



# Annual Review

## 2015



World Association  
of Girl Guides  
and Girl Scouts

Association mondiale  
des Guides et des  
Eclaireuses

Asociación  
Mundial de las  
Guías Scouts



# Thank you!

2015 was another hugely successful year for us, thanks to the continued support of our wonderful volunteers, members, and generous donors.

We would like to invite you to look back on the highlights of the year, the projects we embarked on and the journeys we took to bring Girl Guiding and Girl Scouting to girls and young women. We celebrated the movement on World Thinking Day, the biggest day of the year in the Girl Guiding and Girl Scouting calendar, trained hundreds of leaders on the Free Being Me and Stop the Violence curriculums. We took delegations of young women to attend high level events to speak out on matters important to them, and rolled out an Internet Safety programme, Surf Smart, in partnership with Symantec to ensure girls and young women know how to stay safe online.

This was also a year of change, with the launch of our new website and the fifth World Centre, Kusafiri, which will help us reach more girls and young women in the Africa region.

In 2016, WAGGGS will continue to support young leaders to meet the challenges of the modern world, and we are pleased to announce that we

have made a commitment to educate and equip our members to work toward the recently adopted Global Goals for Sustainable Development. The great success of our work on the Millennium Development Goals demonstrated the impact we have on the lives of girls - girls who will one day go on to lead their communities and our world.

All of this has been made possible thanks to our members, volunteers, donors, and of course, Girl Guides and Girl Scouts across the world. We have already achieved so much, and together there is much more to be done. We don't just want to create a better world for girls and young women. We want to give them the knowledge, skills and support they need to bring about that change themselves and for the people around them.

Best wishes,



**Anita Tiessen**  
Chief Executive, WAGGGS



**Nicola Grinstead**  
Chair, World Board, WAGGGS

# Who We Are

With ten million Girl Guides and Girl Scouts from 146 countries, the World Association of Girl Guides and Girl Scouts (WAGGGS) is the largest voluntary movement dedicated to girls and young women in the world.

WAGGGS' strengths lie in innovative non-formal education programmes, leadership development, community action and advocacy work, and empowering girls and young women to develop the skills and confidence needed to make positive changes in their lives, the lives of their communities and their countries.

In partnership with our Member Organizations, we deliver a well-established, unique values-based approach to non-formal learning that is international and intergenerational. Girls and young women develop life skills through self-development, challenge and adventure.

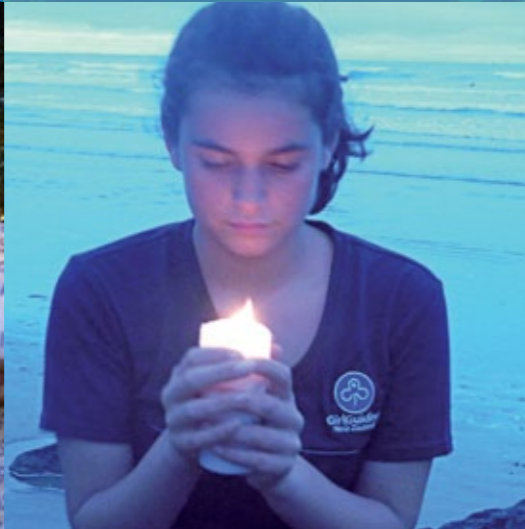
We deliver these programmes in five regions – Africa, Arab, Asia Pacific, Europe and Western Hemisphere and at four World Centres: Our Chalet in Switzerland, Sangam in India, Pax Lodge in the UK and Our Cabaña in Mexico.

10 million  
girls and  
young women

146  
countries



# Highlights of 2015



## World Thinking Day

World Thinking Day has been an annual highlight of the WAGGGS calendar since 1926 and is a celebration of global Girl Guiding and Girl Scouting and our truly international family. For 2015, WAGGGS created a fun, accessible programme experience in which young people of any age could participate, and which could easily be used in short meetings or special events to both learn about Millennium Development Goal 8 (to develop a global partnership for development), and to celebrate the story of our Movement.

We created a board game, a take-action project, and a social media moment for people to share their #GuidingLight to create a real connection with other Girl Guides and Girl Scouts around the world. The resource was downloaded nearly 60,000 times; we received 600 #GuidingLight pictures and 20 videos, and reached approximately 600,000 people through Facebook and Twitter.

**600,000**  
people reached  
through social media

**60,000**  
resource downloads

**600**  
#GuidingLight pictures  
shared on social media

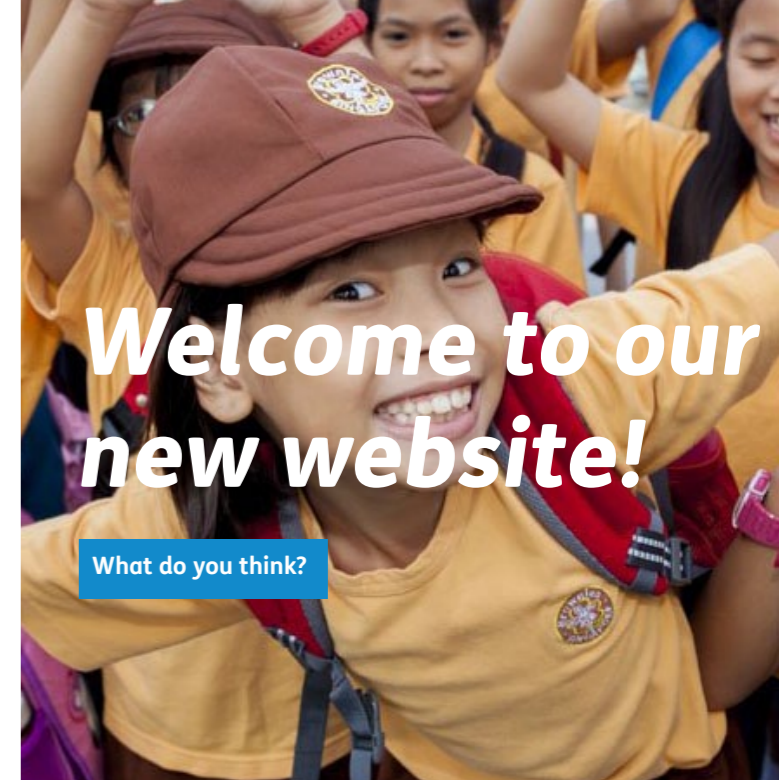
## Launch of 5<sup>th</sup> World Centre: Kusafiri

On 2 October 2015 WAGGGS launched its 5<sup>th</sup> World Centre, Kusafiri. A Swahili word meaning 'to journey', the World Centre has no fixed location but will provide World Centre experiences to members throughout the Africa region. Our World Centres provide life changing international experiences to Girl Guides, Girl Scouts and volunteers, and your support ensures they can continue the great work they do.



## New Website

In September 2015, WAGGGS launched its brand new website. We wanted to create a space that was accessible, modern and clear, and we will be building upon it, developing and adding new publications, resources, and materials, as well as working towards having the site in French, Spanish and Arabic languages. Visit the website to find out more about what we do, how to join and ways to donate!



**Welcome to our new website!**

What do you think?



## Sangam Pool

Thanks to support from donors around the world, our Sangam World Centre was able to raise enough funds to build a brand new pool, helping ensure that the World Centre is able to continue providing the highest level of service and facilities to guests. Sangam has provided so many girls with an exciting, hands-on experience of Indian culture, shared with fellow members from a diverse array of backgrounds and combined with innovative Girl Guiding and Girl Scouting programmes.

# 190,000

website views per month

# 15,000

Twitter followers

# 32,000

monthly website visitors

# 100,000

people like our Facebook page

# UPS-WAGGGS Partnership: Resilience in Changing Times

WAGGGS' long running partnership with UPS saw a great amount of activity, energy and momentum in 2015, with some fantastic achievements in participating countries. The partnership, which has been running for over a decade, focuses on developing the leadership skills of young women and expanding the leadership potential of WAGGGS' Member Organizations.

For 2015/16, WAGGGS and UPS agreed to a new phase of the partnership, to train leaders in Mexico, Panama, Nigeria, South

Africa and the UAE to build the capacity of our members and enable girls and young women to become the change-makers in their communities and responsible citizens of the world. In 2015, National Leadership Development Programme (NLDP) training events were held in Nigeria and South Africa, while planning and preparations for 2016 events in Mexico, Panama and the UAE are well under way.

I-lead online modules have been one of the biggest successes of the UPS project so far. In addition to using the tool as a

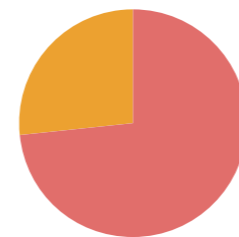
pre-task for all NLDP trainings, four of the five participating MOs have hosted trainings dedicated solely to understanding and completing I-lead, and improving the computer literacy of all participants in the process.

By investing in our Leaders, we invest in a better future for their community, their country and future generations of Girl Guides and Girl Scouts.

In partnership with:

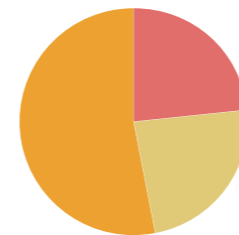


## 2015 Summary of Outcomes



intended women have participated in leadership capacity training, of which **125** participants were under the age of 30

**2** of **5** planned NLDPs successfully completed



I-lead modules completed by leaders



**302** in progress

# Free being me



Dove & the World Association  
of Girl Guides and Girl Scouts

Free Being Me (FBM) is a truly unique programme, which encourages and empowers girls and young women to value their bodies, gaining the confidence and self-esteem to enjoy a life free of image related anxiety. Through fun and interactive activities, Free Being Me helps girls to truly understand common misconceptions about beauty and image myths, which prevent so many girls from reaching their full potential.

It encourages them to teach and support each other, resulting in a collaborative, shared experience in which girls can help each other to grow and develop.

The past year has seen some great successes, with two training events held in the Africa region for both English and French speaking countries, the translation of the curriculum into Swahili and Arabic and the launch of a Free Being Me online course.

We were proud to host our very first festival at Sangam in August, which brought together Guides and Scouts from around the world, and best of all, we now have confirmation that we have reached 2.5 million girls with the Free Being Me programme.

Visit the website at [free-being-me.com](http://free-being-me.com) to learn more about the programme and the impact it has had on our girls and young women.



# 2.5million

lives reached  
(by end of Q4 2015)

# 99

Member Organizations  
are delivering FBM

# 678

people have been trained  
by the FBM global trainers

# One

Free Being Me festival!

# Supporting girls and young women to SPEAK OUT!

Advocacy and speaking out for girls' rights is a fundamental aspect of our work at WAGGGS and we are proud of all we have achieved over the past year. We want to establish WAGGGS as a global leader in this field and we aim to do so by empowering young women to become true agents of change. We have ensured that WAGGGS has a presence at major

international events, such as the Commission on the Status of Women and the United Nations General Assembly, where global policy that affects girls and women worldwide is discussed, formulated and set.

We want to ensure that our young leaders have their voices heard. In 2015 WAGGGS took delegations, made up of young

leaders from countries around the world, to attend:

- The 59<sup>th</sup> UN Commission of the Status of Women
- Women in the World
- The United Nations General Assembly
- The UN Climate Change Conference COP 21-CMP 11



“The Commission on the Status of Women was a wonderful, challenging opportunity to work with some brilliant and passionate young women. I’m really thankful for being given the opportunity to engage and set the agenda for communications: supporting our delegation to speak out on the issues that matter; influence decision-makers; raise the profile of Girl Guiding and Girl Scouting; and make significant traction in bringing about change for girls and young women the world over.”

Emily Milton Smith, WAGGGS Delegation Coordinator CSW59



# STOP THE VIOLENCE

## Speak Out for Girls' Rights



Our global advocacy programme, *Stop the Violence – Speak Out for Girls' Rights*, allows young people to learn about and understand the issue of violence against girls and women, enabling them to take action to put an end to a global pandemic which affects one in three women. It is intended for both girls and boys and aims at preventing the issue at its source by tackling gender inequality and empowering girls to be agents of change.

In 2013, in partnership with UN Women, WAGGGS developed a curriculum and a non-formal educational programme called Voices Against Violence. It allows

young people to identify different forms of violence and to gain the skills and confidence to speak out and take action in preventing violence in their own lives and in their communities. It challenges the issue of violence at its root, serving as a key prevention tool to change mindsets while girls and boys are still young. Our aim is for one million young people to have participated by 2020.

From late 2014 to early 2016 WAGGGS has held four International Training Events, allowing Trainers from each region of the world to learn how to deliver the programme in their country. These Trainers will then

carry the baton to Leaders in their country and educate them on the programme. Finally, the programme will cascade to our millions of members around the world.

Learn more at: [stoptheviolencecampaign.org](http://stoptheviolencecampaign.org)

In partnership with:



## By 2016, we will reach:

200

National Trainers

6000

Local Leaders

800000

Girl Guides And Girl Scouts

# Surf Smart: Staying safe online



Surf Smart is a non-formal education curriculum designed to inform young people about how to connect positively online, protect themselves from online threats and respect their rights and reputation on the internet.

It has already proven 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. The activities

are designed to impart advice which will continue to guide participants in the future and ensure that they are always able to navigate safely and enjoy the web.

Continuing our successful partnership with Symantec, and taking full advantage of our combined expertise and global reach, in 2015 we focused on delivering the Surf Smart programme to Latin America,

the Caribbean and India with the aim of reaching 60,000 girls and young women.

Together, these regions represent some of the fastest growing internet populations and we are witnessing a rapid rise in cyber crime. As levels of internet usage continue to rise, it is vital that young people receive accurate information on how to protect themselves while surfing the web.

In partnership with:



**96%** of participants feel safer online after completing Surf Smart

**1,409** leaders trained      **8,503** badges earned      **246** training events held



# Membership

5 REGIONS AND 146 COUNTRIES

Our Member Organizations 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 provide the best Girl Guiding and Girl Scouting experience possible to their members.

At the same time we want to keep the international spirit of Girl Guiding and Girl Scouting alive and thriving, and continue to provide a link at an international level between all 146 Member

Organizations and the 10 million Girl Guides and Girl Scouts that we currently reach.

Looking to the future, a key part of our Vision 2020 is our aim to expand our reach to 12 million members across 154 countries.

At the WAGGGS World Conference in 2014 we were able to announce five new official members. We hope to build on that by bringing further countries into the Girl Guiding and Girl Scouting family.

Expanding into a new country is a challenging but rewarding process. We believe that the benefits for girls and young women in these countries are worth the effort - improving their life opportunities and potential while strengthening and growing the worldwide Movement.

Over the coming years we will be targeting new growth markets, building new relationships in a local context and letting the world know what it means to be a Girl Guide and Girl Scout.

## Vision 2020:

12 million

girls and  
young women

154

countries



# Change her life. Change our world. Help us to empower girls and young women.

We need your support to allow us to continue the vital work we have been doing in cultivating and nurturing the leaders of tomorrow. We are proud of the opportunities, training and platforms we have given to girls, but there is always more for us to do.

We want a world in which girls are valued as agents of change. A world in which girls are given equal access to opportunities, which provide them with the skills, and crucially the confidence, to take the lead in their lives, their communities and their world.

## Your donations allow us to continue our work. There are so many ways you can help us to do what we do best.



### £50

£50 will support a girl to access our non-formal educational programmes



### £200

£200 pays for a grant to allow a leader to run a local project in her community



### £500

£500 will enable a young leader to attend an international training event

## Partner with us

Whether a corporation, foundation or charitable organisation, we are always on the look out for partnerships which can harness the specialist skills and expertise developed and offered by different organisations. If you share our vision and goals, why not get in touch to see how we can work together.

## Recognition

We are always seeking new ways to show our gratitude to our supporters. We have set up a number of schemes and awards to do this, such as the Olave Baden-Powell Society and our Global Benefactors Programme.

## Tax effective giving

For those who wish to take advantage of tax relief provided on donations, visit our website or get in touch to find out how you can do this in your country.

## Leave a legacy

Leaving a gift to WAGGGS in your will is a great way to provide lasting support to a cause in which you truly believe. Each year our work is greatly bolstered by legacies left to us by caring supporters. After you have remembered your loved ones, a legacy to Girl Guiding and Girl Scouting – large or small – will transform lives and provide a brighter future for so many.

## How to make a donation

Every gift is a valuable contribution to support our work.

## Donate online

To donate online, please visit:

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

## Donate by cheque, bank transfer or credit card

Download and complete the donation form on our website at the above link and send to WAGGGS with your payment details and/or cheque.

## Get in touch

To learn more about our work at WAGGGS, or if you have any questions or queries, please do not hesitate to get in touch. We would love to hear from you!

t: +44 (0) 207 433 6477

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

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

# Thank you for your wonderful support!

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Girl Guides and Girl Scouts**

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