



WORLD THINKING DAY
OUR WORLD
OUR PEACEFUL
FUTURE



IMPACT REPORT
2023



WORLD THINKING DAY IN NUMBERS



9,242

Social Media Engagements

£64,050

Funds Raised

13

pack translated into
languages

39,500

downloads Activity Pack

2,500

pins sold

91,000

badges sold





THE WORLD THINKING DAY FUND

The 22nd of February, World Thinking Day (WTD), is a consistent annual highlight in the Girl Guiding and Girl Scouting calendar. Despite this World Thinking Day is experienced within the Movement throughout the whole year and is an opportunity to celebrate international friendship.

Since 1932 World Thinking Day has also been a chance to fundraise for the Global Girl Guiding and Girl Scouting Movement. Funds raised in celebration of World Thinking Day are used by the World Association of Girl Guides and Girl Scouts to provide programmes and opportunities for Girls and Young Women around the world.

Over the 90 years since World Thinking Day became a fundraising opportunity, the World Thinking Day fund remains as crucial as it ever was in supporting the Global Movement. However, since the COVID-19 pandemic, the fund has been greatly impacted and it continues to struggle.

In 2022, the World Thinking Day fund raised £64,050.46, an improvement on the funds raised in 2021. Despite this improvement, these funds raised still represent a significant decline compared the pre-pandemic fundraising totals.

Your support is needed for the WTD fund, now more than ever, so that WAGGGS can continue enabling Member Organisations and girls to feel part of the Movement which has given so many opportunities to so many people.

Therefore, we ask that you continue to donate to the World Thinking Day Fund for this year as you have done before. With your support WAGGGS can continue to offer essential programmes, training and opportunities so that girls can be the leaders of our world and create a peaceful future.



YOUR IMPACT

LEADERSHIP

Your gifts have made it possible for WAGGGS to increase its leadership offer to girls and young women globally, from the **Juliette Low Seminar** to the **Growing and Learning Framework** and the **Campfire** platform.



193 participants have impacted over 31,000 girls through their 100 girls projects throughout 2023.

The primary focus of a 100 Girls Project was to break down barriers to leadership for 100 girls, aged 12 to 18 years.

This year the WAGGGS volunteer network transitioned to Campfire; an online platform for the Movement.



780 Individuals signed up to campfire, with 45% actively engaged in various roles

This network is a diverse volunteer community with learning and development opportunities for all.

With your support WAGGGS has been able to work with 46 Member Organisations to look deeper into what makes quality Girl Guiding and Girl Scouting in today's context, and what is the appropriate role WAGGGS should play to support this across the Movement.

From this WAGGGS has been able to create the framework Growing and Learning, to support learning and development for both children and young people, and adult members, across the Girl Guiding and Girl Scouting journey.



WORLD CENTRES

The World Centres are hubs for international connection and activity. Each World Thinking Day they host activities from the activity pack in the centres. By completing the activities yourself and donating to the fund you are creating incredible international opportunities for girls and young women worldwide. The World Thinking Day Fund ensures these opportunities are available to as many as possible, regardless of their economic circumstances.



volunteers from 31 countries were able to work in the world centres as part of the volunteer leadership programme

The World Centres Volunteer leadership programme is a 3–6-month residential leadership experience for Girl Guides and Girl Scouts over 18 years old from all over the World. Based at one of the World Centres volunteers join a group of between 5 and 10 other volunteer leaders and can build their confidence, learn new skills, gain a greater understanding of the world and become an inspirational leader. In 2023, with the World Centres were able to host 64 volunteers, from 31 countries.



Coming to Our Chalet has been a dream come true for me. I have always been eager to experience life in a WAGGGS World Centre where there is abundance of social and cultural diversity. Being here has shaped more of my leadership and social skills. I am more confident interacting with people from different backgrounds and most importantly, I have found a home in the Alps with a very precious family where I feel accepted, included and heard. I will take home with me my newly found spirit of Adventure and encourage more girls to participate in Guiding and be part of our global community.



WORLD THINKING DAY 2023 PROGRAMME

World Thinking Day has always been a time for Girl Guides and Girl Scouts to connect with and celebrate our global movement. It's also an opportunity to explore issues that are important to girls and young women and positively influence our world.

The theme for World Thinking Day 2023 was Our World, Our Peaceful Future. Following this theme, we focused on exploring topics of stewardship, harmony and the role the environment plays in peace and security.

The World Thinking Day 2023 activity pack, which has been downloaded over 39,500 times, focused on the story of Miku. Within the pack, World Thinking Day participants were invited to join Miku on her journey to find peace and balance in her world. Folktales from all five WAGGGS regions provided inspiration for Miku's story.

The World Thinking Day 2023 activity pack was adapted to create a three-part online activity pack. This digital resource enabled girls and young women to make use of technology for education and empowerment, while also forming and strengthening their connection with nature and the environment.

Your donations to the World Thinking Day Fund each year make it possible for WAGGGS to continue developing the World Thinking Day Activity Pack. Your generosity is 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.

Looking forward to World Thinking Day 2024, the theme is Our World, Our Thriving Future. It will take you on a journey exploring crucial global issues through the lens of environmental sustainability, gender equality, peace, and poverty. Join us in celebrating the final part of our three-year journey to empower Girl Guides and Girl Scouts as environmentally conscious leaders. Together, your gifts have helped make positive impact on our world and ensure that all girls can access and enjoy the World Thinking Day programme.



WALK THE WORLD CHALLENGE



WORLD BUREAU

The Walk the World challenge ran for exactly two months, starting on World Thinking Day 2023 (February 22nd) and concluding on Earth Day 2023 (April 22nd).



OUR CHALET

The challenge represented an opportunity for the WAGGGS Global Movement of 8.9 million Girl Guides and Girl Scouts to come together and take collective steps towards protecting our planet and a peaceful future while also celebrating World Thinking Day and raising vital money for the World Thinking Day fund.



SANGAM

Walk the World has been a great success as the Global Movement united took action for our peaceful future. The challenge saw 570 troops, units and individuals participate. In total, 66 countries were represented from all five WAGGGS Regions.



OUR CABAÑA

Incredibly, over 168 million total steps were taken as we collectively travelled around the world from The World Bureau in London, visiting all the WAGGGS World Centres and many crucial environmental checkpoints, eventually finishing back in London at Pax Lodge World Centre.



KUSAFIRI

Walk the World participants have raised over £20,000 of vital funds for the World Thinking Day fund.



PAX LODGE

SHAPE WORLD THINKING DAY



As WAGGGS looks towards World Thinking Day 2024, we know it is crucial to listen to the Global Movement, in order to deliver a World Thinking Day experience that is as impactful as possible.

With the introduction of the Walk the World challenge as part of World Thinking Day 2023, we would love to understand your thoughts about the challenge, whether you would like to do a similar challenge again and how you feel it could be improved.

Send your answers to the questions below to changinglives:waggs.org

or submit your ideas for a new challenge --> [CLICK HERE](#)

Member Organisation: _____

Did you take part in the Walk the World Challenge? YES / NO

Did you fundraise for World Thinking Day while completing the Walk the World Challenge? YES / NO

Did you find the Campfire page to be a useful resource during the challenge? YES / NO

Did you feel Walk the World interacted well with your WAGGGS Region? YES / NO

We want to do more Global Challenges like the Walk the World. Please share your ideas with us, your challenge could be in Next Year's activity pack!





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I would like to make a donation to the World Association of Girl Guides and Girl Scouts World Thinking Day 2024 Fund. [Donate online by clicking here](#)

Personal Details

Please complete this section in full for all donations

First Name: _____ Last Name: _____

Address: _____

Post Code: _____

Country: _____ Email Address: _____

Signature: _____ Date (dd/mm/yy) _____

Type of Donation

Please circle the currency & confirm the amount and then select your method of payment below

£ GBP \$ USD € EUR Amount _____

How to Donate

Donating from the USA

Donors from USA wanting to support WAGGGS can donate via the World Foundation at www.worldfoundationgggs.org/donatenow/

Bank Transfer

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

Bank: National Westminster Bank Plc
 Belgravia Branch
 PO Box 3043
 141 Ebury Street
 London, SW1W 9QP

Sort Code/Bank Number: 60-07-29
 Payee/Credit: WAGGGS
 Account Number: 39872947
 IBAN Code: GB47NWBK60072939872947
 IBAN BIC: NWBKGB2L

After making your bank transfer, please email finance@waggs.org with the details of your transfer

Cheque

Please find enclosed my cheque payable to WAGGGS

Credit / Debit Card

Card no. _____

Expiry Date (dd/mm/yy) _____

Card security code (Last 3 or 4 digits on signature strip) _____

Name on card _____

Signature _____

Please return completed forms to:

WAGGGS Individual Giving Team, Olave Centre, 12c Lyndhurst Road, London, NW3 5PQ England

Email: changinglives@waggs.org