



Theory of change

Mission

Through fun, friendship, challenge and adventure we empower girls to find their voice, inspiring them to discover the best in themselves and to make a positive difference in their community

Who are we?

We're the UK's largest youth organisation dedicated completely to girls.

1 Why we exist?

We exist for all girls who...

- Face many social barriers including gender inequality
- Experience individual pressures and expectations
- Need support in their wellbeing and development
- Need to adapt to a rapidly changing world
- Are the experts on their lives and have a right to speak out and change the world

2 What we do

At Girlguiding we...

- Have fun
- Make new friends
- Have adventurous activities
- Earn skills, awards and badges
- Take part in local, regional and international events
- Campaign and give girls a voice
- Support and train volunteers

3 How do we do this?

We help girls do, feel and be their best by...

- Building positive relationships with trusted and trained adults
- Providing an emotionally and physically safe space
- Offering an exciting, relevant programme and activities designed with girls
- Creating a nurturing, affirming, and inclusive community
- Giving opportunities to make decisions, speak out and take action

4 Outcomes

And so if girls feel...

- Welcome and able to be themselves
- Part of a movement
- Happy
- Supported
- Satisfied with their lives
- Confident
- Aware of issues in the world affecting them and others

Then there will be more empowered and connected girls who make a positive difference in their communities

5 Impact on girls

6 Impact on society

A more equal and cohesive world