

Angela Salt
Girlguiding Chief Executive

9 October 2023

Dear Ms Salt:

I'll be the first to admit that we haven't always seen eye to eye. Since I was kicked out of the Guides as a child, I've held the view that the organisation is a little old-fashioned. But I'm writing to you all these years later with a suggestion of how you can change that perception: introduce a vegan interest badge.

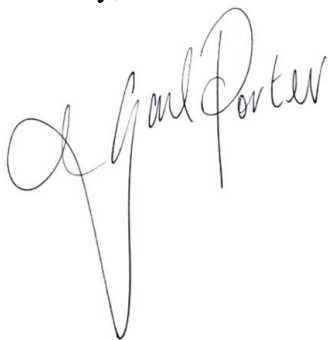
When the Guide Association was first created over 100 years ago with the aim of inspiring girls to make a positive difference, few people realised just how much of an impact we can have simply by replacing meat, eggs, and dairy with plant-based foods. But now, the facts are clear as day. According to researchers at the University of Oxford, eating vegan is the "single biggest way" to reduce our environmental impact – and my friends at PETA tell me it can also save the lives of up to 200 animals per year.

Young people are our best hope for a better future, and they know that our individual actions can have a profound impact. Today, over 50% of children either already consider themselves vegan or vegetarian or would like to be. So it's a no-brainer for Girlguiding to support their efforts.

You already have a Conscious Consumer and Animal Lover badge – so a Vegan badge is the logical next step. Girls could earn it by growing vegetables, cooking plant-based meals, or eating vegan for a week or a month.

Your mission is about making a difference together – so what do you say? Shall we put our differences aside and do just that?

Sincerely,

A handwritten signature in black ink that reads "Gail Porter". The signature is written in a cursive style with a large, looping initial 'G'.

Gail Porter