



Girl Guides
of Canada
Guides
du Canada



The

Signal

Fall 2011

Newfoundland and Labrador Council

Girl Greatness Starts Here

Lieutenant Governor's Garden Party 2011



Editor's Note

Dear Sisters-in-Guiding,

This installment of the *Signal* is truly packed with important information, from registration to cookies, from membership growth to international, and everything in between.

In addition, this issue welcomes several new Provincial Council Members (full contact list on page 32), and celebrates scholarship recipients and several other Guiding achievements by our girls and Guiders at the provincial and national level. Service within our communities is also highlighted in many units, districts and areas.

We have every reason to be very proud of ourselves and of Guiding in this province.

Have a great Guiding year and keep up the great work!

Yours in Guiding,

Edith Cuerrier

Signal Editor



UPDATED GARDEN PARTY CREST

An updated crest was presented to Guiding participants at the Annual Lieutenant Governor's Garden Party held on July 27th at Government House in St John's. Both girls and adult Members of Guiding were on hand to serve trays of sandwiches and squares and offer tea and lemonade to all who attended, as has been the tradition for 60 years now.

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others by Edith Cuerrier.

The Signal

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From Your Provincial Commissioner

Already we are into fall and it seems like summer just began, if only winter days would pass by so quickly. It's already time to start Guiding and plan what you will be doing with your Guiding Unit, Trefoil Guild, or Committees. As you know this year the registration for Girls is new and working together we can make online registration a positive process and we can all help with any challenges that it may present. It will still be fun for the Girls to have a Membership Night and to get them all excited for up and coming Unit meetings and to give information and support to parents for registration.

Although most Units and committees do not meet in the summer Guiding still happens, there have been many camps throughout the summer and our Provincial Camp, held this year at Butterpot Park, was a tremendous success. I had the opportunity to visit the camp several times and the girls were having a blast. Guiders were working very hard to make that happen and the cooks and helpers were very busy feeding delicious food to the many hungry campers. Hats off to all of those who made that happen. Girls and Guiders honoured our 60th year of giving service to the Lieutenant Governor's Garden Party again this year and very much appreciated by Their Honours and the staff of Government House. I would like to extend a special thank you to all who have made this possible.

This is truly a time-honored tradition and Their Honours are commemorating our tradition with a plaque to be placed on the grounds of Government House in the fall.

We are very pleased that once again a Member of our provincial Guiding has been awarded a national scholarship, congratulations Andrea Korpel. The Betty Spencer Memorial Scholarship is our provincial scholarship and very dear to our hearts. This year Emily Gorner is the recipient of this very special award and we offer congratulations to Emily.

October looks like it will be a very exciting month for Guiding in our province. Our Chief Commissioner, Chris Burton will be visiting us. Chris will join us for the Committees' Conference where our Area Advisers, Provincial Department Heads, and Area Commissioners will have the opportunity to work and meet with her during the weekend. All plans are not yet finalized but we will be making as many opportunities as possible for Members to meet her. Chris is a dynamic leader and it will be enlightening to have the chance to hear her speak. Many of you may already have heard that our very own Sharron Callahan (past Provincial Commissioner) has been elected to the position of Chief Elect. In June 2012 Sharron will then take the position of Chief Commissioner of Girl Guides of Canada-Guides du Canada.

Sharron, on behalf of all Members of Guiding in our province, we are very pleased to congratulate you and know that you will lead the Guiding Members of Canada with your usual dedication and talent.

In February 2012 we will be hosting the Baden-Powell Brunch around Thinking Day. For a number of years we have joined Scouts to celebrate the birthday of our Founders, more details will be available later.

See you soon and have fun in Guiding.

....until next time



Judy Shannahan, Provincial Commissioner



NEW PROVINCIAL COUNCIL MEMBERS

We are delighted to announce the following new Members of Provincial Council:

- Donna Tuck, Provincial Membership, Marketing and Public Affairs Department Head
- Robyn (Saunders) Lee, Provincial International Adviser and Department Head
- Kay Graham, Provincial Program Adviser and Department Head
- Denise Hennebury, Elected Member
- Hannah Stevenson, will complete her second year as Youth Elected Member while commencing her university studies (see article on next page)
- Margot Walsh, Tuckamore Area Commissioner
- Patricia Dwyer, Long Range Trails Area Commissioner

These women bring many years of Guiding skills, experience and dedication to these positions. Welcome to Council!

Sharron Callahan Member Assistance Fund

The Guiding year is just starting up and with it the necessity for assistance for some families in need. We have helped many Guiding Members through the Sharron Callahan Member Assistance Fund over the years but now this fund is getting low. We need your help to replenish it so that we can continue helping girls and women to participate in our great organization. Please send your donations to Provincial Office, and remember that tax receipts can be issued for your donation.

Trefoil Trails Committee

On May 4th a special meeting of Provincial Council was held to discuss the future of Trefoil Trails Campsite. A vote was held resulting in the decision to re-open the campsite. Council also directed that a committee be struck to do the appropriate research and recommend ways to ensure the viability of the campsite to Council. We are pleased that Robyn Saunders-Lee has agreed to chair this committee. Stay tuned for more from this committee!

Statement of Inclusion

Girl Guides of Canada-Guides du Canada (GGC) recognizes and values the richness of human diversity in its many forms, and therefore strives to ensure environments where girls and women from all walks of life, identities, and lived experiences feel a sense of belonging and can participate fully. This commitment to inclusion means GGC's culture, programming and practices encourage self-awareness and awareness of others; room for difference; and environments where girls and women feel safe, respected, supported and inspired to reach their potential.

Déclaration d'inclusion

Les Girl Guides of Canada – Guides du Canada (GGC) reconnaissent et valorisent la richesse de la diversité humaine dans ses multiples formes, et s'efforcent par conséquent d'offrir un environnement favorisant le sentiment d'appartenance et la participation pleine et entière des filles et des femmes, quelles que soient leur origine, leur identité ou leur expérience de vie. Cet engagement envers l'inclusion signifie que la culture, les programmes et les pratiques des GGC encouragent la conscience de soi et des autres, l'acceptation de la différence et la création d'un environnement où les filles et les femmes se sentent en sécurité, respectées, soutenues et incitées à développer pleinement leur potentiel.

YOUTH MEMBER ON PROVINCIAL COUNCIL



The past year on Provincial Council has shown me a whole different aspect of Guiding that I had no concept of in the past. As a girl and youth Member, you never really see what goes on behind the scenes. Becoming the youth Member on Provincial Council opened my eyes up to all the incredible behind-the-scenes work that makes Guiding possible in our province. It truly is incredible to think about all of the long meetings and hard work by the women on Provincial Council that allows girls and Guiders alike to have an amazing Guiding experience, and I couldn't feel more honoured to have been a part of that.

I have been a Member of Guiding for 13 years, since the first year of Sparks and I am now in Trex, Rangers and I am a Junior Leader for a Brownie group. Before I began my position on Provincial Council I thought I knew Girl Guides, but my eyes were quickly opened to a different aspect of Guiding, the world of Provincial Council. I was a little bit nervous before heading into my first meeting. I was the first and only youth Member on Council and I was worried that I would be behind all the other women. Every single person on Council welcomed me with open arms, in true Guiding fashion. If I got confused in a long budget talk, someone would explain to me what was going on. The kindness that radiated from them towards me gave me the encouragement to speak out and participate in discussions about major aspects of Guiding in our province. It truly was an incredible experience. With a voice and a vote, I felt that I could help bring forth the opinion of girls to the Council where so many important decisions are made for Guiding in this province.

My role on Provincial Council was to represent girl and youth Members of Guiding in our province. I think that the voice of girl/youth Members is extremely important for Provincial Council, as it gives young women the opportunity to speak up and let everyone know the good, the bad and the awesome things that we face in Guiding. While holding my position on council, I tried to think in a way that applied to all the girl and youth Members of Guiding in the province. I wanted to truly represent girls and youth in this organization. In doing so, I talked to some of the friends I have met in Guiding over the years from all over the province. This included social networking, phone and even late night conversations at the Ranger Gathering. In talking to my peers, we all realized that we all had different thoughts and visions to bring to the table, something that I try to consider heavily when voting or speaking out on topics during council meetings.

Though I have only been on Council for one year, I have learned a lot about Guiding in our Province. I have seen first hand the incredible dedication that the Council Members hold towards Guiding, and the passion definitely rings through in discussions. I have been able to vote on things that I feel passionate about, and speak up on issues when I feel that the issue is extremely important to girls and youth in the province. I feel so lucky to have been part of the Council –and I hope that the position continues so that many more girls have the same opportunity that I had to sit on Council. It was truly an incredible and enriching experience.

Hannah Stevenson, Elected Youth Member on Provincial Council

Congratulations New National Council Members

At the National AGM, on Saturday June 11, the Directors of the Board and Provincial Commissioners participated in the elections for the 2011 Board of Directors positions.

Two Directors of the Board

Marnie Cumming is the out-going Provincial Commissioner for Ontario, having served in this position for five years. She has experience in all levels of GGC from Unit Guider to serving at the National level, recently on the Provincial Committee. Marnie has a Bachelor of Applied Science in Family and Consumer Studies and a Bachelor of Education.

Tamara Jones is from Toronto, ON. She has a Bachelor of Commerce (Honours) and is a Chartered Accountant. In her work life, Tamara is a Senior Manager of Audit and Strategic Initiatives at Price Waterhouse Coopers.

Deputy Chief Commissioner-Provincial

Betty Slater is the former Provincial Commissioner of Alberta, having served in this position for five years. She has experience in all levels of GGC, from Unit Guider to serving at the National level on the former Management Board and Provincial Committee. Betty has also served her community in various leadership positions within other organizations in the province of Alberta.

Chief Commissioner-Elect

Sharron Callahan is from St John's Newfoundland and Labrador. She is a former Provincial Commissioner and Director of the Board, having served as our Deputy Chief Commissioner-Member Services from 2007-2010. Sharron has experience in all levels of GGC, and is currently a Unit Guider. She holds a Bachelor of Arts in Social Work, holding positions ranging from direct field work to program and policy development for the Province of Newfoundland.

On behalf of all Guiding members we would like to wish them well and especially to Sharron Callahan of whom we are very proud. Congratulations Sharron.

Other News from National

On June 6, 2011 the Federal Government announced a new Children's Art Tax Credit which allows for a tax credit up to \$500 per year/child based on eligible expenses paid for the cost of registration or membership in a prescribed program of artistic, cultural, recreational or developmental activity. Girl Guides of Canada fees are considered eligible for this tax credit - please remind Unit Guiders that those parents not yet registering online will require a receipt from the unit for their registration/membership fees! Information on the tax credit is available on the Canada Revenue Agency website:

<http://www.actionplan.gc.ca/eng/media.asp?id=4114>

<http://www.cra-arc.gc.ca/gncy/bdgt/2011/qa01-eng.html>

Online Registration

On Tuesday August 2, six provinces will go "live" with online registration. As part of this process there is a new Unit Finder that uses map functionality to find units across Canada.

From the World Conference...

A few highlights from the World Conference:

*Jill Zelmanovitz, has been elected to the World Board - Jill comes from Toronto!

*Grenada was voted full member status - a twinning project with Grenada will start in the fall.

*A fifth World Centre in Africa received support for a pilot project lasting 2 years with recommendations coming to the next World Conference - the concept is for a virtual world centre that moves around Africa,

*The next World Conference will be held in Hong Kong in 2014.

Safe Guide News

Safe Guide has been uploaded to the National Website and is now available under the "Forms" section on the GGC Home page. This web page is not password protected and does not require login. A new document, *You and Safe Guide Planning*, has been created to help new Members integrate Safe Guide procedures in their Unit plans. As of September 1, 2011 all activities must be planned based on the July 2011 version of Safe Guide.

T.E.A.M. INFORMATION

As another Guiding year begins, Guiders are encouraged to attend trainings. There are many sessions to choose from in the T.E.A.M (Training and Enrichment for Adult Members) program.

Maybe try.....

Programming, Financial Management, Event Planning, Dramatic Arts, Conflict Management, Leading Active Games, Effective Communication and many more. A complete listing can be found on the Girl Guide National Website.

How do you find out about upcoming trainings....check with your Area Training Coordinator, District Commissioner or Area Commissioner. And suggest trainings you might be interested in attending and arrangements will be made in conjunction with the Provincial Trainers and the Training Department.

Trainings are a great way to learn new things about the various programs, meet new people and most of all have FUN!

OUR TRAINING DEPARTMENT

The Provincial Training Department consists of a Provincial Training Adviser, Provincial Trainers and Area Training Coordinators.

The Provincial Trainers facilitate sessions for Guiders on a wide range of topics based on the T.E.A.M (Training and Enrichment for Adult Members) program.

The Area Training Coordinators arrange trainings in the Areas. They are responsible for setting up trainings, taking registrations for the trainings and arranging a location to hold the training.

If you have any questions about the Training Department feel free to contact me at:

hcourage@nl.rogers.com

Hope to see you at a future training.

Heather Courage
Provincial Training Adviser

**GUIDELINES for the production of
EVENT CLOTHING AND MERCHANDISE**

These Guidelines, issued July, 2011 replace all other previously issued Guidelines for Event Clothing and Merchandise.

BACKGROUND: By definition, a GGC **EVENT** is any planned activity that occurs at a given place and time and involves many participants. There is no set lower limit on the number of Members involved in an “event”.

With respect to the creation of merchandise, GGC has created four categories of events. The following provides an explanation of the four event categories, provides examples of each type of event and defines the merchandise which can be produced for them.

1. CAMPS: Camp encompasses the experience of camping as well as physical camp properties. Camp merchandise may be produced by National, Provincial, Area, District or the “beneficial owner” of GGC physical camp sites. Merchandise which may be produced includes clothing and souvenir items. These items may be given to campers as part of the event or may be offered for sale to campers. There is no restriction on the number of pieces or the type of clothing and souvenir items associated with a camp.

2. EXTERNAL EVENTS: As a general principle, an external event is an activity or function at which Members are in public and are representing GGC. Examples of external events include: cookie selling, invitational consultations, parades, conferences, or meetings presented by government officials, other organizations, or corporate sponsors. **No merchandise is to be produced.** Members are expected to wear their uniforms when representing GGC or taking part in GGC external activities.

3. INTERNAL EVENTS: Internal events are those involving GGC Members only. Examples of internal events include: training workshop, a committees’ or Guiders’ conference, Girls’ Summit. Internal Event Merchandise should normally be limited to one clothing item (t-shirt, with event logo) and one crest. However, one additional souvenir item, such as a binder or tote bag is acceptable, if applicable.

4. TRIPS: Trips are excursions which are primarily international travel, but also include nationally/provincially sponsored national trips, and independent group trips. Trip merchandise may be produced. Trip wear must be suitable and deemed appropriate for the trip. Example: t-shirts, fleeces, There is no restriction on the number of pieces or the type of clothing that may be associated with a trip; however, reasonable consideration must be given to the clothing requirements of the trip (i.e. duration) and family budgets.

NOTE: When travelling internationally, Members are expected to travel in the GGC international clothing (red polo shirt, red jacket, international scarf) or GGC uniform as available at the Online Store.

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PRODUCTION REQUIREMENTS:

BRANDING OF EVENT CLOTHING: It is anticipated that the most common and likely piece of clothing to be provided will be a T-shirt or a camp hat.

T-shirts must carry the name of *Girl Guides of Canada-Guides du Canada* on the upper front left chest or on the left sleeve. The logo must be as specified in the Graphics Standards Manual. The same requirement applies to any other piece of upper body clothing.

Camp hats should carry the Trefoil, again in accordance with the Graphics Standards Manual; however, economics of production may dictate otherwise. All event clothing must include the name and date of the event and may include the event's theme or logo.

BRANDING OF EVENT MERCHANDISE: Event merchandise is the souvenir merchandise which is available for purchase by participants at an event. In all cases, it is expected that special event souvenir merchandise will be considered and chosen in a responsible and businesslike manner making every attempt to ensure that only products which are expected to sell well and potentially sell out by the end of the event will be made available by the event organizers.

Event merchandise should carry the name of *Girl Guides of Canada-Guides du Canada* or *the Trefoil* in accordance with the Graphics Standards Manual as well as the name and date of the event. Event merchandise may include additional pins and crests to those provided to participants as part of the event experience. It may also include, for example, binders, bags or pens and other similar products.

APPROVAL OF DESIGN OF EVENT CLOTHING, MERCHANDISE, PIN AND/OR CREST:

Each of the provinces has an established process for approval of crests and pins. Event clothing and merchandise, camp gear, and trip wear will be approved by the provinces in the same manner, and in accordance with brand standards criteria.

Non-Event Clothing and Merchandise

The production of specially identified clothing or merchandise, other than for events, camps, or travel as noted above, does not conform to the imaging strategy of GGC and may not be produced. (Continued on next page)

Note regarding these Merchandising Guidelines

These updated Merchandising Guidelines have been sent to the Provincial PR Advisers and the document will be uploaded to the website shortly. The changes to the guidelines are the removal of references to the 100th anniversary and 100th anniversary products.

BRANDING OF GGC MERCHANDISE, CLOTHING AND CRESTS

It is preferred to have the FULL GGC logo on all merchandise. One of the following three should be used:



In instances where space is an issue, it is acceptable to have the Trefoil logo only as follows:



Blue Trefoil: Please note the inside background of the Trefoil box is white.



Reversed Trefoil

The colour of the GGC logo is PMS 661C, Navy, or white. There are black and white **PRINT ONLY** exemptions.

Revised July 26, 2011

News from the Program Department

Hi everyone,

I am Kay Graham, new Provincial Program Adviser. I have been involved in Guiding as an adult for the last 20 years. I have been a unit Guider, mostly with Guides and Pathfinders, a Trainer, a District Commissioner, District Treasurer, and Area Adviser in a number of departments. I have enjoyed all these roles and I'm looking forward to this new challenge. I still have lots to learn but I'm sure you will all be understanding and help me out when you can. I do know that I have a great team of Area Advisers to help me as well. They are:

Stacey Earle-Baggs, NORTHERN MOSAIC
Ashley Henderson RANGER ADVISER
Susan Hulan, LONG RANGE TRAILS
Sheila Lynch, EASTERN BAYS
Diana Short, TREFOIL CENTRAL
Teresa St. Croix, OCEAN'S EDGE
Margot Walsh, TUCKAMORE (COMMISSIONER)
Christine Young, CON BA SU

If you have any questions about program or suggestions/stories about what has worked well for you, please contact your area adviser or you can reach me at: kay.graham@persona.ca or 709-891-2004. I look forward to talking to you.

Provincial History Challenge Crests

There has been a delay in the production of the crests. As soon as they are available we will be letting everyone know.

What is National Membership Week?

National Membership Week takes place from **Saturday, September 10 – Sunday, September 18, 2011**. National Membership Week is an opportunity to celebrate Guiding from coast to coast and to share all that Guiding has to offer with others. National Membership Week is also a time to grow membership by registering girls and women for the upcoming year of Guiding.

Why participate in National Membership Week?

- * To give more girls and young women in your community the opportunity to belong to the largest organization for girls in the world
- * To increase the visibility of Guiding in your community
- * To offer volunteer opportunities to women in your community
- * To have fun
- * To create networking opportunities in your community

How can I get involved with National Membership Week?

There are many tools and resources available to help you during National Membership Week. Whether you're organizing a large community event, planning a simple Membership night or working with the media to promote Guiding, we can help!

Add your Membership event to our national online listing. It's an easy way for families to find out where they can sign girls up in their community.

The National Membership Toolkit includes:

Five Steps to a Successful Membership Event

Tips for a successful Membership event

Tips for promoting your event

- **Media/promotional materials**

Media Relations Checklist

Customizable Media Release (**Word**)

Customizable Girl Guides Fact Sheet (**Word**)

Media Thank You Letter (**Word**)

Customizable Membership posters

Print-ready ads

Promotional brochures, posters, stickers

- o **Forms**

A.1 Membership Application Form for women

A.5 Membership Application Form for girls



Go to the National Website for all the details...

WAGGGS Launches New Campaign at World Conference



The World Association of Girl Guides and Girl Scouts (WAGGGS) launched a campaign to stop violence against girls at the 34th World Conference held in Edinburgh, Scotland in July. "This campaign is about building a global alliance of people who believe that violence against girls is an injustice that we've stayed silent on for too long. Building from a whisper to a shout, we need to talk, join together and take action to stop the violence," said Camilla Lindquist, World Board member, at the launch.

The United Nations defines violence against women as: "Any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life." The roots of violence are founded in the idea that the needs, feelings, or beliefs of one person or group are more correct or more important than those of another person or group. This fundamental inequality creates a rationale for humiliation, intimidation, control and abuse.

- Globally six out of every ten women will experience physical and/or sexual violence in their lifetime
- 60 million girls are assaulted at or on their way to school each year
- Domestic violence is the single biggest cause of injury and death to girls and women aged 15 and 44 worldwide. On average, every six days a woman in Canada is killed by her intimate partner. More than 3,000 Canadian women (along with their 2,500 children) are living in an emergency shelter to escape domestic violence.
- One in ten Canadian women say they have been stalked by someone in a way that made them fear for their life.
- The cost of violence against women in Canada for health care, criminal justice, social services, and lost wages and productivity has been calculated at \$4.2 billion per year.
- Approximately half the women in Newfoundland and Labrador will experience at least one incident of sexual or physical violence throughout their lifetime. Only 10% of these women will report this to police.

Between 1999 and 2004, the overall rate of spousal violence against women in Canada declined. Newfoundland and Labrador was the only jurisdiction during this five year period to show an increase in spousal violence against women.

Girls have the right to live free from violence and the fear of violence. They need to be aware of their rights and find the voice to create a global movement to end violence. As the largest youth organization for girls and young women we have a responsibility to take action. We're committed to creating real change; Girl Guides are already experts in taking action in their communities.

Building from a whisper to a shout, we need to talk, join together and inspire action around the world. Urjasi Rudra manages UN Women's global communications initia-

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time, Say NO - UNiTE to End Violence against Women. "New badge curriculum will give you tools to engage girls as leaders and as change agents" she explained at the campaign launch. "We want girls, young women, leaders, volunteers, partners – everyone everywhere – to speak out for girls' rights."

Visit www.stoptheviolencecampaign.com to add your voice.

GREETINGS FROM YOUR NEW MEMBERSHIP GROWTH COORDINATOR!

I first joined Girl Guides as a Brownie in the mid-eighties. During my girl years, the highlights included earning the Canada Cord, attending Guelph '93 and the 29th World Conference and staying at Pax Lodge. I remained with the organization through to the end of Rangers and then became a Sparks Leader while in university. During that time I was also the Youth Member of Council and the Public Relations Adviser for Carter Area in Lower Sackville, Nova Scotia.

After a few years in the workforce I moved to St. John's to return to school. I completed a Graduate Diploma in Public Relations in January 2007 and began working for NL Hydro in Corporate Communications. In the fall of 2007, I secured a position with Royal Caribbean International and spent the last four years fulfilling my dream of traveling the world, while working on a cruise ship.

Ready to begin the next chapter of my life, I'm happy to be home in St. John's and taking on the challenge of introducing Guiding to a new generation of girls! I have been working in the Provincial Office since early July and have had a chance to get up to speed with what Guiding has been doing over the last few years as well as meet a number of you. As your new Membership Growth Coordinator, I'm here for you, if you have any questions or concerns, or just need another helping hand at your events. Please let me know!

Allison Graham

membershipgrowth@ggcnf.org

As human beings, our greatness lies not so much in being able to remake the world as in being able to remake ourselves. – Mohandas Gandhi

Girl Greatness Starts Here!

Girl Guides of Canada-Guides du Canada enables girls to be confident, resourceful and courageous, to make a difference in the world. We urge each girl to be great by setting goals, talking challenges, embracing adventures and working with other girls to support her community and the world. We promote girl greatness in everything we do!

Adding new members is vital to the future of Guiding. Since our peak 20 years ago Guiding in Newfoundland and Labrador has decreased in membership by over 50%. There are many factors that have added to this change; schools are closing, women are busier than ever, the economic picture is uncertain and the demand on peoples' time is great. More people work and hours of work are increasing. Family structures are changing. Technology has changed the way we communicate. Despite all those demands, parents/guardians are still looking for an organization that teaches their girls values, trustworthiness, confidence and competency. We have those qualities in abundance!

Whether a girl or woman chooses to join or return is influenced by her experience

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and perception of Guiding as shown by events, word of mouth and the media. We have to work harder to maintain our voice in the community and all of us have a role to play. Take a moment to talk to friends, co-workers and neighbours in your community – how often do they see something about Guiding in their everyday lives? For many the answer will be “a couple of times a year, when they’re selling cookies”. Newfoundland and Labrador is a vibrant province with active communities and Guiding should always be a part of it. We need to increase our profile, not just at cookie time but all year long.

How can that be done? Well, here are a few ideas to get your creative juices flowing:

- * Invite the media to events. Any service projects your girls take on should be publicized.
- * Posters and brochures need to be available in new locations, not just schools and churches. Consider placing information in doctor and dentist waiting rooms, hair salons, sports complexes, banks and at local attractions.
- * Guides should be present at all major community events – festivals, sporting events and farmer’s markets.
- * Bring a friend – invite friends to join you for a special meeting or party, on a hike or at a service project.

We need to present a welcoming face where everyone is valued and has a place within Guiding. Some things to remember when recruiting new members:

- * Be prepared
- * Be positive
- * Create a good first impression
- * Use real, current examples of ways girls can participate
- * Explain the roles of adult members and give realistic time commitments
- * Get creative, think outside the box!

Please contact Allison Graham, Membership Growth Coordinator, at membership-growth@ggcnf.org with any ideas, suggestions, questions, concerns or for personal assistance in your area.

Girl Guides Make Registration Advancements

August 2 marked the launch of another exciting innovation for Girl Guides of Canada – online registration! While it is a complex process to put in place, the long term benefits will far outweigh the growing pains we may experience this year. The streamlined process allows families to register their girls from the comfort of their homes at their own convenience, 24 hours a day/seven days a week. It means less time-consuming, stressful paperwork and money handling for Guiders. Online registration also improves the quality, accuracy, and timeliness of information, details go directly into iMIS when a parent/guardian registers a girl, and Guiders will be able to access their unit roster online immediately.

The standardized wait list feature ensures a fair process and timely information for all involved, allowing Guiders to be equally informed while less involved and parents/guardians to own the responsibility for their girl’s registration. As well, the online

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system allows parents/guardians to select another unit if their first choice is full, eliminating the lengthy search for a unit for their daughter.

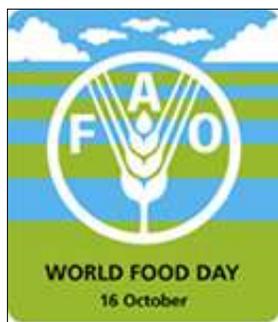
The online registration process also provides a foundation for introducing more innovations to attract and retain members. The inquiry (INQ) process will no longer be necessary; girls will register and pay in a single step. This will eliminate both the extensive follow up process, where we often lost girls, as well as the need for Guiders to communicate with INQ via their personal e-mail, opening them up to privacy issues.

In addition to online registration GGC has also updated the Code of Conduct. The expanded code now includes all Members of the Guiding community – girls, leaders, parents/guardians, volunteers and employees. The purpose of the code is to affirm our commitment to a fun, safe and respectful environment for all involved, not to police the actions of our girls' parents/guardians outside of the Guiding environment.

The Code of Conduct

This Code of Conduct is an integral part of involvement with Girl Guides of Canada – Guides du Canada (GGC). The Code of Conduct requires all Members, all volunteers, all employees, and all parents and guardians of Members to:

- * Refrain from words, actions and behaviour – in any medium - that demonstrate disrespect for other Members, volunteers, employees, or the family members of such individuals.
- * Uphold GGC's reputation and integrity by ensuring that their conduct, whether in person, online, or otherwise, brings honour and dignity to GGC.
- * Be vigilant in ensuring an environment that is safe and protects girl and adult Members, volunteers and employees from emotional, physical, verbal and sexual abuse.
- * Respect other Members', volunteers' and employees' rights to privacy and the confidentiality of their personal information.
- * Act with honesty and integrity when dealing with property, monies and any other assets belonging to GGC.
- * Respect and abide by the laws of Canada and of the relevant Province or Territory.
- * Treat Members, volunteers, employees and Members' families fairly, knowing that GGC does not tolerate unlawful discrimination on the basis of race, national or ethnic origin, citizenship, colour, religion, sex, age, mental or physical ability, political beliefs, socio-economic status, health-related status, sexual orientation, marital status, or any other grounds enumerated in the human rights legislation of the jurisdiction in which the individuals involved are located.
- * **In addition, Members, volunteers and Employees will:**
- * Subscribe to the principles of the Promise and Law of GGC and adhere to GGC's bylaws, policies and procedures.
- * Fulfill their roles and responsibilities as stated in their position descriptions (where applicable) and act within the limitations of their authority in the discharge of their duties.
- * Diligently maintain the confidentiality of any information regarding GGC that they have obtained in the course of performing their roles in Guiding and that is not generally available to the public.
- * Girl Guides of Canada-Guides du Canada reserves the right to take action regarding any breach of the Code of Conduct.



World Food Day - October 16th

The Food and Agriculture Organization (FAO) of the United Nations celebrates World Food Day each year on October 16th, the day on which the Organization was founded in 1945.

With the famine in Somalia as one of the top news stories, consider bringing the importance of food to everyone into your unit meetings this fall.

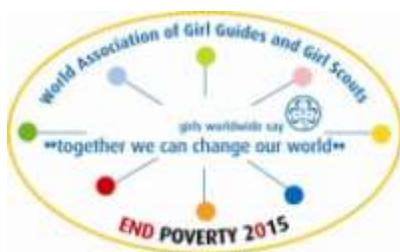
WAGGGS and FAO have created a Cartoon Book and Resource and Activity Guide called “The Right to Food” that provides simple teaching tools to make learning interesting and fun. There are many suggested activities to carry out and information for Leaders to use when helping groups learn about hunger and the right to food. Download at www.wagggsworld.org/en/take_action/activities. With older girls you can also check out the 1 Billion Hungry Campaign at www.1billionhungry.org.



FOOD FACTS

- * One billion people do not get enough to eat every day.
- * Millions of girls and boys die each year from under nutrition and deficiencies in essential vitamins and minerals.
- * When people do not have enough food or enough of the right kinds of foods to meet their body's needs, they will be hungry and malnourished and will not be able to lead healthy and active lives.
- * Food is so important for life and health that governments all over the world have recognized that people have a right to food.

There are also activities in the following resources on the WAGGGS website to give you ideas:



WAGGGS Global Action Theme (GAT) is *girls worldwide say “together we can change our world,”* which focuses on the Millennium Development Goals (MDGs). The theme encourages girls, young women and members of all ages to make a personal commitment to change the world around them. Check out the activities for ideas by downloading the curriculum at www.wagggsworld.org/en/take_action/activities/gatbadge.

The **Food Security and Climate Change Challenge** will teach you about issues of environmental protection and food security and inspire you to be an active part of solving the problem. You can download the curriculum at

http://www.wagggsworld.org/en/take_action/activities/climatechange.



Our Pathfinders Travel to Mexico

Girl Guides of Canada - Newfoundland and Labrador Council sponsored a Provincial Trip to Mexico from June 29-July 12, 2011 for seven Pathfinders and two Guiders from various areas of the province.

The first week, we stayed at Our Cabana and were involved in a variety of activities and events. We had salsa dance lessons, made a piñata and other Mexican crafts, learned the Cabana story, learned about WAGGGS and their stop the violence campaign, participated in an International Festival where the girls did a presentation about Canada and Newfoundland and ate a variety of Mexican food such as Salsa Verde and Pico de Gallo.

We met a lot of new friends, friends that we will have for life, from Panama, Mexico, Ireland, Edmonton as well as the staff at Our Cabana from Honduras, Argentina, USA, Canada and England.

One of the highlights of our week at Our Cabana was the Service Project with the local school children where we played interactive games with them and then helped serve them lunch. We also made "bags of health" and gave them to Our Cabaña to be donated to people in need. They contained chewable vitamins and a small board game inside a drawstring bag. Some people put other things in the bag like hair elastics, bouncy balls, colouring books and crayons.

The last night at Our Cabana, we all dressed up and attended a Mexican Fiesta with a live Mariachi band! We got to practice our salsa dancing, do the Macarena and eat some more traditional Mexican food.

The second week of our trip included a tour of the Pyramids where we climbed to the top of the Sun Pyramid, did a tour of Xochimilco and tours of Puebla and Cholula. We also visited markets and churches, attended the Folkloric Ballet and ate at the Hard Rock Café. We all enjoyed visiting different parts of Mexico to see the different attractions as well as observing the people of Mexico.

Morgan writes, "My favourite thing I did this summer was my trip to Mexico. I met people from different parts of my Province and the world. I made lots of friends and I hope I can see them again someday. Going to Mexico was the greatest experience of my life. I loved every part of it and I hope to visit another world centre some day."

Submitted by:

**Maryllin Barnes, Guider, Trefoil Central Area, and
Morgan Boyer, Pathfinder, Tuckamore Area.**



World Thinking Day 2012

We Can Save Our Planet!!!

The theme for World Thinking Day 2012 will be focussing on the United Nations Millennium Goal related to environmental sustainability. WAGGGS will launch the global campaign 'we can save our planet' and the World Thinking Day activities pack in August 2011 on the World Thinking Day Website at:

www.worldthinkingday.org/en/home.

Start planning your unit, district, community or area Thinking Day event now!

For additional ideas, consider the GAT and Food Security and Climate Change Challenge curriculums as well as the 2011 Centenary Activity Pack (theme is GROW) and the Vote Earth Education Pack also on the WAGGGS website.



Centenary activities



VOTE EARTH education pack

International Travel 2012

Nationally sponsored trips for 2012 will be announced after September 15th. There will be new destinations so check out the National website, our Provincial website or speak with your Area International Adviser about incredible opportunities that will be available to youth and adult members.

I look forward to seeing lots and lots of applications for these trips!!!
Also stay tuned for a new twinning partner announcement this fall!!!

Robyn (Saunders) Lee
Provincial International Adviser, Newfoundland and Labrador
ggcninternational@gmail.com




 Girl Guides of Canada Guides du Canada

NATIONAL SERVICE PROJECT 2011

ABOUT

Girl Guides of Canada-Guides du Canada (GGC) knows that to make positive changes in the world, girls and young women need to have a voice. Our National Service Project 2011: EmPOWERing Girls is all about recognizing the power that Canadian girls have to impact their communities and change the world around them. This year's National Service Project (NSP) encourages every Girl Guide Member to raise awareness and take real action on the issues that matter to her and those around her.

girls + action = change

When we all speak together, we really can change our world! The first step is to **LEARN** about the reality of girls and women in Canada and around the world. How has being a girl shaped your life, or that of your friends and family?

The next step is to **ACT** by advocating and raising awareness about the issues that are important to you. Finally, we want you to **SHARE**. We want details: What did you do? How did you do it? Do you have photos, or even a video documenting your experience? Put your Unit on our National Service Project map, adding your action to the impact we're having nationwide. And of course, every Girl Guide Member who participates in our NSP 2011 and dedicates 5 hours of service will be eligible to purchase the special crest from the **online store**.

When we all speak together, we really can change our world!

As of July 24, 2011 two units in Newfoundland had already participated in this National Service Project. Let's see how many we can reach by the end of 2011!

Ranger Gathering

This year's Provincial Ranger Gathering took place at the Lion Max Simms Memorial Camp in Bishop's Falls, and was supposed to be from the 25th-27th of March. The Gathering was postponed to start early on March 26th because of weather, but that didn't stop the Rangers from all across the province from having a great time. It was organized by the Provincial Ranger Council 2010-2011, and had a superhero theme, with activities and games based on superheroes throughout the weekend. The girls took part in a group of games based on the popular TV show "Minute to Win It," including eating a cookie balanced on their face and blowing a plastic Easter egg across the gym floor. They did yoga, learned about international travel, and even had a costume dance with all the girls in the gymnasium. But it wasn't all silliness and games, the Ranger Council also organized for the gatherers to take part in Earth Hour, as well as a food drive.

The council, which is made up of girls aged 15-17 from all over the island, has meetings via online chat once a month, and in these meetings discuss Guiding-related business around the province and plan events for Rangers. This year, the council intends to have more events for the girls across the province, as well as some more exciting initiatives and fundraisers for charities and causes in Guiding countries around the world. In the past, there have been localized gathering for both the eastern and western half of the province, and this year's council would like to reintroduce this tradition.

Katy Warren.

Ranger Newsletter Editor

Congratulations to Scholarship Recipients

The Elizabeth (Betty) Spencer Scholarship was established in 2001 to remember Betty Spencer, an adult Member who served Girl Guides of Canada-Guides du Canada faithfully for many years.

At the time of her passing, Betty Spencer was the Provincial International Director and had demonstrated in all that she did her enthusiasm for and dedication to post-secondary learning by Guiding Members. The purpose of this scholarship is to encourage and assist with further education and training for active members of the Newfoundland and Labrador Girl Guides in a recognized post-secondary Canadian institution.

The Elizabeth (Betty) Spencer Memorial Scholarship is provided annually to a registered Member of Guiding in Newfoundland and Labrador, who meets all the requirements for a Girl Guides of Canada Scholarship, and who is the highest ranking non-recipient of a GGC Scholarship from Newfoundland and Labrador in the year of her application.

This year's recipient is Emily Gorner from ConBaSu Area and she is starting her first year at Memorial University in the fall. Congratulations Emily! Congratulations are also extended to Andrea Korpel who received a National Scholarship. For more information on GGC Scholarships please check our National website.



LOOKING FOR MENTORS...

It is that time of year again when new Guiders come through our doors and Guiders change jobs at the unit level, the district level and even at the area level. Mentors are needed for all of them, to encourage and lend a hand to these women especially the new ladies joining us for the first time.

A huge thank you goes to all the mentors that agreed to mentor last year when I took over the Mentoring Champion position in December. Some of you did not get matched up because of the lateness of that changeover but we did have 13 new partnerships that were formed for the first time giving us a total of 101 available mentors this year.

All these mentors have taken the mentor training either by the self-directed method or the face-to-face method, and are eager to get started so - **district commissioners** - I need you to identify your new Guiders and where they are located so we can get them the partnerships they need to run smooth units. I need to record these partnerships and get them to Jill so they can be put in the iMIS database as well.

Please email or phone me with this information so we can act as soon as possible so that no one will be left floundering without a smiling face and a pair of arms to lift them out of the stormy waters in the first three or four months of Guiding.

So, until the next Signal, happy mentoring and have a great Guiding day!!

Pat Dwyer
Mentoring Champion
pdwyer@nf.sympatico.ca
634-0912



Postcards For Peace

This year, since there is no Guider's Conference, I will be giving the postcards to the area commissioners at the provincial council meeting in September and I will make arrangements with the commissioners to collect and forward them with our mail for the January overseas shipment.

This is a great project for the Remembrance Day time of year and we can honour our older veterans by inviting them in to the units to talk to the girls and showing them the postcards written by these girls for the troops overseas. This is great publicity for Guiding and the unit as well.

These postcards are sent three times a year and soldiers really appreciate them no matter which country they are stationed at the time. Even though our troops are being pulled out gradually, there are still soldiers on the ground in several countries.

So come on Guiders! Get on board with this project and let us surpass last year's numbers of over 500 postcards collected and sent to the men and women who serve our country.

Any questions and/or feedback about this project, please contact me, Pat Dwyer, at pdwyer@nf.sympatico.ca



July 21, 2011

Dear Girl Guides of Canada – Guides du Canada, Newfoundland and Labrador:

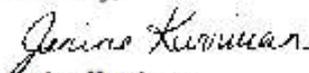
The Janeway Children's Hospital Foundation would like to thank the Girl Guides of Canada – Guides du Canada, Newfoundland and Labrador for the many kind donations it has made over the years in support of the Janeway Children's Health and Rehabilitation Centre.

Every day sick and injured children arrive at the Janeway in need of medical attention. It is generous gifts such as those given by the *Girl Guides Work Miracles* initiative that make it possible for our team of doctors and nurses to continue providing these children with the special care they need and deserve.

In fact, this year alone the Sparks, Brownies, Girl Guides, Pathfinders, Rangers and Leaders of our province raised a whopping \$7,764.⁷³ in aid of the 2011 Janeway Children's Miracle Network Telethon. Money raised by groups like yours goes toward purchasing state-of-the-art medical equipment, it helps to support education for our medical staff, and it funds important medical research.

On behalf of the Foundation, the Janeway Hospital and the many families that have and will continue to benefit from your many gifts, we would like to thank you for kindness and caring – past, present and future.

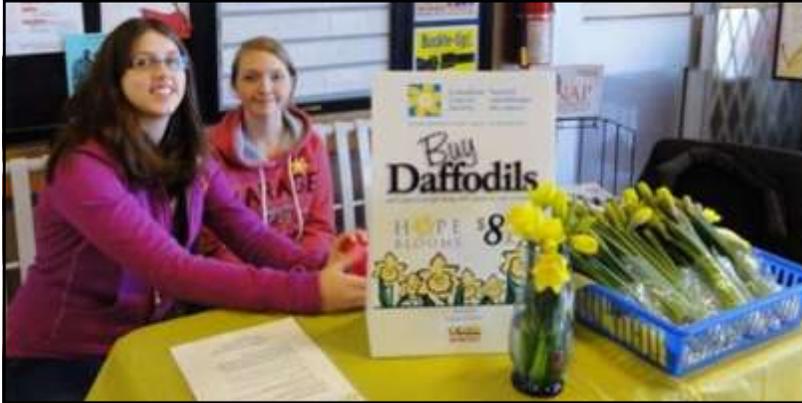
Sincerely,


Jenine Kerrivan
Manager, Community Initiatives

300 Prince Philip Drive, St. John's NL A1B 3A6 phone: 709.777.4640 fax: 709.777.4408

www.janewayfoundation.nf.ca

4th Mount Pearl Pathfinders Give 500 Hours of Volunteer Time!



The 4th Mount Pearl Pathfinders are a group of 14 girls residing in Mount Pearl and Paradise who have done a lot of things together over the past three years. They have done the usual things that the Pathfinder program encourages, like Camping, Hiking, Cookie Selling, Bridging and Leadership activities but they have spent a large part

of their time giving back to their community. As a group, these girls have done it all!

Over the past three years, these girls have sought out and willingly participated in numerous volunteer activities in the community. In addition to individual volunteer work at their churches or schools and through Guiding events, these girls participated in many community volunteer activities as a group over the last year. Here are a few:

- Packaging bracelets for Eastern Health's Sparkles of Hope Campaign
- Proofreading "I Like Me" books on behalf of the Bell Aliant Pioneers
- Collecting Spare Change on behalf of the Kinsmen for the Children's Trust Fund
- Selling Daffodils for the Canadian Cancer Society
- Setting up and cleaning up, handing out water for the MS Supercities Walk
- Packing Food Hampers for the Community Food Sharing Association
- Facepainting for the Mount Pearl Crime Prevention's DARE fundraisers
- Collecting Food at the Mount Pearl Santa Clause Parade
- Serving food at the

Mount Pearl Frosty Festival Breakfasts and Facepainting at Frosty's Big Birthday Bash

They have enjoyed every minute (or should I say hour!) of it and in all cases have commented on how rewarding these activities were for them.

Many of these activities took place over the past year, as ten of these girls will be receiving their Canada Cord in the Fall – Well deserved, girls! **By Lisa Engram**



SALMON FRY RELEASE AT THE FLUVARIUM

Back in April, the 4th St John's Sparks and 55th St John's Brownie Units did a bridging event at the Fluvarium and completed the *Friends to Freshwater Habitat* badge offered by the Fluvarium with instructor Denise Hennebury. In June, we (6 Sparks and 7 Brownies) were invited back to attend a salmon fry release.

Aimee Gilam and the rest of the NTV Evening News Weather Crew were there to record this event. Each girl had the opportunity to release some salmon fry.



The Fluvarium operates a program in collaboration with the Atlantic Salmon Federation where they raise salmon eggs to the fry stage and release them back into Nagles Hill Brook. Newfoundland Power is one of their main sponsors and they were there as well. Before the girls left, Lee Ann Surette of Newfoundland Power gave each of our girls environmentally friendly loot bags full of goodies. The girls really enjoyed themselves.

Story submitted by Judy Henderson.

Photo compliments of Lee Ann Surette, Newfoundland Power.

Tree Planting in Chapel Arm

During the Green Grange District Tree Planting that was held in June, Sparks, Brownies and Guides planted 16 flowering shrubs in Chapel Arm, with funding received from the GM Tree Planting Grant Program. The girls did a great job!

Story and photos submitted by Stephanie Tucker, Guider, 1st Norman's Cove Guides.





Remembering The Royal Newfoundland Regiment

July 1, 2011 marked the 95th anniversary of the beginning of the Battle of the Somme and the courageous advance of the Royal Newfoundland Regiment at Beaumont Hamel. On June 29, members of Scouts Canada and Girl Guides of Canada-Guides du Canada participated in a joint event to reflect on the sacrifices made by the Regiment and to learn a little of the Regiment's proud history. This ceremony was coordinated by Chris Pike, Newfoundland and Labrador Provincial Commissioner for Scouts Canada and Germaine Fisher Girl Guides of Canada-Guides du Canada Deputy Provincial Commissioner.

Guiding and Scouting members gathered at the statue of the Fighting Newfoundlander in Bowring Park at 7:00pm. The Ceremony commenced with the assembly of the Colour Party that was made up of Guides and Scouts. Holly Meadus carried the Canada Flag and Caroline Pike the World Flag, both members of the 50th St. John's Pathfinder Unit. The singing of O Canada was followed by an address on the history of the Fighting Newfoundlander Statue by Scout Member Matthew Pike. Germaine Fisher then spoke about Sergeant Thomas Ricketts and the brave actions that earned him the Victoria Cross in the First World War .

The Colour Party then led the assembled group to the Wall of Remembrance located by the Caribou Statue in the park. There, Hannah Stevenson, 2nd Mount Pearl Ranger Unit, spoke about the Caribou Memorials located around the world and Chris Pike spoke about Beaumont Hamel and the impact both the battle and the memorial site in France continues to have on the people of this province. This was followed by the laying of the wreath by GGC and Scouts (wreath bearer Kim Power, 2nd Goulds Ranger Unit, wreath layer Rebecca Hynes, 2nd Mount Pearl Ranger Unit.) The Act of Remembrance was read out and a minute of silence was observed in honour of those who sacrificed so much. Thanks to all who came to share in this remembrance, a special thanks to Provincial PR Adviser Kim Mercer for her help in preparing for this event.

Story by Germaine Fisher, Deputy Provincial Commissioner.

Photo by John Crowell, Scouter.



Eastern Horizon Guides Stand Up Against Violence



This year, Eastern Horizon Guides, Pathfinders and Rangers held events related to anti-violence, bullying, gender equality, and other violence related issues. We formed a partnership with Western Avalon Communities Against Violence who provided us with a mentor for our girls, Mrs. Maureen Angel, who the girls enjoyed working with on several projects throughout the year. Our girls completed the *I Believe in We* challenge, held a Guide/Pathfinder enrollment ceremony in conjunction with the National Day of Remembrance and Action on Violence Against Women on Dec 6, 2011, and held a "Girl Power" Camp. Our enrollment ceremony included a guest speaker, Sheila Handrigan, Liaison Social Worker, Dept. of Human Resources, Labour and Employment, who works with abused women and children and who was also a victim of spousal abuse. Her story was very moving and the children paid very close attention to her during her speech. A chain of friendship was created to reflect support for girls and women suffering from abusive relationships and children dealing with bullying situations. We ended this event with a two minute silence and candlelight vigil in memory of the ladies who lost their lives during a violent attack at École Polytechnique in 1989.

Thanks to Communities Against Violence, we were able to offer our Girl Guides, Pathfinders, and Rangers, a very exciting and meaningful camping experience. They boarded a bus for the five hour trip to Max Simms Memorial Camp. Our camp theme was "Girl Power". Another one of our partners included Miss Kayla Carroll, titleholder of Miss Teen Achievement 2009-10 and founder of "Girl Power". Kayla, along with Jr. Leader, Gerianne Rowe of Carbonear, planned and organized all the activities which would center around anti-violence, bullying, gender equality, self-esteem, self-image, and many other important topics. Our crafts included t-shirt decorating and "Walk a Mile in My Flip Flops". Throughout the weekend we were treated to excellent meals, superb accommodations, and a great sense of security, by the Max Simms staff. We were also successful at completing the Empowering Girls Challenge. We were thrilled to have girls from Bishops Falls come to visit us, participate in some of our activities with our girls, and share a meal.

Cheryl Rowe, District Commissioner, Eastern Horizons

New Provincial MMPA Adviser

Hello to all. I am Donna Tuck, your new Provincial Membership, Marketing and Public Affairs Adviser. I hope that you have had an enjoyable summer and are ready to start off with new rejuvenated vitality.

Girl Guides of Canada-Guides du Canada is an organization that is innovative and supportive to girls and leaders to become confident, resourceful and courageous in a world of imagination and future. We aim to be an organization that helps shape and highlight the life skills, opportunities, and friendships that Guiding has to offer. I know we can do it with the skills and knowledge that we all have, as we lead today and into the future.

I am proud to be part of a wonderful team that is ready and willing to help you out with anything you may need—just for the asking. Our MMPA team members cover many aspects of Guiding that can be of support to you:

- * Mentoring of our leaders,
- * Link assistance for our girls who wish to continue on with Guiding on an interim basis,
- * Trefoil Guilds for our adult Members,
- * Girl Protection that looks after our girls' safety and security,
- * Communications via advertising, website, and the Signal provincial newsletter,
- * Archiving past documents and memorabilia to preserved the heritage of Guiding in our province.
- * Award Recognition for our Members
- * Public Relations which primarily enhances and maintains the image of Guiding and how we are portrayed in the public arena
- * Leadership assistance, support, and security
- * iMIS reporting and recording

For assistance, please contact the appropriate member of the MMPA team on this list:

PROVINCIAL MMPA ADVISER	Donna Tuck	donnaituck@yahoo.ca
DEPUTY PROV MMPA ADVISER	Bonnie Noseworthy	noseworthybonnie@hotmail.com
CON BA SU AREA	Molly Dyer	molliedyer@gmail.com
EASTERN BAYS AREA	Rosalie Morrissey	rosaliedm@hotmail.com
LONG RANGE TRAILS AREA	Patricia Dwyer	pdwyer@nf.sympatico.ca
NORTHERN MOSAIC AREA	Arlene Johnson	arlene_nick@nf.sympatico.ca
OCEAN'S EDGE AREA	Joanne Taylor	jktaylor@live.ca
TUCKAMORE AREA	Daphne Slade	daphne.slade@atl.cb-ec.gc.ca
Archives	Edith Cuerrier	e_cuerrier@hotmail.com
Awards	Judy Henderson	jhenderson@nl.rogers.com
Communications	Edith Cuerrier	e_cuerrier@hotmail.com
Girl Protection	Elizabeth Bidgood	elizabethbidgood@hotmail.com
Girl Voice	Ashley Mercer	ashleymercerc@hotmail.com
iMIS	Marg Breen	mebreen@nl.rogers.com
LINK	Susan Chafe	susanpchafe@nl.rogers.com
Mentoring	Patricia Dwyer	pdwyer@nf.sympatico.ca
Public Relations	Kim Mercer	kim.mercer@bellaliant.ca
Trefoil Guild	Marg Breen	mebreen@nl.rogers.com
Website	Heather Cumming	cumming@bellaliant.net

COOKIE SELLING

Girl Guide cookies can be sold in many ways, including door-to-door sales and cookie blitzes at malls or community events and at national cookie events like Cookie Day at Sears.

Girls sell cookies with their parents' or with their Unit/Guiders' support.

Safety is the number one priority when girls are selling in the community. Girls are to be taught basic safety rules by their Guider. As well, the Guider needs to ensure that the girls are supervised when selling cookies.

Cookie selling resources are located on the cookies section on Member Zone.

The Who, What, When, Where, and Why of Cookie Sales

- * **Who** will be involved? Remember, your sales team can be more than just girls! Think about how you could involve parents, other Guiding Units, local celebrities, businesses and of course, yourself!
- * **What** will you do to sell cookies? What is your sales strategy?
- * **Where** will you sell?
- * **When** will you sell?
- * **Why** do I sell?

Who will buy Girl Guide cookies?**Sales strategies you can use to help girl Members reach their goals:**

GGC cookie research indicates that almost everyone is a potential customer of GGC cookies. There is also a large untapped potential group of consumers who are willing to purchase cookies but may not personally know of any girl Members. The important thing is to remind the girl Members to just "ask" everyone.

As well, there are opportunities with repeat customers if girl Members are reminded and willing to follow-up with a second "ask".

What will you do to sell cookies? Here are a few ideas:

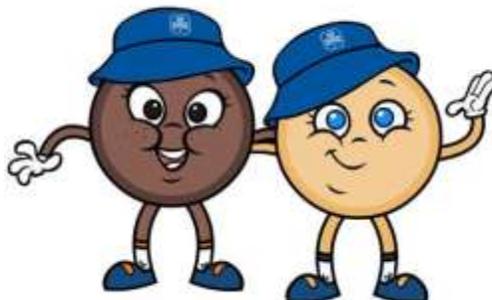
- * Creating a vending machine with girls inside collecting money and dispensing cookies in return
- * Sell door-to-door. GGC research indicates that the public are very interested in purchasing cookies from the girls who go door-to-door selling.
- * Have a blitz - coordinate with other Units to saturate a specific neighbourhood with cookies for a day. For example, have some girls selling door-to-door while others sell outside local grocery stores and libraries.
- * Some stores will let you set up a table right inside their store to sell cookies.
- * Have decorations, posters and music at the dispatch/meeting place. Make it a party!
- * Approach businesses – hotels, stores, etc. Encourage them to include a box of cookies as a gift-with-purchase or as a staff reward.
- * Create a 'Cookie Mobile' – put a sign in the back window of your car stating that Girl Guide cookies are available and include a contact number.
- * Put a notice in church bulletins or in seniors' homes.
- * Dressing up in cookie costumes
- * Ask a local mall or fair if you can set up a display. Get some media PR, tell your community that you're staying there until all cookies are gone, or until your wall of cookies is sold. Build up the hype!
- * Cookies make great gifts for holidays – offer free gift-wrapping.
- * Participate in cookie selling events that are organized by the national cookie department (e.g. Cookie Day at Sears) as well as those organized by your province.

(Continued on page 29)

(Continued from page 28)

Where can I sell?

- * Malls or grocery stores
- * Trade shows or sporting events
- * Bazaars and local fairs
- * University/college campuses
- * Local businesses
- * Banks
- * Apartment building lobbies
- * Gas stations
- * Your friendly neighbourhood store



NOTE: For store or mall sales you will need to get permission from the owner/landlord and you may need a certificate of insurance to confirm that GGC has liability insurance. Should the facility request an insurance certificate, you can complete the INS.02 certificate request form, available on the forms page of Member Zone.

When can I sell?

Weeknights? Weekends? Will you have a big sales blitz on one day only or sell over a longer time period?

Financial Management

- * It is important to carefully track how many cases your Unit purchases and how many are sold. Here are a couple of tips:
- * Managing cookie finances doesn't have to be hard – it just requires some time and planning.
- * Set realistic deadlines for the return of money from sales.
- * Deposit money often and as soon as possible.
- * Don't be afraid to ask your local treasurer or cookie adviser for help if you need it!

Tracking Cookies Sales

Use the Unit Guider Tracking Form (located on the Cookie All Stars page of Member Zone) to keep track on how many cases of cookies are bought and sold by your Unit. As the campaign progresses, write down how many cases have been sold. Don't forget to tally up how many boxes of cookies are eaten or given away during the campaign. At the end, it should be easy to total up the money spent, money earned and the total profits.

Why do I sell Girl Guides Cookies?

Every time someone buys a box of Girl Guide cookies, they are supporting the fun and exciting programs and activities that help girls discover new interests, learn valuable leadership skills and make lasting friendships.

Funds help Units buy supplies, badges and resource materials for weekly program activities.

The funds also help provinces provide training, create relevant programming and offer financial assistance to Guiders traveling to local, national and international Guiding events.

And remember that you are supporting your organization at every level and cookie selling is the best fundraiser that helps all of your sisters in Guiding.

.....Cookie Fast Facts**Q NEW! Can Girl Guide cookies be sold online?**

Girl Guides of Canada-Guides du Canada is committed to ensuring the safety and security of our girl and adult Members in all Guiding-related activities. Therefore, GGC has adopted the following online cookie sales guidelines: Girl Guide cookies are currently not sold online as we do not want to lose the interaction between girls and the supporting public. The process of selling cookies is a valuable learning tool in developing future life skills for girls.

Girl Guide cookies can be promoted using various mediums like print, broadcast and social media in a safe and secure manner. Girls that are participating in online marketing initiatives (not online sales) should read and discuss the rules for online safety with parents/guardians and/or their Unit Guider(s)

Cookies that are for sale on auction sites should not be purchased as GGC cannot guarantee the freshness of the cookies.

Q Can I sell Girl Guide cookies to a business?

A business may purchase cookies and act as a selling agent as long as the following guidelines are followed:

The cookies must retain their physical integrity (i.e. they are not to be used as an ingredient as part of another food item) as directed by the Board in February 2008 and advised to the Provincial Commissioners in March 2008.

The business can purchase as many cookies as needed at the current selling price. However, the cookies must be re-sold at the same price per box.

The Unit must ensure that the cookies are sold within the appropriate cookie selling time frame. The business must be a single restaurant/business and not part of a major chain. If the business is part of a major chain then a separate process must be followed and a formal application must be sent to National Office. Contact your PCKA for the details/approval required to sell cookies this way.

Q Can I sell Girl Guide cookies to a business if they are planning to use the cookies as an ingredient?

No. Based on an extensive evaluation, the decision has been made not to pursue this type of opportunity at either the national or local level at the present time. Selling cookies for this purpose would contravene the Board's directive that cookies must retain their physical integrity.

Q Can I go into a partnership with another company/organization with Girl Guide cookies?

You must receive formal permission to participate in any partnerships with other companies/ organizations. We ask that you submit a formal request for permission to the Coordinator, Fund Development & Stewardship through your Unit/District/Area. A copy of your request will then be forwarded to the Manager, Girl Guide Cookies. Please note: even if the national partnerships and sponsorships include participation in limited number of locations only, the decision to grant approval remains the responsibility of the National Office.

Q Can I sell Girl Guide cookies to Dairy Queen (Partnerships)?

In the past we have been in contact with Dairy Queen regarding potential partnership opportunities. However, based on the Board determination to maintain the physical integrity of the cookie and an extensive evaluation, the decision was made that GGC would not be pursuing this type of partnership either at a national or local level at the present time.

Q When are Girl Guide cookies available?

(Continued on page 31)

(Continued from page 30)

Girl Guide cookies are available twice a year - the chocolatey mint cookies are available every fall (October to December) and the classic chocolate and vanilla sandwich cookies are available every spring (from approximately March to June).

Q When I buy Girl Guide cookies, where does my money go?

Proceeds from the sale of Girl Guide cookies support Guiding activities – both in your community and across the country. The money raised through cookie sales:

Helps us provide diverse and exciting programs and activities.

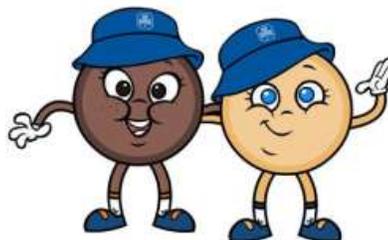
Allows girls the chance to discover new interests, learn valuable leadership skills and make lasting friendships.

Assists girls and leaders with attending camps and events.

Q How does cookie selling benefit girls?

Cookie selling not only raises funds for Guiding programs, but also provides opportunities for girls to develop skills such as:

- Teamwork
- Self-confidence
- Planning and goal setting
- Responsibility
- Community involvement
- Safety awareness
- Courtesy
- Problem solving and decision making
- Money and time management
- Customer service



Q Have you reduced the trans fats in Girl Guide Cookies?

Girl Guides of Canada is proud to announce that our classic chocolate and vanilla Girl Guide cookies now have 0 g trans fat per serving while our chocolatey mint cookies have 90 per cent less trans fat per serving than before. We have worked closely with our baker Dare Foods Ltd to reduce the trans-fat content of our cookies while maintaining the same great taste that Canadians love. As always, it is important to remember that cookies are a treat.

Q How much does a box of Girl Guide cookies cost?

Girl Guide Mint cookies will be sold for \$4.00 a box and beginning in **2012 Cookies will be \$5.00 a box to further support Girls in GGC at all levels.**

Q How many boxes of Girl Guide cookies are sold each year?

Over 4.4 million boxes of Girl Guide cookies are sold each year across Canada.

Q What kinds of programs/initiatives do girls earn any badges or awards for selling cookies?

Girls can earn different badges and awards for their cookie selling efforts:

The **Cookies Rising Badge Program** integrates cookies selling activities into the Guiding program. The girl-centered activities for each Guiding level help girls develop important life skills like teamwork, goal setting, communication and money management. In addition, some provinces have initiated their own cookie badges.

Cookie All Stars is GGC's new cookie selling rewards initiative that will allow girls to take a more active role in deciding how, when and to whom they will sell cookies. In addition, they can earn prizes based on the number of cookies they order and sell.

Rangers can earn a certificate by taking a role in supporting at least four cookie campaigns.

(Continued on page 32)

(Continued from page 31)

Q Are Girl Guide cookies nut-free?

There are no nuts or nut products in Girl Guide cookies. The nut-free statement is located beside the ingredient list on all cookie boxes. To avoid the risk of cross-contamination, our cookies are produced in a nut-free/peanut-free bakery to ensure that everyone can enjoy them.

Q Are Girl Guide cookie boxes environmentally friendly?

Yes, they are printed on 100 per cent recycled material while the box's coating is water-based (which is more eco-friendly than previous coatings).

Q How long has GGC been selling cookies?

GGC has been selling cookies since 1927. It all began when a Regina Girl Guide Leader baked and packaged cookies as a simple way to raise money. Girl Guide cookies are a time-honoured and eagerly awaited Canadian tradition.

Q Do the girls need to be in uniforms when selling cookies?

Yes, it is important that all representatives of Girl Guides of Canada be dressed in uniform when selling cookies to the public. It's a great way to show how proud you are to support GGC and to be part of a world organization.

PROVINCIAL COUNCIL MEMBERS				
E-MAIL ADDRESSES, FAX NUMBERS, PHONE NUMBERS & POSITIONS				
	NAME	E-MAIL ADDRESS	PHONE	POSITION
1	Bishop, Joan	joan.bishop@fugro.com	368-1504	Secretary Provincial Council
2	Clarke, Rose	cookielady1@nf.sympatico.ca	364-2650	Provincial Cookie Adviser
3	Courage, Heather	hcourage@nl.rogers.com	747-1520	Provincial Training Adviser
4	Tuck, Donna	donnajtuck@yahoo.ca	722-4439	Provincial MMPA Adviser
5	Dwyer, Pat	pdwyer@nf.sympatico.ca	634-0912	Long Range Trails Area Commissioner
6	Fisher, Germaine	germainefisher@yahoo.ca	364-7802	Deputy Provincial Commissioner
7	Graham, Kay	kay_graham@persona.ca	891-2004	Provincial Program Adviser
8	Greenham, Lin	provincialguider@gmail.com	726-4764	Elected Council Member
9	Hennebury, Denise	denise@cyberlake.net	368-4689	Elected Council Member
10	Johnson, Arlene	arlene_nick@nf.sympatico.ca	944-5526	Northern Mosaic Area Commissioner
11	Lee, Robyn	ggcinternational@gmail.com	781-1980	Provincial International Adviser
12	Moss, Sandy	sandymoss@nl.rogers.com	256-2801	Elected Council Member
13	Osmond, Joan	execdir@ggcnf.org		Executive Director
14	Pardy, Judi	judipardy@hotmail.com	834-8714	Provincial Camping Adviser
15	Penney, Kay	cbpenney@nf.sympatico.ca	895-3238	Con Ba Su Area Commissioner
16	Pratt, Rosalind	rosalindpratt@nf.sympatico.ca	368-7071	Deputy Provincial Commissioner
17	Shannahan, Judy	jms@nl.rogers.com	368-8714	Provincial Commissioner
18	Stevenson, Hannah	hannah_1256@hotmail.com		Youth Council Member (University of Toronto)
19	Tucker, Stephanie	the_bombshell@hotmail.com	592-2447	Eastern Bays Deputy Area Commissioner
20	Vickers, Lisa	lisalynn_vickers@yahoo.ca	334-1048	Ocean's Edge Area Commissioner
21	Walsh, Margot	mwalsh@nl.rogers.com	747-2227	Tuckamore Area Commissioner
22	Warren, Lisa	donald_warren@nf.sympatico.ca	781-8651	Treasurer Provincial Council
23	Waterman, Kathie	a.waterman@nf.sympatico.ca	257-3849	Trefoil Central Area Commissioner

New for 2012

Cookie Revenue Distribution

Beginning with the Sandwich Cookie Campaign in 2012 the selling price of a box of cookies will be \$5.00. This will be the new selling price for both campaigns. This will increase revenues per case by \$12.00. In June, a joint meeting of the National Board of Directors and the Provincial Commissioners was held to discuss how those extra revenues would be distributed to meet the needs of Guiding in the country. A special meeting of Newfoundland and Labrador Provincial Council was held recently to discuss how the revenues in our province would best serve our Members.

Extra \$12.00 per case from cookies selling at \$5.00 a box (\$60.00 per case) beginning in 2012

\$1.00	Unit (directly to each Unit per case)
\$.75	Sharron Callahan Member Assistance Fund
\$1.25	District/Area (See Below)
\$1.25	Province
\$.50	National level for girl events/international travel
\$.25	National level for girls' programming model roll-out
\$3.00	National level to address rising cookie costs and ensure a 6 year cost stability
\$4.00	National level to fund operational initiatives

Provincial Council further discussed and decided that beginning in **2012** revenues will be the same for **both campaigns** the Spring Sandwich Cookie Campaign and the Fall Mint Cookie Campaign:

Per Case for each Cookie Campaign beginning in 2012

\$11.00	Unit
\$ 3.25	District
\$ 2.65	Area
\$.75	Sharron Callahan Member Assistance Fund
\$.20	Area incentive from Province (further details to be decided)
\$15.65	Province
\$26.50	Dare/National (further details as stated above)

PLEASE NOTE: that for the **2011 Fall Mint Cookie Campaign** the cost of a box of cookies to the consumer remains at **\$4.00** per box and the cookie revenue distribution is unchanged:

\$10.00	Unit
\$2.00	District
\$2.15	Area
\$15.10	Province
\$18.75	Dare
\$0.00	National

Submitted by Judy Shannahan, Provincial Commissioner

ONLINE REGISTRATION INFORMATION!

Benefits of online registration:

- * Less paperwork! All the forms are filled out online so it makes your job as a unit Guider easier!
- * It is less time consuming than paper registration so you can spend more time doing enjoyable activities!
- * It is convenient – you can register your daughter/ward from the comfort of your home, a friend's, or anyone you know who has access to the internet!
- * There is no registration money to be handled allowing for a stress free process!

Your new role as a Guider for online registration:

The online registration process allows for each parent or legal guardian of the girl to log in and complete the forms and payment online. This makes your job easier as the only tasks you have to complete for this process are to ensure all girls in your unit are registered by checking your unit roster* (see below) and having the health forms completed the same way as in the past.

Your previous role for paper registration:

When paper registration was being used, as the Guider, your responsibility was to distribute the forms, ensure the forms were properly filled out, collect registration payments, and make sure all girls had completed the registration process before you sent the information to your District Commissioner.

*How to check your unit roster

- * Visit www.girlguides.ca/memberzone and if you have not registered for Member Zone click the 'New Member' button. If you have already registered simply log in with your username (membership number) and password which was emailed to you when you signed up.
- * Your screen should now say 'Welcome to Member Zone' – on this screen find the 'My iMIS' section and click 'Roster Reports'.
- * There should be three types of reports you can choose from (full, basic and excel) each providing you with different information. Here you can see a list of Guiders and Girls in your unit.



Ideas to make Registration fun and easy for all!

- * Have a fun membership night with your group.
- * If your District/Area has arranged mass registration day/evenings in the past, you can still do the same with online registration as long as you're in a place with internet and computer access, or you have Guiders who will volunteer their laptops for others to use.

Please note; Adult registration will currently continue the same as in the past.

If you have any questions please do not hesitate to call us at 1-800-565-8111 or email us at provoffice@ggcnf.org

FREQUENTLY ASKED QUESTIONS



“How much does registration cost?”

The cost of registration across the province of Newfoundland & Labrador is \$75 for girl/youth members and \$65 for adults.

“What if I don’t have a computer?”

If you do not personally own a computer, there are many places or people within your community who have computers with internet access. Some examples are the library, your child’s school, a friend or relative’s house, Girl Guide Headquarters (local areas, during office hours), a Guider’s home, your workplace (if approved by your employer) etc.

“Can I register a friend’s daughter or the girls in my unit under my personal family account?”

No. The registration form is a legal document, thus the **parent/legal guardian of the girl is the only person who can register her.** There are privacy issues with a person other than the parent/legal guardian of the child registering her, and also, the parent/guardian will receive no information from Girl Guides if someone else registers the child, as information goes to the person who registered the child.

“How long can a girl come to meetings before she has to register?”

Girls are allowed to attend one meeting before they have to register. After attending one meeting, the girl **must** become registered before she attends future meetings.

“What if I don’t have a credit card?”

The online registration allows for prepaid Visa or MasterCard credit cards to be used. If you do not have one, they are available at a number of retail stores (for specific amounts). You can also make an account with PayPal.

“Can I still use the paper registration method?”

No. Online registration is the way to register. Only in very extenuating circumstances that are approved by our Provincial Office will a paper registration be accepted**.

****Please note: financial assistance is available based on an application process that determines the family’s need. Forms are available at www.ggcnf.org.**



"In late August, the Provincial Office staff had the pleasure of attending an event where they had their photo taken with Rick Hansen. In addition, Germaine Fisher and Ros Pratt were in Paradise to cheer on Kay Penney and Elizabeth Laurie who were participating in the Rick Hansen Relay. Let us know if you or other Guiding Members participated as well... (Photos submitted by Germaine Fisher.)"

