

The
O|ave
Baden-Powell
Society



Quarterly Newsletter

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Olave Baden-Powell Society (OB-PS)

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OB-PS President's Welcome



Dear Friends,

As the Australian summer sun streams in my window, I am delighted to write and welcome you all to 2022. On behalf of everyone, I extend a special welcome to the new Members who have recently joined us.

I hope you have been able to look at the [2020-2021 OB-PS Annual Review](#) which was sent recently. The pages detail the impact of your generosity on girls and young women, and how as a collective we have been able to support WAGGGS to deliver on its Mission. It also contains inspiring stories of leadership. Thank you to the many people who contributed to the publication.

Last year saw us almost doubling our target income, growing our membership by more than fifty Members, broadening our membership through the introduction of the Associate Membership category and holding our first virtual event. Also new to the OB-PS calendar in 2021 was Recruitment Month. I particularly want to thank our Patron, HRH Princess Benedikte, and our Danish Members who held a hugely successful event in December, attracting new Members and raising significant funds for WAGGGS.

The OB-PS Board is planning to build on these successes as we continue to evolve and adapt to the constantly changing and unpredictable world we find ourselves in. We are truly excited by the possibility of meeting together later in the year in Ohio, USA. This year we will also be holding OB-PS Board elections. Details will be circulated shortly but in the meantime, I encourage you to give this your consideration.

I received this message from a friend, and I share it with you as it so perfectly sums up my wishes for you all; “may your 2022 year sparkle with moments of love and laughter and the joy of times with family and friends.”

Warm regards,
Susan



2022 Activities Calendar

2021 was a huge success for the Society. It was the year we asked OB-PS for the support so vitally needed to rebuild the Movement, and in return you showed such kindness and compassion with your generosity. Thanks to people like you, OB-PS was more than £250,000 over their target income for the year, just think how many more girls and young women's lives have been positively impacted through the generosity of people like you!

Donations came in a range of ways, with a mixture of fundraising campaigns and events. This year, we don't want to do anything differently, but instead build on the success of last year, with the same activities and events for you to take part in. We know that for many OB-PS Members, you like to plan your fundraising activities in advance, choose the areas you would like to support, and the campaigns you would like to partake in. So, we want to share with you the full 2022 campaigns calendar so you can make these decisions early. If you would like to discuss your current giving level and the match funding opportunities available in 2022, please email seren.bradshaw@waggs.org

February

22nd - World Thinking Day

Raising money to support the Movement

A historic day for the Movement. To engage with Member Organisations, current supporters, volunteers, Girl Guides and Girl Scouts and Guiding/Scouting alumni.

March

8th - International Women's Day

Raising money to support the 2022 Juliette Low Seminar

WAGGGS are the main global charity partner. The aim is to secure NEW donors and corporate partnerships and is an excellent opportunity to showcase WAGGGS' work to new audiences.

June

15th - 16th - WAGGGS Giving Day

Raising money to support a range of different projects

To bring the whole global Movement together for 36 hours of giving. Last year we had donations from 60 countries and more than 300 first-time donors! It's our biggest fundraising day of the year, where we hope to introduce even more people to WAGGGS to support more girls than ever before.

October

20th - 23rd OB-PS Annual Event

Raising money to support a Young Women pre World Conference event

An occasion for all OB-PS Members to finally meet in person! This year the event will be a fundraising event as well as an opportunity for fun global connections and building international friendships.

December

All Month - End of Year Appeal

What's Happening in WAGGGS?

WAGGGS Global Strategy 2022 - 2023

We are happy to announce that the WAGGGS Global Strategy 2022-23, has now been adopted. WAGGGS will be working closely with Member Organisations to deliver the Global Strategy and our collective Movement-wide Compass 2032 vision of an *'equal world where all girls can thrive'*. To achieve this vision we must continue on our journey to becoming a fully girl led Movement by 2032, where every and any girl feels confident to lead and empowered to create a better world together. The full 2022-2023 Strategy can now be viewed online.



CLICK



YESS Alumni Summit

The YESS Girls Movement is a WAGGGS International Exchange funded by the Norwegian Agency for Exchange Cooperation. The Programme started in the Africa Region in 2015 and has to date facilitated 211 young women (18-25 years old) from 15 Member Organisations in Africa and Asia Pacific to participate in the exchange where they are sent to a Girl Guiding Association in another country for six months. During these six months they are given leadership responsibilities and work with very specific targets. Currently, there are 211 YESS Alumnae, and they are change agents that are expected to empower other young women in and outside the Movement. On October 30th the YESS Girls' Movement held the 2nd YESS Alumnae Summit that brought together 302 delegates. During the Summit, the programme for the next five years was highlighted:

- Redefining the programme focus to respond to the new normal
- Maintaining the learnings and positive aspects of the international partnership without travel
- Retaining the new programme structure which now includes Task Forces because it has worked very well this year
- Adding a professional arm to the programme (targeting 26- to 35-year-old professionals). Instead of six months, the professionals will stay for a year in their host countries
- Resuming international exchange and travel for the young women in 2023.



To read stories and blogs from women who have participated in the summit, please click on the image to the right.

2021 Helen Storrow Seminar

The October 2021 Helen Storrow Seminar connected 28 young women from 24 countries in WAGGGS' first ever online leadership event. The theme of the seminar was "Leading change for an equitable, nature-positive, carbon neutral world". The event was also held in person across 10 pop-up locations, and the 485 young women who attended are now embarking on environmental projects that will positively impact their communities. These projects will look at plastic reduction, sustainable waste, and how to create a greener planet for us all to live in! OB-PS Member, Charlotte Christ-Weber attended the Seminar as an auction prize at the 2021 OB-PS virtual event. Charlotte shared that "the work behind the virtual sessions must have been enormous - a real challenge to reach all the participants around the world - over such a long period. To keep them 'online' with their projects. 'Chapeau!' say the French."

"The Helen Storrow Seminar has had a great impact on me and I am ready to go out and empower my community and communities that I am a part of" Melody, Guyana



[Click here to watch the Helen Storrow Seminar 2021 video](#)

86%

of participants feel more confident to take action in their communities

95%

of participants feel more aware of their own leadership practice as a result of their participation

50%

of participants, it was their first international experience

“

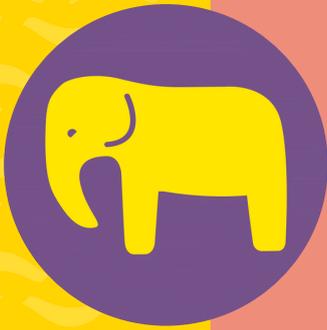
I feel a lot more empowered, and it highlighted that I need to greatly grow my worldly leadership mindset because I live in a little bubble. I love that it's given me a lot of food for thought and tools to help me reflect on the areas I can improve on and how to go about starting to grow in those areas.

”

Emily, 2021 participant from Australia

Your World Centres are re-opening!

Your World Centres will begin to reopen this year! After a long break, we're overjoyed to welcome back Girl Guides and Girl Scouts from across the globe to learn, connect and create lifelong memories.



Sangam

Mark your calendars! Sangam will reopen to Guiding and Scouting guests starting **July, 2022**. With a variety of events planned for the year, from several Community Programmes to Sangam's 56th Birthday, expect endless opportunities to connect and make an impact.



Pax Lodge

Pax Lodge will be reopening on **19 February 2022!** Starting with World Thinking Day in February, we're kicking off a year of events and celebration in the heart of London.



Our Chalet

Adventures at Our Chalet will kick off in **May 2022**. From Hiking Week to International Friendship Week and Autumn in the Alps, our calendar is jam-packed for next summer and beyond.



Kusafiri

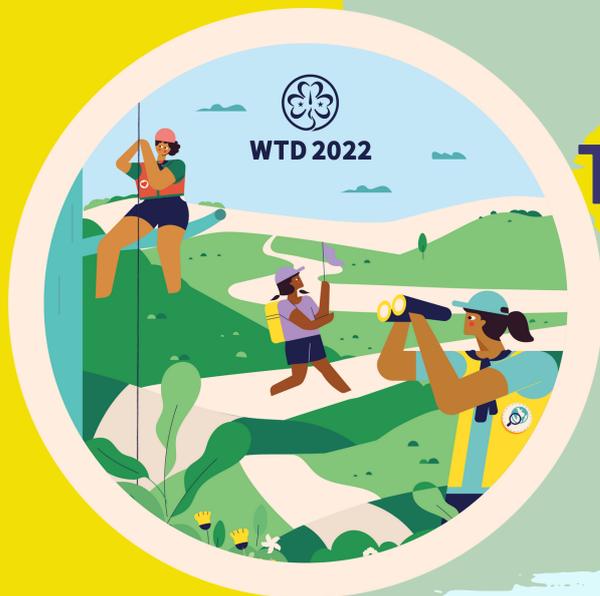
While the exact date and host country are yet to be confirmed, the next Kusafiri has been proposed for 2023. Until then, stay connected through our virtual programmes run by our outstanding volunteer team on social media!



Our Cabaña

Our Cabaña will remain closed for the foreseeable future. Although we're eager to welcome everyone back, there's still a lot to consider before moving ahead. We will keep you posted with any updates.

You can keep up with any updates on the [WAGGGS website here](#).



World Thinking Day, Tuesday 22nd February

Over the last few years, due to the restrictions of in-person gatherings and challenges doing online engagements, we have seen a significant drop in income and engagement around World Thinking Day. This is a historic day for the Movement and we need your help to rebuild the World Thinking Day Fund!

What is World Thinking Day?

World Thinking Day (WTD) unites the global Movement of Girl Guiding and Girl Scouting. This special historic day of international friendship has been celebrated since 1932. It is a day to engage Member Organisations, current supporters, volunteers, Girl Guides and Girl Scouts, and Guiding and Scouting Alumni, to raise crucial donations towards the WTD Fund.

What is the theme?

This year's theme is 'Our World, Our Future', and explores how girls and women are disproportionately affected by climate change to understand the issues, develop new skills and ensure positive change happens. Through taking part in the activity pack, you can learn about gender and the environment through seven changemakers from all around the world and discover the link between Climate Change and Gender Equality.

How can you play your part?

- 1 [Join one of the World Centres online World Thinking Day events](#)
- 2 [Donate to the World Thinking Day Fund.](#) We need your help to reach our target of £70,000 to impact the millions of girls of the Movement!
- 3 Become a WTD Ambassador and champion the day with your local unit, troop or Trefoil Guild. Email kelly.taylor@waggs.org
- 4 Complete the [activity pack](#) with family, your local unit or Trefoil Guild and make sure to [buy your badge!](#)





GIRL GUIDES AND GIRL SCOUTS SUPPORT

International Women's Day

Tuesday March 8th - Join us to 'Break The Bias'

What is International Women's Day?

WAGGGS continues to be the main global charity for International Women's Day (IWD), which celebrates the achievements of women and girls in our Movement. The campaign provides an opportunity to come together across sectors, to raise awareness of the need for greater progress on gender equality. International Women's Day is a time to thank you, our committed friends, for your support for our work; but it's also a time to establish new relationships around one of the biggest moments in the international calendar that celebrates and continues to drive gender equality and girl empowerment.

What is the theme this International Women's Day?

This year's theme is Break the Bias and we'll be asking the Movement about the biases, prejudices and stereotypes that they face as girls and women and, crucially, what we can do together to break them.

How can you get involved?

Corporate Partnerships - Could you support this global moment through your contacts to help us build new relationships? We know there will be many corporate organisations who would like to show their commitment to International Women's Day, but perhaps don't have a charity to support. We've got a corporate toolkit of International Women's Day communications assets, opportunities to hear from young women, and tailored ways for businesses to engage with their customers. We are keen to work with corporate organisations that want to donate and spread the word about how the Girl Guiding and Girl Scouting Movement is helping to #BreakTheBias. If you're a business owner, an employee within a corporate organisation, or know of a business or business leader that would love to support WAGGGS for International Women's Day, please get in touch with the WAGGGS Strategic Partnerships Team: gina.mills@waggs.org.

Sign up to the International Women's day Event - The event will host a panel of extraordinary women who break the bias daily in their lives through various leadership work and experiences. There will also be guest speakers and a chance to take part in an exciting Q&A. More details to come!

Donate to the campaign and help inspire and encourage the next generation of changemakers. Through this year's appeal, WAGGGS aims to secure £50,000 to support the 2022 Juliette Low Seminar, which gives young women inspirational leadership development experiences.



OB-PS Board Elections

During the first half of the 2022 elections for the OB-PS Board will be held. It is your opportunity to join the Board and be part of the group that drives the development of OB-PS to support WAGGGS' work in working towards an equal world. You skills, knowledge, experience and networks will help shape the future of the Society and your unique perspective can help bring diversity to the Board. It is not necessary for a candidate to have a background in Girl Guiding/Girl Scouting. It is due to the hard work, diligence, and generosity of our past and current Board members that OB-PS has been able to financially support WAGGGS substantially for nearly forty years. It is only with continued involvement and interest from you that we can carry on this proud tradition. Nominations will open in early February.

November 2021 Recruitment Month

What a success the very first OB-PS Recruitment Month was! During the month of November, thanks to your support with recruitment, we saw men and women from all over the world join you in your commitment to improving the futures of every girl and any girl. Each new OB-PS member means another opportunity is created for girls to thrive. During November there were:

8 New OB-PS Members

6 New Young Members

9 Associate Members

It is the growth of the Society that makes much of WAGGGS' work possible. We now have available new OB-PS recruitment materials to help promote OB-PS Membership. If you would like copies, please email seren.bradshaw@wagggs.org.

OB-PS Australia Meet up

It's great to see OB-PS Members finally being able to meet in some parts of the world!

With restrictions easing in Australia, 24 Australian Members gathered in a Melbourne in November for an outdoor picnic in lieu of the annual lunch at a very smart women's club. Two Presentations were made by OB-PS Vice President Marg Devlin. Erin Wicking was presented as a New Member and Norma Burkitt as a Gold Awardee. Marg shared the latest news from OB-PS and WAGGGS. Members were asked to identify possible new Members especially in the Associate Membership category. According to OB-PS Member Jill Johnstone, it was a great time to renew their commitment to OB-PS and its partnership with WAGGGS!



OB-PS Switzerland Meeting

Also in November Swiss members got to meet in person and founded an association under Swiss law, called "Friends of OB-PS-CH". A corporation is needed under Swiss law, so that Swiss Members can credit the donations against taxes. There is also hope, that new donors (members or non-members) can be encouraged to support WAGGGS. Not only donations over £ 6,000 are welcomed, but also smaller amounts. OB-PS members are automatically members of the association. You can become a member of the "Friends of OB-PS-CH" for a small annual fee and you will get information from OB-PS about the work of WAGGGS.



Danish OB-PS Fundraising Event

On December 1st by kind invitation from HRH Princess Benedikte, OB-PS Members in Denmark met to have a hugely successful Christmas fundraising event. The event fundraised for key areas within WAGGGS: the Juliette Low Seminar 2022 and Girl Led Action on Climate Change. The event also featured a presentation ceremony with our Patron HRH Princess Benetikte of Denmark, who awarded new and upgrading members, as well as welcoming four new OB-PS Young Members. We are so grateful for the generosity of Danish OB-PS Members, who together raised over

£100,000

The programme featured presentations about OB-PS and WAGGGS and new OB-PS Young Members Signe and Emma led a presentation with professor Kathrine Richardson about climate change which by all accounts was excellent! We would like to say a big thank you to the Event Planning Team for organising the event, to all the OB-PS Members who attended, and a special thank you to HRH Princess Benedikte of Denmark for her kindness and support for the event.



Danish OB-PS Fundraising Event

We hope you will join us in warmly welcoming the following new Members who were presented at the event:

Young Supporters (left to right): Margrethe Grønvold Friis, Sophie Lundsbergs-Nielsen, Emma Elgaard and Signe Gertz



New Members: (left to right), Birte Lehmann, Ann Sofie Vrang, Mette Lindskov, Kathrine Richardson, HRH Princess Benedikte, Pia Allerslev, Christian Hvidt, Merete Emcken and Anna Sofie G Mikkelsen.



And the following Members donated to upgrade their OB-PS membership for the event:

Gold Awardees: Kirsten Smedegaard Andersen, Jan Frøshaug, Jane Hvidt, Birgitte Brinch Madsen, and Leise Mærsk Mc-Kinney Møller

Global Awardees: Dorte Arnoldi, Helle Bechgaard, Minna Due Jensen and Lulu Tøpholm

WAGGGS Staff Spotlight

Natalia Plou, Head of Membership



The World Bureau seemed pretty empty during my first weeks at WAGGGS. Today, every corner of my desk is covered with Regional Conference spreadsheets and a significant part of the responsibility on delivering the five 2022 Regional Conferences now sits with me. I see myself as an example of the impact that Guiding can have on our personal leadership development and how it can open unexpected opportunities.

I had just moved to the UK from Ireland, where I lived for almost 10 years, before moving from Argentina. My first role was as Western Hemisphere Coordinator - my Spanish came in handy during the interview and maybe the fact that I was dressed, without knowing, in the colours of the Pax Lodge uniform, the venue for my interview. Six months later, I had the opportunity to lead my first big WAGGGS project, now as Membership Development Manager. The Pathways to Organisational Membership research which was an eye-opener to international collaboration and the heartfelt stories of the impact of Girl Guiding and Girl Scouting not only on the life of the girls but also of those around them.

2014 was also the year of the launch of the Membership Development Strategy that aimed to reach 12 million members by 2020 and grow the number of MOs and full members. Since then I have oversaw the relationship with 65 of WAGGGS Member Organisations, at the time when we had cross-regional teams and led the first stage of the implementation of the Capacity Building Framework as Head of Capacity Building until 2019. Since then we also passed the 10 million members mark in 2019, reached our Associate to Full target and now count with 152 associations among our Members.

I have recently been asked what has kept me in WAGGGS after these years. Its been getting to know the girls and the leaders that make this Movement and working with amazingly skilful volunteers. Having the privilege to collaborate with trailblazing Membership World Board leads and a long list of incredible WAGGGS colleagues, and more recently, with the extraordinary Capacity Building Team of volunteers and work along with the Regional Committees.

I feel proud of the work done so far and amassed and encouraged by the support of so many who join us in our quest to strengthen Member Organisations and our Movement by contributing with their funds, skills and time.

Will we go back to what we used to be? Would we want to? In the last year, we have been more connected than ever, been inspired by the Movement's solidarity, and by seeing the sisterhood in action not only supporting each other and ensuring no one is left behind but also working together so that more and more girls can have a chance to change their lives and experience being part of this world.