



Girl Guides
of Canada
Guides
du Canada

2011

ANNUAL REPORT

GIRL
GREATNESS
STARTS
HERE!



STRENGTHENING OUR CONNECTIONS



There are so many ways to describe what our organization was all about in 2011: **Bold. Daring. Adventurous. Courageous. Active.** Whatever word you choose, there are no bounds to what girls and women can achieve through Guiding. This was a year marked with many exciting developments for Girl Guides of Canada—Guides du Canada (GGC) and our nearly 90,000 Members. We launched exciting new programs for our girls, such as Girls for Safer Communities and our 2011 National Service Project: EmPOWERing Girls. Plus we added 200 new Units across the country and continued to offer our adult Members new resources to help them connect with girls.

While we made many great advances, we remained focused on our commitment to providing girls with the opportunities, skills and knowledge they need to exercise leadership today and into the future.

The future of girls is important to us. Without a doubt, life for today's girls is high-pressured and competitive. One of Guiding's goals is to give girls the support and encouragement they need to deal with whatever challenges life throws their way. Through our many programming activities this year, Guiding presented each girl with unlimited opportunities to develop the skills that will help her confidently navigate the course of her life.

While it's been said we're more connected than ever as a society, Guiding continues to give our Members very real, very tangible and very personal connections. We're connecting girls with women in nurturing and mentoring relationships, with each other in lifelong friendships, with their communities in service and advocacy, and with the world in a sisterhood that spans the globe.

Our adult Members and volunteers play a pivotal role in building these connections. They share their time, expertise, interests and life experience; they inform and inspire. Our Guiders mentor girls to become the best they can be, by challenging them to speak their minds, to ask questions and to set their sights on achieving their goals.

Strengthening our connections – with each other as Members, with our communities and with the world. That's the future of Canadian Guiding.

Yours in Guiding,



Chris Burton
Chief Commissioner

Yours in Guiding,



Deborah Del Duca
Chief Executive Officer



Chris Burton, Chief Commissioner and Deborah Del Duca, Chief Executive Officer share a box of Girl Guide cookies.



2011

LOOK AT

GUIDING

NOW!!



- Unit Guiding continues to be the face of our organization, with **6,122 Units across the country**. In 2011, we added 204 new Units and saw a 20 per cent increase in multi-branch Units across the country, offering flexible ways for girls of differing ages to enjoy Guiding together.
- Through Girl Guides of Canada's **active and engaging programs** 70,790 girls from 5 to 17+ learned about global and cultural awareness, developed healthy friendship skills, and explored important issues such as bullying, self-esteem and body image.
- We continued to find **innovative new ways to offer programming** to Canadian girls. In 2011, we launched the Because of the Girl training for new Guiders, and the Outdoor Activity Leadership **training to support Guiders** in taking girls to camp and inspiring them to explore the outdoors.
- From medicine and web design to engineering and education, **GGC's scholarship program** continues to support Members pursuing post-secondary studies. In 2011, we awarded 35 scholarships worth a total of \$62,000 to young women and adult Members.
- Our revised **Code of Conduct** affirms our commitment to ensuring GGC is a fun, safe and respectful space for all, while reinforcing what Guiding is all about – fairness, responsibility and treating each other with respect.
- An **online registration pilot program** in three provinces laid the foundations for launching this important initiative nationally in 2012.
- Launched during 2011 National Volunteer Week, our **Guiding Stars advertising campaign** showcasing the women who volunteer and guide our girls into greatness received \$2 million in pro bono ad placement.
- Our reach to Members and the public via online platforms has never been greater, helping to grow Guiding in today's networked world. We saw a **400 per cent increase in our audience numbers on Facebook**, with similar growth on Twitter.
- **GirlGuidesCANblog.ca** was launched On World Thinking Day 2011. By the end of the year, we had shared posts by over 30 guest bloggers, and reached 50,000+ all-time views in total.
- A record-breaking **5.3 million boxes of Girl Guide cookies were sold**, making it the largest girl-run business in Canada.
- The **new Guiding Matters electronic newsletter** for supporters, donors, partners and members of the public showcases the unique Guiding events and programs happening across the country.
- We offered more **hands-on resources for busy Guiders** through our Crafty Tuesdays online initiative and the Harper Collins book club.




EMPOWERING GIRLS

To make positive changes in the world, girls and young women need to have a voice. And throughout 2011, girls had the chance to shout out loud and clear about what matters most to them. Girl Guides were everywhere in our communities this year. As girls engage in their community and participate in service activities, they become more confident and more connected to the world around them. Through Guiding, girls and women make our communities more vibrant and more livable.



IN THEIR COMMUNITIES



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- Our new **Girls for Safer Communities (GFSC)** program increased awareness of the safety concerns of girls and women while mobilizing girls to become leaders in their communities. More than 700 Pathfinders and Rangers received leadership and safety training at GFSC workshops and went on to lead 260 group safety audits with 4,200 girls and community members.
 - Members logged 9,120 hours of service through the 2011 National Service Project: EmPOWERing Girls. Units took up the challenge to learn about, **raise awareness and take real action to advocate for gender equality and girl empowerment.**
 - More than 18,000 adult Member volunteers had the opportunity to connect with other women in their communities while inspiring and empowering girls and developing valuable new skills. Our adult Members continue to tell us that **volunteering with Girl Guides of Canada is one of their most personally rewarding experiences.**
 - We continue to ensure that Guiding is accessible to as many girls as possible, by providing **Units that meet** **in children's hospitals, youth detention centres and women's shelters.**
 - **GGC received the prestigious Olave Award from the World Association of Girl Guides and Girl Scouts (WAGGGS)** in recognition of the outstanding community service work of the 1st Olds Girl Guides (Alberta) garden project. The girls plant an organic garden every year and have donated 2,500 kg of food to the Mountain View Food Bank Society since 1994.
 - In partnership with Equal Voice and others, GGC participated in the national **Take a Girl to Vote** campaign during the 2011 federal election, raising awareness of the importance of motivating and educating young women and girls to become engaged and involved at every level of politics.
 - Members once again participated in the **National Day of Remembrance and Action on Violence Against Women** (December 6), with age-appropriate activities that helped girls and young women understand healthy relationships and advocate against violence in our communities.



FOCUSED ON THE ENVIRONMENT

Since its inception, Girl Guides of Canada has been at the forefront of raising awareness about environmental issues and offering programs that inspire girls to explore the natural world. In a world where it seems that youth have fewer opportunities to explore and discover, Guiding offers girls accessible, hands-on opportunities to experience adventure. Whether it's Sparks exploring the hidden beauty of an urban park or Pathfinders planning their first overnight canoe trip, Guiding gives girls and young women the chance to explore the natural world in whatever way that interests them. And while society is slowly discovering the imperative of being eco-savvy, it's not just a trend at Girl Guides of Canada – it's at the core of what we've always done.

- Our outdoor activity and camping program gives girls the chance to get outdoors and go! Whether they're zip-lining, kayaking, building a shelter or cooking their own meal over an open fire, **the thrill of our outdoor adventures gives girls the confidence to reach for bolder and more exciting goals.**
- With trips to the Alps of Switzerland and beyond, our 2011 **international camping opportunities** gave girls and young women the chance to challenge themselves in a whole new way.
- In 2011, we **awarded 43 TD Friends of the Environment Tree Planting Grants**, supporting girls and Units in greening their communities. Since launching in 2008, girls across Canada have planted more than 6,000 trees to create windbreaks, stop erosion, provide shade, increase and enhance wildlife habitat and replace native trees lost to invasive species.



- We continued to partner with like-minded organizations in order to give girls broader access to environmental programming. For example, Girl Guides in P.E.I. joined forces with Parks Canada for the **Species at Risk and Protected Places badge**, challenging girls to take a hands-on role in conserving protected plants and animals.
- In an effort to green the camping experience, many of **our camp properties have initiated recycling and composting programs.**
- Our **programming continues to offer hands-on, relevant ways for girls to**

explore their impact on the environment. From Sparks building bird-feeders out of recycled materials and Guides learning about clean-water initiatives to Pathfinders and Rangers investigating how their personal choices impact the environment, Guiding continues to be a leader in environmental education.

- Two GGC Members joined world leaders and environmental scientists as part of the **United Nations Framework Convention on Climate Change Conference of Parties** in Durban, South Africa. As a result of their lobbying efforts, youth were acknowledged as key stakeholders in climate change policy.



STANDING TALL ON

In an era of global change and inter-connectedness, we were more aware than ever in 2011 of the importance of giving girls and young women a global perspective. Whether they were attending the 2011 Commission on the Status of Women at the United Nations, participating in an AIDS seminar in India, helping to build schools in Honduras or participating in a provincially-organized international wilderness adventure, young women had the world at their feet through Guiding's international opportunities.

- Girl Guides of Canada continued to play an active role in the WAGGGS, with 10 million girls in 145 countries. GGC took a leading role at the 2011 WAGGGS World Conference in Edinburgh, witnessing the power of belonging to the world's largest voluntary movement dedicated to girls and young women.
- Girl Guides of Canada was proud to support efforts to have the Canadian government and United Nations declare October 11 as the International Day of the Girl Child.



THE GLOBAL STAGE



- Guiding provided many opportunities for young women Members to **actively participate and take leadership roles in international events**, such as the African University on Youth Development Conference in Cape Verde; the EU-Canada Roundtable on Youth Participation, in Finland, the Young Women World's Forum at the World Guiding Centre in India, and the UN Commission on the Status of Women in New York.
- Through Guiding, **girls learn that individual actions can have a global impact**. For example, after hearing about the devastating Japanese earthquake and tsunami, Faith, a Brownie, leaped into action to raise funds for GGC's Canadian World Friendship Fund by designing and selling friendship pins.
- **World Thinking Day 2011** offered our Members the chance to focus on the issues that matter to girls and women around the world. Our 'thought bubble' campaign offered a fun and interactive way for Members to speak up and share with the world what they think about EmPOWERing Girls.
- Echoing the WAGGGS Global Action Theme of 'together we can change our world', GGC supported ten girls and two Guiders during an **international development adventure in Honduras**, helping to re-build a school in a local community.
- Members of 3rd Saskatoon Rangers collected more than 2,100 new and gently used bras for women's shelters in their hometown and in New York City, **bringing international awareness to women's issues and supporting women living in poverty**.
- In a campaign to end violence against girls and women, hundreds of Girl Guides and Girl Scouts across the world added their voices to the **WAGGGS Stop the Violence campaign**.



WHO WE ARE

Girl Guides of Canada—Guides du Canada (GGC) is the preeminent leadership organization for girls and women in Canada, with 90,000 Members from coast to coast to coast. We offer girls high-impact, hands-on programs that help them learn more about healthy relationships, cyber bullying, self-esteem, the environment and so much more. Empowering, challenging and engaging – that's what today's Guiding is all about.

GGC welcomes girls and women to join and be part of the following groups:

- Sparks – ages 5-6
- Brownies – ages 7-8
- Guides – ages 9-11
- Pathfinders – ages 12-14
- Rangers – ages 15-17+
- Adults – as Unit Guiders, Commissioners, mentors, team members and more







Board of Directors

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NATIONAL OPERATIONS

REVENUE 2011

	Membership Fees	64%
	Other	23%
	National Fundraiser: Cookies	7%
	Fund Development	6%

EXPENSES 2011

	Girl Programming	33%
	Adult Member Support	28%
	Marketing & Membership Development	18%
	Governance & Administration	16%
	WAGGGS & International	5%



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because I am a GIRL



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