



WORLD THINKING DAY 2022

# IMPACT REPORT 2022

Our World, Our Equal Future



ACTION

PRACTISE  
GENDER EQUALITY



YOU BOUGHT FOR  
WORLD THINKING DAY:  
**54,099 BADGES**  
**2045 PINS**

THE 2021 WTD FUND  
RAISED **£44,700**

THE ACTIVITY PACK  
WAS TRANSLATED INTO  
**10 LANGUAGES**

★★★★★  
YOU RATED THE PACK  
**4.37/5**

THE ACTIVITY PACK WAS  
DOWNLOADED AROUND  
**40,000 TIMES**

OVER **160,000**  
PEOPLE WERE REACHED  
ACROSS OUR SOCIAL  
MEDIA CHANNELS



TOP WORDS  
DESCRIBING THE PACK:  
activities, gender equality,  
climate change, environmental  
issues, mindsets

# Your donations to the World Thinking Day Fund



World Thinking Day is an iconic moment in the Girl Guiding and Girl Scouting calendar. It is experienced not only on 22nd February, but throughout the year. Girls and women throughout the Movement have been celebrating this day since 1932, by raising funds for projects that Girl Guides and Girl Scouts across the globe can participate in.

This day is a way for YOU and others to show your appreciation for the opportunities that Girl Guiding and Girl Scouting has provided in your life. You have the chance to share and give back experiences that have helped shape who you are today. Supporting World Thinking Day shows you want others to join and learn from the experience of Girl Guiding and Girl Scouting.



Over the last few years, the impacts of the global pandemic have meant that engagement with The World Thinking Day Fund has decreased, and now more than ever the fund is needed by those who it supports. The global changes of the past few years have exposed inequalities and highlighted the risks and vulnerabilities that girls and young women face.

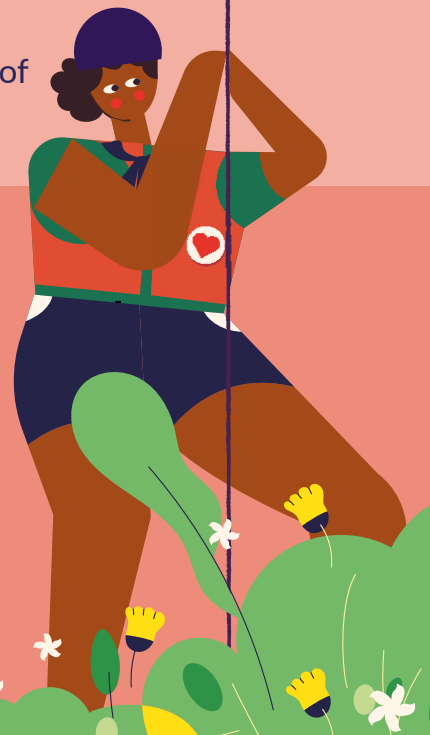
The fund needs your support so that WAGGGS can continue enabling Member Organisations and girls to continue feeling part of the Movement. As we look ahead to World Thinking Day 2023 and you start to meet up with your units, troops and friends, we ask that you continue to donate to the World Thinking Day Fund for this year as you have done before.

It is crucial that WAGGGS can continue to develop and offer essential programmes, training and opportunities so that girls can be the leaders of our world and create an equal future.



**If there is anything women see or experience in their life that they don't agree with then challenge it. The small things seem so insignificant, it's the challenge of challenging that. It is not easy, but it's how we fight for equality in this generation.**

Victoria Kinkaid, UK



# Where have your donations made a difference?

The 2022-23 WAGGGS Global Strategy prioritises services and activities that enable the Movement to start delivering Compass 2032 and supports Member Organisations to recover from the COVID-19 pandemic.

For the Movement to best contribute to creating an equal world where all girls can thrive, we must become a girl-led Movement. The World Thinking Day Fund has been used to help achieve WAGGGS strategic goals.



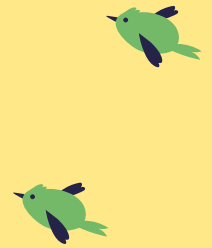
The fund has been allocated to help expand WAGGGS work in these areas:

- ✓ Thriving Member Organisations, Thriving Movement
- ✓ International Connections and Global Community
- ✓ Quality Girl Guiding and Girl Scouting
- ✓ Leadership and Voice

*Read on to learn about how your donations have been used in these four key areas.*



# Thriving Member Organisations, Thriving Movement



With your support WAGGGS is helping Member Organisations to be girl-focused, agile organisations with growing impact. Your donations have been key to ensuring Member Organisations remain relevant in their communities and can demonstrate the value of Girl Guiding and Girl Scouting that we all know it has.

To support Member Organisations to achieve this WAGGGS has committed to offer capacity building support. This comes in the form of developing tools and materials for Member Organisations to accurately be able to communicate the value and impact of the Movement on girls' lives. At the recent regional conferences across all five regions, WAGGGS was able to share it is currently working with Member



Organisations through our pool of **900 volunteers, from 110 Member Organisations**, delivering capacity building programmes on Membership Support, Girl Experience, Leadership Practice, Girl-Led Advocacy, Fundraising and Finance.

**Your donations have made this possible. You have provided vital funds that have helped WAGGGS develop resources and educate capacity building volunteers, that can train and support our Member Organisations. You are key in showing the value of Girl Guiding and Girl Scouting throughout the Movement, and in countries across the world.**





# International Connections and Global Community



With your commitment to the World Thinking Day Fund, WAGGGS has used your gifts to commit to making the Movement an inclusive and connected sisterhood for more girls and women. This is being achieved by creating meaningful, rewarding and accessible opportunities for global Girl Scout and Girl Guide communities.

One of the ways you have made this possible is by supporting us to develop our new online platform, Campfire. Campfire is a space for all members of the Movement to connect online, no matter where in the world they are. This platform is in the early stages of development but with your investment progress is happening fast!



Your investment into the fund means that Campfire can now be utilised to support World Thinking Day next year! The Activity Pack and a host of activities will all be there for you to interact with at your leisure. The World Thinking Day community will have its own space to build international connections through this new, innovative online platform. Your continued support of the World Thinking Day Fund has made it possible for this platform to be created, and as the vast volunteer network of WAGGGS transitions into using it over the coming months- you have made it possible for the global community to connect like never before.

Campfire has:



# Quality Girl Guiding and Girl Scouting

Our world centres are key to creating opportunities for international connection, but they are also hubs where quality Girl Guiding and Girl Scouting can be demonstrated.

You love and support our world centres through hardship and challenges. You helped keep them going when they had to close their doors, and your commitment has meant they are now able to start thriving again.



Pax Lodge opened in February and has welcomed over 2,500 guests since then, including Girl Guide and Girl Scout groups from the UK and USA.



Sangam officially opened in June welcoming their first international groups with people from across the globe.



Our Chalet successfully reopened to international Guiding and Scouting guests in May and has already seen visitors from Zambia, USA, UK and Denmark and looks forward to hosting many more this year.



Kusafiri will open in 2023 so watch for that information to be shared later this year.

\*Our Cabana is currently closed and under review from the World Board.

Through our Global Programmes and Core Mission projects we are delivering projects in 45 countries covering climate change, gender-based violence, girl-led advocacy and more.



The World Centre staff are doing a fantastic job during this particularly difficult period. They have been supported by your generous gifts and continue to look forward. They will be hubs for World Thinking Day activities in 2023 as they have been in the years before COVID. Thank you for supporting a future with quality Girl Guiding and Girl Scouting experiences in an international setting.

**Girl Guides gave me this voice and I wouldn't be the same person without it. My advice for all girls and young women is to not underestimate yourself. If you have the will to learn and if you feel empowered you can do anything.**

Isabella Caldas, Brazil





# Leadership and Voice


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Your support for the World Thinking Day Fund allowed WAGGGS to plan and prepare for The Juliette Low Seminar 2022. Participants took part in training, seminars and workshops to prepare them for their individual projects. They pitched their projects in mid-December and will now return to their communities to develop and implement their ideas. The Juliette Low Seminar is our flagship leadership project, the investment needed for the planning and developing of this project was provided by you.

This year you helped **500 delegates** to take part from **80 countries**, virtually.

Alongside the JLS, WAGGGS is providing opportunities for girls to advocate for their rights. This year 14 young women as Global Advocacy Champions were able to take part in the Commission on the Status of Women at the UN. The Global Advocacy Champions from four regions met with their country decision makers and engaged on a global platform with senior officials to talk about their experiences of climate change, the specific impact it has on girls and how they want policies to reflect that and ensure that girls are part of the decision-making process.

Your support is putting young women in the room. It is giving them the opportunity to use their voice to fight against issues that are affecting them. Your support is helping prepare them for these conversations with leadership and advocacy training, so that when they are in front of world leaders, they can represent girls and young women everywhere.



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, Malawi



**500 DELEGATES  
FROM 80 COUNTRIES  
PARTICIPATED**





# The World Thinking Day Programme

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## 2022 : Our World, Our Equal Future

The environment and gender equality

The World Thinking Day 2022 theme started a three-year journey for Girl Guides and Girl Scouts to become environmentally conscious leaders.

Each year we will build on this environmental theme and explore the links between the environment and other global concerns.

Climate change and environmental degradation are threatening our world, and our future. The 2022 World Thinking Day Activity Pack, Our World, Our Equal Future, celebrates women and girls who have made a difference as environmental changemakers. Their stories will inspire you to learn and explore the link between the environment and gender equality.

The pack is still available online. You can learn about gender and the environment through seven changemakers from all around the world and discover the link between Climate Change and Gender Equality! With the activities as a guide, understand how girls and young women are disproportionately affected by environmental issues and explore how you could speak out and act for a better world.

The Activity Pack for 2023 is also now available to download and begin preparing for the day. The theme is Our World, Our Peaceful Future, The Environment & Peace. It features the story of Miku, a young girl who embarks on a quest to find peace and balance within her world. A special global walking challenge is one of the activities for 2023, we hope to have all areas of the Movement involved. You can find out more on Campfire [here](#).

Your donations to the World Thinking Day Fund each year make it possible for WAGGGS to continue developing and creating this incredible Activity Pack. Without your generosity, this iconic day in the Girl Guiding and Girl Scouting calendar would not be marked and celebrated through the World Thinking Day Programme. You are essential for keeping everything you value and love about World Thinking Day going. Your continued commitment means each year we can improve and strengthen what we can offer to the Movement, making it more accessible, enjoyable, and educational year on year.



# Donating to the World Thinking Day Fund



As you know from this report and from your years of support, the World Thinking Day Fund is vital to WAGGGS work. It provides essential help and support where the need is greatest, across all areas of WAGGGS work with girls and young women. As shown, the fund is helping to create thriving Member Organisations, provide quality Girl Guiding and Girl Scouting experiences, support a global community with international connections and give young women the tools to lead and the opportunity to be heard. The fund is made up of donations from Members all around the world. Members like you, who want to support their Girl Guiding and Girl Scouting sisters with exceptional programmes and opportunities.

As support for the fund increased, what it has been able to offer to girls and young women of the Movement since 1932 has grown. Developing into an independent programme, as well as providing funds for multiple projects and initiatives throughout WAGGGS world. However, the recent pandemic and global climate has led to reduced engagement with the fund. Less individuals, troops, units and Member Organisations are donating to the fund year on year, since 2019.

After participating in activities developed in the pack, donate to the World Thinking Day Fund. Every donation, no matter the size, will make a difference and will mean the World Thinking Day Programme can continue to run. Thank you.

## I am Girl Guide or Girl Scout

- 1 ACTION** Complete the World Thinking Day Activities
- 2 COLLECT** Fundraise in your unit, troop or community for completing the activities
- 3 DONATE** Give the money you raise to your Member Organisation or donate directly to WAGGGS via the donation form attached.

## I am a Member Organisation

- 1 ENCOURAGE** your members to do the World Thinking Day Fund Activity in the Pack and fundraise
- 2 SHARE** this impact report and stories with your members so they know how their donations are helping
- 3 INFORM** your members how they can donate and where to send the funds.
- 4 DONATE** your World Thinking Day Fund donations directly to WAGGGS via the donation form attached.

Thank you. Your generosity is helping reach even more girls and young women with life changing opportunities

For any questions email [changinglives@waggggs.org](mailto:changinglives@waggggs.org)



The World Thinking Day Fund needs your help. You are essential to ensuring all this incredible work can continue to grow each year. Help build the fund back up and support this iconic day in the Girl Guiding and Girl Scouting calendar.





WORLD ASSOCIATION  
OF GIRL GUIDES  
AND GIRL SCOUTS



# WORLD THINKING DAY 2022

Registered Charity No. 1159255

## I would like to make a world thinking day donation

### Personal Details

Please complete this section in full for all donations

First name \_\_\_\_\_ Last Name \_\_\_\_\_

Name of association/group (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

Country \_\_\_\_\_ Postcode \_\_\_\_\_

Email \_\_\_\_\_ Phone number \_\_\_\_\_

### Stay in Touch

We'd love to keep you updated on our transformative workwith girls and young women.

Yes, please keep me updated with newsletters and information on projects and campaigns  By email  By post  By phone

The information you give will be treated as confidential and it is WAGGGS' policy never to give private information away to third parties

### Type of Donation

(Please tick 3 currency and amount and then select your method of payment below)

£ GBP  \$ USD  € EUR Amount \_\_\_\_\_

\* Silver and Gold levels awarded to those who raise more than the respective amounts in GBP or the equivalent in EUR/USD

### How to Donate

USA Donors can donate through the World Foundation website (this is the most cost effective way for USA donors to donate)

Online [Click here](#)

Cheque Please find enclosed my cheque payable to WAGGGS

Bank Transfer I made a Bank Transfer on (dd/mm/yy) Bank: \_\_\_\_\_

National Westminster Bank Plc  
Begravia Branch, PO Box 3043,  
141 Ebury Street, London SW1  
9PQ, England

SortCode/BankNo:60-07-29  
Payee: WAGGGS  
Account No: 39872947  
IBAN Code: GB47NWBK60072939872947  
Swift Number: NWBKGB2L

Credit/Debit Card

Please tick the box if paying by American Express

Card no.                      Card security code (Last 3 or 4 digits on signature strip)

Expiry Date (dd/mm/yy) \_\_\_\_\_ Start Date (dd/mm/yy) \_\_\_\_\_

Name on card \_\_\_\_\_ Signature \_\_\_\_\_

Our bank will only take credit card transactions in £ GBP at the current rate of exchange and debit your card with this amount. This may result in a very small discrepancy from your original donation amount when your credit card statement is received.

### Give an Extra 25p with Gift Aid!

Please treat this gift as a Gift Aid donation

I confirm I am a UK tax payer, I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for the current tax year that is at least equal to the amount of the tax that all the charities and CASCs that I donate to will reclaim on my gifts for the current year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand that the charity will reclaim 25p of tax on every £1 that I give.

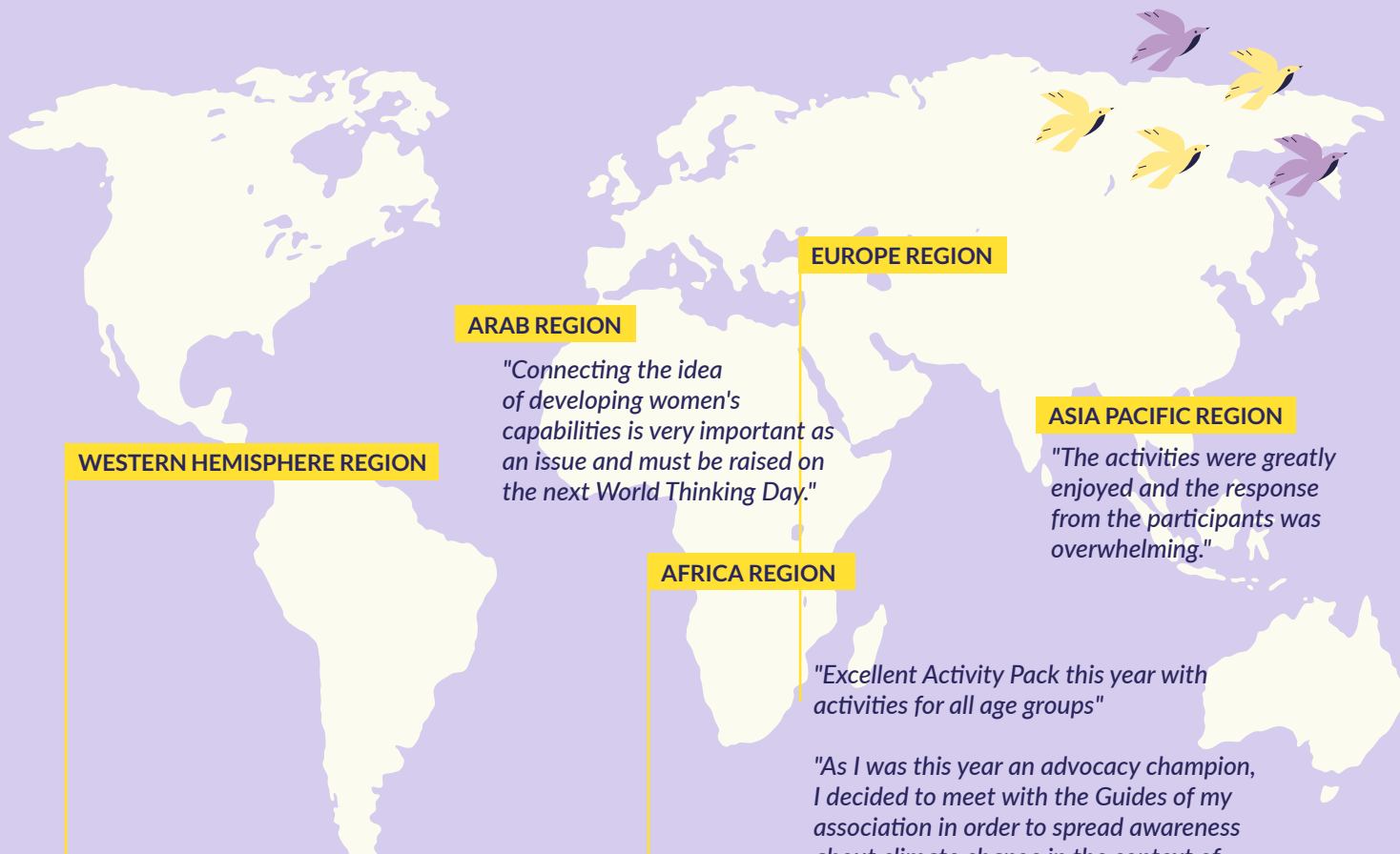
Please return completed form to:

WAGGGS Engagement Department, World Bureau, Olave Centre, 12c Lyndhurst Road, London NW3 5PQ, England

Tel:+44 (0)20 7794 1181 | Email: wtd@waggs.org | Website: www.worldthinkingday.org

# Thank you

This year you helped us to improve our World Thinking Day Programme by sharing your feedback in a survey. Here are some of the responses we received from across all five WAGGGS regions.



## WESTERN HEMISPHERE REGION

*"I really liked the package, it would be nice to have a team to tropicalize the activities or terms used in the development, I really liked the issue of equality because it is an aspect that Member Organisations will be strongly developing in Guides in Mexico"*

*"Activities like this pack make my girls more moved by speaking up!!"*

## ARAB REGION

*"Connecting the idea of developing women's capabilities is very important as an issue and must be raised on the next World Thinking Day."*

## EUROPE REGION

## ASIA PACIFIC REGION

*"The activities were greatly enjoyed and the response from the participants was overwhelming."*

## AFRICA REGION

*"Excellent Activity Pack this year with activities for all age groups"*

*"As I was this year an advocacy champion, I decided to meet with the Guides of my association in order to spread awareness about climate change in the context of gender equality "*

*"Awesome concept, the topics covered was so relevant girls all over the world can relate to it irrespective of their cultural, religious and social background. The girls in my district comes from different backgrounds and they enjoyed the activities."*

*"I believe gender equality still is a very big issue in Kenya. For starters...in this year's national elections in Kenya, we have a woman who has been nominated for the deputy presidential seat. Still some people even women themselves don't believe in a woman being in a high position. Women need to be empowered. Especially in the villages. They have been raised to believe that a woman amounts to nothing but a mother and a house wife. I will gladly be a part of this empowerment. Thank you."*