



WAGGGS GIVING DAY IMPACT REPORT

20

22

DONATE
TODAY, **GIRLS** LEAD
TOMORROW

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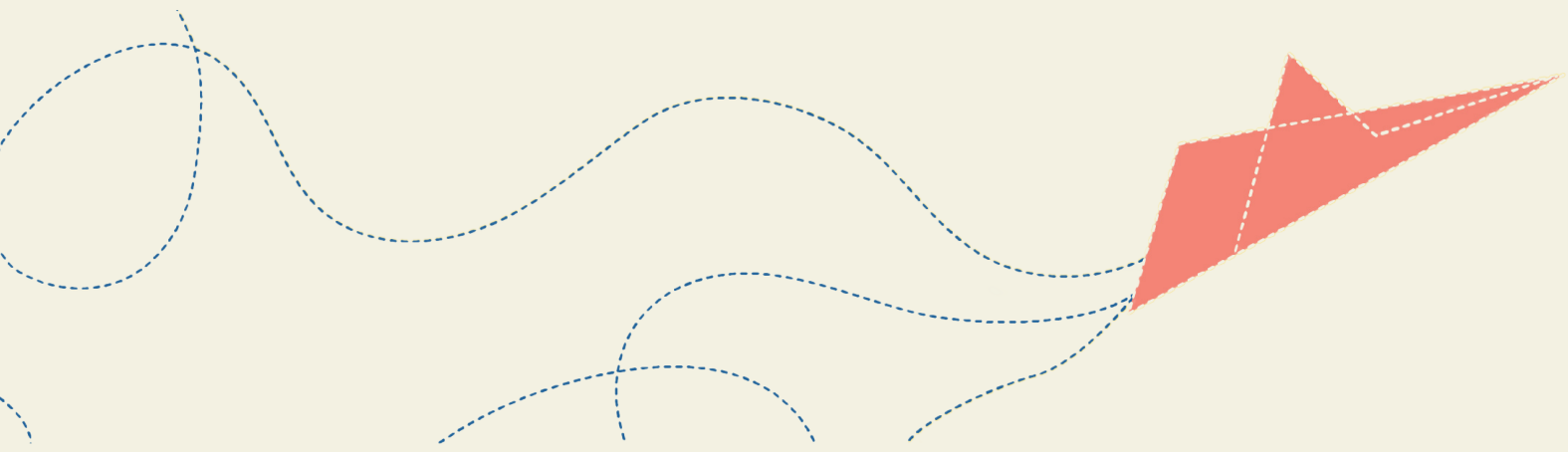
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BACKGROUND

On the 15th - 16th June 2022, WAGGGS ran its second Giving Day, hoping to engage 750 supporters from the Movement in just 36 hours.

You may remember from last year, that a Giving Day is a 24 or 36 hour digitally driven fundraising and engagement campaign with the goal of rallying different donor and supporter communities to donate to particular causes within a one day period. Giving Days work really well for charities and after the success of last year, we decided to run the campaign again, to:

- Raise awareness of WAGGGS as a charity and the work we do globally
- Increase engagement and support from current and prospective donors
- Grow our income stream
- Highlight the areas and projects WAGGGS is currently fundraising for
- Share stories of girls and young women whose lives will be improved through support from the Giving Day

The theme for the Giving Day was: ***Donate Today, Girls Lead Tomorrow*** – we wanted to inspire and encourage supporters to give a gift on the day to help create a generation of female leaders, who are both Girl Guides and Girl Scouts. By working together, we hope to create a better future for girls and young women around the world.

Thank you to everyone
helping to achieve this

GIVING DAY RESULTS

140
New Donors

257
Ambassadors

466
Donors

39
Countries

£139,945
Raised

485
Donations

Thousands
Girls and Young Women Impacted

GIVING DAY IMPACT

WAGGGS WORLD CENTRES

With your support from Giving Day 2021 and this year, the World Centres have excitingly started reopening and are increasing their programme delivery. Since reopening, over **2000** guests have already created memories with us.

We have been able to increase guest attendance at the World Centres by creating a more streamlined experience with an effective and user friendly booking system.

This system will build on and fully integrate with the new World Centre website. Ultimately, this system will improve the World Centres efficiencies, reach, and impact. Allowing staff and volunteers more time to spend with guests, girls, and young women experiencing the World Centre.

Completing this project and developing a new booking and guest data system for the World Centres will offer improved guest experience, meaning that guests have greater and easier access to the World Centres. It makes the World Centre experience more accessible for all.



With your support, through the World Centres, we have already, in 2022, offered programmes for those young girls who might be taking their first overnight trip and learning to work with their unit members while building confidence in staying away from home. We have welcomed our older members who were celebrating their years of service to the Movement. We have seen teenage girls stretch outside of their comfort zone to challenge themselves physically while developing leadership skills within a safe space. We have seen young adults learn more about their own leadership style while giving back to the Movement through their service in our Volunteer Leadership Programmes. **All made easier thanks to your investment in a more effective booking system. Thank you.**

In order to make sure that more girls and young women have these opportunities in the future, in August, we rolled out:



We are excited to share with our Member Organisations, Friends and Stakeholders a number of assets they can also use to help share with their members and contacts, information about the World Centres and their amazing offer.

Looking to the future the World Centres, they have many great events planned for members of all ages to learn new skills, meet new friends, and raise their voices and become change makers. In the last part of 2022, we will be focusing on a programme framework that will help us monitor and evaluate our impact, and ensure that our programme offers each and every participant a life changing experience. We are also working to build partnerships to help strengthen our offer, and we will continue our work on making sure that the centres are an inclusive space for all people from diverse walks of life.



Magic Masala - Guests at Sangam



TODAY'S LEADERS

WAGGGS' flagship leadership event is back! The JLS 2022 is a new online leadership journey. This year **500** young women will start this adventure, selected by their Member Organisations. This life-changing experience involves working with volunteers from all over the world and participating in workshops, building international connections, and getting the tools they need to start leading for impact! Participants will share their learnings with **100** girls from their local community. Together we will impact **50,000** girls!

500 participants
Impact 50,000 girls



Your donation has been vital to the planning and development of the Juliette Low Seminar 2022, and has allowed WAGGGS to appoint a Juliette Low Seminar Programme Coordinator and a Juliette Low Seminar Assistant. This strong team have made it possible for the training to be offered to more girls and young women. They are able to support the participants on their journey, both at the seminar and when each young woman is completing her 100 girls project. **You are playing an important part in helping to inspire and encourage the changemakers of tomorrow.**

"I have learned that I have the capacity to do more than I ever imagined"
JLS facilitator 2019



THRIVING MEMBER ORGANISATIONS

We know that having strong and well established in-country organisations provides girls, young women, and volunteers, a better chance of benefiting from a well-designed Girl Guiding and Girl Scouting experience, which we at WAGGGS believe can positively change someone's life.

Your support for associations means they can establish strong bases from the beginning of their membership journey. This is key for new Member Organisations and those who may have been in WAGGGS for a few years but still have work to do towards reaching WAGGGS membership organisational standards.

Your support has meant that in person training has been delivered and resources provided to those Member Organisations that need it most.

You are helping to grow the Girl Guide and Girl Scout Movement to more places than ever before.

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Five Associate Members engaged with the pre-World Conference sessions at the 37th World Conference

Algerian Muslim Scouts became a full member of WAGGGS at the 37th World Conference

The Association of Nicaragua officially requested to be considered for full membership of WAGGGS

WAGGGS initiated conversations with a new potential MO in Morocco



INTERNATIONAL CONNECTIONS AND GLOBAL OPPORTUNITIES

Your donation helped WAGGGS work towards a strategic priority, ending violence against women and girls. WAGGGS has been working globally to reduce violence against women and girls (VAWG) for eight years. VAWG is a key barrier preventing girls from achieving their potential; it is repeatedly named as an issue that girls across our Movement most want to take action on.

With your help we will address this issue by expanding our Stop the Violence Campaign. The goal is to reduce violence and raise awareness. The programme aims to directly benefit girls and young women by:

- Raising awareness of the causes and consequences of gender-based violence. **Your funding will enable training groups of young leaders, who will then cascade the training to girls and young women in their communities.**
- **You will support girls and young women to run locally-relevant projects to mobilise their community to take action against VAWG.** Girls will achieve this through awareness-raising in their communities, as well as advocating to decision-makers for stronger commitments on ending VAWG.



Your kindness means that girls and young women worldwide will benefit from the Stop the Violence programme. You have given Girl Guides and Girl Scouts the opportunity to raise their voice about their future.

THE GREATEST NEED

With your support WAGGGS is able to use funds where the need is greatest. An area of work that this fund concentrates on is Advocacy. WAGGGS recruits a number of Advocacy Champions each year to represent WAGGGS at key global events. For the past two years WAGGGS was able to fully deliver its policy engagement at the Commission on the Status of Women online, with the largest engagement from Girl Guides and Girl Scouts from around the world at the virtual CSW event. Last year **14** Advocacy Champions and **302** more WAGGGS delegates signed up to join our digital campaign calling decision-makers to take action. **Your donation means young women can continue engaging in these important spaces.**

Here's just a few of this year's Global Advocacy champions that you are continuing to help support on their journey to speak out and making change.

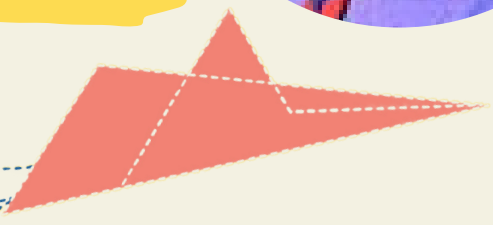


"Everyone's voice matters and is needed to create a better framework for the world. Across the generations, we should unite and advocate for ourselves - creating a world which is a little better than how we found it! Let's make it happen."

Sharmin Banu, India

"Being raised by a widowed mother and witnessing how hard it was, being both pressured and restricted by a patriarchal society has shaped my aspirations to fight for women's rights and promote gender equality in decision making."

Therese Jelwan, Lebanon





"I want to offer the possibility of a better world, where gender equality reigns and where girls and women can develop their potential and follow their dream in peace, far from violence. I will not stop in my fight for this."

Zafanimampera Olivaso Alexina Tsiky,
Madagascar

"No one has been really been talking about how climate change affects girls and women, or focussing on solutions, when the disadvantages and impact I see are very visible. It's time we put these issues on the table and demand a change. We no longer want promises, we want accountability."

Mercedes Arnaude, Argentina



The Advocacy Champions programme is a unique opportunity for Girl Guides and Girl Scouts to advocate for the rights of girls and young women, and champion gender equality at a local, national, and international level. WAGGGS Advocacy Champions will be a number of young women chosen for their commitment to gender equality, their involvement in Girl Guiding and Girl Scouting and their ability to lead, challenge and create a ripple effect.

WAGGGS needs to ensure that Girl Guides and Girl Scouts have their voices heard and that girls are not left behind during this pandemic. **Your support means that next year's delegation will have access to digital training, that will ensure that young women are equipped with the skills to engage and influence their decision makers at the national and global levels – even if they cannot attend the event.**

As governments continue to relax restrictions put into place due to the global pandemic, UN bodies are also starting to return to in person events. Currently there is an expectation that CSW 2023 will be a hybrid event with some delegates attending in person in New York and some engaging virtually. **Your donation will go towards making this event run and enable more girls and young women to be heard.**





THANK YOU
for all you have done for
GIRLS AND YOUNG
WOMEN

**We hope you will join us again
next year for the third WAGGGS
Giving Day!**

**DONATE
TODAY, GIRLS LEAD
TOMORROW**

