Girls talk impact!

What we achieved in 2016
Hello, we're Girlguiding!

We're the UK's leading charity for girls and young women. Through fun, friendship, challenge and adventure we empower girls to find their voice, inspiring them to discover the best in themselves and to make a positive difference in their community.

We've been helping girls fulfil their potential for more than 100 years, and each year we reach new goals. Thanks to our volunteers, supporters, partners – and of course the girls themselves – 2016 saw Girlguiding continue to transform girls’ lives.

**We made an impact**
Across all parts of the UK, an amazing **100,000 volunteers** helped over **400,000 girls** aged 4 to 25 to share the life-changing experience of Girlguiding.

**We stayed true to our vision**
We worked to create an equal world where girls can be happy, safe and fulfil their potential.

**We lived our values**
We created new ways to be caring, challenging, empowering, fun, inclusive and inspiring.

**We looked to the future**
We put plans in place to ensure we are able to empower even more girls to find their voice and be their best through high-quality, girl-led programmes.

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2016 welcomed in year two of our five-year plan, Being Our Best. We developed the plan following consultations with over 20,000 girls, volunteers, parents and external stakeholders, to make sure we do our best to help girls be their best.

Looking back over 2016, it’s clear to see what a target-beating, action-packed, life-changing year it’s been for hundreds of thousands of girls and young women across the UK.

We saw real impact being made – from Rainbows venturing away on their first sleepover to young women taking on their first adult leadership role. And the strategic plan helped us ensure that giving girls amazing experiences remained right at the heart of guiding.

We took pride in excellence
Our great programme of fun events, challenging activities and empowering opportunities for girls got even better – and we kicked off the biggest ever review of our programme! What’s more, adult volunteers received even more support, so they delivered greater guiding experiences too.

We improved access
We grew awareness and challenged perceptions of guiding, including launching #ForTheGirl, our first ever awareness-raisin campaign which reached over 18 million people. We spread the word about how great our charity is so that more girls from all backgrounds can experience the benefits of guiding in the future.

We helped girls find their voice
New and existing projects gave girls and young women brilliant opportunities to work for positive change in the world around them. We listened to them and helped promote their views and opinions on causes that mattered to them. We even created the UK’s largest girl-led advocacy network – Action for Change.

We increased our capacity
Delivering great guiding means having strong support structures in place, so we made improvements to the services and support we give volunteers. And we celebrated our most successful fundraising year to date, raising £1.3m – more funding equals more incredible opportunities for girls across the UK!
Our Girls’ Attitudes Survey showed that girls as young as seven are concerned about their mental well-being. Resilience helps girls cope when they’re faced with the stresses of everyday life—whether that’s in their schools, families or friendship groups—so that they can have fun, take new opportunities and enjoy good mental health. Through Think Resilient, girls learn about the importance of resilience and practise techniques to help develop it.

I first delivered Think Resilient in 2016 and it makes me feel proud to be a peer educator. This resource relates to many young people’s fears and worries as most have stress, e.g., exams, work, relationships, disabilities, and it teaches them how to manage these issues. I’m proud to know that I have tried to make a difference to young people and showed them how to have a positive outlook on life and develop strategies to deal with mental health issues.

Emily, Peer Educator and member of The Senior Section

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Katie-Rebecca, Peer Educator and member of The Senior Section
In 2016 we offered a fantastic range of opportunities to help our young members learn, develop and share a lot of fun.

**Tomorrow’s leaders were inspired**
Our brilliant residential event, Camp CEO, gave young members from across the UK the opportunity to pair up with successful female business leaders – over 100 girls applied to take part.
After a week of mentoring, **94% of members felt they really knew a lot about leadership.** One attendee said: ‘Camp CEO gave me the confidence and skills that have made me stand out in everyday life. It was a once-in-a-lifetime experience!’

**Girls enjoyed amazing adventures**
In 2016 members were offered the chance for new adventures of all kinds, from space camp to survival challenges. At Magic and Mayhem, our circus-themed festival event exclusive to younger girls, Rolls-Royce, one of our partners, helped girls launch rockets and make lava lamps. And over 2,000 Rainbows and Brownies even enjoyed a sleepover in a big top!

**We celebrated a centenary**
Over 800 members of The Senior Section had a role in planning the glam finale to their centenary year: a **fabulous ball that brought together almost 1,000 young women.** It followed an exciting year of activities with members getting involved in a survival weekend, a carnival, a democracy festival and an expedition to Cyprus – great opportunities for all!

**Our partnerships benefited thousands of girls**
We were able to give girls more opportunities thanks to the support of our corporate, trust and foundation partners. For example, over 63,000 girls improved their understanding of eating healthily by completing the Farm to Fork food education trail created by **Tesco**, while 31,000 Brownies earned the Friend to Animals badge, sponsored by **Pets at Home**, by learning more about pets, wildlife and endangered species.

**Our impact was global**
We sent teams of young women out around the world as far as Peru and Estonia to work on GOLD (Guiding Overseas Linked with Development) projects. Over **40 members took part in 8 community development projects**, ranging from helping young women develop leadership skills to campaigning for an end to violence against girls and women.

**14,000 young members came together for our 15th exclusive BIG GIG pop concert**
We led the way
Our volunteers deliver excellence every day – and we’re right by their side. The training we offer helps them increase their skills and knowledge: **5,886 volunteers successfully completed their leadership qualification** and joined our team of inspirational unit leaders in 2016. And over 170 county commissioners attended our biennial two-day County Commissioner Conference, where they were able to network and attend workshops relevant to their roles. We also created standardised role descriptions to help volunteers find the right role – and then to show prospective employers and others what fantastic skills they gain from guiding.

We showed our quality
We want our volunteers to show off the amazing guiding they deliver and are piloting ways to evidence and celebrate this. We undertook a small-scale pilot of an externally accredited Quality Mark and evaluated the results. Over **450 units are now helping to test** different options for the future.

We created a new programme of activities together
We’re developing a whole new programme framework, keeping our offer fresh and relevant for today’s girls. And when it came to sourcing and trying out ideas, who better to turn to than our own members? They’re the experts – so in the six months from October 2016, **we got leaders to test activities with 11,500 girls** to make sure we deliver an outstanding programme of activities for members moving forward. And more than 500 girls and 50 leaders gave input into the design of the new programme activity cards, ensuring that they are age appropriate, attractive and easy to use.

Girlguiding’s all about girls – but don’t forget the grown-ups! We couldn’t offer girls such amazing experiences without our 100,000 volunteers. 2016 saw us involving and supporting our volunteers in even more new ways.

Striving for excellence

‘I like to help leaders develop their skills – recently I’ve thoroughly enjoyed mentoring a group of new district commissioners.’
Emma, County Commissioner

86% of our volunteers feel well supported and valued
When I joined I felt anxious and excited but soon made lots of new friends. Now I help new girls feel welcome when they start with us.

My favourite part of Brownies is when we go on trips and I see new things and do things I never thought I would do. I thought I could never carry a flag on a Remembrance Parade or go on rollercoasters with all of my 16 friends - or take part in fun and sometimes messy challenges!

Abigail, Brownie

We always strive to reach out to communities that are less aware of Girlguiding to increase the number of girls who can access what we offer. Using funding from the Uniformed Youth Social Action Fund (UYSAF) project helped us to open new units and create 2,226 more spaces for girls. Abigail, a Brownie from a new unit, which opened in 2016 in the North West region, tells us about the new experiences and opportunities Brownies has given her.
Improving access

We believe that Girlguiding is a great place to be. That’s why we want as many girls and adults as possible to get involved. Reaching out to new members means raising our profile and showing who we are, and also having the resources in place to welcome everyone who wants to join us.

We gave new volunteers a warm welcome

We’re always thrilled to attract new volunteers, but we understand that giving them the best possible experience when bringing them on board takes time and effort. In 2016, with support from Pears Foundation, we launched a pilot project to develop a new induction model, so that we can provide better support both to new volunteers and to existing volunteers who help them settle in. At a feedback event in November, 92% of volunteers felt that the new volunteer induction pack created as part of the pilot would help them support new adults in guiding.

Our viral campaign reached millions

Our first ever awareness-raising campaign #ForTheGirl reached 18 million people and the campaign film was viewed 1.8 million times. It increased awareness of Girlguiding by 8% amongst the target audience and changed perceptions of Girlguiding – 81% of the target audience now think Girlguiding builds girls’ confidence, up from 66% before the campaign.

94% of Brownies would recommend Girlguiding to a friend

Our girls raised our profile

We helped girls get their voices heard in the media about the issues that were important to them – a remarkable 1,192 times. That represents 44% of our total media coverage and it also gave a great boost to public awareness of our charity.

We had over 5,000 pieces of Girlguiding PR coverage locally and nationally!
Improving access

Nothing should bar the way for girls when it comes to reaching their potential. And in 2016 we found more ways to make sure that girls and young women from all backgrounds have access to guiding.

We supported members with autism
A busy guiding environment can be difficult for members with autism. Working with The National Autistic Society, we developed communication passports to help young members share their needs with leaders. We are now creating visual timetables to help young members understand the structure of unit meetings.

We took action on inclusion
We wanted our leaders to feel confident about welcoming girls and volunteers from all backgrounds. So we worked with experts to carry out an inclusion audit – and using the results, we created an action plan which will help us to strengthen our inclusion work in areas where it is most needed. We also reviewed and updated all of our online guidance and are developing and piloting disability confidence training for volunteers, to be rolled out across the UK from 2018.

We encouraged diversity
We were proud to become Stonewall Diversity Champions in 2016 and to continue our relationship with Gendered Intelligence, who helped us develop materials to make sure transgender girls and volunteers are supported. 2016 also saw us attend 12 Pride events across the UK – more than ever before!

‘I honestly couldn’t ask for anything more from being a part of the greatest extended support system I’ve ever had.’
Lonie, member of The Senior Section and Brownie Assistant Leader
We wanted to help girls get heard in their communities and take action where it matters to them. So we launched Action for Change, our new youth advocacy initiative. We connected girls from different areas of the UK, to work in a shared support network within their area – in fact, we’ve created the UK’s largest girl-led advocacy network, with over 165 taking part so far! Let’s hear from some of them.

Hannah, member of The Senior Section

As part of Action for Change, I’m running a project on improving access to trains for those with invisible illnesses, to educate the public and persuade train companies to improve their provision. I was lucky enough to speak about my project at London Southbank’s Women of the World Festival. We took part in a workshop beforehand run by UK Feminista and met lots of inspirational young women.

I’ve learnt so many things including how to plan a successful project, make engaging videos and start a blog, as well as making new friends. We also get lots of amazing resources to help us out!

Hannah, member of The Senior Section

Bekki, member of The Senior Section

My Action for Change project aims to encourage girls and young women who don’t consider themselves ‘sporty’, as I used to, find a sport they enjoy and can feel comfortable taking part in.

At the Action for Change inspiration weekend I worked with girls from across Scotland. This was really rewarding as I was able to offer advice to younger members, and learn about the issues which mattered to them. We also had the brilliant opportunity to learn from successful campaigners, who gave us lots of ideas and motivation for our projects.

I have learnt skills such as how to improve my persuasive writing. I filmed my first vlog and Action for Change has also given me more confidence in my campaigning.

Bekki, member of The Senior Section

Raising our voice

We’re being heard!

Action for Change is all about giving girls the skills and know-how to take action on the issues they really care about. Supported by the Esmée Fairbairn Foundation, it offers exciting inspiration weekends and ongoing support to help girls to launch and carry out social action projects. In 2016, girls signed up to develop and deliver their own projects. In total there were 55 individual projects, each one having an unique impact in the local area. But the real strength of Action for Change is in creating a network of advocacy and positive action.
We were amazing
Over 60% of girls aged 11 to 21 have experienced people criticising their bodies.* With body confidence such an important issue, we launched a social media action campaign, #YouAreAmazing. This encouraged girls to celebrate female friends, family and role models for their achievements, not their looks – and it had a reach of 330,276, with 4,221 liking, retweeting or including the hashtag in public posts.

*Girls’ Attitudes Survey 2016

Raising our voice
We know girls, and we respect their views. By researching what they think and feel about today’s world, we made sure that girls and young women had their say in guiding and beyond.

We listened to girls
What really matters to girls today? Our annual Girls’ Attitudes Survey is the largest of its kind in the UK, with over 1,500 respondents. Through it we find out what matters most to girls (members and non-members) aged 7 to 21. Our eighth survey, in 2016, helped us learn what girls think on issues ranging from everyday sexism to aspirations and leadership – and we use that knowledge to benefit girls everywhere.

We shared their views
Once we’ve gathered girls’ views, we work hard to make them known. The 2016 survey launch gained 156 printed press mentions and the circulation of these potentially reached over 12 million people. We released separate Girls’ Attitudes reports on leadership and on sport. News outlets from the Sun to Grazia, the Daily Mail and BBC Radio 4 covered our findings. Online, girls shared their feelings about body confidence through The Pool and contributed to Vice’s in-depth look at girls’ confidence as they enter the world of work.

61%
of our external stakeholders see us as experts on girls’ views
We helped make a difference
Our young members told us they wanted to join the campaign to make relationship and sex education compulsory for all young people. In 2016 we supported them to speak out about it, in the media and to decision makers – and in early 2017 we were really pleased to hear that the government has agreed to implement this. Well done to all our girls and young women who took part and got their voice heard: without their help, this important change may not have happened.

Girls mattered
We supported our young members in making their voices heard loud and clear with our Girls Matter initiative. Through a high-profile campaign, girls and young women tackled the problem of sexual harassment in schools. The campaign was featured across national media – and influenced the Women and Equalities Select Committee’s decision to hold an inquiry into the issue.

I hope the Action for Change project continues giving girls the opportunity to improve their campaigning skills and let their opinions be heard.

Bekki, member of The Senior Section
We're strong

Girls told us they wanted more adventure in guiding. So in 2016 we agreed a new investment strategy to keep our national activity centres up to date, to make sure they can offer even more adventurous activities, festivals, camps and events to visitors.

Wellies and Wristbands has been a great experience and one I will never forget. The football festival definitely added to all the other opportunities here.

Lara, 3rd Finchampstead Guides

Our activity centres across the UK welcomed over 110,000 visitors in 2016!

Girlguiding’s local and national activity centres give our members fantastic adventures – and offer a taste of guiding fun to wider audiences. **2016 saw over 47,000 members attending major events across the UK.** At Wellies and Wristbands, our festival exclusively for Guides and members of The Senior Section, girls were able to choose from a variety of exciting activities and sports, as well as enjoying live music. Through a joint initiative between **The FA** and **Continental Tyres** they even had the chance to develop their football skills with expert coaching sessions run by The FA.

We have so many brilliant memories of our trip to Blackland Farm - girls playing games in the woods, stream walking, overcoming fears of the abseil tower, and launching themselves into space from the perch. We can’t wait to go back.

Anne, Assistant Leader, 9th Haywards Heath Guides
Increasing our capacity

Great guiding needs great support from strong, effective systems and processes. 2016 saw us make big improvements to the services and support we can offer our volunteers, parents and young members.

We wowed online

The Girlguiding website is one of our most useful tools, bringing together members, parents and supporters. In 2016 we gave it a total overhaul and we’re proud that the new site is already having a positive impact. Its contemporary, inclusive design is engaging potential new members: unique views of the pages where users can register interest in joining us are up by 50% for girls and 290% for adults. And volunteers are finding it easier to access essential resources, as shown by a 14% drop in support emails to the Membership Systems team.

Our new website shows the professional organisation we are. The search facility is much better! I like how quick and accessible the information is. Saving time as a volunteer is key as we’ve got lots to do and not a lot of time to do it!

Emma, County Commissioner and Brownie Leader

We upgraded our systems

In 2016 we had a new membership system designed to help make member administration quicker and easier, as well as being compatible across all devices. It will allow us to collect and process data more effectively and help us deliver against our strategic aims.

We invested in girls’ futures

In 2016 our Trading Service sold 1,676,036 badges (that’s over 1.5 million activities successfully completed by girls!), with all profits coming back to support guiding activities. And it was our most successful fundraising year to date, with £1.3 million raised in voluntary income, which will help us give even more opportunities and experiences to girls.

We’ve had over 1.16m visits since the new website launch in autumn 2016!
Looking ahead
What’s next?

In 2017 and beyond, we want to make an even greater impact on the lives of girls and young women across the UK. Here’s how.

Excellence
We will transform what girls do in guiding by completing the biggest ever overhaul of our programme for all sections, to bring our activities bang up to date – including our iconic badges! This extensive change to our programme marks the biggest investment in girls’ futures outside the school system in the UK. Hundreds of thousands of girls will benefit from activities and opportunities that will equip them with all the skills and experiences they will need to thrive, succeed, make change and be happy in the modern world. Creating a new learning and development framework will help us support leaders, and we’ll also keep piloting approaches to evidencing and celebrating quality.

Access
We’ll lay the foundations for growth and aim for at least 17,000 new members per year from 2019. Along with creating a new youth brand and engagement strategy for young members, we’ll develop and deliver a targeted marketing campaign to recruit more adult volunteers.

Voice
We’ll keep delivering first-class research into girls’ views – including developing mechanisms for rapid-response polling to inject more girls’ voices into emerging debates and building up to the ten-year anniversary of our Girls’ Attitudes Survey in 2018. Year two of the Action for Change project will help more girls make a difference on the things that matter to them, and we will involve more young members in decision making within guiding.

Capacity
We have big plans for 2017, including a review of Girlguiding’s multi-tiered structure to clarify the roles and responsibilities of each level of guiding. We’ll benchmark our infrastructure support systems and upgrade the membership systems. And we plan to grow our income through a new supporter engagement strategy and upgrades to the online shop.

84% of girls said Girlguiding had a positive impact on their lives
As you can see from the inspirational stories our young members and volunteers have shared, 2016 was a big year with a big impact. Girls all across the UK learned and developed, shared new experiences, made a difference – and had brilliant fun.

That's thanks to the thousands of supporters who help our young members achieve their potential. However, each new generation of girls faces different challenges and they will still need the support Girlguiding can offer, next year and beyond.

We need to be able to welcome even more volunteers to help us reach out to the communities where we've never been before. We want to offer more exciting and challenging opportunities to girls. We want to be the place where all girls can share empowering experiences, now and in the future. To do this, we need the time, money and expertise of our supporters.

Make a difference next year – be a part of the vital support that enables Girlguiding to continue our work to advocate and empower. There is no other organisation that has had a bigger impact on the lives of girls in the UK.

We’d like to say a big thank you to all the wonderful funders and partners who supported us in 2016 and made such an impact on girls’ lives:

With the support of **PGL Travel**, our young members can climb and abseil at any of 16 centres in the UK, sail on the coast of Spain, canoe through the south of France or enjoy any number of other fun challenging adventures. PGL also provide our members with special offers on adventurous activities at their UK centres.

**Cotswold Outdoor** share our passion for encouraging all girls to participate in a range of activities and inspirational adventures. They provide our members with discounts, in-store and online, equipment fitting services and kit talks.

Together with **Pets at Home** we’re helping girls learn more about pets, wildlife and endangered species. Pets at Home kindly offer all Rainbow, Brownie and Guide groups the opportunity to take part in their free pet workshops in store. They also sponsor our Friend to Animals badge, which was completed by over 31,000 girls in 2016!

**So why not get involved, and help share the experience?**
**Contact supporters@girlguiding.org.uk to find out how you can change girls’ lives for the better.**
Getting involved

Our two-year partnership with Tesco is all about giving our young members the opportunity to learn more about where the food they eat comes from. Over 63,000 girls have completed a Farm to Fork Trail, a free challenge for our younger members.

The Esmée Fairbairn Foundation supports our Action for Change programme to provide more girls and young women with a platform to ensure their voices are heard at the highest levels. Together, we’re inspiring and developing the next generation of young leaders and change-makers to take action.

Merlin Entertainments’ commitment to fun and adventure matches our own; from beneath the waves at a SEA LIFE centre to touching the clouds on the Coca-Cola London Eye, we work with them to offer our members great discounts at Merlin attractions across the UK.

We team up with SGN to inspire the next generation of engineers, and help girls understand gas and carbon monoxide safety. Together we run exciting hands-on workshops, giving girls the opportunity to learn about STEM in a fun and dynamic way and meet real-life female role models.

Rolls-Royce and Girlguiding share a commitment to challenging stereotypes around STEM, and we partner together to inspire the next generation of young women into the world of STEM. Rolls-Royce sponsors our Brownie Science Investigator badge which was completed by 22,000 Brownies in 2016. Together we have launched rockets, built hot air balloons, and designed lava lamps. All of this means that Girlguiding is one of Rolls-Royce’s top ten STEM reach partners globally.

Players of People’s Postcode Lottery support Girlguiding to deliver a range of projects and activities, which help us offer a bright future to girls and young women in guiding. From strengthening our youth voice panel, to developing our programme to meet girls’ needs today, they’ve helped us get better at what we do for girls in every postcode.

In partnership with Pears Foundation, we’re piloting an innovative welcome and induction model for volunteers. The goal is to give new volunteers a better experience of joining, while also providing more support to those existing volunteers who help them settle in. We’re excited to have started developing learning and best practice which will be shared nationally, supporting Girlguiding to grow and sustain our fantastic community of volunteers and ensuring that we can offer more girls and young women the chance to benefit from Girlguiding.

Thanks to other partners, trusts and foundations which supported our work with girls and young women across the UK, including:

- Dove Self-Esteem Project
- Dudley and Geoffrey Cox Charitable Trust
- Masonic Charitable Foundation
- Rosa
- Tampon Tax Fund
- The Bernard Sunley Charitable Foundation.

* ‘Coca-Cola’, the Dynamic Ribbon Device and the design of the ‘Coca-Cola Contour Bottle’ are registered trademarks of The Coca-Cola Company.
Girlguiding is a charity funded from a range of sources. The charts below show where our income comes from and how we spend it to maximise opportunities and support all our members.

**Where our income came from**

- **£2,033,591** Trading and activity centres contribution
- **£1,267,243** Donations, legacies and grants
- **£1,328,100** Investment property
- **£1,838,601** Voice
- **£1,912,384** Excellence/Quality
- **£3,351,296** Access
- **£3,754,851** Capacity
- **£514,425** Events
- **£207,163** Corporates income
- **£207,163** Corporates income
- **£514,425** Events
- **£5,800,670** Subscriptions

*Includes publications, room sponsorship at Girlguiding national Activity Centres, Guiding Overseas Linked with Development (GOLD) fundraising, sundry income and interest paid by Trading.
Call us on 020 7834 6242, email supporters@girlguiding.org.uk, visit girlguiding.org.uk or write to us at:

Girlguiding
17-19 Buckingham Palace Road
London, SW1W 0PT

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