



THE BRAND STORY

There are over a billion girls in the world.

Girl Guiding and Girl Scouting is the place they need to be the best they can be.

For over 100 years we've been the only global movement geared entirely to every girl and any girl. In places local to them – safe from judgement, stereotyping and violence – girls learn by doing, make friends and have fun.

Free to make what they want of all that the Movement offers, girls can reach for their full potential. They become happy and adventurous individuals, with the skills and attitude which are changing their community and their world.

Girl Guiding and Girl Scouting creates connected generations of capable, fair and daring girls.

**WAGGGS KEEPS THE MOVEMENT UNITED,
THRIVING AND GROWING.**

GIRL GUIDING AND GIRL SCOUTING. FOR HER WORLD.