

WORLD THINKING DAY FUND IMPACT REPORT 2018



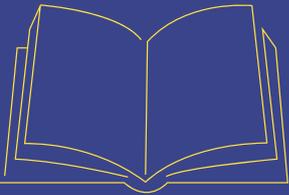
2018 - IMPACT



119 countries took part in World Thinking Day celebrations, including six Prospect Member Organisations which joined in the celebrations – a record number of countries involved in a single year!

The World Thinking Day hashtags **#WTD2018**, **#WorldThinkingDay** and **#ThisIsImpact** appeared in **184 million** social media timelines; the highest recorded so far! This was an increase of **1000 %** since 2017

The World Thinking Day Activity Pack was translated into **12 languages** and downloaded **57,790 times**



WTD Fund
2017 raised
£130,000,
a **10% growth**
over 2016

Top words describing the programme:

Helpful
Educational • **Creative**
Entertaining
Inspiring • **Flexible**

For the first time, more than **1,000** Girl Guides and Girl Scouts from **100 countries** participated in a U-Report poll and directly gave their feedback for the **celebrations**





WORLD THINKING DAY FUND IN NUMBERS:

- **Over £296,000** raised since 2016
- **115 countries** (WAGGGS Member Organisations) contributed to the World Thinking Day Fund in 2017
- **£130,000** donated to the World Thinking Day Fund in 2017

How are your donations used?

Donations to the World Thinking Day Fund make an important impact across the work we do with our Member Organisations.

With 10 million Girl Guides and Girl Scouts in 150 countries, there is always a great need for the support of our members.

Your donations can be found in so many Member Organisation 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 life changing projects in their communities. They help us to develop exciting, new programmes which allows girls around the world to learn about issue relevant to them.

Your donations also 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 have helped fund:

- **36.82 ETB** provided a badge for a member in Ethiopia
- **144 NT\$** supplied a hard copy of our World Thinking Day Activity Pack for a Girl Scout unit in Taiwan
- **₹896** provided stationary materials for a training session for 20 girls in India
- **\$25** enabled a participant to attend an in country event in Ecuador

We want to share with you a few stories of how your donations are enabling life-changing opportunities for girls to transform their communities and their world.



COMMISSION OF THE STATUS OF WOMEN 2018 (CSW 62)

With support from the World Thinking Day Fund, WAGGGS provides the opportunity for young women to be part of a global platform to advocate change for girls and women.

This year, 11 Young women represented WAGGGS at the Commission of the Status of Women in New York, from 12-23 March. The commission is dedicated to evaluating progress on gender equality to promote the development of women and girls worldwide. This year's theme was around challenges and opportunities in achieving gender equality and the empowerment of rural woman and girls.

Despite the unique challenges girls face, their voices are often missing from government decision making and fall through the cracks of data used to drive policy. The delegation spoke out to demand a better future for girls.

We caught up with our youngest CSW delegate Hannah, 19 (UK) to find out how this empowering journey allowed her to find her voice and now inspire others to do the same.





HANNAH, UK

This March, I represented the World Association of Girl Guides and Girl Scouts at the United Nations 62nd session on the Commission on the Status of Women (CSW62) in New York.

As I've started to reflect on this incredible experience, I've realised how far I've come. I've started to see how being a WAGGGS delegate has made me a stronger person.

As delegates, we bring the voices of young women and girls to the table. We advocate for our rights and we directly lobby and engage

decision makers. During CSW we hosted two events about our body confidence and violence initiatives. All of us had the chance to give speeches at high-level events.

For me, being a delegate wasn't an easy journey. I've always been a very shy person and I've always struggled with low confidence. When we started our training the weekend before the conference, I started to doubt myself. I didn't feel I could advocate on behalf of 10 million young people. The reality of public speaking suddenly became very real, and I even started to believe I wasn't clever enough to do it.

What pulled me through were the other delegates - my incredible guiding sisters. I've never felt so much support and encouragement from people I'd only just met. They all genuinely believed that I could do it and I will never forget the feeling of warmth I felt as they all helped me to overcome my fears.

Last month I had another opportunity to advocate for girls rights as an inspirational young leader at the Commonwealth Youth Forum in London. Without being a WAGGGS delegate at CSW, I would have never had the confidence to be able to do that on my own.

I'd recommend this experience to all Girl Guides and Girl Scouts. I've come away with more knowledge, confidence and inspiration than I could ever have dreamed of.

Even if you're shy and unconfident (like I was), I want you to know you CAN do this. Don't let anything stop you. Trust me; with your guiding sisters by your side, you can do anything you put your mind to!





“Violence against women is a really big issue in Argentina, so it is really important for us to be well informed and to have tools to do something about it. All the sessions over the weekend were very well received. They were dynamic and fun. I’ve learned a lot and I’m looking forward to working on our own campaign.”

Antonella

STOP THE VIOLENCE

Violence against women and girls is one of the most widespread human rights abuses on the planet, which it is estimated six out of every ten girls and women globally will be subjected to in their lifetimes.

With your support, we continue to push our Stop the Violence campaign forward. This important programme is working towards the prevention and elimination of violence against girls and women, through education, awareness raising, lobbying, policy and research and community action. Girl Guides and Girl Scouts around the world are taking action in their schools, local communities, across their countries and regions.

Your funding has created vital opportunities within the programme, such as training leaders in how to deliver the Voices Against Violence (VAV) curriculum, supporting Member Organisations with specific costs in delivering the VAV programme to more girls around the world.

In fact, 87% of Girl Guides reported they are ‘confident’ working with girls in their unit to organise campaigns to prevent Violence Against Women and Girls.

“It [the Voices against Violence Curriculum] gives us the confidence, increases our skills and courage . . . I am more comfortable talking about it in public, and there are a lot of people that are going to support me. I am okay at speaking loud and clear”

Malaysia, Girl Guides



MEMBERSHIP ORGANISATION COUNTRY VISITS

WAGGGS purpose is to support our members, in order to help them provide the best possible opportunities for girls. You've helped us make some amazing progress over the past year.

Our Membership team of staff and volunteers have carried out a number of country visits. This included attending some key Member Organisations' events to support the important work they are currently doing and working with senior stakeholders of the organisations to support, strengthen and build on the development needs, addressing key areas.

This year our team have visited Zambia, Spain, Bangladesh, France and Mauritania among others.

Being a member of WAGGGS is to be part of a strong and growing network committed to empowering and supporting girls and young women.





The World Thinking Day Fund has helped develop our training and events programme in 2018



Conference for Leaders of Girls **April, Philippines**

Our Conference for Leaders of Girls was hosted by Girl Scouts of Philippines in March 2018. These were 15 Member Organisations taking part from the Asia Pacific region, with a total of 46 participants.

Member Organisations experienced WAGGGS' new leadership model and practiced role modelling empowering leadership to inspire their own leadership journeys.



Latin America Gathering **May, Guatemala**

The Gathering was the first WAGGGS event that was delivered entirely in Spanish. It is the first time we have trained Spanish speaking facilitators to deliver the WAGGGS leadership model.



Leading for her World - Facilitators Training **July, Sudan**

This training project aims to establish a pool of facilitators within the Arab Region and enable increased volunteer capacity from the region to support WAGGGS activities at national, regional and global level. So far, we have received applications from eight Member Organisations, Lebanon, Sudan and Palestine, to name a few.



Growth Gathering 2018 **September, Hungary**

This event is open to all Member Organisations with objectives to understand membership growth, barriers to growth, and to consider the development needs of the countries attending. Member Organisations will attend sessions around what growth means globally, regionally, and in the context of individual countries, as well as good practice around membership growth.



“World Thinking Day is a time for Guides all around the world to stop and think about our sisters; especially those living in poverty, forced to fight in war, or suffering from the impact of a natural disaster.”

Rachel, 13, Girlguiding Barbados

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 150 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.





WORLD THINKING DAY FUND

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.

"I shall be thinking of you all, gathered together on February the 22nd, just as I believe you may also be thinking of me. May I hope that just as this is the day on which I happened to be born, it may be a day on which other things are born – ideas, thoughts, and even new hopes and determinations! All these come flashing into our minds from time to time, and if they come ALONE, there is not much great strength to make them last and live! But no Guide or Scout is 'alone' on Thinking Day! We are all held and drawn together by a mighty unseen force of loving thinking, and millions of prayers will surround us all – You in Germany – as much as any others anywhere in the whole world. I add my thoughts and my prayers to the rest, and send them to you all."

Olave, Lady Baden-Powell, World Chief Guide, 15 February, 1949



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 girls around the world by raising money for the World Thinking Day Fund, and by spreading the word so that even more girls get involved.

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

I am a Girl Guide or Girl Scout

JOIN IT

1. Complete the World Thinking Day Fund activity in the Activity Pack

You can also find more fundraising ideas on the WAGGGS website at bit.ly/waggsfundraise

COLLECT IT

2. Fundraise and collect your coins/money for donation

SEND IT

3. Add your donations to the World Thinking Day Fund via
 - Your Member Organisation/ National Association (Contact them for details)
 - WAGGGS (Online, Cheque or Bank Transfer). Details on back page or online at 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 the World Thinking Day Fund impact stories and information 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 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 2018.

Your generosity ensures that our programmes are delivered to as many girls and young as possible. They help us to reach new communities and to develop projects related to leadership, life skills and advocacy.

Thank you

Your support enables us to help create the next generation of future leaders

“World Thinking Day had an impact on my troop in a sense that I saw them becoming more responsible and more aware of their importance and contribution to their surroundings. Also they learnt that they can do better if they collaborate.”

Jenny, Australia

Girl Guiding and Girl Scouting changes the life of girls; it serves as the training ground to womanhood.”

Eralda, Albania

“Through Guiding, the girls have had new experiences, tried new things, become more aware of the world around them, the environment and other people, and have a greater appreciation of what they have.”

Adele, Sangam World Centre, India

“Our girls are challenged to learn and discover new things.”

Michele, Suriname

“Guiding has taught my girls to be responsible leaders and to look for ways to help”

Margie, U.S.A

“Girls are involved in the community, with each other and their IMPACT is felt locally, Nationally (Service Projects) and Internationally (World Friendship Fund).”

Michelle, Canada

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