



WE DISCOVER, WE GROW

Girlguiding

Scotland

READY
STEADY
GO!

Annual Report 2014

Girlguiding Scotland mission and vision

Girlguiding Scotland, as part of a worldwide movement, enables girls and young women to fulfil their potential and to take an active and responsible role in society through our distinctive, stimulating and enjoyable programme of activities delivered by trained volunteer Leaders.

Our vision is to deliver quality guiding which inspires and empowers girls and young women in every community in Scotland.



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Welcome from our Scottish Chief Commissioner, Sue Walker

2014 was a memorable year in more ways than one. The world visited Glasgow for the friendly games and we were proud of the many Girlguiding Scotland volunteers who also gave their time to make them a success and took part in the baton relay. It was our very great pleasure to welcome friends in guiding from across the Commonwealth to a ceilidh in Cambuslang, just along from the athletes' village. What better way to mark the occasion than with dancing, friendship and specially-themed cupcakes!

Throughout 2014, we celebrated 100 years of the Brownies with our Big Brownie Birthday - the girls and their Leaders certainly know how to party! I joined in celebrations from Orkney to the Borders, celebrated with 4,000 Brownies at the fantastic Gleneagles Fun Day

and was thrilled to join more Scottish Brownies and their mums at a very special tea party at Buckingham Palace.

We have continued our efforts to grow guiding and are seeing real results with more than 100 units across Scotland opening or reopening their doors. It's good to report that we are able to give even more girls and young women the chance to discover and grow with guiding.

Thank you for all you do to give our young members the chance to build new friendships, try new adventures and set their sights high. We couldn't do it without you.



Sue Walker,
Scottish Chief Commissioner



Message from our CEO, Denise King

Enabling our members to have great experiences, like going to Downing Street to celebrate the Big Brownie Birthday or trying out archery and kayaking at Adventure 2014, is what Girlguiding Scotland is all about. In 2014, our staff did an amazing job supporting teams of Scottish volunteers to deliver some fantastic events - and lifelong memories - to girls and volunteers across the country.

Behind the scenes we continued to work with Counties to ensure we work as effectively as we can and deliver the best possible value for members. We carried out a thorough review of our IT and Marketing and Communications functions so that we can support our volunteers more effectively and make guiding much more visible both locally and nationally. Work is underway to implement these changes so we can better bring to life the fun and adventure guiding brings and encourage new supporters.

Thank you to all our staff and volunteers who help 50,000 girls and young women to grow in confidence and expand their horizons with Girlguiding Scotland. It's your dedication, creativity and sense of fun that brings the great game of guiding to life.



Denise King,
Girlguiding Scotland CEO



“I think Brownies are amazing because it is like an adventure full of fun and we get to learn lots of new things.”

Jennifer, age 7



IN 2014...

3,510

arrows were shot at Netherurd

We trained

10

new media spokespeople

893

girls tried a new outdoor activity at Adventure 2014

30

girls went on international trips organised by Girlguiding Scotland - to Norway, Austria and Ireland



74

girls achieved their Duke of Edinburgh (DofE) Bronze Award, 17 girls achieved the Silver Award and 13 girls the Gold Award

Girlguiding Scotland generated **1,796** items of media coverage

We opened **42** new units and reopened **65** units

56 Guides celebrated finishing their Baden Powell Challenge Award with an adventure weekend in Edinburgh or Dalguise



**“ From The
Gambian
experience the
everlasting
memory is the
dancing.”**



GOLD

In 2014, the largest ever number of Scottish girls took part in Guiding Overseas Linked with Development, or GOLD.

Ten Girlguiding Scotland members went on the trip of a lifetime to Cambodia, The Gambia, Guyana, Latvia, Malawi, Peru and Sri Lanka.

Founded in 1991, GOLD offers young women between the ages of 18 and 30 the chance to develop their potential, improve their skills and make a long-lasting positive difference in communities as far afield as Honduras, Madagascar, Russia, South Africa and Thailand.

Girlguiding Forth Valley member Emma Guthrie wrote about her GOLD trip to The Gambia in Third Force News. She said: “My team was excellent - we were put together at an international selection weekend - but from The Gambian experience the everlasting memory is the dancing. I’ve never danced so much. We would plan sessions to finish at a certain time and many hours later we would still be dancing!”



Big Brownie Birthday

Girls from across Scotland partied in all sorts of wacky and wonderful ways throughout 2014 to mark 100 years of the Brownies.

Edinburgh Brownies took over the Scottish National Museum where they boogied the night away in a silent disco and 4,000 Brownies took part in a Birthday Fun Day at Gleneagles where they tried out an inflatable obstacle course and learned circus skills.

600 girls from Dunbartonshire celebrated with an extra-special sleepover at the Glasgow Science Centre and in May, 300 Brownies travelled to Netherurd or Templars' Park for the two action-packed Big Brownie Birthday Bash weekends.

Engaging in the democratic process

As the biggest charity for girls and young women in Scotland, we play a key role in helping our members speak out and make their voice heard.

Girlguiding Scotland encouraged all young women to make their voice heard in the independence referendum, and in June 2014 co-hosted a debate with the Scottish Youth Parliament where young women could explore the issues further.

The young women posed questions to a panel of prominent figures including Juliet Swann, from the Electoral Reform Society, the then-Minister for Children and Young People Aileen Campbell and Kezia Dugdale, then Shadow Cabinet Secretary for Education and Lifelong Learning.

Girlguiding Scotland also joined forces with other youth organisations to back votes for 16 and 17-year-olds in future Scottish elections. The call, covered by the Daily Record newspaper which also backed votes at 16, followed high levels of engagement amongst this age group in the Scottish independence referendum.



Education Links project

Girlguiding Scotland gives girls and young women the opportunity to challenge themselves and gain valuable awards and qualifications. These awards give our young members a real challenge which helps them grow and gain leadership skills.

We want to see awards received through guiding recognised in schools, so we've been working with secondary schools across Scotland on a project to deliver the SQA Leadership Award. This project, which is currently a pilot scheme, allows young women in senior school to gain recognition in their school for the non-formal learning and achievements they achieve through guiding.

Girlguiding Scotland currently sits on a working group of the Awards Network looking at how students' wider achievements can be captured. We've also taken part in Education Scotland's 'creative conversation' about recognising young people's achievements.

“The weekend really motivated me and helped me to grow as a person as well as a Young Leader. Everyone made me feel very welcome and I was able to step out of my shell, gain confidence, become more independent and more comfortable with meeting new people.”

Young Leader's comment

Fast-Track Leadership Qualification weekend

It is thanks to our almost 11,500 volunteers that guiding happens - and the work they do is inspirational. In return, we offer our volunteers support, specialised training and the opportunity to develop new skills, meet new people and have fun.

In September 2014, 27 volunteers attended the Fast-Track Leadership Qualification weekend which allowed them to progress with their learning and gain support from others working towards their Leadership qualification.

New Brownie Leader Pamela Gibson, who attended the Fast-track Leadership Qualification weekend, said: “At the event we were in safe hands with the

expert trainers who clearly live and breathe guiding on a daily basis - and their enthusiasm is infectious. I came away feeling more committed to guiding than ever and determined to do my best, as we say!”

Young Leader Qualification weekend

Becoming a Young Leader is a great opportunity for Senior Section members aged 14 - 18 to develop their leadership skills and take an active and positive role in guiding by helping to run a Rainbow, Brownie or Guide Unit.

In October 2014, 26 young women working towards their Young Leader Qualification took part in a weekend event to help them learn more about how they could use their Young Leadership Qualification with their Unit. The event aimed to boost their confidence and provide a fun way to meet others working towards their qualification.



Adventure 2014

In May 2014 more than 1,700 Guides and Senior Section members got the chance to experience a day of fun and exciting outdoors activities through Adventure 2014.

With the help of Cashback for Communities funding, which invests money recovered from the proceeds of crime into activities for young people, Girlguiding Scotland delivered affordable adventure events to girls and young women who may not otherwise have had the opportunity.

Those who took part stretched themselves to the limit and learned new skills trying out a wide range of challenging activities from abseiling, mountain biking and windsurfing, to caving and whizzing down a zip-wire.

Adventure 2014 took place at four centres spread across Scotland including our very own at Netherurd Training and Activity Centre in the Scottish Borders and centres in Fife, Kirkcubrightshire and Ross-shire to enable as many girls as possible to join in.

One mum said: "The Guides is the best thing that has happened to my daughter, who lacks confidence. These adventure days are wonderful for encouraging her to mix with others and try new things."

“ The Guides is the best thing that has happened to my daughter, who lacks confidence. ”

Parisopoly

More than 100 Guides, Senior Section members and Leaders hit Paris in October 2014 for Girlguiding Scotland's first ever Monopoly-based wide game - Parisopoly.

The girls had an amazing time exploring the city in order to answer clues based on famous Paris landmarks.

The trip gave Scottish Guides and Senior Section members an excellent opportunity to see famous Parisian sights like Eiffel Tower, the Louvre and Notre Dame while meeting new friends from across Scotland and the Parisian Girl Scouts.

October
2014
Parisopoly



Queen's Guide Awards

The pinnacle of achievement for our Senior Section girls, aged 16 to 25 years, is the Queen's Guide Award. Participants undertake a series of challenges that are designed to give Girlguiding sustained service, be of benefit to the community and develop personal skills. We are proud that 11 Girlguiding Scotland members received their award in 2014:

Louise Lindsay	Renfrewshire	Rebecca Wilson	Forth Valley	Rhona Jamieson	South Lanarkshire
Mikaela Shand	Gordon	Joanne Gibb	West Lothian	Ruth Moore	Glasgow
Elizabeth Hamilton	Glasgow	Elisabeth Williams	Moray	Rachael Bamford	Ayrshire South
Sarah Farquhar	East Renfrewshire	Fiona Williams	Moray		



Chief Guide's
Challenge

Chief Guide's Challenge

The Chief Guide's Challenge is the second highest award open to all Senior Section members aged 14 to 25 years. We are delighted that 54 Girlguiding Scotland members received their award in 2014:

Kirsty Laurenson	Shetland	Catriona Gilmour	Ayrshire North	Erin Michael	Glasgow
Lucy Morris	Shetland	Petra Baillie	Ayrshire North	Regan McPhee	Glasgow
Katie Cooper	Inverness-shire	Amy Learmonth	Berwickshire	Jennifer Gemmell	Glasgow
Catriona Thomson	Inverness-shire	Kara White	Berwickshire	Victoria Flynn	Glasgow
Kirsty Brown	Banff & Buchan	Emily Gonnella	Fife	Lisa Croft	Glasgow
Emma Clark	North Lanarkshire	Cara Bullock	Gordon	Pamela Aitken	Glasgow
Rosie O'Reilly	North Lanarkshire	Megan Cumming	Gordon	Anna Hills	Glasgow
Megan Dale	Lones	Rebecca Pearson	Glasgow	Sophie Nicholson	Glasgow
Georgina Rolfe	Lones	Rosie Boyes	Tweed Valley	Jennifer McGhee	Glasgow
Eilidh Dyker	Inverness-shire	Rachel Brutin	West Lothian	Nicole Cullen	Dunbartonshire
Sophie Kennard	Gordon	Connie McKeever	Dunbartonshire	Mairi MacCauley	Dunbartonshire
Alannah Fox	Tweed Valley	Claire Ireland	Ross-shire	Clayre Byrne	Dunbartonshire
Kirsty Lennon	Tweed Valley	Robyn Burdge	Glasgow	Caitlyn Bannatyne	Dunbartonshire
Natasha Smith	Forth Valley	Kerri O'Connor	Glasgow	Jessica Ramsay	Dunbartonshire

Chief Guide's Challenge contd.

Holly Anderson	Dunbartonshire
Sarah Hooper	Dunbartonshire
Joanne Dempster	Dunbartonshire
Cindy Bowie	Dunbartonshire
Katie Young	Dunbartonshire
Courtney McMaster	Dunbartonshire

Lauren Pearson	Dunbartonshire
Amy Hood	Dunbartonshire
Rachel McGarry	Ayrshire North
Rachel Armstrong	Ayrshire North
Katherine Barker	Perth & Kinross
Erin Lowe	Edinburgh



Duke of Edinburgh Gold Award

Congratulations to the 13 Girlguiding Scotland members who gained the prestigious Duke of Edinburgh Gold Award in 2014:

Emma Robertson	West Lothian
Mairi Weir	South Lanarkshire
Melanie Cronin	Banff & Buchan
Lyndsay Forbes	Banff & Buchan
Jodie Mutch	Banff & Buchan
Hollie Whyte	East Renfrewshire
Laura McGibbon	East Renfrewshire

Laura Lewis	Moray
Lisa West	Banff & Buchan
Hannah Brutin	West Lothian
Rebecca Wilson	Forth Valley
Mairi Galbraith	Fife
Faye Cruickshank	Banff & Buchan



Scottish Chief Commissioner's Award

This award is given to adults for their dedicated services to Scottish guiding. In 2014 the award was presented to:

Mary Doig	West Lanarkshire	Grace Pratt	Glasgow
Anne Baxter	Forth Valley	Janice Macpherson	Perth & Kinross
Margaret Cameron	Forth Valley	Samantha Behan	Inverness

Laurel Award

Girlguiding Scotland was delighted that the Laurel Award, presented in recognition of outstanding services to guiding, was awarded to two Leaders in 2014:

Morag Liddell
Glasgow

Pat Marwick
North Lanarkshire

Margaret Winter
Edinburgh


Statement of Financial Activities

	Unrestricted Funds		Restricted	Funds	2014	2013
	General	Designated	General	Endowment	Total Funds	Total Funds
	£	£	£	£	£	(restated) £
Incoming Resources						
Voluntary Income	25,491	10,480	194,456	0	230,427	186,842
Charitable Activities						
Membership Subscriptions	566,465	0	0	0	566,465	550,920
Fees and other income	279,743	1,970	0	0	281,713	414,091
Activities for generating funds:						
Trading Income	1,019,466	0	0	0	1,019,466	907,469
Investment income	10,671	3,955	337	0	14,963	10,230
Total Incoming Resources	1,901,836	16,405	194,793	0	2,113,034	2,069,552
Resources Expended						
Cost of generating funds	723,287	3,087	0	0	726,374	626,992
Charitable expenditure						
Guiding activities & events	964,928	71,270	183,559	0	1,219,757	1,222,353
Governance Costs	149,634	3,053	0	0	152,687	114,920
Total Resources expended	1,837,849	77,410	183,559	0	2,098,818	1,964,265
Net Incoming/(Outgoing)						
Resources before Transfers	63,987	(61,005)	11,234	0	14,216	105,287
Transfers between funds	(60,000)	60,000	0	0	0	0
Unrealised gain on investment	28,072	9,753	0	0	37,825	0
Net Movement in Funds	32,059	8,748	11,234	0	52,041	105,287
Funds brought forward at 1 January 2014	616,536	1,223,945	117,063	126,970	2,084,514	1,979,227
Funds carried forward at 31 December 2014	648,595	1,232,693	128,297	126,970	2,136,555	2,084,514

Balance Sheet

	2014 £	2013 (restated) £
FIXED ASSETS		
Tangible Fixed Assets	1,108,311	1,120,890
Investments	530,247	0
	1,638,558	1,120,890
CURRENT ASSETS		
Stocks	123,291	138,651
Debtors	118,205	28,772
Cash at Bank and in Hand	409,374	1,046,867
	650,870	1,214,290
CURRENT LIABILITIES		
Creditors falling due within one year	152,873	250,666
NET CURRENT ASSETS	497,997	963,624
TOTAL ASSETS LESS LIABILITIES	2,136,555	2,084,514
FINANCED BY:		
RESERVES		
General Funds	648,595	616,536
Unrestricted Designated Funds	1,232,693	1,223,945
Restricted General Funds	128,297	117,063
Permanent Endowment Funds	126,970	126,970
	2,136,555	2,084,514

The financial statements were approved and authorised for issue by the Scottish Executive Committee on 15 May 2015 and signed on its behalf by:



Mrs S Walker, Scottish Chief Commissioner



E B Lawrie, Honorary Treasurer

Treasurer's report 2014

In many respects 2014 was a quieter year financially with no Tartan Gig and the conclusion of the historic VAT issues. This disguises the fact that in general it was a better year than anticipated with the retail activity outperforming budget by £25,000 to achieve a £40,000 surplus, partly due to the Big Brownie Birthday and a range of badges. Although Netherurd recorded a deficit of £9,000 this was £6,000 less than budget and considerably less than in 2013.

Membership subscriptions are our main source of income and crucial to ongoing guiding activities, They represent 55% of income, excluding trading income. With an increase in new Units, hopefully this will translate into increased membership for the future.

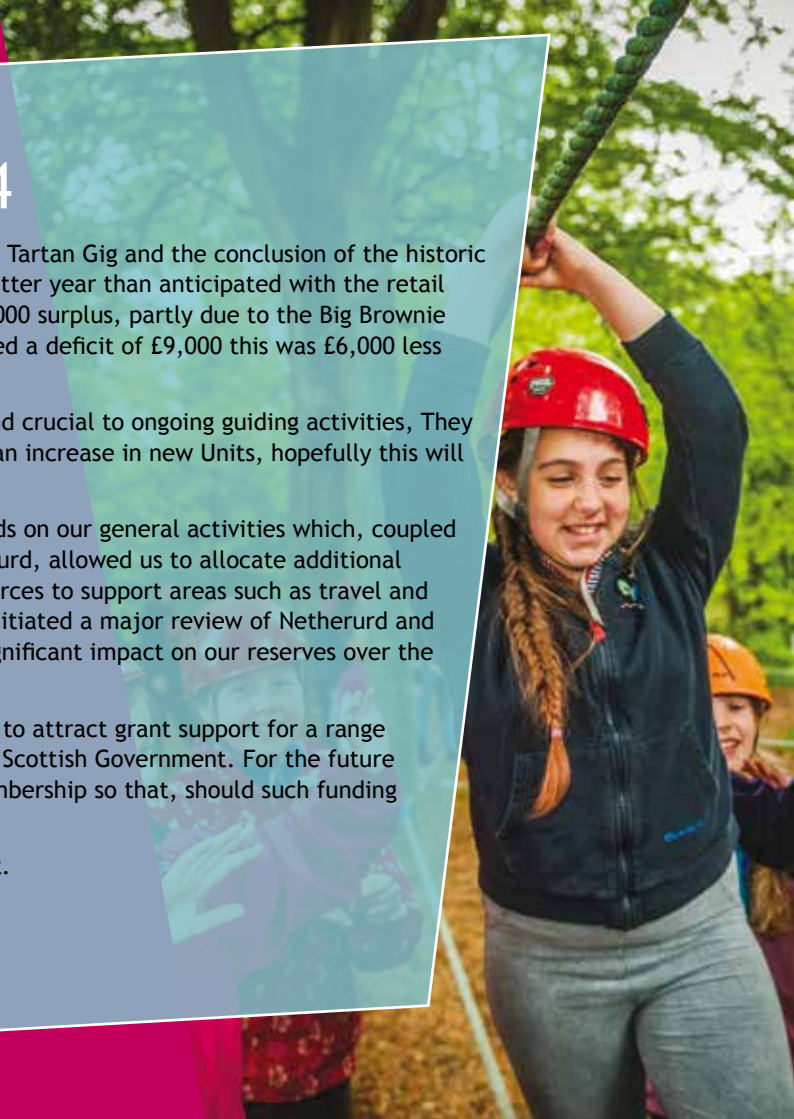
As ever there were a number of minor over and underspends on our general activities which, coupled with the improved position in relation to retail and Netherurd, allowed us to allocate additional funds at the year end, primarily providing additional resources to support areas such as travel and qualifications as well as property and IT. During 2014 we initiated a major review of Netherurd and final decisions will be made in 2015 which could have a significant impact on our reserves over the next 18 months.

Despite the economic pressures felt by many we continue to attract grant support for a range of our activities, for example through Girlguiding and the Scottish Government. For the future it is crucial to continue to fund our work to grow the membership so that, should such funding decrease, will we continue to have adequate resources.

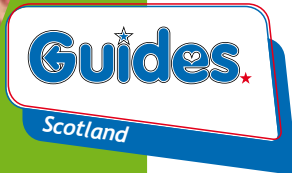
This year I can conclude that the future truly looks bright.



Brian Lawrie,
Honorary Treasurer



Membership figures 2014



Rainbows **12,295**

Brownies **22,650**

Guides **13,744**

Senior Section **1,187**

Total young members **49,876**

Adult volunteers **11,652**

Total Scottish Membership **61,528**

Scottish Executive Committee

Scottish Chief Commissioner	Sue Walker
Deputy Scottish Chief Commissioners	Eileen Martin Elaine Kelly Carol Edwards
Honorary Treasurer	Brian Lawrie
Business Management & Finance Sub-Committee Chair	Katrina Evans (until 31/12/14)
Guiding Development Sub Committee Chair	Margaret Winter
Marketing & Communications Sub-Committee Chair	Avril Cromarty (until 31/08/14)
Marketing & Communications Adviser	Valerie Duncan (from 25/01/15)
Chief Executive (Staff-Non Voting):	Denise King

Appointed Members

Prof Lady H Cubie, MBE <i>(until 04/02/15)</i>	Elizabeth Meacher
Fran Sparrow <i>(until 31/01/15)</i>	Evelyn Yedd <i>(from 05/01/15)</i>
Laura Bathgate <i>(until 02/11/14)</i>	Karen Harrison <i>(from 06/01/15)</i>
Georgina Rolfe <i>(from 23/11/14)</i>	Janet McDonald
Doreen Gray <i>(until 04/06/15)</i>	Tina Dempster <i>(from 01/02/15)</i>
Barbara Murray <i>(from 05/06/15)</i>	Emma Guthrie <i>(from 01/02/15)</i>
Stephanie Watson <i>(until 01/04/15)</i>	Elizabeth Higton (non voting) <i>(from 25/01/14)</i>
Gail Fox <i>(from 01/04/15)</i>	

Girlguiding Scotland would like to thank all those who have contributed to the Annual Report 2014.

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Girlguiding Scotland is the operating name of
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