

KEY MESSAGE

We provide a unique girl-only space...



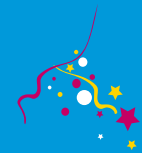
KEY MESSAGE

We promote equality and diversity...



KEY MESSAGE

We're relevant to today's girls...



KEY MESSAGE

We give girls and young women a voice...



*Guiding provides a safe, unique space where girls can be comfortable just being themselves.*

*We aim to welcome even more members and supporters from a wider diversity of cultures and socio-economic backgrounds.*

*Guiding has always been led by the ambitions and needs of the girls of the day - how else could we be modern 100 years on?*

*We've always put girls in the lead and if they've needed any encouragement to voice their views we have given it!*

Girls of all ages have told us that they value spending time with no boys around. Guiding gives girls the chance to discuss issues such as body-image and self-esteem and to try out new activities in a safe space where they grow in self-confidence - and have fun!

We are always reaching out to new communities through innovative projects such as starting up a group for young mums and groups for girls from migrant communities.

Our programme is girl-led, all the way from the *Rainbow Roundabout*, which allows our youngest members to choose their favourite activities, to community projects overseas, which enable older girls to tackle issues such as AIDS, human trafficking and teenage pregnancy.

In our *Girls Shout Out!* reports we ask girls about the subjects that they say matter to them most and then we help them tell the world what they think.



... and have done so for 100 years!

'A girl is not allowed to run, or even to hurry, swim, ride a bike, or raise her arms above her head...' according to a 1909 publication, but just a year later girls in guiding were heading off to camp, where in a girl-only space they could raise their arms as high as they liked!

... and have done so for 100 years!

Guides have come from a rich mix of backgrounds, faiths and nationalities from the beginning. Across the decades there have been units in factories, young offenders' homes and hospitals to ensure that guiding was really 'open to all'.

... and have been for 100 years!

Guiding has not only kept up with the times, but has always been ahead of them: in 1912 (only four years after the first powered flight in Britain), there was an air mechanic badge!

... and have done so for 100 years!

Girls pushed the boundaries and really spoke out when they turned up at the Crystal Palace Boy Scout Rally in 1909 asking for 'something for the girls'. Later, when Baden-Powell was asked, 'Who started the Guides?', he replied, 'They started themselves.'

Guide Camp, 1910



Factory girls' Guide outing, 1922



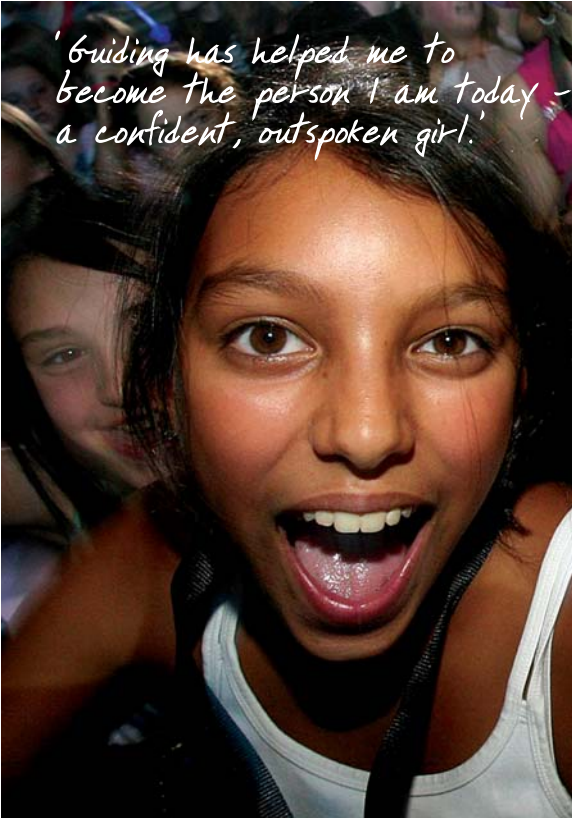
Working towards the air mechanic badge, 1912



Girls at Crystal Palace Scout Rally, 1909



'Guiding has helped me to become the person I am today - a confident, outspoken girl.'



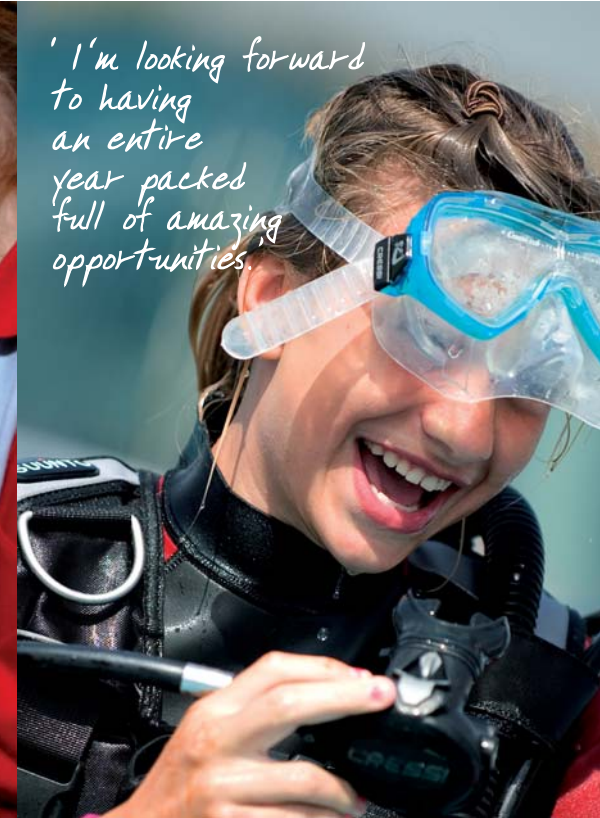
'What I will remember about the Centenary is all the people who are members of guiding no matter what age, beliefs or situation.'



'Guiding has done so much for me - I've made friendships that will last for ever.'



'I'm looking forward to having an entire year packed full of amazing opportunities.'



## Shout out about Girlguiding UK!

Show guiding is forever modern in just a few words.



## This leaflet is designed to help you communicate an important message loud and clear:

'In our Centenary year we are proud that guiding is giving girls groundbreaking opportunities - but this is nothing new. We always have, and always will, put girls in the lead!'

Girlguiding UK's four key messages are featured overleaf, each with an example to show them in action from our present and our past. Please use them when you talk to anyone and everyone about guiding during the Centenary. Of course, if you use local, modern examples of the key messages in action, your words will have even more impact!



Thank you for helping to spread the word and for all that you do in guiding to make us the very special organisation that we are 100 years on. It is thanks to you that we have so much to celebrate.

Liz  
Liz Burnley  
Chief Guide



## Surprising facts



- Girlguiding UK has over half a million young members aged between five and 25.
- One in four eight-year-old girls is a Brownie.
- Almost half of all women in the UK have been involved in guiding at some stage in their lives.
- We're part of a worldwide organisation that has over ten million members in 145 countries.
- Girlguiding UK's current membership would fill Wembley Stadium more than six times over and you would need more than 9,000 double-decker buses to get them there!



To find out more about Girlguiding UK, visit [www.girlguiding.org.uk](http://www.girlguiding.org.uk)