

What can we do with £6?



WE DISCOVER, WE GROW

Girlguiding

North West England

This year, like every year, Girlguiding will ask each member to pay a 'subscription'. £6 of that subscription fee goes towards the investment in the future of Girlguiding within the North West Region. Without subscriptions, we couldn't support our incredible volunteers to change girls' lives and inspire them to be their best - so thank you for continuing to support and believe in our work.

The £6 you pay to Girlguiding North West England is a small part of the overall subscription. The remainder might go to support your local campsite, building or other running costs for your District, Division or County, but also to Girlguiding Central Headquarters.

Subscriptions are only half the story; we work hard to raise money from other sources, such as the sale of challenge badges, profit from sales in our shop, applying for grants/funding from external groups and companies and by working in partnership with other organisations. This enables us to give more girls an even better experience, while keeping subscriptions low.

Region Headquarters

- Staff and building costs
- Growth and retention projects
- Shop and stock
- Region events
- Organisation governance (Executive and Finance Committees)

Latest Region Information and News

- Region newsletters
- Social media
- Website
- Advertising/PR
- Marketing

Lots of Fun for Girls and Adults!

- Large scale events for girls and leaders
- Challenge badges and schemes
- International opportunities for all sections
- Commissioner and Adviser conferences
- World Thinking Day celebrations
- Arts Award

Help with Finances

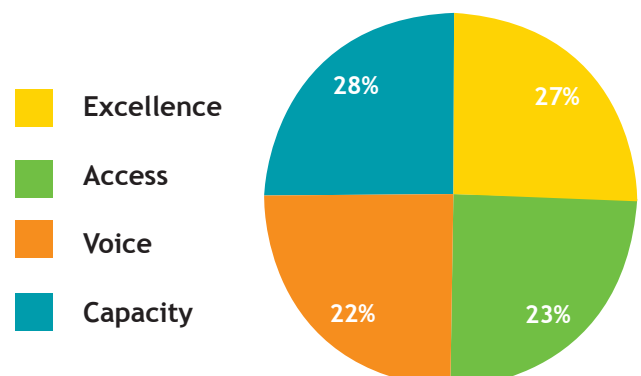
- Grants to help open a new unit or give girls more adventure
- Support to claim Gift Aid
- Online fundraising advice and documents
- Expenses for volunteers
- Supporting Task and Finish Groups
- Region Adviser budgets

Training

- Region training for volunteers to provide high quality unit meetings
- Training for volunteers in new or specialist skills
- Development of resources for girls and adults
- Training for our Adult Leaders and other volunteers
- Peer Education
- Support and development opportunities for existing and new trainers

Staff Time

Girlguiding North West England employs nine staff members, who work to deliver the Region Strategy. The Region Strategy details the key aims and aspirations of Girlguiding North West England for the next five years. This pie chart shows how we split our staff time across the four strategic themes. To find out more about our five year strategy, please visit our website: www.girlguidingnwe.org.uk



This all adds up to something great: the largest organisation for girls and young women in North West England

The pie charts show how we used and will use our income to support our volunteers and change girls' lives in 2016 and 2017. The figures represent the amount of a typical member's subscriptions we spent on each theme and show how we will be using it in 2017.

Training

- Events to help Trainers encourage youth participation
- Training for our Peer Educators
- Support/Training for Leaders/Young Leaders
- County Commissioner trainings

Adventure and Challenge - Making guiding happen, week-to-week

- Challenge badges and schemes
- International events and challenge packs

Girl Events - big, one-off events.

- Rainbow superhero event
- All Section sport event

Support (IT, Premises and Admin) - Balancing the books and keeping things safe and legal

- Region Headquarters building
- Administration support
- Digital strategy
- Fundraising training and online information

Organisation (Governance) - Keeping things running smoothly

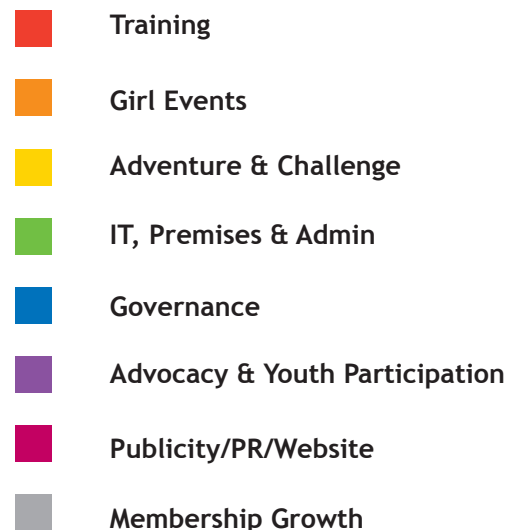
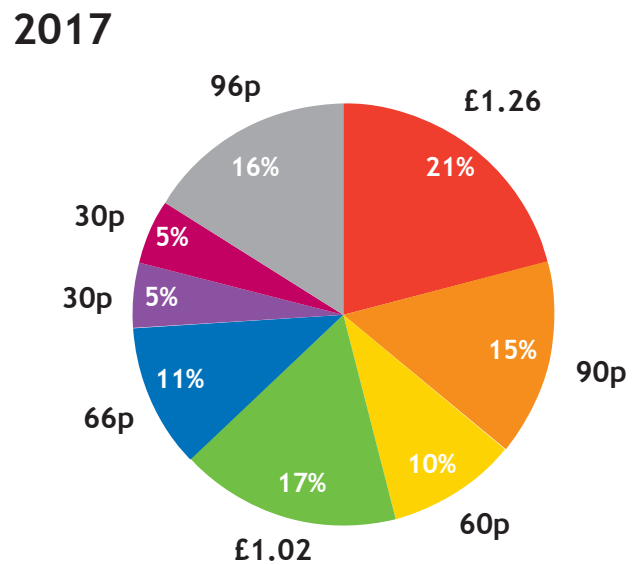
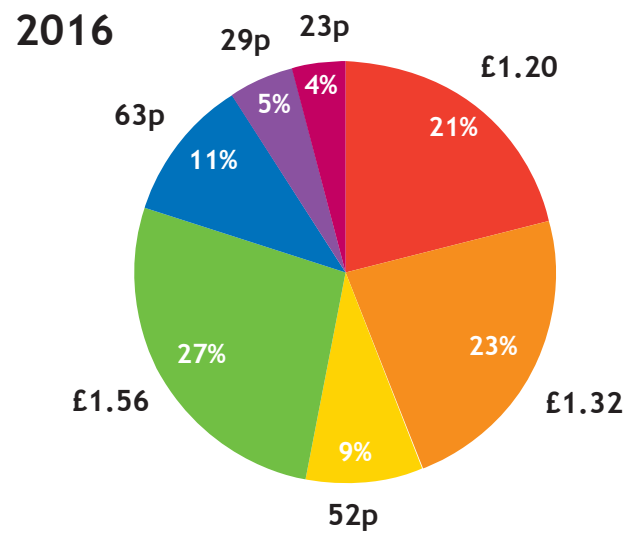
- Newsletters
- Executive Committee
- Finance Committee

Advocacy and Youth Participation

- Influencing people to take decisions that will improve their lives and the lives of others
- Enabling girls and young women to develop to their fullest potential as responsible citizens of the world
- Express! Forum

Publicity (PR/Website) - Helping girls to be heard, in guiding and society

- Media coverage
- Social media
- Training for Regional PR Advisers



Opportunity (Membership Growth) - Making guiding more open and welcoming more girls and adults

- Grants to set up new units
- Flyers, posters and banners to attract new members
- Welcome Pack for parents of new girls
- Warm welcome
- Supporting Counties to recruit and retain members