

# Our Strategy: Supporting Our Members and Communities

At Girlguiding North West England, we align closely with the overarching strategy of Girlguiding <https://www.girlguiding.org.uk/about-us/girlguidings-strategy/>, which provides a strong foundation for delivering life-changing experiences for girls and young women. However, we also recognise the unique needs of our region and the voices of our members, which is why we focus on the areas they've told us matter most.

Our priorities reflect the challenges and opportunities specific to our community, and they guide the work we do to make a meaningful impact. These priorities include:

1. Supporting Members from Areas of Deprivation
2. We are committed to ensuring that girls, young women, and volunteers, regardless of their background, can access the benefits of Girlguiding. This includes targeted support and resources for members from areas of deprivation across our region, enabling everyone to thrive and grow.
3. Improving Mental Health and Wellbeing
4. The mental health and wellbeing of our members is at the heart of what we do. We aim to create a supportive environment where girls, young women, and volunteers can build resilience, find connection, and nurture their emotional wellbeing.
5. Championing Sustainability and Environmental Practices
6. Caring for our planet is a key part of the Girlguiding promise, and we are dedicated to initiatives that promote sustainability and environmentally friendly practices. Through education and action, we aim to empower our members to lead the way in making a difference for future generations.

These priorities help us tailor the Girlguiding experience to the unique needs of our region while staying true to the values and mission of Girlguiding as a whole. Together, we can inspire and empower every girl to be her best and face the future with confidence.

If you have any questions or ideas about our strategy, please don't hesitate to get in touch – we'd love to hear from you! Email us at [northwesthq@girlguidingnwe.org.uk](mailto:northwesthq@girlguidingnwe.org.uk)

