Girlguiding began more than 100 years ago, with a vision of empowering girls and young women to achieve their full potential. We have always strived to provide a space in which girls could challenge themselves, make a difference in their communities, and find opportunities to change the world.

Over the past century, we’ve given everything to this aim. We’ve fought our way through the many challenges girls have faced, championing girls’ rights and confronting inequality, to become the UK’s leading charity for girls and young women, and an expert voice on what matters to girls. Today, thanks to nearly 100,000 volunteers, we support over half a million girls to develop their voice, be themselves, and make a difference. Because of our unrelenting work to advocate and empower, there is no other organisation that has had a bigger impact on the lives of girls in the UK.

Each year sees us work to push our vision for girls even further, and 2015 marked the launch of a new five-year plan, ‘Being our best’. Following consultations with over 20,000 girls, volunteers, parents and external stakeholders, we developed this plan to improve our focus on where we want to be by 2020. This process has helped us to ensure we’re doing our best to give even more girls the support they need to be their best. It’s also given us the opportunity to recognise and be proud of how far we’ve come.

As we look back on the first year of our plan, we want to celebrate the contribution that our girls, volunteers, staff and supporters have made. By working together, we are creating a better, more equal world. Here we’ll highlight just a few of the extraordinary opportunities and experiences we have offered girls in 2015, and show how your involvement can empower and inspire even more girls in the future, and help make our vision a reality.
IM BEING INDEPENDENT
I’m caring about others

I’m in on the action
THE VOICE OF OUR MEMBERS

I’m Celebrating Diversity

I’m Reaching Out
I'M LEARNING HOW TO SPEAK OUT

I'M MAKING A DIFFERENCE
I’m getting my voice heard.

I’m trying something new.
I’m having fun

I’m being my best
EXCELLENCE IN ACTION

We achieved EXCELLENCE in our programme offer and delivery.

We’re committed to being our best in all that we do, so in 2015 we made sure every girl was offered the best opportunities for fun, adventure, travel, social action, and developing her potential. We also provided top-quality resources, training and support for volunteers, so they can deliver this excellence and continue to grow as inspirational Leaders and role models.

MAGIC AND MAYHEM
Younger girls told us they want even more outdoor adventure and fun, so in 2015 we launched Magic and Mayhem, a circus-themed event that was attended by more than 1,600 Rainbows and Brownies. This fun-filled sleepover gives our youngest girls the opportunity to try exciting new things, and for many of them the chance to stay away from home for the first time.

In 2015:
MAGIC AND MAYHEM

86% of girls said that the charity is making a positive impact on their lives.

12,000 girls took part in Hear our voice programme activities.

78% of volunteers felt valued and supported.

PEER EDUCATORS
In 2015 we trained over 300 girls aged 14-25 to become Peer Educators. They then helped to deliver over 1,200 Peer Education sessions, which empowered girls to talk about the issues important to them. We supported Peer Educators and Leaders to deliver Free Being Me to 40,000 girls. This resource was developed by the World Association of Girl Guides and Girl Scouts (WAGGGS) and the Dove Self-Esteem Project to grow girls’ body confidence and self-esteem. And after our 2015 Girls’ Attitudes Survey revealed that thousands of girls – some as young as seven years old – are worried about issues of mental health, our Peer Educators worked to develop Think Resilient. This programme seeks to address the increasing pressures girls are facing by helping them to build resilience and explore well-being.

WELLIES AND WRISTBANDS
Wellies and Wristbands gives girls in Guides and The Senior Section a unique opportunity to experience their first-ever music festival. It offers girls an exhilarating weekend of adventure and independence, with all the freedom they need to express themselves, within a safe, fun and non-judgemental environment. In 2015, 3,972 girls camped, watched performances from their favourite musical artists, and took part in high-adrenaline activities such as bungee runs and sumo wrestling.

LEADERSHIP
We wouldn’t be able to deliver such great opportunities for adventure without our volunteers, so their learning and development is crucial. In 2015 we developed training programmes for mountain walking and narrowboating, and also looked into offering lots of weird and wonderful new sports, such as foot golf and roller skiing! By making training and qualifications for activities such as these relevant and accessible, more Leaders can offer even more fun and adventure to girls. Meanwhile, our 2015 Quality Pilot Task & Finish Group was tasked to evidence the brilliant guiding being delivered at a local level, and ensured all girls are getting the best possible experience.

We achieved EXCELLENCE in our programme offer and delivery.

86% of girls said that the charity is making a positive impact on their lives.

12,000 girls took part in Hear our voice programme activities.

78% of volunteers felt valued and supported.
We’re committed to widening access to guiding so that all girls, regardless of background, can take advantage of the fantastic opportunities we offer. We believe nothing should stand in the way of any girl wanting to be their best.

We also want to broaden our appeal so more girls want to join us. Bringing new members into guiding means more amazing, life-changing opportunities for girls, and more girls making a positive difference both in their communities and the world.

**GROWING OUR MEMBERSHIP**

We want to reach out to communities that are less aware of us, and the Growing Guiding initiative was just one of the ways we did this. We trialled the employment of regional staff to establish groups in areas that haven’t traditionally had a guiding presence, so we could welcome more members and change the lives of even more girls. Thanks to funding from the Uniformed Youth Social Action Fund (UYSAF) project, in 2015 we recruited over 280 new adult volunteers, who opened 135 units, which then created 2,226 new spaces for girls. It also supported over 50 units that were at risk of closing.

**LEAD INTO GUIDING**

To make more young people aware of why volunteering at Girlguiding is so great, we developed Lead into guiding. This innovative programme reaches out to young people outside guiding, and gives them the chance to learn leadership skills with us. 2015 saw 70 graduates of the National Citizen Service take part in the programme. Thirty-three of them have chosen to stay involved with guiding. All of the graduates agreed that the skills learned would be valuable to them on their social action journeys, and 77 per cent said they would consider volunteering with us in the future.

**PRIDE**

Thanks to funding from players of People’s Postcode Lottery, we have taken our story to the people and communities that need to hear more from us. By supporting local volunteers to attend events such as Pride in 2015, we celebrated the diversity within Girlguiding and showed the public that we provide a fun, inclusive and safe space for all girls.

**ACCESS IN ACTION**

In 2015 we welcomed more members into guiding, and increased the number of girls who can ACCESS our offer.

In 2015:

- 12.4% of girls aged 5 to 13 in the UK were members of Girlguiding.
- 2,226 new places were created for girls in new areas.
- 130 new units and supported over 50 units at risk of closing.

**IN THE MEDIA**

We want to shout out about the reality and relevance of guiding today. During 2015, we achieved over 350 pieces of positive and perception-changing media coverage in a broad range of print, online and broadcast media. By the end of 2015, we had climbed nine places to 74th out of 150 charities on the Charity Brand Index, as the public became more aware of our offer.
In 2015 we listened to and amplified the voice of girls and young women.

We’re here to help girls grow in confidence and ability, whatever life throws at them. But without hearing their perspectives we can’t adapt our offer to the challenges they face. Through our commitment to working directly with young people, as well as our sector-leading research, in 2015 we further established our position as the expert on girls’ views in the UK.

Above all, we showed girls that their voices matter by turning up the volume on their calls for positive change, and made sure they were heard both within the charity and the wider world.

**ADVOCATE**

It’s important that we don’t simply speak on girls’ behalf, so with support from the Rosa Fund, we empower Advocates, a group of 14-25-year-old members who want to discuss the issues girls care about, to do the talking. As well as being media spokespeople for Girlguiding, they help us direct all of our advocacy and campaign work. In 2015 our Advocates were given unique platforms from which to speak out about what girls want and need, such as the All Party Parliamentary Women’s Group on Youth Affairs, and an event we hosted with Women’s Aid at Parliament to encourage girls to use their vote.

**GIRLS MATTER**

The voices of girls and young women are important, and need to be heard by those in power. The Girls Matter campaign, a call for change from girls and young women to party leaders, was launched in 2014, and saw our Advocates identify eight changes that would make a difference to girls’ lives. So in 2015, ahead of the General Election, we really ramped up our work to get their voices heard – as a result, all the major parties took up some of the calls in their manifestos. We helped to tell politicians that girls matter, and they listened.

**HEAR OUR VOICE**

In the lead up to the General Election we also developed Girls Matter: Hear our voice, a resource to help girls understand democracy, how it affects them, and why it’s so important that they get their voices heard. Over 12,000 girls engaged with the project, and as part of the programme 500 girls and young women met politicians and candidates face to face to talk about the issues that matter to them.

**THE GIRLS’ ATTITUDES SURVEY**

We continued to examine issues affecting girls through our annual Girls’ Attitudes Survey, the biggest of its kind in the UK. Involving a representative sample of girls and young women aged between 7 and 21 from across the UK, both within and outside guiding, the survey provides their anonymous views on issues including health, well-being, relationships and careers. This gives us a powerful tool to discuss girls’ views in the media and with top decision makers. It also provides an insight into the rapidly changing interests and concerns of girls, so we can ensure we’re offering something that today’s girls really want to be part of.

**SOCIAL ACTION**

Social action is at the heart of Girlguiding, but it’s not all about influencing decision makers. From good turns at local food banks and community recycling projects, to unveiling a record-breaking super-hero cape to raise money for Children in Need live on Blue Peter, in 2015 we supported girls of all ages to change the world for the better.
OUR CAPACITY IN ACTION

In 2015 we further strengthened our CAPACITY, structures, and processes.

We can only continue achieving the best for girls if our charity has strong structures in place for financial sustainability, excellent training and efficient processes and decision-making. We work collaboratively with our staff, volunteers and partners to provide a strong foundation for our work, so our brilliant volunteers can spend less time on admin, and give more time and high-quality opportunities to girls.

WORKING IN PARTNERSHIP
Our partners, funders and supporters make amazing things happen for girls, and by working with our young members they can also gain an invaluable understanding of girls today. Our collaborations provide partners with a unique opportunity to hear directly from girls about what matters to them.

In 2015 our corporate partners gave girls many extraordinary experiences. For example, GapKids made Wellies and Wristbands even more memorable by providing a full-scale skate park with instruction from expert female skateboarders. And Pathé gave five of our young members the chance to attend and blog about an exclusive pre-screening in London of the film Suffragette.

TEAM DIGITAL
In 2015, we published more than 220 blogs on our website from girls and volunteers. We also saw the progression of our digital transformation project, and the involvement of even more collaborative digital work with young people, who guided the development of the Senior Section Spectacular website. The website provides the Team Spectacular group, all members aged 14-25, with a space to communicate and share their plans to celebrate the centenary year. The inclusion of user-generated content, such as the ability to blog, was developed and guided by our young volunteer team to reflect the girls’ needs. This resulted in a site that was shaped by young people, for young people.

MEMBER COMMUNICATIONS
As part of the 2015 Membership Communications Review and the development of a new 2015-2017 Girlguiding Membership Communications Strategy, a volunteer group worked in partnership with the staff team to help us get better at how we engage, listen to, and communicate with our members. It’s important that members feel informed, supported and a valued part of our charity – because inspired Leaders inspire girls to be their best.

TRAINING
Our Trainers’ Conference in Staffordshire was attended by 300 hard-working, committed and passionate Trainers from across the UK. The conference provides Trainers with the confidence to deliver expert training to volunteers – so our volunteers can then deliver a 21st-century programme of activities to girls, as well as a guiding experience that’s of the very best quality.

In 2015:

- 98% of staff were rated good or better in their annual appraisals
- 33 out of the 45 comparable questions in the annual staff survey were rated good or better
- We shared more than 220 blogs on our website from girls and volunteers
Girlguiding is the leading charity for girls and young women in the UK. Our amazing volunteers inspire girls to find their voice and be their best, giving them a space where they can be themselves, have fun, build brilliant friendships, gain valuable life skills and make a positive difference to their lives and their communities.

OUR VISION
An equal world where all girls can make a positive difference, be happy, safe and fulfil their potential.

OUR MISSION
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.

FINANCIALS

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FOR OUR MEMBERS

| Operations supporting girls and their Leaders | £3,707,555 |
| Communications promoting Girlguiding locally and nationally, and giving girls a voice | £2,108,470 |
| Other direct services to guiding providing the tools our volunteers need to deliver excellent guiding to girls | £1,081,821 |

BEHIND THE SCENES

| Infrastructure support including HR, Finance and property costs | £3,436,499 |
| Other corporate costs | £1,207,794 |
2016 AND BEYOND

The next steps on the journey to being our best

EXCELLENCE

ACCESS

VOICE

CAPACITY
BE PART OF OUR STORY

Through fun, friendship, challenge and adventure, we’ve empowered and inspired hundreds of thousands of girls and young women to find their voice and develop their potential. Thanks to the hard work and dedication of our fantastic volunteers and supporters, we’ve created a space where all girls can be themselves and have life-changing opportunities and experiences.

As you’ve seen in this report, 2015 gave us so much to celebrate – but this isn’t the end of the story. Sadly, the many challenges girls face will continue into 2016 and beyond, and they need us to help change the outlook. Whatever their age, and wherever they’re from, all girls deserve to be heard, valued and inspired. We want to see an equal world where no girl is denied the opportunity to be happy and safe, and fulfil her potential.

To realise our vision, we have to keep working hard to ensure more girls get the opportunity to benefit from what we offer. We need to keep encouraging girls to join us, and making sure that what we offer is relevant to their lives. We need even more volunteers to help us reach out to the communities where we’ve never been before. We want to be the place that all girls want to be, now and in the future.

This is because getting more girls into guiding means more girls taking part in their first camp, and more girls taking up an adventurous activity. It means more girls campaigning on the issues they care about, and more girls supported to make a difference in their communities. More girls on the journey from Rainbow to Brownie, Guide to Young Leader, all on their way to being their best and making the world a better place.

We can only achieve this, however, with the time, money and expertise of our supporters – that’s why we want you to be a part of the Girlguiding story, too.

THE POSSIBILITIES FOR GIRLS ARE ENDLESS...

So why not get involved, and help make our vision a reality?

Contact support@girlguiding.co.uk to find out how you can change girls’ lives for the better.