

world thinking day
impact report 2020



world thinking day 2020

diversity, equity and inclusion

From **January** to
March our website
received over

112,022
hits relating to
WTD2020



Our World Thinking
Day posts on
Facebook reached
69.7K people



WTD Fund 2019 raised
£131,011.78
- raising **£3,000 GBP**
more than 2018

The World Thinking
Day pack was
translated into
16 languages



92,058 badges
and **2,899** pins
were sold through
our online shop



Top words
describing the pack:
Interesting, learning,
fun, enlightening,
participatory



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. 2020 has brought with it unprecedented change, and girls within the Movement have adapted.

Since 1932, this day has 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. Now more than ever this fund is needed, as the COVID-19 pandemic is exposing inequalities across our societies and highlighting the specific risks and vulnerabilities that girls and young women face.

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

This year, the World Thinking Day Fund:

- Enabled girls and young women to take part in the 'Shadow Pandemic' panel as part of the Stop the Violence Campaign
- Allowed us to further develop the World Thinking Day programme and create valuable resources including this year's Peace-building Activity pack
- Helped the Movement become more inclusive, proposing five new MOs for Membership and delivering virtual capacity building workshops
- Supported this year's Juliette Low Leadership Seminar (JLS) – giving nearly 500 Girl Scouts and Girl Guides the opportunity to expand their leadership skills and share their knowledge through the 100 Girls Project

Thanks to your continued support we are able to share these incredible and empowering stories of leadership that have taken place over the last year.

supporting girls to speak out

The World Thinking Day fund continues to support WAGGGS flagship Stop the Violence campaign. 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.



In June 2019 the Stop the Violence Facilitators Workshops began in Ghana. There was country-wide participation with Activate Ghana covering the Voices Against Violence curriculum which is now being rolled

out by the Ghana Girl Guides Association through advocacy campaigns to tackle violence against women and girls.

In response to the global pandemic the Stop the Violence team organised a series of learning events in June and July 2020 that included four webinars and a girl-led advocacy panel which have had an incredible response across the world. More than 1,900 people have joined or viewed the 'Shadow Pandemic' panel, hosted by six Girl Guides and Girl Scouts.



You are helping girls to receive dynamic training and learning on how to continue speaking out in their communities about their experiences, lobby decision makers and call for laws and policies to protect girls and women.

spreading positivity



The global pandemic changed our world and brought with it unexpected challenges. Thanks to the World Thinking Day Fund we were able to support girls within the Movement to stay positive and be a leading light.

We created a series of online challenges to keep girls active and connected to guiding online. This was in the form of the positivity patrol, an online digital guiding offer which included guidelines, tips and a series of web pages and webinars about staying connected.

The Positivity Patrol consists of 10 challenges to keep everyone in the Movement active throughout these challenging times when many were not able to meet face-to-face. This focused on developing leadership through self-guided activity that could be completed remotely. The aim was to spread positivity in a time when there was a lot of worrying and negative messages capturing our attention.

Your support allowed girls to have an active and positive response in an uncertain time.



enabling girls to lead

This year's activity pack provided girls with a space to learn their leadership mindsets. With your support, we were able to host the Juliette Low Seminar (JLS), our flagship leadership development event for young people. Nearly 500 girls attended in 18 different locations across the world.

The JLS participants returned home as leaders, able to speak out for gender equality in their societies and contribute to the Sustainable Development Goals. These young women will be able create a positive change in their communities and inspire other girls to take the lead.



This diverse and supportive global network has shared its learning by participating in the 100 Girls Project. Participants from the JLS have each committed to pass their knowledge on to 100 girls, meaning 50,000 girls aged 12+ will develop new leadership practices to take the lead in their own communities.

In spite of COVID-19 girls have still been able to fulfil their promise to carry out the project. Two young women, both members of Verband Christlicher Pfadfinderinnen und Pfadfinder (VCP) The German Association of Protestant Scouts created the 'My Body, My Mind, Myself' online workshop. The courses available on the platform created by the two women include themes such as gender equality, sex education, and consent.

“We wrote a recipe, how to use it, and ideas for how to implement the courses in your group as a leader. There are different modules, different courses, people can choose which ones they want to do.”

member organisations leading the way

In June 2019 in the Africa Region, WAGGGS delivered bilingual facilitators training in Kenya. We had 38 participants from 21 countries, with most being under 30 and new to volunteering for WAGGGS. This was a week of passionate discussions and a huge commitment to practising and facilitating the leadership model.

Since the workshop, those volunteers have been a key part of the volunteer network, working with MOs in their region and beyond to implement the new leadership offer and support MOs to strengthen their leadership practices in the girl programme and in their adult development work.

With the support of the World Thinking Day Fund, key leadership resources have been developed. This includes finalising the leadership outcomes framework. We will use the outcomes framework to help MOs identify the leadership practices they want to see in their members, and drive updates and redesigns of their girl experience or adult training work. This is key in enabling girls to lead.



helping the movement become more inclusive

There has been great success in including more countries into the Movement. During the WAGGGS virtual celebration week which took place over what would have been World Conference week, WAGGGS was introduced to the five MOs being proposed for membership: **Montenegro, Mozambique, Georgia, Ukraine and Suriname.**

WAGGGS staff and volunteers have also made visits to the following countries this last year, to help with capacity building and supporting potential member organisations.

Montenegro, Mozambique, Ukraine, Georgia, Suriname, Cameroon, India, Ethiopia, Algeria

The Capacity building team are delivering a series of webinars (with supporting resources) to be delivered by the five regions. These cover areas such as Crisis Management, Fundraising, Online Recruitment and Retention and Delivering Guiding in the New Normal.

Thank you for helping more girls in different MOs to benefit from the resources being developed and adapting within the Movement to be inclusive in the new normal.

“Thanks to the organizers. The topics treated during the webinars are very useful to me and my MO for now (during this pandemic) and in the future. If they are cascaded and received well by colleagues and put into practice, this will create a positive transformation in my MO.”

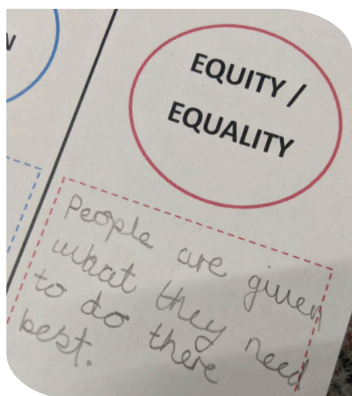
A participant

world thinking day programme



WTD 2020 was dedicated to celebrating the diversity within our Movement. Using threads to represent the concepts of diversity, equity and inclusion, Living Threads was designed to inspire Girl Guides and Girl Scouts to reflect on how they can put equity and inclusion into practice, and celebrate the diversity in their communities and beyond.

One of the most important ways in which the 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!



The World Thinking Day Programme was co-created with valuable contributions from around the world. World Thinking Day 2020 builds on the 2019 Leadership theme and helps us explore worldly leadership - seeing the world from the perspective of others, fostering inclusion and equity and celebrating the immense diversity in our Movement.

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

world thinking day programme

how was it received this year?

As you know, this year the theme was Equity, Diversity and Inclusion. Here is an example of how The Girl Scouts of Taiwan Young Leader Team used the activity pack to organize different programmes around this theme.

These included:

- **GS Talk:** Zoom-in the world through zoom Girl Scouts from seven different countries gathered online to exchange the views toward diversity, equity and inclusion.
- **GS Together:** Together, we advocate for love through social media, 47 Girl Scouts shared their ideas of diversity, equity and inclusion to the public through photos, words and bingo.
- **GSTrailer:** Make it alive converting the WTD activity pack into video trailers made it easier to be understood by troop leaders. The leaders could also adjust them based on the groups' needs. By April 16th, 2020, the videos on social media had reached 3,987 people in total.



Your support has inspired creativity like this all over the world.

“It is a great comprehensive and informative document with different levels of activity and in depth experience. It is fantastic to have such a resource beginning to tackle the issue of equity and equality in such an understandable way.”

A volunteer

how can i support the world thinking day fund?

The World Thinking Day Fund is an important part of World Thinking Day. It collects donations from Members around the world, to support their fellow Girl Guides and Girl Scouts. It has proved vital during this challenging and unprecedented time, enabling MOs and girls to continue feeling part of the Movement.

Girl Guides and Girl Scouts have been able to serve their local community helping the elderly and isolated by buying food, hygienic products or medicines and delivering meals. You can support girls and young women around the world with life changing opportunities. Every coin given to the World Thinking Day Fund counts and can help keep the Movement going through challenging times.

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 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, The Olive Centre,
12C Lyndhurst Rd, Hampstead, London, NW3 5PQ

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

member organizations and the fund

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

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 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 to all of the Member Organisations and individuals who have already generously donated to the World Thinking Day Fund 2020.

Your generosity ensures that our programmes are delivered to as many girls and young women as possible.

Please complete this section in full for all donations

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.

(Please tick ✓ 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

 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: 29-07-60
Payee / Credit: WAGGS
Account Number: 39872947
IBAN Code: GB47NWBK60072939872947
Swift Code: NWBKGB2L

☐ Credit/Debit Card Please tick the box if paying by American Express: ☐

[illegible]

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.

☐ 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.

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