

# Girlguiding impact report 2023



We're the UK's largest youth organisation dedicated completely to girls. Our vision is for an equal world where all girls can make a positive difference, be happy, safe and fulfil their potential. We know that girls face pressures and expectations in every area of their lives. Our Girls' Attitude Survey has shown that girls' happiness has steadily declined over the last 15 years and that more girls are feeling worried and anxious than before.

All girls have a home at Girlguiding, whoever they are and wherever they are from. And our impact report shows that Girlguiding helps girls feel more confident and that the influence of Girlguiding on girls' confidence increases as they grow.

The impact report is based on surveys and focus groups carried out with 21,000 girls, their parents and carers, and volunteers.

## We make a difference to Girlguiding girls' confidence

There's no denying that UK girls face a confidence challenge, reporting lower confidence than UK boys. In the UK, girls' confidence falls from early adolescence onwards. We're here to offer vital support to girls as they face these challenges. Our analysis shows that the influence of Girlguiding on girls' confidence almost triples between early and mid-adolescence.

Girlguiding girls are up to **23%**  
**more confident** than the  
UK girls' average

## Our impact on girls through volunteers

Girlguiding girls trust and value volunteers.

**93%** agreed 'My unit leaders and helpers treat me **with respect**'

Building good relationships with trusted adults helps girls do their best and feel their best.

Girlguiding volunteers' **happiness is 5 times higher** than those who volunteer at least once per month elsewhere

The impact we have on the lives of girls is only possible thanks to 70,000 volunteers sharing their time, enthusiasm and support. Girlguiding volunteers are amazing, and the girls they support agree.

## Our impact on communities

Girlguiding girls make a big contribution to their communities and have a positive impact in a variety of ways.

**10%** of Girlguiding girls give back to their community once a week or more. That's the equivalent of a massive **149 months** or **12.4 years** of community work in 2021 and 2022!

## Work with us

We'll continue to explore the experiences and impact Girlguiding has on the lives of girls and volunteers and use this work to strengthen and improve what we offer. Together, we'll keep tackling gender inequality to create a more equal world. To achieve this, our focus will be on reaching more girls than ever who can benefit from what Girlguiding can provide.

We can't do it alone - that's why working with others will always be vital, and we encourage anyone who wants to help us achieve our vision to come and work with us! Get in touch at [supporters@girlguiding.org.uk](mailto:supporters@girlguiding.org.uk)

Read our full impact report [girlguiding.org.uk](https://www.girlguiding.org.uk)