

# OUR IMPACT IN 2017 ANNUAL REVIEW



Registered Charity No. 1159255 (England & Wales)

## FOR EVERY GIRL

My name is Chen Shi-Min and I come from Taiwan.

As a Brownie, I join many activities and make friends with different people. It makes my vision wider and wider. I have become more independent and I love to help other people. I know the joy of helping others. We do a variety of services in the community led by the troop leaders, such as caring for the elders who living alone, playing with the children in the orphanage, or cleaning up the community.

**One good deed a day can make the society nice and warm.**

*Chen Shi-Min, Brownie, Taiwan*

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Other girls should get involved with Girl Guides because it teaches unity and sisterhood regardless of caste, colour, religion etc. It gives you confidence to speak up on a platform and to recognise and achieve your goals. It also helps to develop numerous skills and encourages you to grow as an individual.

You realise your importance and learn to cooperate with others with different ways of thinking and different backgrounds. You learn to work together and achieve success.

**In a divided world, it gives a sense of love and togetherness.**

*Aymen, Senior Guide, Pakistan*

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Our Annual Review is an important time to reflect on our achievements and to look back on our work over the last 12 months. More than this, it is an opportunity to share highlights of the incredible impact that Girl Guiding and Girl Scouting makes for girls and young women across the world.

To celebrate our work in 2017, and how we've supported girls and young women to develop, make friends and reach their potential, I wanted to start our Annual Review with the words of some of our inspiring young women.

Aymen and Chen Shi-Min shared their stories with us to mark World Thinking Day in 2017. Their letters call for more girls to join our Movement. They convey the personal impact that Girl Guiding and Girl Scouting has had on their lives: building their confidence, opening their eyes to new experiences and helping them to develop skills and independence.

Their letters also evidence the much wider impact that our Movement makes – in local communities and the wider world. In 150 countries, girls like Chen Shi-Min and Aymen are making a difference. Wherever Girl Guiding and Girl Scouting take place, girls are leading, taking action, standing up for their rights, mentoring their peers and helping others.

I am honoured to have been elected as the Chair of the WAGGGS World Board at our 36th World Conference in Delhi, India. I am inspired by the 1.5 million dedicated volunteers and supporters whose passion and contributions enhance the impact and reach of our Movement. I want to share my deepest gratitude to them.

As we look to the future we see our strong, vibrant, united Movement working to make an even bigger impact. We will increase capacity and tools for our Member Organisations. Girl Guiding and Girl Scouting will continue to offer extraordinary opportunities to girls and young women. We will work to reach more girls and create a more equal, safe and happy world for every girl.

Best wishes,



Ana Maria Mideros - WAGGGS World Board Chair

## ABOUT WAGGGS

There is unlimited potential in every girl – to lead, learn, innovate and make change. Yet across the world women and girls face barriers, discrimination and inequality that holds them back.

The World Association of Girl Guides and Girl Scouts (WAGGGS) exists to help every girl realise her potential. We are the largest voluntary organisation for girls and young women in the world, representing 10 million young people. We do what we do thanks to our dedicated and inspiring volunteers.

As the umbrella organisation for Girl Guiding and Girl Scouting globally, we understand the issues that matter to girls because their voices and opinions shape all that we do. Whether she lives in Sweden, Sri Lanka, St Lucia, Somalia or Syria, we're here for every girl and any girl.

### **OUR VISION:**

All girls are valued and take action to change the world

### **OUR MISSION:**

To enable girls and young women to develop their fullest potential as responsible citizens of the world



## SUPPORTING AND GROWING OUR MEMBERSHIP



“The war has taken its toll on my country, however, I am thankful it hasn’t affected me in-person. Instead, it’s made me stronger and helped me realise what I want to do in life. It’s made me understand the importance of education, which is now my priority. During the holidays, I attend Girl Guide activities. It has helped me no end and it’s one of the reasons I consider myself successful.”

*(Sham, 22, Syria)*

**At the 36th World Conference, Syria, Aruba, Azerbaijan and Palestine became Full Members of WAGGGS and Albania and Niger became Associate Members. This saw us grow to a membership of 150 countries. Scouting Syria International Commissioner, Rim, felt hugely proud of this achievement:**

“Becoming a full member of WAGGGS is important for the Scouts of Syria. It’s a kind of victory for us to raise the flag at this international event; to prove that we are taking steps. When we can work under this situation and challenge, that has to be seen as a victory.”

The national organisations we work with are hugely diverse. As well as offering global opportunities, training and events, we're committed to providing tailored support to help each organisation thrive. Because we've seen the impact that Girl Guiding and Girl Scouting makes, we work with national organisations and volunteers to reach even more girls in more communities.

- 150 countries – our Movement grew in 2017 to welcome Member Organisations from four new countries.
- 1.3 million members in our Africa Region. With growth of more than 350,000 members over three years, this was another success celebrated at our 36th World Conference in Delhi.

### Capacity building

In 2017 we began an important project to improve how we offer tailored support, training and guidance for our 150 Member Organisations. Our Capacity Building Framework will be used to promote best practice across areas including strategic planning, governance, the girls experience, recruitment and retention.

### Growing our membership

Our Rapid Response Team of 14 Global Volunteers continued work to respond quickly when a country shows interest in joining WAGGGS. As well as the team's critical role in bringing the new countries to Conference, they are also working with Afghanistan, Algeria, Bulgaria, Comoros, Croatia, Ethiopia, Gabon, Laos, Moldova, Montenegro, Mozambique, Tajikistan and Timor-Leste.



## DELIVERING HIGH QUALITY PROGRAMMES

The Youth Exchange South to South (YESS) Girls Movement is a WAGGGS international exchange programme which allows young women aged 18 to 25 to explore their leadership potential at home and overseas. Participants travel to their host country for six months where they are given hands-on leadership responsibilities by their host Girl Guiding associations. Tanaka Michele Sandati from Zimbabwe travelled to Rwanda as a YESS participant in 2017.

“I was completely unaware of what lay ahead of me except for the fact that I had been chosen as a 2017 YESS Participant.... I was lucky to be so blindfolded because it just made my experience a journey of discovery. Three months in, I had developed into not just a woman of substance but into someone who could tackle whatever stood in my way, whether in terms of personal development, speaking out for girls or even planting trees. I had developed a desire to succeed which gave me motivation and self-satisfaction.

“The YESS programme allowed me to look to the future and make important decisions about my career. It was during the exchange that I applied for a place as an undergraduate at a University in China. The application process was not easy, but the exchange had shown me how important it is to push myself. I would like to believe that the exchange gave me a real bonus on my application. I can't wait to live my dream and become a computer geek... The YESS Girls Movement had such an immeasurable impact on my life.”







Our programmes give girls the skills and experiences they want and need. From building confidence and self-esteem, to learning how to be safe online or how to recognise violence and negotiate healthy relationships, our programmes allow girls to learn through fun activities, challenges and events. For more than 100 years we have been experts in non-formal education. In our 150 countries, girls learn by doing, making friends and having fun in safe, local spaces. In 2017, our programmes had an incredible impact:

- 16,662 young people were recruited from unreached, under reached and hard to reach communities as part of the YESS programme in 2017.
- 8000+ people completed our #TeamGirl programme to mark International Day of the Girl

### **ACTION ON BODY CONFIDENCE**

By the end of 2016 our Free Being Me programme had reached 3.5 million children and young people in 120 countries. In 2017 we continued our work with the Dove Self Esteem Project both through Free Being Me and our new Action on Body Confidence programme. Action on Body Confidence supports girls to plan and run their own advocacy projects. Girls identify the biggest body confidence issues in their community and plan a project that asks decision makers for change.

### **STARTING THE CONVERSATION ON GIRLS' NUTRITION**

In 2017 we partnered with Nutrition International, a global nutrition organisation to develop a new Nutrition Badge Programme, and train girls to champion improved nutrition in their communities. The programme will be piloted in five Member Organisations; Bangladesh, Madagascar, Philippines, Sri Lanka and Tanzania. These countries were selected because of high rates of adolescent malnutrition, including anaemia, which can impede their physical development and affect their school performance, preventing them from reaching their full potential.



**Our annual Helen Storrow Seminar gives young women the skills and inspiration to make their voices heard at community and national level to help make the world a more sustainable place. Niamh Ní Thaoiling was one of 24 participants at the 2017 event at Our Chalet, Switzerland. Participants travelled from 21 countries across our five Regions to be part of the event.**

“I hadn’t fully realised the commitment I was making by representing Irish Girl Guides at the Helen Storrow Seminar. All participants commit to developing a “change project” in their home country that will benefit their Member Organisation and/or local community. We had time dedicated towards drafting our change plan, creating a “Change tree” where we could identify solutions to our problems, as well as receiving peer feedback about our project proposals. My change plan was partly aimed towards supporting educational environmental themed activities at our 2017 national camp, as well as providing better waste management solutions for office spaces.

“One of my favourite parts of the week was the bond I created with fantastic young women from all over the world. We connected with each other, laughed a lot, and shared amazing stories and circumstances from our own countries. Looking back, after a number of months, my fellow participants have been the biggest support to me. We keep in contact regularly, giving hope and motivation to keep working on our change projects, and sharing stories of success within our Member Organisations.”

## BUILDING LEADERSHIP SKILLS

We support girls of all ages to speak out, make decisions and take on leadership roles. We provide opportunities for our members to experience and develop leadership through a variety of programmes and activities. We host events and seminars, bringing together young women from around the world to learn and grow as leaders.

### REVIEWING OUR LEADERSHIP MODEL

In 2017 we completed a large-scale review of our leadership model and started piloting innovative delivery models to reach more girls and young women in greater numbers of Member Organisations. The first event with this new approach was the 2017 Helen Storrow Seminar, which introduced our new leadership mindsets and piloted remote “pop up” events in 12 countries alongside the main seminar at Our Chalet.

- 562 participants took part in the pop-up events in Peru, Ecuador, Argentina, Greece, Lebanon, Rwanda, Tanzania, Malaysia, Australia, New Zealand and at our World Centres in India and Mexico.
- 56 facilitators delivered pop-up events. 100 per cent of the facilitators recommended repeating the model in the future.



## DELIVERING OUR 36TH WORLD CONFERENCE

Whether as delegates and observers, volunteer interpreters, or as a part of our volunteer service team, young people played a vital part at the 36th World Conference. 23 year old Swapnil was one of 11 young members from Bharat Scouts and Guides who joined 13 global volunteers on our service team.

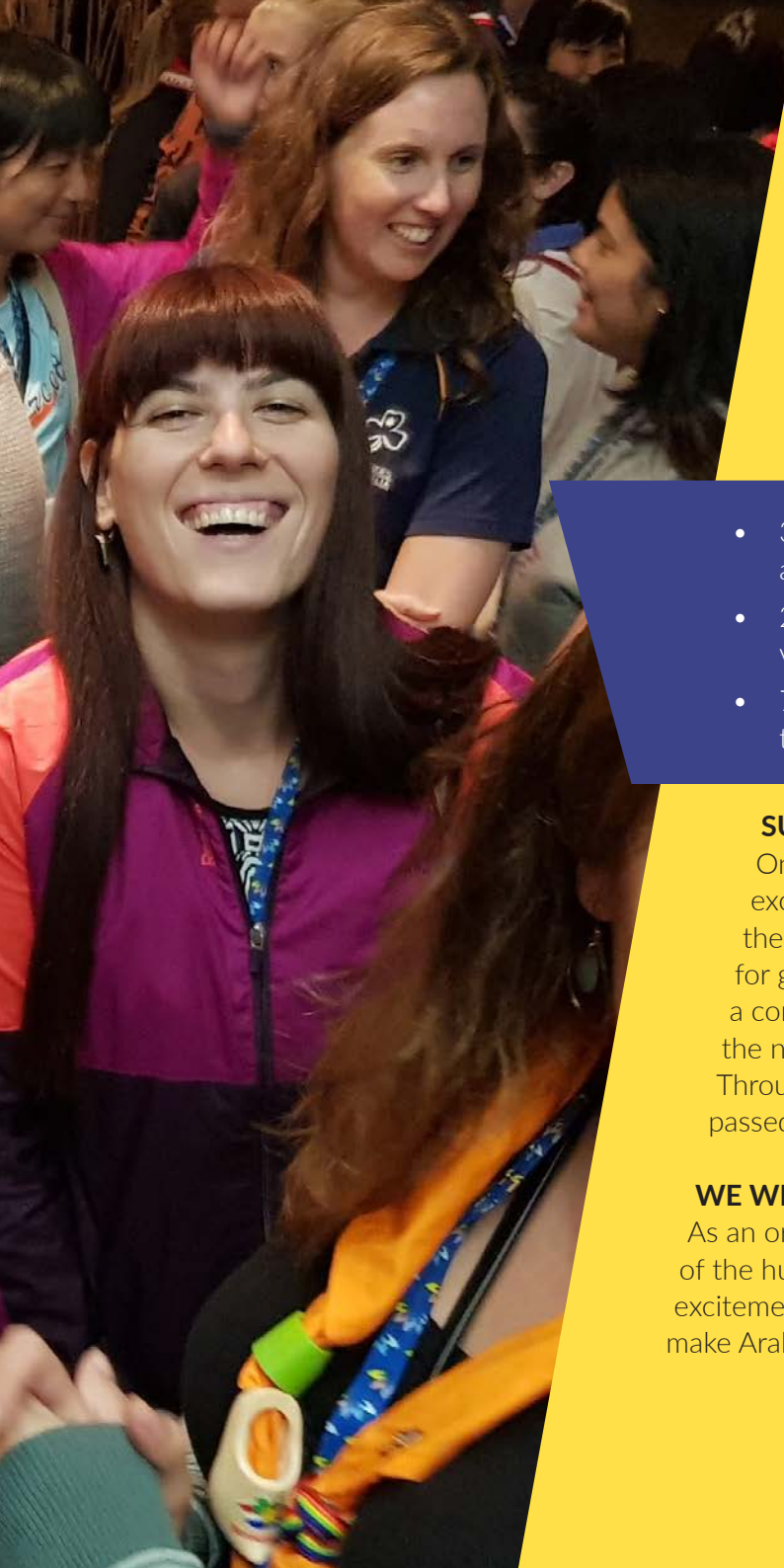
“As a Ranger, I am passionate about growing the Movement and helping Indian society to understand issues which are less talked about. Being a martial arts player, I have always enjoyed adventures in my life. The World Conference was a great adventure for me.”

“I have so many highlights from the event. It was so fun to work with a team of different people from different countries with different attitudes and abilities. Meeting people with such different personalities and working with them really taught me a lot - I tried to learn from each and every person I met.”

“I enjoyed getting a sneak peak of how WAGGGS works. As a runner, I got the opportunity to witness the voting sessions and the meeting procedures. An event of this scale was conducted very smoothly thanks to effective and efficient management and cooperation by everyone - this taught me a lot.”

“In guiding no matter who we are, where we are from or what we wear, our hearts beat for the same cause. The World Conference has given me friends for life and memories that I will always cherish.”





**More than 500 people came together in Delhi for the 36th World Conference. We shared ideas, built connections and worked together to shape the future of our Movement. The event's success was only possible thanks to a group of dedicated volunteers, staff, and members of the Bharat Scouts and Guides who together, delivered this five-day event.**

- 340 delegates and observers from 114 member and associate member countries joined us in Delhi
- 24 young service team members and 85 global volunteers helped the event to run smoothly
- 73 Member Organisations received grants to support their attendance at conference

### **SUPPORTING YOUNG WOMEN TO LEAD**

One motion at conference which caused huge excitement and energy asked WAGGGS to look into the reasons why more young women are not standing for governance positions and called for us to develop a concrete set of actions that will significantly increase the number of young women standing for these roles. Throughout 2018, work on this, and all of the motions passed, will get under way.

### **WE WELCOMED ARABIC AS AN OFFICIAL LANGUAGE**

As an organisation working in 150 countries, we are proud of the huge diversity of our Movement. Another moment of excitement during Conference occurred when the motion to make Arabic an official WAGGGS language was passed.

## HELPING EVERY GIRL TO SPEAK OUT

In October 2017 the WAGGGS Advocacy team visited Member Organisations in Argentina, Brazil and Chile to run advocacy campaign trainings on ending violence against women. Sessions helped participants to build their advocacy skills, to understand how to utilise the U-Report platform for campaigning and to start planning national advocacy campaigns.

“Violence against women is a really big issue in Argentina, so it is really important for us to be well informed and to have the tools to do something about it. All the sessions over this weekend were very well received. They were dynamic and fun. I’ve learned a lot and I’m looking forward to working on our own campaign.” (Antonella)

“The training really helped us to understand that advocacy is so necessary to change the situation in Argentina and to save lives.” (Jimena)

“I now understand much better how useful U-Report is for building a campaign. U-Report helps us to understand the opinions of young people in our country and in our Movement.” (Melanie)

- **85% of U-Reporters said violence against girls was a problem in their community**
- **Only 51% of U-reporters said women who go out to work are viewed positively in their community**
- **28% of U-Reporters said it was ok or sometimes ok to pressure a girl or women into having sex**



**Girl Guides and Girl Scouts around the world are making change happen. In their communities and globally they are taking action, changing laws and influencing decision makers**

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### **U-REPORT**

In partnership with UNICEF, we have utilised their social messaging platform, U-Report, to amplify girls' voices. Throughout 2017 we consulted with young people to understand the issues that matter to them. This valuable tool allows us to shape our campaigns around the issues that girls care about.

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### **#GirlsAreUnsafe**

To mark 16 Days of Activism Against Gender-based Violence, we partnered with UN Women for our #GirlsAreUnsafe campaign. The campaign asked Girls to draw the places and spaces where they feel most under threat from violence. We received more than 150 drawings from girls around the world – with their voices we can create a global voice demanding that gender-based violence is eradicated.

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### **SPEAKING OUT FOR GIRLS**

In 2017 we supported 11 young women to speak out at the 61st session of the United Nations Commission on the Status of Women (CSW61) in New York. CSW61 was themed around women's economic empowerment in the changing world of work. The delegation spoke out to demand a better future for girls.

## CREATING INTERNATIONAL OPPORTUNITIES


The Arts4Change World Centre event was created by a group of individuals who believe that arts can be a powerful force for change. In 2017 Arts4Change was held both in Sangam World Centre, India and at the Kusafiri event in Madagascar. To reach even more people, the Sangam team created a Facebook festival event, opening up Arts4Change to an additional 163 online participants.

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“I am out of words to describe this amazing experience. Arts4Change Madagascar was my first World Centre experience and it was a blast! From the welcome, opening and orientation ceremony to exploring the city, arts, community action projects and cultural immersion, it was so wonderful. I loved meeting people from different parts of the world and making new friends.” (Arts4Change, Madagascar participant 2017)







**We offer international experiences, leadership training and events at our World Centres: Our Chalet in Switzerland, Sangam in India, Pax Lodge in the UK, Our Cabaña in Mexico and Kusafiri, our World Centre travelling around Africa. Girls from all over the world come together to learn new skills, share international experiences and form lifelong friendships.**

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### **WORLD CENTRE VOLUNTEERS**

Volunteering at one of the World Centres is a great way to develop professional skills, make friends and experience life in another country. Every year, volunteers and interns from across the world bring our World Centres to life. Some of this year's volunteers have shared their experience:

“When I left Zimbabwe, I did not have the same perspective of the world that I have now. I want to do great things. I now feel that I can do anything!” (Blessmore, 2017 Sangam volunteer)

“Sharing a house with people from different countries is a whole experience inside the experience of volunteering. You will learn a new thing every day and will get involved with customs and traditions you never knew existed. Having to team up with people who might not even speak the same language as you or whose working dynamics are very different from yours will make you become a great asset for any future job.” (Martha, Our Cabaña)

“It’s a great way to connect with people from around the world and make new friends. We know we can meet again someday, somewhere in the world because we are Girl Guides and Girl Scouts.” (Yoshika, Our Chalet volunteer, from Japan)

“Through coming here, I have realised just how much Girl Scouts and Girl Guiding has impacted and changed the lives of so many girls and young women all over the world.” (Nicole, USA, Pax Lodge volunteer)



**In 2017 our World Thinking Day celebrations were themed around growth. As part of our celebrations we asked Girl Guides and Girl Scouts globally to share a message with girls around the world about why more people should get involved. This letter from a Guide in Greece was just one of the powerful messages of tolerance and friendship we received. This, and other letters, ran across a number of influential media outlets, including Time, Teen Vogue and the Guardian.**

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“I am lucky to grow up in a country where children have a place to stay, a family to protect and love them, they can go to school and play with their friends.

“In the last few months a large number of people have come to my country, during their journey to a better place, in order to build a new life away from the war. My group managed to send them some clothes, blankets, toys and drugs. We shared an amazing feeling knowing that in a way we helped those people.

“As a Guide I’ve learnt that people are the same, no matter how we look or what language we speak. Do you know what language all people understand? A smile and a hug!”

## CELEBRATING OUR GLOBAL MOVEMENTS



- 115 countries took part in our World Thinking Day Celebrations including eight potential Member Organisations – a record number of countries involved in a single year.
- More than 70% of the members that took part in the activities invited a new friend to join our Movement.
- £130,000 of World Thinking Day Fund donations were received in 2017 – thank you to all of the Member Organisations and individuals who have generously donated. Your generosity ensures that our programmes are delivered to as many girls and young as possible. They help us to reach new communities and to develop projects related to leadership, life skills and advocacy.

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### #LetsGrow

For the first time, we actively engaged with potential Member Organisations as part of our World Thinking Day celebrations. We wanted to give new countries the opportunity to get a taste of the international experience that World Thinking Day offers and help our current Member Organisations to understand our growth plans. World Thinking Day celebrations helped these potential member organisations to grow membership and create visibility in their communities, as well as expanding networking with the wider WAGGGS family.

## 2018 AND BEYOND...

### We will provide **MORE OPPORTUNITIES FOR MORE GIRLS**

By 2020, we aim to have 12 million active members in 154 countries benefitting from a high quality Girl Guiding or Girl Scouting experience.

In order to achieve this, we will go to more countries; support Member Organisations to engage more girls and young women; and provide more international experiences for our members. We will demonstrate more effectively how becoming a Girl Guide or Girl Scout can help address girls' and young women's developmental and social needs in both single-sex and co-educational environments

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### We will have **GREATER GLOBAL INFLUENCE**

By 2020, the Girl Guide and Girl Scout Movement will be a leading global voice for positive change on issues important to girls and young women.

In order to achieve this, we will raise our public profile – demonstrating to all the value of being a Girl Guide or Girl Scout and our relevance to critical issues highlighted in the media. Informed by a strong evidence base, we will use our experience and knowledge to advocate at a global level on issues relevant to girls and young women everywhere.

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## We will ensure that we are a **STRONG AND VIBRANT MOVEMENT**

By 2020, the Girl Guide and Girl Scout Movement will increase its sustainability by strengthening income, leadership and organisational capacity at the national, regional and global levels.

In order to achieve this, we will diversify our income, as well as increase the quality and number of leaders and volunteers. We will also strengthen our organisational capacity and improve our ways of working.

**Support us and help ensure that every girl can reach her full potential.**

## **THANK YOU**

We want to say a big thank you to the many organisations, groups and individuals who supported our work throughout 2017, and whose continued support allows us to make a huge impact across the world. Your generosity makes amazing things happen.

### **Show your support**

#### **Partner with us:**

We work closely with a range of corporate, not-for-profit and charitable organisations to drive sustainable, strategic projects and campaigns which help create a better world for girls. If your organisation shares our vision and goals, we want to hear from you. Get in touch – together we can make a difference, for her world.

#### **Join a network of committed supporters:**

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

#### **Leave a legacy:**

Help us build a brighter future, for every girl and any girl. Leaving a gift in your will can help to ensure that Girl Guiding and Girl Scouting can make an even bigger impact on the lives of girls and young women for years to come.



## Donate to us:

Every gift we receive helps us to support girls around the world to develop, learn, have fun and reach their potential. Every donation helps us to keep the global Girl Guiding and Girl Scouting Movement thriving, united and growing.



## Contact us

T: +44 (0) 20 7433 6477

E: [changinglives@waggs.org](mailto:changinglives@waggs.org)

W: [www.waggs.org](http://www.waggs.org)

### **World Association of Girl Guides and Girl Scouts**

World Bureau  
Olave Centre  
12c Lyndhurst Road  
NW3 5PQ  
United Kingdom



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World Bureau  
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12c Lyndhurst Road  
NW3 5PQ  
United Kingdom

T: +44 (0) 20 7794 1181  
Facebook: @waggggs  
Twitter: @waggggs\_world  
Instagram: @waggggs\_world  
[www.waggggs.org](http://www.waggggs.org)

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