

Girl Guides

Ontario Council

For Guiding in Ontario and Nunavut



2018 ANNUAL REPORT

Making an IMPACT in 2018



Welcome to Outdoor Experiences...

4 weekends

12 partners

27 experiences

930 participants equivalent of...

12 Sparks, 245 Brownies,
338 Guides, 70 Pathfinders,
30 Rangers, 41 Trex

“The most important factor is that our Guiders are all working moms who do not have time to plan a camp (food and activities etc).”

Outdoor Experiences were attractive because we just needed to sign up the girls etc. The forms, planning, cooking, and facilitating were all done for us.”

2018 was a very successful year for Guiding in Ontario and Nunavut.

Our membership numbers held steady, while our cookie sales numbers increased by 10% considering the 2018 spring and fall campaigns together. 229,600 cases of cookies is substantial, with a substantial impact. This represents \$3 million that units had to take girls on wonderful adventures and supply their program needs. It meant that we could provide membership assistance to thousands of girls, as well as subsidizing their camping and outdoor experiences.

Three hundred of our Guiders got CONNECTed in November, when they came together for a weekend of learning how our units can set themselves up for success. Our Guiders embraced the Girls First program, assisted by more than 100 Girls First Champions.

Our Girl Forum officially changed its name to Youth Forum. In keeping with girl engagement, we ensure that a youth member is on every planning committee, including playing a substantial role on the Hub for LEAP, our province-wide camp happening this summer.

Ontario led the way in many initiatives that are now being embraced across the country. We can be proud that the Try Now, Join Later program and standardizing the membership assistance program through integration with online registration are now ways of work across Canada and Unit Banking is being piloted in select provinces.

It has been a pleasure to be the Provincial Commissioner throughout all of the council adventures over the past three years. The dedication of the Guiders in Ontario and Nunavut has been inspiring and humbling.



LEAP 2019 - a Girl-Driven experience!

Girl members were/are fully engaged in every aspect of the planning and on all volunteer teams!

Girls designed the crest for LEAP, wrote a closing song and will be involved in leading sessions like sunrise yoga!

Honouring the past...

814 girls used Heritage box materials
214 Heritage uniforms were rented



Pearl S., a Pathfinder in Toronto, used our Heritage uniforms and resources from our collection to win a medal for a History Fair, in conjunction with a school project.

GIRLS FIRST

100
Champions
supporting
31,400+ girls
in 1,900+ units

Cookies, cookies,
cookies!

6,687 girls
were presented with a
Cookie All Star reward



Tiered for success

Spring 2018

53.5% of units sold
an average of 3 or more
cases per girl during the
spring campaign

Of the 53.5%, 31.2% of
units sold an average of 4
or more cases per girl

Fall 2018

53.95% of units sold
an average of 3 or more
cases per girl during the
fall campaign

Of the 53.95%; 32.3% of
units sold an average of 4
or more cases per girl

CONNECT 2018

Service...

CONNECT 2018 participants contributed thousands of female hygiene products (tampons and pads) to be donated to women's shelters throughout the province through the Hygiene Heroes service project



Support...

Total amount of \$2,664.03 was raised over the course of the weekend.

Restore proceeds
\$553.66
CCWF

Discontinued camp
crests proceeds
\$309.50

Membership Fee subsidy

Cookie chaos proceeds
\$1,800.87
Campership subsidy

Success...

"The speakers were all excellent, including the youth members. I appreciate that many of the ideas presented were different than I've seen at other trainings."

"What a great, inspirational, educational and powerful weekend!"

"Great hands-on sessions and information to take back to our units."

"This event challenged the way we think and challenges the future of how we react."

Up, up and away...



A total of 10 independent international trips travelled in the summer of 2018 to Ecuador, Switzerland, the United Kingdom and Europe

92 girls
24 adults



Our Members...

10,459 new girl members

31,409 total girl membership

1,582 new adult members

8,491 total adult membership

Try now, join later...

1,428 new girls registered for TNJL

842 joined the 2018-2019 Guiding year

That's a 59% retention rate!

Providing opportunities
through camperships...

146 Events & Camping
169 Unit Level
251 Summer Overnight
45 Outdoor Experiences



Step up and
be recognized..

341 adult awards

446 Canada Cord

181 Chief Commissioner's Gold

116 Youth Commitment Award

