



Annual Report

2024 – 2025





This past year at Girl Guides of Canada (GGC) has been one of momentum and possibilities. We've welcomed new members, expanded access to empowering programs and continued to evolve how we support girls, youth and our incredible volunteers. Our growth isn't just about numbers – it's about impact. It's about creating opportunities where girls build confidence, form meaningful connections and develop the character to lead with courage.

Confident. Connected. Resilient. Girl Guides are ready to make a lasting impact in their community and beyond.

Girl Guides is more than a weekly activity. It's a place where girls discover who they are, try new things and learn that their voices matter. Together, we're preparing our organization for the future – ensuring it remains relevant, responsive and empowering for today's youth.

Thank you to our volunteers, families, staff, donors and partners. Your commitment makes it possible for girls and youth to thrive, lead and make a difference.

Shannon Benner
Chief Executive Officer

Pam Laycock
Chair of the Board

We are Girl Guides of Canada

We are Girl Guides of Canada (GGC) – a leading positive youth development organization helping girls and youth ages 5–17 build confidence, connection and the skills they need to thrive.

In a safe, inclusive space, girls form lasting friendships, explore new interests and develop key life skills. Through girl-driven experiences – from outdoor adventures and STEM programming to community engagement – Girl Guides helps girls discover their strengths and lead with purpose.

More than an activity, Girl Guides is a meaningful experience that helps shape girls' futures.



Supporting girls in a changing world

Today's youth are navigating a complex and rapidly changing world. They are digitally connected but often socially disconnected. They face pressure to prepare for future jobs that demand new skills, while also navigating economic uncertainty and rising mental health challenges.

At Girl Guides, we understand these layered and intersecting needs.

Our programs help girls build real relationships, develop social competence and gain future-ready skills. We offer active, hands-on experiences that build resilience, resourcefulness and a strong sense of self.

Right now, girls need Girl Guides.

We're here to help them thrive – to lead with confidence and feel supported every step of the way.



What Girl Guides do – and why it matters

We deliver empowering experiences through three core pillars:



Adventure & Challenge

Outdoor experiences, travel, camping, events

Strengthening resilience



Leadership & Life Skills

Awards, scholarships, cookie selling

Boosting confidence



Community & Connection

Service projects, scholarships, ceremonies

Building connection

The Girl Guide impact is real.

Girls step into leadership, develop hands-on skills and build independence. They gain confidence that helps them soar – in school, in friendships, in their communities and in life. **At Girl Guides, girls aren't waiting to lead someday – they're already doing it.**

What caregivers say about Guiding's impact

78% agree Girl Guides has a positive impact on their child's development and personal growth

81% agree Girl Guides provides a space where their child feels that they **belong**

76% agree their child has built **self-confidence** in Girl Guides

78% agree their child is more **proud to be themselves** because of Girl Guides

75% agree their child was challenged to **try new things** at Girl Guides

78% agree Girl Guides enhances their child's **social skills** and helps them to **make new friends**

Data from the 2024-2025 Girls' Voice Survey



The Girl Guide impact – what older girls say

Long-term participation in Guiding builds foundational leadership and life skills. How do we know? **Because Rangers – the oldest youth members – tell us the difference it makes in their lives.**

85% of Rangers say Guiding has taught them important life lessons, such as teamwork, stress management and navigating success and failure

83% are taking on greater leadership responsibility by helping lead activities in their units

81% say Girl Guides helped them recognize their own strengths and skills

Girl Guides is where confidence grows and leadership takes flight – building bold possibilities for girls, one experience at a time.



Programs that spark possibilities

Through inclusive, outcomes-driven experiences, Girl Guide programs help girls and youth build resilience, explore their strengths and connect with their community. And, yes, fun is always part of the plan!



Enhancing program delivery options

With instant meetings like Fostering Friendships and Travel Planning, plus year-in-a-box packages for Sparks, Embers and Guides, volunteers are equipped to offer activities where girls can connect, explore and celebrate what makes them unique.



Celebrating Black Canadians

To recognize Black History Month, we created activities that spotlight remarkable Canadian women – past and present – who are shaping society and inspiring change.



Pen Pals

Back by popular demand, this classic Guiding activity has returned – connecting 8,200 girls from coast to coast to coast. Through letters, members of all ages are sharing stories, building friendships and experiencing the joy of real connection.



STEMinism Challenge

The STEMinism Challenge encouraged girls to build flexible thinking and determination through hands-on activities in science, technology, engineering and math, and learned about role models in those fields.



Period programming

Our new period programming is designed for today's youth – tackling topics that matter with honesty and confidence. Guides, Pathfinders and Rangers explore the menstrual cycle, period equity and period products in a space where they feel comfortable and confident to share and ask questions.

Partnerships that drive impact

Our programs are strengthened by collaboration with trusted subject matter experts and partner organizations. Their evidence-informed insights keep our programming relevant and responsive to girls' needs. We're grateful for partners who help enhance Guiding's impact across Canada: Canadian Wildlife Federation, Downie Wenjack Fund, General Motors, Kids Help Phone, MediaSmarts and Outward Bound Canada.

Girl Guides take action for wildlife

With the **National Service Project: Action for Wildlife**, more than 2,600 girls and youth and more than 500 adult members have taken part in activities designed in partnership with the **Canadian Wildlife Federation**. From habitat restoration to pollinator gardens, girls are making a real difference for wildlife in their communities.



Paper circuit STEM kits

Thanks to **General Motors**, more than 18,000 girls and youth received free **Paper Circuit STEM Kits** and additional STEM materials – sparking creativity, hands-on learning and future-ready skills to help them thrive.

Activities included creating constellations and comets with electrical circuits that light up. By opening doors to STEM activities, we're helping girls build their confidence and skills that lead to endless possibilities as future innovators and problem-solvers.





Guiding creates experiences where meaningful connections grow –
between youth and volunteers, and among
peers – helping girls foster a sense of
belonging and step into their potential.

Youth in leadership

At Girl Guides, youth don't just participate – they lead the way. We create opportunities for girls and youth to step into leadership roles, shape what Guiding looks like and influence decisions that matter. Through these experiences, they're not only building their leadership capacity – they're helping define who we are and what we do.

“

Volunteer experiences are valuable to me because they help develop and teach relevant life skills that you might not learn in a classroom. **I have learned so much about communication, inclusion, empathy, logistics, kindness and everything in between.**

- Katie, LEAP provincial camp team



“

I have learned a lot about communication and professionalism. I have had the opportunity to share my ideas in **an environment built to support me and my aspirations.**

- Lucy, ANY (Alberta, Northwest Territories, Yukon) Youth Forum



“

Being a Junior Leader, for me, was valuable because **it has helped me with building confidence in myself.** Part of what I enjoyed was working with the girls, leading them in activities like campfire songs or crafts.

- Ellie, Junior Leader



Our volunteers ignite possibilities

Behind every campfire song, STEM challenge and leadership opportunity is a volunteer making it happen. **Thank you to the more than 15,000 Girl Guide volunteers and adult members across Canada** – whose creativity and commitment turns every activity into experiences that make an impact.

“

[The reason why I volunteer] is the almost indescribable feeling I have at a meeting or event when you realize that this is a place where I wholly belong, where I'm accepted for exactly who I am. That feeling of belonging is what I personally try to bring to every activity, craft, song or game I plan.

- Carolyn, DEIA Facilitator



“

Knowing that we give girls and youth the ability to believe in themselves, build self-confidence and make it possible for them to have all these different experiences through the program, it's so worth it. It makes me feel like I'm making a big difference in their lives!

- Noëlla, District Commissioner



“

I want to make it easier for Guiders to deliver impactful programming for their units. I understand how much work it takes to develop engaging and relevant activities, so I want to create resources and programming challenges that youth members love and Guiders can easily implement.

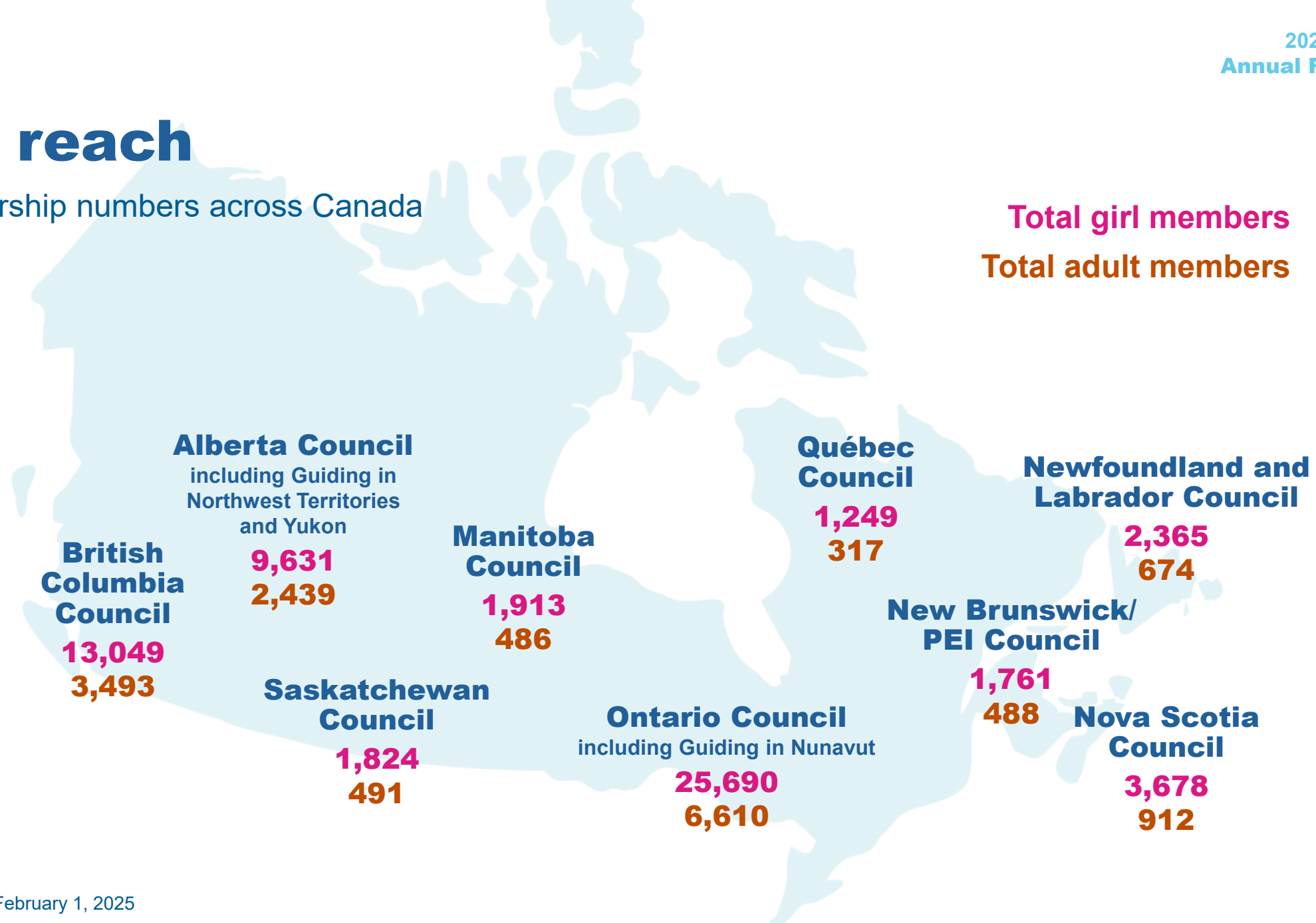
- Katelyn, Program Adviser



Our reach

Membership numbers across Canada

Total girl members 61,160
Total adult members 15,939



Data as of February 1, 2025

Guiding across Canada

Across Canada, provincial councils bring Guiding to life – creating opportunities for girls to explore new interests and develop a strong sense of community. Here's a snapshot of some of the adventures and leadership opportunities that made this year unforgettable.



Nova Scotia

Girl Guides in Nova Scotia proudly took part in the Eastern Passage Cow Bay Summer Carnival Parade and hosted unique adventures like a **safari weekend** and **Sparkle and Glow camp** at Hardwood Lake Camp. Eight youth took part in the **first ever Harvest Trail Area-sponsored trip to Pax Lodge** in England.



Alberta, the Northwest Territories and the Yukon

Girl Guides in Alberta, the Northwest Territories and the Yukon **camped, paddled and tried new skills at summer camp**, debated at **Alberta Girls' Parliament** and Guiders leveled up at **Skills Summit**.

New Brunswick and PEI

New Brunswick and PEI Rangers gathered for **Urban Camp** to learn life skills, practice apartment hunting and more. Members also enjoyed a **stuffy sleepover, year-end camp** and **Rally Day**.

Guiding across Canada



Québec

Along with another successful summer at Camp Peaceful Waters and a **Spark Ember day camp**, more than 120 Guiders and Rangers in Québec had the chance to connect and build together at the **Guider Symposium** and **Provincial Year-end Meeting**.



Ontario and Nunavut

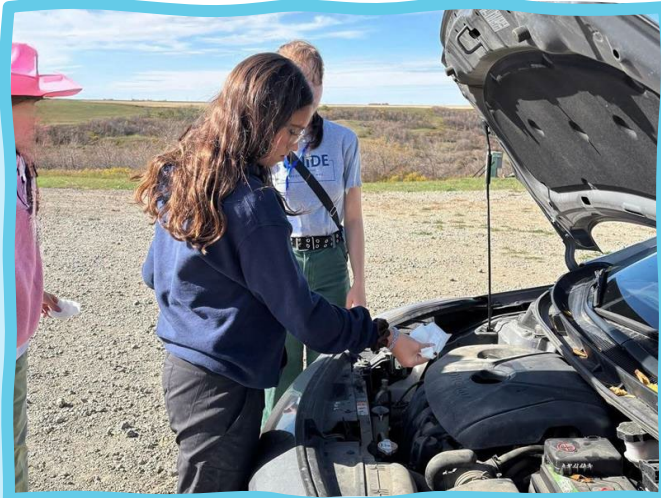
More than 1,200 members jumped into new challenges at **LEAP 2025 provincial camp** – a celebration of adventure and connection. Other highlights in Ontario and Nunavut included celebrating **World Thinking Day**, **community pizza parties** and an **Outdoor Cooking Challenge**.



Newfoundland and Labrador

In Newfoundland and Labrador, girls, youth and Guiders gathered for memorable moments at **Youth Gathering** and **Provincial Camp**. Adult members and Rangers also had an “Out of this World” time at a **biennial Guider conference**.

Guiding across Canada



Saskatchewan

The Saskatchewan Youth Forum contributed to strategic planning and designed the **2025 Youth Conference**, while more than 75 youth gathered at for a **weekend of skill-building and adventure**. New Ember and Guide units experienced the **out of this world-themed Space Camps**.



British Columbia

Over 4,200 British Columbia members took part in **Rally Around BC** and more than 1,000 members joined **Camp-Along events**. The council's incredible Unit Guiders created countless opportunities, from **camping trips** and **youth conferences**, to **Pride Parades**, **surfing in Tofino** and **travel across Canada and abroad**.



Manitoba

Girl Guides attended **community events like Pride** and embraced new challenges at **Paddle and Explore**, where some units also embarked on **overnight backcountry trips**. More than 50 Guiders attended the **Reset, Renew, Refresh weekend**, completing key trainings and connecting with dedicated mentors.

Empowering girls – one cookie at a time



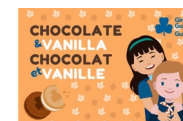
Girl Guide cookies aren't just an iconic Canadian tradition – they're our key fundraiser fueling real impact for girls. Every box sold powers programs that spark growth, leadership and bold possibilities. From STEM workshops and DIY projects to camps and global adventures, cookie sales open doors to experiences that spark growth and leadership for girls and youth.



In addition to fundraising, selling cookies is a launchpad for girls gaining real-world skills like:

-  Self-confidence
-  Entrepreneurship
-  Planning and goal-setting
-  Money and time management
-  Teamwork

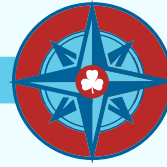
Sweet reach: Cookies are delivered coast to coast to coast – from Inuvik, NT to Kingsville, ON, Tofino, BC and St. John's, NL.



This year Girl Guides sold over
5 million boxes of cookies.



Career Compass



Today's youth face big questions, endless options and growing pressure about what comes next. With inaugural funding from The Barrett Family Foundation, Girl Guides of Canada is launching Career Compass, an innovative, national event that helps girls ages 14-19 explore what's possible and step confidently into their futures.

Career summits will take place in four cities across Canada over the next two years, beginning in Toronto in May 2026. Digital programming will also make Career Compass accessible nationwide.

These events will:



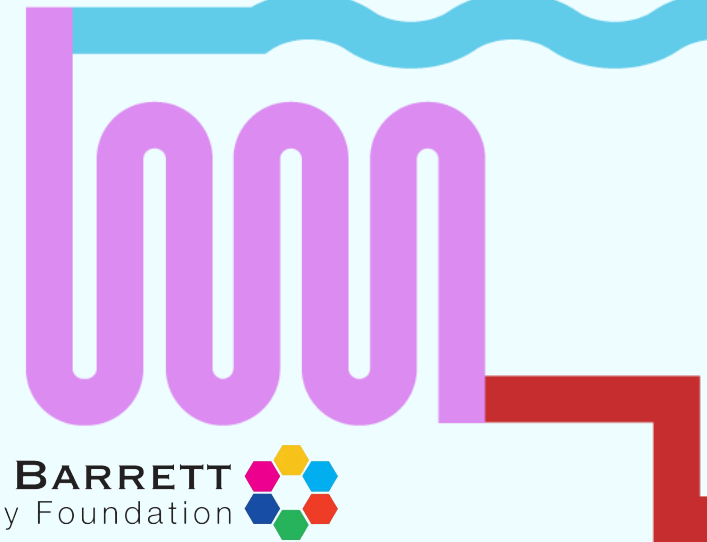
Give over 6,000 youth the chance to explore new career possibilities and post-secondary pathways.



Remove barriers by helping girls navigate scholarships, funding and ensuring subsidized access to in-person and virtual events and program activities.



Support success through workshops on applications, interview techniques, resilience, mental health and community-building.



The **BARRETT**
Family Foundation 

“The Barrett Family Foundation is proud to help fund Girl Guides of Canada’s Career Compass program. Now more than ever, girls need opportunities to explore their interests, build essential skills and chart a pathway to postsecondary success. We’re honoured to support a program that empowers girls to see themselves as capable, confident and ready to lead in whatever field they choose.”

- Kim Barrett, The Barrett Family Foundation

Campus Connections

With support from the McCall MacBain Foundation, our Campus Connections initiative connects post-secondary students with leadership opportunities. In its third and final year, the program exceeded expectations – participation more than doubled, reaching 89 students from 23 institutions across seven provinces. These volunteers brought energy and skills to local units while gaining meaningful leadership experience and connections.



100% of surveyed participants agreed their volunteer experience was meaningful



92% said the role helped them develop leadership skills



83% felt connected to their community through volunteering



“Becoming more comfortable taking a leadership role has helped me become more assertive and able to speak up in work and school situations.”

- Post-secondary participant



Our Values

Shaped by our community, lived through our actions

Our refreshed Values reflect how our Guiding community shows up for each other, works together as One GGC and makes an impact. Shaped by voices across the country – girls and youth, volunteers and staff – they celebrate who we are and the culture we aspire to build.

These Values guide how we collaborate, make decisions and support each other every day. They reflect the best of what already exists in Guiding: how we learn and grow together, adapt with resilience, build partnerships, celebrate joy and create spaces where everyone feels respected and included. By bringing them to the forefront, we strengthen our ability to work with clarity, connection and purpose. Looking ahead, we're embedding these Values into everything we do – from staff and volunteer onboarding to recognition and programming.



Respect



Learning



Adaptability



Partnership



Joy

Our 2024-2028 Strategic Plan

This year marks the launch of Girl Guides of Canada's 2024–2028 Strategic Plan – a bold roadmap to strengthen our organization and amplify impact. Our priorities focus on enhancing the girl experience, building community and infrastructure to support volunteers, and stabilizing finances to ensure sustainability. Together, these priorities create spaces where girls and youth can thrive, lead and discover their potential.

Acquire
girl members



Deliver quality
experience



Grow unit leadership
volunteer base



Refine GGC
model and culture



Create a financially
stable GGC



Our 2024-2028 Strategic Plan

In this first year, we've made meaningful progress. Here are some of the milestone successes that are helping us deliver on our Vision of **a better world, by girls:**

The Member Zone revamp transformed our key digital resource library into a more intuitive, accessible hub for volunteers. The project streamlined and simplified content, making it easier for members to find what they need and deliver quality Guiding experiences.

Our new **Digital Roadmap** is a key milestone in GGC's multi-year Digital Transformation initiative. It lays out a clear plan to modernize technology, streamline processes and deliver seamless digital experiences for volunteers, caregivers, staff and donors. This roadmap creates a strong foundation for future improvements – integrating systems, improving data quality and ensuring every investment builds a more connected, efficient and sustainable Guiding experience.

The launch of our new **Regional Service Model** represents a strategic shift towards more agile and efficient ways of working. By organizing support functions regionally, we can now better tailor services to local needs while maintaining consistency across the country. This model reduces duplication, improves responsiveness to local needs and frees volunteers from administrative tasks – and ensures every volunteer receives the support they need to offer impactful experiences for girls.

This year, use of the **Square payment option** continued to increase. Seventy-one per cent of Units and Districts sold cookies using Square, providing more payment options to caregivers and the public to purchase cookies. Ninety-eight per cent of Guiders who used Square found it easy to use and starting in September 2025, Guiders could use Square to take payment for dues, parent orders, province-wide camps and special events.

Volunteer recruitment saw success by focusing on high-waitlist areas through targeted geo-campaigns – driving a 12% increase in new Guiders and 7% overall growth. We also expanded outreach at post-secondary institutions, introducing Guiding to new audiences and building a stronger, more diverse volunteer pipeline for the future.

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.

Pam Laycock, Chair of the Board

Helen Cashman, Vice Chair, Director-Guiding Experience, Guiding Ambassador

Gaya Arasaratnam, Director

Andrea Chakma, Director-Chair, National Youth Council

Melinda Gibson, Director-Governance

Annie Houle, Director

Sheliza Ismail, Director-International Commissioner

Dina Kamal, Director

Emily Lints, Director

Heather McFadyen, Director

Lisa Trostenko, Director-Treasurer

Janette Yuen, Director



Board of Directors as of June 2025

Missing from the photo are Andrea Chakma and Annie Houle

Provincial Commissioners

The Provincial Commissioners (or team of Provincial Co-Commissioners) are the lead volunteers in their provinces, chairs of their provincial councils and lead the design and implementation of provincial operational plans that support our Strategic Plan.



Alberta Council
including Guiding in
Northwest Territories
and Yukon
Bev Burton



Manitoba Council
Tamara Elias &
Carolyn Titterton



Québec Council
Sara Ogilvie &
Sarah Di Milo



**Newfoundland and
Labrador Council**
Mackenzie Furey &
Heather Brown



**British Columbia
Council**
Colleen McKenna



**Saskatchewan
Council**
Megan Clarke



Ontario Council
including Guiding in Nunavut
Melanie Nicholson &
Cherylyn Sawatzky



**New Brunswick/
PEI Council**
Amanda Rouse



**Nova Scotia
Council**
Kathy Martin

Youth voices driving change

The National Youth Council ensures the views of girls and youth are at the heart of decisions shaping the future of Guiding. This dynamic group doesn't wait for direction from adults – they're an engaged team tackling challenges and opportunities that matter to young people. Their work reflects what Guiding is all about: youth taking action on the issues that shape their world.

This year, the National Youth Council advanced key projects including:

- Advising on accessibility within Guiding
- Leading Pride learning days for staff
- Shaping key elements of Career Compass
- Leading a nationwide youth consultation on the future of GGC

2024-2025 National Youth Council



Annalea



Chiara



Meghan



Nadia



Neha



Pooji



Sera



Serina



Sidney



Talia

Elevating Indigenous voices

Every girl and youth has a unique and powerful story to tell, and it's essential that all voices are heard. The National Indigenous Advisory Circle (NIAC) is a vibrant space where Indigenous girls, youth, women and Two-Spirit people come together to share, learn and uplift Indigenous voices across Guiding. NIAC helps uncover barriers, strengthens cultural understanding and creates a Guiding experience where every Indigenous member can see themselves reflected and celebrated.

A standout moment this year was a powerful staff learning session led by Tracy Hay and April Fabbro. Through stories, teachings and practical tools, they guided staff to explore meaningful ways to weave Indigenous knowledges into Guiding. Their resource from the session continues to guide learning and action across the organization.



2024-2025 members

**April
Ruth
Tracy
Sarah
Dani
Sierra**

**Naomi
Samantha
Jenn
Heather
Juliette
Allison**

Thanks to our donors, girls are thriving

With the support of donors, girls and youth are experiencing opportunities to develop their confidence to create change in their communities and beyond.

With thanks to donors from across the country, you are creating spaces where girls try something new, find their voice and learn that their ideas matter.

Through your generosity, you are helping girls and youth thrive as they expand their capabilities – and your support sends a powerful message: *I believe in you.*



Individual donors



Honour Circle

Anonymous
Pamela Rice

Signature Circle

Chris Burton
Janet Mann
Susan Patten

Investor's Circle

Estate of Sharon Tokar

World Friendship Circle

Bev Burton
Tracy Burton
Denise Dhalian
Estate of Carlos Richardt Dalgas
Phyllis Foerster
Geraldine Kelter

Chief Commissioner's Circle

A friend in the Bay to Bay District
Anonymous

Mary Austin
Jennifer Ayotte
Kim Barrett & John McKenna
Kathy Breadner
Barbara Cook
Mary Crocker
Margaret Daugherty
Deborah Del Duca
Trinda L. Ernst, K.C.
Estate of Dianne Mary Frampton
Estate of Inis Price
Tara Gaertner
Lynn Glenn
Ann Harwood
Jim & Betty Hill
Nancy Kelly
Kathleen Kompass
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Robyn McDonald

Stacy Murray
Helen Perry
Joelyn Ragan
Elizabeth Renfrew
Donna Robertson
Cynthia Stevenson
Margaret M. Utgoff
C. Joan Woodland

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Fiona Cashell
Jennifer Cessford
Barbara Coish
Marnie Cumming
Joyce Custance
Joan Ellis
Estate of Frances Elizabeth Ashenhust
Estate of Pearl Barbour
Estate of Withelm Lange
Helen Flemington

Carole Forster
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Elizabeth Hill
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In Memory of Helen Backhouse
Agnes Jackle
Richard Kortje
Cheryl Lee
Christina Lochrie
Daphne MacGregor-Greer
Nora Martin
Jan McCaghren
Heather McCance

Individual donors

Supporter's Circle (continued)

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Alison McGregor
Maxine McKenzie
Douglas and Glenda McLean
Paul Mulvihill, in memory of Colleen Mulvihill
Malcom and Helen Munro
Karen Munro & Peter Friz
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Michael A. Stebbing
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Marc Trottier
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Jennifer Walker Anderson
Corrina Winder

1910 Society

Ilona Adelstein
Victoria Bastide
Janice Eirene Bignell
Marjorie Agnes Elizabeth Brown
Barbara Bush
Chris Burton
Mary Rae Cafferty
Margaret Christenson
Judith Cook
Caron Currie
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Rosalyn Schmidt
Madge Twolan
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Evelyn Williams
C. Joan Woodland



Supporters

The Actuarial Foundation of Canada
Active NL - Tourism, Culture and Recreation
Alberta Gaming Liquor and Cannabis Commission
AMJ
The Barrett Family Foundation
The Canadian Red Cross Society
Central Okanagan Foundation
Deloitte
General Motors Foundation
Google
Canada-Ontario Job Grant Program
Masonic Foundation of Ontario
McCall MacBain Foundation
Minister of Tourism and Sport, Alberta
Miranda Friz Memorial
RBC
The Sask Lotteries Trust Fund for Sport, Culture and Recreation
Shuswap Community Foundation
United Way Winnipeg
Women and Gender Equality Canada

Supporters listed donated to Girl Guides of Canada between September 1, 2024 and August 31, 2025.



Corporate and community donors

2025 Starbucks Foundation Neighbourhood Grants
ATCO Group
The Barnes Family Fund
Berwick Gala Day Committee
The Boiler Inspection & Insurance Company of Canada
Bonavista Lions Club
CAA Insurance Company (Ontario)
Calgary Flames Foundation
Canada Life
Canadian Tire Jumpstart Charities
Capital Power Corporation
Cindy's Independent Grocer
Cowichan Exhibition
Dawn Tattle Family Foundation
Delaware Lions Club
Dempsey Corporation
Desiree and Adam Wilson Family Fund, held at Vancouver Foundation
Domtar Inc
Edmonton Millwoods Lions Club
Elks Lodge No. 455
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Hiram Lodge Nos 12 AF AM
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Lions Club of Fenwick
Loblaws Inc.
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Nobleton Lions Club
Parker Hannifin Canada
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Shepody Fish and Game Association
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Stantec Consulting Ltd.
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Vancouver Island Propane
Victoria Pythian Benevolent Society
Warkworth Community Service
Wasaga Beach Lions Club Inc.
Watts Water Technologies Inc
Wetaskiwin Lions Club





Our fiscal year

The figures on the following pages present the combined revenues and expenses of GGC's national operations, provincial councils and area councils for the period from **September 1, 2024 to August 31, 2025**, with the revenues and expenses for the 8-month period from **January 1 to August 31, 2024** presented for comparative purposes.

It is important to note:

The financial information now includes the revenues and expenses of the area councils, which were previously excluded from the financial information presented.

The comparative period is for eight months due to the change in 2024 to align the fiscal year with the Guiding Year. The 2024 8-month period includes revenue from only one cookie campaign, while the current 12-month year includes revenue from two cookie campaigns.

2024

JANUARY 01 —————> AUGUST 31

2024/2025

SEPTEMBER 01 —————> AUGUST 31



National, provincial and area council operations

Year ended August 31, 2025, with comparative information for the period from January 1, 2024 to August 31, 2024

	2025	2024 (Unaudited)
Revenue:		
Membership fees	\$ 8,862,156	\$ 5,704,125
Cookie fundraising sales	24,696,559	12,471,835
Camping, conference and event fees	5,772,086	2,752,399
Merchandise royalties and sales	763,315	398,105
Net investment income	6,842,733	2,148,095
Other	3,543,734	1,161,066
Grants	1,070,953	513,342
Amortization of deferred capital contributions	135,216	57,854
Gain on sale of real property	440,662	29,825
	52,127,414	25,236,646
Less:		
Cookie fundraising expenses	11,426,429	5,576,449
Merchandise expenses	40,653	63,590
	11,467,082	5,640,039
	40,660,332	19,596,607

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 districts and units are not included in these figures. **Continued on next page**

	2025	2024
Expenses:		(Unaudited)
Girl and member services:		
Camping, outdoor experience and events	8,651,506	5,973,513
Programming and unit support	4,207,074	2,533,657
Registration and member support	3,511,315	2,392,411
Provincial operations	2,203,545	1,218,680
Girl safety	1,172,652	716,327
	19,746,092	12,834,588
Governance and operations:		
Finance	4,252,941	2,723,807
Marketing and communications	3,576,081	1,889,143
Information technology	2,744,637	1,758,523
Operations	2,680,270	1,994,417
Human resources	1,080,204	899,721
Governance	847,342	428,358
Fundraising	1,004,520	330,754
Amortization	1,300,544	737,546
	17,486,539	10,762,269
	37,232,631	23,596,857
Excess (deficiency) of revenue over expenses before the undernoted	3,427,701	(4,000,250)
Unrealized gain on investments	2,814,970	6,041,276
Excess of revenue over expenses	\$ 6,242,671	\$ 2,041,026

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 districts and units are not included in these figures.



Mission

To be a catalyst for girls
empowering girls.

Vision

A better world, by girls.

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