

**MEDIA  
KIT**



Girl Guides  
of Canada  
Guides  
du Canada

Girl greatness starts here

1-800-565-8111  
[girlguides.ca](http://girlguides.ca)



“ Guiding teaches you that no matter who you are, you are special and can offer the world something great. ”

Tara-Anne, Junior Leader



**Mission:** Girl Guides of Canada-Guides du Canada enables girls to be confident, resourceful and courageous, and to make a difference in the world.

## We live our Mission

Girl Guides of Canada-Guides du Canada (GGC) stands for what it has always stood for – fun, friendship and adventure. GGC is a safe, accepting environment with diverse and exciting programs and activities that offers girls the chance to discover, explore and be adventurous with new friends.

From sports, camping and science to eco-activities, fashion design and community projects, Guiding has something for everyone. Guiding is bold, fun, energetic and gives girls the tools and resources they need to achieve greatness.

Check out the [About Us](#) section of our website to read more about our history.

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## Girl greatness starts here

In 2010, GGC will celebrate its 100<sup>th</sup> anniversary of providing girls with opportunities to become the best they can be. We give girls the opportunity to:

- Learn, grow and discover through girl-centred programming for girls age 5-17+.
- Connect to the wider world through international travel and global development projects and discussions.
- Give back to their community through service projects.
- Further their education through scholarships.

### Here's some of the things we've been up to this past year:

- Partnered with PREVnet to develop the Girls United Anti-Bullying Challenge to help girls understand and prevent bullying.
- In partnership with GM Canada, launched a tree planting program to help girls beautify their communities.
- Participated in the National Day of Remembrance and Action on Violence Against Women on December 6.
- Awarded 17 post-secondary scholarships to girls.
- Helped girls explore self-esteem and body image issues through the Dove Campaign for Real Beauty.
- Provided opportunities for more than 50 girls to go on international trips to participate in global service projects and seminars, and to learn more about their Guiding sisters around the world.

Check out the [Great Opportunities](#) section of our website!



“

The family-like community that Guiding offers is something that no other organization could possibly compete against.”

Amy, Junior Leader



“

For me, GGC is a place where I can

be myself. It is a place where nobody cares where you buy your clothes or how you act or look. Guiding gives you the time to be yourself and discover who you are.”

Samantha, Ranger





“

Girls involved in Guiding gain a sense of belonging, fulfillment and the self-assurance to go out in the world and achieve whatever their dream is. I know that I have. ”

Parveen, Ranger



## GGC is where girls want to be

For almost 100 years GGC has been the organization of choice for girls and women across Canada. While the world has changed drastically over the last century, Guiding has remained true to its ideals as a dynamic organization, changing with the times to reflect the needs and interests of today's girls and women.

Guiding is more than crafts, camping and cookies. Some of the badges and challenges girls work on today include Career Awareness, Streetwise, Saving Water, Fashion, Eating Local, Cultural Awareness, Inventing, Money Talk and Business Communications.

### Here are some of the benefits Guiding offers:

#### Benefits for girls:

- An accepting and nurturing all-girl atmosphere.
- A place to laugh with new and old friends.
- Adventurous, activity-based programs where girls have fun in a safe environment.

#### Benefits for women:

- A chance to be a part of their community by helping girls develop their potential.
- Opportunities for personal growth, peer support and travel.



“

People who haven't been a part of Guiding just don't know how unbelievably cool it is! I look forward to our meetings and getting to see all of my Pathfinder friends. I love camping, taking trips and getting to plan and lead activities. ”

Rachel, Pathfinder



## What we're up to

### Who wants Girl Guide Cookies?

Girl Guide cookies are a time-honoured Canadian tradition and over five million boxes are sold every year.



Cookies are available twice a year – the chocolatey mint cookies are sold in the fall and the classic chocolate and vanilla cookies are sold in the spring. Check out the [Cookie section](#) of our website to find out where to buy cookies in your community. Proceeds support Girl Guide programs across Canada.

### New ad campaign – “Girls Need Guides”

*“Kids can identify over 1200 corporate logos, but only 12 species of local wildlife.”* That’s just one of the startling statistics used in our new ad campaign. Using compelling facts such as this, the playful, whimsical ads highlight the benefits of being a member of GGC. To view the ads, please visit our [Media Room](#).



### Sparks, Brownies and Guides go online!

GCC Girls is an exciting new website for Sparks, Brownies and Guides (ages 5-11). The site is a safe, fun place for girls complete with games, polls, a book club, e-cards and contests. Check out [GCC Girls!](#)

### Government of Ontario

Support from the Promoting Healthy, Equal Relationships Grants Program helped us to create the Girl EmPower Project in partnership with the Metropolitan Action Committee on Violence Against Women and Children (METRAC).



### New Unit Initiative

Through generous donations from our corporate partners Sears Canada, RBC Foundation, Proctor and Gamble and S.C. Johnson and Son, Limited, we launched 10 new units in areas of need across the country

### Guiding Mosaic 2010



How does 10 days of fun, friendship and adventure sound? Look no further than our Guiding Mosaic National Camp being held at the Guelph Lake Conservation Area in July 2010! Girls from across Canada and around the world will come together to explore, learn and make new friends. Check it out at [guidingmosaic.ca](#).



1910-2010 Girl Greatness Starts Here  
Le leadership des filles commence ici

### COUNTDOWN TO OUR 100<sup>TH</sup> ANNIVERSARY

In 2010, we will be celebrating our 100<sup>th</sup> anniversary. The Guiding Movement began in England when a group of girls demanded entry to a Scouting rally for boys in 1909. The actions of these pioneering girls launched the Guiding Movement, which spread to Canada in 1910. We're planning to mark this important milestone with exciting events and activities across Canada.



Even in the early days, Girl Guides was pioneering new activities like camping for girls.



On June 7, 2008, Girl Guides across the country joined the biggest sleepover in Canada through the Dove Sleepover for Self Esteem. Our partnership with Dove helps us talk to girls about self-esteem and body image issues through the Campaign for Real Beauty.

## FOR PARTNERSHIP OPPORTUNITIES...

Please contact:  
Deborah Del Duca  
Executive Director  
(416) 487-5281 ext. 206  
delducad@girlguides.ca



## Our partners make the difference

Girl Guides of Canada has remained successful at providing girl programs by connecting with today's girls and keeping up with current issues that affect youth. We know that girls today face untold pressures and issues that need to be addressed.

Through our partnerships, we have been fortunate to work with companies and organizations that share our vision and have developed programs that will provide girls with the tools they need to be confident young women.

Our partners include:

HarperCollins Canada Ltd

P&G

Dove

PREVNet  
Promoting Relationships and Eliminating Violence  
La promotion des relations et l'élimination de la violence

The Keg  
Spirit Foundation

BMO Financial Group

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Kids Help Phone  
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DOMINION

Dare

RBC  
Foundation

MEDIA  
AWARENESS  
NETWORK  
RÉSEAU  
ÉDUCATION  
MÉDIAS

METRAC  
Metropolitan Action Committee on  
Violence Against Women and Children

# Meet our Members

## Jennifer, Guide

For Jennifer, Girl Guides is all about fun! Five years ago, Jennifer joined Guides as a Spark with a friend from school because she wanted to have fun – and she's been having fun ever since! From camping to selling cookies, Girl Guides is a place where Jennifer can laugh, play and learn with friends.

You may recognize Jennifer from our new classic cookie box. Jennifer submitted a photo of her and her Guiding friend, Shania, for the "Why Girls Need Guides" photo contest. The photo was then chosen for use on the cookie box because it portrays the fun and friendship that Guiding is all about.

Jennifer is now in her second year of Guides and is looking forward to all the fun-filled, exciting activities that she'll get to try next.

## Heather, Adult Member

Heather finds it inspiring that GGC continues to provide the same fantastic opportunities that she had as a girl.

"My favourite thing is seeing the girls learn and grow together and excel in their own areas of interest whether it's crafts, sports or leadership. GGC's membership in the World Association of Girl Guides and Girl Scouts (WAGGGS) demonstrates that it is incredibly important for girls and women to belong to a world-wide movement. It gives them a sense of global awareness and responsibility."

Girl Guides has always been a venue for fun and adventure and Heather has learned skills through volunteering that have been extremely valuable to her throughout her life. One of Heather's most memorable Guiding and life experiences was travelling to one of the WAGGGS World Centres in Sangam, India, where she lived and worked. Working with such a diverse group of people from all over the world was an adventure she will never forget.

For more Member profiles, please visit the [Guiding Profiles](#) in our [Media Room](#).



“My favourite part about

Guides is having fun with my friends. No matter what we're doing, we always have fun and make each other laugh. ”

Jennifer, Guide



“I was fortunate to have a program

available to me through GGC, an organization I know and trust! ”

Heather, Adult Member





innovative  
leader  
**empowered**  
inspiring energetic  
connected



**FOR MEDIA INQUIRIES:** Deborah Del Duca  
Executive Director  
(416) 487-5281 ext. 206  
[delducad@girlguides.ca](mailto:delducad@girlguides.ca)

