

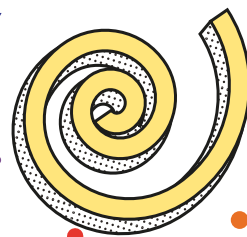
WORLD THINKING DAY
2019

World Thinking Day Impact Report 2019



WAGGGS 

WORLD THINKING DAY LEADERSHIP 2019



102 countries took part in World Thinking Day celebrations, including three Prospect Member Organisations

Top words describing the pack:

FLEXIBLE

EDUCATIONAL

HELPFUL

CREATIVE

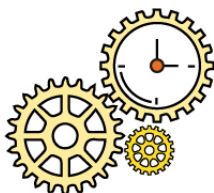
RESOURCEFUL

ENTERTAINING

THE WTD FUND
2018 raised

£128,000

sustaining the
HIGHEST income
levels raised in 2017



OVER **44,500** people
liked our **Happy World Thinking
Day** message on Facebook.

OVER **94,000**

WTD 2019 badges
and OVER

2,000

pins were sold on
the shop this year



From **January to
March 2019**,
our website
received **over
111,000
visits.**

Several high profile individuals
participated in World Thinking Day
celebrations including
The First Lady of Kenya, Margaret
Kenyetta (a patron of Kenya Girl
Guides Association) and Permaisuri
Agong, Queen of Malaysia.

The 2019 World Thinking Day Activity Pack
was translated in **11 LANGUAGES.**

Your Donations to the World Thinking Day Fund

Every year, World Thinking Day encourages Girl Guides and Girl Scouts to think about the big issues affecting them and their global community, from poverty, gender inequality, environmental sustainability and access to education.

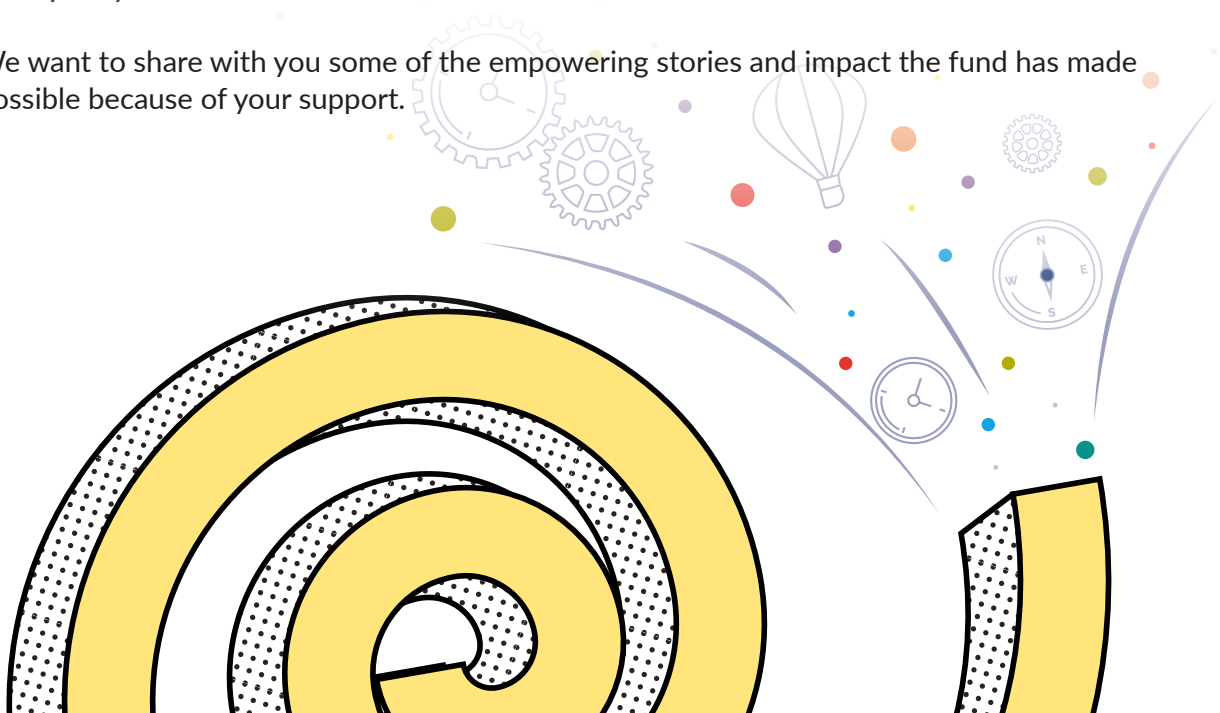
Since 1932, the day has also been an important opportunity to raise valuable funds for the World Thinking Day Fund, which helps transform the lives of girls and young women, by creating international life-changing opportunities.

Donations to the World Thinking Day Fund are vital to WAGGGS' work. They provide support where the need is most.

This year, the World Thinking Day Fund:

- Provided the opportunity for young women to be part of a global platform to advocate for the rights of girls and young women and champion gender equality at a local, national and international level
- Allowed us to further develop the World Thinking Day programme and create the valuable resources we offer including this year's Leadership Activity pack
- Helped the Nigerian Girl Guides Association with their Stop the Violence campaign calling for an end to child sexual abuse, giving girls the tools they need to make a difference in their communities locally, nationally and globally
- Contributed to this year's Juliette Low Leadership Seminar – giving 800 members the opportunity to expand their leadership skills and identify ways they can act for gender equality

We want to share with you some of the empowering stories and impact the fund has made possible because of your support.



Enabling Girls to take Action

An adolescent girl dies every ten minutes as a direct result of violence. **STOP THE VIOLENCE** is the World Association of Girl Guides and Girl Scouts global flagship campaign to end violence against girls and women. Since launching in 2011, Girl Guides and Girl Scouts around the world have been tackling violence against women and girls in their communities through advocacy, education, awareness raising, community action and research.

With help from the World Thinking Day Fund, the Nigerian Girl Guides Association received advocacy training from 20-22 June as part of the Stop the Violence campaign.

The Nigerian Girl Guides Association launched their campaign in 2018 calling for an end to child sexual abuse. They are now campaigning from state to state for domestication of laws that protect girls from being violated and punish perpetrators of crimes against children.

You are helping Girl Guides and Girl Scouts speak out about their experiences and lobby decision makers, calling for laws and policies that protect girls and women and demanding perpetrators be prosecuted for their actions.



Giving Girls a Global Voice

Mirna Fernandez from Bolivia shares her story of empowerment after participating in COP (The Conference of the Parties) and other global advocacy opportunities.



WAGGGS changes lives through advocacy by putting girls and young women at the heart of the discussions that will affect their own future. My experience on environmental advocacy with WAGGGS gave me the essential tools to understand and influence key global challenges towards sustainability and gave me the strength to motivate more young people at the local and global level as a Girl Guide leader, a youth representative and as a university professor.



– Mirna Fernandez

With support from the World Thinking Day Fund, WAGGGS provides unique opportunities for Girl Guides and Girl Scouts to advocate for the rights of girls and young women and champion gender equality at a local, national and international level.

WAGGGS Advocacy Champions are a select number of young women chosen for their commitment to gender equality, their involvement in Girl Guiding and Girl Scouting and their ability to lead, challenge and create a ripple effect.

Your funding is allowing young women have exciting opportunities for personal growth and development and the opportunity to represent WAGGGS and their Member Organisation externally including at the 64th Commission on the Status of Women.

For more information and to find out how to sign up to be one of our Advocacy Champions, please visit <https://www.wagggs.org/en/news/20191028-wagggs-advocacy-champions/>



Giving Girls a Chance to Lead

80 per cent of girl guides and girl scouts worldwide say being part of the movement has given them the aspiration to make a difference in society.

With your support, our Juliette Low Seminar (JLS), WAGGGS' flagship leadership development event for young people will reach more young women than ever before!

This will be the largest event since the JLS began back in 1932, and will bring together 800 members in six languages across 18 regional hubs. The JLS is an inspirational event and a highlight in any young women's leadership journey – it is the moment that many of us start to see how we can truly create an impact in the world.



For years it has been a space in which young women meet to develop leadership skills and face global challenges...I am honoured to be part of this global buzz.



– Participant from Costa Rica going to Australia

You are enabling more and more girls and young women around the world to benefit from WAGGGS' leadership offer and events.



Helping Grow a Strong and Vibrant Movement

Over the years, support from the World Thinking Day Fund has played a huge part in growing the Girl Guiding and Girl Scouting Movement in new countries and territories. Over the past 12 months, this support has continued, enabling WAGGGS to engage new countries including Mozambique, Ethiopia, Montenegro, Croatia, Algeria and Gabon.

At a training event for leaders in Mozambique, participants shared how the event increased their passion to work with girls and young women and to create a better world.



Around the world we see that it is possible to create better lives for women and children, if we work together and through Guiding.



– Event participant, Mozambique

We are taking Girl Guiding and Girl Scouting to more girls, more communities and more countries means more girls and young women can speak out, lead and take action.

Thank you for helping more girls to benefit from all the Movement has to offer.



World Thinking Day Fund and the SDGs (Sustainable Development Goals)

At WAGGGS, we place the Sustainable Development Goals at the heart of all our work. World Thinking Day is a crucial moment for us to educate and engage our members in the ambition of the SDGs – a fairer, more equal world where all children can go to school and no-one faces discrimination or a life filled with hunger or conflict – and demonstrate the impact we can have as a global Movement when we speak with one voice.

All the money raised through the World Thinking Day Fund also goes to support our education, advocacy and community action work, which is all focused on creating this fairer world for girls around the world.

You are helping girls and young women to take action on the Sustainable Development Goals.



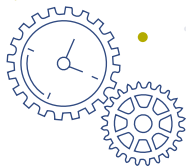
World Thinking Day Programme

World Thinking Day 2019 was dedicated to the group of girls who took the lead in 1909 and demanded Lord Baden-Powell create 'something for the girls'.

Since that point, leadership has always been central to WAGGGS' work. All over the world, Girl Guides and Girl Scouts have been working together to drive positive change – in their own lives, the lives of others and in wider society.

For the first time, in 2019 a team of young women helped to write the World Thinking Day activity pack. The pack takes you on an adventure through time to learn about the history of the Movement and practice their leadership skills.

Your support makes the World Thinking Day programme possible!



World Thinking Day Fund



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.



– An excerpt from the letter written by Lady Olave Baden Powell to all members in 1932.

The World Thinking Day Fund is an important part of World Thinking Day. It collects coins from members around the world, to support their fellow Guides and Scouts.

The World Thinking Day Fund enables girls and young women across the world to expand their horizons, raise their voices and take on incredible challenges.



I WANT TO SUPPORT THE WORLD THINKING DAY FUND!

You can support girls and young women around the world with life changing opportunities by raising funds for the World Thinking Day Fund. Every coin given to the World Thinking Day Fund count.

I am a Girl Guide or Girl Scout

JOIN IT

Complete the World Thinking Day activity in the Activity Pack or do your own fundraising!
For fundraising ideas, visit <https://www.waggs.org/en/support-us/fundraise-for-us/>

COLLECT IT

Fundraise and collect your coins

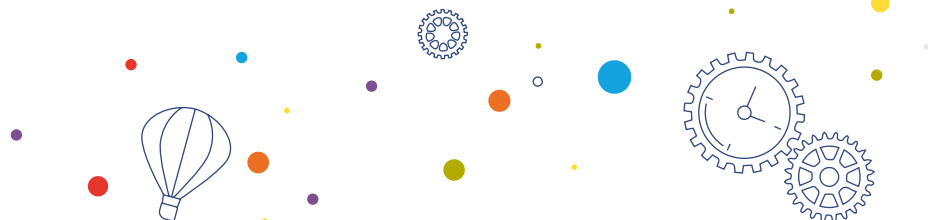
SEND IT

Add your donations to the World Thinking Day Fund via:

Your Member Organisation or National Association

Or, send directly into WAGGGS via donation form (page 13) or cheque to:

WAGGGS
Fundraising Team
Olave Centre
12C Lyndhurst Rd
Hampstead
London
NW3 5PQ



For any questions about sending in donations, please email changinglives@waggs.org



MEMBER ORGANISATIONS

As a Member Organisation, you can make an important impact on the World Thinking Day Fund.

Encourage your members to fundraise for the World Thinking Day Fund

Share the World Thinking Day Fund impact stories and information with your members

Inform your members on the different ways to donate – this can be done via your Member Organisation or directly to WAGGGS

Send your World Thinking Day donations to **WAGGGS, Fundraising Team, Olave Centre, 12C Lyndhurst Rd, Hampstead, London NW3 5PQ**

Please note we accept donations all year around! You can send in your donations right up until 31st December 2019



Please complete this section in full for all donations

Email Address _____ Phone number _____

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

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

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

Amount _____

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

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.

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Please return completed form to:

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

Tel: +44 (0) 20 7433 6477 | Email: wtd@wagggg.org | Website: www.worldthinkingday.org

Registered Charity No. 1159255



Thank you

Your donations are changing girls' lives



**WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS**

Olave Centre, 12c Lyndhurst Road,
London, NW3 5PQ, England

Website: www.wagggg.org
Telephone: +44 (0) 20 7794 1181
Email: changinglives@wagggg.org

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