

Discover

Girlguiding



We are the leading charity for girls and young women in the UK. We build girls' confidence and raise their aspirations. We give them the chance to discover their full potential and encourage them to be a powerful force for good. We give them the space to have fun.

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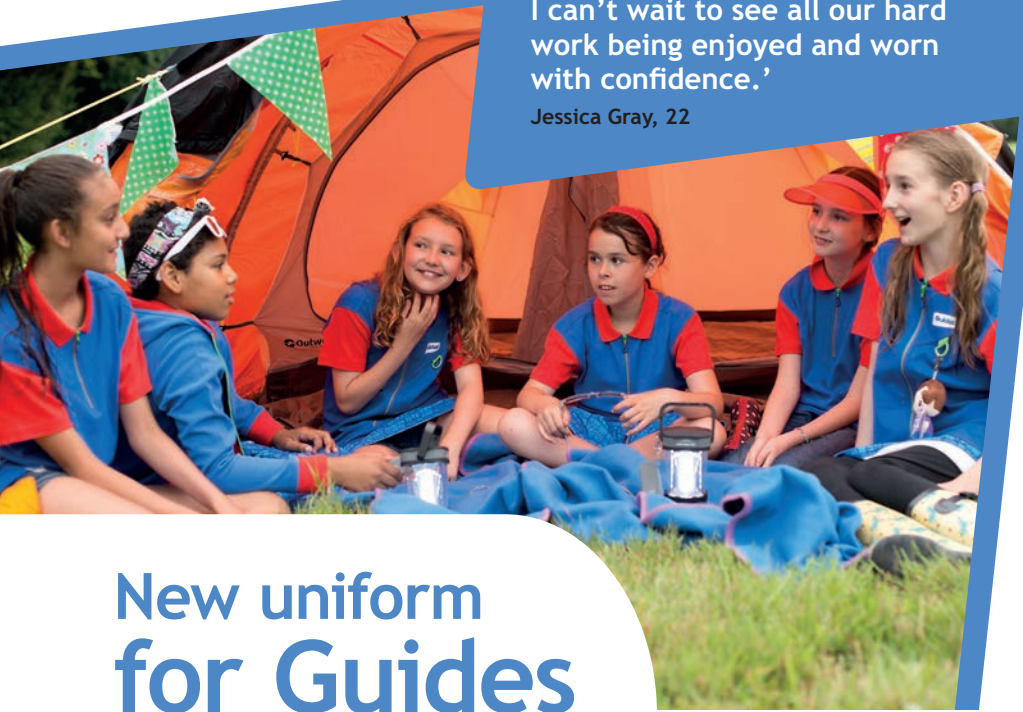


WE DISCOVER, WE GROW

Girlguiding

‘Knowing thousands of girls will be wearing our designs is so exciting. I can’t wait to see all our hard work being enjoyed and worn with confidence.’

Jessica Gray, 22



New uniform for Guides

Listening to the voices of girls ensures that our work, our campaigns and our programme are relevant to their lives today. Following feedback from our young members, it was clear that the uniform for girls in guiding aged 10 to 14 needed bringing up to date.

Five young women studying fashion at Arts University Bournemouth (AUB) were put in charge of this prestigious project. We chose AUB because it was one of the first universities to incorporate the ‘All Walks Beyond the Catwalk’ philosophy into its course, challenging fashion’s dependence on unachievable body ideals and promoting self-confidence.

The designers spent time consulting Guides about what they wanted before working on their designs. Focus groups revealed strong opinions - girls were keen to have choice and for clothes to be comfortable but not too ‘boyish’. The end result is a stylish range of clothing with a choice of tops to wear with trousers, leggings, skirts, jeans or shorts, as well as a uniform dress and skirt.

‘We’re exceptionally proud of the young women who have taken such care over this project,’ says Chief Guide Gill Slocombe. ‘We are thrilled with the designs - they’re fresh, young and versatile.’

'I believe in an inclusive society where we create opportunities for all. Guiding for me is all about creating that environment.'

Brighton Pride parade volunteer

Girls can... be proud!

Girlguiding believes in being fair, open and inclusive. Members and supporters are welcomed and valued, whatever their faith, race, culture, nationality or sexual orientation.

This August we supported Girlguiding Sussex East to take part in Brighton Pride - a celebration of the lesbian, gay, bisexual and transgender (LGBT) community. This exciting event was a great way for us to show our commitment to equality, and guiding volunteers from around the UK joined us for the day to celebrate our 'Girls can be proud' message.

Our volunteers loved taking part in what was Girlguiding's first-ever Pride

parade. One told us: 'The chance to be myself and spread the word about guiding at the same time was a great experience!'

The event also enabled Girlguiding Sussex East to meet a diverse range of people and reach out to new volunteers. We are passionate about engaging different audiences and showing those who may be unfamiliar with guiding that volunteering is a brilliant opportunity to meet people locally, have fun and really make a difference in their community.

Visit www.girlguiding.org.uk/pride for more information and photos from the event.



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'This campaign embraces the spirit of fun and mischief among the charity's young members.'

Third Sector magazine

Ways to support us - big and small

Girlguiding offers something special for our members, volunteers and supporters - fun! On 1 April this year, we launched an exciting new partnership with Minifigs.me, and our 'April Fool's Day' prank really got people talking.

As the Minifigs 'took over' the Girlguiding website and social media, more and more people joined in the action. The launch attracted four times our daily number of online mentions and was recognised as *Third Sector's* digital campaign of the week. Take a look at our Minifigs mini videos to see what the figures are up to now at www.girlguiding.org.uk/minifigs.

If tech-savvy, miniature guiding figurines aren't for you, there are

many other ways in which you could show support for our charity and help us make the world a better place for girls and young women.

Whether it's cycling through Vietnam or hiking along Hadrian's Wall, our charity challenges help us fund more opportunities for more girls. Explore what you could do and find out how our friendly team can help you with fundraising and training at www.girlguiding.org.uk/challenge.

And you don't need to be a Girlguiding member to take part - most of these adventures are open to anyone over the age of 18!





‘From airbrushed images in the media to constant talk of diets and surgery - it is no surprise girls feel pressure to look a certain way.’

Laura Ede, 25, Peer Educator

Girls can... do anything

Our dynamic programme not only offers girls and young women aged 5 to 25 amazing activities and adventures, it supports them to make their voices heard on the things they think matter. In 2014 we've been working with experts to ensure that girls of all ages can find out more about the issues they care about.

In December, we will be launching *Go for it! Breaking barriers* in partnership with the Department for International Development (DFID) and the Girl Hub, a strategic collaboration between DFID and the Nike Foundation. This important new resource will give girls an understanding of gender inequality and explore what a girl needs to be able to reach her potential. Topics will include safe relationships, access to quality education, good

health and nutrition, and economic empowerment.

We've also worked alongside the Public Engagement and Learning Team at the Houses of Parliament to develop *Girls Matter: Hear our voice*, which supports girls' understanding of Parliament and the democratic process, and helps them to find out how they can get involved. The resource will run in tandem with our 'Girls Matter: Our calls for change' campaign.

And throughout 2014 the Girlguiding body confidence revolution continues, as more and more girls receive our Free Being Me sessions run by Peer Educators aged 14 to 25. You can sign our **#BeBodyConfident** pledge online at www.girlguiding.org.uk/be_brave.



'We encourage every climber to set themselves a target of where they want to get to. And with support from the others they often push themselves beyond it.'

Tom Rose, Activity Instructor



Girls can... get muddy

For more than 100 years Girlguiding has offered amazing outdoor adventures for girls of all ages. Based in the New Forest (Foxlease), Lancashire (Waddow Hall) and Sussex (Blackland Farm), our three Activity Centres give girls a safe space to try something new, to challenge themselves - and to get muddy!

We already have over 40 exciting activities at each site - from canoeing and climbing to zorbing and zip wire - and we continue to develop new challenges and events for girls. Our guiding festival, Wellies and Wristbands, gives girls a chance to experience camping, music, performances and adventurous

activities at our Foxlease and Waddow Hall sites.

And we're here for you too! Whether you're looking to organise a family break or find a venue for a work away-day or conference, our Activity Centres provide stunning locations and all the flexibility you need. With creative meeting spaces, a huge variety of activities to choose from and a range of accommodation options from camping to fully catered en-suite rooms, we have something for every taste and budget.

To find out what our Activity Centres could offer you, visit www.girlguiding.org.uk/activitycentres.

Girls Matter

Girlguiding's research has shown that girls and young women have a lot to say. About the onslaught of sexism, harassment and abuse they experience in the classroom and on the street. About society's double standards and stereotypes for girls and boys. About the representation of women in the media and the lack of female role models. About the violation of girls' rights around the world.

They are tired of not being heard. And as the largest charity for girls and young women in the UK, it is our responsibility to give them a voice.

Our Girls Matter campaign is a call for change in the run-up to the 2015 General Election. We've asked thousands of girls and young women what they want to see happen, and we'll be calling on the decision makers of the next government to listen, take them seriously and prove that they believe girls matter.

Help us to make sure that **#GirlsMatter** by visiting www.girlguiding.org.uk/girlsmatter. Show your support for Girlguiding with something from our 'Girls can...' range, available from www.girlguidingshop.co.uk.

'I would like to live in a society where there is equality between men and women and there are more female leaders than there are at the moment.'

Guide, 14



'Happy 100th birthday - and here's to another great 100 years ahead.'

David Cameron



Brownies take over at Number 10

This year more than 200,000 Brownies have celebrated 100 years of the Brownie section with challenges, adventure-filled weekends and international trips.

On 31 July, 100 girls from across the UK passed through the famous front door of 10 Downing Street, ready to show the Prime Minister how to party! They even gave Number 10's garden a Brownie-style makeover - with archery, giant games and more.

Each Brownie wrote down her wish for the next 100 years. These were collected in a special book and presented by girls to the Prime Minister - the book will be kept by Downing Street so that visitors can view the girls' wishes in years to come.

'British sign language will be used in all schools so that children can learn to communicate with me and other deaf people as they grow up.'

Klara, 8, Rayleigh

'Every girl will have a best friend.'

Kate, 9, Ross-shire

The event was an opportunity for the Prime Minister to recognise and thank Girlguiding's 100,000 volunteers for their dedication to giving girls all over the UK a head start in life.

Follow us on Twitter [@Girlguiding](#) to see how girls and volunteers marked this very special **#BigBrownieBirthday** year.

'All girls in the world will have clean water to drink and healthy food to eat.'

Laana, 8, Birmingham



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