



20 24

Annual
Report

Message from the Chair of the Board and CEO

This past year at Girl Guides of Canada has been about progress – and possibility. ➔

We've continued to grow our membership, welcome more volunteers and evolve how we deliver our programs – all to ensure we're offering the very best to girls and youth across Canada.

This growth isn't just about numbers. It's about expanding access to the kind of empowering, positive youth development experiences that help girls thrive and make a meaningful impact – experiences that are fun, inclusive and rooted in building confidence, courage and leadership.

As we grow Guiding, we open the door for more girls to discover who they are, try new things, face challenges with resilience and lead in ways that matter to them. **When we grow Girl Guides, we expand that opportunity – and that impact – to even more girls and youth across the country.** ★

♥ Because Girl Guides isn't just a weekly activity – it's a meaningful experience that stays with girls long after the meeting ends. It's where they build connections and lifelong friendships, discover what they're capable of and learn that their voices matter.

Continued on next page

The work of growing and evolving is never finished, and this year, we've seen how the evolution is building toward something greater. We're preparing Girl Guides of Canada for the future, ensuring it remains relevant, responsive and empowering for today's girls and youth.



♣️ **Looking ahead, we are optimistic about what we can accomplish together as One GGC.**

That means strong collaboration between volunteers and staff, national and provincial teams and girls and volunteers across generations, working side by side to lead our organization forward.

To our volunteers, girls, youth, families, staff, donors and partners – thank you. Your commitment makes it possible for girls and youth to grow, lead and thrive through Girl Guides. ♥️

Sarah Govan-Sisk
Chair, Board of Directors

Shannon Benner
Chief Executive Officer





Our impact

Girl Guides equips girls and youth with the skills, confidence and connections they need to thrive. ✨

As a leading positive youth development organization, we create safe, inclusive spaces where girls can build self-confidence, form lasting friendships and discover their unique strengths. Whether they're trying something new, leading a team or exploring the outdoors, girls in Guiding have the support they need to grow, learn and become their best selves.

Through innovative, hands-on, girl-driven programming, we provide girls and youth with tools that will serve them in all areas of their life. 💡

They build leadership, resilience and a strong sense of self. They take on challenges, speak up about what matters to them and develop future-ready skills that keep doors open to any path they choose.

Girl Guides is more than an activity – it's a meaningful experience that helps shape futures. ❤️

With mentors who believe in them and peers who cheer them on, girls and youth grow into confident, capable changemakers who are ready to lead.

What do Girl Guides do?



What caregivers say about how Girl Guides impacts their child

88% agree Girl Guides provides a **safe space** for their child.

79% agree Girl Guides has a positive impact on their child's **development and personal growth**.

81% agree Girl Guides instills self-respect and **respect for others**.

79% agree Girl Guides enhances their child's **social skills** and helps them **make new friends**.

84% agree their child feels like **they belong** thanks to Girl Guides.

Data from the Girls' Voice Survey (2023-2024)



Girl Guides in action



Pen Pal Program

More than 850 units signed up for this year's Pen Pal pilot program to build connections across Canada.

Congratulations to award recipients

Awards recognize girls and youth who go above and beyond to learn new skills, develop their leadership abilities and more.

Girl Guides take action for wildlife

As part of the 2024–2026 National Service Project (NSP): Action for Wildlife, more than 1,300 Girl Guides and adult volunteers across Canada have already contributed over 220 hours of community service to protect and restore wildlife habitats. Developed with the Canadian Wildlife Federation, the NSP gives girls hands-on experience in environmental action – from planting pollinator gardens to organizing clean-ups – while building their knowledge of Canada's ecosystems.



Camp Awards
919 Guides



Lady Baden-Powell Award
415 Guides

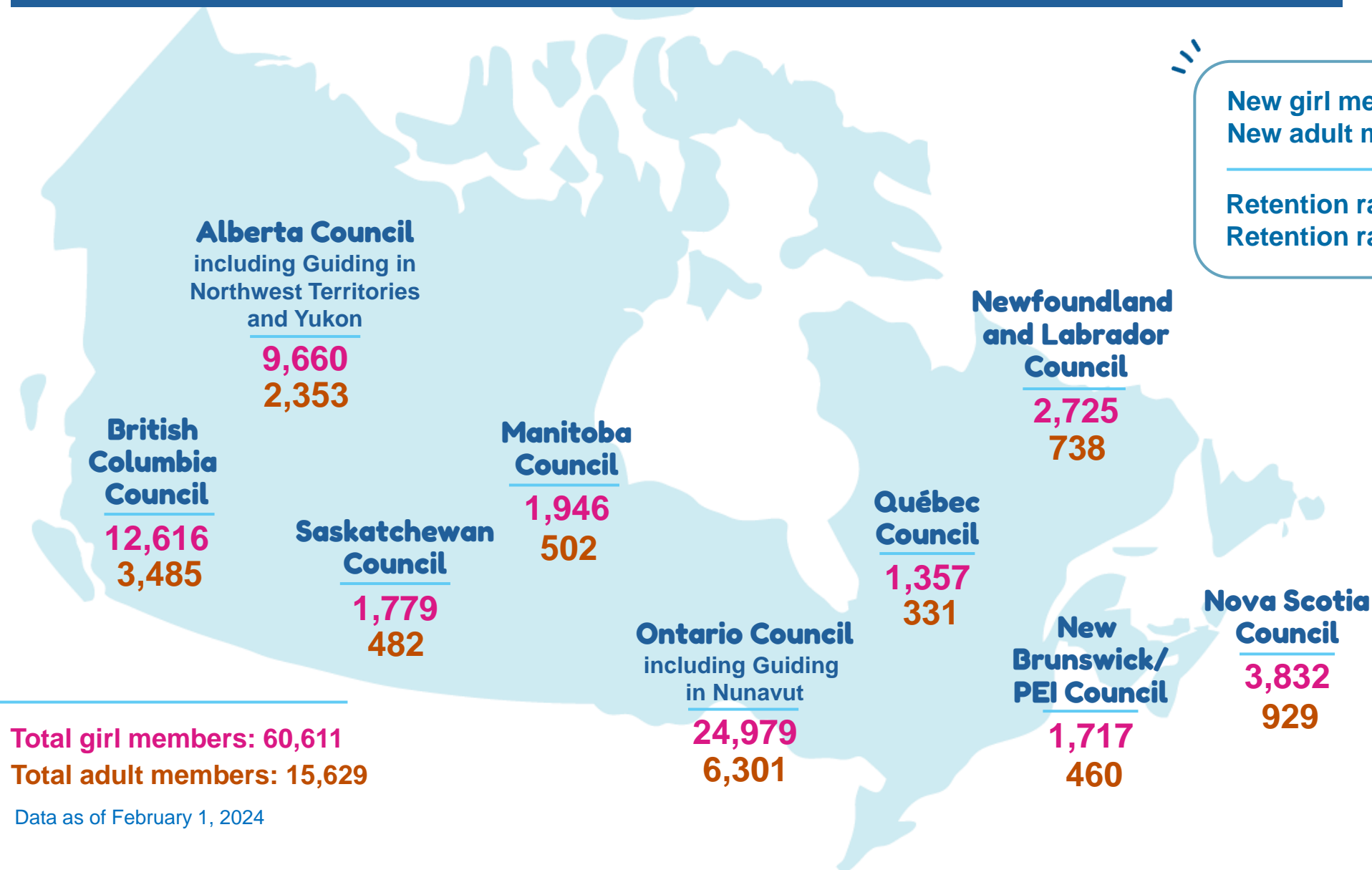


Canada Cord
195 Pathfinders



Trailblazer Awards
(Bronze, Silver, Gold)
121 Rangers

Membership numbers across Canada



New girl members: **21,534**

New adult members: **2,694**

Retention rate for girl members: **64%**

Retention rate for Guiders: **77%**



Guiding across Canada

Provincial councils bring Guiding to life for girls and youth – organizing events, camps and opportunities for connection from coast to coast to coast. Here's a snapshot of some of the incredible experiences girls and youth shared in 2024:

Girl Guides in **New Brunswick and PEI**

bonded over book binding, learned about aviation and STEM and hosted a stuffy sleepover.



From Pride to the Stampede Parade, Girl Guides in **Alberta, the Northwest Territories and the Yukon** connected with their communities! They also gathered at a campfire in Edmonton's Sir Winston Churchill Square and saw over 50 locations light up blue for World Thinking Day.



Pathfinders, Rangers and Guiders hosted games, did face-painting and more at a fun-filled World Thinking Day Carnival at Yarmouth Mall. **Nova Scotia** Girl Guides also designed sleeves for cups at a local coffee shop and did a community service project, spring cleaning at a local cemetery.



Québec members celebrated the new name for Camp Peaceful Waters on beautiful Lac Bouchette in Morin-Heights with four weeks of summer camp fun. 200 Sparks and Embers also enjoyed a Forest Friends day at camp in the spring.



Girl Guide trip units from **British Columbia** travelled across Canada and the globe this year to Mexico, Europe, Japan and more! Over 3,500 members also gathered across the province to wrap up the 2023-2024 Guiding year at Rally Across BC events.



More than 3,900 girls and youth and 1,000 volunteers from across **Ontario and Nunavut** met up in Toronto for GirlJam in May 2024. They exchanged SWAPs, explored STEM, cultivated their creativity in the Arts Pavillion and more.



Guides, Pathfinders, Rangers, Trex and bridging members from across **Newfoundland and Labrador** came together for Camp 4 Elements where the focus was on earth, wind, fire and water with whitewater rafting, glow parties, STEAM activities and more.



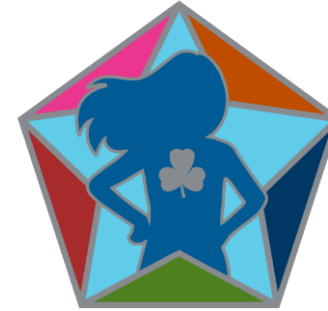
The rain didn't stop **Manitoba** Girl Guides from having fun at their province-wide Camp Skills Day and International Cook Off. Members also marched in the Winnipeg Pride Parade, took part in Peyton's Challenge for Earth Day and celebrated World Thinking Day with Folklarama.



Girl Guides in **Saskatchewan** embraced STEM with a sci-fi event at the University of Saskatchewan and an engineering challenge. 113 Pathfinders and Rangers and 55 adults from 9 provinces also joined together for Gather 2024, an interprovincial camp.

Change Maker Award

Girl Guides of Canada's Change Maker Award recognizes the courageous and inspiring actions of girls and youth from all branches and celebrates the compassionate young leaders they're becoming.



Meet some of our 2024 Change Maker Award recipients



Samara is committed to empowering her fellow students and newcomers to Canada by donating her clothing, bags, shoes and toys to new families in her community.



After finding out that one in four seniors live alone, **Ainsley** started writing cheer cards for her local senior society and encouraged her unit to do the same!



Lindsay was inspired by a trip to the zoo and started a collection drive for used phones to support the Phone Apps program at the Toronto Zoo.



Laura organizes shoreline cleanups, visits seniors and runs drives for the local women's shelter. She also put together care kits to send to children in Nunavut.



Natalie leads service projects and fundraises for Hike for Plenty, Addy's Helping Hands, the Terry Fox Foundation and more.

See the full list of [2024 Change Maker Award recipients](#).



Volunteers inspire tomorrow's leaders

Over the last 110+ years, 7 million Canadian girls and volunteers have been involved in Guiding. Today, more than 15,000 volunteers across Canada show up with care, creativity and commitment each week. Thank you, volunteers, for everything you do to continue lighting the way so that girls and youth can grow their confidence and discover a world of possibilities.



They help girls and youth discover their power

With every activity and adventure, they help girls build courage, resilience and the confidence to lead in their own way.



They open doors to empowering adventures

Because of our volunteers, girls and youth try new things and gain real-world skills that last a lifetime.



They cheer girls on, every step of the way

Volunteers offer unwavering support, encouraging girls to speak up, experiment, learn from challenges and grow into their full potential.



They lead by example

Volunteers show that leadership is about lifting others up. Through community service, girls learn the power of compassion and impact.



They are lighting the way for a brighter future

Because of our dedicated volunteers, girls and youth grow into bold, capable leaders ready to create positive change.

Volunteers spark potential

Our volunteers fuel a movement that gives girls and youth the confidence to dream big, believe in themselves and create positive change. With every volunteer who leads, every girl who steps up and every spark of inspiration shared, Girl Guides continues to empower girls to become fearless leaders, lighting the way for the future.

Meet some of the volunteers who make it all possible



Working alongside all the other Provincial Cookie Advisers has given me a diversity of views from Guiding communities across the nation. Some of our challenges are different, some of our wins are also different, but we all work for a common outcome – so that all our youth can have amazing adventures!

– Wendy



My role as a Membership Screener has been very rewarding. It has allowed me to connect with women across Canada, to hear them share ideas, values and past experiences.

– Pam

GGC has always been a constant to build connections, friendships and adventures, regardless of where I live or the stage I'm at in life. Sharing my passions and encouraging youth of all ages to find their space and path in Guiding is incredibly rewarding.

– Elizabeth



Changing her world, one cookie at a time

Cookies remain the primary fundraiser for Girl Guides of Canada.



Proceeds from cookie sales support **fun weekly activities, outdoor adventures and travel experiences** for girls and youth across the country.



Girl Guides sell **5 million** boxes of Girl Guide cookies every year

A total of **100 million** cookies are baked and sold every year in Canada.



That's **2.5 cookies** for every Canadian!



For the first time in five years, our cookie box was refreshed with a **modern, fun design** featuring images of **current members**.



The sweet power of Girl Guide cookie sales helps girls develop top skills:



Entrepreneurship

Money and time management



Self-confidence

Planning and goal-setting



Teamwork



Campus Connections

In partnership with the McCall MacBain Foundation, Girl Guides of Canada launched a multi-year Campus Connections pilot program. The program aims to build leadership and team-building skills as well as meaningful experiences through volunteerism while mitigating feelings of social isolation by establishing Girl Guide units on campus.

During the 2023-2024 academic year, the pilot extended its reach from the University of Guelph to three other universities in Ontario and two in Nova Scotia with 129 applicants and 48 students placed in seven units. In 2024 students also attended a Leadership Retreat where they had the chance to apply real-world leadership skills to everyday life through a strengths-based approach.

Campus Connections is more than just a volunteer opportunity; it's a community of individuals dedicated to making a positive impact in the lives of young people through Guiding.

- Campus Connections participant



mcCall
macbain
FOUNDATION

Board of Directors

Members of Girl Guides of Canada's Board of Directors work together to set the organization's strategic direction, provide oversight on complex legal, governance, risk management and financial matters and ensure Girl Guides is relevant, growing, sustainable and truly girl-driven.



Back row (left to right)

Helen Cashman

Director – Guiding Experience,
Guiding Ambassador

Janette Yuen

Director – Chair, Human
Resources Committee

Shannon Benner

Chief Executive Officer

Evan Swance-Smith

Director

Heather McFadyen

Director

Lisa Trostenko

Director – Treasurer

Annie Houle

Director

Front row (left to right)

Sheliza Ismail

Director – International
Commissioner

Sarah Govan-Sisk

Chair of the Board

Andrea Chakma

Director – Chair, National
Youth Council

Melinda Gibson

Director – Governance

Absent from photo

Pamela Laycock

Director – Vice Chair

Dina Kamal

Director

Provincial Commissioners

The Provincial Commissioners (or team of Provincial Co-Commissioners) are the lead volunteers of their provinces and chairs of the provincial councils. They connect with girls, youth and volunteers across their councils and are leaders in the design and implementation of provincial operational plans that support GGC's Strategic Plan.

Provincial Commissioners in each council, as of August 31, 2024



British Columbia Council

Colleen McKenna



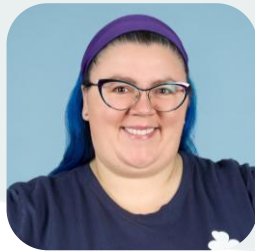
Alberta Council
including Guiding in
Northwest Territories
and Yukon

Bev Burton



Manitoba Council

Tamara Elias &
Carolyn Titterton



Saskatchewan Council

Megan Clarke



Québec Council

Sara Ogilvie &
Sarah Di Milo



Ontario Council
including Guiding
in Nunavut

Melanie Nicholson &
Cherylyn Sawatzky



**Newfoundland and
Labrador Council**

Mackenzie Furey &
Heather Brown



**New Brunswick/
PEI Council**

Amanda Rouse



Nova Scotia Council

Kathy Martin

Senior Leadership Team

Girl Guides of Canada's Senior Leadership Team (SLT) is responsible for translating strategy into action, monitoring organizational performance, fostering staff-volunteer collaboration and removing roadblocks to accelerate decision making. SLT members also manage key governance relationships and lead organizational initiatives.



Back row (left to right)

Julia Horel
Chief of Staff

Cindy Veinot
Chief Financial Officer

Merjane Schoueri
Chief Brand and Business
Development Officer

Shannon Benner
Chief Executive Officer

Suzanne Wolf
Director, Program & Impact

Moira French
Director, Business Services

Front row (left to right)

Allyson Gillett
Chief Stakeholder
Relations Officer

Himanshu Pathak
Chief People Officer

Shawn Mangroo
Chief Technology &
Transformation Officer

National Youth Council

Meet the 2024 National Youth Council



Catarina



Chiara



Desirae



Katie



Meghan



Nadia



Neha



Pooji



Sera



Sidney



Talia



The National Youth Council provides insights and input to Girl Guides of Canada's Board of Directors and staff to ensure that the voices of girls and youth are at the heart of decisions facing the future of Girl Guides. The 2023-2024 National Youth Council is made up of members from British Columbia, Alberta, Ontario, Québec, Nunavut, Nova Scotia and Newfoundland and Labrador.

I wanted to join the National Youth Council to initiate new changes and create a positive Guiding environment. I want to make everyone feel included and safe. I think it's so important to be able to listen to the needs of the youth today and advocate for them.

- Neha

I wanted to join the National Youth Council because I am passionate about making a difference! I strive to help make Girl Guides of Canada an even more welcoming and inclusive space.

- Pooji



National Indigenous Advisory Circle



The National Indigenous Advisory Circle (NIAC) is a dedicated space for Indigenous girls, youth, women and Two-Spirit people to connect, advise and shape the future of Girl Guides. Open to all Indigenous members, NIAC focuses on best practices for inclusion, incorporating Indigenous knowledge and addressing barriers.

With NIAC's guidance, Girl Guides of Canada continues to foster more culturally-respectful spaces where Indigenous members feel valued, respected and their cultures celebrated. Members join from diverse Indigenous nations and traditional, unceded lands and play a vital role in driving change and supporting reconciliation within Girl Guides.

Thank you to the 2024 NIAC members

Al Jones	Ava	Joann	Sabrina	Tash
Alana	Cora-Lee	Juliette	Samara	Tessa
Allison	Dani	Kim	Sara	Tracy
Angela	Emily	Krystal	Sarah	
Aperna Mohan	Heather	Naomi & Sam	Sierra	
April	Jennifer	Ruth	Sydney	

What NIAC members say about their experience



When I am with my Girl Guide unit, I feel like I belong somewhere. My Indigenous culture is respected during our meetings, which makes me feel proud.

My leaders always take my ideas into consideration when creating a safe atmosphere to learn in.

I really like going camping, working on badges and making new friends in Girl Guides!

- Naomi, NIAC member

Participating in NIAC offers us the opportunity to journey forward in understanding, respect and inclusion.

As a Métis Guider, it is a personal mission to contribute to building a future grounded in truth, where barriers are removed, allowing members of cultures to engage, thrive and embrace the spirit of Guiding!

– Tracy, NIAC member





Fiscal year update

The figures on the following pages represent the combined revenues and expenses of GGC's national office and provincial councils for the period from **January 1 to August 31, 2024**, with the revenues and expenses for the full 2023 calendar year included for comparative information.

The abbreviated eight-month fiscal period reflects a transition of the fiscal year to align with the Guiding year, starting in 2024. Moving forward, the fiscal year will run from **September 1 to August 31** annually.

When comparing the eight-month 2024 information to the calendar 2023 information, it is important to note that the 2024 information includes revenue from one cookie campaign, and the 2023 comparative information includes revenue from two cookie campaigns.

Girl Guides of Canada's fiscal year

2023

JANUARY 01 → DECEMBER 31

2024

JANUARY 01 → AUGUST 31

2024/2025

SEPTEMBER 01 → AUGUST 31



National and provincial council operations

Statement of Operations

Period from January 1, 2024 to August 31, 2024, with comparative information for the year ended December 31, 2023

	2024	2023
Revenue:		
Membership fees	\$ 5,417,120	\$ 7,311,464
Cookie fundraising sales	11,856,001	22,766,019
Camping, conference and event fees	1,620,863	1,824,441
Merchandise royalties and sales	371,496	896,827
Net investment income	2,105,835	4,871,463
Other income	1,288,689	1,424,131
Grants	449,174	738,427
Amortization of deferred capital contributions	11,246	13,135
Gain on sale of real property	29,825	333,670
	23,150,249	40,179,577
Less:		
Cookie fundraising expenses	5,569,293	11,368,551
Merchandise expenses	11,120	122,484
	5,580,413	11,491,035
	17,569,836	28,688,542

The Guiding experience is offered to girls across Canada through the collaboration of the national office, the provincial councils, as well as areas, districts and units. The revenues and expenses of the areas, districts and units are not included in these figures.

[Continued on next page](#)

National and provincial council operations

	2024	2023
Expenses:		
Girl and member services:		
Camping, outdoor experience and events	4,794,570	3,363,061
Programming and unit support	2,558,257	3,295,659
Registration and member support	2,000,512	2,684,277
Provincial operations	1,179,730	1,793,691
Girl safety	716,327	1,151,677
	11,249,396	12,288,365
Governance and operations:		
Finance	2,723,807	3,453,559
Marketing and communications	1,864,378	3,051,823
Information technology	1,757,166	2,420,509
Operations	1,582,545	2,908,226
Human resources	899,721	1,014,269
Governance	428,355	903,733
Fundraising	330,754	321,874
Amortization	553,868	680,971
	10,140,594	14,754,964
	21,389,990	27,043,329
Excess (deficiency) of revenue over expenses before the undernoted	(3,820,154)	1,645,213
Unrealized gain on investments	5,933,561	3,932,831
Excess of revenue over expenses	\$ 2,113,407	\$ 5,578,044

The Guiding experience is offered to girls across Canada through the collaboration of the national office, the provincial councils, as well as areas, districts and units. The revenues and expenses of the areas, districts and units are not included in these figures.



Individual donors



Honour Circle

Pamela Rice

Signature Circle

Estate of Karen Benedict

World Friendship Circle

Geraldine Kelter

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Individuals listed donated to Girl Guides of Canada between January 1 and August 31, 2024.

Individual donors

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Mission

To be a catalyst for girls
empowering girls.

Vision

A better world, by girls.

Girl  **Guides**

Join, volunteer or donate today

girlguides.ca

