

Annual
Report

2019



Message from the Chair of the Board and CEO

At Girl Guides of Canada (GGC), we believe that every girl should have the chance to unleash her potential. An equal start and a fair race in whatever path she chooses. The chance to thrive and be everything she wants to be. That's where the unparalleled experience only Girl Guides can offer girls comes in.

With girls at the centre of everything we do, we have a lot to celebrate in 2019. This was a year where we were more focused than ever on ensuring we are activating girls' voices and giving them the chance to claim their place as leaders. In fact, our greatest successes this past year can be connected to listening to girls and offering them exactly what they want. To support our Vision of creating a better world, by girls, we know we need to listen to girls and support them in leadership roles.

Of course, supportive women mentors are key to inspiring girls to reaching for every opportunity that comes their way. Every week, our volunteers listen to girls' interests, provide opportunities for leadership and decision-making and support the kind of environment where everyone's voice is valued. Women in Guiding are helping girls change the world in big and small ways every day — while creating a powerful sisterhood of women mentors in their communities.

Looking ahead, we remain focused on championing girls and all that they can achieve. With the continued support of our volunteers, donors and partners, we will continue to act on our Mission — to be a catalyst for girls empowering girls.



Robyn McDonald
Chair of the Board



Jill Zelmanovits
Chief Executive Officer



How Girl Guides is unlocking the power of girls

In today's world, Girl Guides is one of those rare places that makes space for girls' voices. In Guiding, girls can find a safe space to talk about tough topics and explore new interests with the support of other girls and Guiders who are committed to helping them turn their ideas into actions.

At GGC, providing girls with a platform to speak up on what's important to them is at the heart of what we do. That's why our girl-driven approach puts girls front and centre — giving girls a starring role in shaping their Guiding experience. It's about girls making decisions on what activities they want to try. Helping plan and lead Girl Guide meetings. Advocating for their interests and sharing their know-how with each other. Along the way, girls discover the kinds of leaders they want to be and develop skills that can propel them in other areas of their life — now and into the future.



2019 highlights



Girls told us about the importance of leadership opportunities in Guiding — and we listened! We launched new resources to support the Girl Assistant role — girls volunteering in units with younger girls — and saw an increase in the number of Girl Assistants.



We increased the number of committees with girls on them by 41%.



The National Youth Council championed issues such as keeping teens engaged in Guiding, Indigenous issues and engagement, and international connections — ensuring girls' voices and perspectives are brought forward to the Board of Directors.



The Ranger Task Force amplified the voices of teenage girls in Guiding — offering input on programming, special experiences and the kinds of skills girls want to step into leadership roles.



Our Voices to Votes programming allowed girls of all ages to learn about the federal election and voting process, meet inspiring women in politics, and speak up on what matters to them for the future of our country.



We passed the mic to girls and young women with Wave Makers, our team of youth spokespersons, with a focus on relevant and timely issues that impact girls in Canada today.



Every girl's voice matters — and every girl should be valued for exactly who she is. Our Indigenous Girl Guides gathering allowed participants to share how Guiding can better support girls in their communities.



Girls' input played a key role in the design of our simplified and more inclusive uniform — a short-sleeve T-shirt or tunic.

Our volunteers help girls unleash their potential

Our volunteers mean everything to us. They are everyday heroes with extraordinary powers. They are inspiring mentors and role models — helping girls unleash their potential and be everything they want to be. Without the unwavering commitment of our volunteers, there would be no Girl Guides.

Volunteering with Girl Guides isn't just about doing activities with girls and helping them earn their next badge. It's about creating extraordinary opportunities for girls in their community. It's supporting girls as they tackle new challenges, engaging them in activities that spark their curiosity and cheering them on through countless confidence-building moments. Our volunteers make it possible for girls to empower those around them and advocate for positive change in the world. We are truly grateful to our volunteers for their commitment to positively impacting girls' lives.



2019 highlights



Our Women's Leadership Circle connected inspiring women from across Canada to explore the nature of women's leadership, the kind of leaders our world needs right now, and how they can serve as catalysts for positive change.



While our volunteers are supporting girls, our New Guider Learning Path supports our volunteers with the knowledge, tools and resources they need to be a catalyst for girls empowering girls. It's just part of how we're ensuring we're offering what Guiders tell us they need most for meaningful experiences with girls.



Approximately 600 teams and over 3,000 women participated in our first-ever Sisterhood Challenge – with activities focused on celebrating the friendship and support that connects women in Guiding.



Young women in Guiding had the opportunity to explore leadership opportunities on the global stage, including participating in the World Association of Girl Guides and Girl Scouts Western Hemisphere Conference.

It's all good in the sisterhood



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National Operations Statements of Operations

Years ending December 31, 2019 and 2018

REVENUE	2019	2018
Membership Fees	5,835,806	5,812,239
Fund Development	4,385,655	4,032,850
Net Investment Income	2,669,743	202,783
Sundry	619,911	619,903
Net Merchandising	653,830	289,653
Real Property	80,154	109,939
Canadian World Friendship Fund	295,325	234,637
Total Revenue	14,540,424	11,302,004

EXPENSES	2019	2018
Girl Empowerment Programs	3,960,457	4,134,733
Volunteer Support and Engagement	3,504,289	2,000,600
Strategy, Marketing and Communications	2,853,809	2,951,455
Fund Development	1,514,605	1,436,627
Governance & Administration	2,385,016	1,743,735
Canadian World Friendship Fund	295,325	234,637
World Association of Girl Guides and Girl Scouts	85,539	78,708
Total Expenses	14,599,040	12,580,495

These figures represent solely the expenditures and revenues of GGC's national office. The Guiding experience is offered to girls across Canada through the collaboration of the national office and nine Provincial Councils, each with their own audited financial reports.

Donors

Thank you to all who donated to GGC in 2019 — your support makes a world of difference to girls in Guiding, whether you gave as an individual, organization or anonymously.



Corporations and Organizations

Air Canada Pilots Association
AT&T
Barrett Family Foundation
BlackBerry
Cabela's
ClaimSecure Inc.
CN Employees & Pensioners Community Fund
Cooper Standard Automotive
Dalgas Enterprises
Dalta Building Services Inc.
Dare Foods Limited
Dempsey Corporation
General Mills
Honda Trading Canada
IBM Employees' Charitable Fund
Labrador Retriever Club of Manitoba
LifeLabs
PayPal Charitable Giving Fund
Pixie Mood Inc.
RBC
SunLife Financial
TD Bank Financial Planning
TD Bank Group, Community Relations
The Actuarial Foundation of Canada
The Boiler Inspection & Insurance Company of Canada
The Equitable Life Insurance Company of Canada
The Kitchener and Waterloo Community Foundation
The Margaret Ann & Donald S McGiverin Foundation
The Masonic Foundation of Ontario
Tumblers & Trays
Wawanesa Insurance
Westminister Presbyterian Church

Individuals

World Friendship Circle

Estate of Donald M. Tait

Chief Commissioner's Circle

Barbara Beamish

Dan Vetter

Supporter's Circle

Susan Abra

Katherine Aerts

Jason Anderson

Jennifer Anderson

Jennifer Ayotte

William & Janice Badger

Nahid Barday

Margaret Birch

Barbara Boehm

Alan & Joan Bolam

Linda Boronowski

Kathy Breadner

Alan Burns

Lisa Callaghan

Jennifer Cessford

Dianne Chandler

Estate of Anetta Chernin

Gayle Chiasson

Marian Clark

Glena Clearwater

Barbara Coish

Majella Coleman

Barbara Cook

Catherine Cotton

Mary Catherine Crocker

Vicki Doubt

Joan Ellis

Tara Gaertner

Margaret Galbraith

Lynn Glenn

Judith Gvirtzman

Jean Halliday

Ann Harwood

Erin Hauser

Lauren Henry-Sugden

Elizabeth Hill

Bonnie Hunter

Nancy Kelly

Ann Kertesz

Stuart Kido

Ann Lowe

Janet Mann

Lyn Mariner

Melissa Martin

Warren Martin

Kaitlyn Maycock

Jan McCaghren

Heather McCance

Robyn McDonald

Fiona McFarlane

Karen McGregor

Angie McNamara

Julie Mitchell

Jennifer Moorlag

Michelle Moxley-Peltier

Lynda Nahirniak

Patricia Nykor

The Estate of Norma Osler

Kari (Karikalan) Panchadcharam

Deborah Parker

Marjory Patterson

Lauri Paul

Siobhan Peck

Don Peddle

Amy Porteous

Dawn Quast

Joelyn Ragan

Yvonne Rene de Cotret

Elizabeth Renfrew

Pamela Rice

Marina Rispin

Shirley Rogers

Elizabeth Rouw

Cynthia Stevenson

Margaret Utgoff

Anna Vandendries-Barr

Mary Vincent

Betty Walter

Brianna Warr-Hunter

Dorothea Weiland

Kurt Wenzel

Marie Wetmore

Sheila White

Kurt Williams

Lynne Wright

Elizabeth Wynne

Jill Zelmanovits

1910 Society

Christine Burton

Margaret Daugherty

Denise Dhalian

Wendy Fitch

Geraldine Kelter

Barbara Kent

Kathleen Kompass

Donna Leonard Robb

Susan Patten

Helen Perry

Joelyn Ragan

Rosalyn Schmidt

Madge Twolan

Margaret Utgoff

C. Joan Woodland

Special thanks to the following Trefoil Guilds

1st Humber Glen Trefoil Guild

1st Jalna Trefoil Guild

1st Kingston Trefoil Guild

1st Meeting Place Trefoil Guild

5th Georgetown Trex Unit



Vision

A better world, by girls.

Mission

**To be a catalyst for girls
empowering girls.**



Girl Guides

Everything she wants to be.