



WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS

WORLD THINKING DAY

World Thinking Day is celebrated by Girl Guides and Girl Scouts across the world on 22 February each year. It is a day of international friendship when our ten million members across 150 countries come together with one voice. Arguably it is the most important day in the Girl Guiding calendar.

Each year a theme is chosen that encourages Girl Guides and Girl Scouts to think about the big issues affecting them, their community and the world, for example poverty, gender inequality, environmental sustainability and access to education.

SINCE 1932, THE DAY HAS ALSO BEEN AN IMPORTANT OPPORTUNITY TO RAISE FUNDS TO DELIVER LIFE-CHANGING OPPORTUNITIES FOR GIRLS ACROSS THE WORLD.



THE HISTORY OF WORLD THINKING DAY:



The idea for a world thinking day first emerged in 1926, when Girl Guides and Girl Scouts met in the USA at their 4th World Conference. They agreed that there should be an annual day when all those who are part of the international Movement think of each other and express their thanks and appreciation. This was called Thinking Day. The delegates chose **22 February** as the date because it was the birthday of both **Lord Baden-Powell**, founder of the Boy Scout Movement, and **Olave Baden-Powell**, who was World Chief Guide.

- In 1932, at the 7th World Conference a Belgian delegate pointed out that a birthday usually involves gifts, and so girls could show their appreciation on Thinking Day by offering gifts to our international Movement by fundraising or making a donation.

Olave Baden-Powell wrote a letter to all Girl Guides and Girl Scouts later that year to tell them about this idea and to ask them to spare a penny to help support Girl Guiding and Girl Scouting around the world. The idea was simple: one coin might not seem like a lot, but millions of coins can grow our Movement and the potential of Girl Guides and Girl Scouts around the world. This was the beginning of the World Thinking Day Fund that is used to support WAGGGS's work for girls around the world.

"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.

- Much later in 1999, it was decided to change the name of the day from Thinking Day to World Thinking Day, to better reflect the international aspects.

 *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, Barbados

OUR ROLE AT WAGGGS

As the world body of the global Girl Guiding Movement, **World Thinking Day** is a key moment for us. The day brings together our **10 million members across 150 countries** and is one way we deliver on our commitment to give our Member Organisations the tools, connections and global voice that they need to keep their organisation thriving, united and growing.

KEEPER OF THE FLAME

WAGGGS is the global voice of the movement, championing the importance of Girl Guiding and Scouting and the impact of our work on the lives of young people.

ACTING AS A BRIDGE

WAGGGS strengthens the connections among Member Organisations and other partners, acting as a hub to facilitate communication and exchange of ideas and best practices.

DEVELOPMENT GROWTH

WAGGGS provides the tools and supports Member Organisations to deliver a high quality Girl Guide & Girl Scout experience and grow their membership.

WORLD THINKING DAY THEMES 2019-2021



The idea of creating a triennium theme for WTDs was first trialled in 2016-2018 with the themes of Connect-Grow-Impact. These themes were linked to the wider strategic priorities for WAGGGS and successfully utilised the scale and reach of WTD to engage our members in the importance of growing and connecting our Movement, and demonstrating the positive impact we have on girls' lives.

To build on this success, a triennium theme was agreed for 2019-2020, focusing on Leadership (2019), Diversity, Equality and Inclusion (2020), and Peacebuilding (2021)

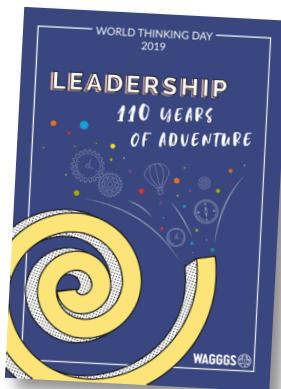
WORLD THINKING DAY 2019: LEADERSHIP

2019

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'.

The activity pack took girls on an exciting adventure through time to learn about the history of the Movement and practice their leadership skills by exploring their "ways of being and thinking about the world" and using what they learn about themselves to work on their behaviour as leaders.

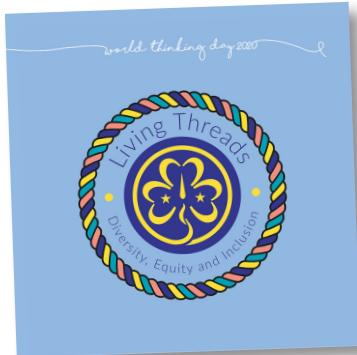
For WAGGGS, leadership is a shared journey which empowers us to work together and bring positive change to our lives, the lives of others and wider society.



2020 WORLD THINKING DAY THEMES: DIVERSITY, EQUITY AND INCLUSION

2020

World Thinking Day 2020 celebrates the immense diversity in our Movement.



Girl Guiding and Girl Scouting values and respects each person for who they are, irrespective of their race, nationality, ethnicity, religion, age, ability, appearance, gender, identity or experience. This World Thinking Day, and every day, we recognise the importance of working to build a world where this is true for everyone, everywhere. Building on the Leadership theme, we explore how through our leadership practice we can interact with those around us in ways that foster inclusion and equity.

Through the pack this year, 'Living Threads!', participants increase their understanding of these concepts and practice skills to promote appreciation for diversity and tolerance among us and the world.

2021: PEACEBUILDING

2021

Using the knowledge and experiences gained in World Thinking Day 2019 and 2020, in 2021 participants will take action to change their world. World Thinking Day 2021 will encourage Girl Guides and Girl Scouts around the world to build peace by being leaders and creating environments that include everyone.

THE WORLD THINKING DAY FUND

The World Thinking Day Fund helps to change the lives of girls and young women.

SINCE 2012 money has supported a range of projects, from health education in remote villages in Zimbabwe, leadership and education training with refugees in Georgia, training programmes to reduce teenage pregnancies in Malawi, and providing scholarships for girls around the world to attend global advocacy events. The funding enables WAGGGS to support Member Organisations to do more for all girls in each country, recruiting new members, developing new activities for girls and advocating for change.

GIVING GIRLS A GLOBAL VOICE

With support from the World Thinking Day Fund, WAGGGS provides the opportunity for young women to be part of global meetings like the Commission on the Status of Women (CSW) so that they can have a voice on issues that affect them. Hannah from Girl Guiding UK represented WAGGGS at CSW in New York in 2018. "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. I didn't feel I could advocate on behalf of 10 million young people. 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."

GIRL GUIDES MALAYSIA: THE NO BRIDES UNDER 18 CAMPAIGN

In August 2018, the Malaysian Girl Guides launched a campaign calling for an end to child marriage after the high profile case of an 11-year-old girl being forced to marry a 41-year-old man.

To support the development and roll out of the campaign, WAGGGS delivered advocacy training to the young women and leadership of the MO. The training session, paid for by the World Thinking

Day Fund, focused on taking action to influence decision makers and to tackle the root causes of child marriage.

Following their campaign, the Malaysian Government committed to close the legal loopholes enabling the practice and to introduce an educational component into the curriculum that focuses on human rights.

WORLD THINKING DAY AND THE SDGS:

At WAGGGS, we place the Sustainable Development Goals at the heart of all our work. WTD 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. It is our opportunity to demonstrate the impact we can have as a global Movement when we speak with one voice.

All the money raised through the WTD Fund goes to support our education, advocacy and community action work, which is all helping to build this fairer world for girls around the world.

IMPACT OF WORLD THINKING DAY 2018

- **119 countries** took part in WTD celebrations – a record number of countries for a single year.
- The WTD hashtags appeared in **184 million** social media timelines, which was an increase in 1,000% since 2017.
- The WTD pack was translated into **12 languages** and downloaded **57,790 times**.
- Donations of **£128,000** were made to the World Thinking Day Fund in 2018.