadership qualities today and to become dynamic and effective leaders tomorrow. To do this, and to motivate every girl to achieve girl greatness, we believe girls need to be engaged at the heart of everything we do.



Girl greatness needs girl engagement...

To ensure our new Mission reflects the genuine needs of today's girls, we actively engaged them in the revision process by seeking their opinions through surveys and other research. In our quest to have the Mission also resonate with families, we asked parents and guardians for their feedback, as well.

Girl greatness needs Guiders...

Our Mission frames our strategic plan and relates directly to its three strategic priorities. To fulfill this Mission – in short, to promote, instill and support girl greatness across Canada – we rely on the dedication and determination of the thousands of Guiders who work so diligently to deliver our programs to girls from coast to coast.

Girl greatness needs Guiding growth...

The success of our new strategic plan will be measured against three essential goals. As we continue to grow Guiding throughout the country, we will:

- grow Membership to not fewer than 100,000 Members annually
- grow the Girl Guides of Canada-Guides du Canada national fundraiser to support girl programming by selling 400,000 cases of cookies per year
- grow girl engagement by 100 per cent each year in forums, surveys, participation on task forces and committees and as representatives and spokespersons



Strategic Priority 1

Leadership Development – Building Capacity in Girls

Girl Guides of Canada-Guides du Canada enables girls to develop leadership and life skills through self-development, challenge and adventure. Girls will help improve their communities, their country and the world, and will provide inspiration to others.

GOALS:

- fully develop and implement girl engagement processes and opportunities at all levels in our organization
- provide dynamic, sustainable programming
- provide opportunities for girls throughout our organization to lead
- develop and implement plans that will support capacity building among Guiders to engage girls and to deliver dynamic programming



Strategic Priority 2

Strong and Growing Organization

Girl Guides of Canada-Guides du Canada, as an inclusive organization, will recruit new Members and will provide relevant and accessible girl programming for the satisfaction and retention of all Members.

GOALS:

- sustain an organization focused on membership growth and development that provides a relevant membership experience consistent with meeting the GGC Mission
- implement initiatives that will improve efficiency, effectiveness, and sustainability of GGC
- broaden the implementation of inclusivity strategies and actions throughout GGC



Strategic Priority 3

The Voice of Girls – Building a Better World

Girl Members will contribute to a better world by providing service, by speaking out, and by taking action on issues that are important to them.

GOALS:

- provide programming that informs girls about WAGGGS key advocacy messages and Global Action Themes
- facilitate opportunities for girls throughout our organization to publicly speak out, take action and provide service





Girl Engagement

Girl engagement is simple. It means we engage our girl Members as active participants, so they are partners with our adult Members. It's something Unit Guiders do as a matter of course; however, here are some examples of more formal national girl engagement initiatives currently underway:

- Units from Sparks to Rangers across Canada are participating in focus groups and surveys.
- A Pathfinder and a Ranger sit on the GM 2010 Steering Committee, and Rangers will be members of several camp implementation teams.
- The Pathfinder and Ranger Website Task Group, comprised of six girls from across Canada, is playing a key role in the planning and design of our new website for this age group.
- The Girl Event Task Group, made up of Pathfinders and Rangers, is planning a national leadership and skills-building event specifically for girls.
- Girls are representing GGC as official spokespersons at national and international events and conferences.
- Canadian Girls Say, a ground-breaking new project, will encourage girls to explore issues they care about through photography.

Engaging Girls in Guiding

Engaging your girls is simple. First and foremost, ask them how they would like to be involved:

- Do they want to continue participating only in their program activities?
- Do they want to share their opinions and be asked what games they want to play, what events they want to attend or what trips they want to take?
- Do they want to plan out their activities or special events, or to take a larger leadership role and facilitate those activities and special events?



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50 Merton Street, Toronto, Ontario M4S 1A3
416-487-5281 • www.girlguides.ca

