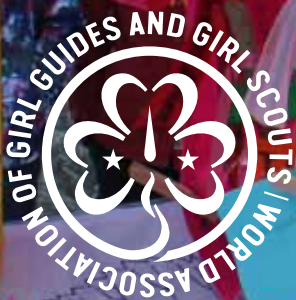


OUR IMPACT IN 2018

ANNUAL REVIEW



Registered Charity No. 1159255 (England & Wales)

ABOUT WAGGGS

Every girl has potential - to learn, to develop skills and to become a leader among her friends and in her community. Yet across the world too many face discrimination and inequality of opportunity. WAGGGS works to enable girls to unlock their potential, grow as young women and become active citizens.

The World Association of Girl Guides and Girl Scouts (WAGGGS) is the largest voluntary movement dedicated to girls and young women in the world. The reach of the organisation is huge - ten million girls and young women in 150 countries.

For more than 100 years Girl Guiding and Girl Scouting has supported and empowered members to achieve their fullest potential and become responsible citizens of the world. Through innovative education, leadership development, campaigning and community action, WAGGGS enables girls to develop the skills and confidence needed to make positive changes in their lives, their communities and their countries.





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.



FOREWORD

2018 was a dynamic and fulfilling year for the World Association of Girl Guides and Girl Scouts. We put girls in the spotlight and encouraged them to share their stories, speak out on the global stage and create change for the better.

We are pleased to present some highlights of the incredible impact that Girl Guides and Girl Scouts have made for girls and young women across the world. These highlights infuse pride and enthusiasm across WAGGGS, proving why our worldwide Movement continues to grow.

Whether it is putting an end to child marriage in Malaysia, helping refugees in Greece, working with female prisoners in Rwanda or fighting street harassment in Chile, Girl Guides and Girl Scouts have played a huge role in making change happen. All of this has been made possible thanks to our enthusiastic volunteers, and our generous supporters. We have already achieved so much, and together there is much more to be done.



As we look to the future, we see our strong, vibrant, united Movement working to deliver an even bigger impact. In 2019, we will increase collaboration and help build capacity between our Member Organisations. Girl Guiding and Girl Scouting will continue to convince young women of their unlimited potential and prepare them to meet the challenges of the modern world. We will work to reach more girls and create a more equal, safe and happy world for every girl.

Thank you for your support and for standing with us in any way you can.

With best wishes,

Ana Maria Mideros

Ana Maria Mideros - WAGGGS World Board Chair

GROWING OUR MEMBERSHIP

Our Member Organisations 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 offer the best Girl Guiding and Girl Scouting experience possible to their members. We're committed to providing tailored support to help each organisation thrive.

During 2018, we piloted WAGGGS Capacity Assessment Tool (CAT) in 26 associations across the globe with great results. This tool will allow us to better understand Membership Organisations' needs and draft our future strategies and plans. We also started building the global pool of Capacity Building Expert Volunteers. This will enable WAGGGS to provide tailored support based on the needs identified through the CAT.

We want to keep the international spirit of Girl Guiding and Girl Scouting alive and thriving. We will continue to provide a link at the global level between all 150 Member Organisations creating spaces for MOs to share best practices, learn new strategies and innovations, recognise and tackle common challenges and broaden opportunities.

A key part of our vision up to 2020 is our aim to expand our reach to 12 million members across 154 countries and territories, including new countries such as Mozambique, Ethiopia, Montenegro, Croatia, Algeria and Gabon.





EMPOWERING GIRLS TO SPEAK OUT

Over the past year, WAGGGS' advocacy work has continued to grow, particularly to tackle the prevalence of violence. The organisation has worked closely with external partners including UN Women on issues relating to youth and gender equality.

Girl Guides in Malaysia, with support from our advocacy and communication team, led a #NoBridesUnder18 campaign to ban child marriage to protect generations of vulnerable girls against this form of gender-based violence. This came in response to 11-year-old girl being forced to marry a man nearly three times her age. As a result they secured a national parliamentary debate, which could end the harmful practice.

WAGGGS AT CSW 62

WAGGGS attended the Commission on the Status of Women (CSW) at the UN in New York. CSW is dedicated to promoting gender equality and advancement of women. WAGGGS delegation of 11 young women was there to lobby decision makers and highlight the unique needs of girls and young women.

Among other things, WAGGGS held 2 events – “Through Her Eyes: Girls are Unsafe”, co-hosted with UNICEF and “Using Body Confidence Advocacy to Empower Rural Girls” co-hosted with Dove. Both events were very well attended and drew a lot of discussion.

All young women had speaking opportunities, some of them sharing a platform with very high level officials, e.g. being the only NGO in the room addressing 500 parliamentarians.

U-REPORT

In partnership with UNICEF, we have utilised their social messaging platform U-Report to amplify girls' voices. Throughout 2018 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. In 2018, 130,000 U-Reporters from 14 countries shared their views on issues faced by rural women and ways in which technology can help resolve them. We shared this data at CSW, including on a panel with the Inter-Parliamentary Union to let Members of Parliament know how young people want to be engaged in policies in their communities.

As a result of this partnership, Malaysia Girl Guides have signed a Memorandum of Understanding with the UNICEF Malaysia.

STOP THE VIOLENCE

Our Stop the Violence campaign is going from strength to strength and has currently reached 70 countries with MOs engaging in the campaign through awareness-raising, participation in 16 Days of Activism, advocacy, community action and education. Voices Against Violence non-formal education curriculum has been rolled out in 35 countries.

The WAGGGS team travelled to South Africa and Malaysia to train young women who went on to design girl and young-women led campaigns to tackle gender-based violence that was prevalent in their communities.



16 DAY OF ACTIVISM

16 Days of Activism to End Gender-Based Violence took place from 25 November to 10 December. The aim was to raise awareness about the issue of violence against girls and women, ensure everyone knows they can advocate for change 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 'Our Streets Too'. WAGGGS asked groups to identify unsafe spaces, contact decision makers and help make public places safe for everyone.

ADVOCACY CHAMPIONS

This year, WAGGGS also launched a new, exciting network of Advocacy Champions, providing young women with a unique opportunity to advocate for the rights of girls and young women and champion gender equality.

Through this platform, we provide young women with exciting opportunities for personal growth and development and to represent WAGGGS and their Member Organisation externally. We chose 13 young women for their commitment to gender equality, their involvement in Girl Guiding and Girl Scouting and their ability to lead. The Champions have already started their journey by representing WAGGGS at the UN in 2019.

BUILDING LEADERSHIP SKILLS

WE'VE SUBSTANTIALLY INCREASED ACCESS TO WAGGGS LEADERSHIP OPPORTUNITIES THIS YEAR



HELEN STORROW SEMINAR

The annual Helen Storrow Seminar (HSS) is WAGGGS' introductory-level leadership development event. The annual event 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. Participants travelled from countries across our five regions to be part of the event. The event touched many lives, as Girl Guides and Girl Scouts were given the opportunity to gain leadership skills and forge new friendships. 87% of participants felt strongly that the HSS pop-up felt like an international experience. Girl Guides were able to join forces with others from around the world to discuss environmentally-friendly project ideas.



JULIETTE LOW SEMINAR

The Juliette Low Seminar (JLS) is WAGGGS' flagship leadership development event for young people. Each event provides participants with adventures, cultural experiences and the opportunity to make friends for life. In 2019 we will be piloting a new approach to JLS. We intend to offer this opportunity to 1000 active members of Guiding and Scouting aged 20 to 30. We are planning to host multiple JLS "hubs" in every Region at the same time. These will be hosted by the five World Centres, as well as some Member Organisations.

MOBILISE VOLUNTEER NETWORK

In June 2018 we set up and launched a new volunteer system for WAGGGS. The new system brings together different teams to understand volunteer expertise and commitments better. Since launching the pool we have seen engagement grow from 80 to over 300 active volunteers.

CREATING INTERNATIONAL OPPORTUNITIES

WORLD CENTRES

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 Region. Girls from all over the world come together to learn new skills, share international experiences and form lifelong friendships.

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 interesting highlights from this year include:



KUSAFIRI

In December 2018, Kusafiri World Centre hosted Kusafiri in Uganda, in partnership with the Uganda Girl Guides Association. This event had two programmes. A leadership programme training participants in the WAGGGS leadership models and preparing them to lead the Juliette Low seminars to be held in 20 locations across the world in 2019. There was also a programme introducing the participants to the culture of Uganda and sharing their own culture with each other. 131 participants from 40 countries around the world attended the event.

OUR CABANA

This year, Our Cabana hosted volunteers, interns and participants from various regions across the globe. We held 54 events and our program staff worked with over 1500 participants to run our global programmes like World Thinking Day, Voices Against Violence, Free Being Me, and many others.

OUR CHALET

This year, Our Chalet hosted people from 48 countries across the globe. Our Swiss Challenge events in Summer 2018 saw participants from Japan, Denmark, Portugal, Mexico, USA, UK and Canada challenge themselves in outdoor adventures such as zip lining, rock climbing and peak hiking. We also hosted Helen Storrow Seminar.



DELIVERING HIGH-QUALITY PROGRAMMES

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 almost 100 years, we have been experts in non-formal education. In our 150 countries, girls learn by practical experience making friends and having fun in safe, local spaces. In 2018, our programmes had an incredible impact:



ACTION ON BODY CONFIDENCE

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 a change. With this initiative we hope to give Girl Guides and Girl Scouts the opportunity to change the way their society operates, working towards a world where there are no pressures on how they look or feel about themselves.

FREE BEING ME

Free Being Me (FBM) is a unique programme which encourages and empowers girls and young women to value their bodies - gaining confidence and self-esteem to enjoy a life free of image-related anxiety. Through fun and interactive activities, Free Being Me helps girls to understand common misconceptions about beauty and image myths, which prevent so many girls from reaching their full potential. We have reached out to 4.9 million girls and young women in over 140 countries with the Free Being Me and Action on Body Confidence programmes.



YESS

The Youth Exchange Programme 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 another country for six months where their host Girl Guiding Association give them hands-on leadership responsibility.





SURF SMART

Surf Smart is a non-formal education curriculum designed to inform young people about how to connect positively online, protect themselves from threats and respect their rights and reputation on the internet. The Surf Smart programme has already proved highly popular and is an excellent resource to engage young people and encourage them to get the most from the internet while staying safe online. We design the activities to impart advice which will continue to guide participants and ensure that they can always navigate and enjoy the web.

GLOBAL MOMENTS

WORLD THINKING DAY

World Thinking Day 2018 completed the Connect-Grow-Impact theme by celebrating the impact the Movement has on the lives of our members and their communities. 119 countries took part in World Thinking Day celebrations, including six Prospect Member Organisations which joined in the celebrations – a record number of countries involved in a single year. The World Thinking Day hashtags #WTD2018, #WorldThinkingDay and #ThisIsImpact appeared in 184 million social media timelines. This was an increase of 1000 % since 2017. The World Thinking Day Activity Pack was also translated into 12 languages and downloaded 57,790 times.





TEAM GIRL

On 11 October 2018, 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. For 2018 we are focusing on the power and potential of girls to achieve gender equality and empower all women and girls. Our social media campaigns saw a lot of success on Twitter and Facebook, leading to a spike in activity and engagement.

PARTNERS

DOVE

Dove and WAGGGS work together to empower a generation with the body confidence and freedom to be themselves. This year we worked towards realising our mission: to create a world where no girl is worried about the way they look.

The Dove Self-Esteem Project has already reached over 13 million girls worldwide. This partnership seeks to combine Dove's knowledge and experience of improving girls' body confidence and self-esteem with WAGGGS' global reach and non-formal education expertise.

UPS

For over 16 years, WAGGGS and UPS have been working closely to help girls and young women become leaders in their communities and to become responsible citizens of the world. Recently, we worked with nine Member Organisations around the world to increase and diversify Guiding and Girl Scouting membership and leadership to create a more inclusive Guiding experience.

NVIDIA

NVIDIA is a global computer technology company based in California and the pioneer of GPU-accelerated computing. Through the program they run in Sangam World Centre, India, they assist girls to seek employment in tech-based roles that are traditionally dominated by men and to be a part of the growing IT industry.



NUTRITION INTERNATIONAL

Our partnership with Nutrition International delivers WAGGGS' most recent programme on nutrition. Through fun and practical activities, girls in five of our Member Organisations are learning about eating well. We want to ensure that girls have knowledge about nutrition, including the right amount and variety of foods, not only to help them make healthy choices for themselves but also to leave a positive mark in their local community. The Nutrition Programme is also supporting girls and young women to influence decision-makers to make girls' nutrition a priority at both national and global levels.

LIFEBUOY

In 2016, WAGGGS joined in partnership with Lifebuoy, Unilever's leading soap brand. Together, we developed a version of Lifebuoy's already successful 'School of 5' programme just for Guides and Scouts, and have now launched a pilot to deliver the programme with The Bharat Scouts and Guides in India.



SUPPORT US AND HELP ENSURE THAT EVERY GIRL CAN REACH HER FULL POTENTIAL

WAGGGS would like to say a huge thank you to all the generous individuals, groups and organisations that have supported us in 2018.

We need your support to allow us to continue the vital work we have been doing, 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 do what we do best.

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. 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.







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