

A vibrant, stylized border of tropical plants and flowers in orange, purple, red, and green frames the central text. The border includes large leaves, clusters of red berries, and various flower shapes. The background is a solid light blue.

# **WORLD THINKING DAY FUND 2017 REPORT**





# THE WORLD THINKING DAY FUND

Your donations to the World Thinking Day Fund change lives and enable girls to reach their fullest potential. Read on to learn more about the World Thinking Day Fund and the impact it has on Girl Guides and Girl Scouts around the world...

## What is the World Thinking Day Fund?

It all started in 1932 when Olave, Lady Baden-Powell wrote a letter to all Girl Guides and Girl Scouts asking them to spare a penny to support Girl Guiding and Girl Scouting to grow. The idea is simple: one coin might not seem like a lot, but 10 million coins can grow our Movement and the potential of Girl Guiding and Girl Scouting around the world.

Thus the World Thinking Day Fund was born as an essential part of annual World Thinking Day celebrations.

*"There are a million of us. I am not good at arithmetic and I will not make any calculations which may not come true. But a penny, or two cents, or four annas or enough centimes or groschen or Heller or Filler or ore to make the same value, is not an immense amount, especially when it is perhaps saved or earned and given with a willing hand."*

Lady Olave Baden-Powell, 1 November 1932





## World Thinking Day Fund in numbers

- Over **£2,000,000** raised since 2005
- **104** countries (WAGGGS Member Organisations) have contributed to the World Thinking Day Fund since 2005
- **£117,000** donated to the World Thinking Day Fund in 2016

## How are donations used?

Donations to the World Thinking Day Fund are used across WAGGGS, where the need is greatest. With 10 million Girl Guides and Girl Scouts in 146 countries, there is always a great need for the support of our members. Your coins can be found in so many WAGGGS activities. Some are used for printing curriculums for Leaders, some sponsor members to attend training events and some make up the grants given to Guides and Girl Scouts to undertake projects in their communities. They help us to develop exciting, new programmes which allow girls around the world to learn about issues relevant to them. Your donations enable us to provide special support to National Associations so that Girl Guiding and Girl Scouting reaches even more girls around the world and remains relevant and fun.

Just at look at what your individual donations could help fund:

- **\$0.40** could buy a badge for a member in Costa Rica
- **£1** could print a handbook for a Leader in Sri Lanka
- **¥1000** could pay for a participant's dinner for 5 nights at a training event in Nigeria
- **€25** could provide a travel allowance for a Guide in Portugal to attend a training event

We want to share with you a just a few stories of how your donations are used to enable girls to reach their fullest potential.







# WORLD THINKING DAY

World Thinking Day is our annual celebration of global Girl Guiding and Girl Scouting. Each year WAGGGS creates a unique and exciting programme designed to be used by all of our 10 million members across 146 countries.

Is World Thinking Day an important celebration for you?

Do you enjoy the World Thinking Day Activity Pack?

Your support makes it all possible!

One of the most important ways in which World Thinking Day Fund donations are used is to enable our dedicated staff team to continue producing the World Thinking Day programme, making fun, quality and accessible activities available to everyone, and uniting everyone in celebration of Girl Guiding and Girl Scouting!

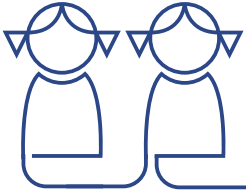
*Without your support we wouldn't be able to do this.*



# 2017 - GROW



**115** countries took part in **World Thinking Day** celebrations. The most countries recorded in a single year to date!

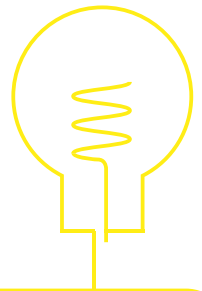


More than **70%** of the members who took part in the **WTD** activities invited a new friend to join our movement

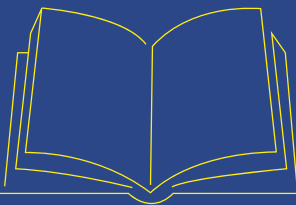
At least **6,110** members across the world planted trees as part of the **#LetsGrow** a tree challenge



The WTD hashtags **#WTD2017** and **#LetsGrow** appeared in **17.4** Million social media timelines



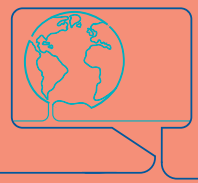
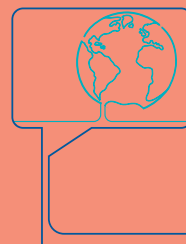
The WTD Activity Pack was **translated** into **14** languages



Top words describing the programme:

**Entertaining**  
**Educational** • **Creative**  
**Interesting**  
**International** • **Flexible**

WTD was one of the most **popular global conversations**, trending on Twitter for 7 hours







# THE JULIETTE LOW SEMINAR

In May 2016, 65 young women from 50 countries made their way to the Kusafiri World Centre in Ghana for the Juliette Low Seminar (JLS), which is WAGGGS' flagship leadership development programme for young women. JLS focuses on developing girls into Leaders, both as Girl Guides/Scouts and as independent young women, so that they can take the lead in their communities and in their world.



With a theme of “Transforming Our World”, participants explored concepts such as personal development, leadership, change and transformation in the community. They also had the opportunity to visit some fantastic local projects and witness community action up close, gaining inspiration for what they could achieve in their communities.

The participants left enthused and excited to share what they had learnt with their fellow Girl Guides and Girl Scouts back home as well as to explore the possibility of setting up projects of their own.

We caught up with one of the participants one year on, to see how her life had been transformed by the JLS experience.





## Case Study – Irini, Greece

I remember our first day in Ghana, they asked us to make a wish for something personal, write it down and put it on a tree. I wrote that I would like to have a job that allows me to travel, to be helpful to my society, to grow every day, to help me thinking out of the box and to really make an impact to people's point of view.

I had a future project that I wanted to deliver in my country, an educational programme aiming to inform and raise children's awareness of issues of refugee flows and human rights and to develop positive attitudes and behaviour towards immigrants, refugees and the refugee issue.

After having explained the project in Ghana to so many girls from different backgrounds, I felt so confident presenting my project back home. My sisters from JLS have encouraged me so much that every other place felt safe for expressing and promoting my work.

I recruited a team, built up the programme and we've since been actively involved with this Campaign, bringing it to:

- **16 cities**
- **3000 students**
- **110 volunteers**
- **145 teachers**

The evaluations, we have received after our actions, have confirmed how these experiential activities helped children and adults to think differently, increasing their sense of solidarity and feeling more empathy towards refugees, immigrants and in general about people who are facing difficult situations.

I am grateful that the JLS experience taught me that the wishes are something that we have the power to make real!



# 16 DAYS OF ACTIVISM

## 16 WAYS YOU CAN TAKE ACTION AGAINST GENDER-BASED VIOLENCE

### IN YOUR PERSONAL LIFE

1.

**SPEAK OUT!  
CHALLENGE  
DISCRIMINATION  
AND VIOLENCE**

2.

**LISTEN TO THE  
VOICES OF GIRLS  
AND WOMEN  
AND LEARN  
FROM THEIR  
EXPERIENCES**

3.

**EDUCATE YOUNG  
PEOPLE ON THE  
IMPORTANCE  
OF HEALTHY  
RELATIONSHIPS**

4.

**WORK WITH  
MEN AND BOYS  
TO PREVENT  
VIOLENCE  
AGAINST GIRLS  
AND WOMEN**

5.

**MODEL  
RESPECTFUL  
AND EQUAL  
RELATIONSHIPS**



### IN YOUR SCHOOL:

6.

**START AN ANTI-  
VIOLENCE CLUB  
OR GROUP IN  
YOUR SCHOOL**

7.

**SPEAK OUT TO ENSURE  
GIRLS ARE TREATED  
EQUALLY IN YOUR SCHOOL,  
COLLEGE OR UNIVERSITY**

8.

**DEMAND FOR  
EDUCATION ON HEALTHY  
RELATIONSHIPS TO BE  
PART OF YOUR SCHOOL  
CURRICULUM**



### IN YOUR COMMUNITY:

9.

**RAISE AWARENESS  
TO STOP VIOLENCE  
AGAINST GIRLS  
AND WOMEN**



10.

**HELP SURVIVORS OF  
GENDER-BASED VIOLENCE  
STAY SAFE BY ESTABLISHING  
OR SUPPORTING LOCAL  
SERVICES**

11.

**BUILD A COALITION!  
ENGAGE WITH  
COMMUNITY  
ORGANIZATIONS,  
BUSINESSES  
AND OTHER  
STAKEHOLDERS**



12.

**DONATE TO  
WAGGGS' STOP THE  
VIOLENCE FUND  
OR ANOTHER  
ORGANIZATION IN  
YOUR COMMUNITY**

### IN YOUR COUNTRY:

13.

**CAMPAIGN  
FOR CHANGE**



14.

**INFLUENCE  
DECISION  
MAKERS**



15.

**PROVIDE  
SOLUTIONS**



16.

**SHARE YOUR WORK.  
SPREAD THE WORD.**

[www.stoptheviolencecampaign.com](http://www.stoptheviolencecampaign.com)

@waggs\_world

#16ways in #16days

## 16 DAYS OF ACTIVISM

16 Days of Activism to End Gender-Based Violence takes place from 25 November - 10 December each year.

The aim is to raise awareness about the issue of violence against girls and women, ensure everyone knows how they can advocate for change and take action to stop the violence, and highlight the role WAGGGS takes in helping to do this.

To mark 16 Days of Activism in 2016, WAGGGS launched its own campaign, titled 16 Ways in 16 Days. The campaign highlighted 16 actions anyone can take to stop the violence. Stories from Membership Organisations around the world, focusing on Stop the Violence and the Voices Against Violence Curriculum, were shared across the website, traditional and social media.

WAGGGS' first-ever global news story was developed in collaboration with U-Report and gained significant media coverage on the BBC.

Advocacy campaigns which equip girls with the skills to speak out for themselves and their communities are vital for Girl Guides and Girl Scouts. Your support allows us to develop these campaigns and work with girls around the world to bring them to life and to bring real and lasting change.





*"A lot of my passion and drive is down to the Girl Guiding Movement. It's made me stand up and speak out in the face of adversity. It's given me understanding and the tools to grow up and be part of this society. If I hadn't had this experience, I might not have become a teacher and I wouldn't have been educating boys and girls about why violence has to stop."*

Stefania, Italy



*"Girl Guides across Fiji deserve to know their rights when it comes to violence. Last year, about 200 Girl Guides participated in activities. They were empowered to speak out in the face of violence. Thanks to the training, Girl Guides gained increased knowledge and the confidence to discuss issues around violence that affect them at school, within their home and community."*

Ditainivanuavou, Fiji



# NEW COUNTRIES CAMPAIGN

*"Wow! New learning - new friendships - new commitments! It is so good to connect with many other young women who share a passion for bettering the lives of young Ethiopian girls. We are committed to continue this in a spirit of 'if it isn't fun, it isn't guiding.'"*

Loza Tsegaya

The World Thinking Day Fund has allowed us to reach more girls and young women around the world. The generous donations we've received over the last two years helped to fund important work including our Rapid Response project – which took Girl Guiding and Girl Scouting to new countries including Ethiopia.

Through our New Countries Campaign, we want to bring 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.

Our Vision 2020 is to grow to 12 million Girl Guides and Girl Scouts in 154 countries. Thanks to our generous supporters, more girls and young women can be a part of our Movement.

*"The significant part of what I have today is thanks to this big family: the courageous nature, willingness to help others, being kind to the environment, trying to solve seemingly insoluble problems, seeking adventures and finding many, gaining lots and lots and lots and lots of knowledge and new skills, thirsting to thrive, having lots of friends but still making new ones."*

Lillit, Armenia





## ALBANIA

A pilot social entrepreneurship programme in Albania was initiated at the Training of Trainers event in 2016. A total of 34 participants attended the event, along with Peace Corps volunteers and their Albanian counterparts. The ambition is to deliver programmes in schools and youth centres through until next year.



## ETHIOPIA

Ethiopia has enjoyed two Free Being Me training sessions so far. Training sessions took place in July 2016 with over 30 girls attending. There are plans to conduct further Free Being Me sessions, due to a wealth of positive feedback.



## MOZAMBIQUE

A visit to Mozambique was conducted to explore the possibility of setting up Girl Guiding and Girl Scouting activities. Prior to the visit, potential champions and stakeholders were identified and meetings were organised, to ensure they were clear on how to develop plans.

Champions showed an impressive level of commitment. They attended every session and were actively engaged in activities and information sessions. Everyone was pleased with the process and a powerful framework, both in terms of the diversity of trainers and the training process, is in development.







# I WANT TO SUPPORT THE WORLD THINKING DAY FUND!

All this and so much more is made possible thanks to your help. You can support your fellow girls around the world by raising money for the World Thinking Day Fund, and by spreading the word so that even more Girl Guides and Girl Scouts get involved.

Remember, every coin given to the World Thinking Day Fund counts!

## I AM A GIRL GUIDE/GIRL SCOUT

**JOIN IT**

**COLLECT IT**

**SEND IT**

1. Complete the World Thinking Day Fund activity in the activity pack

2. Fundraise and collect your coins/money for donation

3. Add your donations to the World Thinking Day Fund via

You can also find more fundraising ideas on the WAGGGS website at [bit.ly/wagggsfundraise](http://bit.ly/wagggsfundraise).

- Your Member Organisation/ National Association (Contact them for details)
- WAGGGS (Details on back page or online at <http://bit.ly/WTDFund>)







## MEMBER ORGANISATIONS

As a Member Organisation, you can make a huge difference to the World Thinking Day Fund by following a few simple steps:

### ENCOURAGE

Encourage your members to do the World Thinking Day Fund activity in the pack

### SHARE

Share World Thinking Day Fund impact stories and info with your members (included in the World Thinking Day Comms Pack)

### INFORM

Inform your members how they can donate (via your MO or straight to WAGGGS)

### SEND

Send your World Thinking Day Fund donations to WAGGGS

If you receive any donations from your members for the World Thinking Day, please don't forget to send them to WAGGGS so that we can add them to the World Thinking Day Fund.



Thank you

شكراً

Gracias

謝謝

Merci

Grazie

Asante

감사합니다

Salamat po

ありがとう

Kiitos

Tak

Danke schön

Obrigado

धन्यवाद

Terima kasih

Siyabonga



## 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 Address \_\_\_\_\_ Phone number \_\_\_\_\_

## STAY IN TOUCH

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

☐ Yes, please keep me updated with newsletters and information on projects and campaigns

How can we contact you?

☐ 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 ✓ currency and amount and then select your method of payment below)

£ GBP

\$ USD

€ EUR

☐ 5   ☐ 25   ☐ 80  ☐ 200  ☐ Other \_\_\_\_\_

\*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

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  
 Belgravia Branch  
 PO Box 3043  
 141 Ebury Street  
 London SW1W 9QP, England

Sort Code / Bank Number: 60-07-29  
 Payee / Credit: WAGGGS  
 Account Number: 39872947  
 IBAN Code: GB47NWBK60072939872947  
 Swift Code: 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. We will therefore convert your donation into £ 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 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.

giftaid it

Please return completed form to:

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

England Tel: +44 (0) 20 7433 6477 | Email: [wtd@waggs.org](mailto:wtd@waggs.org) | Website: [www.worldthinkingday.org](http://www.worldthinkingday.org)

Registered Charity No. 1159255

A decorative border surrounds the central text area. It features large, stylized tropical leaves in shades of green and orange, along with vibrant flowers in orange, purple, and red. Two red cherries with green stems are also part of the design, one on the left and one on the right.

(Charity Number 1159255)

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