



World Association
of Girl Guides
and Girl Scouts

Association mondiale
des Guides et des
Eclaireuses

Asociación
Mundial de las
Guías Scouts

DELIVERING OUR PROMISE



ANNUAL REPORT 2013

ABOUT US

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

The World Association 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.

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.

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

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WELCOME

In 2013, the World Association, its Member Organizations and girls and young women around the world, continued to work together towards our shared Vision 2020 – that ‘all girls are valued and take action to change the world.’

We delivered new innovative educational programmes to put girls in the lead and give them new skills and confidence to take action on issues that affect their lives. Our already broad range of educational programmes was further strengthened with new curricula such as Voices against Violence, which will enable young people to take action on ending violence against girls, and Free Being Me, a new programme to improve girls’ body confidence and self-esteem.

Offering more leadership opportunities to girls and young women was also a key goal in 2013, and we did this by using innovative techniques to reach potential young leaders in different regions across the world. We launched our online learning platform GLOW: Global Learning Online for WAGGGS, offering increased and more flexible access to our respected leadership development programmes. We also continued to develop the delivery of World Centre learning and training programmes in the Africa Region, giving more girls and young women the chance to experience our unique leadership training. WAGGGS once again advocated for girls’ rights on the global stage by supporting youth delegates at international UN conferences such as



the 57th Commission on the Status of Women and 57th COP 17. Our youth delegates represented the voice of the Movement by lobbying decision-makers at these events and running high-profile events. Our global campaign ‘Stop the Violence – Speak out for girls’ rights’ went from strength to strength as we began training leaders to deliver the programme and created a dedicated website to collect voices in support of the campaign – add your voice at www.stoptheviolencecampaign.com

We are incredibly proud of our achievements in 2013 and wish to say a heartfelt thank you to the thousands of volunteers who work tirelessly to support and grow the international Girl Guide and Girl Scout Movement. As we enter the final year of our current strategic period, and reflect on the last year it is clear that our movement, the global movement for girls and young women, has never been so strong, so determined, so ambitious. We are confident that we will deliver our promise to provide quality Girl Guiding and Girl Scouting to more girls around the world and inspire girls and young women to Imagine More. We call upon our Members, partners, friends and supporters to imagine with us a world full of confident, connected girls and young women, all committed to making the world a better place. Imagine the difference they would make to their own lives, to their communities and to our future.

Nadine El Achy, Chair
Mary Mc Phail, Chief Executive
World Association of Girl Guides and Girl Scouts

HIGHLIGHTS

Putting girls in the lead

The World Association and its Member Organizations celebrated the second International Day of the Girl on 11 October by putting girls in the lead.

In the run-up to the day, we ran a survey to learn how together we can create a world where girls are equal to boys – where they can go to school, feel safe, lead healthy lives and access employment. We worked with girls and young women, partners and supporters to find out the single biggest development that would help achieve the world we want for girls. The answer? Putting girls in the lead.

On International Day of the Girl itself, we called on our Member Organizations to celebrate by supporting girls to take the lead. Member Organizations responded by holding rallies, talks, TV/radio programmes and many more events around the world.

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Activities like International Day of the Girl help girls to have the power and the ability to say 'no' when they disagree and 'yes' when they agree with something happening in the world. //

In focus

Egypt Girl Guides Associations

Basma Reda Ramsis, a Girl Guide leader in Egypt, led on International Day of the Girl activities in 2013. She explains, "On the day, I decided that during our Guides' meeting I would ask each of the Girl Guides to prepare activities for the rest of the group. We wanted girls to express themselves about issues affecting girls in the world today, so each girl said what she was against. These issues included harassment; discrimination; disrespect; violence because they're girls; girls under the age of nine getting married because their fathers said so; treating girls unfairly and not letting them get an education.

"We also talked about the difference they feel between girls and boys in our society. We then discussed positive examples of how women are leading change in societies.

"I think it is important to celebrate being girls, especially in societies where we are treated as unequal. We need to feel some pride and take our position in society, which increases self-confidence and courage. "

WAGGGS wins UN award

The World Association won the MY World People's Choice award in September, after participants in a UN survey on the post-2015 development goals voted for their favourite partner in the initiative.

The UN partnered with WAGGGS for the MY World survey, which asked young people which global development issues are the most important to them. The results of the survey will help shape the development goals to succeed the Millennium Development Goals (MDGs) once they expire in 2015. These new development goals are currently known as the post-2015 framework.

Participants in the survey were asked to vote for their favourite MY World survey partner and WAGGGS won the most votes. The award was presented to our young representatives on 25 September in New York, US, during the UN General Assembly. The World Association would like to thank everyone who voted!

“ I could experience by first-hand how powerful it is to have girls and young women approaching adults on the streets, explaining them what MY World is about and why it is so important. And it has a lot to do with the spirit of volunteerism, that helps us empowering these girls to become future leaders and responsible citizens of the world. //

**Mirna Fernández, a WAGGGS Post-2015
Ambassador fromm Bolivia**



Flag for the future is taken to North Pole

A flag that “symbolises peace, hope and global community” designed by a 13-year-old Girl Guide from Malaysia won the Greenpeace and World Association Flag for the Future competition.

Greenpeace and WAGGGS hosted the global competition to design a flag representing the youth of the world; a flag for peace, hope and global community. Four young people then trekked to the North Pole in 2013 to plant a capsule on the seabed containing 2.7 million signatures of Arctic defenders and topped with the Flag for the Future. The flag represents our joint commitment to protect the Arctic.

Find out more at www.flagforthefuture.org

REGIONAL CONFERENCES 2013

From June to August, Member Organization representatives gathered at our Regional Conferences to discuss the future strategy of the Movement, share news and learning and vote on important Regional issues and the new Regional Committee.

The Regional Conferences take place every three years and are key events in the international Girl Guiding and Girl Scouting calendar. It is at these Conferences that Girl Guide and Girl Scout leaders make decisions that will impact on girls and young women in their Region. Key topics included membership, governance and fundraising, and the participants took part in workshops and focus groups on these issues. Outcomes from the Regional Conferences will feed into the new strategic plan that will be decided at the World Conference in 2014.

BUSTING THE MYTHS ABOUT VIOLENCE AGAINST GIRLS

Our global campaign to end violence against girls extended its reach in 2013, with education and campaigning activities culminating in a 16 Days “Bust the Myths” initiative at the end of the year.

As part of its ‘Stop the Violence – Speak out for girls’ rights’ campaign, the World Association called on Member Organizations to take part in the annual 16 Days of Activism against Gender-based Violence Campaign – alongside other global non-governmental organizations. On each day, we ran a social media campaign which focused on different myths about violence against girls and how we can expose those myths as harmful and untrue. The social media campaign reached more than 200,000 people and engaged Member Organizations as well as partners such as UN Women.

We also launched its new campaign website www.stoptheviolencecampaign.com, the Voices against Violence education programme, and ran ACTIVATE events to train young women on how to deliver campaigns in their own countries.



OUR FUTURE

In 2013, we continued our journey towards achieving our Vision of a world where “all girls and young women are valued and take action to change the world.” Now as we move into the final year of our current strategic period, 2012-2014, and plan for the next triennium, WAGGGS will build on its achievements to deliver on this ambitious Vision.

In order to respond to a rapidly changing world, one in which girls and young women still face barriers in education, employment and leadership, we want to ensure the Girl Guiding and Girl Scouting Movement continues to be relevant and responsive to the needs of girls and young women.

We plan to focus on:

- Working with Member Organizations to expand opportunities to more girls in more places, making more of a difference to girls and communities around the world. The World Association wants to make Girl Guiding and Girl Scouting just as successful and relevant in the 21st century as it was in the 20th.

- Build the capacity of our Member Organizations and girls and young women to deliver advocacy campaigns and influence decision-makers on key topics such as ending violence against girls and sustainability.

- We will continue to support Member Organizations through development plans, country visits, in-country events, training, regional-specific expertise, webinars, education programme materials, representation at major regional and global events (such as the European Youth Forum), and relationship-building expertise with external partners (such as donors or UN agencies).

- Strengthen leadership opportunities and development for global, regional and national volunteer leaders by building on the World Association’s Leadership Development Programme (WLDP) and further developing the National Leadership Development Programme (NLDP) to equip and empower our vitally important national volunteer leaders.

In 2014, the WAGGGS will hold its 35th World Conference in Hong Kong to set the next strategic period 2015-2017, created in consultation with Member Organizations.

NON-FORMAL EDUCATION

WAGGGS is one of the largest non-formal education organizations in the world, with 145 Member Organizations and hundreds of thousands of volunteers delivering programmes to 10 million girls and young women worldwide. For the World Association, non-formal education is 'a planned programme of personal and social education, designed to improve a range of skills and competencies, outside formal educational structures'.

All our global programmes are based on our unique non-formal education method. In 2013, WAGGGS launched new educational programmes. Firstly, Free Being Me aims to boost girls' and young women's body confidence. Created in partnership with personal care brand Dove, the programme is set to reach 3.5 million young people worldwide, and in doing so will change a generation.

The World Association also launched the Voices against Violence programme, part of the global campaign 'Stop the Violence – Speak out for girls' rights'. The curriculum will help five million children and young people to understand the root causes of violence, recognise their rights and develop the skills and confidence to access those rights for themselves and others. It will empower young people to speak out and take action. The curriculum was piloted throughout 2012/13 with Member Organizations and was developed in partnership with UN Women.

The Fifth World Centre pilot project continued in 2013 with events in Rwanda and Kenya. The aim of the project is to develop the delivery of the World Centres' unique learning and

training events in the Africa Region, which does not have a physical World Centre. The event in Rwanda welcomed 43 participants from 28 countries who learned about gender-based violence, developed leadership and advocacy skills and took part in a community visit. In Kenya, the Girl Guides Association ran a one-month Community Action Experience programme for eight participants, who volunteered with the Association's project for disabled young women and explored community leadership. The pilot project will be evaluated in 2014, with results and recommendations presented at the 35th World Conference.



IN FOCUS

Madagascar

In Madagascar, non-formal education plays a significant role in girls' development, even filling the gaps when formal education is not accessible.

"Unfortunately, the right to education is still not available to all, and even less so to girls," says Patricia Tahirindray, Commissioner for International Relations, Fanilon'i Madagasikara, (Guides de Madagascar).

"Our country is in crisis; education at all levels means a financial burden for both parents and students. That raised cost means that formal education only benefits a minority of people, but they alone cannot promote and carry out national development."

Fanilon'i Madagasikara focuses its strategic aims on education and community development. The Association delivers a wide range of education and leadership programmes, such as a programme on health. This programme supports girls to understand health issues, such as prevention of Malaria, sexually transmitted diseases and early pregnancy. The Association delivers programmes on the environment, covering combating pollution, reforestation and recycling. Community action is also a key focus, and these activities are based on WAGGGS' Global Action Theme curriculum, which enables girls and young women to learn about and take action on the MDGs.

Leaders and peer educators are important to programme delivery, and these leaders are supported by an educational framework that offers points of reference, but also encourages flexibility and independence on the part of the leader.

// Non-formal education is the bridge between formal education and the life of the community. In the case of Madagascar, non-formal education is an essential addition to the formation of the girls. In light of the decline of formal education, non-formal education is becoming indispensable. //

Patricia Tahirindray

NON-FORMAL EDUCATION SUCCESS



MORE THAN 80% OF GIRL GUIDES AND GIRL SCOUTS who took part in a recent survey say their knowledge of global issues comes from Girl Guiding and Girl Scouting.



ABOUT NINE IN TEN OF THOSE SURVEYED say that their involvement in Girl Guiding and Girl Scouting has provided them with the skills to take action on issues that are important to them.



NEARLY 90 PER CENT say Girl Guiding and Girl Scouting has helped them to work in a team, while 81 per cent say it has made them feel more confident taking the lead.



41 PER CENT OF GIRLS have started up their own community initiative after completing the Global Action Theme curriculum.



NEARLY 60 PER CENT OF GIRLS have successfully encouraged family members or friends to take action on an issue they care about.

All facts from Vision 2020 Evaluation Report 2012, World Association

LEADERSHIP

Leadership lies at the heart of Girl Guiding and Girl Scouting. Around the world, the movement is supporting girls and young women to be inspirational leaders at every level.

The World Association Impact Report 2013, which evaluated the organization's work, showed that Girl Guiding and Girl Scouting empowers girls and young women to take the lead in their groups, communities, countries and beyond. For example, the report showed that 90 per cent of young women who have been involved in Girl Guides and Girl Scouts say that they think of themselves as leaders. Girl Guides and Girl Scouts are almost twice as likely as non-Girl Guides and Girl Scouts to consider themselves a leader.

In 2013, the World Association created a new initiative, the National Leadership Development Programme (NLDP), which enables Member Organizations to deliver tailored leadership training in their countries. The NLDP trains national trainers to deliver leadership skills training to others in their Association. The NLDP takes elements of the existing World Association Leadership Development Programme (WLDP), but is much more flexible and responsive to the needs of each Member organization.

The first NLDP training took place in May at Pax Lodge, London with 26 participants from 16 Member Organizations. Some sessions on coaching and

training trainers were delivered by external experts from Henley Business School, part of the University of Reading in the UK. Participants are now using their training to implement leadership development training at national level. For example, The Egypt Girl Guides Association has delivered a training event for young leaders and introduced elements of the NLDP programme to trainers.

The World Association also continued to deliver WLDP events. Fifty leaders from 35 countries gathered in Denmark in February to take part in a WLDP event themed 'Beyond Boundaries: Leadership in diverse environments'. The seminar focused on leadership theories and practices in a global context, working with people from diverse backgrounds and overcoming leadership challenges.

The World Association is pleased to announce that our online learning platform GLOW: Global Learning Online for the World Association is now open, offering flexible access to learning opportunities. The new platform for Girl Guides and Girl Scouts around the world was launched in October, and already more than 2,000 members have joined the site. The launch included a 24-hour social media question and answer event, with all four World Centres joining in throughout the day. GLOW has been developed using the latest technical and educational advancements, in partnership with the University of Reading. Take a look at the e-learning site at glow.waggs.org.



IN FOCUS

Japan

The World Association's International Day of the Girl campaign to 'put girls in the lead' inspired the Girl Scouts of Japan to directly approach their Prime Minister Shinzo Abe with demands to promote the leadership of girls and young women.

The Girl Scouts visited Prime Minister Abe and asked him to create a society "in which the potential and talent of girls and young women will be fully utilised by the time they are women of Japan". The Prime Minister said that he would create policies that allow girls to reach their full potential, and he called for women to take on 30 per cent of senior positions by 2020. He also promised to promote International Day of the Girl in Japan.

Hungary

In 2013, the Association of Hungarian Girl Guides ran training courses for young women from nine countries across the Europe and Arab Regions to promote women's leadership.

The Be a Brave Woman! Project was aimed at unemployed young women who are active in youth work to help them develop leadership skills for work. It also aimed to encourage them to start their own businesses.

During the eight-day training, the participants learned about skills in communication and conflict resolution, teamwork, leadership, democratic decision-making, project management and entrepreneurship. This training led to multiple projects being implemented in participant's local communities aiming to raise awareness of women's empowerment as key to achieving sustainable development and gender equality.

"The training course made women think differently and to be brave enough to act and speak out for change," say Project Coordinators Zita and Zsofia Szalai, "They have become more confident and more active in their organization's work. More participants got new job opportunities after the training and some started their own enterprises."

TAKING ACTION

Girl Guides and Girl Scouts around the world are a powerful force for creating change.

WAGGGS advocacy team seek opportunities for girls and young women to speak out at major international conferences and to participate in important discussions on global issues such as gender inequality, poverty, hunger and climate change, as well as providing input into the post 2015 development goals.

In March, 13 young women from 12 countries formed the World Association's delegation at the UN's 57th Commission on the Status of Women (CSW). This year, the event was themed on 'Elimination and prevention of all forms of violence against women and girls'. The delegates lobbied decision-makers to recognise that girls and young women are a key to any policies and practices to eliminate and prevent violence against girls. The delegates spoke on panels, ran side events, met with representatives of UN agencies and supported the high-profile launch of the Voices against Violence curriculum.

As a result of the delegates' and other organizations' lobbying, girls' rights and the recognition of non-formal education were included in the Agreed Conclusions (the major outcome of the conference). The delegates have also gone on to run their own activities post-conference, for example Claire from New Zealand held a rally and other NGOs in the country are now including girls' rights in their lobbying efforts; Beatrice from Burkino Faso is involved in school theatre programmes on female genital mutilation; and Chamathya from Sri

Lanka is working on a national anti-violence campaign. In November, six young women from countries spanning the Maldives to Barbados attended the UN's annual climate change conference, COP 19. At the conference, the delegates lobbied decision-makers, attended and ran side events and networked with other environmental non-governmental organizations.

WAGGGS ensured the voices of girls and young women were included in UN discussions on the post-2015 development goals. Five young women attended the UN General Assembly in September to speak out about girls' and young women's priorities for the post-2015 development goals. The delegates took part in the 100 hours for MDGs social media campaign, to urge international decision-makers to ensure the MDGs are achieved. They also spoke at meetings and events alongside other youth organizations and at key working groups.

The World Association also appointed Post-2015 Ambassadors around the world, who raised awareness on the post-2015 agenda in their region, met with high-level decision-makers and organised campaigns. For example, in Bolivia, Mirna participated in the National MDG Review Summit with the Bolivian Girl Guides Association as the only organization representing children and youth at the meeting.



“The World Association’s delegation attends COP to deliver two key messages: the necessity of capacity building and gender balance within any solution to climate change. We believe that in order to implement policy, communities and individuals must be given the required skills and knowledge to properly address the problem. ”

Kathleen Coulter,
youth delegate, Girl Scouts of the USA

“Girls have become voices of the voiceless and they have been able to bring the change in the communities where they are. They know what is happening in their communities and they therefore have their voice to create change right from the grassroots. ”

Prudence Aturinde Mpairwe,
Uganda Girl Guides Association

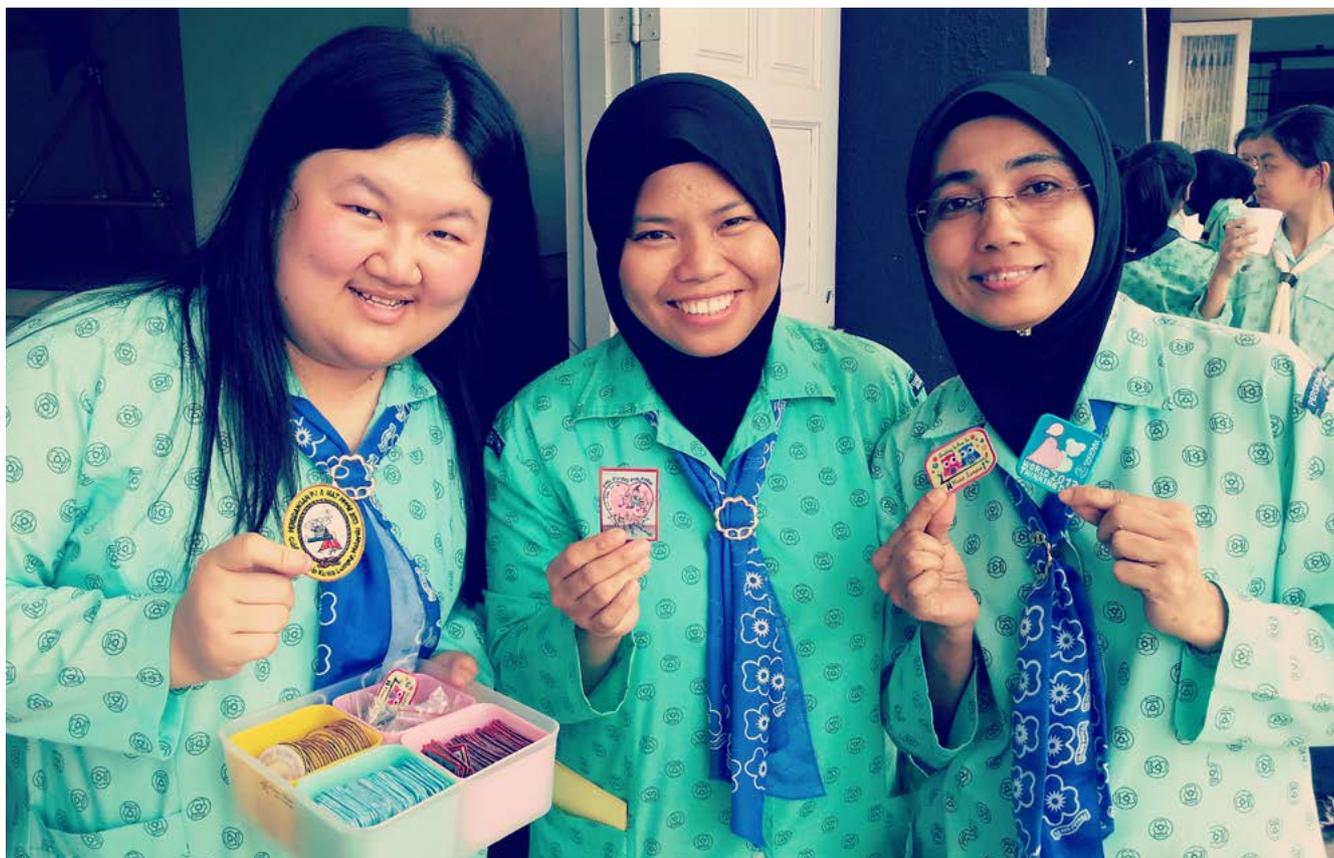
INTERNATIONAL OPPORTUNITIES

SPEAK OUT ON GLOBAL ISSUES

WAGGGS has ECOSOC Consultative status with the UN and each year we support youth delegations at international UN conferences and events. This is a great way for Girl Guides and Girl Scouts to learn about advocacy work on a global scale, and bring essential skills in campaigning and lobbying back to their community, country and association. Being part of a World Association delegation also offers lots of personal development opportunities; delegates often speak about increased confidence and new skills in communications, leadership and teamwork after they have attended an event.

GROW LEADERSHIP SKILLS

Supporting and training leaders is essential to the sustainability of the Girl Guiding and Girl Scouting movement. The WLDP is an intergenerational, intercultural learning framework for developing leaders. WLDP, Juliette Low and Helen Storrow Seminar events are run throughout the year; in the past 3 years alone representatives from 122 countries have taken part. The WLDP is more than events and activities though; it is a whole process concerned with the on-going development of leaders. The programme is designed to address needs for leadership development at an organizational and individual level. Participants return to their countries to help support and develop leaders in their association. To find out more visit the Take Action section of www.wagggs.org



CHANGE THE WORLD WITH A BADGE

As well as our new educational programmes, we have an extensive range of fun activities and badge curriculums to help Girl Guides and Girl Scouts have a positive impact on the world. Girl Guides and Girl Scouts can earn a Global Action Theme badge, which focuses on the MDGs, or a series of World Thinking Day activity packs with topics such as Education, Maternal Health and the Environment, or there's also the Food Security and Climate Change badge, Biodiversity Challenge badge, or World Thinking Day activity packs from previous years, which are still relevant today.

All the materials are available in the Take Action section of www.waggs.org.
Purchase badges and other official WAGGGS merchandise at www.waggs-shop.org



ENJOY A GLOBAL LEARNING EXPERIENCE AT A WORLD CENTRE

The World Centres host a wide range of fun and effective non-formal education programmes – delivered by passionate, experienced international staff throughout the year.

Participants not only experience WAGGGS programmes, they learn about new cultures alongside other Girl Guides and Girl Scouts from across the globe, and often make lifelong friends. Programmes include special World Thinking Day events, adventure sports, cultural activities, advocacy and leadership seminars.

There are World Centres in India, Mexico, Switzerland and the UK, and now a ‘mobile’ Fifth World Centre in the Africa Region.

The World Centers host exciting programmes of events and seminars year-round, and are also open to independent travellers seeking an authentic, friendly environment as they explore London Switzerland, Mexico and India.

Find out more at: www.waggs.org/en/world



discover
pax lodge



THANKYOU

WAGGGS WOULD LIKE TO THANK OUR SUPPORTERS, DONORS AND PARTNERS WHO ENABLE US TO PROVIDE SO MANY IMPACTFUL AND POSITIVE OPPORTUNITIES FOR GIRLS AND YOUNG WOMEN. WE COULDN'T HAVE DONE THIS WITHOUT THE GENEROUS SUPPORT OF OUR FRIENDS AROUND THE WORLD.



Thank you to:

Her Royal Highness Princess Benedikte of Denmark

The Princess Benedikte Awardees

Barbara Darwood

Our many supporters including

The many volunteers serving on Committees, task groups, training pools and many more groups.

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.

and our many partners including

Clinton Global Initiative

Edmiston Family Charitable Trust

European Commission, Education, Audiovisual and Culture Executive Agency – Youth in Action Programme

Environmental Resource Management (ERM)

Council of Europe, European Youth Foundation

Exeter University

Fondation Avec et Pour Autres

Hon Beryl Cozens-Hardy Charitable Trust

Her Royal Highness Crown Princess Azizah of Pahang, Malaysia

Her Majesty the Duli Raja Isteri Pengiran Anak Hajah Saleha, Queen of Brunei

International Business Leaders Forum (IBLF)

Johnson Controls

Knowledge Transfer Partnership

Liddelldale Discretionary Trust

Lord Cozens-Hardy Trust

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Oxfam

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Reading University

Restless Development

Royal Bank of Scotland Group

Rosetta Foundation

Soroptimist International

Symantec

Tant Nas Fond

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)

UN Food and Agriculture Organization (FAO)

UN Foundation

UN Framework Convention on Climate Change (UNFCCC) Secretariat

UN Programme on Youth (UNPY)

UN Population Fund (UNFPA)

UN Millennium Campaign

UPS Foundation

UK Youth Climate Coalition (UKYCC)

World YWCA

World Organization of the Scout Movement

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.

Legacies: We would like to remember the many individuals who left a gift in their Will to the World Association of Girl Guides and Girl Scouts (WAGGGS) in 2013. Their generosity ensures that we are able to continue our work supporting girls and young women to develop their full potential as responsible citizens of the world.



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CHANGE HER FUTURE. CHANGE OUR WORLD

Pledge your support today at www.theglobalgirlsfund.com or email us on enquiries@theglobalgirlsfund.com to find out how you can get involved.

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