Road to 2030

Girl Guides of Canada
Strategic Plan 2026-2030

Girl Guides

Building a better world, by girls

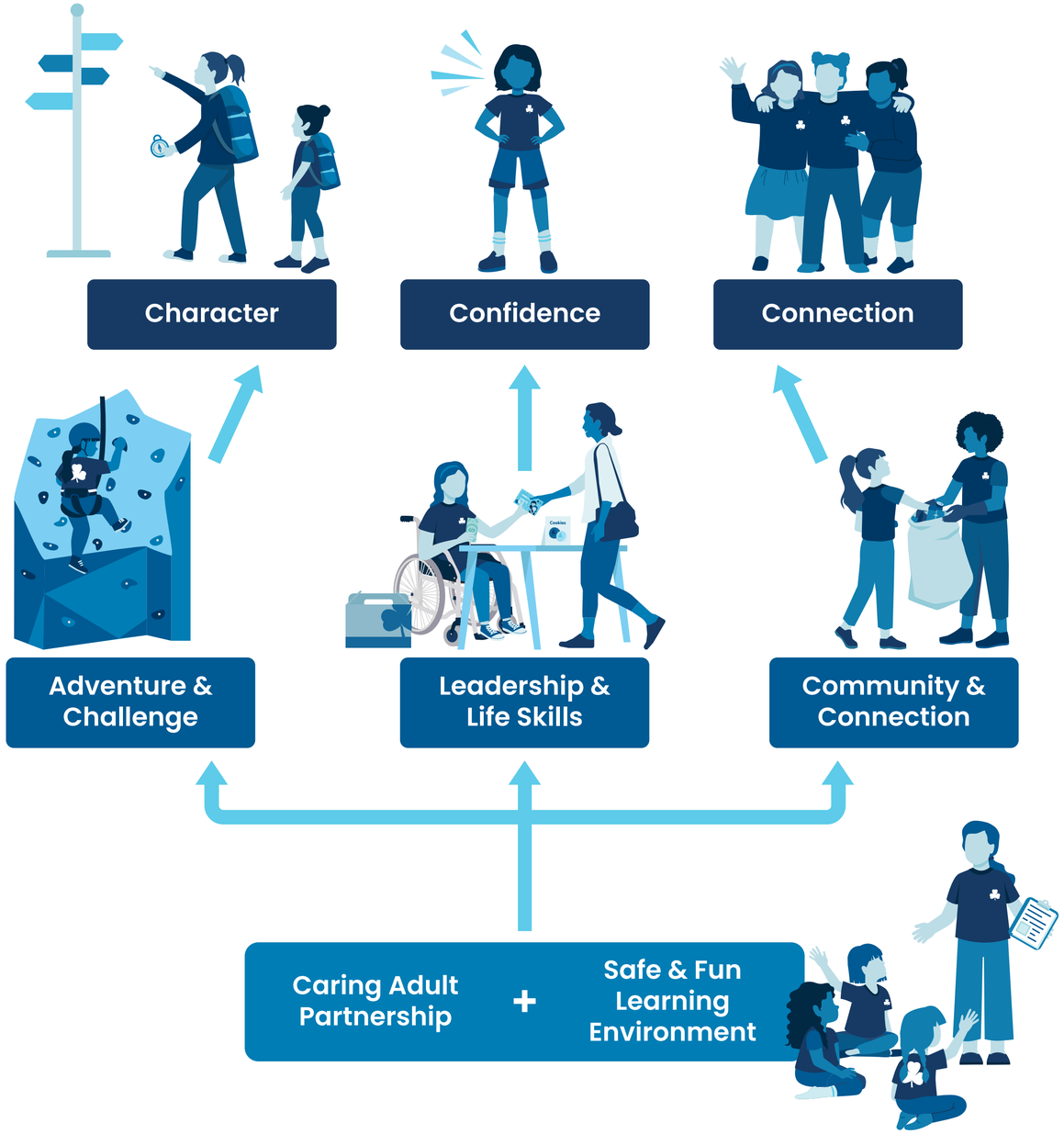
Girls and youth are growing up in a world in motion. The Government of Canada's State of Youth Report indicates that girls and youth today are coming of age amid rapid change, rising expectations, and persistent uncertainty. While they are more digitally connected than ever, many report feeling increasingly isolated and under pressure to succeed – often without consistent spaces beyond home and school to explore identity, build confidence, and form meaningful relationships.

Right now, girls and youth need Girl Guides of Canada (GGC). We're here to help them thrive, now and in the future – to lead with confidence and feel supported every step of the way.

The **Road to 2030 Strategic Plan** was developed and shaped by our community: volunteers, girls, youth and staff, bringing together our shared vision of a better world, by girls.

Our three pillars – **Impact, Community, and Sustainable Systems and Structures** – blend innovation, systems thinking and purpose to create a strategic plan that is both ambitious and recognizes the complexity of what we need to build together. Through our supporting strategies, we will travel this road as a community and increase our impact so more girls and youth can reach their full potential.

This roadmap is rooted in our **Theory of Change**: when girls and youth come together in safe and fun learning environments in partnership with caring adults, something amazing happens. They grow, connect and contribute – and develop confidence, resilience and a genuine sense of belonging.



OUR VISION

A better world, by girls.

OUR MISSION

To be a catalyst for girls empowering girls

ASPIRATION

We envision generations of thriving girls and youth that boldly strengthen our communities; they lead with courage and compassion equipped to change the world.

COMMUNITY

We are a vibrant volunteer and staff **community** that is connected and equipped to deliver youth programming.

IMPACT

Girl Guides of Canada's proven positive youth development programs positively **impact** the lives of girls and youth across Canada.

SYSTEMS

A prosperous and trusted not-for-profit in Canada with **sustainable systems and structures** for the next century.

Road to 2030

Program

Our nationally consistent, measurable program foundation ensures every girl and youth in Guiding has a positive and equitable experience, while driving retention and long-term sustainability.

Brand

GGC is known as a leader in positive youth development and an integral part of informal education, amplifying our impact and strengthening our relevance and trust across Canada.

Environmental, Sustainable Systems and Governance (ESG)

Our ESG strategy ensures that GGC delivers its impact and mission responsibly in all facets of the organization and that our decisions reflect our brand and values.

Our strategies to deliver IMPACT

Volunteers

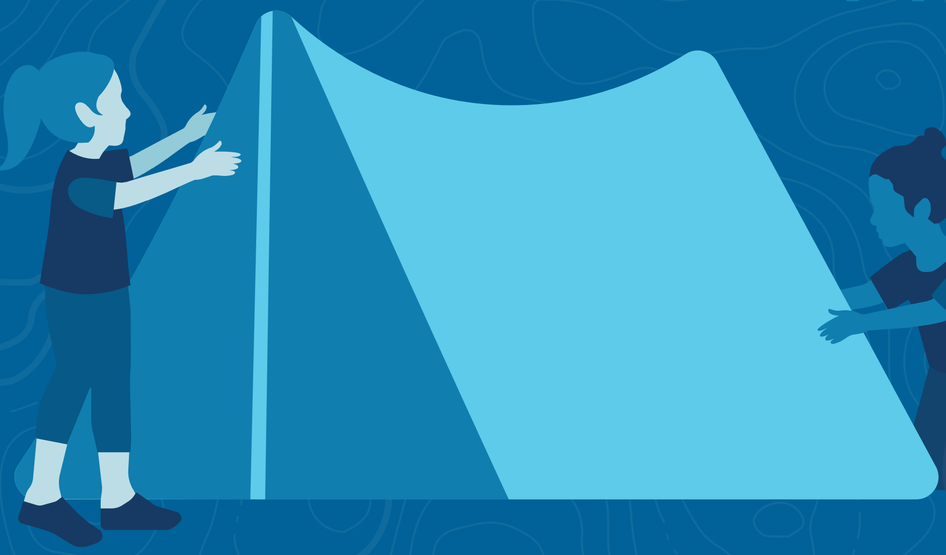
We have a comprehensive volunteer strategy that consistently attracts, equips, supports, and retains a volunteer community to deliver quality programming and meet demand.

Employees

GGC is a future-ready, values-aligned employer with the talent systems, capabilities, and leadership practices needed to enable employee growth and deliver our mission and strategic priorities.

Culture

Our One GGC culture is built on trust, accountability, inclusion, collaboration, performance, and mission delivery across staff, volunteers, and staff-volunteer partnerships.



Our strategies to strengthen COMMUNITY

Enterprise Risk

We have a structured and adaptive approach to identifying, assessing and managing risk across the organization. This strategy supports sustainable growth of safe, fun and inclusive learning environments.

Real Assets

GGC's real asset portfolio of properties is sustainably managed and financially viable. Safe, fun, inclusive and impact-driven learning experiences happen at GGC properties.

Funding Model

Our simplified and efficient funding model supports the delivery of equitable programming across the country, supported by pricing and allocation policies. The revised funding model supports clarity about the future sustainability of the organization.

Sustainable Units

We have reduced systemic barriers so that every girl who wants to join Guiding has a clear and timely path to participate.

Digital Transformation

GGC has integrated technologies that create efficiency, improve user experience, enable data-informed decisions, and strengthen our ability to remain relevant and digitally innovative.

Revenue

Our diversified and forward-thinking revenue strategy supports GGC's future needs, allowing us to deliver our impactful programming and achieve financial sustainability.

Our strategies to build SUSTAINABLE SYSTEMS AND STRUCTURES