



# 2020

## ANNUAL REPORT



**Girl Guiding**  
New Zealand  
Ngā Kōhine Whakamahiri O Aotearoa

## VISION

All girls and young women are valued, inspired and empowered to take action to change their world.

## MISSION

To enable girls and young women to develop into confident, adventurous and empowered leaders in their local, national and global communities.

## NATIONAL BOARD AND MANAGEMENT

### NATIONAL BOARD MEMBERS

#### BOARD CHAIR

Fiona Harnett

#### CHAIR, AUDIT AND FINANCE

Jessica Gilmour

#### MEMBERS

Liz Stockley (Deputy Board Chair)

Hayley Coyne

Cory Gordon

Shaun Greaves

Lynley Lee

Ruby Sands

Siva Sivapakkiam

#### CHIEF EXECUTIVE

Susan Coleman

### LEADERSHIP TEAM

#### CHIEF EXECUTIVE

Susan Coleman

#### COMMERCIAL FINANCE MANAGER

Jason Boot

#### DEVELOPMENT MANAGER

Sophie Harland

#### EXECUTIVE ASSISTANT

Lucie Jerome

#### HEAD OF GIRL EXPERIENCE

Rosemarie Thomas

#### HR ADVISOR

Dee Bowers

#### PROPERTY & LEGAL ADVISOR

Angela Reeve

**31%** OF GIRLS HAVE BECOME MORE INVOLVED IN SPORT OR ACTIVE RECREATION SINCE JOINING GUIDING



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# BOARD CHAIR AND CHIEF EXECUTIVE REPORT

Tēnā koutou katoa – Greetings to you all.

2020 was a year like no other in recent memory. The world changed forever and events which were unimaginable in January became a sudden reality. We know that, unfortunately, for some of you these changes and effects were extremely personal and direct.

The widespread and momentous impacts of the pandemic affected us all and yet, in many ways, we at GirlGuiding NZ are extremely fortunate to say 2020 was a year that we can look at with pride. Our team of volunteers, staff, girls and their whānau banded together to create Guiding in ways that we had never envisioned. We took this challenge as an opportunity and, as a result, we truly embodied the spirit of Guiding of trying, learning, and challenging ourselves.

As a movement that has been in existence for over 110 years, it is important that we continue to evolve and ensure Guiding is relevant and accessible for as many girls as possible. We had put some considerable effort into realising that goal in previous years by developing GirlPowered NZ events (casual events open to any and every girl) and Explore, a version of Guiding delivered online but done in the real world. Yet we had never thought that at any time would we be offering Guiding activities only via computers, rather than in person.

That is what March 2020 brought us. Our staff and volunteer team rapidly adapted to a Virtual model of Group Guiding delivered via Zoom, Skype, and email, with programmes and resources curated by the volunteer and staff team. We are so grateful to everyone – from our fast-responding staff and dedicated volunteers to our flexible girls and their supportive families – for embracing online versions of Guiding; we were assured that the connection, routine, normalcy and friendship provided by Virtual Group Guiding and Explore were great assets to girls throughout ongoing lockdown periods.

“*Girl Guides has pivoted incredibly well in the lockdown environment, providing much needed enrichment and distraction opportunities for girls of all ages. Your digital rollout of a remote programme is a credit to the team.*”

Ashley\*, parent

Having introduced our option of Explore Pippins in January 2020, we rapidly readied Explore Brownies for early availability from April onwards. Explore enabled over 400 girls to access our programme from wherever they were, at any time, on any device – all safely from home, and at no cost throughout 2020.

As an organisation made of and focussed on people, we knew that many of our Guiding whānau would



*In 2020, Guiding options were made 'Free to Our Family'.*

experience financial stress brought about by Covid-19. The welfare of our members – volunteers, girls and staff – and their whānau was and always is of the utmost importance to GirlGuiding NZ, and the Board unanimously agreed to offer Guiding 'Free to our Family' in Term Two, with reduced fees for Group Guiding in Term Three and no fees for the remainder of the year for Explore. Although this decision had, and will continue to have, a significant financial impact for our organisation, this was an investment in our girls and their whānau that was entirely worthwhile.

That family and Guiding spirit extended into our current and past membership, with many people responding generously to fund 'We've Got You Girl', a hardship grant we established that ensured girls could continue Guiding, despite any possible financial distress within their family. The support for this fund has been amazing and, due to demand, it will continue.

'Business as usual' didn't stop and saw the revamp of some existing badges and a new partnership forged to enable the development of the Oi Period badge for Guides and Rangers in 2020, with its release planned for early 2021. We laid the foundations for further new partnerships and increased the range of training available to volunteers.



*Explore, a first in the Guiding world, made its debut in January.*

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Social media challenges reached thousands of girls during lockdown.

Many planned events – not least of all our eagerly-anticipated Jamboree – were postponed or cancelled, yet such was the appetite of girls to be together, have fun and learn that we still delivered almost the same number of GirlPowered NZ events as 2019, and surpassed our goal of 10 Discoveries (day-to week-long activities based on a theme). This enthusiasm has encouraged us to create new and extended Discovery adventures for 2021. Despite setbacks due to postponements and cancellations as a result of Covid-19, girls still had many wonderful opportunities, and attended local and regional camps and events throughout the country.

We were very happy to see overall satisfaction rates amongst both parents and volunteers continue to rise. In 2020, our annual surveys showed that parents reported an 89% satisfaction rate and volunteers a satisfaction rate of 77%. This is gratifying proof that by continuing to evolve and respond to vital feedback, our aim to deliver ever-greater Guiding experiences is succeeding.

We were also delighted that girl membership of Group Guiding and Explore activities remained stable. Including our casual events, overall participation in Guiding dropped by just 5%. It is exciting to see that our volunteer enquiries grew in the second half of 2020, leading to more volunteers in the coming year. Overall, we ended 2020 in a very favourable position regarding our membership numbers, placing us in a promising position for 2021. The combination of Group Guiding, Online Programmes (Explore) and Casual Events (GirlPowered NZ and Discoveries) gives all girls and their whānau a full range of ways to experience the opportunity of Guiding.

*“Thank you Girl Guiding for equipping me with my light; now, I intend to use it.”*  
Ashleigh, girl member

As part of our commitment to diversity amongst our membership, three new members joined our Board bringing with them new skills and experience, as well as the commitment to youth empowerment

that all of our Board members share. We welcomed Siva Sivapakkiam, Cory Gordon and Shaun Greaves, who will help us ensure that a diverse range of voices are heard at Board level.

For all these reasons we come to 2021 feeling energised and enthusiastic. Our Guide and Ranger Jamboree – always our largest member event – will now take place in January 2022 and throughout 2021 we will be preparing for what promises to be a standout experience. To support our girl members to make a difference through advocacy, we will undertake a new What Matters Survey (delayed from 2020), a large piece of research seeking the opinions of young New Zealand girls. We will deliver the next iteration of Explore with the Guides section and Explore activity bundles will become available for those who want a more occasional taste of the fun and creativity of the Guiding experience.

It only remains for us to say thank you. Thank you to our hundreds of volunteers, who so freely give so very much to girls through Guiding. Thank you to the families who support them and thank you to our staff team who work tirelessly to make the Guiding experience available to as many people as possible.

Together, let us continue showing girls and young women that they have the power within them to change their world.

Ngā mihi



*Susan Coleman*

Susan Coleman  
Chief Executive

*Fiona Harnett*

Fiona Harnett  
Board Chair

88%

OF GIRLS HAVE TRIED  
A NEW ACTIVITY SINCE  
JOINING GUIDING

*“Guides has given my daughter the strength and courage to apply for leadership and other responsible positions at her school. She is now a student leader, mentor, office monitor, librarian, has joined in with Kapa haka and choir.”*

Karl\*, parent

“The opportunities that ‘girl guiding’ has provided me with has allowed me to create many memories that will stick with me for the rest of my life. I plan to use these experiences and skills ... in a medical or leadership-based career.”  
Lucia, girl member

## YEAR AT A GLANCE

9,922

GIRLS

5 – 17 YEARS

PARTICIPATED IN GUIDING IN 2020  
(GROUP GUIDING (CLASSIC),  
EXPLORE AND GIRLPOWERED NZ)

8,988 GIRLS  
PARTICIPATED IN  
GROUP GUIDING

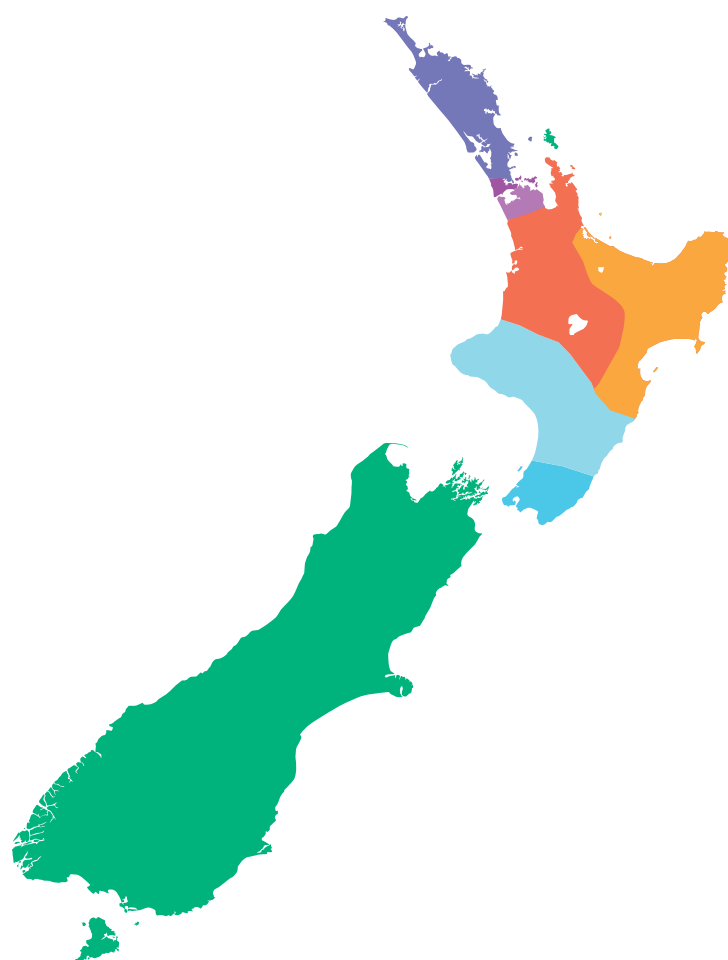
404 GIRLS  
PARTICIPATED IN  
EXPLORE

530 GIRLS  
PARTICIPATED IN  
GIRLPOWERED NZ

1,228

ADULTS

VOLUNTEERED  
THEIR TIME IN 2020



### GROUP GUIDING AND EXPLORE PARTICIPATION

#### UPPER NORTH

3,595 Girl Members  
508 Volunteers

#### LOWER NORTH

2,143 Girl Members  
290 Volunteers

#### CENTRAL

1,396 Girl Members  
154 Volunteers

#### SOUTH

2,258 Girl Members  
276 Volunteers

70%

OF GIRLS ARE BETTER  
AT TEAMWORK





181 AORAKI AWARDS



49 QUEEN'S GUIDES



398 VOLUNTEER AWARDS



970 VOLUNTEER TRAINING SESSIONS



968 ALUMNAE MEMBERS



16 DISCOVERIES



37 GIRLPOWERED NZ EVENTS



724 WEEKEND CAMPS AND ACTIVITIES

*“Because we live rural so there are no groups out where we live, having the Explore option is amazing for our rural girls.”*  
Terry\*, parent



13,075 FACEBOOK LIKES



2,351 INSTAGRAM FOLLOWERS

## GROUP GUIDING AND EXPLORE PARTICIPATION

1,424

PIPPINS  
5 – 6 years

Pippins are taught to develop an awareness of the world around them (other people, themselves and the environment).

We encourage and welcome family involvement in these early years.

3,391

BROWNIES  
7 – 9 ½ years

Brownies are encouraged to develop a sense of independence and ownership of what they are doing. Girls work individually and in teams and also start to experience more of the outdoors.

3,509

GUIDES  
9 – 12 ½ years

Developing leadership skills is a particular focus of Guides as girls become more independent in making decisions. Activities become more challenging to reflect the growing levels of confidence within this age group.

1,068

RANGERS  
12 ½ – 17 years

As maturing young women, Rangers are given more flexibility in the types of activity they pursue. Rangers are encouraged to become actively involved in their community and to challenge things they consider unfair.

408

CONNECT  
16 – 25 years

Connect members can choose from a wide range of opportunities, including international experiences, volunteering as a Mentor or Leader, learning new skills, staying in touch and working towards valuable qualifications.

1,228

VOLUNTEERS  
17+ years

Volunteers offer girls and young women support and guidance, and create new networks while making a real contribution to their community. Volunteering is a great way to put talents to good use and develop new skills.

# GIRL EXPERIENCE HIGHLIGHTS



## GIRL MEMBERS

The uniqueness of Guiding is that it highlights and harnesses the power inherent in girls at any age and stage, with age-appropriate opportunities and adventures in a non-competitive, safe and encouraging environment. The focus is on learning in small groups; girls choosing their own path and going at their own pace; learning by doing; connecting with others; and connecting with their world. At



Guiding, any and every girl can find what she is passionate about and excels in.

To deliver on our mission of enabling girls and young women to develop into confident, adventurous and empowered leaders we strive to deliver consistently great girl experiences. In 2020 we have done that in a variety of ways – not all of them anticipated!

## EVENTS

Covid-19 significantly impacted events, with 724 (only half as many as 2019) able to continue. Many were cancelled or were not possible to reorganise. Whenever possible we considered event management on a case-by-case basis, and thus were able to maximise opportunities for girls to gather safely when possible.

Discoveries continued to be a popular option for girls – in fact, even more so than usual! These

themed events, which range from one to five days, depending on activities and ages, were almost all waitlisted in 2020. Ten were planned but 16 were actually achieved (eight for younger girls and eight for older girls), with almost 500 girls participating. We will endeavour to increase what's on offer in 2021 with an exciting array of activities for older girls planned in the first half of the year (freeing them up for Jamboree preparation mid-year), and for young girls later in the year.

*“I've been to MagnifiScience in Auckland twice and loved it both times. I liked going to the marine biology research place and the University. It was great to meet new girls from all over the country and learn new things about science and the environment.”*

*Freya, girl member*



*The popular 'Animal ENventures' Discovery combines fun, (fur!) and learning.*

## ADAPTABLE, FLEXIBLE – VIRTUAL!

2020 reinforced that the Guiding spirit can overcome any challenge. In March we rapidly moved to virtual delivery of our term activities when lockdown was first announced, providing activity ideas and implementing enhancements to our member database – Online Guide Manager – to make life easier for parents and volunteers alike. Our volunteer Leaders more than rose to the challenge, and adapted not only programme and badge delivery, but even virtual camps and parades.

*“The smile my daughter has when she finishes a Guides-on-Zoom meeting is just so heartwarming! More than ever our tamariki need social connections in any way, shape or form they can.”*

*Beth\*, parent*

We introduced weekly challenges issued and shared via social media to unite our wider community and made activities available to anyone who wished to take part. In addition to these challenges, free holiday programme packs were created for each age group to assist any parent interested with activities during this time, and to give the girls in their lives a taste of what makes Guiding so special.

Thousands of girls participated in the Challenge event series and hundreds more downloaded the Boredom Buster holiday programmes.



## BADGE REVIEW

We revamped the old 'Walk a Mile' badge, which had focussed on aspects of diversity and ability, creating the 'Heart, Body & Mind' badge. This badge was redeveloped following GirlGuiding NZ's 'One Team' approach, involving both staff and volunteers and, following our girl-led ethos, new activities were trialled by girls before the badge was finalised. Heart, Body & Mind was re-designed to foster a sense of belonging through:

- Exploring, appreciating, and celebrating ourselves and each other (HEART)
- Understanding how bodies function (BODY)
- Developing skills and confidence to interact with others (MIND).

Heart, Body & Mind was made available to all levels in units across the country in October 2020.

*“Some of my favourite badges to achieve have been advocacy and community action badges through the sheer joy garnered from giving and making a difference bigger than myself.”*

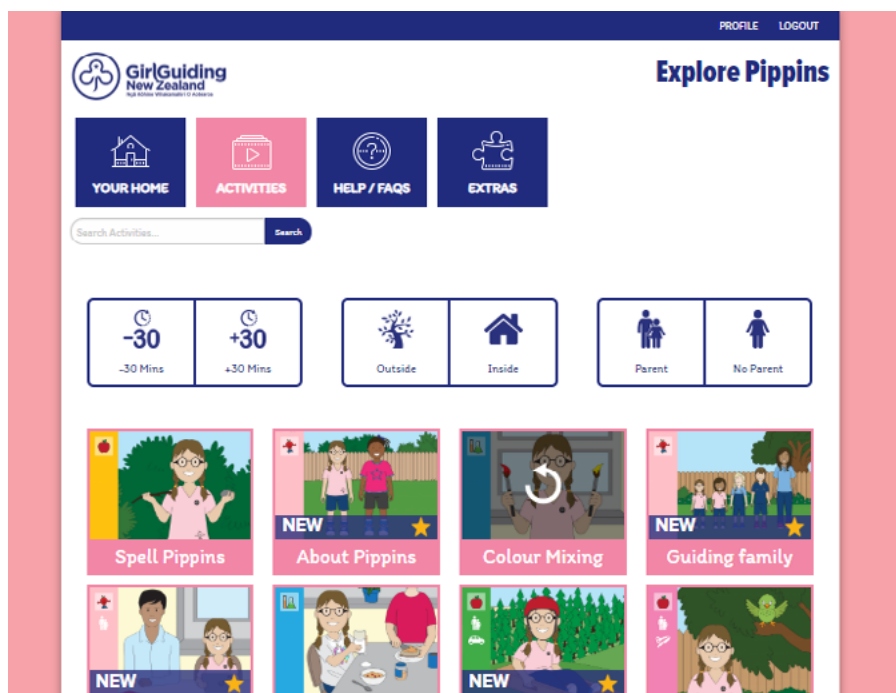
Ashleigh, girl member

# 69%

OF GIRLS SEE THEIR LEADER AS A MENTOR OR ROLE MODEL

*“She used her experience as a sixer to put in her CV when applying to be a school leader in year 6. She also learnt leadership skills while being a Brownie that she was able to transfer when helping the younger children at school.”*

Shanay\*, parent



Explore launched in January.

## PIPPINS (5 – 6) AND BROWNIES (7 – 9 ½)

Pippins is a girl's first introduction to the world of Guiding and at seven she can 'graduate' to become a Brownie. At each stage they learn about the world and their place in it, discovering their passions and growing their independence.

The biggest innovation for years in the world of Pippins and Brownies happened in 2020, with the introduction of Explore. Explore is delivered entirely via an online platform and enables girls to participate in Guiding activities in the 'real world' anywhere, anytime, using any device. A first in the Guiding world, Explore originated here in New Zealand with the launch of Explore Pippins in January. All the hard work that had gone into developing and creating Explore proved timely, as Covid-19 swept our shores and online learning became the norm. Explore Brownies followed two months later, with the early release of that programme in April.

*“My daughter has a disability and sleep and behavioural issues which would prevent her from attending classic guiding at the times offered. The online option means we can both enjoy it at our own pace and adapt the activities to suit if necessary.”*

Ryan\*, parent

In 2020 Explore provided digitally delivered Guiding experiences to young girls throughout the country. Over the last months of 2020 we further streamlined the availability of badges to provide seamless integration for girls transferring between Group Guiding and Explore programme streams. In 2021 we look forward to introducing New Zealand to Explore Guides, and holiday Activity Bundles.



## GUIDES (9 – 12 ½) AND RANGERS (12 – 17)

At Guide level, it is all about friendship, fun and new adventures. In Rangers, girls take this further by become even more hands-on in leading those adventures themselves, choosing their own adventures and setting goals.

At these older Guiding levels girls become eligible to apply to join our representative panels. The Girl Advisory and Participation Group (GAP) influences the Guiding programme and girl experience, as well as the strategic direction of Guiding, and girls can also be considered for the Ranger Advocacy Panel (RAP). This panel leads opportunities and campaigns to share the organisation's girl-voice on issues that matter to Kiwi girls.

GAP was involved in the review process for the Heart Body & Mind badge and creation of the Oi Period Badge. They will play a significant part in the overall Guide-level programme review which will take place in 2021.

The work of RAP in continuing to lead the advocacy campaign 'Girls Who look Like Us', initiated in 2019,

was impacted by the events of 2020. However, a series of Ranger-aged web panel conversations were organised in the lead-up to the election. Five events were held, in which 162 girls participated. Topics covered election-related issues including 'Make it 16' (the age to vote); how government works; period poverty; and a session jointly

*“ We have a lot of political and cultural discussion at home and I think this is tested and reinforced by Rangers activities and discussions.”*

*Stella\*, parent*

run with Save the Children.

An exciting development was the partnership with Organic Initiative (Oi) to develop a new Oi Period Badge for Rangers and Guides, to be launched in Term 1 of 2021. This badge is being designed to open the conversation around menstruation, and help girls reduce period stigma, period poverty and the inequality it contributes to. The badge will also give girls the opportunity to

learn practical information that will help them to feel more educated, empowered and positive about their own bodies and choices.

The Queen's Guide Award is the highest award a Ranger can attain and requires stamina and commitment. Forty-nine young women achieved their Queen's Guide Award in 2020, an impressive achievement given the significant disruption they experienced when attempting to complete activities and tasks required of this milestone. Congratulations to all the girls who completed their Queen's Guide journey, in spite of the additional pressures of this unusual year.

*“ This award sets you up to be an empowering person, setting you up for great opportunities and change in the future. There are so many opportunities that you get that you never would have thought you would do. But the best part of this award is that it's fun!”*

*Emily, girl member*

## GIRLPOWERED NZ



In 2020 our former 'Community Programme' transitioned into 'GirlPowered NZ'. GirlPowered NZ events are open to any and all girls, and 'GirlPowered NZ' is a name that is more evocative of what they really offer and aim to deliver on. GirlPowered NZ even stepped into social media with its own presence in 2020.

*“ (She) came back absolutely buzzing with energy and had lots to tell me about what she had learned.”*

*Danni\*, parent*

GirlPowered NZ extended its event offerings from Christchurch and Auckland to Wellington. Despite being severely impacted by lockdowns and closures, especially in Auckland, GirlPowered NZ recovered well and provided 37 events to 530 girls in 2020 – only two events less than 2019. Continued support from Sport NZ enabled us to offer some of these events free of charge as they encouraged girls to enjoy and/or experiment with active recreation.

The emphasis was on fun, learning and active recreation. Events included skateboarding and yoga for older girls, and STEAM and camping for younger girls. A range of new and revitalised events will be on offer in 2021.



*GirlPowered NZ Events range from ethical cosmetic making to give-it-a-go yoga and skating!*

## VOLUNTEERS

Volunteers are the backbone of GirlGuiding NZ, providing the experiences, feedback and mentoring that makes Guiding so memorable, and so valuable to girls.

Our 2020 volunteer numbers were on par with the previous year, although enquiries were much higher than expected. Overall, these averaged 15% above 2019. Volunteers continued to show interest in our Group Guiding roles, and new Leaders also joined up for Explore (providing online support only) and our casual pool, supporting the delivery of GirlPowered NZ events into Auckland and Wellington.

*“The good thing about volunteering like this is that it’s a way I can be part of my daughter’s life without being too intrusive. I get a feeling of what they talk about, who her friends are.”*

*Richard, volunteer*

In 2020 our training options were extended, with 970 sessions being provided – 35% more than 2019 – to our volunteers. These included first aid, safeguarding children, implementing the girl-led principle, planning, and leadership. Two new modules – Managing Risk in Unit Activities and Managing Unit Behaviour were also introduced in September. Fortunately, many of our training options had been moved to online in recent years, providing enhanced accessibility and continuity for our volunteer team.

Feedback from our annual volunteer surveys has been taken on board and since they began measuring our Net Promoter Score (a standardised measure of customer experience) in 2018, our volunteers’ rating has more than doubled from 13 (on a scale of -100 to +100) to 28.

Volunteers had also told us that one of the main reasons they gave their time to Guiding was for friendship and social connection. In 2020 we established a special project to focus on this important aspect of

volunteering. A project team of staff and volunteers from across New Zealand led the drive to encourage volunteers to connect socially and, at the same time, reconnect with the 'Guiding Magic' of whānau.

The result was Te Hononga – a coming together of people to/who share a common whakaaro (goal/direction). Te Hononga is a way for volunteers to gather socially and any volunteer in any role can organise a Te Hononga and invite anyone. Such is the importance of Te Hononga to GirlGuiding NZ that deliverables on the progression of this focus will be captured in 2021 business reporting.



*Te Hononga enables volunteers to better grow their friendship network through Guiding.*

## ALUMNAE

Many women want to continue their Guiding connections and experiences after completing the girl sections, and our alumnae options enable them to do so.

Connect is for young women who have finished Guiding in our girl sections but still wish to be involved. In 2020 we had 408 members involved across a range of three Connect membership options:

- Network – receiving newsletters, helping at events and participating in taskforces on select topics
- Stay Connected – offering the opportunity to complete Leadership Awards without becoming a regular volunteer

- Expanded Horizons – offering the opportunity to complete Leadership Awards while still being involved in active unit leadership.

Connect members have opportunities to attend certain overseas events and training, such as the Juliette Low Seminar, which promotes international friendship and leadership opportunities.

The Trefoil Guild is open to anyone who is or has been an enrolled member of GirlGuiding NZ or of any member organisation of WAGGGS. The Trefoil Guild offers members support and fellowship while working for the good of Guiding. Some members are active volunteers, but more are involved for the social

connection related to Guiding. Guild meetings feature specialty speakers, community outings and support of local projects and causes. Trefoil currently hosts 440 members.

National Guiding Friends is an informal social networking group, with a current membership of 120 for people who have held a national role within GirlGuiding NZ.



*Trefoil members once again came to the rescue, packaging our annual volunteer gifts of thanks.*



# OUR SUPPORTERS



## SPONSOR A GIRL/WE'VE GOT YOU GIRL

In response to the Level 4 lockdown, the National Board made the decision to wave all term fees for Term 2. As the charity was still operating and offering Virtual Group Guiding, we asked parents to donate their fees if they were able to do so. An incredible \$52,191 was donated to GirlGuiding NZ from parents and supporters to help with the financial challenge we were facing.

In 2020 GirlGuiding NZ established 'We've Got You Girl', a financial grant that relied on individuals donating funds to provide girls with access to Guiding experiences. A total of 130 girls were funded to continue their journey with GirlGuiding NZ through We've Got You Girl and an impressive \$27,805 was raised through the campaign, Sponsor a Girl, to fund these girls' places.

## CHRISTMAS CAMPAIGN

Our annual Christmas Campaign asked the question, "Do you have Caitlin's Back this Christmas?", providing supporters with the opportunity to donate and help the delivery of Guiding to girls now, and in the future. This campaign was also supported by dedicated investors who doubled all donations received. The campaign was delivered both digitally (through social media and email) as well as a direct mail letter to 1,500 supporters. The campaign raised a total of \$21,852 for the Association.



## COVID RESPONSE GRANTS

Like most charities, GirlGuiding NZ was hit particularly hard by COVID-19, and many grant-making trusts put a hold on accepting applications until later in the year. Some funders opened their doors to allow charities to apply in response to the loss of income due to COVID-19 and we were very fortunate to receive some of this funding to help get us through the tough year.

## GIRLGUIDING NEW ZEALAND FOUNDATION

The GirlGuiding New Zealand Foundation is a charitable trust whose purpose is to promote and assist GirlGuiding NZ. Trustees encourage donations to the Foundation, manage the funds and the investment portfolio, and make grants to benefit Guiding. In 2020, the Foundation funded GirlGuiding NZ staff and volunteers to deliver Guiding in a virtual and digital environment, and funded enhancements to our membership database – Online Guide Manager (OGM). OGM At Home features gave Leaders increased flexibility and ensured that we were well prepared should any further disruptions to our service delivery ensue.

## GUIDE BISCUITS

We were thrilled to have confirmation from Griffin's that Girl Guide biscuits would be baked and stocked in Countdown, Super Value and Fresh Choice stores for the second year in a row. A total of 450,000 packets were baked and 306,298 were sold in 2020, with



the remaining stock being offered for sale into 2021. This resulted in a donation from Griffin's of \$306,298!

*In October these iconic items hit selected supermarket shelves.*





## GIRLGUIDING NZ GRATEFULLY ACKNOWLEDGES FUNDING RECEIVED FOR 2020:

### GRANTS

Asia Pacific Region (WAGGGS)  
 Albert-Eden Local Board (Auckland Council)  
 Auckland Airport  
 Auckland Council  
 BlueSky Community Trust  
 CERT – Canterbury Earthquake Recovery Trust  
 Chenery Memorial Trust  
 Community Trust Mid & South Canterbury  
 Community Trust South  
 DIA – Support for Volunteering  
 Dunedin City Council  
 Eastern & Central Community Trust  
 Four Winds Foundation  
 GirlGuiding NZ Foundation  
 Glenice & John Gallagher Foundation  
 Hutt Mana Charitable Trust  
 The Kids Book Company  
 Lions Club of Carterton Charitable Trust  
 Lottery COVID-19 Fund  
 Lottery National Community  
 Mainland Foundation

Marlborough District Council  
 Marion Ross Memorial Trust  
 MSD – Community Capability & Resilience  
 NZ Community Trust  
 Page Trust  
 Rata Foundation  
 Sport Canterbury  
 Sport New Zealand  
 TECT –Tauranga Energy Consumer Trust  
 The Carterton & Wairarapa South County Trust  
 The Lion Foundation  
 The Southern Trust  
 Tikipunga Children's Home  
 Transpower  
 Trust Aoraki  
 Trust Waikato  
 Waipa District Council  
 WEL Energy Trust  
 Western Bay of Plenty District Council  
 Whanganui Community Foundation  
 World Association of Girl Guides and Girl Scouts

### SUPPORTERS

*(Included supporters donating \$500 upwards).*  
 Blenheim Trefoil Guild  
 Estate HK Wilkinson  
 Estate MA Hopkirk  
 Heather and Graeme Thomas  
 J. Evans  
 J. Mayer  
 Liz Hickey  
 L. Robertson  
 V. Radford

### CORPORATE SUPPORTERS

Alaska Tees  
 Chapman ER  
 Davis Funerals  
 Entertainment Publications Limited  
 Fishmob  
 Fundraising Idairz  
 Grahams Funeral Services  
 J H Whittaker & Sons Limited  
 Keep Cup  
 Macpac New Zealand Ltd  
 Mighty Ape Limited  
 Moore Markhams  
 Morris & Morris Limited  
 Organic Initiative  
 Peritia Limited  
 The Entertainment Book  
 The Griffin's Food Company  
 The Kids Book Company Ltd  
 Waikanae Funeral Home  
 Woolworths New Zealand

**“** *She has learned some useful experiments/ activities which have increased her scientific knowledge.* **”**  
 Alex\*, parent

**We would also like to formally recognise and thank all those who have donated and/or provided ongoing support to help us achieve our vision.**

# THE GIRL GUIDES ASSOCIATION NEW ZEALAND (INC)

This summary financial report for the Girl Guides Association of New Zealand (Inc.) covers the financial affairs of the Association including the GirlGuiding NZ Foundation ("The Group").

The full financial report of the Girl Guides Association of New Zealand (Inc.) was adopted by the National Board of the Association on 11 April 2021.

This summary financial report is not expected to provide as complete an understanding of the affairs of The Group as is provided by the full financial report on the Charities Commission website at [charities.govt.nz](http://charities.govt.nz).

The full financial report for The Group was audited by BDO Christchurch and has received an unqualified audit opinion. This summary report has not been audited.

## 48%

OF GIRLS TRIED AN  
ACTIVITY THEY WERE  
PREVIOUSLY SCARED OF  
TRYING

## 73%

OF THOSE GIRLS  
OVERCAME THEIR FEAR

*“When I look around at other kids at school, I realise how lucky I am to have had so any fabulous experiences that they have missed out on by not being involved in Guiding.”*  
Sophie, girl member

### Summary Statement of Comprehensive Revenue and Expenses for the Year Ended 31 December 2020

	2020 (\$)	2019 (\$)
<b>Revenue</b>		
Membership Fees	1,229,186	1,956,092
Biscuit Revenue	293,298	1,036,522
Other Operating Revenue	1,305,140	1,372,102
Donations and Grants	450,256	478,623
<b>Total Revenue</b>	<b>3,277,881</b>	<b>4,843,339</b>
<b>Expenses</b>		
Girl Programme	782,141	1,300,240
Property Expenses	765,325	1,011,324
Cost of Goods Sold	48,629	516,450
Other Operational Expenses	3,823,955	4,008,723
<b>Total Expenses</b>	<b>5,420,050</b>	<b>6,836,737</b>
<b>Operating Surplus (Deficit)</b>	<b>(2,142,169)</b>	<b>(1,993,398)</b>
Other Income	56,764	105,214
Other Expenses	-	-
<b>Net Operating Surplus (Deficit)</b>	<b>(2,085,405)</b>	<b>(1,888,184)</b>
Change In Market Value of Investments	304,459	302,522
<b>Net Surplus (Deficit)</b>	<b>(1,780,946)</b>	<b>(1,585,662)</b>

### Summary Statement of Financial Position as at 31 December 2020

	2020 (\$)	2019 (\$)
Cash and Cash Equivalents	532,368	1,260,654
Short Term Investments	2,435,628	4,085,079
Short Term Investments - Available for Sale	2,057,354	1,233,846
Other Current Assets	297,624	498,491
Long Term Investments	833,526	341,520
Other Non Current Assets	12,719,986	12,870,392
Current Liabilities	860,416	492,967
<b>Net Assets</b>	<b>18,016,069</b>	<b>19,797,015</b>
<b>Members Funds</b>		
Accumulated Funds	17,146,784	19,188,245
Restricted Funds	256,259	256,259
Revaluation Reserves	613,026	352,511
<b>Total Members Funds</b>	<b>18,016,069</b>	<b>19,797,015</b>

### Summary Statement of Movements In Net Assets as at 31 December 2020

	2020 (\$)	2019 (\$)
Opening Balance 1 January	19,797,015	22,652,364
Prior Period Adjustment	-	(1,269,687)
Movement in Restricted Funds	-	-
Net Surplus / (Deficit) for the Year	(1,780,946)	(1,585,662)
<b>Closing Balance</b>	<b>18,016,069</b>	<b>19,797,015</b>

### Summary Statement of Cash Flows for the Year Ended 31 December 2020

	2020 (\$)	2019 (\$)
Cash Held as at 1 January	1,260,654	985,101
Net Cash Flows from Operating Activities	(1,453,637)	(1,165,709)
Net Cash Flows from Investing Activities	725,351	1,443,677
Net Cash Flows from Financing Activities	-	(2,414)
<b>Cash Held as at 31 December</b>	<b>532,368</b>	<b>1,260,654</b>



## WHAT GIRLS LIKE MOST ABOUT GUIDING:

- Trying a variety of activities
- Making new friends and building friendships
- Camps.

## AS GUIDING MEMBERS GIRLS INCREASED ABILITY MOST IN:

- Teamwork
- Confidence
- Leadership / Increased awareness of environment.

## WHY PEOPLE VOLUNTEER WITH GIRLGUIDING NZ:

- They enjoy it
- They feel they make a difference
- They enjoy volunteering with an organisation supporting girls and young women.

“Maya has a real sense of pride in her achievements. She has always downplayed what she can do but getting her Aoraki at Guides has made her aware of what she can do.”

Fabia\*, parent

“It is no surprise that I would recommend to any girl to give Guiding a go and aim for their Queen's Guide Award because if they even get half of the experience I did, it will change their life for the better.”

Becca, girl member



## COMING IN 2021

### EXPLORE GUIDES



#### STEAM BUNDLE



#### ART BUNDLE



## ALL THINGS EXPLORE

## GIRLPOWERED NZ

### ROBOT WARRIORS



Blast off into a galaxy of fun as we explore all things SPACE!



### NEW BADGES



### JAMBOREE 2022



## JOURNEY 2022

### GIRL-LED RESEARCH

What Matters to New Zealand girls

Co-creating now. Published 16 May 2021

DAZZ/NTVM



### DISCOVERIES

## PerformHers





**GirlGuiding**  
New Zealand  
Ngā Kōhine Whakamahiri O Aotearoa

**GIRLGUIDING NEW ZEALAND**

**REGISTERED CHARITY NO: CC22069**

**NATIONAL OFFICE, PO BOX 13 143, CHRISTCHURCH 8141, NEW ZEALAND**

**[GIRLGUIDINGNZ.ORG.NZ](http://GIRLGUIDINGNZ.ORG.NZ)**