

# Looking Back & Moving Forward

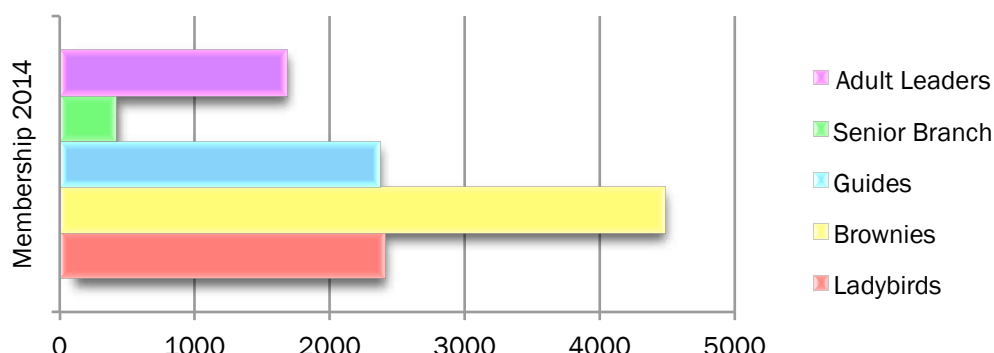


ANNUAL  
REVIEW 2014

# Irish Girl Guides 2014

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Charity No. CHY4726



*Irish Girl Guides is a dynamic, volunteer-led youth movement for girls and women. Our volunteer Leaders are trained to run educational programmes in a fun, interactive way for our youth members to learn life-skills while developing responsibility at their own individual pace.*

We believe in acknowledging a person's best efforts. This year 61,385 badges were presented to our members in recognition of their work in developing their knowledge, skills and understanding of a wide variety of topics.



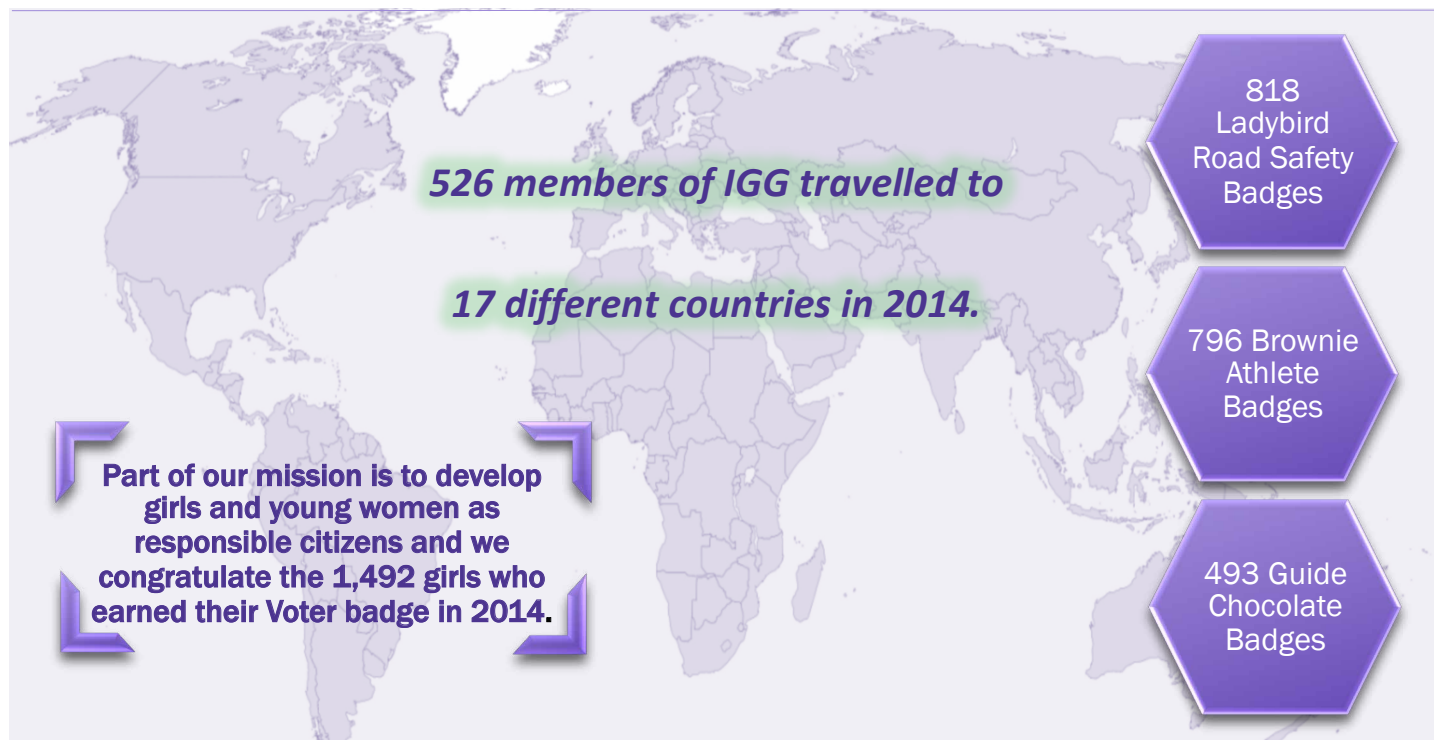
Leaders from all 7 Regions of IGG were trained to run the WAGGGS Free Being Me programme with girls to improve body self-image. This programme will impact 16,000 lives in Ireland!



The largest event in 2014 was the Brownies' Brilliant Birthday which brought 3,000 IGG members together in Dublin Zoo.

**FÁILTE**

A warm welcome to all our new members especially our 25 new Units & their Leaders.



[www.irishgirlguides.ie](http://www.irishgirlguides.ie)



# Chief's Address

Like many Leaders, I enjoy my role in the Irish Girl Guides immensely. This is largely due to the fact that no matter how much I give to the organisation, I seem to get as much back - and this is not a monetary exchange! It is an investment of time and effort in order to experience the joy, satisfaction and pride when a girl achieves something for the first time, or when a youth member develops leadership skills, or a woman uses her Guiding skills to excel in her workplace. These are the moments that make my role in IGG priceless and incredibly satisfying.

All of us in IGG do what we do, because we believe that being a member of the Irish Girl Guides helps to build better citizens, better communities and in turn, a better world.

But none of this is achieved in isolation. We are a strong organisation because of the strength of our individual members and Units. We are fortunate that many of our Leaders also volunteer on our national committees and Regional teams and together, are driving our movement forward. A lot of progress has been achieved in 2014 by both the staff and volunteers and it is with great pride that we produce this Annual Review to reflect the work of IGG.

Everyone has highlights for each year and this year will be no different. For many in 2014, it deservedly could be the Brownies Brilliant Birthday in Dublin Zoo, celebrating 100 years of Brownies in Ireland. It was a great event and the excitement and enthusiasm of the girls is a huge motivation to keep Guiding going for another 100 years at least!

For others, the highlight could be achieving the highest award for Guides - the Gold Award – from the President of IGG. The girls who received the Award are excellent ambassadors for Guiding, using their full scope of skills and talents to challenge themselves and become the best they can be. I am sure Lady Baden Powell would have been impressed with the efforts of these Gold Award Guides.

Developing yourself to your full potential means putting yourself outside your comfort zone and pushing yourself at times. This is what some of our Senior Branch girls did during the summer by hiking 60km over 5 days, living on €3.50 a day and carrying everything they needed with them! They were a very impressive bunch and I think the Poul nabrone Dolmen in Clare still echoes their squeals of joy when they were presented with their Chief Commissioner's Awards which may well be their highlight of 2014.

For me, this year's highlight was representing IGG at the World Conference in Hong Kong with Lorna, our International Commissioner. To be present when new member countries like Myanmar join WAGGGS is special and to share a conference with inspiring women from over 100 countries is a privilege and honour.

I would like to sincerely thank all our national and Regional staff, our volunteers, our youth members and our supporters for their continued commitment to giving girls confidence and ensuring IGG continues to make a difference.

Yours in the spirit of Guiding,

**Helen Concannon,**  
Chief Commissioner



## Membership Figures 2014

Region	Ladybirds	Brownies	Guides	YL/Rangers	Adult Leaders	Trefoil Guild	Extras	Overall Totals
Eastern	701	1374	742	104	457	96	21	<b>3495</b>
Mid West	301	527	275	80	191	0	8	<b>1382</b>
North East	350	607	284	48	191	0	6	<b>1486</b>
North West	153	242	97	7	76	7	5	<b>587</b>
South East	124	260	113	45	99	2	7	<b>650</b>
South West	499	978	584	86	313	27	4	<b>2491</b>
WCM	282	497	273	47	161	9	3	<b>1272</b>
<b>Totals</b>	<b>2410</b>	<b>4485</b>	<b>2368</b>	<b>417</b>	<b>1488</b>	<b>141</b>	<b>54</b>	<b>11363</b>

# Irish Girl Guides National Volunteers and Staff

National President:	Maureen Dillon
Chief Commissioner:	Helen Concannon
Assistant Chief Commissioners:	Amanda O'Sullivan & Claire Colfer
National Programme & Training Commissioner:	Evelyn Hayes
Assistant Programme & Training Commissioner:	Carina Egan
National Treasurer:	Cathy Thewlis
Grant Secretary:	Hazel Convery/Sylvia Richardson



## Regional Commissioners

North West Region:	Geraldine Kiely
North East Region:	Olwyn Williamson/Elizabeth Lynch
West and Central Midlands Region:	Anne Marie Slevin
Mid West Region:	Pauline Kennedy
Eastern Region:	Anne McPartland
South West Region:	Rosemary O'Driscoll
South East Region:	Adele Mealey



## Chairmen National Committees

Finance:	Thérèse Joyce
International:	Lorna Finnegan
Public Relations:	Catherine Noone
Ladybird Guides:	Sharon Flynn
Brownie Guides:	Martina Fox
Guides:	Pat O'Brien
Senior Branch:	Jenny Gannon
Adult Training and Outdoors:	Sylvia Richardson/Margaret Patterson
Equality Diversity and Inclusion:	Ruth Hughes
Membership:	Aisling O'Halloran/Sinead Cilly
Constitution:	Síle Rooney
Trust Corporation:	Nuala Cooke
National Memorial Cottage:	Joan Gregg/Kay Gallagher



## Representatives

National Women's Council of Ireland:	Kay Gallagher
National Youth Council of Ireland:	Mary T Hally
Irish Trefoil Guild National Council:	Hannah Keating/Hazel Convery



## Staff

Chief Executive Officer:	Linda Peters
Receptionist:	Egle Maldutyte
Distribution Centre Manager:	Mandy Swanwick
Distribution Centre Assistant:	Caitriona Kelly
Support Officer:	Jemma Lee
Communications Officer:	Fiona Murdoch
Publications and Technology Officer:	Katherine Ryan
Accounts Administrator:	Karen Lynch
Membership Administrator:	Vivienne Walsh
Safeguarding Membership Officer:	Lisa Challoner
Eastern Regional Development Officer:	Gillian Finan
Eastern Regional Development Officer:	Mary Clarke
North East Regional Development Officer:	Michelle Cahalan
North West Regional Development Officer:	Karina Dingerkus
Mid West Regional Development Officer:	Margaret Corr
West & Central Midlands Regional Development Officer:	Maria Mulhall
South West Regional Development Officer:	Deirdre Henley
South East Regional Development Officer:	Fiona Condon





# Overview of Our Strategic Plan

Throughout the year, the focus continued on the six strategic aims in IGG's Strategic Plan:



## To recruit new members to IGG

It is hoped that the introduction of exciting new programmes for all Branches in 2015 will provide the impetus to reverse the slight decline in membership experienced in 2014. On the positive side, there was an increase in the number of Ladybirds, Senior Branch members and adult Leaders during the year.

## To retain members and encourage progression within the organisation

The decision to **change the age bands** for all four Branches of IGG means that each girl will have a smooth transition through the organisation. The framework of the new programmes was carefully designed to ensure that girls have the choice to do age-appropriate activities that will retain their interest and, hopefully, ensure that they continue through all the Branches of IGG.

Much work was done to **develop a new Senior Branch programme**, having taken into account the results of the consultation with members. Requests for variety re time commitment, activities and programme were all considered and the resulting varied

programme will suit all Senior Branch members. It is hoped that this will encourage Senior Branch members to stay in the organisation and go on to become active Leaders.

The decision was made to **expand the membership of Trefoil Guild** so that it would provide a framework for adults, who could no longer make the regular commitment required to help with a Unit, to continue their involvement in IGG. Possibilities such as a Student Guild, a Craft Guild, a Hillwalking Guild or a Food Guild were proposed. By having a largely social content to the flexible programme, it is hoped to attract more former Leaders to continue their involvement in IGG.

## To maintain relevance to girls and young women through the programme

Two new programmes were introduced, both of which are pertinent to girls and women in today's society. **"Voices Against Violence"** is a badge curriculum that forms part of the World Association's "Stop the Violence – speak out for girls' rights" global campaign. This tool to help end violence against girls and women was introduced to Leaders at the 2014 Branch Day and training was also

made available online.

The World Association also teamed up with Dove to create a programme that tackles body confidence and positive body image. Leaders attended trainings on this **"Free Being Me"** initiative to enable them to run a six-week, age-appropriate programme with their girls. Free Being Me was undertaken in conjunction with the Catholic Guides of Ireland and proved an excellent forum for cooperation between the two organisations.

Excitement grew apace in 2014 as the development of **new programmes** for each of the four Branches was finalised. New programmes for Ladybird, Brownie and Guide Branches were piloted in the autumn and amendments made according to the feedback received from the 12 participating Units. While all this work was being undertaken by the Programme Review Committee, another ad-hoc committee worked hard to **review the interest badges**.







Competition in 2013, went on to win the global science research competition at the Google Science Fair the following year. Emer's letter explaining the importance of Guiding in her life was published in the Irish Independent and Irish Examiner.

The main opportunity to showcase IGG was at the large-scale **100th Brownie Birthday event** held in Dublin Zoo in April for which excellent media coverage was gained. Members of the public saw Brownies from all over the country gathering at the Zoo to enjoy an action-packed, fun-filled day. A **Brownie calendar** for 2015 was published and issued free of charge to Brownie Leaders and all Brownies. This will ensure that IGG is promoted in houses throughout the country for the coming year.

## To empower female leaders to gain relevant qualifications

A **Learning Leadership programme** was carried out for Senior Branch members during which they completed Learning Journals and undertook an ongoing evaluation of the programme.

Work was carried out to ensure that three of the pre-warrant training modules (Outdoors, Promise and Law, and Programme Planning) have **standardised learning outcomes**.

Sessions were held at local, Regional and national levels to ensure that Leaders were trained on the requisite requirements and learned the skills/information necessary to gain qualifications e.g. to take girls on overnight trips/abroad or to train other adult Leaders.

greatly reduce the administration required of Leaders and enhance communication with both the girls and their parents.

The results of the survey regarding the **age bands within IGG** that took place with Senior Branch members and Leaders were presented to the Executive Committee in January 2014. As a result, the decision was made to change the age bands, as of September 2015, in conjunction with the implementation of the new programmes. In addition, Senior Branch members were consulted about their own programme. Their feedback was taken into account and Senior Branch was subsequently "re-branded".

In order to demonstrate transparency, accountability and good governance, much work was done to comply with the **Governance Code** for Community, Voluntary and Charitable Organisation. IGG also signed up to the **Guiding Principles for Fundraising** and the annual accounts were put on our website for stakeholders to see. IGG also formally approved the **Dóchas Code of Conduct** on Images and Messages. In addition, work started on compliance with the new **Charities Regulatory Authority** requirements.



IGG members were active and visible in the local communities, taking part in events such as **St. Patrick's Day parades**, **An Taisce's Spring Clean** and local **Tidy Towns projects**. A group of Leaders promoted IGG by taking part in the **Dublin Mini Marathon** and many members were seen taking part in the IGG **Skipathon**.

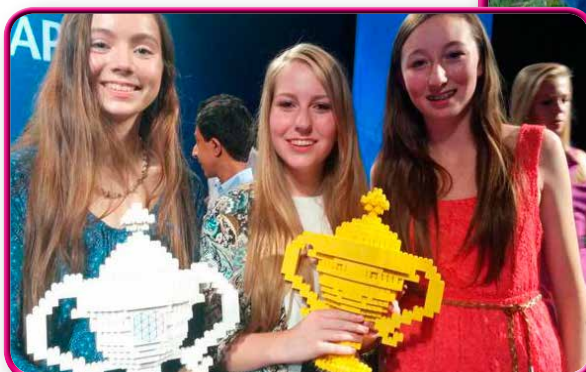


## To improve consultation and communication throughout IGG and with its stakeholders

Much work was done to develop a new, interactive database for IGG following widespread consultation. **Online Guide Manager (OGM)** was launched in December 2014 which included a new Unit information storage package that enables Leaders to store information on all their girls and to record their progress through the programmes. This new online system will

## To develop external PR and to showcase IGG as an advocate for girls and young women in Ireland

Great pride was felt when **Emer Hickey**, an IGG Ranger who, having been one of a team of three winners of the **BT Young Scientist**





# Recruitment

Our aim is to welcome even more members, particularly from a wider range of cultures and socio-economic backgrounds. We want to give more girls and young women the unique experience of being a member of IGG.

During 2014 IGG members were encouraged to take part in community events, like St Patrick's Day parades, and to be seen out and about serving in the community e.g. planting bulbs, taking part in IGG's National Skipathon and fundraising by carol-singing or doing sponsored walks/hikes. Members of all ages wore their IGG uniform to school on A-WEAR-ness Day and some Leaders wore their uniform to work too. By being seen out and about in their uniforms, IGG members helped to raise the profile of the organisation and demonstrated that IGG offers a fun and healthy programme and fosters a social conscience in members from a young age.

During the year members were encouraged to post promotional material in their local community centres, parish halls, libraries etc.

and to send photos and press releases to their local media in an effort to raise the profile of IGG and to encourage new girls and volunteer Leaders to join. We encourage girls from all Branches to spread the word about their Unit and the positivity of being involved with Irish Girl Guides. We have various events within Units which also encourage girls to bring along non-Guiding friends to give them a taste of what Guiding is about and to encourage them to join the Unit.

2014 was a busy year for all Regions and we're delighted to welcome the 25 new Units that have opened in the past year. In Eastern Region, we had new Ladybird Units in Maynooth and Dun Laoghaire and were also able to reopen Centenary Guides which had been closed for a year. In North



East Region, new Units were opened in Ashbourne and Culmullin. In the North West Region, new Units were opened in Bohola and Strandhill. In Mid-West Region there were three new Ladybird Units — Cratloe, Crusheen and Cherrydrop and one new Brownie Unit in Moyne/Templetuohy. South West Region opened the most new Units in 2014 with Dunmanway Brownies in Cork, Ardferd Guides, Mangerton Guides, Kilduff Brownies and Killarney Senior Branch in Kerry, Villierstown Ladybirds and Abbeyside Senior Branch in Waterford. And South East are delighted to announce the opening of St Brigid's Guides in Clonmel. Welcome to all of IGG's new members.

# Retention and Progression

With this aim, continuous personal development of Leaders and girls is encouraged and the future needs of the organisation are met, thus ensuring a growing active membership.

2014 saw lots of new changes on the Membership Committee with the election of new Chair Sinead Crilly. The committee, along with Trefoil Guild, began to look in particular at new types of membership, or Associate Membership, for Leaders who need to "take a break" from the organisation but still want to keep close links to IGG. We endeavour to make being a member of IGG as easy as possible for those who still want to keep in touch with the organisation. Any former member of the Irish Girl Guides who does not have a convenient Trefoil Guild to join can join the Lone Member Trefoil Guild. They can then keep in touch with what is happening in Guiding by receiving the weekly email, any newsletters and information going out to Trefoil Guild members and attending any National Trefoil Guild Events

As the Membership Committee has always worked on ways to help Leaders recruit and retain both girls and Leaders, in the second half of the year it was decided to combine the Membership Committee and the Equality, Diversity and Inclusion (EDI) Committee to focus on diversifying IGG's membership profile. That joint committee's mission for 2015 will be to keep growing and diversifying so that more and more girls and young women get the chance to join in Guiding.

Crumlin Hospital Guide Unit continues to operate successfully giving hundreds of girls the chance to enjoy a break from their ward. Many were interested in joining their local Unit on returning home. Rota co-ordination for approx. 18 volunteers was continued by Roisin Fitzgerald while Dilys Lindsay coordinated with the hospital management.

The announcement of our new age bands for all four Branches of IGG should help each girl to have a smooth transition through the organisation. The review of the age brackets was undertaken in October 2013, all Leaders and Senior Branch members were invited to contribute to an Age Bracket Review survey.

We would like to thank everyone who completed the survey.

The majority of respondents to the survey were in favour of the following:-

- changing the age brackets
- getting rid of the 'half' years in the brackets
- overlapping the age brackets

The new age bands come into effect in September 2015 and we hope they will enable girls to progress smoothly through the Branches



# Programme

For over a hundred years IGG has adapted and moved with the times to remain relevant to each new generation of girls. Now as we start into our second century we are developing a dynamic, new, informal learning programme that is relevant to the girl of today and tomorrow.

The Programme Review Steering group continued their work in 2014 to develop new programmes for Ladybird, Brownie and Guide Branches. The programmes were piloted and refined between September and December. In conjunction with this, National Programme and Training Committee undertook a review of the interest badges to ensure that when the programmes are launched the interest badges will be as modern and colourful as the rest of the new programme.

Much work was also undertaken to develop the new Senior Branch programme. Requests for variety re time commitment, activities and programme were all considered and the resulting varied programme will suit all Senior Branch members.

While waiting for the new programmes to start, many Units were encouraged to undertake badge work and award their girls certain badges before stock runs out. In addition to this, Irish Girl Guides introduced

two stand-alone special focus badges and many Units opted to take part in these programmes.

“Voices Against Violence” is a badge curriculum that forms part of the World Association’s “Stop the Violence – speak out for girls’ rights” global campaign. This is WAGGGS’ very first global advocacy campaign. The campaign aims to help stop violence against girls and young women.

IGG distributed free badges to the first 300 members who completed this programme.

The World Association also teamed up with Dove to create a programme that tackles body confidence and positive body image - “Free Being Me.”

Branches also sent out special programme packs to Units to provide extra activities throughout the year including the Ladybird Sunflower Pack, Brownie Centenary Pack and the Guide Games Pack.



## Free being Me

Helen O'Reilly and Marg McInerney were the IGG representatives on the CIGA Free Being Me Ireland committee, together with Nicola Mangon and Hannah Ridgeway from CGI, who helped deliver the Free Being Me programme to Leaders both North and South of Ireland. The Free Being Me programme is all about dispelling the Image Myth as to what someone should look like and boosting body confidence and self esteem in the girls. Fun non-formal educational programmes were designed for the 7-10 year olds and for the 11 – 14 year olds.

Having completed the Free Being Me programme, girls had fun working to challenge the perfect beauty myth and planned ways to be involved in participating in their “Take Action” programme by passing on the body confidence message and help others feel free to be themselves. What was and is in the inside, is what matters not what a person looks like. Throughout the age appropriate programme, girls learned that all body shapes, sizes and colours are to be appreciated because the truth is there is NO IDEAL BODY – it is an Image Myth.

By the end of the programme the Brownies/Brigíní and Guides knew that their self esteem should not be injured just because they did not fit the media’s standard of beauty. They also learned and practised how to speak out about it and each Unit put together a “Take Action project” telling others about it. In doing this they spread the word, educated others and dispelled the “Image Myth” – at all times in an age-appropriate way.



Body image and feelings of self-worth are vital to a happy and healthy state of mind. The Free Being Me programme helps girls to look at body image in a new, better and more meaningful way - a way which helps girls to be more confident. We are delighted to partner with Dove and WAGGGS to offer this programme to our girls and Leaders, and together to become happier, more self-confident girls and women. IGG has been to the forefront of empowering girls and giving them confidence for over 100 years in Ireland. As an organisation in every county in Ireland, we know we can create change. To date 400 Leaders from IGG and CGI have been trained to deliver the programme.

CIGA’s participation in the global partnership with WAGGGS and Dove to deliver the Free Being Me programme to Brownies, Brigíní and Guides is a clear step to support volunteer Leaders to tackle low body confidence amongst girls with a well evidenced programme of activity that we know will positively impact their lives for years to come.



# Empowering Leaders

Without our Leaders we wouldn't have the girls. As a result we strive to train our Leaders to the highest possible standard. We offer training in practical skills, such as event management and first aid, while helping to develop leadership and team building skills.

Training is a vital part of Guiding. Training sessions enable the Leader to gain confidence, to acquire the skills and knowledge necessary in running the Unit and to understand the Guiding Ethos.

Leaders from every Branch were in attendance at Branch Day in Newbridge in February. This is a great opportunity for Leaders' to learn from one another and receive training in activities suitable for their Branch. It was also used as an opportunity to gather Leaders opinions to feed into the interest badge review.

In October, the Trainers' Conference was held in Portlaoise. 50 Trainers from all 4 Branches attended. They were introduced to the new programmes and then worked on developing the training necessary to pass on the programmes to the Leaders. On Sunday morning a very enjoyable training on the Free Being Me programme took place, which was also attended by guests from CGI.

Learning outcomes for pre-warrant training modules were standardised, so that Leaders across the organisation would receive the same level of training. Having very clear learning outcomes makes the modules easier to understand and deliver.

Training camps for Leaders were held in two Regions - South West and Eastern. The trainings were run by Theresa McCarthy and Mary Clarke as part of their Outdoor Advisor assessment. Both were very well attended. The participants came from all Branches of Guiding and spent very enjoyable weekends experiencing the fun of camping and learning lots of practical skills to help them organise their own events in the future.

Anita Boyle (South West), Carol O'Brady (Eastern), Julia Gamble (Eastern) and Emma Crowe (Eastern) all received their Trainer Bar in 2014. Many other qualifications including Outdoor and Indoor Licences were awarded in 2014.

The Media Panel, which is made up of IGG members who are happy to give media interviews, grew to 35 members during the year. Members of the panel received two trainings in 2014 – one from Natasha Fennell of Stillwater Communications and the second from Don Delaney of D2 Communications. The trainings helped them learn how to prepare for media interviews and gave them practice of doing interviews followed by helpful feedback. A number of members of the panel were able to put their training into practice by undertaking interviews during the year, mainly with local media.



## Regional Conferences

Our Leaders are greatly valued and we are constantly endeavouring to convey that through various mediums. Our Regional Conferences are very important events where it's possible to bring Leaders from across the Region together, to recognise their achievements and acknowledge their service with presentations of long service awards. It's also our opportunity to train them in the newest youth work practices and keep them up to date on the latest developments in Guiding. We want each Leader to come away from Regional Conference having learned something new and feeling empowered to go back and do something great with their girls.

Regional Conferences were very well attended across the country and in total, across all seven Regions, 793 Leaders attended trainings.

This year many Regional Conferences had training sessions about Online Guide Manager (OGM.) IGG's new interactive membership information system. It was important that Leaders were trained in OGM and asked to embrace it early on ahead of it's launch. Regional Champions were recruited from those who attended Regional Conference sessions and these people were able to be of help in the Region to ensure that all our members could use this new technology.

Overall we had a great selection of trainings on display nationwide. Other sessions at Regional Conferences included programme ideas, craft ideas, international activities, pioneering skills, programme planning, Free Being Me, Voices Against Violence, Senior Branch and outdoors.

The Regional Conference is always a great opportunity for Leaders to network with others and learn many new skills and activities to share with their Units. It's also a chance for Leaders to air any concerns they have at the Regional Open Forum and IGG welcomes this opportunity to hear Leaders' thoughts.



# Consultation and Communication

All members have an important part to play in the development and shaping of the organisation and their opinion is valued. Using a variety of media we will endeavour to improve two-way communication with our members.

The weekly newsletter was sent out to Leaders during the year to keep them up-to-date and to encourage them to keep in touch with us by sending National Office photos and updates about their activities either by email or through social media. The decision was made to add members of Senior Branch to the list of recipients of IGG's weekly email to ensure that they are fully informed about opportunities and developments. Template press releases were also sent out several times during the year with the weekly newsletter to make it easier for Leaders to contact local media e.g. coming up to A-WEAR-ness Day and International Day of the Girl.

The IGG website, which was regularly updated with news, photos and relevant information, received over 69,000 hits during 2014, an increase of 6,000 from the previous year.

Irish Girl Guides continued to use social media to engage with Leaders and youth members and to encourage them to share their IGG activities and accomplishments with their friends. The number of 'likes' on the IGG Facebook page doubled over the course of the year, reaching 2,480 'likes' by the end of December 2014. The number of Twitter followers also grew, increasing from around 1,000 in January to almost 1,500 by the end of the year. Regional Facebook pages have also been buzzing all year and many Leaders now use it as a way to share ideas and local news with others in the Region.

IGG's Pinterest account also received lots of traffic with 2,750 people seeing our pins over the course of the year.

Irish Girl Guides uploaded five videos to YouTube during 2014, which received a total of 2,950 views. The most popular videos related to the Brownie Centenary, including a Brownie Flashmob that took place in Newbridge Shopping Centre in September. A video made by Newbridge Senior Branch reached the finals of the Better Together Young Film-maker Award and our motto 'Be Prepared' was a finalist in the Better Together National Motto competition.

An IGG blog was launched in July with the first posts made by Chief Commissioner Helen Concannon and International Commissioner Lorna Finnegan during the World Conference. A total of 14 posts were uploaded to the blog before the end of the year and these received over 2,000 views in total.



In February the three winners of our PR competition received a tour of Leinster House where they met Senator Jillian van Turnhout (a previous IGG Chief Commissioner) and author Sarah Webb who judged the competition. They enjoyed receiving feedback from Sarah and were thrilled to receive a signed copy each of one of her books and a Canon camera. By sharing tips for writing a good article and taking a good photo in Trefoil News, it was hoped that the competition would encourage members to submit articles and photos to their local papers. A further photo competition was launched in October to encourage members of all ages to take photos of Guiding events and to share them afterwards not only with National Office, but also with their local papers.

## Online Guide Manager

A new online membership information system was developed during 2014 and was introduced to all Units in December 2014 by IGG in conjunction with Online Youth Manager.

This online system allows the safe storage of personal details for all members in IGG – girls and adults, with access to this information based on a "need to know" basis, so girl information is available to the Leaders but not to anyone else. Leader information is available to Commissioners, Regional Development Officers and National Office staff.

The system also allows the storage of programme information which can be easily shared with all Leaders in a Unit who can be responsible for updating these records all in the one place.

OGM will support the completion of IGG annual census in a timely manner.

From a national point of view the system allows for the collection and storage of Leader and Unit information as well as Commissioner

and Committee details. This information includes personal details and information on Leader qualifications gained plus membership status re Leader Applications including Garda Vetting all available in one place, that can easily be shared with other adult members in the organisation on a need to know basis.

Training of "Regional Champions" took place in October with the developer of the Online Youth Manager system and an introductory session to OGM took place at each of the seven Regional Conferences in October and November. The Regional Champions were trained in order to assist with training and support of Leaders on a local basis. User Guidelines were developed and shared with all Units in preparation for the launch of this new system. This included the sharing of information on data protection and the safe storage of information.





# PR and Advocacy

By promoting IGG both locally and nationally we raise our profile as a modern, vibrant organisation. We give girls and young women a voice to enable them to speak out and take action on issues that are important to them.

IGG received coverage in national media 20 times during 2014. The Brownies' Brilliant Birthday celebration in Dublin Zoo on April 12th was featured on RTE and TV3 television news. In the run up to the event RTE News2day and TV3 Late Lunch Live both carried features on the Brownie Centenary and Ray D'Arcy, who helped us celebrate at the zoo, plugged the celebration several times during the year on his Today FM radio show. He also interviewed Hazel Shiel, one of IGG's oldest members, about her experience of Guiding over the years. The Irish Times, The Sunday Times and the Irish Daily Mirror all published news items and/or photos of the centenary celebration, as did 80 local papers around the country.

At the start of the year European Young Scientist winner Emer Hickey wrote a letter to the editors of the national papers, encouraging girls and women to take up a new hobby: Guiding! This was published in both the Irish Independent and the Irish Examiner. Although a very busy teenager with many and varied interests, Emer, a Kinsale Ranger, wrote about the value she found in continuing her involvement with Guiding. We were thrilled when Emer, along with two school friends, went on to win the top prize at the Google Science Fair and to be named among the 25 most influential teens of 2014 by Time magazine.

The Irish Independent featured IGG in a double-page spread about girls' self-esteem in February. On International Women's Day in March The Irish Times published a letter by Chief Commissioner Helen Concannon and CEO Linda Peters about gender-related violence and IGG's adoption of WAGGGS's Voices Against Violence programme. The Irish Daily Mirror reported on IGG's celebration of International Day of the Girl in October

and the launch of Online Guide Manager in December.

Celbridge and Lucan Senior Branch members and some Lucan Brownies appeared on Maia Dunphy's What Women Want programme in December. The girls did a great job of showcasing IGG as an organisation not only of fun and friendship, but also one that provides a safe, comfortable space for girls to develop into confident and thoughtful young women.

Leaders of Dun Olaf Guides in Dundrum also did a great job promoting IGG when they appeared on RTE Radio 1's Mooney Show in December. They gave IGG a great plug, telling listeners throughout the country how the organisation gives confidence to girls and young women as they make the most of all that Guiding has to offer.

Almost 500 articles/photos relating to IGG appeared in local papers throughout the country during the year. These included photos/items relating to World Thinking Day, A-WEAR-ness Day, International Women's Day, St Patrick's Day, Brownie Centenary celebrations, An Taisce litter picks, Voices Against Violence, the IGG Skipathon, service projects here and overseas, fundraisers, enrolments, fun days, camps, the Chief Commissioner's Award, the Gold Awards, International Day of the Girl, Free Being Me and the IGG pantomime at the Gaiety, which was Pamela Galloway's 30th anniversary of organising the annual event. Other photos included one of Joan Gregg receiving a presentation on her retirement as warden of the National Memorial Cottage in Enniskerry and Maureen Murphy and Marilyn O'Riordan receiving presentations in recognition of the years they spent heading up FETAC training for IGG members. Also, a photo of inspirational Joanne O'Riordan of the No

Limbs, No Limits documentary pictured with Senior Branch members at their November weekend in Cork.

IGG members carried out 24 interviews on local radio stations during the year on a range of topics, including the Brownie centenary, the World Thinking Day 2014 theme of 'Education opens doors for all girls and boys', the Chief Commissioner's Award, the Gold Awards and IGG's adoption of the Free Being Me body confidence programme.

IGG members continued to advocate on a number of issues, including raising our Voices Against Violence along with WAGGGS's 10 million other members and joining with other women's organisations in promoting 16 Days of Action Against Gender-related Violence. Through adopting the Free Being Me programme devised by WAGGGS and the DOVE Self-Esteem Project, we hope, along with the Catholic Guides of Ireland, to boost the confidence of a whole generation of Irish girls by reaching 16,000 girls in Ireland between the ages of seven and 14.

On International Day of the Girl (11th October) our members were encouraged to celebrate their many strengths and positive qualities and the unique contribution they make to the world. TDs and Senators were sent emails urging them to listen to the voices of girls and young women, saying that with their many attributes, ranging from intelligence and social conscience to a sense of responsibility and adventure, girls and young women's voices deserve to be heard and listened to.

As a result of the leadership skills and confidence they develop through Guiding from the age of five upwards, Irish Girl Guides are set to become the Leaders of tomorrow.



# Around the Branches

The mission of The Irish Girl Guides is to enable girls and young women to develop to their fullest potential as responsible citizens of the world.

Our vision is that every member of the Irish Girl Guides has a sense of ownership in, and feels proud to belong to, a modern, growing and inclusive organisation that empowers and gives confidence to girls and young women through a fun, educational programme.

To achieve our mission and vision, we encourage all girls of every age to do their best. This year these are just some of the interesting things that our various age groups were involved in.

**Ladybird Guides are aged from 5-7 years. They follow a programme full of fun which helps them to:**

- become more independent
- learn to care and share
- discover the world around them
- learn about the family of Guiding to which they belong
- take part in activities, including songs and games

We started the Guiding year with Branch Day in Newbridge, Co Kildare with 20 Leaders training in Development Education, Voices against Violence and craft and songs. The trainings were well delivered and received according to evaluation forms.



In March, Ladybirds held their first Nationwide Mother and Daughter event. Ladybird Branch provided all Units with cake stands, icing, tablecloths and ideas for decorations on the night to get things started. A wonderful night was had by all. This event promoted IGG and Ladybirds locally and gave parents an opportunity to chat to Leaders in an informal setting.

In April we launched our "Ladybirds in Bloom" Sunflower growing competition in conjunction with the Arboretum Garden Centre in Carlow. With the Arboretum's advice and guidance over 2,000 seed planting packs were distributed to Units for Ladybirds to grow their sunflower from

seed and nurture their flower to bloom at a great height. The winning bloom was grown by Amy Warren, Cú Chulainn Ladybirds, Drogheda

This was our first project with an outside organisation and Ladybirds in the Carlow/Kilkenny area visited the Arboretum in June for a fun day.

In October we distributed out Unit Table Quiz Pack (plus prizes.) This event is a firm favourite with all Ladybirds, ideal for a fun and educational meeting.

The committee worked throughout the year with the Programme Review Team assisting with resources, badges and the design of our new programme to launch in September 2015.

Ladybird Unit numbers are increasing every year and this is possible because of Leaders' dedication and hard work week in, week out. Ladybird Branch Committee extend a huge thank you and well done to each and every Leader.

**Brownie Guides are aged from 6½-11 years. They follow a programme of interest, fun and variety which:**

- encourages self-development and thoughtfulness towards others
- introduces the girls to the international family of Guiding
- teaches respect for cultures and religions different from their own
- develops team work and sharing

By February of 2014 Brownie Branch had received the target number of applications for Brownies' Brilliant Birthday party to be held at the Dublin Zoo in April. By this stage too the curriculum for the Centenary badge was made available and many members from all Branches availed of the opportunity to earn it. Brownie Leaders attended a successful Branch Day held in Newbridge where the first Brownie Unit was opened.

March saw the start of a very busy month as the plans for our Brilliant Birthday party took shape. Two competitions were planned, one to find a Brownie who would help cut the cake and the second a draw for all the Leaders/volunteers - the prize being a zoo membership. It was decided that the Brownies would donate a bench to the Zoo in remembrance of the event. Ray D'Arcy was invited to the event. Buses, parking, registration, cookies, cakes, bags, volunteers, directions, a DJ, large screen, and many more behind the scenes operations were organised in the hope of providing a memorable event.

In April, Brownie Branch Committee went into overdrive packing 3,000 souvenir bags for Leaders, Volunteers, Brownies and Guests. All details finalised, the day arrived along with beautifully attired seas of yellow and purple IGG members at their appointed times to entertainment outside the zoo gates arranged by the many Senior Branch volunteers. Registration flowed and Brownies and Leaders followed their designated paths through the zoo to find areas of interest.





Entertainment was hidden everywhere, hosted by amazing volunteers. Quizzes, songs, crafts and even temporary tattoos were part of the lineup. The sense of fun and joy was palpable as even the weather behaved. Lara Gilmore from Carrig Brownies in Blessington won the draw to help Ray and our oldest Brownie member Hazel Shiel cut the cake. The area in front of Haughton House became a mass of yellow in glorious sunshine as gift bags were handed out and campfire was sung. Our President, Maureen Dillon, and our Chief Commissioner, Helen Concannon, congratulated the Brownies on their Centenary as Brownies, Senior Branch members, volunteers, guests and Leaders danced away to the music provided.

May arrived and what should have been an anticlimactic month stayed buoyant as over a hundred cards and emails were received congratulating Brownies and their Leaders. A gift of an engraved crystal paperweight was received from CGI congratulating IGG's Brownies on their centenary. The media, radio, TV and press congratulated Irish Girl Guides and many people sent emails commenting on the exemplary behaviour of the Brownies at the Zoo. Well done girls. Patricia Handy of Brosna Brownies won the year's membership to the zoo. Also in May, two Brownie Leaders attended Akela 2014 – the 1st International Cub and Brownie Leader Gathering in Westernohe, Germany.



The next few months were taken up with finalising our centenary year as many continued to work on the Brownie Centenary Challenge which did not close until November. The exciting year finished with the production of a calendar from the many photographs sent in by Leaders, and the winner of the photographic competition was announced. Congratulations to Nicola Emmett-Byrne from Eastern Region who won.

No year, as exciting as 2014 was, works without the many people who volunteered their time to make it happen. To Brownie Branch members, the Centenary Committee members and the many volunteers from other Branches, we send you our thanks for your hard work and dedication. Thank you to all the Leaders who celebrated with

their Units and with the country in April and to their Brownies who were a credit to their Units and to themselves.

**Guides are aged from 10½-15 years. They follow a programme of challenges which equips them to:**

- have fun through adventure
- offer voluntary service to Guiding and the community
- enjoy the out-of-doors
- learn practical skills
- participate in the international aspect of Guiding
- develop their own spirituality and respect other cultures and religions

Guide Branch have worked diligently updating badges for the new programme while we continue to keep our members up to date with programme ideas and activities through the monthly magazine Trefoil News.



Trainings were provided to Leaders throughout the year and games packs were sent to every Unit.

This year 86 girls received their Gold Award pins & certificates from IGG President Maureen Dillon & Councillor Dermot Lacey. This was the highest number of girls to receive the Gold Award yet. In addition to this, 11 girls received the Siorghlas Award during the year.

The Gold Award photographs were published in both national & local papers and many girls were interviewed on local radio, which was a great way to advertise their achievements and encourage others to join IGG.

**Senior Branch are aged from 14½-26 years. The programme for the girls' self development is based on:**

- fun and adventure
- service to the community
- outdoor activities
- international opportunities
- spirituality
- craftwork

Flexibility with the programme is of prime importance and the girls set their own pace and syllabus within the Unit.

In February Senior Branch once again celebrated another 18th Birthday Party in Dublin Zoo. This event will hopefully aid the transition from child to adult in our organisation and we look forward to many more birthday parties in the future with our Senior Branch members who are turning 18.

The Lightweight Weekend, was once again a successful hands-on learning experience for all the participants. The participants aged between 14 and 26 took to the hills around the Ballyhouras learning about the hills – how to make sure they had the appropriate gear, how to cook out of doors, how to read a map and how to identify ways that they can ensure their safety on the hills.

Learning Leadership in conjunction with Léargas continued throughout 2014. 16 of our youth members have received training and support via this project that helped them to develop their leadership skills.

The girls involved in the Chief Commissioner's Award in Clare got an amazing welcome and were the talk of the locality as they completed their challenging week. The local papers for all of the participants loved the girls' adventures and the local media in Clare were very impressed by the girls' resilience and sense of adventure.



The November Weekend saw the final of our Senior Branch Challenge. This challenge provides a year long programme for the Senior Branch age group within the organisation. The competition was very stiff and it was great to see so many involved. Well done to our winners Mullagh Senior Branch.

We surveyed our Senior Branch members and Senior Branch Leaders about the new programme and other elements of Senior Branch. They offered their opinions on the type of programme they want for their Units, how they feel their Units should be run and the elements that are most important to them. This survey has fed into the review of Senior Branch and it's programme which will be run in Units from September 2015.

A big thank you to everyone that took part in any of our events or consultations throughout 2014. Your contributions were invaluable.

# Around the Regions



## Eastern Region

2014 was another busy year in Eastern Region with lots of recruitment and new Units opening.

All the Branches were kept busy. 160 Ladybirds attended an amazing Ladybird Day Out in Corkagh Park in May where they played games, made crafts, visited the petting zoo and followed a Treasure Hunt through the magical Fairy forest. A group of Guides and Senior Branch climbed Maulin in Wicklow in June. On the Summer Solstice a brave group of Leaders and Senior Branch watched the sunrise from Lugnaquilla. It was a truly uplifting experience. Brownies from Newbridge participated in a Flashmob to mark the Brownie Centenary. In October, 26 Guides attended our 13+ weekend where they hiked and learned important outdoor skills.

240 members from all Branches attended our Branching Out Day in Howth in October which was topped off with a massive campfire. A Senior Branch Christmas party finished off the year with a bang.

Training is always a priority for the Region. In March we held a training for new Leaders. This proved very successful and was

used to explain Guiding jargon and what qualifications are available. Our annual Spring training which focuses on pre-Warrant training and Basic Standard was held in Newbridge. We also held a number of Code of Ethics trainings.

Many new qualifications were gained in the Region. We have one new OA (Mary Clarke). We also have 6 other Leaders who gained their Indoor Licence and three Trainer Bars awarded in Eastern Region.

Well done to all the volunteers who worked so hard all year and we look forward to a great 2015.

## North East Region

In North East, all Units took the opportunity to get involved in the many programmes offered from getting together for a hike to travelling abroad together.

A unique camp was held this year in July. This was a 'standing Camp'. Six Units of Brownies and their Leaders stayed for the first weekend, a further six Units stayed for the second weekend while Guides and Senior Branch stayed for the week in between. In all nearly 200 Leaders and girls got to enjoy the outdoor life.

Drogheda held their annual Area Guide camp on the June Bank Holiday and also invited all the Ladybirds and Brownies for a fun day on the Saturday.

The Region continued to provide a good variety of trainings for all Leaders. Our Spring Training is now an annual must for Leaders. This year we provided training in all the Branches as well as pre-warrant and outdoor fun. Many Leaders also took part in First Aid trainings this year to update their skills in line with best practice. Our Regional Conference is still the biggest event of the year and an opportunity for all to share and discuss.

In North East Region, the new programme is widely anticipated especially as some of our Units were involved in piloting the programme from September to December. We're all looking forward to a very exciting 2015.

Several Leaders were awarded qualifications in 2014 including CO, QM, MO and Indoor Licences. Congratulations to all.

## North West Region

Mayo Area and Sligo Area separately held Area World Thinking Day Ceremonies. A big Regional celebration was held for Brownies in June when they had a 100th Birthday



Celebration. The day also celebrated Cultural Diversity. Over 80 girls and 18 Leaders attended the day. A number of Units enjoyed sleepovers, including Belleek, Moy and Tireragh Brownies and Tireragh, Convoy and Raphoe Guides. Ladybirds throughout the Region enjoyed growing sunflowers as part of the Ladybirds in Bloom project.

Both Thola Ladybirds had a great party to celebrate their first year thanks to a grant from the Irish Youth Foundation. Ballina Units continued their work at the Jackie Clarke Library culminating in a trip to Uisce (a bilingual outdoor centre in Belmullet, Co Mayo) in May.

Our North West Regional newsletter keeps Leaders up-to-date with things that were happening in the Region. An open forum is held at the Regional Conference to allow Leaders to discuss any issues of concern. Leaders are encouraged to share information on the North West Facebook page as well as the National Facebook page.

12 Leaders took part in our Outdoor Training held in Co Sligo on a rather wet day in May. Despite the weather good fun was had by all. Seven Leaders completed their Code of Ethics Training.

At the Regional Conference a number of Leaders received their service pins - fifteen Leaders got their 5 year service pin, Anne Judge received her 10 year pin and Jacqueline Lavelle and Agnes Perry received their 15 year pins. Thank you to all our Leaders for voluntarily giving their time to IGG.

## Mid-West Region

Mid-West Region was very busy with recruitment and opening new Units throughout the year. Units took part in a variety of activities including days out, hikes, spring cleaning, community service, pantomime visits and lots of other fun activities.

Mid West also held a very successful





Regional Camp organised by their very dedicated and skilled "Camping Team." Numerous trainings were held during the year and Leaders were also trained at the Regional Conference. Several Leaders received their qualifications at Local and Regional Level. Mid-West also commemorated very long serving Leaders by presenting them with a glass plaque thanking them for all their assistance.

We are pleased to say that every District and Area in the Mid-West Region now has a District/Area Commissioner and a very successful Commissioners' Training was run in 2014.



## South West Region

South West Region held an action-packed Regional Brownie camp in Cuskinny Court, Cobh in June. During the camp that was themed "Brownies Brilliant Birthday" 181 Brownies, Senior Branch members and Leaders took part in a range of activities and they challenged themselves with such activities as tree climbing and grass sleighing. An indoor weekend for Guides was also held in Mount Melleray in Waterford where 197 members from throughout the Region put many new skills from the Guide programme into practice. The Guides enjoyed their pioneering session and really enjoyed testing their knots by using their masterpieces to carry others in a race.

New qualifications were gained by many Leaders from warrant awards to indoor and outdoor qualifications. A lot of Leaders also brushed up on their first aid skills at various trainings held within the Region.



At the Regional Conference many Leaders were very proud (and some a bit shocked) to receive their service pins for long service given to IGG.

Theresa McCarthy held an outdoor training weekend for Leaders and we are now delighted to have a new Regional Outdoor Advisor and many other Leaders upskilled who are now full of enthusiasm and working towards the attainment of their indoor and outdoor qualifications.

Twenty Guides from the Region achieved their Gold Award and are looking forward to progressing on to Senior Branch and setting themselves many new goals for the future.

Cliona Palmer, a young leader from Fossa Brownies, was honoured at the Regional Conference for her great success at the European Special Olympics where she won gold and silver medals.

In October Senior Branch members held a Sleep Out in Cobh in aid of Focus Ireland. The night proved to be cold and wet but nothing could dampen the spirits of the girls and Leaders.

Joanne O Riordan was an inspiring speaker at the national Senior Branch Weekend which was held in Cork. Her confidence and determination was living proof that people can and should smile through their difficult moments in life.

The Joint Committee for Guiding and Scouting in Cork held events which were attended by IGG in great numbers-

In April 261 members attended Hey Jinks fun day in Farran Woods Cork

In October 308 members attended Squelch in Farran Woods Cork

In December 501 members attended the Cinderella panto in Everyman Palace in Cork Leighdale Guide Cottage in Cork is now a more attractive and warmer venue for weekends away with Brownies, Guides and Senior Branch members. The grounds have received a major facelift and offer guests a better facility for outdoor activities.

## South East Region

Brownies from around the Region attended the Regional Brownie Day Out in Carlow in May. A great day was had by all. Ladybirds from Carlow, Wexford, Kilkenny and Waterford enjoyed a fun day out at Kia-Ora Farm in Wexford and a trip to Ballymoney Beach. Guides from Carlow, Kilkenny, Clonmel and Waterford were joined by visitors from the South West Region for their Regional Camp in Mount Melleray in July. St Killian's Guides and Rangers from Carlow had a wonderful trip to Croatia in July.

A number of Leaders from the Region attended the Free Being Me training in Larch Hill in October. These Leaders then presented a short session on Free Being Me



at the Regional Conference, encouraging as many Leaders as possible to deliver the programme to their Brownies and Guides.

Two new Districts were created in Wexford in 2014 and we now have new District and Area Commissioners. Training was to the fore in South East Region this year and we'd like to congratulate all this year's recipients of Indoor Licences, Senior Campcraft Licences and CO Licences.

All of the Ladybirds, Brownies, Guides and Rangers greatly benefited from the hard work and dedication of their Leaders. Thank you to all the Leaders whose effort makes Guiding possible in the South East.

## West and Central Midlands Region

2014 proved to be a great year for Gold Awards in West and Central Midlands as we had 11 participants out of a total of 86 nationally. Big congratulations to all of the girls and a very special word of thanks to all of the Leaders involved and to Guide Branch for making it a memorable day for girls and Leaders alike.

We have created a Regional Newsletter which also includes an area for Leaders to seek advice from other Leaders in an anonymous manner, crafts, suggestions for programme and notices of upcoming events.

There are various training opportunities run throughout the year and Leaders are encouraged to participate and we endeavour to accommodate accessibility local to their areas. Fireside trainings were held along with many 'Free Being Me' sessions and more to come.

OA, RDO and Trainers had a busy year with Outdoors Qualification assessments. There were Camp Craft (Junior & Senior) and CO licences awarded with more planned for the coming year. Some Leaders are working towards the Mountain Skills certificate, having taken part in courses last summer hosted by our neighbours in North West.

West and Central Midlands had a very successful Regional Camp in Lilliput Adventure Centre, Coole, Mullingar in June. Units from all over the Region attended with in excess of 100 girls and 40 Leaders. Both days were jam-packed with activities and the annual Regional Cook-out Competition had 15 teams vying for the trophy. The winners were Longford Girl Guides.



# Around the World

The Irish Girl Guides is part of a worldwide movement of 10 million girls and young women. IGG's membership of the World Association of Girl Guides and Girl Scouts is held through the Council of Irish Guiding Associations. The CIGA committee consists of four members of the Irish Girl Guides and four members of the Catholic Guides of Ireland with the positions of Secretary and Treasurer alternating between IGG and CGI. In 2014, CIGA celebrated its 21st birthday. In addition the International Commissioners from each association are in touch regularly to exchange information and to collaborate in sending members to International events and trainings.



2014 also saw CIGA take part in a joint project to promote the 'Free Being Me' programme. This global WAGGGS initiative, launched with the support of Dove, aims to help member organisations build a world free of appearance related anxiety for girls. You can read more about it on page 7.

Throughout the year as an organisation IGG engages with our members in different ways to ensure we are listening to the voices of our youth members and volunteer Leaders. Every three years the Chief Commissioner and International Commissioner link this process at world level as they attend the WAGGGS World Conference on members' behalf. In 2014 the conference was in



Hong Kong and we were all encouraged to "Connect-Grow-Impact". This process of coming together as a member of the World Association ensures that IGG's voice is heard as WAGGGS charts its future for the years ahead. This year we also had the honour of our Assistant Chief Commissioner Claire Colfer serving on the WAGGGS conference organising team as Procedural Co-ordinator.

The International Permit training is now a well-established feature on the Guiding calendar. This year a further twenty Leaders undertook their permit training to help them further develop their skills before taking their Guides overseas. Experienced Guide Leaders and Trainers share their experiences of taking groups abroad in an interactive style that helps empower our newer Leaders as they seek to provide further opportunities for our youth members.

Every year we endeavour to send some of our Leaders to key International seminars. In 2014 Aoife Leamy attended the 9th Helen Storrow Seminar in Our Chalet, Switzerland and Cathy Connolly attended a WAGGGS Leadership Development Programme (WLDP) seminar in Oman.

IGG plays an active part in the work of the National Youth Council of Ireland (NYCI). We encourage our NYCI representatives to attend their European Network meetings to learn and share with other Guides and Scouts from around Europe about the issues

facing our organisations and our members and how our youth councils can best support us. In 2014 Mary T Halley attended the NYCI Representatives event in Brussels.

2014's Go Global event added a new dimension with a special section for our Senior Branch members. Girls were given a chance to learn what happens at International selections and to experience one first-hand. The International Committee hopes to grow this part of the event in the coming years so that even more girls will take up opportunities overseas.



Providing opportunities for our Senior Branch members and adult Leaders to experience the international side of Guiding is a key part of the work of the International Committee. Many adult Leaders cite their international experiences as one of the key reasons for staying involved in Guides throughout their teenage and young adult years. Connecting with Guides and Scouts across Europe through the Overtures Network and the Academy allows our Leaders to grow in a personal way and to bring back their enthusiasm to their Units and the organisation. This year 526 members from 42 Units attended an overseas event. We hope this will be the start of a long engagement with the international aspect of Guiding for many of these young women.





## IGG at International Camps and Events in 2014

Unit	Leader	Venue	Dates	Region	No. of Pax
Rathfarnham Rangers	Amanda O'Sullivan	Flame Camp, New Zealand	January 1st-13th	E	5
Rós Rangers/ Blackthorn Guides	Elizabeth Blackwell	Pax Lodge, London	January 18th	MW	17
North East Region Leaders	Mary Clarke	Sangam, India + London, UK	January 4th-19th	NE	11
Dunshaughlin Guides/Senior Branch	Mary Clarke	Edinburgh	April 15th-17th	NE	24
Sallins Railway and Naas Guides	Lorraine Powell	Isle of Man	April 16th-20th	E	31
Middleton Guides and Senior Branch	Jayne Crowley	Spain	April 22nd-27th	NE	31
Ballybay Girl Guides	Olwyn Williamson	Pax Lodge, London	April 23rd-26th	NE	16
Kinsale Guides	Carol Anne O'Reilly	Pax Lodge, London	May 3rd-5th	SW	11
Velvet Strand/Jubilee Brownies	Mary McHale	Share Discovery Village, Fermanagh	June 6th-8th	E	26
Griffeen Valley Girl Guides	Maresa Connolly	Edinburgh, Scotland	June 21st	E	9
Greystones Guide Unit	Sandra Byrne	Lorne House, Co. Down	June 30th-July 5th	E	28
Tivoli & Ballybrack Guides	Gill Buckley	Hollywood, Co. Down	July 8th-11th	E	25
St. Killian's Guides & Rangers	Adele Mealey	Pula, Croatia	July 10th-19th	SE	13
Stillorgan Guides	Susan Henry/Diane Darlington	Ynysgarn, Wales	July 11th-16th	E	23
Celbridge & Liffey Guides	Sinead Nic Giolla Phádraig	Burg Rieneck, Germany	July 12th-20th	E	20
St Brendan's Guide Unit	Pauline Carroll	Our Chalet, Switzerland	July 14th-20th	SW	19
Kilternan Guides	Freda Keady	Belgium	July 21st-26th	E	13
Galtee Guides, St. Barbara's Guides, Michelstown Rangers, Kilcrea Rangers	Liz Downes	Belgium	July 21st-26th	SW	23
Lucan & Dun Olaf Guides	Amanda O'Sullivan	Xplore 14, Castle Saunderson, Cavan	July 30th-August 6th	E	26
Howth, River Valley & Ballyroan Guides	Anne McPartland	Isle of Man	August 1st-10th	E	26
Drogheda Rangers & Navan Guides	Mairead Faulkner	Wellies & Wristbands, Lancashire, UK	August 22nd-25th	NE	20
Ballyroan Senior Branch	Anne McPartland	Disneyland, Paris	October 24th-28th	E	15
Whitechurch Guides	Ruth Hughes	Pax Lodge, London	October 25th-27th	E	10
Maynooth, Edenderry & Newbridge Guides, Maynooth Rangers	Jackie McGloughlin	Caernarfon, Wales	October 26th-30th	E	38
Douglas Guides & Rangers	Riognach Cantwell	Pax Lodge, London	October 27th-29th	SW	12
Dolphin Guides, Charleville	Lynda Renshaw	Pax Lodge, London	November 7th - 8th	SW	17

## IGG Individuals at Seminars / Conferences / Trainings in 2014

Name	Event	Venue	Dates
Mary Theresa Hally	National Youth Council Representatives	Brussels, Belgium	February 13th-16th
Marg McInerney	Dove Free Being Me Training	Staffordshire, UK	March 21st-26th
Helen O'Reilly	Dove Free Being Me Training	Staffordshire, UK	March 21st-23rd
Aoife Leamy	Helen Storrow Seminar	Our Chalet, Switzerland	March 22nd-30th
Lorna Finnegan	International Events Roundtable	Sweden	March 28th-30th
Katrina Kiely / Yvonne Pope	Overtures Diversity Network	France	April 4th-6th
Susanne Cunningham	European Scout Agora	Strasbourg, France	April 23rd-27th
Sile Rooney	Boston College Study Visit	Boston/Washington	April 30th-June 22nd
Cathy Connolly	WAGGGS Leadership Development Programme	Muscat, Oman	June 1st-9th
Helen Concannon / Lorna Finnegan / Claire Colfer	35th WAGGGS World Conference	Hong Kong	July 5th-9th
Michelle O'Brien	WINGS 2014	Berkshire, UK	July 31st-August 14th
Ciara Reilly	Akela Brownie & Cub Leader Training Camp	Germany	August 2nd-6th
Sandra Byrne /Aisling Claffey	Guide & Scout Academy 2014	Belgrade, Serbia	November 4th-9th

# Governance and Management of Irish Girl Guides 2014

The Irish Girl Guides (IGG) is a self-governing uniformed youth organisation led by volunteers and supported by national and Regional staff. Membership is voluntary and open to all girls and women who accept the Guide Promise and Law. The National Office of the organisation is in Dublin and IGG is a registered charity (CHY 4726). IGG has full membership of the World Association of Girl Guides and Girl Scouts (WAGGGS) through the Council of Irish Guiding Associations (CIGA). IGG is independent from any political organisation or any political party.



## Structure of the Organisation

The General Council is responsible for the control and general supervision of the organisation. The Executive Committee, subject to the supervision of the General Council, controls and manages the affairs of IGG. In 2014, the Executive Committee consisted of 24 members who met a total of seven times. The Chief Commissioner is the Chairman of the Committee and has overall responsibility for the organisation ensuring it is run professionally and is in keeping with its aims and objectives.

The National Programme and Training Committee, subject to the supervision of the General Council, is responsible for coordinating the development and delivery of all aspects of the Guiding programme and maintaining communication between Chairmen of National Committees and Branches.

There are seven administrative Regions of the Irish Girl Guides. Each Region has a Regional Commissioner and a Regional Committee/Team. Within the Region there are geographical groupings of Areas and Districts, each one having a Commissioner and an Area/District Team. Units of up to 36 girls are run by a team of Leaders who have undertaken the relevant screening and training.



## Staffing and Volunteers

IGG acknowledges the vital role both staff and volunteers play in ensuring the organisation achieves its mission. IGG employs ten staff members at national level who work in varying roles in National Office under the supervision of the Chief Executive Officer. Each Region has at least one Regional Development Officer who is responsible to her Regional Commissioner/Regional Team. IGG also avails of third party services including suppliers, auditors and service providers.

Volunteers are the backbone of the organisation operating Units and working on committees across the country. All volunteers undergo a screening process which includes attendance at Code of Ethics and Child Protection training. Further support and training opportunities are provided through local, national and international events.



## Financial Records

The financial affairs of the organisation are managed by the Finance Committee with responsibility to and in consultation with the Executive Committee. The Finance Committee is responsible for the audit, budgeting and finances which are all subject to detailed review.

Systems of internal control are in place which aim to ensure compliance with laws and policies, ensure efficient and effective use of resources, safeguard assets and maintain the integrity of the financial information produced. IGG properties are vested in the Trust Corporation which is represented on the Executive Committee.

Each Unit, District and Area keeps proper financial records for which they appoint a treasurer who monitors the finances at local level. Regions and Committees keep proper financial records which are checked by the National Treasurer on an annual basis. The national accounts are available at [www.irishgirlguides.ie](http://www.irishgirlguides.ie) or on request by post from National Office.



## Good Governance

IGG is voluntarily working towards compliance with the Governance Code for Community, Voluntary and Charitable Organisations. This is a code of good practice that holds us to the highest international standards of best practice and ensures transparency and accountability.

IGG is also compliant with the ICTR Statement of Guiding Principles for Fundraising. The Executive Committee and Programme and Training Committee are responsible for the strategic direction of IGG and currently monitor the activities to ensure the organisation achieves its agreed outcomes as stated in our Strategic Plan 2012-2015.

In 2014 Irish Girl Guides signed up to the Dóchas Code of Conduct on Images and Messages. This means that, in our use of images and messages, we aim to respect the dignity of people and that we recognise the need to promote fairness, solidarity and justice. We avoid images and messages that potentially stereotype, sensationalise or discriminate against people, situations or places and we strive to conform to the highest standards in relation to human rights and the protection of vulnerable people.



# Finances and Fundraising

Irish Girl Guides is a not-for-profit organisation and a registered charity in Ireland CHY4726. IGG's income is dependent on a grant from the Department of Children and Youth Affairs (55%), membership fees (40%) and fundraising through grants and donations (5%).

In September 2014 Irish Girl Guides was officially recognised as meeting the requirement to sign up for the Statement of Guiding Principles for Fundraising. This means that we are committed to complying with this Statement by endeavouring to:

- Adhere to the core principles of respect, honest and openness
- Demonstrate commitment to donors
- Ensure high standards of fundraising practice
- Be financially accountable

Irish Girl Guides was delighted to partner with Trócaire to run development education trainings at some of our Regional Conferences and to promote the One World Week Initiative. Irish Aid supported the participants of the Chief Commissioner's Award to reflect on the challenges of life with diminished resources and Léargas continued to support some of our young women to

develop their leadership potential. IGG thanks all our donors sincerely and looks forward to continuing working together to help the next generation of young people in Ireland.

## Donating to IGG

We continued to work with iDonate to collect online donations and run fundraising events. In June a great team of ladies completed the Flora Women's Mini Marathon in Dublin and together raised over €500. IGG is grateful for donations, sponsorships and fundraising

## Remembering IGG Through Your Will or Bequest

Every year IGG benefits from donations that people have made in their will. Leaving a gift to the Irish Girl Guides in this way is a lovely way for your generosity to last beyond your own lifetime and helps to ensure the organisation you value today will continue to make a difference tomorrow. Your gift can be as general or specific as you like. IGG will fully honour your wishes and donors can remain anonymous if they so wish. Any bequests you make in your will to a registered charity are exempt from Gift or Inheritance Tax.

**Trócaire**

**léargas**

**Irish Aid**  
An Roinn Gnóthaí Eachtracha agus Trádála  
Department of Foreign Affairs and Trade

**iDONATE**  
MAKING GIVING EASIER

Supported by  
**National Lottery**

**NDP**  
National Development Plan

**A QUALITY HEALTH  
PROMOTING ORGANISATION**

## 2014 Financial Summary

Income – National Organisation	€
Department of Children & Youth Affairs – Youth Service Grant	364,343
Membership Fees	313,412
Other grants, sponsorship and sundry income	39,260
<b>Total</b>	<b>717,015</b>

Expenditure – National Organisation	
Staff salaries, training & related expenses (12 part-time, 5 full-time)	310,896
Programme, Development & Promotion	232,695
Administration, Establishment & I.T.	142,815
Other expenses e.g. conferences, subscriptions, donations	30,803
<b>Total</b>	<b>717,209</b>

Surplus/(deficit) on National Organisation	(194)
Surplus/(deficit) on Distribution Centre	7,511
Surplus/(deficit) on National Memorial Cottage	(7,554)
<b>Net Surplus/(deficit) for 2014</b>	<b>(237)</b>

Details of our fully audited accounts are available online at [www.irishgirlguides.ie](http://www.irishgirlguides.ie)



## Irish Girl Guides

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