



WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS

ANNUAL REVIEW 2016



GROWING THE MOVEMENT

2016 was an exciting and fulfilling year for the World Association of Girl Guides and Girl Scouts (WAGGGS).

We put girls firmly in the spotlight and encouraged them to speak out on a global stage, share their stories with the world and be the change they want to see.

Our Annual Review is just a summary of what we achieved during 2016. These highlights still evoke a sense of excitement across WAGGGS – and the world, proving why our Movement must continue to grow.

Throughout 2016, Girl Guides and Girl Scouts inspired leaders, creating change in their communities, their country and internationally.

We ensured Girl Guides and Girl Scouts from across the world stayed connected, enabling them to better work together, share ideas and develop solutions, through world-class leadership conferences and our annual World Thinking Day.

We attended the United Nation's Commission on the Status of Women and celebrated International Day of the Girl, bringing girls from across our five regions together to advocate on issues important to them.

We held conferences across the five regions WAGGGS works in, encouraging volunteers and staff to share experiences, thoughts and ideas.

Together with girls and young women across the world, we highlighted issues such as body confidence, violence and sexual harassment in schools.

Going forward, we want to ensure our Movement continues to grow, so we can support even more girls and young women across the world to become the leaders they so deserve to be.

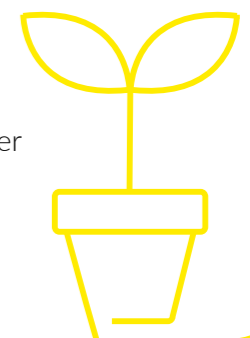
Over the next year, we will continue to provide support to our 146 Member Organisations, who lie at the heart of the Movement, while encouraging other countries to join us.

The work we do wouldn't be possible without our volunteers and supporters. It's this generosity that gives girls the tools to make their voices heard and tackle issues important to them. This, in turn, keeps our Movement united, thriving and growing.

Thank you for your support. I hope you'll continue to stand with us in any way you can.

Nicola Grinstead
WAGGGS World Board Chair

Anita Tiessen
WAGGGS Chief Executive Officer



Sonia Assou, Ghana
'Taking part in the Africa Regional Conference enlightened my understanding on issues at a global level. It's given me the opportunity to contribute to decisions made within my Member Organisation.'

Marta Priadka, Ukraine
'I attended the Juliette Low Seminar at our new World Centre, Kusafiri, in Africa. I developed my leadership skills in a creative, supportive environment and I shared my experiences with other young women from all over the world.'

Poinoosawmy Marie Brigitte, Mauritius
'I love being a Girl Guide – it's my life. Since I was a child, Guiding has taught me how to be creative and it still helps me every day. The Guiding Promise and Law is very important to me.'

Leila Pyle, USA
'Attending the Helen Storrow Seminar affirmed that WAGGGS is one of the most powerful organisations when it comes to enacting global environmental action. Not only does it provide a network for sharing information across the globe, it's also a network of friends and sisters.'

Jenni Golbuff, USA
'Participating in the Friendship Session at Our Cabaña was a dream come true. I learned so much about Guiding culture and history, as well as the different programmes of Girl Scouts and Girl Guides from around the world.'

WHO WE ARE

ABOUT THE WORLD
ASSOCIATION OF GIRL GUIDES
AND GIRL SCOUTS

MISSION:

TO ENABLE GIRLS AND YOUNG
WOMEN TO DEVELOP THEIR
FULLEST POTENTIAL AS
RESPONSIBLE CITIZENS OF
THE WORLD.

VISION:

ALL GIRLS ARE VALUED AND TAKE
ACTION TO CHANGE THE WORLD.

FOR
HER
WORLD



Girl Guiding and Girl Scouting is the world's only Movement for every girl and any girl because we believe that each of them deserves to be the best they can be.

Free to make what they want from the Movement, girls learn by doing, make friends and have fun. In safe, local spaces, girls develop the skills and attitude to change themselves, their communities and our world.

We have Member Organisations (MOs) in 146 countries worldwide. Between them they have a combined membership of over 10 million girls and young women, including one and a half million volunteers.

We run non-formal education, advocacy and community action programmes on issues such as violence against girls and women and body confidence. These programmes support girls and young women to address critical social issues at all levels, including at the United Nations.

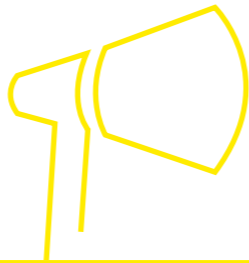
We also operate residential centres in the UK, Switzerland and India; a fourth, in Mexico, is operated under license by Guías de México, our Member Organisation in Mexico; and there's a fifth roving residential centre in Africa.

WAGGGS works with its MOs based on a shared vision, equal partnership and the promotion of joint initiatives.

For more information, please visit www.waggs.org

HIGHLIGHTS OF 2016

RAISING OUR VISIBILITY



WORLD THINKING DAY 2016

World Thinking Day (WTD) continues to flourish and 2016's celebrations were no different. With a theme of #Connect10Million, a record number of Girl Guides and Girl Scouts celebrated WTD in 90 countries. Thanks to our corporate partner UPS, we were able to deliver activity packs to all 146 countries and the World Centres. According to feedback from 60 Member Organisations, the activity packs were creative, educational, flexible, interesting, entertaining and international. It was wonderful to see this tradition continue to grow, whilst keeping the Girl Guiding and Girl Scouting spirit alive.



'World Thinking Day is inspiring Girl Guides from Syria to continue to connect, planting life and hope despite the potential for extreme and unsafe circumstances.'
Chaymaa Hassan, WAGGGS

BRAND LAUNCH

WAGGGS launched its new brand in 2016, following consultations with Member Organisations. The new brand seeks to be bright, bold and energetic. WAGGGS wants to ensure girls' voices are heard and show the impact and scale of what it does. Exciting new assets have been created. We developed a new strapline, For Her World, to help articulate the importance of putting girls first. The trefoil enjoyed a refresh, logos were streamlined, while a powerful colour palette is in place. Going forward, WAGGGS will be eye-catching, punchy, open-hearted and confident by bringing to life what the world looks like through the eyes of young girls themselves.



TEAM GIRL

On 11 October 2016, the world celebrated International Day of the Girl (IDG). This year's theme was linked to the Global Goals for Sustainable Development, adopted by the United Nations in September 2015. To mark IDG, WAGGGS introduced #TeamGirl to highlight how girls and young women are making a difference in their communities. The stories of five Girl Guides from five regions were shared, showing how girls are experts on their needs and are making a genuine contribution to the success of the Global Goals. Global media coverage was achieved. Girl Guide leader Elizabeth Chatuwa took part in a high-level meeting in Malawi, where she spoke out about girls' issues and met UN Women Goodwill Ambassador and actress Emma Watson. A wealth of digital activity took place on Twitter and Facebook, leading to a spike in activity and engagement, while 39 Member Organisations got involved with #TeamGirl.



#TeamGirl was the first time WAGGGS' message was shared with global media. Prolific coverage was achieved with the voices of Girls Guides and Girl Scouts featuring on CNN, The Guardian, BBC Focus on Africa, Reuters, The Huffington Post, Devex, Standard Issue Magazine and Humansphere.

'International Day of the Girl helped raise awareness about the inequalities girls face in Tunisia. Girls deserve an education and they deserve the freedom to make their own choices. It's not up to adults to tell them what to do - it's up to us to help girls make the best decision they can.'
Naouel, 30, Tunisia



HIGHLIGHTS OF 2016

LEADERSHIP

GLOW

During 2016, online learning continued to be a key leadership tool for WAGGGS. GLOW (WAGGGS' e-learning platform) has over 10,000 registered users across a range of open courses, online event support spaces, hubs and resource pools available in English, French and Spanish. It is aimed at adults over 16 and users come from all age ranges, across all regions.

i-Lead, the comprehensive leadership training course, has the greatest usage and has uptake in all WAGGGS regions. Event support spaces are increasingly popular, enabling planning teams to communicate with participants prior to, during and after events. Forum spaces allow participants to engage ahead of events and pre-tasks (online courses, reading or webinars) can be shared.

The key focus moving forward is to explore how WAGGGS can effectively use the online space to further support member engagement, collaboration and training.

HELEN STORROW SEMINAR

The annual Helen Storrow Seminar (HSS) is WAGGGS' introductory-level leadership development event.

2016's seminar was as diverse, action-packed and exciting as ever, with 23 participants from 20 different countries taking part.

The event touched many lives, as Girl Guides and Girl Scouts were given the opportunity to gain leadership skills and forge new friendships. With a theme of "Young Women Leading to a Greener Future", Girl Guides were able to join forces with others from around the world to discuss environmentally friendly project ideas.

JULIETTE LOW SEMINAR

During May/June 2016, 65 girls from 50 countries made their way to the Kusafiri World Centre in Ghana for the Juliette Low Seminar (JLS), WAGGGS' flagship leadership development programme for young women.

With a theme of "Transforming Our World", participants explored themes such as personal development, leadership, change and transformation in the community.

Our CEO and a member of the World Board shared what was happening at a global level. Girl Guides and Girl Scouts were also able to discuss initiatives such as Free Being Me, Voices Against Violence and our role in the SDGs.

The World Centre also teamed up with local organisations to provide participants with an on-the-ground view of how these inspiring projects are transforming the lives of local people.

'WAGGGS has provided a support network so I can advocate for the issues I care about the most: women's empowerment and the environment. It shows the power of thinking globally and acting locally.'

Girl Guide



WORLD CENTRE NEWS



PAX LODGE, UK

Pax Lodge celebrated its 25th anniversary in 2016. The celebrations saw many staff and volunteers who helped build Pax Lodge's rich history reunite for a grand party.

During the week-long celebrations, participants explored the history of Girl Guiding and Girl Scouting. The week culminated in a special reception, where WAGGGS' CEO and Gill Clay, granddaughter of the Baden-Powells, cut a special cake.

Pax Lodge also launched its £25 for 25 campaign, to raise funds to support ongoing work.

SANGAM, INDIA

Sangam continues to extend a warm welcome to every guest who walks through its doors.

In 2016, it hosted 11 events, two community programmes and three volunteer programmes, with over 500 people and 1,000 community partners visiting the centre.

Keeping in line with this season's theme, "Celebrate, Create, Change," Sangam celebrated its 50th birthday in 2016. The celebrations continued, when the World Centre welcomed another 500 guests, including supporters of the Olave Baden-Powell Society.

Sangam is truly delivering on WAGGGS' mission and vision. It aims to continue the trend in 2017 as it launches an exciting partnership with NVIDIA which will empower girls with technology skills.

KUSAFIRI

The Kusafiri World Centre continues to bring a wealth of international experiences to girls from Africa and across the world. This year was no different, as Ghana played host to the Juliette Low Seminar. To find out more about the event, see page 8.

OUR CHALET, SWITZERLAND

Three new events have been added to the Our Chalet story this year!

First was Abesitz, where local organisations, shops and associations showcased their work. Our Chalet had a table with games for children, while guests brought along snacks. It proved a popular event, with both staff and guests enjoying the festive atmosphere.

Staff have been attending presentations given by local school students about issues important to them. The same students have visited Our Chalet for team-building games. The World Centre hopes to continue to work with local schools in the future.

Our Chalet also partnered with local adult education centre (Volkhochschule) to form The Language Café, providing a chance for staff and guests to learn about different languages. The year ended with its annual Christmas celebration.

NUESTRA CABAÑA, MEXICO

Nuestra Cabaña has enjoyed an exciting year with Girl Guide and Girl Scout visitors coming from as far as Argentina, Canada, Costa Rica, Gibraltar, Mexico, Norway, Jamaica, Japan, Philippines, USA and the UK.

The World Centre welcomed volunteers from Argentina, Australia, Mexico, New Zealand, USA, UK and Venezuela, while scholarships from the World Foundation and the Beatriz González de la Barrera fund were awarded to 10 international Girl Guides and Girl Scouts and two from Mexico.

Nuestra Cabaña reintroduced its internship programme. Thanks to the generosity of "Juliette Low 1955" Alumni and the "Friendship Circle", a new campfire place was built.

2017 promises to be action-packed. Nuestra Cabaña will celebrate its 60th anniversary, while a plethora of internships, travel grants and scholarships for girls and women from across the globe will be available.





PARTNERSHIPS

LIFEBUOY

WAGGGS forged a new partnership with Lifebuoy, Unilever's leading health soap brand, in 2016, to pilot a set of activities to help children and young people better understand the benefits of handwashing. Handwashing with soap impacts not just health and nutrition, but also education, economics, and equity. With an annual 1.7 million children globally not reaching their 5th birthday due to infectious diseases, giving children these skills helps enable them to reach their full potential.

The activities, which will be shared in Bharat Scout and Guide groups through a four-week programme in Maharashtra, India, will feature a fun gang of 'School of 5' superheroes, including Girl Guide Sparkle, who will save the world through handwashing with soap.

The materials will take the form of a comic book and will reveal how handwashing with soap is an easy, effective and affordable intervention that prevents infections and saves lives. Children will then take action to spread the message to their friends and family. The pilot initiative will be rolled out in the state of Maharashtra, India, throughout 2017.

UPS

WAGGGS' partnership with United Parcel Service (UPS) has been going strong for over 10 years, supporting leadership development and capacity building around the world.

Thanks to the Resiliency in Changing Times project, there's a host of incredible achievements to highlight. During 2016, a range of successful activities, events and trainings took place. New and existing leaders in Mexico, Panama, South Africa, Nigeria and the UAE were trained, enabling girls and young women to become change-makers in their communities. National Leadership Development Events took place in the UAE, Egypt, Mexico, South Africa, Nigeria and Panama. Hundreds of i-lead trainings were completed, connecting Girl Guides and Girl Scouts from across the world, and providing computer literacy, facilitation and leadership skills.

The Resiliency in Changing Times project has created a platform for a stronger future for Girl Guide and Girl Scout communities, their countries and the global Movement.

SURF SMART

Through WAGGGS' partnership with Symantec, Girl Guides and Girl Scouts have learnt how to be safer while surfing the web in 2016, and the programme is now expanding to a new region.

The third phase of Surf Smart in Latin America, the Caribbean and India concluded in March 2016. Over 105,000 young people across 18 Member Organisations participated in the programme directly and groups in an additional 15 countries decided to use the programme with their Guide or Scout group.

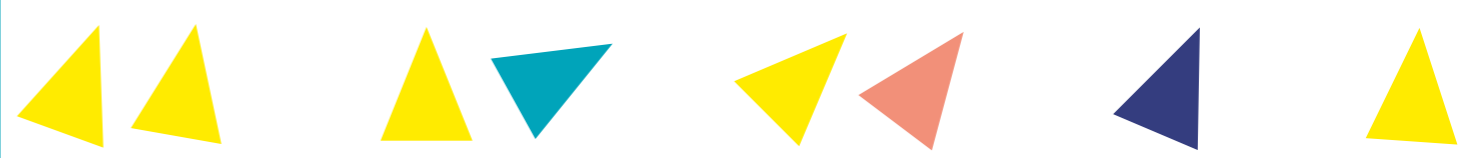
Since the partnership with Symantec began in 2011, over 273,000 Girl Guides and Girl Scouts have earned their Surf Smart badges by making their online safety promise. WAGGGS' Surf Smart focus in 2017 will be the Asia Pacific Region, where over 100,000 more young people will enjoy the activities and grow in confidence and knowledge to use the internet to connect.

VERIZON

The Verizon "Stay Connected" competition, launched on World Thinking Day, was open to WAGGGS' 10 million members globally. Girl Guides and Girl Scouts were invited to share innovative ideas for community projects using technology which address local issues and help us to achieve the UN's Global Goals for Sustainable Development. The winning entries were awarded cash grants to help them implement their project.

Funded by the Women's Association of Verizon Employees (WAVE), the partnership provides encouragement for members to use their STEM (Science, technology, Engineering and Mathematics) skills to lead change in their communities.





FREE BEING ME

Free Being Me empowers girls and young women to value their bodies, gaining confidence and self-esteem.

In partnership with the Dove Self Esteem Project, our global "body confidence revolution" continues to grow. So far, it has reached 3.5 million young people from 125 countries.

During 2016, WAGGGS focused on providing support to Member Organisations to deliver and grow participation, as well as spreading the word about its work and the importance of tackling low body confidence globally.

Free Being Me training and support has continued to allow more MOs to participate in the project, including new countries such as Ethiopia. We've also shared our trainings with huge numbers at jamborees and camps from Chile and Indonesia to Europe's Roverway camp.

Girl Guides and Girl Scouts have also attended global conferences, including United Nations Commission on the Status of Women and Women Deliver, where young women spoke out about the need for a greater focus on body confidence as a key issue affecting girls and young women around the world.

WAGGGS has been working with external researchers to evaluate the impact of Free Being Me. When girls take part in Free Being Me, WAGGGS has found girls are:

- less likely to internalise and buy-in to the Image Myth, a key concept of the Free Being Me programme.
- less likely to report that they avoid life activities like putting their hand up in class, going to the beach or spending time with family.

The partnership is moving into Phase Two from 2017- 2020, where WAGGGS will continue to deliver Free Being Me, and create a new programme supporting girls' community action and advocacy projects to bring about a world free from appearance anxiety.



OUR BODY CONFIDENCE REVOLUTION HAS REACHED 3.5 MILLION YOUNG PEOPLE FROM 125 COUNTRIES



ADVOCACY

Over the past year, WAGGGS' advocacy work has continued to grow, particularly on the issue of violence. The organisation has worked closely with external partners including UN Women on issues relating to youth and gender equality, the UN Refugee Agency, UNHCR, on the refugee crisis, and the UNICEF Global Partnership to End Violence against Children. WAGGGS also partnered with UNICEF's Global Innovation Centre on U-Report, a free polling platform which aims to amplify youth voice on issues of importance for young people.

Girl Guides and Girl Scouts continued to speak out locally and internationally at conferences like the United Nations Commission on the Status of Women and Habitat III. Through participation in global events WAGGGS ensured that the experiences and needs of girls and young women are being listened to by world leaders.

STOP THE VIOLENCE

WAGGGS' Stop the Violence (STV) campaign: Speak Out for Girls' Rights, has seen an increase in the number of countries working on the campaign and Voices Against Violence curriculum in 2016.

WAGGGS has completed Activate events in the USA, Togo, Zambia and India, equipping 182 trainers from 35 countries to deliver the Voices Against Violence curriculum. Girls and young women working on STV have delivered diverse community action plans that have had an impact at the community and national level.

Our Stop the Violence campaign is changing lives in so many of our Member Organisations.

In July 2016, WAGGGS' first-ever crowdfunding campaign raised over £18,000 to deliver ACTIVATE training in Costa Rica.

16 DAY OF ACTIVISM

16 Days of Activism to End Gender-Based Violence took place from 25 November-10 December 2016.

The aim was to raise awareness about the issue of violence against girls and women, ensure everyone knows they can advocate for change and take action to stop the violence, and highlight the role of WAGGGS in helping to do this.

To mark 16 Days of Activism this year, WAGGGS launched its own campaign, titled #16Ways in #16Days. The campaign highlighted 16 actions young people can take to stop the violence. Stories from Membership Organisations around the world, focusing on Stop the Violence and the Voices Against Violence Curriculum, were shared across the website and social media.

WAGGGS' first-ever global news story was developed in collaboration with U-Report and gained significant media coverage on the BBC.

U-REPORT

In 2016, WAGGGS launched U-Report with Girl Guides and Girl Scouts, as a result of its partnership with UNICEF. U-Report is a social messaging platform where anyone from anywhere across the world can speak out and be heard on issues they care about.

Girl Guides and Girl Scouts have taken part in global polls designed by WAGGGS to add girls' voices to a global community of change makers. By joining U-Report, Girl Guides and Girl Scouts have shared their priorities for ending violence against women and girls and to improve self-esteem and body image. In October 2016, WAGGGS presented the results of our poll on public harassment to global decision-makers at UN Habitat III in Quito, Ecuador. Our most recent poll results aligned with WAGGGS' #16Days #16Ways campaign and addressed sexual violence in schools. Plans for 2017 include forming national partnerships between MOs and U-Report National teams, with the aim of involving Girl Guides to make changes in their country.

'U-Report is an amazing tool that allows young people to be heard. It gives us the chance to voice opinions and share solutions about issues affecting them with each other and key decision-makers.'

Veronica, 21, Ecuador

'Voices Against Violence helps young people understand their rights, develop their skills and speak out. It also gives them the confidence to tackle violence and take action against discrimination.'

Chamathya, 23, Sri Lanka



NEW COUNTRY CAMPAIGN

WAGGGS' "Vision 2020" has the ambitious target of reaching an additional two million members across eight new MOs with its programmes and services.

Over the past year, generous donations from foundations such as The Olave Baden-Powell Society have helped support projects that have already started in Ethiopia, Mozambique and Laos, as well as other new projects across Europe, Asia-Pacific and Africa.

Highlights from last year, included:



ALBANIA

A pilot social entrepreneurship programme in Albania was initiated at the Training of Trainers event in 2016. A total of 34 participants attended the event, along with Peace Corps volunteers and their Albanian counterparts. The ambition is to deliver programmes in schools and youth centres through until next year. We hope to continue using this model in 2017/2018 with donations from The Olave Baden-Powell Society.



ETHIOPIA

Ethiopia has enjoyed two Free Being Me training sessions so far. Training sessions took part in July 2016 with over 30 girls attending. There are plans to conduct further Free Being Me sessions, due to a wealth of positive feedback.



MOZAMBIQUE

A visit to Mozambique was conducted to explore the possibility of setting up Girl Guiding and Girl Scouting activities. Prior to the visit, potential champions and stakeholders were identified and meetings were organised, to ensure they were clear on how to develop plans.

Champions showed an impressive level of commitment. They attended every session and were actively engaged in activities and information sessions. Everyone was pleased with the process and a powerful framework, both in terms of the diversity of trainers and the training process, is in development.



NIGER

Work in Niger is well underway with WAGGGS helping the organisation develop its priorities. A member of the national team also attended the Africa Regional Conference and explained what life is like in Niger. Next steps involve the training and delivery of Free Being Me; advocacy tools to use in-country; a potential meeting with the Prime Minister; and organisational support for one year.

MEMBERSHIP 5 REGIONS AND 146 COUNTRIES

Our Member Organisations (MO) lie at the heart of everything we do at WAGGGS and we strive to help them grow, develop and expand. We seek to provide them with the support they need to provide the best Girl Guiding and Girl Scouting experience possible to their members.

At the same time we want to keep the international spirit of Girl Guiding and Girl Scouting alive and thriving, and continue to provide a link at an international level between all 146 Member Organisations and the 10 million Girl Guides and Girl Scouts that we currently reach.

Looking to the future, a key part of our Vision 2020 is our aim to expand our reach to 12 million members across 154 countries.

Through our New Countries Campaign, we want to bring further countries into the Girl Guiding and Girl Scouting family. Expanding into a new country is a challenging but rewarding process. We believe that the benefits for girls and young women in these countries are worth the effort - improving their life opportunities and potential while strengthening and growing the worldwide Movement.

Over the coming years we will be targeting new growth markets, building new relationships in a local context and letting the world know what it means to be a Girl Guide and Girl Scout.

**VISION 2020:
12 MILLION GIRL
GUIDES AND GIRL
SCOUTS IN 154
COUNTRIES**

HELP EMPOWER GIRLS AND YOUNG WOMEN SO THEY CAN TAKE ACTION AND CHANGE THE WORLD

WAYS TO DONATE

THANK YOU

WAGGGS would like to say a huge thank you to all the generous individuals, groups and organisations that have supported us in 2016.

We need your support to allow us to continue the vital work we have been doing in cultivating and nurturing the leaders of tomorrow.

We are proud of the opportunities, training and platforms we have given to girls, but there is so much more for us to do.

Your donations allow us to continue our work. There are so many ways you can help us to do what we do best.

PARTNER WITH US

Whether with corporations, foundations or other charitable organisations, WAGGGS is always open to forming strategic partnerships which can harness the specialist skills and expertise offered by different organisations. If your organisation shares our vision and goals, why not get in touch to see how we can work together.

HELP US GROW

If you would like to make a significant donation towards our work we would be delighted to talk to you about your gift and share with you our plans for the future of WAGGGS.

The Olave Baden-Powell Society welcomes individuals who share their commitment to enabling girls and young women to develop their full potential as responsible citizens of the world. If you would like to know more about joining their worldwide network of supporters please contact us.

LEAVE A LEGACY

Leaving a gift to WAGGGS in your will is a great way to provide lasting support to a cause in which you truly believe. Each year our work is greatly bolstered by legacies left to us by caring supporters. A legacy to Girl Guiding and Girl Scouting – large or small – will transform lives and provide a brighter future for so many.

DONATE TO US

Every gift is a valuable contribution to support our work.

£50 could support a girl to access our non-formal educational programmes

£200 could fund a leader to run a local project in her community

£500 could send a young leader to attend an international training event

£10,000 could support our efforts to reach more girls across the globe

To make a donation now please visit www.waggs.org/donate where you can donate online and find information on how to donate by cheque, by credit card or by bank transfer.

WAGGGS also enjoys the support of Friends groups which provide funding towards our work with girls and young women in a particular region or in connection with one of our World Centres. If you would like to support a Friends group, please contact us to find out more.

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