



**fast and female**

# THE GREAT COOKIE TREK

Presented by

Girl Guides of Canada Ontario Council



**Girl Guides**

**Ontario Council**

For Guiding in Ontario and Nunavut

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Fast and Female would first like to acknowledge the Indigenous peoples of all the lands that our staff, role models, participants and network are on today. We recognize the importance of the lands, which we each call home. We do this to reaffirm Fast and Female's commitment and responsibility to improve relationships between nations and improve our understanding of local Indigenous peoples and their cultures.



## ORGANIZATION PROFILES

### Fast and Female

Fast and Female is a nationwide charity on a mission to empower girls through sport and physical activity! Using our evidence-based curriculum, developed by industry leaders, we aim to build the confidence and leadership skills of girls ages 8-18 through our events and programs. We believe in the power of REAL (relatable, empowered, active leaders) Role Models for our participants and aim to create girl-centered, girl-focused opportunities for our participants to connect with incredible women Role Models that are passionate about sport and physical activity.



### The Girl Guides of Canada (ON & NU)

Girl Guides empowers every girl in Guiding to discover herself and be everything she wants to be. In Guiding, girls from 5-17 meet with girls their own age in a safe, inclusive space to explore what matters to them. With programming options ranging from innovative STEM activities to outdoor adventures and discussions on mental health and healthy relationships, girls in Guiding can customize their experience to dive into the topics relevant to them. GGC is where girls take the lead, put their ideas into action and jump into awesome activities – all with the support of engaged Guiders who are committed to positively impacting their lives. Guiding is all about supporting girls as they take on challenges and grab hold of every opportunity that comes their way.



[www.girlguides.ca/WEB/ON](http://www.girlguides.ca/WEB/ON)



# EXECUTIVE SUMMARY THE GREAT COOKIE TREK

On April 1, running for the entire month, Fast and Female and the Girl Guides of Canada (Ontario Council) launched The Great Cookie Trek, a month-long virtual program to motivate Ontario and Nunavut guiding members to get active!

Girl Guides set a goal of collecting 28,500 kilometres of movement over the month of April. This represents the number of Girl Guide members across Ontario and Nunavut. The guiding members surpassed the goal, with the final number of kilometres tracked being 28,636!

We kicked off the month with a Facebook Live Launch Party, where participants were virtually greeted by seven Fast and Female REAL (Relatable, Empowered, Active Leaders) Role Models to learn about their physical activity experiences and why being active is important to them. The Launch Party was a great way to kick off the month-long challenge and inspire girls to get active.

Fast and Female created a Digital Kit, which included weekly ways to get active, from dancing, helping a friend, sweeping the floors or playing at the park! Additionally, there was an Active BINGO Card, where a new line was released weekly, featuring active challenges participants could complete. At the end of each week, participants could submit their bingo line and be entered into a draw to win F&F swag! Within the Digital Kit, Fast and Female also provided an active bib for participants to print off and wear while they tracked their kilometres, fun facts about girls in sport and facts about Girl Guides, colouring sheets and an activity minute-to-kilometre conversion chart. At the end of the month, a Certificate of Completion was uploaded, where participants were invited to print and hang with pride, knowing they had accomplished the Great Cookie Trek 2023! Fast and Female provided a weekly content calendar for the Guild Guilds to post on their socials, as well as sending out weekly newsletters to all registered participants, outlining the kilometre updates, the new weekly challenges and the Bingo card line. As a bonus, the first 1000 registrants received an exclusive Fast and Female and Girl Guides of Canada ON Council ribbon in the mail.



## DIGITAL KIT

**ACTIVITY TRACKER**

As part of The Great Cookie Trek, the Girl Guides have a goal of tracking 28,500, the same number as Girl Guides members! Use this worksheet to track your kilometres every week and set your own goals to GET ACTIVE!

My goal is: \_\_\_\_\_

	M	T	W	T	F	S	S
WEEK 1							
WEEK 2							
WEEK 3							
WEEK 4							

**PHYSICAL ACTIVITY CONVERSION CHART**

Activity	Quantity	Length
Walking	1200 steps	1 km
High Heels Length	80,000	1 km
Jumping Rope Length	100	1 km
Lilly Pops	70 (height) or 100 (width)	1 km

**DID YOU KNOW?**

- Mount Logan (highest mountain in Canada) is 5959 m tall, so we could make 5.9 stacks of cookies as tall as Mount Logan!
- At a length of 32 cm a stack of 800 cookies would be 25.6 m tall, or 84 ft tall!
- A marathon is 42.2 km long, so we could line an entire marathon route with cookies and will have another 4.6 km of cookie cases to go!
- The CN Tower is 553.3 m high, so we could make 55.3 stacks of cookies as tall as the CN Tower!

**Did You Know?**

- 95% of Canadian adolescents girls report that quality of experiences was a barrier to their participation.
- 50% of girls are not participating in sport by the time they reach adolescence.
- 50% of girls want easier access to sport from their families, but only 10% of girls from disadvantaged backgrounds.
- 95% of independent research and girls report not having anyone they can talk to about experiencing racism and discrimination in sport.
- 50% of girls want easier access to sport from their families, but only 10% of girls from disadvantaged backgrounds.

## BY THE NUMBERS



**1608** PARTICIPANTS

**135** WHOLE UNITS REGISTERED

**28,636** KILOMETRES

**7** REAL ROLE MODELS

WERE FEATURED AT THE LAUNCH PARTY FACEBOOK LIVE  
DEBBIE KING, CASSIE HAWRYSH, TAMMY CUNNINGTON,  
MOLLY HURFORD, KANDI WYATT, JENNIFER EDGAR,  
JESSICA TELIZYN

**1** YOUTH ADVISORY COUNCIL MEMBER  
JETT JARDELEZA-TOOLE, FEATURED AT THE LAUNCH PARTY

**1** ROLE MODEL APPEARANCE  
BRITTANY GIBBS, AT A GUILDING UNIT IN TORONTO, ON

*“It’s good to always be learning new ways to be active. We did a relay race as our something new”*

– Participant

*“Thanks for the tips and motivation on the importance of staying active!”*

– Participant

## LEARNINGS AND RECOMMENDATIONS

The Great Cookie Trek is about providing the participants with a chance to be physically active, get engaged in a virtual community and learn something new, where fun, social belonging and access intersect. While this event was held on a virtual platform, the overall impact and influence on the participant's life are long-lasting. Fast and Female is committed to levelling the playing field so all self-identified girls can stay healthy and active in sports and physical activities. Working with dedicated partners like The Girl Guides of Canada (ON Council), who are passionate about empowering women in girls to be their authentic selves, in particular, by getting active for the month of April, means more girls can and will get off the sidelines.

### Recommendations for the future:

- To get the ball rolling, we recommend starting advertisement, recruitment and registration earlier. With more time to plan and prep our participants, Fast and Female can ensure everyone will gain access to all the resources available to them. We will re-think the registration process to ensure all participants have access to the Digital Kit and weekly newsletters so everyone is in the loop!
- Knock it out of the park by creating a Facebook Group in the early phases to drive attraction and communications. Fast and Female suggests utilizing this platform further by posting the challenges, weekly ways to get active, fun facts, etc., through this platform and providing more giveaways and prizes to create engagement, such as photo contests and spaces for participants to share how they're staying active.
- So we don't drop the ball, we want to increase communication between both partners to ensure nothing is overlooked or missed.



On behalf of Fast and Female, we'd like to extend a warm thank you and appreciation to the Girl Guides of Canada (ON Council), in particular, Theresa, Therese, Alexis, and Berkely, for this opportunity and for working collaboratively to make this event a success.

We are so proud to have been part of the Great Cookie Trek 2023, and we look forward to growing and improving this event for years to come.



# GIRLS IN SPORTS ARE EMPOWERED FOR LIFE



**fast and female**



[fastandfemale.com](http://fastandfemale.com)  
[#fastandfemale](https://www.instagram.com/fastandfemale)

## Fast and Female Supporting Women in Sport Foundation

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**Photo Credits:** Thank you to the volunteers within the Girl Guide community