

WAGGGS GIVING DAY

IMPACT REPORT 2023

**YOU GIVE
FOR HER
WORLD**



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BACKGROUND

2023 was the third consecutive year that WAGGGS held a Giving Day. Each year we have seen this campaign grow in engagement, donations and impact.

Giving Day is a 24 or 36 hour digitally driven fundraising and engagement campaign with the goal of rallying different donor and supporter communities to donate to various WAGGGS areas of work. This has proved successful in connecting the Movement around a common goal - supporting Girl Guides and Girl Scouts globally!

Under the theme *You Give, for her world*- we aimed to inspire and encourage supporters to give a gift, on or before the day, to help create a generation of female leaders, who are both Girl Guides and Girl Scouts. By working together, we hope to create a better future for girls and young women around the world.



RESULTS

OVERVIEW

504
DONORS

42
COUNTRIES

527
DONATIONS

£174,322
RAISED

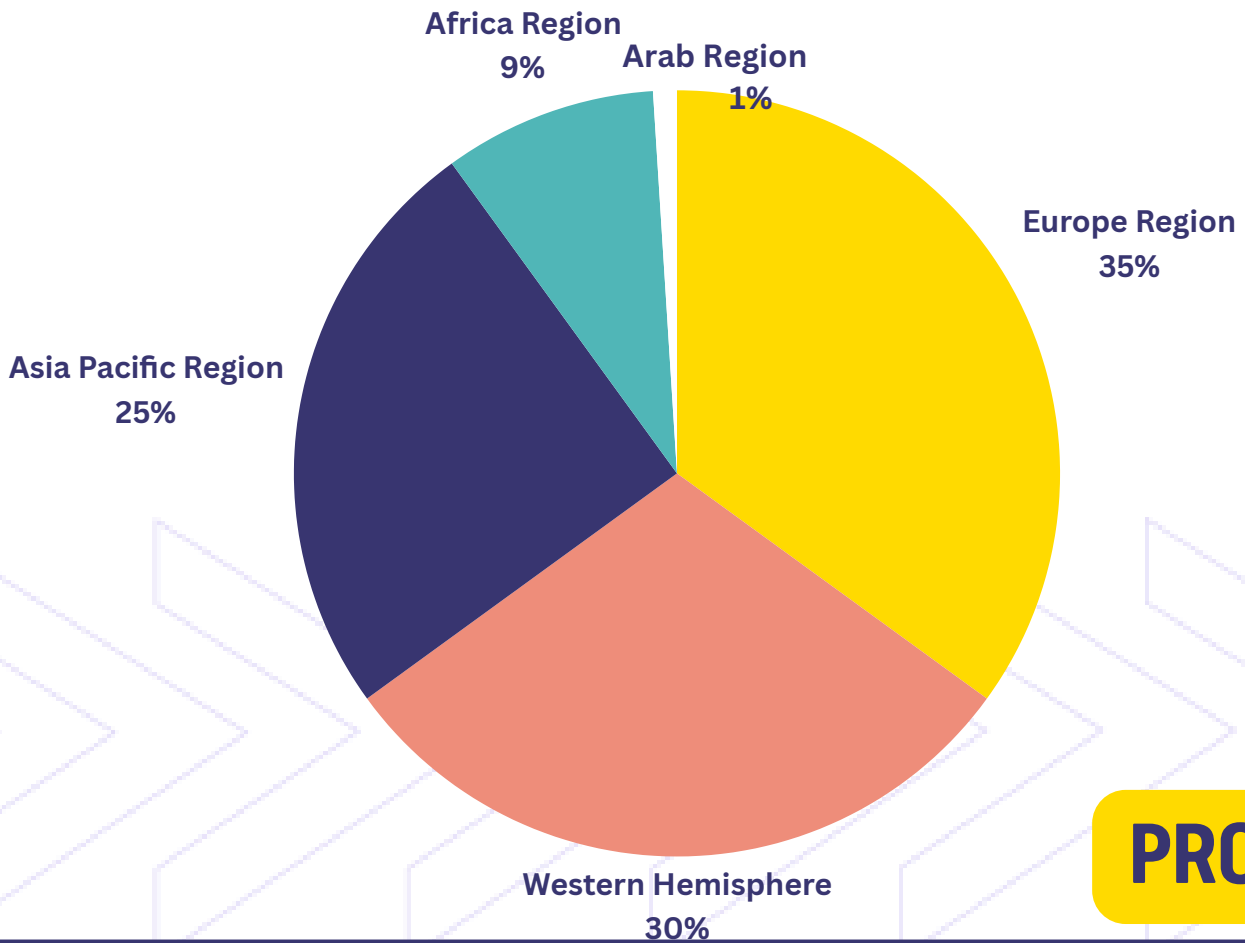
278
AMBASSADORS

98
NEW DONORS

88%
given by

The
Olave
Baden-Powell
Society

DONATIONS BY REGION



PROJECT

Project	Donors	££££
Where the need is greatest	314	£72,316 + (£75,000 matchfunding)
Creating Global Connections in the World Centres	104	£14,940
Leadership skills and opportunities	63	£8,707
Thriving Member Organisations, Thriving Movement	26	£3,019

MATCHFUNDING

Each year, a generous group of donors commit to match every giving day donation pound for pound and dollar for dollar! Making each gift that you make worth double!



YEAR ON YEAR

	2021	2022	2023
Total Income £	148,025	139,945	174,322
Total Gifts	665	485	527
Total Donors	515	466	500
New Donors	301	140	98
Countries	50	39	42
Ambassadors	496	257	276

YOUR IMPACT

WHERE THE NEED IS GREATEST

Your generous gifts to where the need is greatest allows WAGGGS to use your donation in many different ways; depending on the needs and requirements to deliver on WAGGGS programmes throughout the organisation.

Here are few ways your gifts have been used to improve the Girl Guiding and Girl Scouting experience globally.

VOLUNTEER SUPPORT

Without its volunteers, WAGGGS wouldn't be able to work in the way it does. The WAGGGS World Board and Regional Committees lead the WAGGGS global team. With your generous gifts, WAGGGS has been able to rethink how to support our volunteers and create a new infrastructure to ensure WAGGGS continues to be a volunteer driven organisation.

WAGGGS believes in the importance of growing the strength of the volunteer engine, but even more importantly, offering a volunteer experience that feels meaningful and gives volunteers a chance to develop to their fullest potential too.

This year, the WAGGGS volunteer network transitioned to Campfire; an online platform for the Movement. The Campfire network consists of 780 individuals, with 45% actively engaged in various roles.

In 2024, with your support WAGGGS will be able to develop the learning and development opportunities available to volunteers in the network on campfire. Focusing on using our leadership model to strengthen global competence and provide more support to volunteer managers.

£147,316

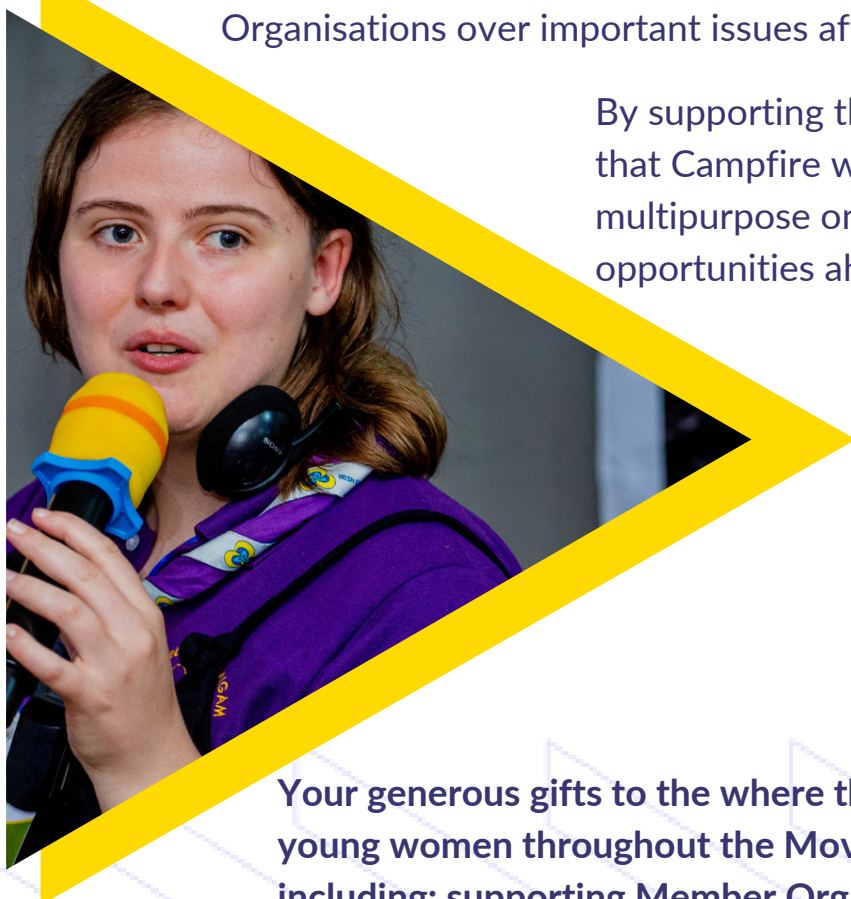


Campfire is an online platform that has been developed to connect all areas of the Movement together in a safe online space. Your donations to the Giving Day 2023 have helped to develop this platform.

In 2023, Campfire grew exponentially. Many teams in WAGGGS are now using this online space effectively.

- Campfire was the place to find all information and supporting resources for the World Conference in July this year, making the conference accessible to all.
- The Capacity Assessment Tool 2.0 is available on Campfire with Member Organisations able to complete the tool online, access relevant support information and submit requests for direct support from the Global Capacity Building Team.

Your gifts will allow Campfire to continue growing in 2024. It will become a central communications hub for Member Organisations, and create opportunities to carry out structured consultations with Member Organisations over important issues affecting our future as a Movement.



By supporting the need is greatest, you are ensuring that Campfire will develop into a strong and multipurpose online network. The new opportunities ahead include:

- An area for leadership programme alumni to engage in the community
- Support the online phase of the 2024 Juliette Low Seminar programme
- Deliver a leadership programme in 2025 completely online

Your generous gifts to the where the need is greatest help girls and young women throughout the Movement in all areas of WAGGGS work including: supporting Member Organisations; supporting the WAGGGS World Centres; and quality Girl Guiding and Girl Scouting through leadership trainings.

CREATING GLOBAL CONNECTIONS

IN THE WORLD CENTRES

£14,940

You believe in the power of the WAGGGS World Centres and gave generously to give more young women the opportunity create global connections at these international hubs.

It costs £5,000 for one young woman to participate in a three month volunteer programme at one of the WAGGGS World Centres. Therefore, your Giving Day gifts have made it possible for three young women to experience a world centre, gain valuable international volunteering skills and build lifelong international connections.



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After a while in Pax Lodge, you feel how this place can really become a refuge and the place where you feel the safest. I am glad I faced challenges and overcame them. This will always feel like home, I take a little piece of all of you in my heart.

I have been faced with challenges I thought not possible to overcome, but with the encouragement of the team and an increased self-confidence fostered by the incredible environment at Our Chalet, I surpassed the limits I had set for myself.

The experience of volunteering here has not only broadened my horizons, but has also strengthened my commitment to serving others. My experience has not only allowed me to explore a new culture and meet incredible people, but has also instilled in me a sense of purpose and a desire to continue making a positive impact. I will forever cherish this opportunity, and I am determined to pay it forward by contributing to the betterment of Girl Guiding in my country.

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LEADERSHIP SKILLS AND OPPORTUNITIES

You believe in a future filled with female leaders! Your support of leadership skills and opportunities for girls and young women through Giving Day is helping to build a world where this future is possible.

£8,707

Your gifts provide opportunities for leadership seminars like the Juliette Low Seminar. Participating in the Juliette Low Seminar starts a leadership journey for young women who take part. Argie from Kenya has taken an incredible journey through WAGGGS developing her leadership skills, thanks to the generous gifts of donors like you.

“

As a lead facilitator at Celebrating Us in Kusafiri 2023 and mentor lead at the Juliette Low Seminar in 2022, I've had the incredible opportunity to lead and collaborate with a team of dedicated volunteers.

This journey has not only contributed to the success of impactful leadership events but has also significantly enriched my own skill set with tools like time management, problem-solving, leadership skills, communications skills and teamwork!

Leading a diverse group of individuals with unique skills and backgrounds has taught me the value of shared leadership, clear communication, setting expectations, and leading by example.

I've learned to inspire and mobilize teams, even during challenging times, and harness our collective talents effectively.

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THRIVING MEMBER ORGANISATIONS

THRIVING MOVEMENT

£3,019

The Movement is made by its Member Organisations. Your support of WAGGGS Giving Day enables our Member Organisations to thrive, in turn creating a thriving Movement.

The current number of Members of WAGGGS is 8,887,874. This is an 8.2% increase from 2021. The increase of 700,000+ members in Africa Region, 200,000+ members in the Philippines, and 85,000 in the USA are the main sources of this membership growth.

Your gifts have enabled WAGGGS to improve the Capacity Assessment Tool used to support Member Organisations. This tool helps to understand the individual needs of each Member Organisation and tailors the support they receive.

From helping them grow their Membership and teaching good finance, to fundraising practices and supporting with Programme Design and Delivery.

Your gifts have made it possible for Member Organisations to strengthen their resources for Girl Guides and Girl Scouts in their country.

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We are actively working on increasing membership this year. Parents and schools are waiting for dormant units to re-open, which is good for the Association.

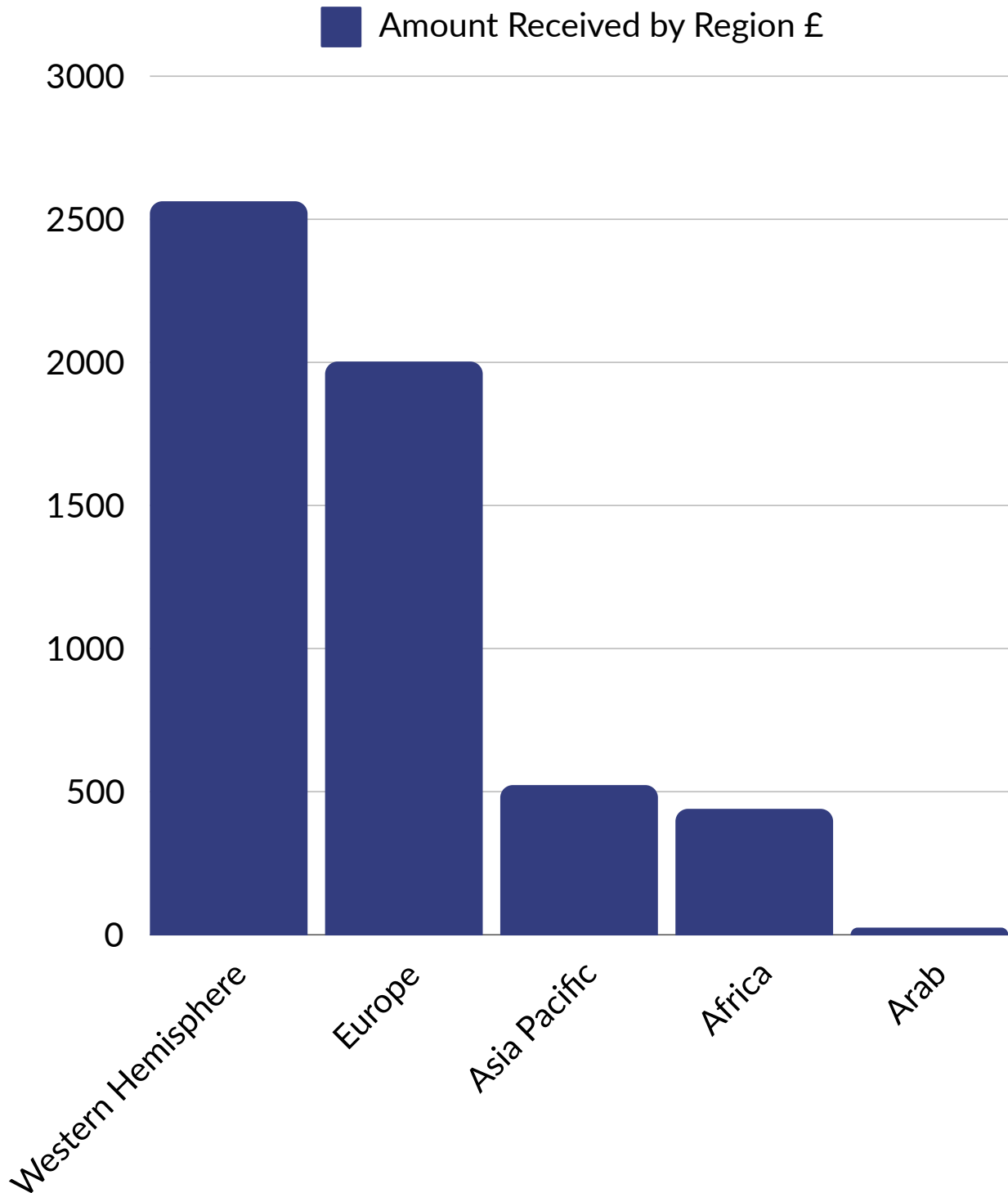
The Girl Guides Association of Barbados

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REGIONAL CHALLENGE AND SUPPORT

In 2023, WAGGGS Giving Day introduced a new challenge to support our regions.

After £150,000, 50% of every donation in your region made to **'Where the need is greatest'** was given to the regional committees to help them enact their regional plans.



THANK YOU

SO MUCH

COMING SOON

WAGGGS GIVING DAY 2024

5 - 6 JUNE



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