

End of Project Report

Organisation:	Irish Girl Guides
Donor	Ulster Bank Skills and Opportunities Fund
Project Dates	2018-2019
Project Name:	Irish Girl Guides Cookie Project

To what extent were you able to fulfill the original objectives for the funding?

We fulfilled our objectives through embedding entrepreneurial life skills from conception of a second flavour of cookie to sales point. The girls engaged excitedly with this project, both in development and in the end sales of the goods. This enabled them to work on the cookie programme developing their own business skills while raising funds for their local Units and charities. Over 1000 girls have earned their cookie badge this year so far.

What has been the biggest success of the project?

The project is girl-led and the sense of achievement the girls felt by completing the taste-test to decide the new flavour was wonderful. Having the girls take order in advance, set up sales stands and make posters for PR purposes was another success as it brought together so many parts of the programme and the girls own development.

Another success is giving the girls confidence to speak about the product and pitch it to their potential customers. To experience a girl who begins shy and ends up achieving a sale is quite remarkable.

What has the funding enabled you to do?

- provide members of Irish Girl Guides with a second flavour of Girl Guide cookies to sell in their communities to raise funds for their local Unit or charity
- develop girls confidence in researching flavours, organising sales and financial recording

What difficulties or issues have you encountered and how were these overcome?

- we became more time efficient for the roll out of the programme with Ulster Bank funding
- we provided a resource book, templates and posters and other advertising materials. We also looked after the national PR campaign around the project.

What would you do differently?

- try to arrange a nationwide sales spot with a supermarket chain so girls could have at least one confirmed sales spot

Have there been any unintentional outcomes from the project?

- increased PR for the organisation as a whole, not just specific to cookies
- opportunity for girls to engage publicly with their community and feel proud of their membership and their newly developed business skills

Quantifying organisational impact:

- enabled us to develop a new product and provide a unique sales opportunity for our members from concept to completion
- link with a well-known Dragon's Den investor to promote the organisation
- 85 communities involved through local Units

What long-term impact has the funded project have for your organisation and the groups it serves?

The Cookie programme is a nationwide programme called #FutureCEOs aiming to Create Entrepreneur Opportunities for our members aged 5 upwards. The second flavour funded by Ulster Bank Skills and Opportunities Fund has added new life to the programme and created great excitement for the girls to bring a new product to market. This flavour is actually more popular now than the previous one, and is being considered as the only product for 2020/2021 due to its popularity.

The skills the girls have learned through the project are lifeskills which can be used at home, in school, in their community and eventually their workplaces. The programme focuses on four key skills deemed important for today's girls 1. Money management 2. Teamwork 3. Goal-Setting and 4. Communication. Learning about these skills is one thing, but putting them into practice is another and this skill development through hands-on practical 'learning by doing' experience, will stand to the girls as they grow and develop into responsible global citizens.

Quantifying social impact:

- to date over 3000 girls and young women have engaged in the project and sold cookies to their communities, thus developing their 4 key skills of money management, communication, team work and goal-setting

- November is national Cookie Month and during that month:

- > Covered by 3 national papers, 6 local papers, and 2 local radio stations
- > 20,566 people reached and 1,288 engagements on Facebook.
- > 35,504 impressions and 421 engagements on Twitter.
- > 9,938 impressions and 873 engagements on Instagram.
- > A video made by Donabate Guide Unit of National Cookie Month reached 1,229 people and had 48 engagements on our Facebook page, had 411 impressions and 4 engagements on Twitter and was viewed 41 times on our You Tube channel.

Example:

- <https://www.irishexaminer.com/breakingnews/business/way-the-cookie-crumbles-girl-guides-challenge-gender-balance-962192.html> (Nov 2019, paper reach is 1.3million per week)
- <https://www.business-news.eu/winners/2019-irish-girl-guides/>
- <https://www.pressreader.com/ireland/mid-louth-independent/20191105/283300344355349>
- <https://www.corkindependent.com/news/topics/articles/2019/11/13/4182287-girl-guides-cook-up-perfect-batch/>

Please provide quotes from the staff involved with the project. These may be used in the promotion of the Skills and Opportunities Fund.

"The fund enabled us to expand our products, include girls in the development of a new Girl Guide cookie flavour and engage them in developing their business skills. Without the support of the fund, we would not have been able to achieve this." Helen Concannon, Irish Girl Guides

"Very few organisations give girls aged 5-14 years an opportunity to manage a money-based project. We, in the Girl Guides, are able to do this and help them develop their money management, teamwork and business

skills in a fun, safe way.” Jenny Gannon, Programme & Training Commissioner, Irish Girl Guides

“Giving the girls a high quality locally made product is key to enabling our members develop their business skills. The Cookie project helps girls experience face-to-face sales, record-keeping, public relations and financial accountability – all valuable skills in today’s world” Julie Stephens, National Treasurer, Irish Girl Guides

Please provide quotes from the project beneficiaries.

“I have learnt how to pitch my sales and to record my sales correctly” Brownie aged 9

“The project requires alot of logistics for volunteer Leaders but worth it when the girls brim with confidence having made a sale” Leader

“At first I was nervous but after a few sales, I learnt it was easier than I thought” Guide aged 12

“It was much harder to sell to people you don’t know” Brownie aged 9

“Deciding as a Unit what to spend our profit on was really hard and we had to talk about it for a long time. In the end we took a vote as that was the fairest” Guide aged 11

Funding Details of Grant Received

Funding Detail	Grant Allocation
Design of new packaging - packets	
Design of new packaging - pop ups and posters	
<i>Subtotal for Design</i>	<i>€2,000.00</i>
Film for new packets/boxes	
Posters of new packaging	
<i>Subtotal for New Packaging</i>	<i>€4,200.00</i>
New promo material - samples for Commissioners/Units	
New promo material - posting of new booklet to 1500 leaders	
<i>Subtotal for New Promo Material</i>	<i>€2,000.00</i>
Totals	€8,200.00

Figures of people involved in 2019

Total number of people supported:	3604
Number of young people supported (up to age 30):	2703
Number of people benefiting from increased financial knowledge:	3235
Number of people with increased enterprise skills:	3235
Number of people benefiting from increased confidence:	3235