

2024 Girlguiding Scotland Magazine

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Who we are

We're 40,000 girls from 4 to 18 who come together to laugh, learn, explore and have adventures.

We're 9,000 volunteers who make guiding happen by giving their time, talents, enthusiasm and care for girls.

We're 3,000 local groups having fun and exploring activities week in, week out all over Scotland.

We're her first night away, weekend camping adventures, summer music festivals, emails to her MSP about the things she cares about.

We're the badges she collects to capture the journey she's chosen—anything from mindfulness to rock-climbing to crafting to coding.

We're a powerful collective voice—by girls, for girls—changing the world for the better.

Welcome to our 2024 round up magazine! Over the past year our team of staff and volunteers at Girlguiding Scotland have been working hard to bring our members adventures, development opportunities and support to deliver good guiding.

A message from our Scottish chief commissioner team

2024 has been another busy year of events and activities across Scotland and beyond! Our county commissioners came together for a lively 24 hour event in March to develop leadership skills. July brought the Royal Garden Party, we were delighted to attend with some of our shop and depot volunteers. In August we held Camp CEO in Perthshire, 60 girls attended and took part in sessions with CEOs and senior leaders to build confidence and set future goals. Our county teams, lead volunteers and staff joined together at our One Team in October. It was a weekend of team skills building and sharing ideas!

We attended 12 county events this year, as well as a reception for the 25th anniversary of the Scottish Youth Parliament, the Duke of Edinburgh Award reception and the Friends of Girlguiding Scotland (FoGGS) annual event, to name a few!

Congratulations to all of our members who have achieved and received awards this year. A special mention goes to those who have been awarded the Scottish Chief commissioner award - well done and thank you for the impact you have made in guiding.

We are looking forward to another exciting year of guiding in Scotland in 2025.

Elaine, Sarah, Alison and Lyndsay

Our Vision

We believe that all girls can achieve anything! We know that to make this happen in Scotland we need to welcome new volunteers and celebrate those who freely give so much of their time and talent to support guiding in units already.

At Scottish headquarters the staff team of around 20 people are committed to working alongside 27 counties, supporting 9000 local leaders to provide great experiences for almost 40,000 girls. Over the next few years, until 2027, our trustees are focused on making volunteers our top priority. To do this we are focusing our work on 4 key areas- finding new volunteers by generating enquiries, providing a warm welcome to everyone who signs up, encouraging all volunteers to stay with us and to develop their skills and experience so they feel confident in taking on different volunteer roles. We are especially keen to find more ways to support local commissioners. In 2024, we also focussed on developing a more robust plan to embrace equity, diversity and inclusion and in 2025 we will strengthen our plans to become more environmentally sustainable in all aspects of our work.

All girls can do anything

Out and About – Grow and Explore

Out and About is our annual challenge badge which encourages members to get outside and enjoy the outdoors. This year's theme was Grow and Explore and we looked at all things farming, agriculture and sustainability.

You could visit a farm or local allotment, check out your local agricultural show, trying your hand at growing potatoes, have a sunflower competition, or help at a community garden. Girls made scarecrows to keep birds away from crops and gardens, and we had lots of wonderful entries to our most creative scarecrow competition! Indoor activities also provided the opportunity to learn more about reducing food waste, shopping local, food miles and how farms are diversifying for the future.

Hear from participants:

Debs at Farnton Farm hosted a visit from some local units: "We had a great time with the girls and are looking forward to more visits. We were delighted to talk to them about our organic farming and how food is produced. It's so important to reach out to people in our community and let them realise that farms actually do produce food."

"I liked going to the farm. I learnt how to make flour from grains. You grind the grain and sift it to make flour." – Annabel, young member, Tay and Ochils

"It's more important than ever that our young people are aware of how their food is produced and where it comes from. Also to highlight the huge range of career options available in agriculture. The girls thoroughly enjoyed the visit and we hope to go back at lambing time" – Helen, volunteer, Tay and Ochils

"The challenge was really good, very easy to complete and offered a lot of options. The girls had a great time learning a lot about sustainability, farming life, biodiversity, wildlife and much more." Susan, volunteer, Tay and Ochils

No of badges sold: 6436

Camp CEO

Camp CEO was an amazing opportunity for 60 young women aged 14 – 18 to develop the skills and confidence to take the lead now and in the future, and to engage with women in leadership roles from a wide range of industries.

Over 4 days in rural Perthshire, participants developed their interview skills and confidence in speaking up, considered their personal brand and set goals, learned to network and examined feminist leadership. We also managed to squeeze in some time for fun, with an inflatable obstacle course, floral crown making and, of course, a campfire!

During Camp CEO, the girls also worked in groups to develop a Dragon's Den pitch which they delivered on the last day and topics included a panic button for every street in the country, and campaign to end the pink tax!

After Camp CEO participants increased their confidence in public speaking, job interviews and going for leadership roles. They were also more likely to want to be a leader in their chosen career and agree that they had been given enough information about their different education and training opportunities after they leave school.

The girls at Camp CEO saw:

- 110% increase in girls feeling very confident in public speaking
- 107% increase in girls feeling very confident in taking on a leadership role
- 189% increase in feeling very confident about job interviews
- 64% increase in participants agreeing they had been given enough information about their different education and training opportunities after they leave school.
- 21% increase in wanting to be a leader in their chosen career

Hear from parents and attendees:

"Chloe had an incredible experience, and she came home excited to share all the new things she learned. The activities, the mentorship, and the overall environment provided by the camp were fantastic. She not only enjoyed her time but also gained invaluable insights and skills that will stay with her for years to come. [Girlguiding Scotland's] dedication and hard work have made a significant impact, and we are immensely grateful." – Joy, parent

"Every element has been so well organised, from the agenda, to accommodation and meals, to picks-up and drop offs, to arranging the CEO panel – such a great event. My husband is a lecturer at Edinburgh University and commented that the types of sessions you have been running are what they offer to their undergraduate students, but they have 4 years and you have had 4 days!" – Becky, parent

"I was delighted to be able to join for a few hours and meet some of the guides attending. It's a huge programme to put on and the feedback echoes what I saw – a really inspiring and positive space for young people to grow and develop over the time." – Mhairi, CEO

Peer Education

Peer educators are 14-25 year olds who help Brownies, Guides and Rangers explore important topics. They run fun, safe and challenging sessions developed with expert partners on mental well-being, challenging gender stereotypes and making a stand for safety.

We delivered 2 weekends this year to train 32 new peer educators and upskill existing peer educators in new topics. In June we were at Girlguiding Glasgow's Achachairdeis centre and then at the Sir Arthur Grant Centre in Aberdeenshire in September.

In 2024 there was:

- 13 peer educators trained on Breaking Free
- 24 trained on Think Resilient
- 56 sessions delivered
- 808 people reached by those sessions
- 9 Bronze awards issued to peer educators for running their first 4 sessions

Hear from Peer Educators:

"Peer Education was a game changer for me. It meant that when I moved counties for university, I was able to still be involved in guiding and I felt like I had something valuable to provide to my new county. I found it really beneficial for getting to know people in a new city and it massively helped my confidence. Now I love that I can take that even further as a trainer by being able to make

connections between counties and get to know so many amazing young people in the process. It's something I'd recommend to anyone." - Jamie, peer educator trainer, Inverness-shire

"The best thing about training to be a Peer Educator is the feeling of fulfilment I had post training and the amazing people I got to meet" - Stephanie, peer educator, Aberdeen & Shetland

"Not only do you learn a lot from the training and topic your training in but you also get to meet new people and make friends from different counties in Girlguiding which just makes the training so much more fun." - Chloe Catmore, peer educator, Gordon

Duke of Edinburgh's Award

Did you know that many of our counties are active in delivering the Duke of Edinburgh (DofE) Award to Girlguiding Scotland members?

The internationally recognised scheme is a youth programme designed to help young people aged between 14 and 24 develop skills, have fun and make a difference - as well as achieve a prestigious award that looks great on a CV!

The programme is split into four main sections, which include volunteering, an expedition, skills and physical.

There are 3 levels to complete - Bronze, Silver and Gold - and there is a lot of crossover with other awards and qualifications available to you through guiding, in particular the Queen's Guide award.

"It was such a brilliant experience to go through with my friends. It really brought us closer together and we all had the time of our lives." - Penny, Bronze award, West Lothian

In 2024 there were:

66 Bronze, 41 Silver, 35 Gold awards started

80 Bronze, 42 Silver, 17 Gold awards completed

No. of volunteering hours: 4407 hours with a social value £23,246 (over the last year of DofE, April 2023-March 2024.)

Active Adventures

Active Adventures, created in partnership with Sustrans, challenges you to use active travel and helps build the skills you will need to travel actively more often.

Active travel could mean walking, cycling, scooting, or wheeling. You can choose how you decide to travel actively making it accessible to everyone. The Active Adventures challenge pack assists members in staying active, being knowledgeable of their environment, and having fun. There are many benefits to active travel including stronger communities, greener local environment, and happier people!

Hear from participants:

Bearsden Brownies shared a lovely blog about their experience doing the Active Adventures challenge. They invited Iain from Bike For Good along to a meeting to help everyone learn to repair a puncture: "It was a great opportunity to teach the girls some practical skills that hopefully they can use to be more independent on their cycling adventures." – Iain, Training and Employability Coordinator at Bike For Good

"The new Active Adventures badge from Girlguiding Scotland, in partnership with Sustrans, promotes active travel. This term we have been out and about in Killermont, learning about the benefits of leaving the car at home. Our latest activity involved carrying out checks on bikes to ensure they're safe to use." – Lynda, Dunbartonshire

No of badges sold: 1630

Queen's Guide

The Queen's Guide award is the highest award you can work towards in guiding. It gives you the chance to develop your skills, give back to guiding and support your local community. It's now open to members aged 16 to 30 and needs to be completed within 3 years from the start date, or before your 31st birthday, whichever is sooner.

The Queen's Guide award isn't just a great achievement to share with other members of Girlguiding, it also shows potential employers and further education

organisations you've challenged yourself and achieved goals in lots of different ways.

The programme can be matched with activities you are already doing in guiding, meaning you can get more than 1 award for the challenges you are taking on – such as the Duke of Edinburgh's award (DofE), Lead Away permit and your going away with license.

In 2024 there were:

Queens Guide Awards started: 33

Queens Guide Awards achieved: 12

Hear from recipients:

"The Queen's Guide Award was an such an exciting challenge that allowed me to combine my passions for guiding, adventure, and science. Kayaking the Great Glen and creating STEM resources for units were just a couple of the experiences that pushed me to grow, be creative, and gain confidence." - Victoria, West Lothian

"Completing the sections of my Queens Guide got me involved in so many new areas of Guiding than I ever thought or even knew about before hand. I was able to combine projects I was already involved in outside of Guiding with taking on new roles. The Queens Guide opened so many opportunities for me and I made so many new friends as I met young people and volunteers from all over Scotland. It helped me find my peer group and place within the Guiding Family." - Sarah, Fife

"The immense sense of achievement and self worth that I have gained by doing this is worth more than I could ever have imagined. Not only has gaining my QGA had a positive impact on me personally, it also proved to be vital in me gaining a place ay university on a Masters course due to the dedication I showed to completing it. If you are thinking of completing your Queen's Guide Award, I would strongly urge you to talk to someone about it." - Leah, Ayrshire North

Girl Voice

We believe it's important for girls and young women across Scotland to use their voice and take action on the issues that matter to them.

Our aim is to encourage girls to have their say and work towards a future where all girls can make a difference to the world around them. Whether that's through our campaigns, by asking girls what it's really like to grow up in Scotland or providing young members with empowering opportunities to speak out.

At the start of this year 2 Girlguiding Scotland young members, Aine and Martha, were elected by members to represent us in Scotland's Youth Parliament. They've been working hard campaigning to end gender based violence, speaking in parliament and to the First Minister on the work Girlguiding Scotland is doing, as well as how the Scottish Government can tackle this key issue.

All our campaigns are girl-led, putting our members voices' front and centre, calling for change on the issues affecting girls and young women's lives. Speak Out is our youth voice forum, our champions act as spokespeople for Girlguiding Scotland and take on a direct role in shaping Girlguiding Scotland's campaigning and advocacy work. Our latest campaign, created by our Speak Out champions, was Own Our Zone. Working in partnership with Make Space For Girls, this campaign was all about making public spaces safer for girls and young women across Scotland. In August of this year Own Our Zone achieved tangible policy change, feeding into the Scottish Government's Equally Safe Delivery Plan.

International opportunities

Roverway

Over 11 days in August this year Guides and Scouts from across Europe and the world came together for Roverway, NORTH of the Ordinary, in Norway. Roverway is a joint event, created by The World Association of Girl Guides and Girl Scouts and The World Organization of the Scout Movement. 1 of the 28 countries who took part this year was Scotland, we had 3 groups of young members who travelled to Norway to explore and make new international friends.

Juliette Low Seminar

Juliette Low Seminar (JLS) is an international leadership development programme run by the World Association of Girl Guides and Girl Scouts (WAGGGS). The programme is 9 months long, with online learning and connection sessions as well as a one-week long in-person event. It builds friendships across borders and helps young women step outside of their comfort zones.

Lily, a volunteer in Edinburgh, took part in the programme this year and travelled to Kusafiri 1 of the WAGGGS world centres which is currently in Ghana. "Our in-person event was a mixture of workshops and training sessions alongside cultural and community day trips; during our stay we danced with locals, met the village chief, lost each other in endless street markets and paddled in the Gulf of Guinea at dusk. In addition to myself, 2 other attendees were present to represent Girlguiding Edinburgh at Kusafiri; 1 a wonderful Kusafiri volunteer who led us in a moving Think Resilient Peer Education session, and the other a brilliant member of the WAGGGS team who guided us through an empowering workshop on smashing the patriarchy. It was incredibly inspiring to be able to represent my country alongside these wonderful fellow Edinburgh leaders, and I was proud to see my city and country so well represented so far from home and among so many other nations. My work for JLS 2024 is not yet over, and now I have returned from Ghana I am working on my 100 girls project- a community action project in which JLS participants put their new leadership skills to use to help young girls in their area. I am excited to be teaching units in Edinburgh about the WAGGGS leadership mindsets, and using my experience at Kusafiri to inspire more girls to look for similar leadership opportunities in the future."

The Scout and Guide Academy

The Academy, is an event run by The World Association of Girl Guides and Girl Scouts (WAGGGS) and World Organisation of the Scout Movement (WOSM) to provide high quality training and international networking opportunities. This year The Academy was in Poland and 2 Girlguiding Scotland members took part.

“It was an absolutely fantastic experience and I could not have enjoyed my first international more. The sessions were so informative and diverse, and led in lots of interactive ways to make them engaging and fun. There were so many options it was hard to choose but I feel my guiding and professional lives have both benefited. My favourite part of the whole experience was being placed into peer groups and learning about what guiding and scouting looks like in different European countries and gaining lots of new ideas from others' experiences. I would go back again in a heartbeat.” – Anna, volunteer.

Supporting our volunteers

One team

In October, we celebrated many of our county level members at the One Team event in Clydebank, providing an opportunity for members to connect with their peers, network, and share ideas. Attendees also had the chance to meet and get to know the Scottish Chief Commissioner team and some Girlguiding Scotland staff members, while gaining insights into the Scottish Guiding Strategy.

It was a fantastic 2 days of collaboration, learning, and celebrating the dedication of our amazing members!

Hear from attendees:

"I definitely would [attend again]. It is so enlightening and helpful to speak to your peers, as well as asking for help/support in areas you need help with." - attendee

"[One Team] is a great way for county role holders to learn more about their roles from other people who hold the same role. It also allows for networking and catching up with Guiding friends who we have not seen for a while or meet new friends." - attendee

"This was an amazing opportunity for our volunteers to network, share and learn from each other. There was a buzz about the whole weekend and it was fantastic to see the impact it makes with all out volunteers, which in turn, means our girls get great opportunities too!" - Janice, LV for Volunteer Experience

Training

Over the last year our trainers have delivered over 900 spaces for those completing the leader development programme, 25 sessions for our safeguarding training. They have also visited counties from Highlands & Islands to the Scottish Borders delivering training for both single sessions and county events. In 2024 our first response trainers have ensured that over 800 of our volunteers are trained in first aid.

In 2024 there were:

- 94 members trained in the leadership development programme

- 25 safeguarding training sessions
- 800 volunteers trained in first aid

Development work

In 2024, our 2 development workers, Emily and Reann, worked alongside local volunteers in areas with long waiting lists to identify ways to improve how we recruit and welcome new volunteers. They delved into waiting lists, contacting parents/carers to check girls were still interested in joining and found that in many areas, up to 1/4 were no longer available to join the unit they had initially registered for! From this they could understand the real level of demand and develop tailored volunteer recruitment plans and design social media posts and adverts to highlight specific volunteering roles.

Emily and Reann also took part in lots of local events. From supermarkets and libraries to colleges and careers events, from job centres to volunteering fayres – they chatted to 275 people about the benefits of becoming a Girlguiding volunteer! They’ve also made links with organisations like Volunteer Centres and given them a better understanding of what Girlguiding offers adults so they can make a more informed decision about whether our roles would be a good fit for their clients.

Development worker Emily said, "This work has only been possible because of the amazing enthusiasm and insights of local volunteers." Those that have worked with Emily agreed that the partnership model has been key: "Her help was so valuable and just getting a chance to talk things over with someone who was able to help us with some of the admin and who has experience of things that have been tried elsewhere etc. [She] helped our team to develop a plan for what we do over the next year or 2."

As well as providing support to specific areas, our development workers have developed trainings and resources that all areas can benefit from – from our Getting Started With zoom sessions for brand new volunteers to leaflets highlighting how guiding benefits your CV or can fit around college or university, for example.

In 2025, we'll be looking for more districts and divisions to support, so get in touch with growth@girlguiding-scot.org.uk if you're interested.

Fresh Start Challenge

Our Fresh Start Challenge is for Girlguiding Scotland's adult members. It aims to help you share how amazing guiding is, encourage more members to join and give everyone a great guiding welcome. Complete just 5 activities across 3 sections to earn your free Fresh Start badge!

The challenge is designed to be flexible so you can choose the activities that are most relevant to you - whether you're in a unit role or supporting behind the scenes, whether you have spaces for girls or would like to recruit more adult help - there's something for everyone. We've seen some great results from the challenge in 2024 and can't wait to hear more about the impact it has this year!

"I've seen a reduction in my waitlist and been able to accept those waiting and eligible to join. I've had a potential new volunteer come to visit the group. I've retained a young leader into a unit helper role and been able to support her through that process of checks. Posting my volunteering and volunteering stories on LinkedIn has sparked positive conversations about guiding with my network and with colleagues at my new workplace in how they can volunteer without attending every meeting. I'm convinced that sharing my experience of guiding aided my recent job search and helped me land the job I'm in now." Kimberley, East Renfrewshire

Inclusive and Welcoming

Pride Project

For Pride month in 2024 we released a new resource pack, with a map of Pride events, advice from volunteers and activities you can do to talk about identity and take part without going to a Pride event. Our new Pride Kit was also launched with banners, placards and flags ready to order from our Scottish HQ. Members from Edinburgh, Dumfries and Galloway and Stirling took part across the summer months, walking in parades and raising awareness at stalls.

Generation CashBack

Generation CashBack is a Scottish Government-funded project that supports Guide and Ranger units who meet in areas of deprivation or where members of the unit have experienced trauma. The programme is run in partnership with Scouts Scotland, Boys Brigade Scotland and Youth Scotland. Generation CashBack provides holistic capacity-building support to units through its grow strand, and everyday leadership opportunities for the young members in the unit through its lead strand, during fun interactive sessions covering anything from confidence and resilience to everyday sexism.

In April 2024, we entered the second year of the 3-year long project. Since then, 37 units have taken part with 452 girls being supported through the grow strand of the project and 177 girls taking part in a leadership opportunity. For many participants, the highlight of the CashBack project each year is Reach – an event for young people from all 4 partner organisations to come together, take part in fun workshops and challenge themselves. Reach is organised and delivered by a group of young advisors, and last year we had 3 amazing Girlguiding Scotland members on the planning team!

“It’s one of the best things I’ve done so far” and another said “I feel throughout the process I’ve gained a lot of confidence and I’ve made a lot of new friends as well.”
– Reach young advisor, Girlguiding Scotland.

This year we also worked with Families Outside to provide bespoke training for leaders about supporting girls with a family member in prison.

“This has been another amazing year for CashBack! It’s been great to get to know the units and see all the brilliant things that they’re doing. My favourite part of the

role is getting out and about and meeting the girls – I've learned so much from them!" Anna, CashBack development officer.

In 2024 there have been:

- 37 units taken part in the project
- 452 girls supported through grow strand
- 177 girls taking part in a leadership opportunity

Good Governance

It has been an action-packed 2024 at Girlguiding Scotland as we have been on hand to provide administration support for more than 36 formal board and committee meetings.

Over the past year, staff have worked alongside the Scottish Chief Commissioner team to offer their support to all 27 county commissioners, which included an exciting leadership weekend in Dundee and a networking day in Edinburgh.

In April, an away day was held for members of the trustee and operational boards to allow us to work together on how we can best strengthen equity, diversity and inclusion throughout the organisation.

Over the summer, Girlguiding Scotland staff welcomed visitors from Canada and the USA, as well as other parts of the UK, when they were making a visit to Edinburgh.

Throughout the year, we supported the chair of trustees as she implemented a new system to review board performance, as well as developed a new County Annual Return which will help create a national picture of how good governance is happening in Scotland.

Girlguiding Scotland also expanded the volunteer county support team in order to provide help to members dealing with local issues, concerns and complaints.

Behind the scenes at Girlguiding Scotland, 757 BACS payments were processed throughout the year.

A total of £171,470 was also paid out from our Adventure Fund, CashBack Grants and New Unit Grants.

With all that hard work, about 1,300 cups of coffee and 1,040 cups of tea were consumed to keep the team functioning!

Good Guiding Fund

Girls and adults across Scotland continued to benefit from the Good Guiding Fund last year. Round 2 (winter 2023/2024) saw more than 230 guiding levels share in excess of £100,000. A third round of the fund went live in September 2024 and we were delighted to be able to offer grants worth another £37,085.93 before the end of the year. As well as helping units to keep going by contributing toward essential costs like hall rent, subscriptions, uniform and programme materials, the fund also

helps take girls out of the unit meeting place, giving them new experiences and building their skills and confidence.

In 2025, there will be 2 more chances to apply for a grant of up to £500 - in February and then again in autumn. Keep an eye on our newsletters and website for further details.

Here from recipients:

“When I took on this unit, the number of girls had declined considerably and we were reaching a point where it was not financially viable for the unit to continue to operate. We ran a 'Bring a Friend' evening in the autumn and have seen our numbers increase since then. This funding supported us with the substantial rise in annual subscriptions (both in terms of number of girls to pay for, and the increase in cost-per-head over the past few years), and has enabled us to stagger increases to subs (which had not been increased since the pandemic) to ensure our unit remains financially viable going forward and girls are able to remain, or join, guiding despite the ongoing cost of living crisis.” Brownie unit leader, Edinburgh

“The funding received enabled our girls to experience a pantomime production. Some of the girls had never been to any kind of such thing, so to be able to offer and give them this experience was phenomenal. To watch the girls interact and watch a production with smiles on their faces and talk about it on the way home after was a memory and an experience I will personally never forget. These are the experiences and memories we can give and inspire the girls to be whatever they want to be.” Rainbow unit leader, Hawick

FOGGS new unit grant

In March last year, thanks to generous support from Friends of Girlguiding Scotland (FoGGS), we launched the FoGGS New Unit Grant to help new and re-opening units with initial set up costs. The fund has already supported 20 more units, creating over 330 new spaces for girls! The fund also supports leaders to access free recruitment materials to help spread the word about their new unit. The fund will remain open throughout 2025, and units can apply within 3 months of their first meeting.

Hear from recipients:

"The recruitment materials were very useful as this has enabled us to advertise and get a surprise amount of interest to be able to have a full unit within weeks of opening" - 1st Fettercairn Rainbow Unit

"We have been able to incorporate arts & crafts [and] sports games into the program which the rainbows really enjoy and ask for weekly now. The rainbows love showing the parents at the end of the session what they have made and take them home." - 163rd City of Glasgow Rainbow and Brownie unit

Adventure fund

In 2024, every county in Scotland was offered £2000 funding from Girlguiding to help put on an event or events to give girls "Adventure on their doorstep". An amazing array of opportunities were put on with girls taking part in adventures big and small - examples included Taylor Swift lookalike concerts, steam train adventures, roller discos, science centre visits, animal experiences and water sports. A number of sleepovers also took place, with a trampoline park, farm and football stadium among the more unusual venues chosen! While some counties planned events from scratch, others used the funding to help make activities they already had planned more accessible and affordable. A huge thank you goes to all those that made these adventures happen!

The Guide shop

2024 has been a solid year for Girlguiding Scotland retail, marking the beginning of many exciting changes to come in 2025 and 2026. The year has seen the number of volunteers helping in the shop grow to 15, with a mixture of Trefoil Guild members, active leaders, and Duke of Edinburgh participants. With the monthly county take-over days, where all walk-in customers get a 10% discount, all our volunteers continue to add to the welcoming feel of the shop.

2024 saw us processing over 15000 unique transactions, selling just over 500,000 individual items. Our top 3 selling lines were over 12500 Thinking Day badges, over 10000 of our own Christmas badges, and over 7000 Moana 2 badges!

All money spent in Scotland through our Guide shop, stays in Scotland. One of the most direct and effective ways this is achieved is through our local depot network. Our 15 current depots have made over £42000 in profit, all going directly in their

districts or counties. Depots are great for local guiding and we're keen to open more depots in 2025. If you are interested, please get in touch with us and we'll help you decide on the best model for you and your county or district.

In the New Year we are looking forward to seeing all of the new interest badges and preparing for the launch of the new uniform in 2026!

In 2024 there were:

- 15000 unique transactions
- Selling just over 500,000 individual items
- Top 3 selling lines were over 12500 Thinking Day badges, over 10000 of our own Christmas badges, and over 7000 Moana 2 badges