



## 2021 Annual Report

### Provincial Commissioner Report

*“Obstacles are an opportunity to create something new”*

I am excited to share my 2021 Annual message with all of you. 2021 was yet another year where we all faced challenges and obstacles and despite that we all charged on with optimism and hope!

Based on the quote above, I would have to say you all embraced the obstacles and created something new in 2021.

Whether it was quickly moving between Government Covid Protocols, the Return to Guiding Phases, virtual to in person and back to virtual and now in person, I'm sure your heads were spinning at times, but you always did what was needed to ensure the girls in your units had a positive experience.

During this time, you may have learned a new skill or honed an old one, you may have met new friends or rekindled friendships of days gone by, or you may have experienced some personal growth and surprised yourself. Regardless of what 2021 had in store for us, in true Guiding spirit we pushed on and for that we are forever grateful!

While our Provincial Office remains closed, we were pleased to be able to host unit meetings, which helped a few units who were displaced due to facility issues with Covid 19.



The Spring Park Guides, Cornwall Guides, Pathfinders and Rangers spent a Saturday morning making scarecrows for the Charlottetown Scarecrow festival



We retired our former Provincial crest which was designed by Tracey Germon. Tracey's design is now a part of our history.

Members were invited to vote for the new crests, and I was excited to learn that Carolyn Cockram's design was voted as the new Provincial crest.



NB/PEI Provincial Crest

A collaboration between Girl Guides of Canada and STEAM PEI with support from UPEI and financial support from the Fund for Gender Equity, Actua and WISEatlantic occurred in 2021.

Members from PEI spent the day, at UPEI, exploring science, technology, engineering, arts and math through various hands on experiments and crafts.

This event was made possible by STEAM PEI, who applied for the grant on behalf of themselves and Girl Guides of Canada.



2021 and cookies presented its own challenges, but again you all stepped up and made sure that the Guiding cookie reputation remained positive. Cookies were sold online, in person (wherever possible), at stores and also donated to various Food Banks around the Provinces.

The following Honorary Life Members were acknowledged for achieving their milestone membership years:

**60 years:** Marion Sherwood

**55 years:** Marilyn Henry

**50 years:** Aldora Carruthers, Mary Martin, Margaret-Ann Kervin, and Rita Brooks



Following Covid 19 provincial protocols, meant I was not able to leave the island, so I was especially pleased to acknowledge and present some long overdue long service awards to (L-R) Irene Gallant (58 Years), Bobbi Smith (63 years), Audrey Derby (48 years) & Shelley MacDonald



We recognize that there are many Guiders also celebrating membership years with Girl Guides — whether it's one year to 80+, we thank you for your service and congratulate you all.

As you read through the reports below, you will see that your Provincial Council Teams were also working hard during 2021.

### **Girl Engagement Team**

Erin Crook (Girl Engagement Coordinator)

Although 2021 offered unique challenges, Guiding in New Brunswick and PEI was able to pivot and continue, no matter the circumstances.

As pandemic measures continued to shift, units met virtually and outdoors with physical distancing, making sure that girls were able to continue meeting in ways that they and their families were comfortable with.

Thank you to all the Guiders and Council members who've worked hard over the past year to make these virtual events happen.







You are what make them a success, and your commitment to Guiding is a testament to how wonderful our Guiding community really is.



In June, girls of all age groups and their leaders had the chance to **'Shine their Guiding light'** at a virtual camp, where they were able to participate in all the traditional camp activities from the comfort of their homes. Girls learned about the World Centres, wrote letters to seniors, made constellation lightboxes and marshmallow constellations, listened to a guest speaker from the Saint John Amateur Astrology Club - and of course, had campfires and made s'mores!

Great fun was had by all as girls participated in Bollywood dancing, Alpine Scene painting, mug decoration, henna hand painting, sun catchers and more SWAPS! In their Community they did a litter collection, planting sunflower seeds, and completing a Scavenger hunt.

The Provincial Challenges Crest program was relaunched in 2021 and provided additional programming support, with many units also participating in the WAGGGS Challenge.



While International travel was, once again, postponed girls and Guiders started dreaming of the adventures they could have once travel began again. We look forward to our members being able to travel and explore our country and beyond in the future.

### Member Services Team

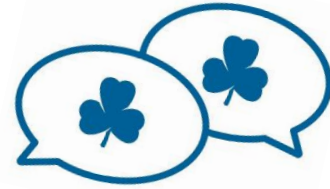
Tegan Noble (Member Services Coordinator)

2020-2022 has been extremely challenging in a variety of ways. Just before the world began to change (2019) our provincial girl membership was 2455 members with a national membership of 68,050.

Not surprising our girl registration dropped in 2020 to 1,326. Fast forward to 2021 and we registered 1,398 girls, a 5.43% increase from 2020, with a national girl membership of 50,559.

Brownies accounts for our largest number of girls followed by Guides, Sparks, Pathfinders, Rangers. Interestingly Rangers hold the highest retention for members. We recognize it may time some time, but we are heading in the right direction to get back to our pre-covid numbers

From August until October we steadily increase in membership but begin to plateau in December and our Phase 2 - which is when we need to be finding new creative ways to continue to push and boost membership. It is hoped that with the annual Winter 50% off campaign and the Spring Try Now, Join Later campaign and the anticipated relaxation of Covid restrictions, we will be able to grow our membership. We will also be exploring other opportunities to become more visible at various venues: public radio, school fairs & community events, to name a few.



Overall, we have done well gaining and retaining membership with strict public health measures and constant change of in-person to virtual meetings.

## Youth Member

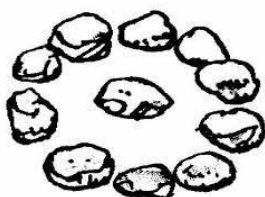
Youth Member of Council: Chloe Greenan

The Youth Forum experienced a revival with an effort to recruit Youth members for each Area Council. The work of this team is extremely important as they will be providing input to Provincial Council to ensure we remain girl/youth focused as we move to rebuild and engage more members.



I was also pleased to advise that NB / PEI awarded one Provincial Council Bursary to Jenna Durell. Jenna a Ranger with the 16th Saint John Ranger Unit and received \$500 to use towards her post-secondary studies as a Personal Support Worker in the Acute Care Program.

As I bring this message to a close, I want to acknowledge those members who passed during 2021 we send our warmest of wishes and heart felt thoughts to their families and friends.





On behalf of all Guiders in NB & PEI, I want to thank your Provincial Council, they also had to make changes and adapt to our changing world and still represent Guiding as best they could.

To your Area Commissioners, who have supported you as Guiders and work tirelessly on Provincial Council to make Guiding vibrant in our Provinces, I say thank you to Marilyn Briggs (Coastal Shore Area), Heidi Quinn (Kennebecasis Area), Amanda Sarty (Mawiw Area), Diane Weir (PEI Area), Natasha Mills (Tidewater Area) and Debbie Childs McClusky (Waters Edge Area).

To Karen Lester (Risk Management), Jennifer Konnings (Treasurer), Erin Crook (Girl Engagement), Tegan Noble (Member Services) and Chloe Greenan (Youth Coordinator) I also send my sincere thanks on behalf of the members in NB & PEI.

And finally, to my Deputy Provincial Commissioners: Carolyn Cockram and Amanda Rouse, thank you for helping me and Guiding remain strong and for moving us forward into 2022.

*Shelley MacDonald*  
NB/PEI Provincial Commissioner