



Annual Report 2020

Message from the Chair of the Board and CEO

2020 was a year like no other and at Girl Guides of Canada-Guides du Canada (GGC), we saw firsthand how the challenges of the COVID-19 pandemic impacted girls across Canada. This year, we were inspired as we saw how the power of the Guiding sisterhood overcame barriers and supported girls and their communities across Canada. At Girl Guides of Canada, we believe that every girl should have the opportunity to unleash her potential and throughout 2020, we consistently saw examples of how resilient and innovative girls can be, even in the most challenging of times.

Looking back over the past year, we are proud of the agility of our organization and optimistic about the future. As we continued to put girls at the centre of everything we do and amplify their voices, we were able to listen and respond and be there for girls throughout the pandemic. Girls told us how important it was for them to find ways to be together and have fun in an environment where their voices were heard.

With the unwavering support of our volunteers, we saw how women in Guiding were able to quickly adjust, modify and enhance our programming to ensure that we continued to deliver connection, support and fun to girls across Canada at a time when they needed it most. Throughout the year, our leaders responded to the rapidly changing circumstances across the country through a variety of outdoor, virtual and traditional programming. Our volunteers worked tirelessly to ensure that we were able to continue to listen to girls' interests, and provide opportunities for girls of all ages to

connect and share with one another. Ultimately our volunteers delivered on our Mission to be catalysts for girls empowering girls.

In this unprecedented year, we are more grateful than ever for the support and commitment of our adult members. 2020 was a year where girls needed opportunities for connection and fun, and through the enduring support of our volunteers, donors and partners, we were able to deliver that connection. Looking ahead, we are confident that we will come out of this difficult year more resilient than ever. We have seen how important connection is for our girls and our adult members and we have a renewed commitment to come back stronger than ever to ensure that we continue to realize our Vision of a better world, by girls.



Robyn McDonald

Chair of the Board



Jill Zelmanovits

Chief Executive Officer



What girls said about Girl Guides in 2020

“At first, I was frustrated that we couldn’t meet like we normally do but having to meet outside led to some really neat experiences that I’m not sure we would have done otherwise – a ghost walk through downtown, making crafts on the boardwalk and snowshoeing in the dark.” – Stephanie, Pathfinder

“It was good to feel the sisterhood of Guiding during this trying time.” – Girl Guide member



How Girl Guides has been there for girls during COVID-19

At Girl Guides of Canada (GGC), we've always put girls at the centre of everything we do. In 2020, that meant focusing on the heart of the girl experience: connection, fun, and well-being.

It also meant supporting girls in navigating a new reality brought on by a global pandemic. Although many of us faced extraordinary challenges in 2020, COVID-19 didn't stop Guiding from providing fun and friendship to girls across the country. While many youth programs were



paused during 2020 due to fluctuating protocols and safety concerns, as leaders in safety, we put on our thinking caps to ensure girls in Guiding could continue to meet safely. Our responsive Return to In-Person Guiding protocols were created and adopted by members as a framework to keep everyone safe.

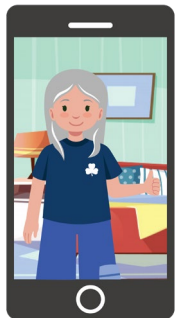
Whether they met in person or virtually, Guiding gave girls an outlet and helped them connect with one another, enjoy



unique activities and meet powerful role models. Girls have always looked forward to unit meetings, and these meetings continued to be a time of connection they could count on in 2020. During a very uncertain time, girls benefited from enriching experiences delivered in new formats such as virtual career sessions, outdoor community scavenger hunts, and online paint nights.

Although Guiding may have looked a little different in 2020, we continued to support girls in safe and dynamic ways. We've always been here for girls, and we'll continue to put them at the centre of all that we do.

2020 highlights



GGC launched **Guiding @ Home** in April 2020 – a fun and accessible way for girls and their families to continue Guiding and stay active in the sisterhood during the height of COVID-19 protocols. It offered a collection of activities for girls to try at home on an easy-to-navigate site. The collection was open to the public to offer support beyond our membership and allow more families to discover our engaging activities.

Regular **virtual events** were held across many provinces and communities to keep girls connected and ensure the Guiding spirit stayed strong. The first **GGC Virtual Campfire** was launched in April and was attended



by more than 2,000 girls and women. The event became a must-attend staple in many girls' calendars and

inspired the creation of our **Live Events recordings library** where girls and Guiders can easily access sing-alongs and other events they might have missed.

“[I'm] grateful I got to be part of my daughter's first campfire – so special.”

Our **Great Canadian Camp-In**, in partnership with the David Suzuki Foundation, took place in June to close out the Guiding year on a fun and positive note.

For this event, GGC members and their families were invited to sleep under the stars.

In solidarity across the country, girls set up tents in their backyards and living rooms and everyone celebrated the end of the Guiding year together.



In order to better support activities for girls this year, we pivoted our Girl Guide cookie campaigns and offered girls the chance to sell online. We also collaborated with new retail partners.

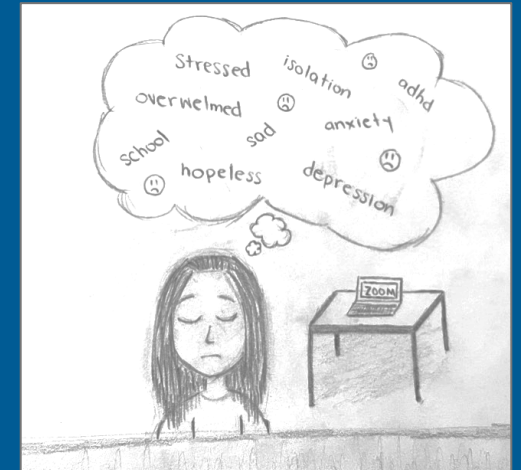
What girls told us about life during COVID-19



To better understand what girls and youth were experiencing in their day-to-day lives, we asked girls how they felt about the impacts of COVID-19. Our new report, **Life During COVID-19: What Girls Are Saying About Their Worries and Hopes** amplified their voices.

In this informal survey of girls ages 14-17+, we asked what they were worried about. Of the girls who responded:

- **63.5%** said they were worried about their education and interruptions to schooling.
- **54.6%** said they were worried about their mental health.
- **48.6%** said they were worried about their family's health.
- **33.3%** said they were worried about relationships with friends.



The impact of Guiding on girls this year

Throughout the 2020 Guiding year, GGC continuously pivoted to support our youth members. By adapting activities and providing extra planning resources for Guiders, we focused on helping girls feel united with their friends and the Guiding community.

Our Pandemic Time Capsule project, completed in March 2021 to mark the one-year anniversary of COVID-19 in Canada, showcased girls' powerful voices. Through the project, girls shared their anxieties and challenges with us, highlighting the loss of connection we all faced due to fluctuating pandemic protocols. They also shared that belonging to Girl Guides was extremely important to them in 2020 because it was a consistent and safe space where they could nurture their creativity, talents and mental health.

“[Guiding] gave me a place where I knew that I wasn’t alone and it helped me personally keep my mental health better.”



Drawings submitted by Girl Guide members

How Girl Guide volunteers stepped up to support girls

This past year, volunteers went above and beyond to ensure girls felt heard, safe and connected to the Guiding sisterhood. They continued to be present and engaged at a time when connection and a network of support mattered more than ever.

With changes to schooling and limited opportunity to get together with friends, Guiders knew having meetings and activities to look forward to would make a



positive difference to girls' well-being so they made the switch to outdoor and virtual meetings and planned activities girls could enjoy anytime. Guiders continued to be there for girls when they needed them most, while grappling with countless changes to their own lives, and fluctuating public health guidelines. These incredible volunteers also continued to celebrate and lift one another up – showcasing inspiring mentorship and sisterhood.

Through everything, our volunteers continue to work together to build safe and inclusive spaces where girls can have fun together as they build their skills.

Offering even better support for Guiders



At the start of the Guiding year, GGC introduced **Badge-in-a-Box**. This series of ready-made

activity sets was designed to simplify Guiders' efforts and provide basic planning options so Guiders could focus on what mattered most: creating fun and connection.

In the fall of 2020, we launched the **Hop on Board** virtual training convention for all adult members.

It offered enrichment sessions on hosting effective meetings, presentation design and managing mental health, just to name a few. It also offered the new and improved **Trainer Learning Path**.



National and Provincial Council operations

Statement of operations

Years ended December 31, 2020 and 2019

	2020	2019
Revenue:		
Membership and registration fees	\$ 8,196,119	\$ 8,696,990
Camping, conference, and event fees	203,028	3,634,978
Fund development	7,033,874	13,668,176
Investment income	5,681,297	7,148,180
Canadian World Friendship Fund	—	295,325
Other income	408,550	1,071,637
Amortization of deferred capital contributions	13,340	4,504
Gain on sale of real property	517,418	79,248
Government grants	2,790,371	188,302
	24,843,997	34,787,340
Merchandising		
Sales	2,241,877	4,469,074
Expenses	2,782,511	3,768,220
	(540,634)	700,854
Total Revenue	24,303,363	35,488,194

These figures represent the combined revenues and expenses of GGC's national office and Provincial Councils. The Guiding experience is offered to girls across Canada through the collaboration of the national office, the Provincial Councils, as well as Areas, Districts and units. The revenues and expenses of the Areas, Districts and Units are not included in these figures.

Continued on page 11

National and Provincial Council operations

	2020	2019
Expenses:		
Girl experience:		
Program development	673,034	1,707,756
Subsidies and scholarships	483,984	690,191
Special experiences: camps, events, and travel	646,162	9,295,325
Camp properties and user space	1,252,224	1,746,410
Infrastructure and communications	791,888	1,228,087
Girl safety	402,869	682,057
	4,250,161	15,349,826
Member services:		
Customer care centre	718,844	185,466
Guider development	494,633	150,920
Infrastructure	1,096,243	2,539,193
	2,309,720	2,875,579
Governance and operations:		
Finance	3,729,448	3,257,045
Operations	2,745,831	3,320,500
Administration	2,395,698	2,575,281
Information technology	1,948,709	1,771,520
Human resources	700,420	476,614
Governance	504,535	985,616
Restructuring costs	1,303,405	—
Amortization	914,259	912,467
	14,242,305	13,299,043
Total Expenses	20,802,186	31,524,448
Excess of revenue over expenses	\$ 3,501,177	\$ 3,963,746

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Donors

Corporations and Organizations

Actuarial Foundation
Denso Manufacturing Canada Inc
Equitable Life of Canada
KS2 Corp. Inc
Recipe Unlimited Corporation
Running Room
Secret 3K
The Barrett Family Foundation
The Boiler Inspection & Insurance Company of Canada
The Masonic Foundation



Donors

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Elaine Paterson
Susan Patten

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Alan Burns
Louise Fast
Family of Norma Osler

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Bev Burton
Tracey Burton
Sheelagh McCourt
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Marnie Cumming
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Erin Eacott
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Audrey Forrest
Sue Fortunka
Ann Harwood
Elizabeth Hill

Kathleen Kompass
Linda Lee
June Martin
Nora Martin
Sunita Mathur
Judy Maurice
Jan McCaghren
Miriam McDonald
Robyn McDonald
Fiona McFarlane
Alison McGregor
Pauline McGregor
Stacy Newcombe
Pat Nykor
Deborah Parker
Sioban Peck
Penelope Potter
Marina Rispin
Besty Rouw
Carol Schweitzer
Betty Slater
Beverly Stewart
Madge Twolan
Margaret Utgoff
Anna Vandendries-Barr
Mary Vincent
Marie Wetmore

1910 Society

Ilona Adelstein
Kathryn Anson
Victoria Bastide
Janice Bignell
Marjorie Brown
Barbara Brush
Christine Burton

Mary Rae Cafferty
Margaret Christenson
Judith Cook
Caron Currie
Margaret Daugherty
Denise Dhalian
Janice DiBattista
Caroline Edwards
Wendy Fitch
Candace Gaudet
Beverly Gordon
Christine Green
Joyce Hannaford
Anna Harbridge
Betty Havens
Marguerite Helps
Myrna Hewitson
Bobbi Hoadley
Mary Jane Howie
Allison Johnson
Darleen Jubb
Geraldine Kelter
Barbara Kent
Kathleen Kompass
Kerry Lee
Donna Leonard Robb
Lorna LeRoy
Lynn Maclean
Kathleen Marentette
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Susan Patten
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Helen Perry

Marlene Purvey
Lorraine Quinton
Joelyn Ragan
Kim Riman-Hicks
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Roselyn Schmidt
Daphne Sebag-Montefiore
Estate of Elsie Standing
Sharon Tokar
Madge Twolan
Margaret Utgoff
Christine Wett
Evelyn Williams
C. Joan Woodland



A young girl with dark hair is lying on her back on a forest floor covered in moss and dry leaves. She is wearing a dark blue Girl Guide t-shirt and a white neckerchief with blue maple leaf patterns. She has her arms raised behind her head and is smiling at the camera.

Vision

A better world, by girls.

Mission

To be a catalyst for girls
empowering girls.

Girl  Guides