



Girl Guides
of Canada
Guides
du Canada

The Cookie Story

In 1927, in Regina, Saskatchewan, a Guider trying to raise funds for her Girl Guides baked, boxed and placed cookies in the hands of her girls to sell to neighbours and friends. What started as a way to raise money has become one of Canada's longest standing traditions – Girl Guide Cookies!

For over 70 years, Canadians have been buying Girl Guide cookies in various forms and shapes. In the 1930's, the cookies were rich in fruits, nuts and spices. However, these luxuries were not available during World War II and the recipe was lost. A few years later, the much-loved vanilla crème cookie was introduced, as well as such flavours as maple cream and shortbread. Numerous types and flavours were sold until 1960 when Girl Guides of Canada, Ontario Council, entered into a contract with Christie Brown & Co. for the manufacture and delivery of a sugar-topped cookie. Within a short time, Girl Guides selected our now famous chocolate and vanilla sandwich cookies.

In 1993, a new Girl Guide cookie, chocolatey mint, was introduced in Ontario for a second campaign in November. Other provinces soon joined, and in 1995, all provinces were selling the sandwich cookies in the spring and the chocolatey mint cookies in the fall.

In 2003, Girl Guides unveiled new versions of the chocolate and vanilla sandwich cookies and the chocolatey mint cookie, baked by Dare Foods Limited, a Canadian-owned company.

The goal of our cookie sales has remained the same since 1927 – cookie sales provide funds that support fun, exciting and adventurous Guiding activities for girls and women. Cookie sales are the largest source of funding for our organization in each province. The funds are used:

- to assist the units with their programs and activities
- to provide financial assistance to girls and leaders for Guiding events and camps
- to assist with program development and delivery
- to provide training for leaders
- to maintain Girl Guides camps and properties.

Many elements have changed in the cookie campaign since 1927, but the one thing that has not changed is the dedication and commitment of our loyal cookie buyers. Having this successful fundraiser for all these years is a testament to the wonderful support of the millions of girls and Guiders and our supporters who have taken part in our cookie sales.

Girl Guide Cookies
A great recipe for growing girls