

AGINFO 30 (2025)

Share the Dignity It's in the Bag Campaign

Olaves are calling all girl guide units across Australia to participate in Share the Dignity's 'It's in the Bag Campaign' in 2025. Girl Guides Australia's participation in this campaign in 2024 was immensely successful. We hope to eclipse last year's contribution of 724 bags and meet a goal of donating 800 bags.

This campaign is an annual appeal for donations of bags filled with essential sanitary items to donate to people in need. Donations are distributed to over 3,000 charities nationwide to spread a little bit of love, dignity and comfort over the holiday season.

Whilst Olave Program members are encouraged to spearhead this campaign in their local Guiding communities, all members and Units are encouraged to participate and contribute where local Olave Program members are unavailable to do so.

Items to be donated:

Please assemble bags which are suitable for one of the below three categories. The bags are to be tagged with a tag/ ribbon of the noted colour, to indicate who the bag is for:

- Adult (**pink** tag or ribbon needed)
- Teen (**yellow** tag or ribbon)
- Mum and bub (**purple** tag or ribbon)

You can find a detailed list of items to be [donated here](#)

Collection points will open at Bunnings nationwide from **Friday November 14th – Sunday November 30th 2025**.

Tracking the number of bags donated to this initiative is key to tracking our collective impact and supporting future initiatives. Please record the number of bags you are donating in [this online form](#)

If you have any difficulty accessing this form, you can alternatively email the information to Emily Logan at olave@girlguides.org.au

Olave members are encouraged to spearhead Guides participation in the campaign by:

- Participating in the drive as a peer group.
- Linking in with local Girl Guide Districts and facilitating unit meetings where Guide's can participate in the program. Reach out to the District and Unit leaders now to get involved in their term 4 planning, as this campaign will be running early term 4.
- Reach out to the local Trefoil Guild members and collaborate on the project by meeting up for a packing day or offering to transport the Trefoil Guild's member's donations to Bunnings.
- Find out what events are already planned in your local Guiding community and connect with the Leader In Charge (LIC) to see how you can collaborate with them to incorporate this campaign. For example, can you add a donation to the campaign for each Guide's kit list for camp and then attend to collect and pack the donations into bags.

You can find all the info about the campaign at

<https://www.girlguides.org.au/resources/program-resources/its-in-the-bag/> and at [It's in the Bag, donate to Share the Dignity | Support women in need](#)

**For more information, please contact
Emily Logan, National Olave Program Coordinator:**
olave@girlguides.org.au