



Everything she wants to be.

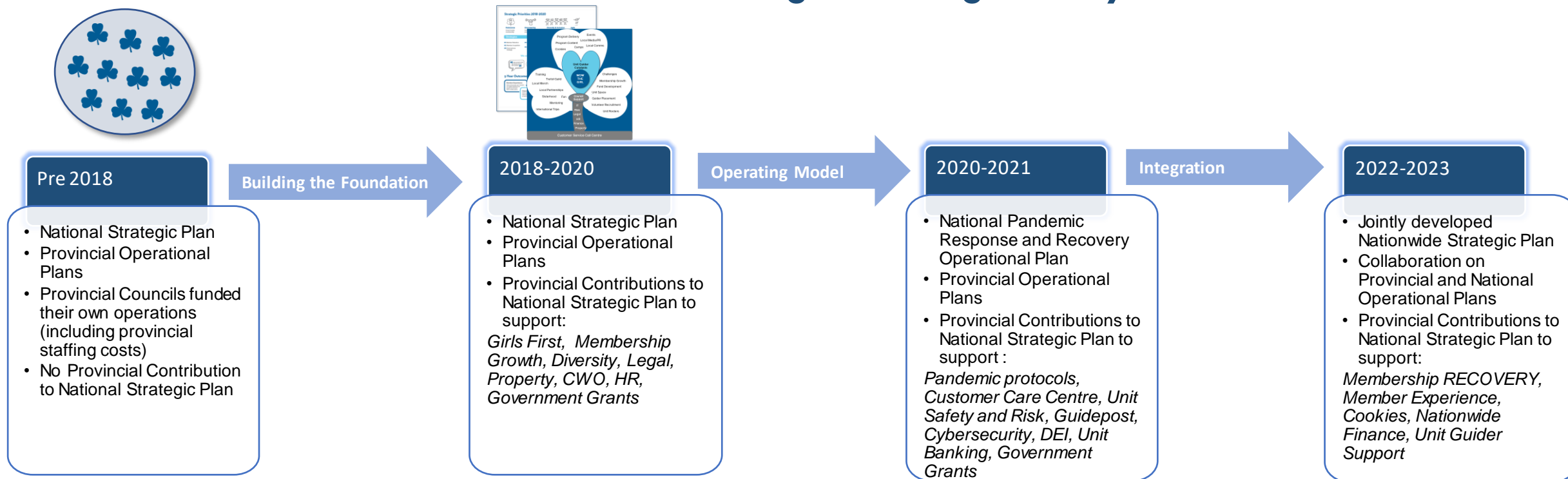
Vision:

A better world, by girls.

Mission:

To be a catalyst for girls empowering girls.

GGC Nationwide Strategic Planning Journey



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

- Develop Funding Model