

# Today



Girls  
speak out

Focus on  
the future

Friends  
for life

Braving  
the waves



# Girls speak out



We get to the heart of issues that concern today's girls the most.

*'Girls feel under huge pressure to be attractive'*

Our second annual Girls' Attitudes Survey asked more than 1,200 girls and young women aged 7 to 21 for their views on a range of social, political and economic issues. These are just some of the findings.

- Over half say that binge drinking and smoking, two serious health problems facing young women today, are fuelled by the stress girls are under.
- Girls' general feeling of happiness has declined this year and half claim to feel under huge pressure to be attractive.
- More than three quarters of girls believe that single parents can be just as good at bringing up children as married couples.
- Girls are deeply affected by the suffering

that goes on around the world, and two thirds believe the UK should provide more relief to countries facing natural disasters.

Cathy Fraser, lead volunteer for Girlguiding UK's youth advocacy panel, says: 'By understanding the challenges that girls and young women are facing we can support them to navigate these complex issues and become strong and confident members of society.'

Girlguiding UK Youth Advocate Ricky Jackson, 17, agrees. 'Guiding helps me by giving me the confidence to be myself, so I don't bow to peer pressure.'

## Guiding against airbrushing

On 3 November 2010, MPs at a special House of Commons reception received over 25,000 signatures from members and non-members calling on Prime Minister David Cameron to introduce compulsory labelling to distinguish between airbrushed and non-airbrushed images to counterbalance unrealistic and damaging ideas of beauty in the media. 'Real images would help children grow up to be more confident, accepting of flaws, and able to lead happier, less stressful lives,' says Senior Section member Charlotte, 16.

# Centenary by numbers



For many thousands of Girlguiding UK members, it's been a year to remember.

*'Dolphins have just done a fab performance for us'*

Our dream was to enable each of our members to celebrate our Centenary with a real 'mountain-top moment' – an experience to be treasured for ever. A huge number of events, celebrations and adventures have made that happen. Here are just a few highlights.

- Some 5,000 members from 40 countries gathered at Harewood House, Yorkshire, in August for our Centenary Camp. The week-long celebration offered a vast array of exciting activities, including sledging on 8 tonnes of imported snow. It was particularly popular with Antiguan Guides, who'd never seen the white stuff before!
- Around 20,000 members were treated to Fusion, a spectacular music and arts festival with 33 performance and activity

areas as well as a big top with acrobats, trapeze artists and jugglers.

- Over 300 members, including many with disabilities, experienced a 'mast-top' moment sailing on the specially adapted Tall Ship *Lord Nelson* on our Ultimate Tall Ship Adventure. 'Dolphins have just done a fab performance for us off port side, including jumping in pairs!', tweeted one excited sailor during her voyage.
- The Girlguiding UK Centenary Garden was certainly popular with the 165,000 visitors to the Hampton Court Palace Flower Show in July. Designed by Philippa Pearson in collaboration with girls in guiding, the garden received the People's Choice Award and a Silver Gilt Medal.
- Last but not least, over 300,000 members have earned the Adventure 100 badge!

## We're on YouTube!

Girlguiding UK has its own non-profit YouTube channel. It showcases some great footage from our Centenary Celebrations, our special Vision broadcast and the 'More than make-up' video that promoted our Girls' Attitudes Survey. To view them all, visit our channel at [www.youtube.com/user/girlguidinguk](http://www.youtube.com/user/girlguidinguk) and feel free to subscribe and comment.

# GOLDen opportunities



Girlguiding UK volunteers are making a difference to girls' lives all around the world.

*'We planned one session for 80 girls and 500 turned up!'*

Guiding Overseas Linked with Development (GOLD) enables members aged 18 to 30 to work with local Guiding Associations to develop sustainable and relevant community projects. In 2010, we took part in nine projects, in Armenia, Chile, Egypt, Fiji, Guyana, Honduras, Malawi, Russia and Tanzania.

'GOLD 2010 was a great success,' says GOLD Coordinator, Charlotte Makanga. 'The teams worked with some amazing women around the world on projects ranging from local guiding development to environmental projects to training on sexual health.'

Carrie Myers volunteered in Fiji on a partnership project with the local Guides Association and Girlguiding New Zealand.

'In Fiji, guiding is run through schools and all the Leaders are teachers so we wanted to get them to see guiding as fun rather than an extension of lessons. We did lots of teamwork activities and challenges and the girls really enjoyed seeing their Leaders doing daft things. One Leader said it was the most fun she'd ever had!

'You really learn to be self-reliant on a GOLD project as everything is outside your comfort zone, like finding cockroaches all over the place. You also learn how to deal with the unexpected. We planned one session for 80 girls and 500 turned up!'

Find out more about GOLD at [www.girlguiding.org.uk/seniorsection](http://www.girlguiding.org.uk/seniorsection).

## Keeping memories alive

We want to preserve memories and experiences of guiding for future generations. So, over our Centenary year, members young and old have been contributing their stories of guiding past and present to our Story Bank, one of our Heritage Projects. You can read the stories, and contribute your own, at [www.girlguiding.org.uk/storybank](http://www.girlguiding.org.uk/storybank).

# Friends for life



Our Guides Reconnected website is putting members back in touch, even after half a century.

*'When Jane posted a message fifty years later, she was stunned to see Loris post back!'*

Jayne Han and Loris Cooper had fond memories of the time they spent together in guiding back in the 1960s. 'We used to ride our bikes to the local fish and chip shop after Guides and buy a few pennies' worth of batter!' reminisces Jayne. 'We couldn't afford the chips very often!'

As time went by, the friends lost touch. But, when Jayne posted a message on the Guides Reconnected forum fifty years later, she was stunned to see Loris post back! 'We'll definitely keep in touch now,' she says. And with all the functions on the site, it's going to be much easier. Members past

and present can search for long-lost friends, share photos, or write a blog about their guiding experiences today.

And now there's even a new iPhone app for the site! Girlguiding UK's first ever iPhone app, which is available free from [www.iTunes.com](http://www.iTunes.com), has already been downloaded by around a thousand people.

To use the app, you must be an existing member of the Guides Reconnected community. So, if you were once involved in guiding, why not sign up and renew old friendships?

## Guides reconnecting

Have you ever been a Rainbow, Brownie, Guide, Senior Section member or a Leader? If so, you could become part of Guides Reconnected, Girlguiding UK's free and easy-to-use alumni website. It's the perfect place to find past and present guiding friends: [www.guidesreconnected.org.uk](http://www.guidesreconnected.org.uk).

# A peek into the past



Two historic houses now serving as Girlguiding UK Training and Activity Centres welcomed the public as part of English Heritage's Open Days.

*'The tour guides were exceptional'*

Visitors flocked to Foxlease, a Georgian mansion in the heart of Hampshire's New Forest, and to Waddow Hall, a 17th century manor house overlooking the River Ribble in stunning Lancashire countryside, during the open weekend in September. They were treated to tours of the houses and grounds and given a fascinating insight into guiding's first hundred years through a range of exhibitions.

'I enjoyed everything - particularly the architecture, décor and fascinating history. The tour guides were exceptional!' enthused one of Foxlease's 432 visitors. Many of the 568 visitors to Waddow also

praised the quality of the exhibitions, which included a display of tents and camping gadgets from the past.

Girlguiding UK's eight activity centres around the UK can be used by non-members too. They're great venues for corporate team-building, training and conferences, as well as school and youth group visits. You can sample a range of adventurous activities such as archery, climbing and kayaking, and the centres also make stunning settings for birthday celebrations or even weddings! Find out what's on offer at [www.girlguiding.org.uk/activitycentres](http://www.girlguiding.org.uk/activitycentres).

## Connect with us

Keep up to date with all the latest news from Girlguiding UK by connecting with us online. Our Facebook page and Twitter profile are constantly updated with links to guiding stories, events and competitions. Go to [www.facebook.com/girlguidinguk](http://www.facebook.com/girlguidinguk) or [www.twitter.com/girlguidinguk](http://www.twitter.com/girlguidinguk).

# We braved the waves!



Six intrepid members from Surrey celebrated our Centenary with a cross-Channel swim.

*'Most of the team were seasick!'*

Team Twenty Ten, a group of Girlguiding UK Leaders aged between 16 and 33, endured churning seas, swarms of jellyfish and lots of slimy seaweed to complete the crossing in 15 hours and 24 minutes.

Swimming in relays of one hour each, they followed in the wake of an earlier guiding team who broke the all-female relay record back in 1966. As well as marking our first hundred years, the August swim raised money for Surrey-based charity Street Child Africa.

'It was a tough experience but the huge sense of achievement made it all worthwhile,' says participant Lindsay Porter.

'I had to start swimming in the dark so I couldn't see anything and got really disorientated. I lost the boat and began swimming in circles. The sea was rough, and while I was swimming most of the team were seasick over the side! We heard that many other boats and swimmers had to turn around uncompleted. But we did it! We swam the English Channel!

'Through the experience we overcame our fears, grew more confident and learned a lot about trust. I have grown stronger in the knowledge that if I put my mind to it I can do anything I want and now I intend to swim the channel solo in 2012 or 2013. Mad, I know!'

## Volunteer with us

We have 48,000 girls waiting to join us – so we need more adult volunteers. Whether you want to offer an hour or two every few months or make a regular weekly commitment, there are lots of ways in which you can volunteer and help Girlguiding UK put girls in the lead. For more information visit [www.girlguiding.org.uk/get\\_involved](http://www.girlguiding.org.uk/get_involved), email [joinus@girlguiding.org.uk](mailto:joinus@girlguiding.org.uk) or call 0800 1 69 59 01.

# Focus on the future



Guiding members from around the world shared a special moment at the Young Women's World Forum.

*'Vision gives us the chance to ask - what next?'*

Our year-long Centenary Celebrations came to an end at 8.10pm on 20 October 2010 – 20:10 20/10 2010. At gatherings large and small all over the UK, Girlguiding UK members came together to look back over an amazing year and to refocus on guiding's future. Senior Section member Kirsty Thorpe, 19, said: 'Vision is a very special event. After completing all sorts of challenges it's nice to step back and look at what I've achieved.'

A unique Vision event took place at Heythrop Park, Oxford, as part of the Young Women's World Forum. Guiding members from all over the globe met to discuss their approach to some of the most serious challenges facing the planet: poverty, gender inequality and the threat to the environment.

Through a linked broadcast across the UK, Chief Guide Liz Burnley led the moment for half a million members to renew their commitment to guiding.

'Vision gives our members across the UK the chance to reflect on what we have achieved, and ask ourselves – what next? So, at the start of our second century, my personal vision is for all adults and parents who have ever been involved in guiding, to consider joining the thousands of amazing volunteers who help make guiding happen for today's generation of girls and young women.'

'With your support we can serve even more girls – each girl and young woman makes a difference in her community and together we can make a difference to the world.'

## Add me!

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