



World Association  
of Girl Guides  
and Girl Scouts

Association mondiale  
des Guides et des  
Eclaireuses

Asociación  
Mundial de las  
Guías Scouts

## ANNUAL REVIEW 2011

# Grow

Growing Opportunities for Girls



## ABOUT THE WORLD ASSOCIATION OF GIRL GUIDES AND GIRL SCOUTS

With 10 million Girl Guides and Girl Scouts from 145 countries, the World Association of Girl Guides and Girl Scouts (WAGGGS) is the largest voluntary movement dedicated to girls and young women in the world.

WAGGGS supports girls and young women to develop their fullest potential as responsible citizens of the world. We focus on leadership development and active citizenship. These are delivered through our innovative global education programmes, community action and advocacy campaigns. We deliver a well-established, unique values-based approach to non-formal learning, which is international and intergenerational. Girls and young women develop life skills through self-development, challenge and adventure.

There are five WAGGGS Regions – Africa, Arab, Asia Pacific, Europe and Western Hemisphere – and four World Centres: Our Chalet in Switzerland, Sangam in India, Pax Lodge in the UK and Our Cabaña in Mexico. The World Centres are residential and training centres where girls and young women develop leadership skills through international programmes and friendships.

**Vision:** All girls and young women are valued and take action to change the world.

**Mission:** To enable girls and young women to develop their fullest potential as responsible citizens of the world.

## CONTENTS

Message from the Chair and Chief Executive	1
Growing girls' voices	2
Growing our influence	10
Growing leaders	16
Growing opportunities for girls	20
Funding for growth	26
Thank You	30
Imagine more in 2012 and beyond	32

# MESSAGE FROM THE CHAIR AND CHIEF EXECUTIVE

One hundred years ago, Girl Guiding and Girl Scouting began to grow into the 10-million-strong Movement it is today. After a group of girls demanded their own movement at the Crystal Palace Boy Scouts rally in the UK 1909, the Girl Guide Association was formally established in the UK in 1910. The following years saw the Girl Guide and Girl Scout Movement grow and expand to many countries across the world. This is why, in 2011, we focused our centenary celebrations on the theme of "Grow". This included developing young leaders, amplifying the voice of girls and young women at global level, and growing our 2010 celebrations into community action.

Young women's capacity to lead, take action and change lives for the better was showcased at the Young Women's World Forum in 2011. This historical centenary event was attended by 157 young women from 87 countries, and took place at the four World Centres simultaneously. We had the pleasure of attending the Forum at Pax Lodge and were inspired by delegates' immense enthusiasm and ideas for changing the world around them – for themselves and other young women. We look forward to hearing about how the delegates, equipped with new skills and knowledge from the Forum, continue their invaluable advocacy and community action work in the future.

This year also presented us with an opportunity to thank and celebrate the dedicated, passionate volunteers who form the foundation of our Movement. The United Nations declared 2011 the Year of Volunteers +10, recognising the invaluable contribution of volunteers in communities around the world. What better way for us to do this than at our 34th World Conference, which brought together around 600 Girl Guide and Girl Scout leaders and delegates from 111 countries to make important

decisions about the future of our Movement. It was also an opportunity for us to celebrate our centenary together, learn from each other, and go back to our countries and communities full of ideas and enthusiasm for empowering girls and young women around the world.

Centenary activities saw our members reaching out to others beyond their local Girl Guide or Girl Scout group – very much continuing the Movement's 100-year tradition of community action. We have been impressed by projects such as workshops on women's empowerment and business skills in Argentina, community clean-up and volunteering projects in Ghana and an empowerment-themed photography exhibition in Greece, to name just a few.

Of course our centenary celebrations are not over, and 2012 will be our third and final centenary celebration year, themed on "Share". There are lots of ways our Member Organizations, girls and young women around the world can continue to make sure girls develop leadership skills, speak out on issues that matter most to them, and experience international opportunities through Girl Guiding and Girl Scouting.

One way you can share the centenary in 2012 is to share your voice through WAGGGS' new global campaign Stop the Violence – Speak out for girls' rights. Launched at the 34th World Conference this year, to the sound of hundreds of people taking part in the first campaign action, this campaign will empower girls to speak out against violence and claim their rights and the rights of others.

Another important outcome of the Conference is our new Vision: All girls and young women are valued and take action to change the world. It was clear from our consultation with Member Organizations, partners and

other key stakeholders that the empowerment of girls and young women to lead and change the world is not only central to building a better future for girls and young women all over the world but also to tackling local, national and global problems such as poverty, health, discrimination and environmental sustainability. This Vision therefore firmly puts girls and young women at the heart of all that WAGGGS and its Member Organizations do. As we enter the next chapter of international Girl Guiding and Girl Scouting, it is vital that each one of us commits to supporting girls and young leaders and growing our Movement to ensure another 100 years of changing lives.



***Nadine El Achy, Chair,  
World Association of Girl  
Guides and Girl Scouts***



***Mary Mc Phail,  
Chief Executive,  
World Association of Girl  
Guides and Girl Scouts***

# GROWING GIRLS' VOICES

Girl Guides and Girl Scouts can make a difference to global issues, including helping to achieve the UN Millennium Development Goals (MDGs), which cover issues ranging from environmental sustainability to gender inequality. Girls must be given opportunities to learn about these issues, become engaged community members and be empowered to use their voice. Because without them, we will not succeed.

In 2011, WAGGGS provided opportunities for girls to learn new advocacy skills and show the world what a powerful force for change Girl Guiding and Girl Scouting can be. The Global Action Theme (GAT), for example, is WAGGGS' flagship MDGs programme. It inspires girls and young women to learn about global development issues in an accessible way, empowering members to take action. In March, the second Young Women's World Forum took place, in which 157 young activists and leaders of the future learned how they could personally contribute to the MDGs. The second centenary year also saw Girl Guides and Girl Scouts learn about making a difference in their communities through WAGGGS' new centenary activity pack and badge curriculum.

WAGGGS also launched its first global advocacy campaign Stop the Violence – Speak out for girls' rights. Through advocacy work and non-formal education, this campaign will enable girls and young women around the world to start the conversation against violence, growing it from a whisper to a shout. Following the campaign launch, thousands of girls and leaders added their voice to the campaign and started to take action on the issue.



“ Before attending the Forum, I had no idea about the kind of activities the World Centres do and the role that they play in the community they are in. I now have a better understanding of the World Centres and can therefore appreciate them more. I encourage girls to go through this experience because I truly believe that it will change their perspective on life. ”

YWWF delegate from Egypt



“ I am currently using many skills I acquired at the Forum and thanks to the event I am developing many skills within my civil society work! I was particularly interested in the advocacy session during the Forum. ”

Samia, Scouts Tunisiens

“ Before I attended the YWWF in 2011, I was unaware of the MDGs. After the Forum and visiting a UN office, I felt a great change in my life and I felt more confident. Before going to Our Chalet I had never delivered a seminar, but now I have delivered five of them – three of them at an official and political level. ”

Ayesha, YWWF delegate from the Pakistan Girl Guides Association

## YOUNG WOMEN'S WORLD FORUM 2011: WORLD CENTRES HOST HISTORICAL CENTENARY EVENTS

In March, 157 young women from 87 countries gathered at the four World Centres in the UK, Mexico, India and Switzerland for the Young Women's World Forum (YWWF) – the second Forum in WAGGGS' flagship centenary event series.

The first event in Girl Guiding and Girl Scouting history to be held across all four World Centres simultaneously, the Forum provided young women with advocacy, communication and leadership skills to empower them to take action on the MDGs. The Forum focused on three Goals, MDG 1: end poverty and hunger; MDG 3

gender equality and empowering women; and MDG 7: environmental sustainability. The young women also contributed to the declaration drawn up by participants of the first Forum, hosted by Girlguiding UK in 2010, and developed advocacy tools for taking the declaration to decision-makers, civil society and WAGGGS.

Holding the event at the World Centres gave delegates extra opportunities: they gained international experiences and friendship, learned about other cultures and benefitted from the World Centres' substantial experience in delivering non-formal learning programmes on global issues. Every

delegate said that holding the event at the World Centres contributed positively to the experience. It solidified their feeling of being part of the Movement and was conducive to sharing learning across cultures and experiences.

The series will conclude in 2012, the third and final centenary celebration year, with the Girls' World Forum for girls aged 14 to 18 in Chicago, USA. By the end of the YWWF series, more than 750 from 145 countries will have come together to debate, discuss and take action on the MDGs.

## YWWF 2011: WHAT HAPPENED NEXT

WAGGGS provided YWWF delegates with tools to take action on the MDGs, such as the YWWF declaration or the Global Action Theme (GAT) programme. YWWF 2010 and 2011 delegates are now using these tools to help achieve the MDGs in their home countries.

Urška, Slovene Catholic Girl Guides and Boy Scouts Association, is replicating the YWWF international model by working with delegates from Associations in Mauritius and Korea. Together they have recruited young women aged 17 to 18 in their respective countries to deliver environmental projects in their local areas. Participants will then come together at an international camp in 2012 in Mauritius.

Juliana, Kenya Girl Guides Association, is supporting girls currently not in education to go back to school through community outreach and peer education activities.

Samia, Scouts Tunisiens, was invited by Y-Peer (the global peer education network) to deliver a set of recommendations during the 2011 World Health Assembly. United Nations Educational, Scientific and Cultural Organization (UNESCO) members present at the summit then invited Samia to be part of its regional expert meeting on youth and civic engagement in Lebanon. She was the only youth participant present and delivered a speech at the opening panel discussion.

Omnia, Girl Guides Association in Egypt, organized fundraising activities involving Girl Guides collecting and selling nearly 700 items of clothing to raise money for an orphanage.

Shainaz, Girl Guides Singapore, has run workshops on making reusable bags to reduce the use of plastic bags.

Ayesha, Pakistan Girl Guides Association, is running an environmental project which involves delivering educational seminars in rural colleges, schools and to local councils on proper waste disposal, recycling and the dangers of drinking dirty water.

Herath, Sri Lanka Girl Guides Association, is delivering workshops on women's empowerment and leadership to 100 girls aged 12 to 18 to encourage their participation in the Sri Lanka Youth Parliament.



“ I learned that building partnerships with external organizations is a must if you want to reach a goal or create a project. We can change the lives of those around us if we have the means and skills required. ”

Sarah, Kuwait Girl Guides Association

## BUILDING FROM A WHISPER TO A SHOUT: WAGGGS LAUNCHES STOP THE VIOLENCE – SPEAK OUT FOR GIRLS’ RIGHTS CAMPAIGN

Violence against girls and women is one of the most widespread human rights abuses taking place in the world today, with six in ten girls and women around the world experiencing violence in their lifetime. This is wrong and must stop.

Girls can stop the violence, and must be empowered to lead change in their communities. By empowering girls and young women to understand and assert their rights you create a powerful force for transformation.

WAGGGS and its Member Organizations are uniquely placed to make a difference. Why?

Because we must, because we can and because no one else is. We have a responsibility to girls and an opportunity to empower them to speak out and take action.

WAGGGS’ global advocacy campaign, Stop the Violence – Speak out for girls’ rights is the only campaign dedicated to ending violence in all its forms against girls and young women. UN Women’s end violence against women section says that this is a space where there is no data, no voice, no programmes and no investment, and WAGGGS’ research shows this to be true on the ground.

The campaign was launched at the 34th World Conference in July. Member Organizations, partners and thousands of girls and young women around the world showed their support and added their voice to the campaign at



[www.stoptheviolencecampaign.com](http://www.stoptheviolencecampaign.com). The launch was supported by UN Women, with keynote speeches by Lakshmi Puri, UN Women Deputy Executive Director, and Urjasi Rudhra, Coordinator of the Say NO - UNiTE to End Violence against Women advocacy platform.

The Stop the Violence campaign will reach out over the next eight years to the 10 million members of Girl Guiding and Girl Scouting, to their communities, to WAGGGS partners, and to decision-makers in governments and internationally. The campaign is about empowering girls and young women to understand their rights and have the skills and confidence to claim their rights and the rights of others. It will ensure that girls and young women are the instigators of the change they want to see in the world.

### FACT FILE

- Violence is prevalent in every country and in every community.
- Domestic violence is the single biggest cause of injury and death to girls and women aged between 15 and 44 worldwide.
- Only nine countries in the European Union have action plans to end violence against women.
- Over three million girls a year continue to suffer female genital mutilation.
- 60 million girls are child brides.
- 60 million girls are sexually assaulted at or on their way to school each year.



“

‘Someone once told me that making a difference at global level was like pushing an elephant with one hand through a small door. I have to admit, I thought that was a bit funny because I knew I had at least 9,999,999 additional pairs of hands to push that elephant. Today, violence against girls is the elephant in the room. WAGGGS has the intention and the momentum to push it out.’

*Susanna, Girl Guides Australia*

‘As the biggest organization dedicated to girls and young women, WAGGGS needs to ensure that our girls grow up safely. And I believe that with this long-term campaign, during which we educate girls and young women around the world, and reach out to boys and young men, we can reach our aim and can stop violence.’

*Gabriella, Association of Hungarian Girl Guides*

‘I want this campaign to reach every Guide troop so that girls know about the campaign, can use it in their activities and promote it in their schools, communities, to their families and friends.’

*34<sup>th</sup> World Conference delegate from Asociación de Muchachas Guías de Nicaragua*

‘Join our voices to scream very loudly and say no to violence in all its forms against girls and young women. This campaign must raise the awareness of everyone and create a change in behaviour and mentality in order to promote the concept of gender equality.’

*34<sup>th</sup> World Conference delegate from Association des Guides du Togo*

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WAGGGS began consultation with Member Organizations on the new Stop the Violence badge curriculum, which will be developed with support from UN Women and initially rolled out in 25 countries. WAGGGS also supported the 16 Days of Activism Against Gender Violence Campaign by asking its members to take action to 'make girls heard'. Members across the world took part in a variety of actions, from flash mobs in Peru to parades in Rwanda.

The Stop the Violence campaign was also launched at a regional level at the European Parliament during the European Week of Action for Girls. Two young women representatives of the Europe Region advocacy group, Gabriella, Association of Hungarian Girl Guides, and Stephanie, Malta Girl Guides Association, spoke at a roundtable discussion, demanding action to stop violence against girls. This included a European-wide strategy on violence, better data on the issues affecting girls and appropriate levels of funding.

“There is no more effective remedy to the pandemic of violence than stopping it before it begins. That is why I am so pleased that UN Women and the World Association of Girl Guides and Girl Scouts have become partners in prevention. The global campaign will put girls in the centre of prevention efforts as leaders, advocates and agents. UN Women is proud to work with you, to build communities where the culture of impunity towards such violence is rooted out.”

Lakshmi Puri,  
Deputy Executive Director, UN Women

## STOP THE VIOLENCE – SPEAK OUT FOR GIRLS' RIGHTS CAMPAIGN SUCCESSES

- WAGGGS launches the campaign at the 34th World Conference and immediately receives more than 500 messages of support.
- By the end of 2011, more than 3,000 voices and actions had been added to the campaign. WAGGGS also launches resources to help Member Organizations to start working on the campaign.
- Association des Guides du Rwanda is running a high-profile Stop the Violence campaign to transform attitudes around violence against girls and young women. Members have been speaking to the national media and running education sessions in local communities, and more than 300 young and adult women have been trained through the project. The Association involves boys and men in the campaign, and a men's advocacy association with more than 100 activists has formed in western Rwanda.
- WAGGGS launched the campaign in Europe at the European Parliament during the European Week of Action for Girls.
- Girlguiding UK signed up to the UK Government's End Violence Against Women Coalition's campaign against sexual bullying in schools. The organization is also promoting actions its members can take to address violence against girls and is developing an advocacy toolkit.
- WAGGGS' partners and supporters including UN Women, The UPS Foundation, Plan UK and many others pledged their support for the campaign, alongside UN Secretary-General Ban Ki-moon and UN Women Executive Director Michelle Bachelet.

- To celebrate International Women's Day on 8 March 2011, the Association des Guides du Liban ran an awareness-raising campaign for the Lebanese public. Around 50 uniformed senior Guides paraded through the streets of the capital city, handing out leaflets. The Girl Guides travelled in a bus decorated with large signs highlighting the role of women in society.
- Girl Scouts of the Philippines held an event for 1,700 participants as part of Girl Scout Week in September, themed on the Stop the Violence campaign. The Association put together a video presentation that included WAGGGS' Stop the Violence film, plus video clips of Girl Scout groups pledging their support for the campaign.
- WAGGGS representative Pascaline, from Association des Guides du Rwanda, presented at the UN official observation of the International Day for the Elimination of Violence against Women, during the 16 Days campaign.
- Malawi Girl Guides Association (MGGA) launched a Stop Early Marriages campaign. Athanase Nzokirishaka, Malawi



Country Representative for the United Nations Population Fund (UNPFA) spoke at the campaign launch event, and Executive Director for MGGA, Ruth Magela, appealed to parents, community leaders and school authorities to guard against forcing girls into early marriages. She also urged all stakeholders to promote girls' education.

- WAGGGS held a 16 days to make girls heard campaign as part of the global 16 Days of Activism Against Gender Violence Campaign, which included an online seminar with filmmaker Penelope Machipe, director of a film that examines domestic violence in Zambia and is being used as a tool for social change.
- The Boy Scouts and Girl Guides of Qatar formed a partnership with the Qatar Foundation for the Protection of Women and Children and delivered events and workshops on stopping violence against women and girls. The events have focused on raising awareness of the negative health and social effects of sexual abuse.



## MAKING GIRLS HEARD AT THE UN

On 23 November, WAGGGS representative Pascaline, from the Association des Guides du Rwanda, presented at the UN official observation of the International Day for the Elimination of Violence against Women, during the 16 Days campaign.

The UN event focused on the theme of “youth leadership in preventing and ending violence against women and girls”. Pascaline joined the UN Secretary-General Ban Ki-moon, UN Women Executive Director Michelle Bachelet and other panellists to discuss the role of young

people in ending violence against women and girls.

Pascaline spoke about WAGGGS’ Stop the Violence campaign and the need for girls and young women to be empowered to lead change. She gave examples of what Girl Guides and Girl Scouts around the world are doing to stop the violence and finished by outlining three action points:

- All countries need to have a national action plan on violence against women, and these plans need to place the needs of girls and young women at their very centre.

- Girls and young women need to be given comprehensive and accessible information on their rights and how to claim them no matter where they live and they need to be provided with safe spaces and services that are girl-appropriate when they are survivors of violence.
- International organizations, governments and donors need to recognise and invest in the important work we are conducting at grassroots level.

### ONLY THE SKY IS THE LIMIT OF WHAT WE CAN DO TO STOP THE VIOLENCE

Pascaline, from the Association des Guides du Rwanda, speaks about her experience at the UN.

“ I was truly amazed and honoured to represent 10 million members of WAGGGS at the UN official observation of the International Day for the Elimination of Violence against Women and to speak on behalf of everyone in our Movement.

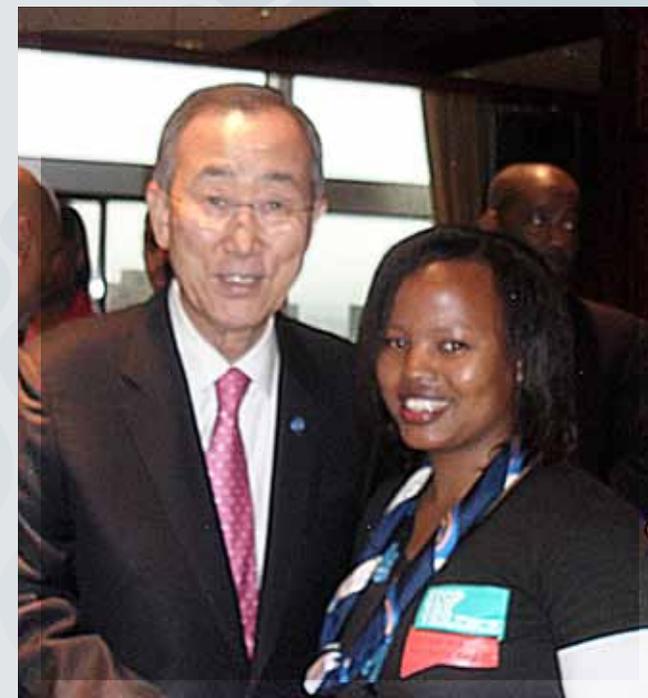
I was delighted that my own remarks were similar to Ban Ki-moon’s. We both highlighted that in order to increase the speed of ending violence we must engage all of society, especially young people and in particular men and boys. This is also in line with WAGGGS’ Stop the Violence campaign objectives, which state that young girls are the solution to violence and are not just victims.

After my presentation, UN Women Executive

Director Michelle Bachelet – a humble and very passionate woman – whispered to me: “Pascaline, my recommendations and yours are similar!”

The audience [of civil society organizations] was impressed by what Girl Guides and Girl Scouts are doing in their communities. At the end of the session, they wanted to learn more about our campaign so that they could include it in their strategic plans. As an activist who works at grassroots level I provided them with simple, meaningful and concrete examples that they could implement themselves.

I believe that only the sky is the limit of what we can do to stop the violence if girls are consulted, invested in and prioritised.



# GROWING OUR INFLUENCE

Girls and young women have the power to help the world achieve the MDGs. They hold the key to ending poverty and hunger, achieving environmental sustainability and gender equality and stopping the spread of diseases. Not only are girls and young women disproportionately affected by the issues outlined by the Goals, they also have the potential to lead change in their families, communities and countries. It is a widely recognised fact that empowering girls and young women to be educated and contribute to society fuels successful economies and healthy communities, and investing in women and girls is a key part of the UN's strategy for accelerating progress on the MDGs.

WAGGGS believes it is important to empower girls and young women to influence decision-makers and ensure their voices are represented at all levels. In 2011, WAGGGS provided young women opportunities to lobby decision-makers and grow their advocacy skills by supporting youth delegations at international UN events, delivering advocacy training at the World Centres, and developing resources such as the MDG+10 report.



At UN events such as the Commission on the Status of Women (CSW) and the United Nations annual climate change conference (COP), WAGGGS' youth delegations developed and delivered campaign messages, ran side events, spoke on panels and gave media interviews. They even performed a special campaign action in a plenary session at COP 17. By supporting young delegates at these key decision-making arenas, WAGGGS ensures young women have increased visibility and influence on a global stage and helps to strengthen the Movement by developing partnerships with UN agencies. It also develops young women's skills and confidence to become effective advocates in their home communities.

## YOUTH DELEGATES AT CSW SPEAK OUT ON ENDING VIOLENCE AGAINST GIRLS

The two topics at the 55th CSW – young women's access to education, including non-formal education, and ending violence and discrimination against the girl child – were particularly important for WAGGGS. Non-formal education for girls and young women is one of WAGGGS' key priorities, and the elimination of violence and discrimination against the girl child is a major focus of WAGGGS' advocacy and education work.

WAGGGS youth delegates from eight countries attended the 55th CSW to lobby decision-makers on these two issues. WAGGGS youth delegates called on governments to:

- Invest in the primary prevention of violence against girls and young women by equipping all young people – both girls and boys – with the tools to recognise violence, to negotiate healthy respectful relationships, and to understand that everyone has the right to live a life free from violence;
- In partnership with girls and young women and civil society, ensure that programmes and services are both gender and age appropriate, especially in providing access to girl-friendly safe spaces;
- Strengthen legal frameworks and systems of justice to be responsive to the unique needs of girls and women, and, where necessary, enact and enforce new laws to prevent, prosecute and punish all cases of violence against girls and young women;
- Ensure that robust systems are in place to collect, analyse, and act upon data on violence against girls and young women;

“ I believe that we have made an impact and I was impressed that we could connect to all these influential people on an equal basis and they listened to us. I felt respected by decision-makers; our voice was appreciated and recognised. It really does matter that we speak out for our members. ”

Mia, CSW youth delegate from Denmark

## FACT FILE

- 600 young women received advocacy training from WAGGGS.
  - WAGGGS youth delegates attended: COP 17, Commission on the Status of Women, the United Nations General Assembly.
  - WAGGGS delivered advocacy training at the World Conference, the World Centres and the YWWF.
  - Develop and implement adequately-funded, long-term, comprehensive Campaign Action Plans on Violence Against Women and Girls which pay particular attention to and are developed in consultation with girls and young women; and
  - Invest in and prioritise accessible, acceptable, available, and good quality education and training, both formal and non-formal, for girls, boys, adult women and adult men, as key to achieving gender equality and eliminating violence against girls and young women.
- Extract from the joint statement by WAGGGS, Soroptimist International and YWCA.*
- At the CSW, WAGGGS youth delegates met with their country representatives, to whom they presented WAGGGS' key messages and lobbied for changes to the agreed conclusions. They also partnered with Soroptimist International and YWCA to run side events. WAGGGS was successful in ensuring that non-formal education was part of the agreed conclusions. WAGGGS was the only group lobbying on this topic and received recognition from UNESCO for this achievement.



## ENVIRONMENTAL SUSTAINABILITY: GIRLS ARE PART OF THE SOLUTION

At COP 17, “Girl Guides and Girl Scouts are part of the solution” was the message from the WAGGGS delegation of 17 young women from 13 different countries. The delegates were there to ask global leaders to improve the environment for everyone, including ensuring access to safe, clean drinking water; and to recognise the impact of non-formal climate change education delivered by youth organizations. They also demanded that environmental sustainability policies and programmes take into account the particular situation of girls and young women, and that all young people are empowered to take part in planning, implementing and evaluating programmes and policies to tackle climate change.

The delegates delivered these campaign messages by giving media interviews and panel speeches and working with youth activists from around the world to ensure the voice of girls and young women was considered during negotiations.

The delegates also planned and implemented a global awareness-raising action on Young and Future Generation

Day. It was a tremendous success, engaging Girl Guides and Girl Scouts worldwide. The youth delegates were asked to demonstrate it in full plenary with Christiana Figueres, United Nations Framework Convention on Climate Change (UNFCCC) Executive Director, present.

Before COP 17 and as part of WAGGGS’ World Thinking Day campaign ‘we can save our planet’, WAGGGS conducted an environmental questionnaire, receiving input from people in 112 countries.

The results informed WAGGGS’ key messages at COP 17. The key findings were:

- Young people around the world are concerned about the environment, with 95 per cent worrying about it and more than a third worrying about it all the time.
- Education is the key enabler in the fight against climate change, with 56 per cent of respondents wanting governments to invest in climate change education above all other solutions.

“ By the end of COP 17 I had learned a lot, especially when I stepped out of my comfort zone to adapt to the environment and diversity. The different cultures, the advocacy lectures, study and extra knowledge from different countries made me very glad to be part of the delegation. What I took home was how to make my voice heard with other girls back home. ”

*Esther, COP 17 youth delegate from Ghana*

- Non-formal education is most relevant in translating this knowledge into action, with 85 per cent of respondents saying they had participated in practical environment projects through Girl Guiding and Girl Scouting, rather than at school.
- Children and young people were identified as the group that should most decide what happens to our environment, with three-quarters of respondents prioritising them.
- Despite feeling they should play a key role in making decisions on the environment, only 6.8 per cent felt they were often consulted and only 11 per cent of respondents felt their opinion was valued by teachers, and only nine per cent by governments.



## SHARING MY VOICE, SHARING 10 MILLION VOICES

**Rachel is a 21-year-old university student and member of Girl Guides of Canada.**

“ In February 2011, I had the honour of representing Girl Guides of Canada-Guides du Canada as part of WAGGGS’ delegation at the 55th CSW. I spent the week learning about and doing advocacy work for WAGGGS, and also learning in a practical way how I can be a more responsible global citizen.

I had many unforgettable experiences while at the CSW. I attended a panel event by UNAIDS and UN Women about girls and women and HIV/AIDS. Michelle Bachelet, the leader of UN Women, and

Michel Sidibé, head of UNAIDS, were on the panel. As my co-delegates and I listened to the speakers, we knew we had to say something as the voice of 10 million girls and young women around the world.

I started off by saying that I was representing WAGGGS, to which Sidibé responded, “I know, that’s why I asked you.” I have never felt so proud to be a Girl Guide as in that moment. I felt proud being part of a Movement that world leaders respect, and look towards for our voice and opinion.

I asked, “As WAGGGS is providing non-formal education to our 10 million members in 145 countries around the world, how important is

the non-formal education that we provide in the prevention of HIV/AIDS?” I was very proud to hear Bachelet’s response, stating that the peer education that we provide is the key to raising awareness of issues such as HIV/AIDS among young people.

This experience, among others during the week, has strengthened my conviction in the value of Girl Guiding and Girl Scouting and its ability to be a leader in making a better world for girls and women. After my experiences at the CSW I understand the importance of Guiding in a global context and know that I share a network of powerful female leaders around the world. ”



## CENTENARY INSPIRES COMMUNITY ACTION AROUND THE WORLD

In 2011, WAGGGS and its Member Organizations marked the second year of the centenary celebrations of international Girl Guiding and Girl Scouting. The global celebrations of 2010 grew into community action projects – reflecting the theme of “Grow”.

Member Organizations around the world continued the Movement’s tradition to help others through volunteering. For example, in Ghana young women were involved in

community action activities such as clean-up campaigns and visiting older Guides who are sick; in Argentina, the Association ran a forum on health and the environment for 1,200 young women; and the Kuwait Girl Guides Association prepared gifts for children in hospital.

Through centenary activities like these, Girl Guides and Girl Scouts have helped grow the Movement beyond local groups, and into the wider community, demonstrating to

“ Celebrating the centenary has helped motivate Girl Scouts to participate actively in Girl Scouting. I believe celebrating the centenary has promoted Girl Scouting in Nepal. ”

*Prerana, Nepal Scouts*

others core Girl Guiding and Girl Scouting values such as volunteering, learning-by-doing, and community action.

## RAISING OUR PROFILE

### Asociación de Guías Y Scouts de Costa Rica

In September 2011, the Asociación de Guías y Scouts de Costa Rica was officially recognised by state law as having "Outstanding Charitable Status". Signed by Costa Rica's President, Laura Chinchilla, the law recognises the Association as an "Institución Benemérita", or institution of great esteem. This was marked by a high-profile public ceremony attended by the Presidents of Costa Rica and Panama and 100 Guides and Scouts.

The Association had been lobbying leaders in Congress and the President's office for this recognition throughout 2011. It provided Congress members with evidence and information outlining how the Association is a leading organization in children's and young people's issues.

'For the Association, this is recognition of the work done over the past 96 years with hundreds of thousands of citizens who have been part of Guiding and Scouting in our country, and for the huge efforts that our leaders have made that is reflected in each boy, girl and young person who will contribute to our country for the rest of their lives.' Javier, Asociación de Guías y Scouts de Costa Rica.

## RECOGNITION COUNTS

During the European Year of Volunteering (EYV), WAGGGS co-chaired the EYV 2011 Alliance working group on Recognition of Volunteering, which examined how volunteer efforts can be acknowledged and rewarded more effectively. WAGGGS supported many Member Organizations in Europe to raise awareness of this issue in their countries and campaign for increased recognition of volunteers' efforts.

Micha, Association of Boy Scouts and Girl Guides of Austria, explains how her Association engaged with the EYV.

'Guiding and Scouting in Austria is voluntary-led as well as voluntary-based. Therefore volunteering is the core element of the Guiding/Scouting-Movement in Austria. Volunteers give an incredible amount of time and commitment. For us, the EYV was about improving the recognition of this and raising awareness about volunteering in society through addressing everyone involved and those who are not.

During the EYV, our Association participated in different public events on national and regional level as part of the EYV. We ran a national competition for local groups on "how to communicate volunteerism" internally and externally. We chaired the Working Group on Volunteering in the Austrian National Youth Council, emphasising lots of efforts on the rights of volunteers. We also published lots of articles about volunteering in our national as well as in regional Scout magazines. We wanted Austrian Guides and Scouts to raise awareness of volunteering.'

“ In the next 100 years, I want our Movement to continue to grow stronger by enabling girls and young women to progress to their fullest potential and, hopefully, see an end to poverty and violence among our sisters around the world. ”

Louise, Centenary Ambassador,  
Catholic Guides of Ireland

## FACT FILE

- 352 delegates visited WAGGGS' centenary exhibition at the World Conference and it is now up in the World Bureau for 2012 and will be on loan at various events, including the Girls World Forum.
- More than 30,000 centenary activity packs have been distributed.
- 250 million girls and young women's lives have been transformed so far by the Movement – through community action, advocacy and leadership development.
- More than 2,270 centenary actions have been added to the Take Action section of WAGGGS' website.
- More than 1,200 people have seen the centenary film (view it at [www.youtube.com/waggs2008](http://www.youtube.com/waggs2008)).
- 28 centenary projects are based on MDG 3: gender equality and empowering women.
- 257 young women have attended a Young Women's World Forum and 500 girls and young women will attend the Girls' World Forum in 2012.
- 92 per cent of YWF 2011 delegates said they feel very confident about contributing to the MDGs after attending the Forum. This compares with just 12.9 per cent feeling very confident before the Forum.
- 120 Member Organizations have taken part in centenary celebrations so far, with more Member Organizations planning to celebrate in 2012.

# GROWING LEADERS

Promoting and developing young women's leadership skills lies at the heart of what WAGGGS does, and is an integral part of the Movement's heritage. Unfortunately, women are still underrepresented in the world's leadership roles: just 19.6 per cent of the world's parliamentary seats belong to women, only 17 Heads of State or government are women, and of the top Fortune 500 companies just 18 Chief Executives are women.

WAGGGS is working to change this by providing unique leadership training and development opportunities for young women. The WAGGGS Leadership Development Programme (WLDP) for example builds on 100 years of Girl Guide and Girl Scout leadership and puts into practice WAGGGS' informed and respected theories on leadership development. The seminars involve non-formal, intergenerational, cross-cultural and values-based learning; and young women learn skills in communication, teamwork, decision-making and listening, alongside experienced leaders from different countries.



“ Travelling to Burundi helped me gain a much better understanding of the power of WAGGGS and how Guiding works within different countries and cultures. I feel as though I am a much stronger leader now and I brought back a variety of new skills to the Irish Girl Guides as a result. I developed essential leadership skills such as how to motivate, delegate and communicate within a team. ”

Áine, Irish Girl Guides

In 2011, WAGGGS provided numerous leadership development opportunities for young women, and in total 287 young women from 119 countries received leadership training. This included leadership skills sessions at the YWWFs, two leadership seminars, for the first time, a dedicated Young Women's Leadership Programme at the 34th World Conference. WAGGGS also delivered two WLDP seminars and launched two new leadership publications in 2011: a Succession Planning toolkit and Exploring your Leadership, a practical resource offering insights into leadership theory.

The four World Centres are also vital to WAGGGS' work in growing young leaders. The World Centres are training centres where young women can learn the skills and self-confidence needed to be strong and effective leaders. As well as offering young women volunteering opportunities, the World Centres also run their own educational programmes – including seminars, events, and day and evening programmes. These programmes enable young women to grow self-confidence, broaden their horizons and learn from other young leaders from different countries.

## YOUNG WOMEN'S LEADERSHIP STRENGTHENED THROUGH WAGGGS' PROGRAMMES

In September, a WLDP training event in Burundi took place during which participants from 27 Associations learned how to lead others in complex situations, handle change, promote gender equality, and develop partnerships and advocacy projects. The project was supported by the Youth in Action Programme of the European Commission.

The event was part of a joint leadership development project, Journey to Leadership, between the WAGGGS Europe and Africa Regions. Participants researched

MDG 3: gender equality and empowering women and MDG 8: global partnerships for developments in their respective countries and shared their learning at the seminar. Participants developed plans to set up advocacy projects on their return home.

A second WLDP seminar took place in October at Our Cabaña. Challenging our Future brought together 24 young women from 18 different countries and covered topics such as communications and advocacy skills.

## CONTINUING OUR JOURNEY TO LEADERSHIP: WHAT HAPPENED NEXT?

The 26 trainees of the Journey to Leadership seminar in Burundi returned home armed with new skills and knowledge, and full of enthusiasm for sharing their learning with others. At the seminar, they developed plans for delivering leadership and advocacy projects which address MDG 3 or MDG 8.

Marie is working with the Catholic Guides of Ireland to raise awareness of the global issues, such as poverty, through an art competition, workshops and exhibition. 'I have delivered four MDG art workshops with different Guide groups,' Marie says, 'The idea of the exhibition was to increase awareness of the MDGs in the hope of inspiring more people to work towards them. We want to remind everybody that if we all do something small together we can help eradicate extreme poverty.'

Jule, Association of Christian Girl Guides and Boy Scouts in Germany, wanted to empower other young leaders using the new training methods she learned at the WLDP. She has run a seminar for young leaders from local groups. Jule says the

project also motivated her to put herself forward as a candidate in the upcoming elections of her Association's national board.

Following the seminar, Markéta, Junák – Association of Scouts and Guides of the Czech Republic, became a member of her Association's international committee, and aims to promote international exchange and partnerships among young people. She says, 'We are working on a new system for how we can offer international programmes and partnerships to Czech Scouts and Guides. I prepared a leaflet with activities to promote this. The best part is that I persuaded the international committee to prepare sessions for leaders' educational courses about international projects.'

Nadia, from the Association des Guides du Togo, has set up a project on leadership and MDG 3. During the WLDP project, Nadia discovered that local youth associations had very few women on their management teams. She has delivered a training event for young women under 30 and aims to develop female leadership within her Association and other youth and community organizations.

## SHARING MY VOICE, SHARING 10 MILLION VOICES

**Jocelyne is National Ranger Commissioner for the La Section des Guides de l'Association des Scouts et Guides du Sénégal.**

“ My leadership journey started before I attended the Juliette Low Seminar (a WAGGGS leadership seminar) in 2009 and the WLDP in 2010 at Pax Lodge, but these seminars had a big impact in my life.

Before the JLS, I was a leader in my unit and at regional level. However, I returned from the JLS enriched with new skills in project management, advocacy and communication. I was also filled with new conviction and a passion to share my learning with other young leaders.

The Juliette Low Seminar (JLS) and leadership training from my Association, opened doors for me. When I returned to my country, I was chosen to become the Centenary Ambassador and I was able to work on my JLS action plan by promoting the centenary and the Global Action Theme within my organization. I was able to take on more responsibility and meet more people in my Association, and in November 2010 I was named National Rangers Commissioner.

At the regional level and global level I was lucky enough to be chosen to participate in the

WLDP in 2010 and also the training of WLDP facilitators for the Africa Region. In 2012, as Centenary Ambassador, I will organize the international centenary camp in Senegal.

For me the WLDP completed skills I began to learn at the JLS. I use everything I have learned on a daily basis – not just within Guiding but also in my career where I have more confidence in managing people. Most of all I think it's important to share what I have learned with other young leaders. ”

“ Working at Pax made me realise a lot of things that I couldn't see before. I learned how to work, as this is my first ever position, but also how to work with different people literally from all over the world, different cultures and different ages. I think that the most important thing was that I grew and developed as a person, a lot more than if I'd have just stayed at home. ”

*Antonella, Pax Lodge volunteer from Argentina*





## GROWING LEADERS AT THE WORLD CENTRES

In 2011, nearly 100 young women from 25 countries volunteered at WAGGGS' four World Centres. Volunteers are given abundant opportunities to learn leadership skills, explore new parts of the world and have life-changing experiences. Many go on to use their skills to lead on projects, take part in global advocacy events, or develop careers.

Amina is a member of the National Council of the Kenya Girl Guides Association and volunteered at Our Chalet. She helped lead programme delivery and also supported the YWWF event. Our Chalet, which is a model of sustainable living and leader in delivering environmental education, inspired Amina to get involved with environmental issues. Following her time at Our Chalet, she went on to deliver campaigning activities and rallies with young people at COP 17. She says, 'The experience made me an action-oriented person and more like the saying 'be the change that you want'. I became more confident

in my abilities and more passionate about the work of WAGGGS. I now wake up every morning asking what I can do to make the world a better place.'

Jessica, a member of Girl Scouts of the USA, says volunteering at Sangam dramatically changed her worldview and led to a new career. Supported by Sangam staff, she helped to run a seminar on HIV/AIDS advocacy and volunteered with Sangam's community partner organizations, which include women's refuges, orphanages, skills training projects and many more. Jessica says, 'I learned a lot about myself – first and foremost, that I was capable of contributing to this sort of world improvement. It made me reconsider my life plans'.

When Jessica returned from Sangam she decided on a career in the development sector, and secured a new job with a leading NGO. She says, 'I would never have ended up here were it not for what I witnessed at Sangam's community partners – the amazing on-the-ground work that all of these local NGOs do. I doubt I would have got the job were it not for my in-the-field experience in India.'

## ▶ FACT FILE: THE WORLD CENTRES IN 2011

- The World Centres received the highest number of individual guest visitors since records began.
- The World Centres had 9,617 guests and 5,256 day visitors.
- 92 young women from 25 Member Organizations volunteered at the World Centres.
- Volunteers at Our Cabana collectively contributed 100 hours to community projects.
- 101 girls and young women from 27 countries benefitted from scholarships to support their participation in seminars and the volunteer or community programmes.

# GROWING OPPORTUNITIES FOR GIRLS

During the consultation on WAGGGS' new Vision, members kept saying that they want to see a Movement that is growing stronger across the world, reaching out to many more girls and to diverse communities, and maintaining its relevancy and influence by making the work it does more visible. WAGGGS and its Member Organizations develop and deliver non-formal education programmes which help millions of girls learn about the world, develop their personal and social skills and realise their fullest potential. WAGGGS and its Member Organizations want to offer those opportunities to millions more girls.

WAGGGS achieves this by supporting its Member Organizations to engage new members and provide unique opportunities and high quality non-formal education programmes to girls and young women around the world. WAGGGS provides training, networking opportunities, resources and advice, supporting Member Organizations to build capacity and strategic partnerships and develop innovative new programmes for girls. All this benefits the 10 million existing Girl Guides and Girl Scouts and helps us reach out to more young people around the world.



“ It has always been said that if you educate a boy, you help one person. Educate a woman and you educate the whole world. It is very important that we do that through Girl Guiding as well. Once we empower young women the whole world will be empowered. ”

Lucia, Girl Guides Association of Zimbabwe

“ Full Membership of WAGGGS will benefit girls and young women in Cambodia. They can now join as representatives and/or committee members in the future, and will be able to apply to work as volunteers abroad. This will give them more opportunities to learn from other countries and share experiences with the next generation of girls and young women in Cambodia. Girls and young women will have the capacity to step forward, expand Girl Guiding in their communities and connect with the world. ”

Tan, Girl Guides Association of Cambodia

## HOW WAGGGS BUILDS CAPACITY:

• In 2011, staff visited 64 Member Organizations to build capacity in six key areas:

1. Educational programmes
2. Adult training
3. Structure and management
4. Membership
5. Relationship to society, including partnerships, community action and advocacy
6. Finance

For example, the WAGGGS Europe Region supported the Catholic Guides of Ireland to develop and put in place a strategic plan, while the Arab Region helped the Egyptian Girl Guides Association explore e-learning. The Africa

Region supported Member Organizations to maintain and develop strategic partnerships, for example by nurturing donors or delivering training on topics such as donor relations, attracting funding, and producing donor reports. In many cases this helped Member Organizations to bring in funding for new education programmes.

- In December, the first-ever joint training event between the Arab Region and the Asia Pacific Region took place in Malaysia. The workshop brought together 34 participants from 11 countries in the Arab Region and 66 participants from 21 countries in the Asia Pacific Region to explore new training methods for leaders and ideas for delivering non-formal education programmes for girls and young women. The event was supported by 22 government ministries and agencies and attracted extensive media coverage.
- The Europe Region delivered a training event on building strategic partnerships for 25 representatives from 14 Member Organizations. The training was supported by the European Youth Foundation of the Council of Europe.
- In the Western Hemisphere Region, 31 representatives from 14 Member Organizations met in Panama and Canada for two workshops on advocacy and strategic partnerships. As a result of the workshops participants have developed advocacy projects and identified other Member Organizations they could mentor on advocacy and strategic partnerships.
- The Western Hemisphere Region has extended its twinning initiative to all Member Organizations. This scheme enables Member Organizations to work together on WAGGGS initiatives, share best practice and learn about the needs of girls and young women

in different cultural settings. WAGGGS supports Member Organizations through training webinars, online tools and staff and committee guidance.

- WAGGGS provided opportunities for young women from Member Organizations to attend and speak at major events in their Region – for example a young woman represented the Africa Region at the Youth Leaders Meeting on Youth Policies in the Context of the Africa-Europe Youth Cooperation. This helps Member Organizations to increase visibility and learn about key issues affecting young people.





## THE RESULTS:

In 2011, WAGGGS welcomed six Member Organizations as new Full Members. The six new Full Members are: Les Guides de la République Démocratique du Congo, Association des Scouts et Guides du Congo, the Girl Guides Association of Cambodia, the Girl Guides Association of Grenada, the Swaziland Girl Guides Association and Associazione Guide Esploratori Cattolici Sammarinesi (San Marino).

Membership continued to grow in many of WAGGGS' Member Organizations, which means many more girls are enjoying the benefits of Girl Guiding and

Girl Scouting. For example, Girlguiding UK, Girl Scouts of the USA, the Girl Guides Association of Belize, the Girl Guides (Girl Scouts) Association of Thailand, and many more, all saw increased membership.

The Europe Region, in partnership with the World Organization of the Scout Movement (WOSM), was very active in promoting the European Year of Volunteering (EYV). As well as designing and implementing activities for the Year, they set up a website to help Associations get involved at national level ([eyv2011.europak-online.net](http://eyv2011.europak-online.net)).

Member Organizations in Europe took part in EYV activities to increase recognition for volunteers' work.

WAGGGS' Member Organizations continued to develop strategic partnerships with NGOs, government departments and UN agencies at national level. For example, the Tanzania Girl Guides Association has been working in partnership with the Swedish Council Office on a peer education project that aims to reduce alcohol abuse. The Association's membership has increased as a result of this partnership.

“ EYV 2011 has become a reality thanks to WAGGGS contribution to the EYV 2011 Alliance, showing the power and influence of organizations when acting together on concrete actions. ”

Gabriella Civico, EYV 2011 Alliance Project Manager

## GLOBAL PROJECTS REACH DIVERSE COMMUNITIES

As well as increasing membership, WAGGGS also supports Member Organizations to reach out to girls in diverse communities, often those living in impoverished or hard-to-reach areas.

In 2011, WAGGGS’ partnership with The UPS Foundation, entered its ninth year with a new phase of global projects. The UPS Foundation continues to support leadership and peer education projects in Brazil and South Africa. In Brazil, the Federacao de Bandeirantes do Brasil continued with its youth leadership development programme and to develop online learning resources which will help engage new members. In South Africa, the South Africa Girl Guides Association built on its leadership and peer education training programme, the aim of which is to recruit leaders from impoverished areas.

Trefoil (a grant-making organization in Edinburgh, Scotland) continued to fund the Rural Guiding Project in Central America, which provides new skills and opportunities to girls and young women from disadvantaged areas of Nicaragua and El Salvador. Key activities in 2011 included delivering non-formal education programmes to around 1,500 girls on subjects such as leadership, self-esteem, sexual health and the prevention of violence. In Nicaragua, 15 new Guiding groups were set up, and in El Salvador work began in 10 schools, often in areas at risk of gang violence.

The Girl Guides of Chad refugee project was completed at the end of 2011, after four years of supporting girls living in the Amboko refugee camp. With the support of the Baring and John Ellerman Foundations’ Joint International programme, the Girl Guides of Chad has been running non-formal education programmes on various topics including reproductive health, HIV/AIDS and improved nutrition for girls and young women living in the camp. In the final year of the project, the Guides ran income-generating skills projects, training on recycling and delivered leadership training so that camp residents are able to continue the project’s activities in the future.

“ I decided to join to learn new things. We respect each other and learn new values – that’s what I really enjoy most. I plan to continue to help girls re-discover their sense of happiness and show them that there is more to life than the violence they witness on a daily basis. ”

Maria, a new Girl Guide leader with the El Salvador Girl Guides Association





## STRONG AND GROWING MEMBER ORGANIZATIONS

Many WAGGGS Member Organizations grew membership in 2011. Bangladesh, Burkina Faso, Fiji, Ghana, Greece, Guinea, India, Kuwait, Lebanon (federation), Madagascar (federation), Malawi, Nepal and The Philippines all achieved significant growth in membership. Member Organizations across the world used a range of methods, from PR and marketing to centenary events to grow and strengthen the membership of Girl Guiding and Girl Scouting.

**Agatha Eloi, Chief Commissioner for the Dominica Girl Guides Association (GGAD), explains how they more than doubled the Association's membership.**

“ After successfully implementing a Recruitment Plan of Action, the membership of less than 400 members in 2003 increased by 38.8 per cent in the first year of the plan in 2005, and continued to increase by about 20 per cent annually from 2005 to 2010. The membership at the last census in 2010 was 946 members.

We received some funding from the WAGGGS Mutual Aid scheme and the Canadian Sister Guides and this helped tremendously. Dominica is a very mountainous island and it is very costly to commute from one district to another. The funding enabled us to travel to rural and urban districts, to produce marketing

brochures and deliver training for new leaders. In order to provide regular monitoring of and support to new units a Field Officer was employed. The Association also meets with school principals to explore setting up new units in schools, nurtures the involvement of former Guide members and recognises those who have successfully recruited new members.

Even though the funding has ended, GGAD makes the most with what it has and we continue to attract new members to the organization with our recruitment strategy. GGAD has met its targeted number of 100 new members for 2010 to 2012. ”

## GROWING GIRL GUIDING AND GIRL SCOUTING IN NEW COUNTRIES

Throughout 2011, WAGGGS supported the Girl Scout Association of Mongolia (GSAM) – which is currently working towards Full Membership of WAGGGS – to develop Guiding and provide more opportunities for girls and young women.

After the WAGGGS Asia Pacific Region team delivered leadership training for 20 young women at the end of 2010, one of the young women participated in the



### MY JOURNEY TO LEADERSHIP

**Akemi is a leader with the Girl Scouts of Japan Chiba Troop one. She explains how attending Our Cabaña events have enriched her Girl Scouting experience back home.**

“ At Our Cabaña, I enjoyed meeting new friends from other countries and seeing their passion for Girl Guiding and Girl Scouting. I appreciate the World Centres as places where we can meet our sisters worldwide. It was wonderful to meet Girl Guides and Girl Scouts from around the world and to learn that we can cooperate together even though it was the first time we’d met.

I learned a lot from the Stop the Violence event, during which I learned about the issue of domestic violence against young women in different countries.

As a leader, I also learned to deliver projects through fun activities from World Centre staff. Each of their projects is flexible and fun to study and experience. I would like to take this learning into my own projects. Their ability to deliver projects is wonderful!

Through the experience in Our Cabaña, I understand the importance of taking action together and I now feel the courage to do so. I want to become more involved with WAGGGS’ work and to create chances for Girl Scouts in my troop to join too. I would like to show my Girl Scouts how important it is that different groups from around the world work together. I have also joined the Stop the Violence campaign committee in Girl Scouts of Japan. ”

YWWF at Sangam. Other participants attended the WAGGGS World Conference and the Joint Asia Pacific-Arab Regional Training of Trainers Workshop. These young women have been actively involved in GSAM since the training, with some holding committee positions.

GSAM also received funding from Girl Scouts of Japan, Hong Kong Girl Guides Association and International Scout and Guide Fellowship (ISGF) through WAGGGS’ Mutual Aid scheme. This enabled the Association to translate WAGGGS’ education programme materials into Mongolian. They also

received funding from the Friends of WAGGGS Asia Pacific Region to deliver new skills projects for young women.

The Association has increased membership from 840 members in 2010 to more than 1,300 members in 2011 as a result of these new projects, programme materials and capacity-building support from WAGGGS. It has also introduced Girl Guiding programmes for young women in three new provinces, thereby enabling many more girls and young women to participate in non-formal education programmes.

# FUNDING FOR GROWTH

The Global Girls Fund enables millions of girls and young women to become leaders and agents of change in their communities, their countries and our world. During the third year of the centenary fundraising campaign, WAGGGS raised funds for its global work with girls and young women, established and developed a number of strategic partnerships and promoted the international Movement to external partners.





## CHANGE HER FUTURE. CHANGE OUR WORLD.

In March 2011, WAGGGS hosted a donor engagement event at Spencer House in London, UK. Global Girls Fund Patron Her Royal Highness Princess Benedikte of Denmark and the Global Girls Fund Chair Kavita Oberoi attended the event. The event introduced WAGGGS and the global Movement to an external audience of senior political figures and entrepreneurs.

Having increased corporate fundraising activities in 2011, WAGGGS forged strong working partnerships with organizations such as the International Business Leaders Forum, the Clinton Global Initiative and the Belinda Stronach Foundation. These partnerships have already borne fruit, for example a new internet safety badge curriculum – ‘Surf Smart’ – is being funded by the company Symantec, among other new and exciting opportunities.

YWWF and the 34th World Conference were landmark events for the Movement in 2011, and WAGGGS was successful in securing grants and donations to support young women to attend these events. Trusts, foundations and incredibly generous individuals were instrumental in providing the means for 173 Member Organization representatives to attend.

WAGGGS’ long-standing partnership with The UPS Foundation continues into its ninth year with a new phase of global projects. The Foundation has committed a

further US\$2 million in support of leadership development, environmental initiatives and the YWWFs, as well as support for projects in Brazil, South Africa and India.

WAGGGS secured a third year of support from Trefoil, a grant-making organization in Edinburgh, Scotland, for projects that extend Girl Guiding to disadvantaged communities in El Salvador and Nicaragua.

The World Foundation for Girl Guides and Girl Scouts continued to support our work, with donations totalling more than US\$225,000 in support of the World Centres, the Olave Baden-Powell Society, the 34th World Conference and also to enable young women to attend international advocacy events.

WAGGGS also received support from Environmental Resource Management (ERM), which provided gift-in-kind consultancy to the World Thinking Day activity resource and campaign development for 2012. Onalytica, a market research company, provided gift-in-kind support for the Stop the Violence – Speak out for girls’ rights campaign, while the Rosetta Foundation provided pro-bono translation services for selected projects.

UN Women awarded WAGGGS a US\$150,000 contract for the development of a badge curriculum for the Stop the Violence – Speak out for girls’ rights campaign. This will enable Member Organizations and Girl Guide and Girl Scout groups to deliver non-formal education programmes on the issues.



## GIRL GUIDE SPEAKS AT GLOBAL GIRLS FUND EVENT

**Alia is from the Kuwait Girl Guides Association and spoke at the Global Girls Fund donor engagement event in March 2011.**

“WAGGGS’ Global Girls’ Fund aims to help young women like me around the world access new opportunities. My role at the event was to speak to existing and potential supporters of WAGGGS about what Guiding has done for me in my life. I told them how on a personal level Guiding has given me so much – self-esteem, courage, communication skills, understanding... the list can go on forever.

I had a wonderful experience; it changed my life because I have a new focus in life and want to tell others about the opportunities Guiding has to offer. After the event, my vision has expanded and I am looking for ways to support and progress the Movement.

I personally am working on the Global Action Theme, in particular a big environment campaign Keep Kuwait Clean which raises awareness of harmful uses of water, land and air. We raise awareness through events, the media, posters, flyers, workshops, camps and visits to related authorities.



## OLAVE BADEN-POWELL SOCIETY

The Olave Baden-Powell Society continued to be a significant financial supporter of WAGGGS. In 2011 the Society recruited 69 new members. The total membership for the Society as the end of 2011 was 1,133 members, and 2011 saw an increase in youth memberships.

As well as donations to WAGGGS, the Society provided funds to assist two young women to attend the 34th World Conference and helped 11 girls to attend the Young Women’s World Forum. A further 18 young women were given funding to pursue activities related to WAGGGS’ goals and Mission.

## WORLD THINKING DAY

Each year on 22 February, Girl Guides and Girl Scouts all over the globe celebrate World Thinking Day (WTD) by learning about different cultures and taking part in community action and advocacy projects related to each year's theme. It is also a fundraising day, with the World Thinking Day fund used to support girls and young women around the world.

WTD 2011 focused on MDG 3: gender equality and empowering women and raised a total of £177,144. Some of the funds were used to provide opportunities for young women to develop leadership and advocacy skills at international events. Young women from Bolivia, Cyprus and Democratic Republic of Congo took part in YWWF, a young woman from Nepal attended the 34th World Conference and a young woman from Yemen attended a Training of Trainers event held by the Arab and Asia Pacific Regions.

## WORLD THINKING DAY FUND SUPPORTS BOLIVIAN YOUNG WOMAN

**Angela is a young volunteer with the Girl Guides of Bolivia. The World Thinking Day fund supported her to attend the YWWF at Our Cabaña. She is running an environmental project called For a better future: Recycle.**

“ Our aim is to make our voices heard as a Movement that empowers our girls to raise environmental awareness. Through the For a better future: Recycle project, we aim to increase the amount of waste being recycled and improve pollution in La Paz, Bolivia.

More than 845 tonnes of waste is generated every day in La Paz. Fifteen per cent is washed into rivers, sewers and storm drains, causing flooding, accidents and illnesses. Nearly 80 per cent of this waste can be recycled but the main problem is a lack of education on environmental conservation and recycling.

We have worked with patrol leaders and Girl Guides aged

12 to 14 to set up the project in different neighbourhoods. The girls have created containers for organic and inorganic waste, such as cardboard, plastic, glass, cans, and batteries, which they have placed in their homes to help educate their parents and siblings about recycling, and make sorting their household waste an everyday habit.

It was an unforgettable experience [at the YWWF] at Our Cabaña, and the main benefit for me was personal growth. I learned that there are no barriers where there is a common goal. We have the power to create change – we have to take action and we have to do it now! ”



# THANK YOU

The third year of the Global Girls' Fund delivered some amazing opportunities and already WAGGGS can see the impact of much of the work that has been funded. WAGGGS couldn't have done it without the generous support of its friends around the world.

Her Royal Highness Princess Benedikte of Denmark, Patron of The Global Girls Fund

## THE PRINCESS BENEDIKTE AWARDEES

- Her Royal Highness Crown Princess Azizah of Pahang, Malaysia
- Phylis Crook
- Elsebeth Stryhn
- Joan Webb
- Alison Wilson

## OUR MANY SUPPORTERS INCLUDING

- The many volunteers serving on Committees, task groups and training pools
- Friends of the World Centres, Regions and the World Association of Girl Guides and Girl Scouts
- International Scout and Guide Fellowship
- Member Organizations
- Olave Baden-Powell Society
- UK Trefoil Guild
- World Foundation for Girl Guides and Girl Scouts Inc



## THE GLOBAL GIRLS FUND COUNCIL OF AMBASSADORS

- Her Royal Highness Crown Princess Azizah Iskandar of Pahang, Malaysia
- Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi of Sharjah, UAE
- Leymah Roberta Gbowee

## THE GLOBAL GIRLS FUND BOARD MEMBERS

- Kavita Oberoi, Chair of the Global Girls Fund
- Keryn James
- Ros Kelly
- Paul Knox
- Eduardo Martinez
- Elaine Paterson

## AND OUR MANY PARTNERS INCLUDING

- Baring Foundation
- Bernard Sunley Charitable Trust
- Clinton Global Initiative
- Earth Child Institute
- Edmiston Family Charitable Trust
- Education, Audiovisual and Culture Executive Agency – Youth in Action Programme
- Environmental Resource Management (ERM)

- European Youth Foundation
- Exeter University
- Fondation Avec et Pour Autres
- Helen and Leslie Duff Trust
- International Business Leaders Forum (IBLF)
- International Community of Women living with HIV/AIDS (ICW)
- James Wood Bequest Fund
- Johnson Controls
- John Ellerman Foundation
- Knowledge Transfer Partnership
- Liddelldale Discretionary Trust
- Maersk Moller Foundation
- Mary Andrews Charitable Trust
- MEB Trust
- Miss E. C. Hendry's Charitable Trust
- Oxfam
- Plan UK
- Reading University
- RKT Harris Charitable Trust
- Roger Vere Foundation
- Rosetta Foundation
- Save the Children UK
- Soroptimist International
- Symantec

- Tant Nas Fond
- The Lord Cozens-Hardy Trust
- Trefoil (formerly Trefoil House, Edinburgh)
- UN Women
- UN Children's Fund (UNICEF)
- UN Convention on Biological Diversity (CBD)
- UN Educational, Scientific and Cultural Organization (UNESCO)
- UN Environment Programme (UNEP)
- Food and Agriculture Organization of the UN (FAO)
- UN Framework Convention on Climate Change (UNFCCC) Secretariat
- UN Programme on Youth (UNPY)
- UN Population Fund (UNFPA)
- UPS Foundation
- UK Youth Climate Coalition (UKYCC)
- Victoria League Scotland
- Vital Voices Global Partnership
- WaterAid
- World YWCA
- World Bank Group
- World Organization of the Scout Movement
- Zochonis Charitable Trust

*The Europe-Africa Journey to Leadership 2011 project was supported by the Youth in Action Programme of the European Commission*

# IMAGINE MORE IN 2012 AND BEYOND

Throughout the Movement's 100-year history, Girl Guides and Girl Scouts have spoken out and advocated on the issues important to them, from climate change and poverty to ending violence against girls.

In 2012, WAGGGS and its Member Organizations will commemorate the third and final phase of the 2010 to 2012 centenary celebrations. Not only will we celebrate 100 years of changing lives, we will also be looking forward to another 100 years of empowering girls and young women to lead and influence change.

The theme for the centenary celebrations in 2012 is Share. WAGGGS is asking Member Organizations and girls and young women around the world to share their voice to stop violence against girls, and also to share their stories to tell the world about the positive impact the Movement is having on millions of girls.

'We want the wider community to imagine more; to see Girl Guiding and Girl Scouting as more than a club, more than fun and games, more than volunteering. Girl Guiding and Girl Scouting is a global family, an adventure and to be part of it is to be a leader and make a difference.'  
Gabriela Derosa, World Board member.



“ In the next 100 years, I want our Movement to continue to grow stronger by enabling girls and young women to progress to their fullest potential and, hopefully, see an end to poverty and violence among our sisters around the world. ”

*Louise, Centenary Ambassador, Catholic Guides of Ireland.*



## MORE THAN A PARTY... WE ARE RECOGNISING 100 YEARS OF SUCCESS

On 10 April 2012, centenary celebration day, Girl Guides and Girl Scouts globally will celebrate the 100th anniversary.

Girl Guides and Girl Scouts will hold celebration events and share Girl Guiding and Girl Scouting with their local communities. Celebrations will see Girl Guides and Girl Scouts sharing stories of how the Movement affected their lives and sharing their community work.

At a global level, WAGGGS will mark the celebration day at the four World Centres by holding celebrations with volunteers, participants and local communities. WAGGGS will also launch a new marketing campaign called Imagine More, which will help Member Organizations, leaders, volunteers and girls to share Girl Guiding and Girl Scouting with the world. Centenary celebration day will be a chance to collect voices for the Stop the Violence campaign; by the end of 2011, WAGGGS had collected nearly 2120 voices from more than 36 countries.



## GIRLS WILL PLEDGE TO SAVE OUR PLANET ON WORLD THINKING DAY

The strength and the international spirit of the Movement are always undeniable on World Thinking Day (WTD). On 22 February, WAGGGS' members across the globe will hold special events and share messages and stories for this important day. In 2012, the theme is MDG 7, and many Girl Guide and Girl Scout groups will learn how they can contribute to a more sustainable world. Many WTD environment-themed activities will take place around the world; from Girl Guides in Mexico making bags from recycled materials, to Girl Scouts and Boy Scouts in Taiwan taking to the streets to raise environmental awareness among the general public.



## YOUTH DELEGATES TO SPEAK OUT FOR GIRLS' RIGHTS AT CSW

Eight young women from seven countries will represent WAGGGS and the voice of girls and young women worldwide at the Commission for the Status of Women (CSW) in 2012, which will be themed on "the empowerment of rural women and their role in poverty and hunger eradication, development and current challenges."

The delegation have been invited to speak at side events and to national and will siexethe opportunity to speak to international media about WAGGGS' work, gender equality and the Stop the violence – Speak out for girls' rights campaign. They will also meet with government representatives as part of the Young Women's Caucus.

"It is such an honour for me to have the opportunity to speak out for girls and young women around the world at this event. I am going to speak from a Thai teenager's perspective about how the body image in the media affects young people and on how to solve the problem." Praewa, Girl Guides Association of Thailand

## SUPPORTING OUR WORK WORLDWIDE...

### Help transform the lives of girls and young women today

Empowering girls and young women is the key to real change. Help enable millions of girls and young women to become agents of change themselves - impacting their homes, their communities, their countries and our world.

By supporting The Global Girls Fund you will help provide girls and young women worldwide with programmes that equip them with self-confidence, leadership and advocacy skills and opportunities.



World Association  
of Girl Guides  
and Girl Scouts

Association mondiale  
des Guides et des  
Eclaireuses

Asociación  
Mundial de las  
Guías Scouts

## CHANGE HER FUTURE. CHANGE OUR WORLD.

Pledge your support today at [www.theglobalgirlsfund.com](http://www.theglobalgirlsfund.com) or email us on [enquiries@theglobalgirlsfund.com](mailto:enquiries@theglobalgirlsfund.com) to find out how you can get involved.

### WORLD ASSOCIATION OF GIRL GUIDES AND GIRL SCOUTS

**World Bureau, Olave Centre**

**12c Lyndhurst Road, London NW3 5PQ, England**

telephone: +44 (0)20 7794 1181

facsimile: +44 (0)20 7431 3764

e-mail: [waggs@waggs.org](mailto:waggs@waggs.org)

[www.waggs.org](http://www.waggs.org)

Registered Charity No.306125 in England and Wales

