



2022 Annual Report

Girl  Guides

In today's world, Girl Guides of Canada–Guides du Canada is a one-of-a-kind place where girls can just be.

Like most organizations, we continued to feel the ongoing impact of the global pandemic in 2022. Yet it was also a year of hope and positivity, as we moved forward on a path of rebuilding and reactivating the best of what Girl Guides offers girls and women across Canada.

At Girl Guides, girls continue to find themselves immersed in real experiences where they build connections and develop skills to help them become strong and confident. It's a place where girls can truly be themselves with friends and mentors they can count on.

We are so grateful for our volunteers and how they create space for girls to explore and grow their confidence. Without their unwavering commitment, there would be no Girl Guides. This year, we continued to support our volunteers, making sure they had the tools and resources they need to be there for girls and offer exceptional programming.

We want Girl Guides to be there for all girls. That means we need to look honestly at ourselves as an organization to make sure we're doing just that. With the renaming of our branch for 7- and 8-year-olds to Embers and additional work to advance inclusivity throughout our organization, we're honouring our commitment to truly be a place where every girl feels she belongs.

Looking ahead, we are focused on creating exceptional experiences for girls, developing a rewarding volunteer experience while being inclusive and impactful. With the continued support of our volunteers, donors and partners, we will continue to build on our Vision of a better world, by girls.



Cindy Veinot
Interim CEO



Sarah Govan-Sisk
Chair, Board of Directors

Girls can just be themselves at Girl Guides

Girl Guides of Canada is a place girls can be immersed in real experiences, find connections and build their confidence.

In 2022, alongside old and new friends, girls explored new adventures, including outdoor experiences, fun activities, community projects and more.

“ My daughter has loved how different every meeting is. She is always getting to do and learn something new. ”

- Spark parent

Here's what we heard from our members in 2022:



Girls feel heard by our dedicated volunteers.



Girls love making new **friends** and appreciate the range of program **activities** they get to try in Girl Guides.



Families feel that Girl Guides is **fun** and offers an **inclusive space** for girls.



Girls love exploring the outdoors

From nature walks to camping to canoe trips, girls in Guiding love sharing outdoor experiences, learning new skills and exploring their world.



“ [My child] loves the outdoor experiences, achieving new badges from the new things she is learning. ”

- Ember parent

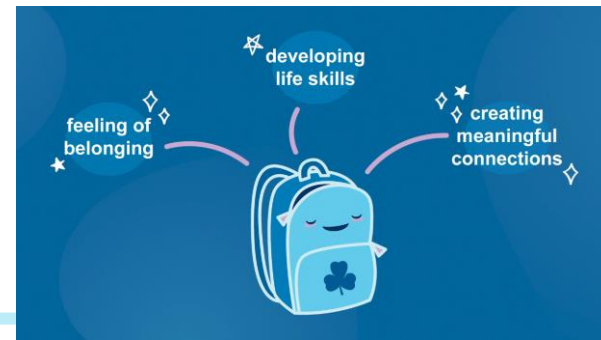


2022 highlights

GGC Codes with Canada Learning Code



More than 900 girl members had the opportunity to develop their coding and digital literacy skills as part of a virtual event in partnership with **Canada Learning Code**.



Girl Guides of Canada released a video statement “**Mental Health Matters**” on how Girl Guides is here for girls and supports their mental health and well-being.



Girl Guides of Canada is committed to empowering girls to raise their voices and create positive change. For the 10th anniversary of International Day of the Girl, we celebrated Girl Guides as a safe space for girls to speak up. **#GirlsSpeakUp**



Our volunteers help girls discover their potential

Girl Guides of Canada volunteers create a space for laughter, creativity and confidence-building.

In 2022, more than 15,000 volunteers cheered girls on as they took on fun activities, outdoor adventures, cookie sales and so much more.

Our volunteers also continued to connect with women from coast to coast to coast, supporting one another and the Guiding sisterhood.

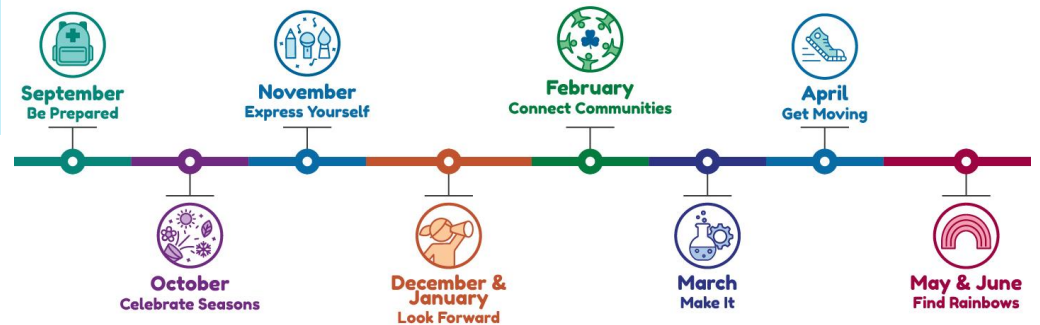


The **New Guider Mentorship** program continued to be a valued resource for new Guiders. 25 Guiders representing all branches across the country held two mentorship meet-ups and a Facebook group with over 600 members which allowed new Guiders to reach out with questions or for support.

For National Volunteer Week, we released a video showcasing how **Girl Guide volunteers spark extraordinary moments for girls.**



2022 highlights



2022-2023 Unit Calendar

Featured Programming - Inclusion Ideas - Helpful Reminders - Tips and Tricks - Space to Plan

Let's make your Guiding year awesome! Girl Scouts

More than 14,000 **Unit Guider Calendars** were sent to all Unit Guiders at the start of the Guiding year. This calendar presented tips, tricks, FYIs, reminders and programming suggestions that aligned with the **Big Ideas Calendar** themes.

More than 1,900 volunteers took part in three **virtual training events**.



The **2022-2023 Sisterhood Challenge** encouraged volunteers to shine a light on their strengths and build stronger working relationships with each other.



National Service Project: ReconciliACTIONS

Girl Guides of Canada has been honoured to partner with the Gord Downie & Chanie Wenjack Fund for our 2021-2023 National Service Project: ReconciliACTIONS. Alongside their peers and our dedicated volunteers, girls can make an impact for a better future in Canada by taking on creative, age-appropriate actions for truth and reconciliation.



Thousands of members have made **meaningful reconciliACTIONS** by raising awareness, learning and strengthening relationships between Indigenous and non-Indigenous peoples.



A place where all girls can say ‘I belong’

In fall 2022, we updated our [Guidelines for the Inclusion of Transgender and Non-binary Members](#).



Transgender Inclusion Statement

GGC recognizes and values the richness of human diversity in its many forms and strives to create girl-focused environments where members from all walks of life, identities, and lived experiences feel a sense of belonging and can fully participate.

GGC welcomes girls and women – cisgender and transgender – as well as non-binary people who are comfortable in spaces that focus on and are driven by the experiences of girls.

This update reflects an increased understanding of gender-related issues and helps our members create more inclusive spaces.



Introducing Embers

♥ The names that we use in Girl Guides matter. But girls matter more.

This year we announced a change to the name of our branch for 7- and 8-year-olds. Current and former members told us that the previous name caused harm and was a barrier to belonging for racialized girls and women.

After a nationwide selection process involving current girl and adult members, Embers was resoundingly chosen as the new branch name.

With this new name, we hope even more girls see Guiding as a place where they can just be themselves, grow their confidence and explore their talents and interests.

“ One of the things that I love a whole lot about GGC is that it loves its traditions and history, but it loves girls more. ”

- Girl Guide parent



By taking action and changing the name to Embers, Girl Guides is living our Promise to **‘take action for a better world’** while showing girls that what they say matters.



National and provincial council operations

Statement of Operations

Year ended December 31, 2022, with comparative information for 2021

	2022	2021
Revenue:		
Membership fees	\$ 6,215,132	\$ 5,285,181
Cookie fundraising sales	12,439,696	8,486,149
Camping, conference, and event fees	355,717	5,955
Merchandise sales	2,413,674	2,147,508
Net investment income	4,069,351	6,103,654
Other income	1,398,268	1,135,975
Amortization of deferred capital contributions	10,702	20,100
Gain on sale of real property	2,914,180	42,674,152
Government grants	486,610	3,354,315
	30,303,330	69,212,989
Less:		
Cookie fundraising expenses	7,941,998	5,841,747
Merchandise expenses	2,222,528	1,960,431
	10,164,526	7,802,178
	20,138,804	61,410,811

GGC was significantly impacted by the pandemic, through decreased membership and the closure of most of its properties to camps and events. In addition, fundraising from the sale of cookies was impacted by the reduction in membership as well as an increase in costs to bake and ship the cookies across the country. These sources of revenue increased in 2022 as compared to 2021 but are not back to pre-pandemic levels. The organization will draw upon accumulated assets, including those from the 2021 sale of its head office in Toronto, to support the recovery of the organization.

These figures represent the combined revenues and expenses of GGC's national office and provincial councils. The Guiding experience is offered to girls across Canada through the collaboration of the national office, the Provincial Councils, as well as areas, districts and units. The revenues and expenses of the areas, districts and units are not included in these figures.

Continued on next page



National and provincial council operations

	2022	2021
Expenses:		
Girl experience:		
Program development	1,269,965	998,779
Subsidies and scholarships	230,872	177,249
Special experiences: camps, events, and travel	1,195,299	133,623
Camp properties and user space	1,222,413	876,470
Infrastructure and communications	1,286,341	568,902
Girl safety	493,401	495,431
Cookie fundraising allocation to Area and District Councils and Units	—	335,037
	<u>5,698,291</u>	<u>3,585,491</u>
Member services:		
Customer care centre	825,650	868,887
Guider development	431,935	173,378
Infrastructure	1,562,140	1,123,364
	<u>2,819,725</u>	<u>2,165,629</u>
Governance and operations:		
Finance	3,673,407	4,294,021
Operations	2,119,948	953,526
Administration	3,895,642	2,963,778
Information technology	2,041,677	1,856,815
Human resources	670,049	652,056
Governance	519,181	742,688
Amortization	589,194	808,805
	<u>13,509,098</u>	<u>12,271,689</u>
	<u>22,027,114</u>	<u>18,022,809</u>
Excess (deficiency) of revenue over expenses before the undernoted	(1,888,310)	43,388,002
Unrealized loss on investments	(12,851,332)	(596,054)
Excess (deficiency) of revenue over expenses	\$ (14,739,642)	\$ 42,791,948

GGC was significantly impacted by the pandemic, through decreased membership and the closure of most of its properties to camps and events. In addition, fundraising from the sale of cookies was impacted by the reduction in membership as well as an increase in costs to bake and ship the cookies across the country. These sources of revenue increased in 2022 as compared to 2021 but are not back to pre-pandemic levels. The organization will draw upon accumulated assets, including those from the 2021 sale of its head office in Toronto, to support the recovery of the organization.

These figures represent the combined revenues and expenses of GGC's national office and provincial councils. The Guiding experience is offered to girls across Canada through the collaboration of the national office, the Provincial Councils, as well as areas, districts and units. The revenues and expenses of the areas, districts and units are not included in these figures.



Girl Guides is a place where new friendships, adventures and real-life experiences are waiting to be found.

A place where girls can just be.



Donors

Individuals

Honour Circle

Pamela Rice

Signature Circle

Suzanne & Cameron Black

Robert & Johanna Francis

Janet Mann

Sally Palm

Susan Patten

Investor's Circle

Estate of Doris V. Hart

World Friendship Circle

Estate of Stephen K. Wild

Chief Commissioner Circle

Jason Anderson

Jennifer Ayotte

Terry & Dianne Barro

Stephanie Fleming

Sarah Govan-Sisk

Nancy Kelly

Geraldine Kelter

Dawn Quast

Joelyn Ragan

Elizabeth Renfrew

C. Joan Woodland

Estate of Anita Scott

Estate of Ann Lowe

Supporter's Circle

Kelly Armstrong

Estate of Margaret

Asquith-Morrey

Wendy Adams

Terry & Dianne Barro

Brenda Bamford

David Blyth

Carol Bosow

Kathy Breadner

Joan Cavers

Dianne Chandler

Gayle Chiasson

Krista Cholak

Barbara Coish

Paul & Catherine Cotton

Mary Catherine Crocker

Marnie Cumming

Paul Currie

Joyce Custance

Margaret Daughterty

Walter DeBoni

Melissa Dominguez

Shaw-Nisa Donaldson

Chris Dumfries

Jill Dundas

Joan Ellis

Trinda Ernst

Wendy Fitch

Tara Gaertner

Irene Gallant

Mary Grant

Andrew Harmsworth

Ann Harwood

Melissa Hayward-Chung

Elizabeth Hill

Christie Joseph

Karen Ladouceur

Cheryl Lee

Estate of Ann Lowe

Andre Martin

Jan McCaghren

Heather McCance

Robyn McDonald

Barbara Mc Gillivray

Margaret Ann & Donald

McGiverin

Alison McGregor

Karen McGregor

Paul Mulvilhill

Jennifer Murphy

Stacey Newcombe

Lisa Nicholas

Deborah Parker

Kristel Pellow

Margaret & Frank Pellow

Ladysmith Rangers

Angela Reddy

Donna Robertson

[Continued on next page](#)



Donors

Individuals

Elaine H Robertson
Jan Rodgers
Alexandra Russell
Megan Sheets
Hedwig Steinko
Sarah Steven
Cynthia Stevenson
Dawn Tattle
Mark Tobin
William Tomlinson
Madge Twolan
Margaret Utgoff
Susan Zutz

1910 Society

Ilona Adelstein
Kathryn Anson
Victoria Bastide
Janice Bignell
Marjoria Brown
Barbara Brush
Christine Burton

Mary Rae Cafferty
Margaret Christenson
Judith Cook
Caron Currie
Margaret Daugherty
Denise Dhalian
Janis DiBattista
Caroline Edwards
Wendy Fitch
Candace Gaudet
Beverley Gordon
Christine Green
Joyce Hannaford
Anna Harbridge
Betty Havens
Marguerite Helps
Myrna Hewitson
Bobbi Hoadley
Mary Jane Howie
Allison Johnson
Darleen Jubb

Geraldine Kelter
Barbara Kent
Kathleen Kompass
Kerry Lee
Donna Leonard Robb
Lorna LeRoy
Lynn Maclean
Kathleen Marentette
Patricia-Ann McCann
Dyana McLellan
Heather Nicol
Elaine Paterson
Susan Patten
Cheryl Pearce
Helen Perry
Marlene Purvey
Lorraine Quinton
Joelyn Ragan
Kim Riman-Hicks
Marsha Ross Brooks
Rosalyn Schmidt

Estate of Daphne
Sebag-Montefiore
Estate of Elsie Standing
Sharon Tokar
Madge Twolan
Margaret Utgoff
Christine Wett
Evelyn Williams
C. Joan Woodland



Donors

Organizations and Corporations

AJ Med
AMJ Campbell Van Lines
BCIMC Real Estate (Merton) Limited
Bejacar Holdings Inc.
Central Okanagan Foundation
Denso Manufacturing Canada Inc
Ecclesiastes Foundation
Edmonton Community Foundation
Enterprise Holdings Foundation
General Motors of Canada Limited
James A. and Muriel S. Richardson Trust
K & S Potash Canada
KS2 Corp
Lions Club Mount Albert & District
Lorac Construction Ltd
McCann Worldgroup

McKenna Family
Millstream Self Storage
Nobleton Lions Club
Rice Family Foundation
RJ Nelson Family Foundation
Sinclair Group Forest Products
Secret 3K
Stor – N – Go
The Boiler Inspection & Insurance
Company of Canada
The Masonic Foundation of Ontario
Town of Paradise
TransAlta Corporation
Vancouver Foundation
Wawanesa Insurance
Weyerhaeuser



Board of Directors

Sarah Govan-Sisk	Chair of the Board
Pamela Laycock	Vice-Chair
Lisa Trostenko	Director – Treasurer
Helen Cashman	Director – Guiding Experience
Melinda Gibson	Director – Governance
Andrea Chakma	Director – Chair, National Youth Council
Adrienne Edmunds	Director – International Commissioner
Saira Kanani	Director – Risk Oversight
Sheliza Ismail	Director
Janette Yuen	Director
Evan Swance-Smith	Director
Cindy Veinot	Interim Chief Executive Officer

Vision

A better world, by girls.

Mission

To be a catalyst for girls empowering girls.

