



WE DISCOVER, WE GROW

Girlguiding

Girlguiding and players of
People's Postcode Lottery

FIVE YEAR Impact Report
2014 - 2018

High

FIVE!

Five years of transforming the lives
of **girls** and **young women**

Supported by players of



Awarded funds from



FIVE YEAR

Impact Report 2014-2018

I'm delighted to be presenting Girlguiding's five-year Impact Report 2014-2018, and to extend a huge thank you to the trustees, staff and players of **People's Postcode Lottery** for your support. You have helped transform the lives of thousands of girls and young women across Great Britain. That's through both the enabled impact on girls and the direct impact on our ability to grow and develop as an organisation. You have provided a phenomenal **£1.25 million**, which has allowed us to listen to more girls, promote their voices and do more to reach girls from all backgrounds.

Your generosity and support has helped us to maximise the difference we make. Between 2014 and 2018 **over half a million young members** and **over 40,000 volunteers** joined Girlguiding.

Funding from players of People's Postcode Lottery is different because you don't restrict what we spend it on. This means we can try new things, test ideas, and continually improve how we support girls.

Below are just some of the highlights from the last five years where your funding and support has made a huge difference.



Launching our new **programme of activities** for every girl. It transforms what girls do in Girlguiding, bringing all badges and activities up to date.



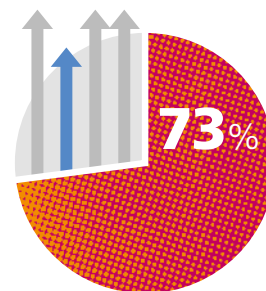
Building and implementing our **Being Our Best strategy 2015-2020**, committing to empower more girls and help them find their voices.



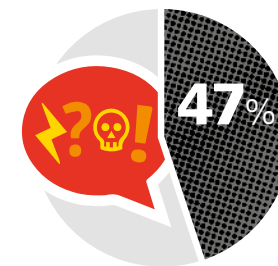
Introducing new events for girls, including residential mentoring event **Camp CEO** and extreme winter camp event **Sparkle and Ice**.

THANK YOU to Players of People's Postcode Lottery for providing **£1,250,000!**

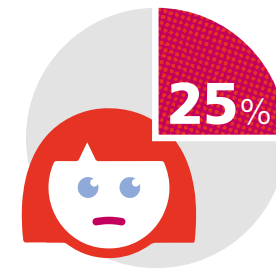
Our 2018 Girls' Attitudes Survey found that:



of girls and young women aged 11-21 think women have to work much harder than men to succeed, compared to **57% in 2011**.



of girls and young women aged 11-21 have had unkind things said about them on social media.



of girls and young women aged 7-21 say they are very happy, compared to **41% in 2009**.



Girls' lives would be better if we told girls that they can do anything."

Anila, 15

We've also done a lot of research into the challenges that girls face every day, just because they're girls. The **#MeToo** movement brought gender inequality into the spotlight in 2018, raising awareness of sexual harassment and assault of girls and women following high-profile celebrity cases. Some findings from our **2018 Girls' Attitudes Survey** are above.

As you can see, there's still a lot of work to do to improve girls' wellbeing, self-esteem and aspirations. With your help, we can better understand and meet girls' changing needs.

We're proud of the fantastic progress we've made in our mission to create a better world for girls and young women and we're excited to build on this in 2019 and beyond. Click [here](#) to read about our mission, vision and values.

We hope you enjoy reading about the impact you have made. Once again, thank you for your fantastic support – you are helping thousands of girls reach their potential and be their best.

Angela Salt OBE
Girlguiding CEO



Timeline

Girlguiding and People's Postcode Lottery firsts

2014

Girlguiding was delighted to join the People's Postcode Lottery family!



2014



May

Went to our first millions event in Kilsyth.

August

Two members of Advocate – Girlguiding's youth panel – went to the People's Postcode Lottery offices in Edinburgh to talk about their involvement in the panel and the difference it had made.



June

Launched our festival style event, Magic and Mayhem.



2015



March

Welcomed People's Postcode Lottery's Head of Charities Clara Govier to an event at Speaker's House to mark International Women's Day.

September

Annemiek Hoogenboom, People's Postcode Lottery's Founder and Country Director, spoke at the launch of the new Girlguiding programme.



2017



September

Created a *Because of You* video thanking players. [Click above to watch.](#)

February

Launched our Sparkle and Ice extreme winter camp event.



2018

Funding provided by players of People's Postcode Lottery reaches a massive **£1.25 million!**



2018

2018

2018 was a fantastic year for Girlguiding. We welcomed three new additions to the Girlguiding leadership team, and we had brilliant support from players of People's Postcode Lottery – again!

In February, **Amanda Medlar** was appointed as our new Chief Guide. Amanda has been a Guide leader since 1989.

In May, **Catherine Irwin** became our new Chair of the Board of Trustees. Catherine has held a variety of local, national and international Girlguiding roles.

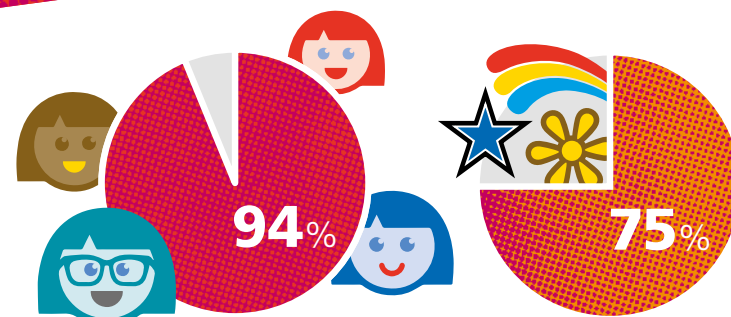
Our CEO **Julie Bentley** stepped down at the end of June after six years with Girlguiding. Deputy Chief Executive **Ruth Marvel** led the charity in the interim.

Now we're delighted to introduce our new CEO **Angela Salt OBE**, who has been leading the charity since January 2019.

Your support helped us launch our new programme, grow our exciting events, award People's Postcode Lottery grants for units in need and support our youth panel, Advocate, to help give girls and young women a voice.

Meanwhile, two terrific stats (see right) from our **Girlguiding Membership Survey 2018** illustrate how your funding and support had a huge impact!

Thank you to players of People's Postcode Lottery for helping make 2018 **such a success!**



94% of parents told us their girls were having fun in guiding.

75% of parents said their daughters had exciting adventures at Rainbows, Brownies and Guides.

Amanda Medlar



The following pages are a five-year overview of our achievements within the People's Postcode Lottery's four key areas: **Capacity, Capability, Leverage and Collaboration**

Capacity

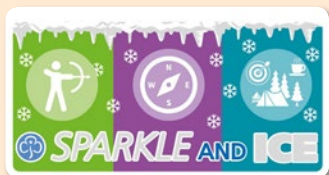


Support from players of People's Postcode Lottery has helped us engage more volunteers. We can now start including the tens of thousands of girls on our waiting lists who desperately want to be part of the fun and opportunities guiding can offer.

In 2015 you supported our **Growing Guiding** work, allowing us to increase the number of girls who join and stick with guiding.

Between 2014 and 2018 we brought guiding to new postcodes right across Britain!

With your help, we also launched new events for girls. They included our mentoring residential **Camp CEO** in 2014; our festival style **Magic and Mayhem** event in 2015 and our extreme camping event **Sparkle and Ice** in 2017.



Players of People's Postcode Lottery have **helped us grow** and do more for girls!

One of our most successful events is **Camp CEO**, which we have held every two years since 2014. At Camp CEO, girls and young women stay away from home and meet influential businesswomen in a fun and supportive setting. The feedback from girls is overwhelmingly positive – they leave feeling inspired, with an increased belief in the difference they can make.



It was not simply my CEO who inspired me. All the amazing girls I met on this camp inspired me hugely. I can truly say I gained something from each one of them and have the greatest faith that all of us will go on to great things."

Camp CEO mentee 2018



"I feel like a whole new person."

Camp CEO mentee 2018

"I really enjoyed trying new things that I would never have done. I was interested in the abseiling but I didn't realise how high it would be. I really like the way the staff and your friends – everyone – cheers you on."

Lucy, 13, after attending Sparkle and Ice





In 2018 we continued to grow the capacity of our events

Big Gig, our annual girls-only gig at Wembley Arena, London, attracted **over 17,000 girls**. The Big Gig gives girls their first experience of a concert in a safe space with their friends and leaders.

100%

of leaders said their girls enjoyed the event.

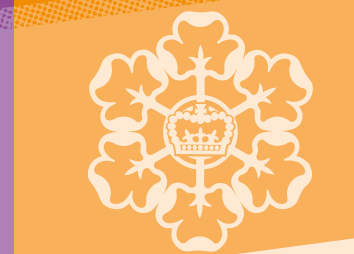
The Queen's Guide Celebration Event celebrated 124 girls who completed the highest award in guiding: The Queen's Guide Award. The celebrations were held at a prestigious ceremony at the House of Commons.

82% of girls

found the event inspiring.

More than 1,100

Guides and Rangers experienced our fun-filled **Sparkle and Ice** event.



Between 2014 and 2018:



With your help we also awarded People's Postcode Lottery grants to units in need - **£25,000 in total**. Units used their **£50 grant** to buy materials for our new, modern, girl-led programme. More girls than ever were able to access the programme. We could also take a targeted approach to increasing our capacity and focus on those units most in need.

We are very proud of this overhaul which reflects the diversity of girls and modern life. In 2017 players of People's Postcode Lottery helped us test new activities with girls and volunteers before the launch.

By the end of 2018:

61,471

completed badges from the new programme.

106,072

9,631

units had **started** the new programme (over a third).

By September 2019:

100%

of units **will begin** the new programme (that's 26,825).



It's great to have a choice about what we do in the future."

Paige and Ellie, Guides, testing new programme materials

Included in the programme are new activities that fit girls' needs, such as **survival skills, careers, performing arts, public speaking, first aid, sport** and **money**.

With support from players of People's Postcode Lottery we've been able to reach more of those who need us most. In 2014, development workers started setting up new units all over Great Britain, targeting areas within the most deprived communities.

Players of People's Postcode Lottery
have helped us **improve the quality**
of our activities for girls.

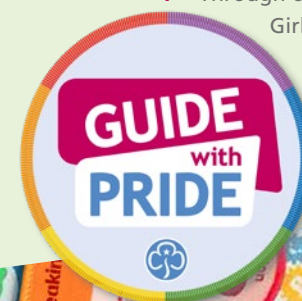


Guiding with Pride

With your help we've been involved in Pride events across Great Britain since 2014, sending the message that Girlguiding is inclusive of all sexualities and open to all girls.

In 2018 we joined **20 Pride events** across Great Britain – 70% more than in 2017. We also created a new woven Pride badge, Guide with Pride, which has been very popular.

Through our involvement in Pride we highlight Girlguiding's commitment to equality and celebrate the brilliant contribution of LGBT+ members.





Because of your support for our **Advocate panel**, we are better at listening to girls' voices.

Our Advocate panel is our youth voice panel. Its 18 members are girls of 14 to 25-years-of-age who seek change on the issues that girls and young women care about. They are passionate about body confidence, female representation, education and mental health. In 2018 they met to talk about key issues, gained training, launched a period poverty and stigma campaign, and took part in events.



My experience on the panel has been the most incredible two years of my life. I was given so many opportunities to build my confidence and really felt like I was being supported and nurtured in all the right ways. Advocate has given me a better sense of my place in the world and my ability to effect change."

Girlguiding advocate



Being a member of the panel has improved my self-confidence beyond belief and that has touched every part of my life. There is nothing I do in future that won't have been drastically enhanced or enabled by the confidence Advocate gave me."

Girlguiding advocate

In 2016, more than

4,900

people signed our Advocates' petition to end sexual harassment in schools.



Measuring the difference we make

Thanks to your support, we are better at measuring our impact – which is important because we can learn, grow, and continue to support girls in the ways they need.

We introduced an insights team in 2018 and they are using evidence and data to help us grow and make decisions across all aspects of our membership. We're now building our **Theory of Change**, which will give us the tools and framework to better measure and communicate how we change the lives of girls and young women. This work is supporting the development of our 2020-2025 strategy, to be published in 2019.



Leverage



Girls
Matter

Our calls
for change



We have seen a significant increase in fundraising income over the past five years, and players of People's Postcode Lottery have played a big part in this. Your support has raised the profile of fundraising at Girlguiding, leading to increased investment in the fundraising team. We have hired a new member of staff in our corporate fundraising team and have continued to grow our income through new partnerships.

Because you don't restrict what we spend the money on, we are able to better respond to the changing needs of girls by setting up new events, awarding grants and promoting girls' voices through **Advocate**.

With your support of Advocate, we have increased our leverage in influencing decision makers to

make girls a priority. The panel sought change by talking to MPs, acting as media spokespeople, running sessions in their local guiding units and talking at Girlguiding events. They help to direct our research, advocacy and campaigning work.

Through this work we have helped give girls a voice, as well as increasing the influence of that voice with decision makers.

Our **2015 Girls Matter campaign** asked people to pledge their support for our eight calls for change chosen by Advocates ahead of the 2015 General Election. Over 10% of MPs gave their support and 5,000 people signed our pledge.

In 2016, the Advocate panel represented Girlguiding and the views of girls and young women at **53 national events**.

Players of People's Postcode Lottery helped us grow our income and better influence decision makers.



£450,000

Fundraising
income in 2013

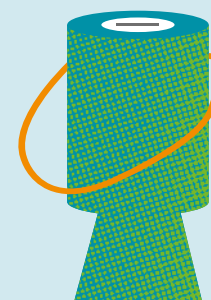
£1,987,924

Fundraising
income in 2018

Advocate contributed to the amendment of a Bill to ensure sex and relationship education becomes compulsory in all schools in England.

In 2018 the Advocate panel spoke to more than 40 MPs, hosted events at party conferences and helped to develop **Future Girl**. As part of Future Girl we consulted with over 76,000 Girlguiding members who will inform our future advocacy work and the calls we make to government,

industry and civil society. We will use this to make sure that our advocacy work is girl-led and to provide girls with what they need to thrive.



Collaboration



Players of People's Postcode Lottery helped us **build partnerships** with other organisations.

In March 2015 we held a joint event with **Women's Aid** to mark **International Women's Day**, attended by People's Postcode Lottery's Head of Charities, Clara Govier. At the event, our young members spoke about our **Girls Matter** campaign and its call for the next government to improve the lives of girls and young women.

In October 2015 we worked with **Pathé Films** and **The Female Lead** to host a special screening of the film *Suffragette*. We followed it with a panel discussion and reflection on the progress that has been made since some women got the vote in 1918.

At the **Big Gig** in 2017 we launched a partnership with **FareShare**. Our wonderful members donated enough food to provide 440 meals for those in need.



By supporting the development of our new national youth programme, players of People's Postcode Lottery helped Girlguiding become more modern and relevant. This has led to new corporate partnerships with organisations such as **Google** and **easyJet**.

We have built new partnerships with other charities in the People's Postcode Lottery family, including **WaterAid**, who worked with us on our period poverty and stigma campaign.

In 2018, our Advocate panel spoke at the **Women of the World Festival** to celebrate International Women's Day. They created a banner that led the processions in London to mark the centenary of women getting the vote. This helped build links and increase visibility among many girls' and women's organisations. Later in the year they took over **Stylist magazine** for **International Day of the Girl**.





WE DISCOVER, WE GROW

Girlguiding



... increasing our **capability**

to deliver a high-quality, modern, relevant programme to girls and young women, to target those who need us most and better measure our impact.



... improving our **capacity**

by helping us recruit more girls and volunteers, introduce new events and provide financial support for local units to start using our new programme.

THANK YOU

to players of

People's Postcode Lottery for...



... enhancing our **leverage**

with key decision makers to strengthen girls' voices, make their needs a political priority and helping us significantly increase our fundraising income.



... strengthening our **collaboration**

with partner organisations to help us create new, exciting opportunities for girls and young women, sharing our skills, learning from others and reaching a wider audience.

... and widening our **social impact**

by increasing girls' wellbeing and skills and enabling them to make a more positive impact on their communities.