

# WAGGGS GIVING DAY IMPACT REPORT

YOUR GIFT  
FOR HER  
FUTURE



2021

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# BACKGROUND

On the 15th - 16th September 2021, WAGGGS ran its very first Giving Day, hoping to raise over 100,000 GBP for the Movement in just 36 hours.

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 we felt like it was a great opportunity for WAGGGS 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: ***Your Gift for her Future*** – we wanted to inspire and encourage supporters to give a gift on the day to help build a better future for the next generation of Girl Guides and Girl Scouts. By working together, we hoped that we could rebuild the Movement, overcome the negative repercussions of the pandemic, and create a better future for girls and young women around the world.

**THANK YOU TO EVERYONE WHO HELPED US ACHIEVE ALL WE HOPED TO AND MORE!**

# Giving Day Results

**730**  
Donors

**496**  
Ambassadors

**£152,000**  
Raised

**50**  
Countries

**314**  
New Donors

**Thousands**

Girls and Young Women Impacted



# GIVING DAY IMPACT

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## WORLD CENTRES

The World Centres are an important place where Girl Guides and Girl Scouts from around the world can connect and learn, to become strong and brave changemakers, empowered to create a better world together.

In 2020 and throughout 2021, we sadly saw the closure of all WAGGGS World Centres. Although their doors were closed, the centres still needed to be maintained. Staff remained in post to manage the delivery of their virtual programmes, which brought in crucial funds during a critical time. Your support helped keep the global network thriving, and the international community connected. Thanks to you and your passion for the World Centres, Giving Day funds contributed to the World Centres being able to run 75 virtual sessions to 3,000 members from 38 Member Organisations.



**“It’s amazing really to think that via Zoom we are connecting globally. I was a house assistant at Olave House in 1987, and then unofficially helped set up Pax Lodge in the early days during a visit while the building was being finished. It was a lovely trip down memory lane. Thank you.”**

**Virtual Programme Participant**

With your help, the World Centres have started to reopen this year and welcome back Girl Guides and Girl Scouts from across the globe to learn, connect and create lifelong memories. Pax Lodge opened its doors in February, Our Chalet will follow in May, and Sangam will reopen in July.

Girls and young women worldwide can now continue to benefit from the life-changing experiences the World Centres offer, to become leaders in their own lives, their communities, their Member Organisations and in the wider world.

# LEADERSHIP

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Leadership is at the forefront of the agenda for girls and young women of the Movement. Your support is crucial in developing WAGGGS leadership training. Your Giving Day donation will contribute to the planning and shaping of the 2022 Juliette Low Seminar. The seminar is WAGGGS' flagship leadership event that offers transformative leadership opportunities and experiences. The 2022 Seminar aims to have:



The 2022 seminar will be built around the vision of the WAGGGS Movement as set out in the new WAGGGS strategy - Compass 32. Young women will be the primary designers, deliverers and evaluators of the seminar. Your commitment to the futures of girls and young women, means that everyone will have equal access to engaging with the Juliette Low Seminar experience regardless of race, socio-economic status and location. The seminar will be part of creating an equal world where all girls can thrive.

**"We are learning why it's so important for us as women to be leaders and why we will change the world. I think the future of the world is in the hands of women, we have a unique way of leading and of looking at issues."**

**Julie Dawson, WAGGGS Donor**

Your donation has been vital to the planning and development of the Juliette Low Seminar 2022 and has allowed WAGGGS to appoint a Leadership and Events Lead, to oversee the organisation and delivery of the event. This will ensure that we can reach even more young women with this life-changing opportunity. You are playing an important part in helping to inspire and encourage the changemakers of tomorrow.



**"Attending JLS gave me the wings to fly, and I came to demonstrate, this is how it is meant to be... Things that were meant to be barriers for me as a leader, JLS taught me to overcome."**

**Lucy Nkhoma, Juliette Low Seminar Participant**



# STOP THE VIOLENCE

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## 10 YEARS OF STOP THE VIOLENCE

Last year marked the 10th anniversary of WAGGGS' flagship Stop the Violence campaign. Your support towards the programme has allowed crucial work to continue to tackle violence against women and girls in their communities through advocacy, education, awareness raising, community action and research.

The United Nations 16 Days of Activism campaign to end violence against women and girls runs every year from 25 November until 10 December. Our theme has been #HerStoryOurStory and we chose to highlight the global nature of violence against women and girls. We also wanted to hear about the experiences of girls and young women and to build solidarity and connection across the world with survivors. Your ongoing support towards this programme allowed us to create safe and brave spaces for girls with our Member Organisations.

## THE ACTIVITY PACK

26,000

girls and young women were reached

1,000

messages of experiences and support for survivors of violence

38

countries posted on our anonymous online message board

We held events across four regions, including a global event on safeguarding with an international expert. At this global event our Member Organisation in Argentina spoke of the hurdles they overcame to create their safeguarding policy. There was also a series of online events including; an introduction to 16 Days and how to take part for leaders in the Arab region, a webinar on Psychological First Aid training for Asia-Pacific and a youth event for the Africa region. Your commitment towards ending gender based violence is ensuring that girls are safe and can tell their stories in a secure, brave space.

# MEMBERSHIP ORGANISATION HARDSHIP FUND

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We launched our first ever Giving Day during the second year of the global pandemic. The way Girl Guiding and Girl Scouting was operating for our Member Organisations became drastically different. They faced new challenges, with 95% of face-to-face Girl Guiding and Girl Scouting stopping. For the Giving Day we asked our supporters to help our Member Organisations as their income and membership had fallen.

**95%** of face-to-face Girl Guiding and Girl Scouting stopped



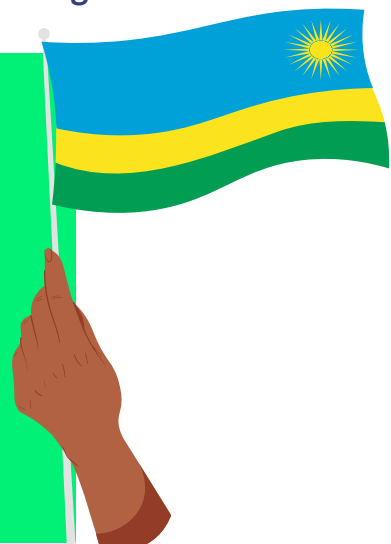
**13** Member Organisations can remain part of the Movement

You gave and encouraged others to give, uniting our members from around the world to support those countries and Member Organisations that were struggling most. Thanks to you 13 Member Organisations can remain a part of the global Movement and will continue to receive tailored support to ensure that they can deliver the best possible experience to the Girl Guides and Girl Scouts they serve.

As our world begins to change again and travel is becoming a possibility our Member Organisations are looking ahead to their Regional Conferences. They are preparing content and planning out forum sessions, with the hope that their events will run in person. Your donation will be used to create and support these essential governance events for our Member Organisations throughout the five regions.

**“You might know that many girls around the world have been affected by COVID-19. In Rwanda, some of them have not been able to pay their annual membership fees, thus this donation will cover their contribution to the World Association of Girl Guides and Girl Scouts. You have made a huge difference in their Guiding life this year.”**

**Association des Guides du Rwanda received a hardship grant**





# ADVOCACY



**“There is a never-ending fight for gender equality, and it is a daily fight. All girls and women need to join this fight to make the world a better place.”**

**Ruby Bour-Donkor  
WAGGGS Advocacy Champion and  
Campaigner  
Ghana**

You have given girls and young women like Ruby, greater global influence and ensured they are able to stand on global platforms to speak out for a more equal and inclusive future. Last year WAGGGS was represented at several global events including the 65th UN Commission on the Status of Women, Generation Equality Forum in Mexico City, and the UN Climate Change Conference of the Parties, to name a few.



Many of these advocacy events have been moved online, but sadly 30% of WAGGGS Members do not have access to the internet. You helped to make sure this was not a barrier, and thanks to you, girls now have the confidence to use their leadership skills to connect with decision makers and influence them on matters which effect their future.

You helped to support a delegation of WAGGGS Advocacy Champions to take part in the first virtual UN Commission on the Status of Women (CSW). Your generosity provided them with IT resources, grants, and training, ensuring accessibility and representation for every girl. As last year's event was held virtually, an additional 100 young women from around the world were able to attend with delegate status. You are empowering girls and young women to raise their voice and develop the skills they need to fight for a better tomorrow.

# THE GREATEST NEED

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Your support allows WAGGGS to help our Girl Guides and Girl Scouts where the need is greatest. Your donation helped to provide grants for Member Organisations and young women to take part in virtual opportunities, including the 37th WAGGGS World Conference in July 2021. The World Conference is where key issues are discussed and decisions made, that affect the futures of Girl Guides and Girl Scouts worldwide. You made it possible for more young women to be present at this vital governance event.

Last year's conference took place in a new virtual format, providing an opportunity to be more inclusive than ever before. There were 1,300 participants from 132 Member Organisations who were all able to fully participate in their preferred language, making this the largest World Conference to date. Some Member Organisations faced barriers to attending, such as poor internet connection and lack of appropriate technology. It was your kind generosity that helped Member Organisations overcome these barriers and many were able to attend the World Conference for the first time.



**“Being a delegate in this World Conference has been an eye opener, it has helped me to understand our organisation and how best we can strategize in our association too. The conference has also helped me to include young leaders in decision making positions as well as including activities that make sense to them.”**

**37th World Conference delegate**

Your kindness meant that young women who may have not previously been able to participate were able to have a say in the passing of key motions which will shape their lives and their futures. In a historic move, Motions Two and Three, on ensuring diversity on both the World Board and Regional Committees for women under 30, were passed. You have given young women the opportunity to take part in governance and decision-making, and the chance to raise their voice about WAGGGS' future.

# CAPACITY BUILDING

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To be part of WAGGGS you are probably part of a Member Organisation too. Our Member Organisations are vital for the experience of the Girl Guide and Girl Scout in each country. To be sure our Member Organisations can be the best they can be, WAGGGS have a volunteer-led capacity building team. They ensure each Member Organisation receive the tailored support they need, through regional webinars and workshops designed to take account of their most pressing needs. This team has been able to grow thanks to your donations made during the Giving Day last year.

Your support has enabled 35 Member Organisations to access one-on-one capacity building support from our volunteer-led team, on more than 60 projects and supported the development and translation of over 50 resources.

ONE-ON-ONE  
SUPPORT

35 MEMBER  
ORGANISATIONS

60  
PROJECTS

OVER 50  
RESOURCES



This team of 142 volunteers from 44 countries are leading vital capacity building work with Member Organisations. Your donation is being used to continue their great work. This year they are supporting the Regional Committees to design and develop the regional action plans for 2023 - 2025. All regions are following a consultation process with Member Organisations before the final version is presented to be voted on at the Regional Conferences.

Your donation is supporting vital governance processes that the Capacity Building team is supporting Member Organisations to complete. The regional committee nominees will be inducted both prior to and at the event to ensure they feel equipped and supported to deliver their roles.

Your support is vital to strengthen our Member Organisations to be able to offer an exceptional experience to girls and young women of the Movement.