



Annual Report 2021

Girl  Guides



# Message from the Chair of the Board and CEO

Girl Guides of Canada has always been focused on supporting girls to navigate their world. During COVID-19, it was clear just how critical this was.

In 2021, we saw firsthand that the fun, connection and belonging of Girl Guides can go a long way in boosting girls' resilience and well-being. This year, girls were looking for connections they could count on – and that's what Girl Guides delivered.

Thanks to our volunteers, Guiding was there to help girls feel like they were still on solid ground. With every unit meeting, every outdoor experience and every badge that girls earned, they helped girls reconnect to real friends, real fun and real experiences. We are truly grateful to our volunteers for supporting girls during such an extraordinary time.

Our successes this year would not be possible without the support of our volunteers, parents and caregivers, community supporters, donors and partners who have stood by our side. Thank you for supporting us so we could be there for girls at a time they needed it most.



**Robyn McDonald**  
Chair of the Board



**Jill Zelmanovits**  
Chief Executive Officer



# How Girl Guides was here for girls



Girl Guides of Canada is committed to being a place where girls can find friendship, connection and have fun.

Guiding gave girls a place to belong and build a community of friends to help them navigate the ongoing uncertainty of the pandemic while building their confidence and resilience throughout 2021.

Whether it was a group of Sparks meeting outdoors at a local park, a Guide unit having a virtual paint night, or a Ranger unit learning to cross-country ski, Guiding was the glue that kept girls connected during an uncertain time in their lives.



Girls in Guiding across Canada completed more than **630,000 badges** and earned more than **21,000 crests** in 2021.

Our **Return to In-Person Guiding protocols** meant girls and volunteers knew what kind of meeting they could safely plan and our **Badge-in-a-Box** and **Guiding @ Home programming** were adaptable so that girls had fun activities they could do no matter what Return to In-Person Guiding stage provinces and communities were in.



**94%** of younger girls and **86%** of older girls liked meeting outdoors.

- Girls' Voice Survey



# Volunteers sparked incredible moments for girls

★ Our dedicated volunteers continued to spark connection and inspire girls in 2021.

Despite evolving health-related protocols, Girl Guide volunteers were devoted to providing girls a place to connect, grow and shine. They found new ways for girls to meet and lift each other up, and they banded together to share creative programming ideas, celebrate milestones and support one another.



More than **14,000 adult volunteers** sparked incredible moments for girls in 2021.

“ My daughter really loves her **Guide leader who always goes above and beyond** to make Guiding fun. ”

- Guide parent

Along with being there for girls, volunteers also continued to be there for one another. Women across the country kept the Guiding light shining and the sisterhood strong which helped members navigate the uncertainty and stay connected at a time when it mattered most.



# 2021 highlights ★

## Pandemic Time Capsule

Girls across Canada sent in creative writing, drawings, videos and more to our digital time capsule – truly capturing the experience of our members and how we got through it together.

## End of Year Campfire

Songs, sweet treats and stories were shared at the virtual End of Year Campfire. Girls across Canada shared tips for girls looking ahead to the next branch level and celebrated the most special moments from the past Guiding year – together!

## Interstellar Storytelling Sleepover

Girls and their families across the country explored the magic of outer space through activities in a digital toolkit and the main Interstellar Storytelling Sleepover event which was hosted live on Facebook.





# 2021 highlights ★

## Resource and Virtual Guiders

Offering fun and engaging activities on topics ranging from storytelling and mechanics to interior design and geology, our virtual Resource Guiders and Virtual Guiders supported girls and adult members as they visited meetings and held their own to share their specialized skills with girls across the country.

## Guider trainings

2021 Guider training sessions had more than **2,800 participants** at the Leg Up, Summer Orientation Sessions and Fall into Guiding events.

## Big Ideas Calendar



The Big Ideas Calendar, launched in 2021, is a tool that provides grab-and-go activities along with inspiration for outings and badges that units can do together based on seasonal topics such as Exploring Outer Space, Feeling Your Best, and Celebrating Amazing Women.





# 2021 highlights ★

## Mentorship program

A mentorship pilot began in the fall for new Spark and Brownie Guiders, connecting them to experienced mentors through a community on Facebook along with regular virtual drop-in sessions.



## 2021 Sisterhood Challenge: Joy

The 2021 Sisterhood Challenge invited Guiders to reflect, share, create and remember their most joyful Guiding experiences. From camping memories to a cup of coffee shared with a friend, Guiding sisters gathered far and wide to share their joy.

## Branch-specific Guider handbooks

Filled with tools, planning supports and program suggestions, Guider handbooks brought together new and existing content to empower volunteers as they support girls.





# Inclusion and reconciliation with Indigenous girls and women



At Girl Guides of Canada, we have been actively working to become an organization that serves Indigenous girls and women, removes barriers to belonging, and celebrates, respects and honours Indigenous culture.

As an organization, we have been on a truth-finding journey to understand our history at residential schools. The truth we found is that Girl Guide programming was used by Indian residential schools. On June 1, 2021, we humbly offered an apology to Indigenous girls and women in Guiding and Indigenous communities for the use of Girl Guide programming by residential schools.



This apology was an important step in our ongoing journey towards creating a more inclusive organizational culture. Another important step was the commitments we made to ensure we're continuing on this journey. Among the commitments we've advanced this year: forging reciprocal partnerships with Indigenous organizations; broadening the mandate of the National Indigenous Advisory Circle; training for staff and members on decolonization and anti-Indigenous racism; respecting and not accessing Indigenous funding pools, and more.



*Artwork for our National Service Project was developed by Giselle Alfred, from the Namgis and Mamalilikulla First Nation, member of the National Youth Council, National Indigenous Advisory Circle, and a Ranger from Alert Bay, BC.*





# Inclusion and reconciliation with Indigenous girls and women



## National Indigenous Advisory Circle

We thank the members of the National Indigenous Advisory Circle, a group of Indigenous girls and women in Guiding who continue to share their experiences as we address our truths, work towards reconciliation and ensure Girl Guides is a safe and welcoming space for all Indigenous women and girls.

It is our hope that in Girl Guides, Indigenous girls and women know that their voices matter.



## National Service Project: ReconciliACTIONS

In 2021, we launched our 2021-2023 National Service Project, in partnership with the Gord Downie & Chanie Wenjack Fund.

This partnership supports girls starting or continuing on their journey of truth and reconciliation and is an important step in delivering on our commitments to providing programming on residential schools and partnering with Indigenous-led organizations. Together, girls can play a role in reconciliation and help shape a positive future for Indigenous and non-Indigenous peoples in Canada.





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

- Girl Guide member





# National and Provincial Council operations

## Statement of Operations Years ended December 31, 2021, and 2020

	2021	2020
Revenue:		
Membership fees	\$ 5,285,181	\$ 8,196,119
Cookie fundraising sales	8,486,149	16,347,362
Camping, conference, and event fees	5,955	203,028
Merchandise sales	2,147,508	2,241,877
Net investment income	5,507,600	5,681,297
Other income	1,135,975	821,006
Amortization of deferred capital contributions	20,100	13,340
Gain on sale of real property	42,674,152	517,418
Government grants	3,354,315	2,790,371
	68,616,935	36,811,818
Less:		
Cookie fundraising expenses	5,841,747	7,210,597
Merchandise expenses	1,960,431	2,782,511
	7,802,178	9,993,108
	60,814,757	26,818,710

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. The 2020 comparative information has been restated to reflect revisions relating to the cookie fundraising revenues allocated to Areas, Districts and Units.

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# National and Provincial Council operations

	2021	2020
Expenses:		
Girl experience:		
Program development	998,779	970,136
Subsidies and scholarships	177,249	200,836
Special experiences: camps, events, and travel	133,623	646,762
Camp properties and user space	876,470	1,299,921
Infrastructure and communications	568,902	791,888
Girl safety	495,431	355,171
Cookie fundraising allocation to Area and District Councils and Units	335,037	3,097,026
	3,585,491	7,361,740
Member services:		
Customer care centre	868,887	718,844
Guider development	173,378	480,680
Infrastructure	1,123,364	1,096,243
	2,165,629	2,295,767
Governance and operations:		
Finance	4,294,021	3,729,448
Operations	953,526	2,745,231
Administration	2,963,778	2,395,698
Information technology	1,856,815	1,948,709
Human resources	652,056	700,420
Governance	742,688	504,535
Restructuring costs	—	1,303,405
Amortization	808,805	914,259
	12,271,689	14,241,705
	18,022,809	23,899,212
Excess of revenue over expenses	\$ 42,791,948	\$ 2,919,498

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# Donors

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Actuarial Foundation of Canada  
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Humber Glen Trefoil Guild  
The Masonic Foundation  
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## Vision

**A better world, by girls.**

## Mission

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

Girl  Guides