

Today



**Give yourself
a chance**

**Uniting
the
world**

**Adventure
on!**

**Tackling
tough
issues**



Girlguiding UK
girls in the lead

One hundred to one



As our Centenary Celebrations came to an end, the next exciting century of guiding began!

'What did our members achieve and enjoy?'

The party's over: with the last balloons burst and the bunting down, it's time to reflect on Girlguiding UK's Centenary Celebrations. What did our members achieve and enjoy? How did we change the world?

- **1.4 million** viewers for the BBC Four documentary *100 years of the Girl Guides*.
- **£850,000** raised for charities through our Changing the World project – in which **296,591** members raised awareness, raised funds and took action in support of 19 causes.
- Over **500,000** members reflected on the past and looked to the future at the Centenary closing celebration, Vision.
- More than **100,000** members pushed the limits with a Centenary Adventure.
- **20,000** thrilled to the spectacle of our one-day performing arts festival, Fusion.

- **5,000** girls and women from all around the world gathered in Yorkshire for the Centenary Camp.

And finally...

- **1** Centenary Fund was established, dedicated to helping girls across the UK achieve their goals. A lasting legacy of the celebrations, the Centenary Fund aims to 'give a girl a dream' by awarding grants to help girls realise ambitions they would otherwise be unable to afford. To make a secure online donation visit www.girlguiding.org.uk/centenaryfund or call **020 7834 6242**.

The Centenary may be over, but Girlguiding UK is not sitting back and relaxing! Read on for news of some of the exciting projects taking us forward into the next 100 years.

Centenary DVD

Find out what we did for our Centenary with the *Centenary Souvenir DVD* which captures special moments from events held all over the UK, including the Launch, One World One Beat, Fusion, the Centenary Camp, Vision and more. To order your copy (ordering code 7678) call **0161 941 2237** or visit www.girlguidingukshop.co.uk.

Adventure on!



Adventures come in all shapes and sizes, and offering them is one of the things guiding does best!

'We continue to offer adventure where it is most needed'

In a society where children and young people face ever more restrictions on their freedom to explore and discover, guiding offers a rare chance for girls and young women to experience adventure. Some of our best tools for doing this are our Training and Activity Centres (TACs): eight centres around the UK offering adventure in all forms, from abseiling to zip wire. Visitors can take their pick from flexible programmes which offer hourly activity sessions, day programmes or longer holiday breaks. The TACs are open to any organised youth group – including school groups and the Scouts, as well as adult groups looking for a corporate challenge event or team-building exercise.

This spring, Girlguiding UK was delighted to receive a grant of £20,000 from the Bernard Sunley Charitable Foundation towards the refurbishment of parts of two

of our TACs. As John Rimington, Director of the Foundation, explains: 'A major aim of the Bernard Sunley Charitable Foundation is to give young people the opportunities to grow and fulfil their full potential as responsible citizens in society, which is why we support Girlguiding UK and their Training and Activity Centres.'

Grants like this are vital to our work and help us to continue to offer adventure – to today's young people. This funding will enable us to update our facilities at ICANDO, London, and Waddow Hall, Lancashire, helping us to deliver a first-class programme of adventures.

For more information on our activity centres and the valuable work they do, visit www.girlguiding.org.uk/activity_centres.

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 or www.twitter.com/girlguidinguk.

Give yourself a chance



A new initiative in Girlguiding UK's effort to promote body confidence in today's girls and young women.

'An excellent and innovative way to reach young girls'

The last issue of *Girlguiding UK Today* reported on the launch of our petition against the use of airbrushed images in the media. November 2010 saw the presentation at the House of Commons of the petition with over 25,000 signatures asking for compulsory labelling of airbrushed images, to protect girls and young women against unrealistic and damaging ideas of beauty.

Our latest initiative is an interactive digital tool aimed at the shocking number of teenage girls considering cosmetic surgery. 'Give yourself a chance' offers young women tips on boosting self-esteem and urges them to consider a range of alternatives to surgery. Designed for girls aged 12 to 16, the tool encourages teens to discuss the issues openly. It is a response to Girlguiding UK's groundbreaking Girls' Attitudes Survey, which revealed that over

1 in 10 girls aged 11 to 16 and nearly half of young women aged 16 to 21 would consider cosmetic surgery to change their appearance.

'Give yourself a chance' has received the backing of Girlguiding UK's youth panel Advocate!, the Campaign for Body Confidence, Mumsnet and the British Association of Plastic, Reconstructive and Aesthetic Surgeons (BAPRAS).

Lynne Featherstone, Minister for Equalities, said: 'I am delighted to lend my support to the "Give yourself a chance" campaign which I think is an excellent and innovative way to reach young girls and tackle this modern-day virus which is undermining so many.'

Give yourself a chance: visit www.girlguiding.org.uk/gyac/gyac.html.

Girls with attitude

One in two girls aged between 16 and 21 would consider plastic surgery, nearly half of all 7- to 11-year-olds want to own their own house by the time they are 30, and one in six 11- to 16-year-olds believes that 'marriage is just a piece of paper'. Find out more by reading our Girls' Attitudes Survey at: www.girlguiding.org.uk/girlsattitudes.

Holiday fun



Girlguiding UK is reaching out to more girls with innovative holiday guiding schemes.

'The volunteer team was able to see how guiding develops girls'

Guiding units already operate in schools as part of the government's Extended Schools Provision, and offering holiday guiding schemes is a new and exciting way to take this further. Open to all girls, not just Girlguiding UK members, the volunteer-run projects pack a huge range of typical guiding activities into just a week.

Holiday guiding is an effective way to reach out to girls who do not normally enjoy the kind of opportunities guiding offers. Sponsorship of £1,000 for a scheme in Sheffield enabled the project team to offer places to girls from very deprived backgrounds at a cost of just £5 for a week's holiday guiding. This included archery, canoeing, climbing and rafting

sessions, as well as cooking their own lunch over a campfire – which proved to be the most popular activity!

London and South East England Region Chief Commissioner Pip McKerrow, in her role as a Leader in Brixton, ran a pilot project in summer 2010 and was delighted by its success. 'Some girls had never visited the countryside before, lit a fire or eaten in a restaurant. And the volunteer team was able to see how guiding develops girls in a relatively short space of time.

'We all got to meet new people and share ideas. The whole team was enthused by the success of the week, and we're all fired up to do it again!'

Volunteer

We have 48,000 girls waiting to join us – so we really need 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 to volunteer and help Girlguiding UK put girls in the lead. Visit www.girlguiding.org.uk/get_involved.aspx, email joinus@girlguiding.org.uk or call 0800 1 69 59 01.

Uniting the world



Girlguiding UK helped members around the world to get in touch on World Thinking Day.

'Hundreds of messages poured in from around the world'

World Thinking Day, celebrated each year on 22 February, is a time for members to think about their guiding friends around the world. This year we offered new ways for them to communicate. Along with other guiding organisations around the world, we tweeted using #WTD11 and made #WTD11 a worldwide trending topic on Twitter for World Thinking Day.

Visitors to our website were invited to tweet or post their thoughts to our interactive thoughtmap. We asked 'How do you think guiding can change the world?' – and received a fantastic response. Hundreds of messages poured in from around the world: from Vancouver to Venezuela, Melbourne to Milton Keynes, members of guiding shared their friendship and goodwill.

We also broke new ground with our World Thinking Day e-card. For the first time, members received greetings via a striking animated e-card featuring images of delegates to the first Young Women's World Forum, held in October 2010. The delegates, aged 18 to 25 and representing 61 nations, modelled T-shirts on which they had written their personal pledges for action. 'Run workshops in computer skills', 'Help out my local food bank' and 'Teach children about recycling' were just some of the pledges inspired by their work at the Forum. The images of these dedicated young women, taking the lead and taking action, made a truly meaningful World Thinking Day message. You can view it at www.girlguiding.org.uk/home/happy_world_thinking_day.aspx.

Making an impact

Replacing the annual review, *Our Centenary Scrapbook: How Girlguiding UK made an impact in 2010* is an interactive digital report with videos, image galleries, news story links and more of all things Centenary and 2010. Visit www.girlguiding.org.uk/impactreport.

Tackling tough issues



Girlguiding UK's members are joining global efforts to achieve the UN's Millennium Development Goals.

'Thinking, talking and acting to change our world'

'Girls worldwide say "together we can change our world".' This inspiring slogan is much more than just words: it is the current global action theme of the World Association of Girl Guides and Girl Scouts (WAGGGS), the organisation that unites guiding around the world. Committed to working towards the United Nations' eight Millennium Development Goals (MDGs), WAGGGS encourages all members to take action to change the world around them.

This spring, to help members of guiding in the UK to get involved, Girlguiding UK is launching *Together We Can*, an activity pack that makes the MDGs accessible for members of all ages. Through age-appropriate games, drama, discussions and challenges, girls will be able to get to grips

with issues like poverty and hunger, the spread of disease and the obstacles that can prevent children getting an education. Once they have learned about the issues, the next challenge for the girls is to go a step further and take action. The pack contains a wide range of volunteering, advocacy, awareness-raising and fundraising suggestions, from volunteering at Oxfam music festivals to hosting a mums' café to raise awareness of maternal health. With its wealth of information and ideas, *Together We Can* will keep members thinking, talking and acting to change our world for the better.

Visit www.girlguidingukshop.co.uk or call **0161 941 2237** to order your copy (ordering code 6542).

Watch us 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 makeup' video that promoted our Girls' Attitudes Survey. To view them all, visit our channel at www.youtube.com/girlguidinguk and feel free to subscribe and comment.

Learning journeys



Girlguiding UK helps adults to develop new skills – all the way to the top!

'Helping to make volunteering as easy as possible'

In May 2011, Girlguiding UK welcomed Gill Slocombe (pictured, centre) as its new Chief Guide. Gill, previously Chief Commissioner for South West England Region, is passionate about guiding and all that it offers to girls. As she says, 'It's really important that young people get opportunities to build confidence to be strong individuals who can contribute to our future world.'

Gill's guiding 'career' provides a great illustration of the opportunities for learning and development that Girlguiding UK offers to adults. From her first leadership experience, as a teenage Pack Leader with a Brownie unit, Gill moved on to become an adult Leader with the Guide age group. She then took on more managerial roles as a

Commissioner for progressively larger areas, before being elected this year for a five-year term as Chief Guide.

As an organisation, Girlguiding UK is keen to offer its adult members every chance to develop new skills. Experience gained through volunteering for guiding can often be invaluable in other areas of life, particularly in work. A recently launched initiative is a new e-learning module to help train adults in mentoring – a skill that is not only valuable to guiding but is also highly transferable. The flexible online format means that members can fit in their learning around other commitments, helping to make volunteering as easy as possible for the adult members who make guiding happen.

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