100°

Everything she wants to be.

Vision:

A better world, by girls.

Mission:

To be a catalyst for girls empowering girls.

Integration

GGC Nationwide Strategic Planning Journey

Operating Model



Pre 2018

Building the Foundation

- National Strategic Plan
- Provincial Operational Plans
- Provincial Councils funded their own operations (including provincial staffing costs)
- No Provincial Contribution to National Strategic Plan

2018-2020

- National Strategic Plan
- Provincial Operational Plans
- Provincial Contributions to National Strategic Plan to support:

Girls First, Membership Growth, Diversity, Legal, Property, CWO, HR, Government Grants

2020-2021

- National Pandemic Response and Recovery Operational Plan
- Provincial Operational Plans
- Provincial Contributions to National Strategic Plan to support:

Pandemic protocols, Customer Care Centre, Unit Safety and Risk, Guidepost, Cybersecurity, DEI, Unit Banking, Government Grants

2022-2023

- Jointly developed Nationwide Strategic Plan
- Collaboration on Provincial and National Operational Plans
- Provincial Contributions to National Strategic Plan to support:

Membership RECOVERY, Member Experience, Cookies, Nationwide Finance, Unit Guider Support

GGC Goals & Strategies

2022-2023



Membership Recovery

Grow Girl Membership

- Acquire 5-8 year old girls
- Retain 5-11 year old girls
- Build infrastructure to diversify membership

Membership Experience

Connection, Fun & Wellbeing by Supporting Guiders

- **Equip and support Unit Guiders**
- ₩ Wow 5-8 year old girls
- Ensure a quality girl offering

Efficient Operations

On Budget/Mitigate Risk

- Reduce Administrative Burden on Volunteers
- Strengthen Information
- Management
 Refine Nationwide Financial
 Management
- Foster Wellness & Culture

Funding Model

Responsive Model for Funding Allocation

