



2024-2028 Strategic Plan

Girl  Guides

Introduction

In today's world, Girl Guides of Canada—Guides du Canada is a one-of-a-kind place where girls find themselves immersed in real experiences, where they can build connections and develop skills to help them become strong and confident.

At Girl Guides we are constantly looking for new ways to grow our membership and build a strong foundation on which we can continue to create a better world, by girls and create spaces for girls to just be themselves.

Looking ahead, we are on a path to rebuild and reactivate the best of what Girl Guides has to offer, focused on improving the experiences of girl and adult members and staff, all while standing firm on our commitment to be a place where every girl feels she belongs.

Our 2024-2028 Strategic Plan provides a path forward to rebuild and reactivate the best of what Girl Guides offers girls and women across Canada, focusing on:

1. **Acquiring new girl members.**
2. **Delivering quality girl experiences** to ensure girls return to Girl Guides.
3. **Growing our community of unit leaders and volunteer base** to ensure we can keep units running and add more.
4. **Simplifying our organizational model and culture** to streamline the ways our volunteers and staff work together as One GGC.
5. **Developing a solid financial structure and creating a financially stable GGC** to allow Guiding to thrive, now and in the future.

Goal 1: Acquire girl members

Metric: Number of new Sparks and Embers registered

Strategies:

- Remove barriers and make it easier for girls to join Guiding
- Focus on acquisition of girls 5-8 years old – more Sparks and Embers today means more Guides, Pathfinders and Rangers in the future



Acquiring more girl members is critical to achieving our Mission and Vision to create a better world, by girls.



Goal 2: Deliver quality girl experience

Metric: Number of girls retained

Strategies:

- Understand what experiences lead girls to stay and ensure they continue to have those experiences
- Implement a way to measure and improve the delivery of the girl experience
- Continuously renew and refresh GGC's girl program and girl experience



The experience a girl has in Guiding directly impacts her decision to stay.



Goal 3: Grow unit leadership volunteer base

Metric: Total number of Guiders

Strategies:

- Make the Unit Guider role easier and more meaningful
- Acquire enough Unit Guiders to match girl membership growth



Unit Guiders are essential to delivering our program and realizing the GGC Mission and Vision as we grow and reach more girls.



Goal 4: Refine GGC model and culture

Metric: More staff and volunteers can say “I feel valued by the organization” and “I know what is expected of me in my role”

Strategy:

- Simplify organizational model and the ways we work together



Simplifying how we operate as an organization and all work together as One GGC will make GGC a better place to volunteer and work.



Goal 5: Create a financially sustainable GGC

Metric: Girl Guides of Canada is financially balanced by 2028

Strategies:

- Grow and diversify GGC's revenue sources
- Ensure that GGC's revenue can cover the cost of delivering Guiding



GGC needs to generate enough revenue to cover its costs.





Vision

A better world, by girls.

Mission

To be a catalyst for girls empowering girls.