

Impact in action: Guiding by the numbers

Girl Guides of Canada engages approximately 95,000 girls and women in fun, empowering programs and experiences. The below provides a snapshot of how girls and women engage with us, and how Guiding impacts their lives. This year-over-year account provides a three-year overview of select outputs to indicate engagement and impact as per our organizational theory of change.

Girls are the direct beneficiaries of our program, while Guiders are the volunteer catalysts who make it all happen.

Outputs are organized by branch program which include:

- Sparks (ages 5-6)
- Brownies (ages 7-8)
- Guides (ages 9-11)
- Pathfinders (ages 12-14)
- Rangers (ages 15-17)
- Trex (ages 12-17)

Badges

In 2018, GGC implemented an exciting program change, refreshing every branch program and introducing badges to Rangers – all developed based on what girls told us they wanted from their Guiding experience. Badges are earned when girls have done a specific number of activities in a theme, each of which contain a limited number of topics. For example, the theme badge for “Build Skills” contains topics such as leadership, entrepreneurship or teambuilding whereas the theme badge for “My Mighty Mind” contains topics such as coping with change, mindfulness and how to identify your feelings.

Number of badges earned

Branch	2019	2018	2017
Sparks	251,032	137,127	92,631
Brownies	361,207	341,900	384,103
Guides	312,343	304,092	327,679
Pathfinders	77,612	64,846	68,473
Rangers	16,576	4,456	0

Awards

Girl Guides of Canada is well known for awards that help girls in Guides, Pathfinders and Rangers (ages 9 to 17) develop skills in leadership, service learning, goal setting and resilience. Girls use these awards as valuable additions to job or post-secondary school applications that represent what she’s learned and experienced during her time with Guiding. (Note that 2019-20 numbers may be inaccurate due to difficulties in reporting at the end of the Guiding year due to COVID.)

Number of awards earned

Branch	2019-20	2018-19	2017-18
Guides	188	529	548
Pathfinders	196	916	1065
Rangers	120	460	680

Junior Leaders and Girl Assistants

GGC's girl-driven model values sharing leadership. As such, we have fostered a leadership program for Guides through Rangers (ages 9 to 17) and encourage girls who would like to volunteer, to do so in younger units. This role involves not only doing their own program, but also attending another unit meeting most weeks and helping to lead activities and mentoring younger girls.

Number of Girl Assistants and Junior Leaders

Branch	2019/20	2018/19	2017
Guides	105	97	N/A
Pathfinders	305	219	N/A
Rangers	600	423	N/A

Number of beneficiaries per program

Branch	2019/20	2018/19	2017/18
Sparks	15,104	15,368	15,748
Brownies	19,307	19,770	20,635
Guides	21,422	22,233	22,251
Pathfinders	6,683	6,695	6,838
Rangers	2,460	2,402	2,914
Trex	517	459	211
Multi-branch	9,846	9,884	7,400
TOTAL	75,339	76,352	75,997



Adult members and Guiders

Most of our volunteers work with Girl Guide groups in their community, facilitating empowering, hands-on activities for girls. These Unit Guiders lead meetings and provide opportunities for girls to inform program both in weekly meetings and out at camps, events or other special experiences. As volunteers, our Guiders serve as mentors and help girls develop skills and confidence that will last a lifetime.

Any woman in Canada can become a member-at-large in GGC. We have thousands of administrative volunteers who are at the core of operational and experiential planning from the grassroots level all the way up to the GGC Board of Directors. These women dedicate their passion and skills to ensuring the organization thrives.

Number of adult members and Guiders

Branch	2019/20	2018/19	2017/18
Total Adult Members	20,866	20,700	20,576
Unit Guiders	16,095	16,036	16,633

