Impact report 2017

Follow us to see the difference we’ve made...
Introduction

We’re the UK’s largest charity for girls and young women.

Through fun, friendship, challenge and adventure, we give girls a space to achieve their potential and make a positive difference, in their communities and beyond.

2017 was an exciting year of great change in guiding: we began the biggest-ever overhaul of our programme of activities, badges and awards and celebrated our most successful fundraising year to date. We also passed the halfway point in the journey to ‘Being our best’, our five-year strategic plan which will see us empower even more girls to find their voice and be their best through guiding.

We want to tell you all about the incredible impact our work has had in 2017, and how we – with your support – are going to do even more to help girls in 2018 and the years ahead.
In 2015, we set ourselves some ambitious goals when we created ‘Being our best’, a strategic plan that will see us get even better at everything we do by 2020.

Our strategy is inspired by our ultimate vision of an equal world: a place where all girls can be happy, safe and fulfil their potential. Through our high-quality, girl-led programmes, delivered by inspirational leaders, we will empower girls to find their voice and be their best.

So we’ve committed to be our best, and get even more girls involved in our amazing and unique offer.

Our 2017 highlights:

- The development and testing of a brand-new programme of activities.
- Influencing government policy, including helping to get relationships and sex education made compulsory in schools.
- The delivery of our first-ever national volunteer recruitment campaign.
- Thanks to our supporters, we had our most successful fundraising year ever!
What we did in 2017

Exciting new activities for girls

2017 saw the biggest-ever overhaul of our programme of activities, badges and awards for all age groups – and our young members were at the heart of it all.

• We developed 240 new unit meeting activities, 360 skills builder activities and 216 interest badge activities, alongside 187 new badge designs.

• 41,914 girls got involved to give their views on their own programme.

• With support from players of People’s Postcode Lottery, we provided 25,605 units with ‘taster packs’, featuring samples of new activities and helping girls to take the lead in their unit.

• We created an exciting new programme of activities, as well as a new name, brand and uniform, for 14–18-year olds. The new Rangers section will be fun, flexible and focused on personal development.

• A new offer for the 18–30 age group was also developed. Young women will be able to decide what they want to get out of guiding, by choosing from a range of social opportunities, skill development activities and volunteering roles.

Thanks to the Tampon Tax Fund who supported us to develop and implement our new programme, which will deliver high-quality activities and opportunities for girls and young women.

Helping girls to help other girls

We train our 14–25-year-old Peer Educators to deliver sessions to other guiding groups on the topics most important to girls, such as mental well-being and body confidence. We also produce the resources to support these sessions.

• In 2017, over 200 Peer Educators were trained to lead these fun and interactive sessions, and they delivered 807 sessions to 13,964 young members.

• After girls told us that gender stereotypes make it harder to reach their goals, we worked together to develop Breaking Free, a Peer Education resource which gives girls the tools to challenge any stereotype that limits them.
Amazing opportunities for girls

In 2017, girls got to experience even more exciting and unique events, both in the UK and abroad.

There was fun for all at exclusive pop concerts like BIG GIG (now in its 16th year!), camps such as the Wellies and Wristbands festival, and the circus-themed Magic and Mayhem for girls in Rainbows and Brownies. And in 2017 over 950 girls braved the elements at our first-ever extreme weather survival camp, Sparkle and Ice.

Over 2,100 of our young members went on an international trip with Girlguiding

Over 19,374 young members

Supporting our volunteers to be inspirational unit leaders

We’re incredibly proud of the great guiding delivered by our amazing volunteers.

• In 2017, 72% of the 182 units’ submissions to our Quality Pilot achieved the accredited Quality Mark, which shows that they’ve been giving girls an excellent guiding experience.

• We also made sure we’ll stay at the forefront of safety by developing a refreshed safeguarding training programme, which will be rolled out to more than 100,000 adult members over the next three years.

Over 2,000 Rainbows and Brownies enjoyed Magic and Mayhem
A closer Look at...

Sparkle and Ice

On the first weekend in February, Guides and members of The Senior Section from across the UK headed to our activity centres to brave the elements and take part in our first-ever winter camp, Sparkle and Ice.

They took on survival challenges and tested themselves against the extreme winter weather, having fun and making friends along the way!

Looking ahead...

Girls will get to experience the benefits of our amazing new programme of activities when it’s rolled out across all units.

We’re launching Rangers, our new and exciting offer tailored to 14–18-year-olds.

Over 950 girls braved the elements at Sparkle and Ice.
The launch of Doing Our Best will give us a new set of standards for good-quality guiding, to make sure every girl has a brilliant experience.

We’ll make sure all adult members have the training they need to deliver guiding with confidence.

Our refreshed A Safe Space training will help our adult members and staff keep our young members safe.

‘A fantastic weekend of outdoor, muddy fun from archery and ice skating to campfire and disco time! Thoroughly enjoyed volunteering and getting to know the brilliant team! :)’

Meg – Queen’s Guide and Volunteer

‘The rock climbing has been the best bit. It’s really high and fun and I got to the top.’

Olivia – Guide

‘It was fantabulous and amazing and I enjoyed myself very much. The activities were awesome, especially zorbing, and the mud made me very happy ... hehehe splat! Can’t wait for next winter!’

Abi – Member of The Senior Section

‘The tent was the best part for me. After we were done and actually in it, it was really satisfying!’

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Access for all girls
We want to extend the benefits of guiding to even more girls

What we did in 2017

Working to build our membership

During 2017 we started to implement a new strategy for growth and retention, and launched a range of initiatives to help us reach out to new members.

• To be able to welcome new girls into guiding, we need more volunteers. So we launched our first-ever national recruitment campaign, #KnowYourPlace, to promote the benefits of volunteering with Girlguiding among women aged 25 to 34. The campaign reached over 3.6 million people and we received over 1,500 extra volunteer enquiries as a result.

• Thanks to the generous support of the UPS Foundation, we kick-started our growth and development work to open new units in areas of social deprivation.

• We created a programme of member retention communication to help leaders keep adult and young members involved in guiding.

• We developed and piloted a new unit start-up kit to make it easier to open new units.

• We published a county growth plan template and tools to support county teams with their plans for growth and retention.

Our #KnowYourPlace campaign increased volunteer enquiries by 111%
Supporting diversity and being inclusive

Girlguiding is proud to be an inclusive organisation. We want all girls, regardless of their background, to have an equal chance to benefit from what we offer.

- We launched our reviewed Equality and Diversity Policy to help our members recognise and embrace diversity, and make sure all girls receive the same great guiding experience and opportunities.

- We piloted a new disability confidence training plan, in partnership with Scope, which will help our adult members get more disabled people into guiding.

- We worked in consultation with Gendered Intelligence on our resources and guidance for volunteers, which they can use to start conversations around gender and gender identity and support young trans members.

Increasing the number of girls that want to join us

To get girls interested in us, we need to let them know about the real Girlguiding and all the great things we do. In 2017 we spoke out loud and clear about our amazing work and gained 90% on-message media coverage across the organisation.

389 new Girlguiding units were opened

93% of girls would recommend guiding to a friend

We had over 500,000 members in 2017
A closer Look at...

A brand-new unit!

Whenever we open a new unit, we extend the benefits of guiding to even more girls.

Here, Amy, a development worker for Girlguiding Scotland, tells us all about the opening of a new unit in 2018.

‘We now have 22 members, and it’s great to see the girls enjoying the activities week after week!’

Looking ahead...

A new flexible membership offer will be created, which will allow adults that need to take a step back from active volunteering to stay involved with Girlguiding.

We’ll be working with members to develop our new offer for 18–30-year-olds, which will be led by young adults, for young adults.
‘I’ve been working on the Generation CashBack Start Up project, which aims to give children in deprived areas the opportunity to be part of organised youth groups, including Girlguiding. The first unit we opened for the project was the 303rd A Glasgow Guides, in the Castlemilk area in the South East of Glasgow.

It was a great feeling of satisfaction to see the first unit open. In the few months since, the girls have had some fantastic opportunities. They’ve enjoyed a camping trip at the Strathclyde regional camp and a sleepover on The Tall Ship in Glasgow.

The unit’s volunteer leaders have been members of Girlguiding since they were in either Rainbows or Guides and they love giving girls the same opportunities they were given when they were young. They get a huge amount of satisfaction from running the unit, and have gained huge amounts of confidence in their own abilities.’

We’ll also develop improved ways to engage girls and parents so they stay involved with Girlguiding for longer.

A new team of growth and development staff will target local areas to help grow and diversify our membership.
Amplifying the voice of girls
We listen to girls about what matters to them, and provide a platform from which they can be heard and make a positive difference.

What we did in 2017

Empowering girls to change the world
We completed pilots for Action for Change, which supports young members to create their own social action projects as part of a wider network, in Scotland and South East England. We also launched the project in the North East, North West and Midlands regions.

Making sure girls have their say
Through our research, we empower girls to speak out about the things that really matter to them and affect their lives today. For our annual Girls’ Attitudes Survey, in 2017 over 1,900 girls and young women, from inside and outside guiding, gave us their opinions on a range of issues and emerging pressures. The survey is the biggest of its kind and gives us a unique insight into how we can help support girls’ happiness, well-being and opportunities in life.

75% of girls took part in social action

67% of participants have already launched social action projects
Making a real difference to all girls

In 2017 we made sure girls’ opinions were listened to and helped them take action on the issues they care about.

- Data from our Girls’ Attitudes Survey was used by stakeholders and key decision makers to inform the government’s Industrial Strategy and Online Safety Strategy.
- Girls spoke out about sexual harassment in schools, gaining coverage in the press, and advising the Department of Education on the issue. The department has since included support on sexual harassment in its new bullying guidance for schools – for the first time ever!
- We helped make age verification for online pornography sites law. Members of our Advocate panel met with Baroness Jones of Whitchurch, who then cited our statistics in a House of Lords debate. The requirement has now been included in the Digital Economy Bill.
- Relationships and sex education was made compulsory in schools in England after our members and many others called for it in the media and pressed key decision makers.

25% of all media coverage secured included the voice of a girl or young member.
The launch of the Take Action theme as part of the new programme will help increase awareness of social action and provide more opportunities for members to take action on issues they care about.

‘My Action for Change project is about bullying and how people tend to address the situation.

I have begun a blog and this Anti-Bullying Week I will be involved in an assembly at school to raise awareness and tackle the issue. My project has really helped me gain a lot more confidence in speaking out about what I believe in.’

Rio – Guide

During 2017 we completed Action for Change pilot programmes in Scotland and South East England

Action for Change

From tackling body confidence issues to challenging stigma around mental health, Action for Change gives girls and young women the chance to take action on issues they care about, in their communities and beyond. It’s all about giving them the skills and know-how to take action and make a difference.

Looking ahead...

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A closer Look at...

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We’ll start to implement a new youth participation strategy involving young members from all levels of guiding – from Rainbows to trustees. This will ensure young members play a key role in shaping Girlguiding’s future direction and strategy.

The #FutureGirl project will consult with over 10,000 young members to help create a new mandate for change. This will inform our advocacy activity and provide more opportunities for girls to get their voice heard.

‘I chose to challenge the issues surrounding disabilities, and working with others at Action for Change – who were as passionate as I was about the same topic – gave me faith in myself to step outside of my comfort zone.’

Ellie – Member of The Senior Section

‘Action for Change...has allowed me to voice issues that directly affect my peers and I, and connect with others who can further influence my campaign. I’ve definitely become more confident, and gained new skills, such as developing my communication, online presence and influence and analytical skills.’

Catherine – Guide

What girls and young women are saying

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Catherine – Guide
In 2017 we raised a total of £1.99 million!

Improving our capacity

To keep giving girls the best guiding experiences, we need to have the right resources and keep improving our structures and processes.

85% of Girlguiding staff and volunteers would recommend working or volunteering with us.

Looking ahead...
What we did in 2017

Securing the future for girls and young women

Ensuring the financial stability of Girlguiding is important. It means we can give our members a safe and consistent environment and it allows us to continue to adapt with the changing needs of girls.

• 2017 was our most successful fundraising year to date, thanks to the generosity of our supporters. **We raised £1.99 million in total!**

• We launched fundraising activities for each of our Girlguiding Activity Centres. This got off to a flying start with **betty**, the **Royal Astronomical Society** and the **UK Space Agency** all supporting activities for girls at our Wellies and Wristbands festival.

• We welcomed new partnerships, which provided thrilling experiences at UK attractions and exclusive film screenings, as well as many other fantastic benefits for our members.

• Our members raised over £23,000 in the wake of Hurricane Irma to help guiding associations in affected countries.

Striving for efficient structures and systems

• In 2017 we upgraded our membership systems to a single system, which can now be used on mobile phones and tablets.

• We also undertook an operational effectiveness and value for money review to reduce the administrative burden on our members so they can spend more of their time with girls.

Our national and local activity centres across the UK welcomed over 103,000 visitors

Our new online shop will offer improved user journeys, mobile and tablet functionality, and access for our network of volunteer shops.

We’ll continue to invest in and grow our fundraising income, so that we can keep giving even more girls life-changing adventures.

We’ll develop our plans to reduce the administrative burden on our volunteers so they’ll have more time to focus on girls.
Make Girlguiding happen!

Looking ahead...

In 2017 we made giant strides towards our vision of an equal world: a place where all girls can make a positive difference, be happy and safe and fulfil their potential.

But there’s still a long road ahead. In 2017 there were over 70,000 girls on our waiting list, and there are many more out there who aren’t even aware of the amazing things we do and what we can offer them.

In 2018 and beyond, we need to offer even more girls an incredible guiding experience.

But we can only do this with your support.

Getting more girls into guiding... means more girls’ lives transformed!
You can make a difference to girls

Our partners and donors provide the vital funds, time and expertise to support everything we do for girls. This support ensures we’re offering girls the best-quality and most exciting opportunities, and the kind of experiences they wouldn’t get anywhere else.

It also helps to welcome even more volunteers, who can then reach out to communities where we’ve never been before – which is how we’ll really make a dent in that waiting list and transform more lives through guiding.

Will you join us on our journey into 2018 and beyond?

You’ll make a real difference to the future of girls across the UK.

Contact supporters@girlguiding.org.uk to find out how.
**Thank you!**

We want to say a big thank you to everyone who supported us in 2017. We couldn’t have done it without you!

**Partners:**

**Pets at Home** want to inspire the next generation to be caring and responsible pet owners, so together we’re helping girls learn more about animals. Pets at Home offers all Rainbow, Brownie and Guide groups the opportunity to take part in a free pet workshop in-store, which helps girls discover how to look after animals.

**Rolls-Royce** and Girlguiding share a commitment to challenging stereotypes around science, technology, engineering and maths (STEM) and seek to inspire a new generation of young women into these industries.

We worked with **Tesco** to help girls build a happy and healthy relationship with food. Tesco made a fantastic investment in our charity and supported a programme of exciting activities for Rainbows and Brownies.
With the support of PGL Travel, our young members can climb and abseil at any of its UK centres, sail on the coast of Spain, canoe through the south of France or enjoy a number of other fun and challenging adventures. PGL also provides our members with special offers on adventurous activities at their centres in the UK.

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.

*‘Coca-Cola’, the Dynamic Ribbon Device and the design of the ‘Coca-Cola Contour Bottle’ are registered trademarks of The Coca-Cola Company.

betty is on a mission to break the period taboo. We worked closely with them to run innovation sessions on the betty bus at Wellies and Wristbands, to help girls talk openly and honestly about how periods can affect their emotions, and to provide support on how to manage them.

SGN provided educational and practical support for the Guide Active Response badge, encouraging girls to take responsibility for keeping themselves and others safe. They also share our passion for engaging girls in STEM, and ran engaging activities at our flagship event Magic and Mayhem.

Just like us, Cotswold Outdoor is committed to helping girls prepare for new challenges in the great outdoors. Cotswold Outdoor provide our members with discounts, equipment-fitting services and kit talks. They also let us use their shop spaces for meetings and training.

Thanks to ODEON cinemas, 42,000 members enjoyed an exclusive screening of Disney’s Beauty and the Beast as part of Belle’s Big Film Trip. Units across the UK came together for a Girlguiding-only screening of the new, live-action version of the film – just a day after its UK release.
Supporters:

With funding awarded by **Pears Foundation**, we piloted a new approach to the welcome and induction of new volunteers, creating 34 new resources in total and improving the experience for both new and existing volunteers.

The **Royal Astronomical Society** funded the Reaching for the Stars project, which provided girls with some real out-of-this-world experiences at Wellies and Wristbands. Their activities allowed girls to try on a space suit and gave them a unique, exciting and fun insight into what it’s like to be an astronaut.

Girlguiding and **Dove** share a commitment to improving girls’ body confidence and self-esteem, to enable girls to participate fully in all aspects of life and to support them to reach their full potential. Together with Dove’s Self-Esteem Project, we help girls to recognise beauty myths, grow in confidence and be happy in their own skin.

Thanks to the **Esmée Fairbairn Foundation** and its support for our Action for Change project, we’ve been able to empower hundreds of girls and young women to take action on the social issues that matter to them. Helping young women’s voices be heard helps to contribute to the foundation’s aim of bringing about a better quality of life for all in the UK.

The incredible support from players of **People’s Postcode Lottery** has enabled us to get better and better at what we do for girls and young women across the UK. Thanks to their support, we launched our extreme weather camp Sparkle and Ice, sent every UK unit a ‘taster pack’ of new programme resources and also empowered our Advocates to speak out.
**Finance**
Our income and how we spend it to support our members

Where our **income** comes from:

- Subscriptions £6,443,331
- Investments £342,982
- Investment property £1,642,039
- Donations, legacies and grants £1,321,612
- Corporates income £566,829
- Events £579,967
- **Other*** £158,683
- Trading and activity centres contribution £1,525,880

*includes promotions, room sponsorship at Girlguiding national activity centres, Guiding Overseas Linked with Development (GOLD) fundraising, sundry income and interest paid by Trading.

How we spent our **income** — by strand:

- Excellence/Quality £4,487,970
- Capacity £2,044,663
- Access £3,225,854
- Voice £2,019,512
- Cost of raising funds £564,186

Our income and how we spend it to support our members
Join us on our journey into 2018 and beyond