THE WORLD WE WANT FOR GIRLS

ANNUAL REVIEW 2012
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.

There are five 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.

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In 2012, Member Organizations, volunteers, Girl Guides and Girl Scouts around the world were united in celebrating 100 years of changing lives in our final centenary celebration year.

We are immensely proud of the achievements of the centenary celebration years, which took place from 2010 to 2012. Through leadership events, advocacy campaigns, community action and education programmes, we showed the world just how relevant and inspirational Girl Guiding and Girl Scouting is for today’s girls and young women.

With the start of a new century for Girl Guiding and Girl Scouting, it’s now time to think about the future, build on these successes, and look forward to another 100 years of changing lives. In 2012, the World Association began a consultation process with girls, young women, volunteers and Member Organizations to find out their visions for the future – the ‘world we want for girls’. So far our collective vision for the future includes safety, peace, health, education, justice, respect, equality and an end to poverty for all girls. The World Association will continue to collect your visions, and there are many ways you can feed into the consultation and take action to help create our perfect future world for girls.

The World Association and its Member Organizations are already working towards achieving our collective vision. In 2012, we empowered girls and young women through non-formal education programmes to take action on issues such as climate change and violence against girls. A new project with Girl Scouts of the USA saw girls from 11 countries work in partnership with Girl Scout groups in the USA to help achieve environmental sustainability in their local areas. Twenty-five Member Organizations piloted our new Voices against Violence programme, which educates young people about their rights and how they can use their voice to stop violence against girls. We continued to support and develop leaders of the future through our Leadership Development Programme, and our exciting new initiatives such as the e-learning platform and the Fifth World Centre pilot project will enable so many more girls and young women to benefit from our education programmes.

We would like to say a heartfelt thank you to the millions of volunteers throughout our Movement, particularly during this important time as we celebrate Girl Guiding and Girl Scouting history. Thanks to your dedication and enthusiasm, 10 million girls and young women across the world are able to enjoy the personal and social development, the opportunities and the leadership skills offered through Girl Guiding and Girl Scouting.

We look forward now to seeing what the next 100 years will bring, and to achieving the world we want for girls.

Nadine El Achy, Chair
Mary Mc Phail, Chief Executive
World Association of Girl Guides and Girl Scouts
For the last three years, the World Association, its Member Organizations, partners and girls and young women have been celebrating 100 years of changing lives.

In total, more than 100 Member Organizations and almost eight million girls and young women commemorated the centenary of global Girl Guiding and Girl Scouting. The World Association held three global Young Women’s World Forums for 721 girls and young women from 97 countries. More than 42,000 centenary activity packs and 140,000 centenary badges were distributed, and 138 Centenary Ambassadors helped to spread the word about the initiatives. Each year on 10 April, Member Organizations globally celebrated with ceremonies, rallies, street parades, exhibitions and many more high profile events.

In 2012, centenary celebrations were themed on Share, following the themes of Plant in 2010 and Grow in 2011. The World Association produced centenary resources to support Member Organizations’ activities – such as an activity pack and badges – and held the Girls’ World Forum event with Girl Scouts of the USA for 500 girls from 80 countries (the final event in the Young Women’s World Forum series). As well as the events and celebrations, many Member Organizations delivered non-formal education activities and inspired girls and young women to engage with global issues such as gender inequality, environmental sustainability and poverty and hunger.
CENTENARY LEGACY

The year 2012 saw these celebrations draw to a close, and as we reflect on the success of the celebrations, it became clear that now more than ever girls, young women and volunteers feel a strong sense of belonging and dedication to our international Movement. Member Organizations took the opportunity to increase their public profile, strengthen their programmes and grow membership. Many Member Organizations report that these activities will have a lasting impact, and benefit both the organization and girls and young women for generations to come.

Girl Guides of South Africa (GGSA), says that the centenary provided an opportunity to increase its public profile and revamp the image of Guiding. Working with a communications agency, which offered the Association pro-bono support, GGSA ran a number of high profile events and increased its publicity work, attracting 63 mentions in local and national media. Other Member Organizations, such as Girl Guides Association of Grenada, reported a major increase in membership. “Promoted events sparked interest in the parents who wanted their daughters to be part of all the exciting things that were happening,” says Rachael Mathurine, Chief Commissioner. “The girls did not want to miss the fun things their friends were talking about.” Many Member Organizations took this as an opportunity to take action and effect change on issues affecting girls and young women, while others used the centenary resources to strengthen their education programmes.

“We are indeed a family of sister Guides as the centenary celebrations improved access to Girl Guides and Girl Scouts across the globe.”

ZAKIYA WAHAB, GHANA GIRL GUIDES

“Our membership has increased in 2010 and 2011 and the centenary certainly helped keep Irish Girl Guides in the spotlight.”

DIANE DIXON, IRISH GIRL GUIDES’ CENTENARY AMBASSADOR
SHAPING OUR FUTURE

As we enter a new chapter in Girl Guiding and Girl Scouting history, the World Association has started building a collective vision for the ‘world we want for girls’.

The United Nations (UN) declared 11 October 2012 as the world’s first International Day of the Girl. To celebrate this day, the World Association invited people around the world to help create the ‘world we want for girls’ through a blog, survey and global events. By 11 October 2013, we want one million actions to have been taken to help create our collective vision.

The World We Want for Girls blog (www.worldwewantforgirls.tumblr.com) received entries from approximately 4,000 people from over 50 countries, while survey results came from nearly 500 people in 57 countries. Analysis of the blog and survey results paints a grim picture of today’s world for girls. A world in which girls face challenges such as violence, lack of employment and decision-making opportunities and discrimination, simply because they are girls.

THE TOP FIVE

ISSUES FACING GIRLS (AS IDENTIFIED BY OUR SURVEY AND BLOG):

1. Sexualisation and objectification of girls and women
2. Violence at home or with a partner
3. Unemployment and underemployment
4. Discrimination
5. Lack of opportunities to be represented in decision-making
Sixty per cent of the world’s chronically hungry people are women and girls; 20 per cent are children under five years old.¹

Around nine million children and more than 287,000 mothers die each year.² This means that almost 24,000 children and 787 mothers die every day. Almost all maternal deaths and at least two-thirds of child deaths are preventable.

Two out of three children who do not attend school are girls.³

Sixty million girls are at risk of sexual assault on their way to or at school.⁴

Women and girls are up to 14 times more likely than men to die from natural disasters – mainly due to poverty and limited access to health care. Any food or water shortages, or rising food prices, are likely to affect girls and women first.⁵

The World Association believes that Member Organizations, Girl Guides, Girl Scouts, volunteers and partners and supporters must act together to transform girls’ lives. Help us reach the target of one million actions by October 2013: add your actions to our activity log at www.wagggs.org/en/dayofthegirl or send them to idg@wagggs.org

The World Association and its Member Organizations want to achieve the ‘world we want for girls’. A world where all girls can be leaders, access equal education and work opportunities and live life free from violence and the fear of violence. Through non-formal education programmes, leadership training, advocacy work and capacity-building for Member Organizations, the World Association supports a strong and growing international movement that can continue to meet the most pressing challenges facing girls and young women. Read on to find out more...

The perfect world for girls is a world of respect and opportunities; a place where each girl will be given a chance to choose what she wants to be. I want girls all over the world to be educated and flourish in every endeavour they select.

ANON, WORLD WE WANT FOR GIRLS BLOG

Research shows that non-formal education supports young people’s employability and development of skills in communication, organization, team-building and decision-making. Non-formal education helps boost girls’ confidence and self-esteem, providing them with a safe space to discuss issues that matter to them.

In 2012, the World Association widened access to its non-formal education programmes through e-learning. In partnership with the University of Reading, UK, the World Association developed a new e-learning platform to engage more girls, young women and leaders in key educational programmes. Using e-learning will increase access to information and learning for girls and young women, empowering them to lead change in their communities. The e-learning project will also help support Member Organizations to build their capacity and strengthen their organizations. With support from The UPS Foundation, the World Association developed and trialled a prototype platform and learning materials.
The World Association also developed and delivered new educational programmes, such as the ‘Stop the Violence – Speak out for girls’ rights’ education programme; the Games Go Global activity pack, offering a fun way for young people to engage with sport and the Olympic Games; the centenary 2012 activity pack; and the World Thinking Day 2012 pack, which inspired Girl Guides and Girl Scouts to take action on environmental sustainability.

Member Organizations also delivered creative new non-formal education programmes. For example, the Hong Kong Girl Guides Association ran a programme entitled Friendship Caravan on the Silk Road in August, involving 400 young people from Hong Kong, mainland China and other Member Organizations in the Asia Pacific Region. Participants toured China, visiting various cultural sites and running Guiding activities with local children. The aims of the event were to promote cultural exchange, international friendship and skills development. In Sri Lanka, the Girl Guides Association delivered programmes to engage disabled young people, while Association des Guides du Rwanda ran Stop the Violence activities for girls living in refugee camps as part of International Peace Day on 21 September.

IN FOCUS
Asociación Guías Argentinas, Argentina

In recent years, the Asociación Guías Argentinas (AGA) has run a series of local and national events, campaigns, development projects and discussion forums for thousands of young people. In 2012, this culminated in two large-scale national events. In May, the Association held a third National Forum for Young Women – themed Speak Up and Say No to Violence. Participants aged between 13 and 20 took part in workshops and training activities delivered by a number of organizations specialising in this topic. The aim of the Forum was to encourage participants to speak out against gender-based violence, and at the end they staged a march along the main thoroughfare of the city. The Association also joined the national campaign against violence.

“The main benefit has been that girl and young women have become more involved with national and international programmes, and members in different parts of the country have worked together in carrying out service projects in their communities,” Mariana Ghezzi, International Commissioner, says, “I believe that in the long-term these experiences will strengthen girls’ and young women’s commitment to Girl Guiding and Girl Scouting, and will give them the tools they need to carry on working in their local communities.”
**LEADERSHIP**

“I want to see girls empowered to be leaders of tomorrow.”

ANON, WORLD WE WANT FOR GIRLS BLOG

Developing young women leaders and strengthening adult leadership are central to achieving the ‘world we want for girls’. The World Association provides opportunities for leaders to experience and develop leadership at global level, and enable leaders from different parts of the world to share expertise. The World Association does this via its Leadership Development Programme (WLDP) and other training opportunities and resources. The WLDP puts into practice the World Association’s informed and respected theories on leadership development. The seminars involve non-formal, intergenerational, cross-cultural and values-based learning; and participants learn skills in communication, teamwork, decision-making and listening.

In 2012, the World Association held seven international leadership events for 749 girls, young women and adult leaders across the globe. This included WLDP events at the four World Centres and in Japan. The theme at the Our Chalet and Sangam events was ‘Young women leading a greener future’ and participants from these two events developed action plans for delivering environmental projects in their communities. The WLDP event in Japan helped to build the leadership capacity of Girl Scouts of Japan by training 50 leaders from the Association. In May, a WLDP facilitators’ event was held at Pax Lodge and a Juliette Low Seminar took place at Our Cabaña in November.

The four World Centres are essential to the World Association’s work in growing young leaders. In 2012, the World Association began the Fifth World Centre pilot project, which is developing a new model of delivering leadership and capacity-building events in the Africa Region. This project aims to invest in and build the capacity of the Member Organization hosting World Centres events. In July and October, the World Association held the first two Fifth World Centre pilot project events in Ghana and South Africa respectively. Forty participants explored fund development strategy, partnerships, leadership skills and community action.

The Girls’ World Forum in July developed the leadership capacity of 500 girls from around the world. With a planning team formed of 18 girls, the event was 100 per cent girl-led. Participants took part in non-formal education sessions on leadership and advocacy. With the support of young volunteers, the participants developed plans for their learning around the three MDGs on poverty and hunger, gender inequality and environmental sustainability, and developed a Take Action project in their local communities.

“Many of our Girl Scouts understand their connection to the World Association on a theoretical level – the Girls’ World Forum put that concept into full practice! Those connections and friendships really engaged all participants to see their personal role as a global citizen.”

EMILY RIOS, TEEN PROJECT MANAGER, GIRL SCOUTS OF THE USA.
Scouts and Guides of Oman

The Scouts and Guides of Oman held an International Leadership Development Workshop for 40 young women to identify potential leaders who could help develop Guiding in Oman. The objectives of the training were to help young leaders develop their leadership skills, to raise awareness of their roles and responsibilities within the Association, and to set up a vision of leadership for the Association.

At the end of the training participants developed project plans for training other young women in leadership skills. Two of the participants have become trainers and participated in the World Association’s National Leadership Development Programme, which helps leaders to deliver the World Association’s leadership training at national level. Final evaluation of the project showed that participants left feeling confident in their new leadership skills, and the Association has continued to support and monitor the progress of participants.

Sophy Cotis, Facilitator at the event, says, “All participants showed leadership potential and can evolve and play an essential role in the Association, community and the Arab Region. This training is very promising for the development of the Association, in terms of membership growth, public image and opening up opportunities for participating in international events.”
The centenary celebration years inspired girls and young women across the Movement to take action and volunteer to help others in their local communities. The World Association empowers girls to take action on issues that matter to them through programmes such as the new Together Green project, funded by the Alcoa Foundation. In 2012, the World Association worked with the Girl Scouts of the USA to develop the project, which links young people from 10 Member Organizations with Girl Scout councils in the USA to deliver local environment projects. The teams are implementing youth-led community action and awareness on issues including reforestation, fly tipping, recycling and saving energy.

The World Centres continued to promote community action through their volunteering programmes. Sangam runs regular Community Volunteer Programmes, which give young women the opportunity to work with one of 12 local non-governmental partner organizations. These partners range from Door Step School, which provides non-formal education to children from poor areas, to eCoexist, which employs people from disadvantaged backgrounds to produce eco-friendly products. So far more than 50 young women have participated in the programme, and as well as giving them a chance to contribute to the local community, the programme helps them develop skills for their future careers.

“Being part of the Sangam Community Programme is amazing! It changes not only your life but also the lives of others. And that is really motivating and increases your commitment to peoples’ wellbeing and justice.”

DILANA, ASOCIACIÓN DE GUÍAS Y SCOUTS DE COSTA RICA

“We need to support girls and their dreams, help them reach their goals and know that each girl and woman can change the world.”

ANON, WORLD WE WANT FOR GIRLS BLOG
The Association Mpanazava Eto Madagasikara has been running a health and hygiene project to improve sanitation, promote health and stop the spread of diseases in Madagascar. The Wash project is implemented nationally, though in 2012 project activities focused in the Analanjirofo region in the east, where access to clean drinking water is very challenging.

Four hundred Girl Scouts got together to raise awareness of hygiene among the region’s inhabitants. They promoted effective hand-washing with soap, showed them how to build latrines that meet sanitation standards, how to store water so that it remains drinkable, and how to keep dirty water separate from clean water using different coloured buckets.

An evaluation of the project showed that 75 per cent of people followed the advice and built 132 latrines. Owners of local cafés improved their cooking and toilet facilities as a result of the awareness campaign, and children learned the importance of washing their hands with soap. These activities led to a two per cent reduction in the incidences of diarrhoea in the region. Zoé Rasoaniaina, Commissaire Générale at the Association, says the World Association’s events and resources “allowed us to deal with these issues using methods which were different from other associations and non-governmental organizations who work in the same fields.”
SPEAKING OUT

“I want a world free of violence where the girls can be heard and can take high-level positions in different organizations and government.”

ANON, WORLD WE WANT FOR GIRLS BLOG

Each year, the World Association empowers girls and young women to speak out and influence decision-makers on global development issues such as gender inequality, violence against girls and climate change. In 2012, the World Association supported 39 young women to participate at three major international decision-making events: the UN’s 56th Commission on the Status of Women in the USA, the UN Conference on Sustainable Development Rio+20 in Brazil, and the UN Framework Convention on Climate Change Conference of Parties (COP 18) in Qatar. The delegates developed skills in advocacy, communications and media, and increased their understanding of UN processes and key development issues. They ran side events, took part in campaign actions with other youth organizations, gave media interviews and lobbied governments.

At Rio+20, one significant success was that non-formal education was included in the agreed outcomes – a result of lobbying by the World Association’s delegates and other youth organizations. The delegates have continued to run environment education and advocacy programmes on their return home. At COP 18, the World Association delegation played a lead role in youth lobbying on Article 6, the part of the Convention dealing with climate change education, training and public awareness.

As part of the ‘Stop the Violence – Speak out for girls’ rights’ campaign, the World Association developed a new curriculum called Voices against Violence, supported by UN Women. The curriculum aims to support young people to identify violence, to understand their rights and to gain the skills in advocacy and leadership to claim these rights and end violence against girls. The World Association delivered a training of trainers course in April at Our Cabaña for 27 participants, to empower Member Organizations to deliver the programme. Twenty-five Member Organizations and two World Centres piloted the programme and 95 per cent of girls and young women involved so far have taken action to address the issue of violence against girls. For example, Girl Scouts of the Philippines held a national symposium on violence against girls and women, while Association des Guides du Togo delivered a campaign to raise awareness of violence in schools. The Voices against Violence curriculum will be launched in 2013.

“I was able to gain relevant stills from experts as well as galvanise support and strategise with fellow World Association Member Organizations to work together in order to advocate for an end to violence against girls and young women.”

YVONNE AKOTH, KENYA GIRL GUIDES ASSOCIATION
IN FOCUS

Austrian Scouts and Guides (PPÖ)

The Austrian Scouts and Guides (PPÖ) plays an active role in the Austrian National Youth Council. The Association is represented in all the youth council’s working groups and this year a PPÖ member was elected as one of the four chairs.

“The main aim of this work is to enable as many young Guides and Scouts as possible to become active citizens and participate in the political process within Austria and the European Union,” says Irene Rojnik, World Association International Commissioner, “As one of the largest youth organizations within the youth council, PPÖ sees it as their responsibility to represent their members and the Guiding and Scouting values in this body, as well as to create a youth-friendly environment in Austria.”

Being involved in the youth council helps PPÖ to learn about the current priorities in Austria and the European bodies and to influence current legislation for children and young people. Also, PPÖ can access European studies, get opportunities for members to attend international youth seminars and trainings and share experiences with the other youth members.

The Association has established an environment working group which produced guidelines for environmental youth work and concrete recommendations for politicians. PPÖ was also involved in the development of a handbook on gender.
MORE OPPORTUNITIES FOR MORE GIRLS

Girl Guiding and Girl Scouting empowers girls to take action on the issues they care about, provides them with a safe space to grow and develop, and supports them as leaders of the future. Offering more Girl Guiding and Girl Scouting opportunities to many more girls and young women is therefore a major priority of the World Association’s work. Strong and growing national associations that provide relevant, exciting programmes to girls and young women is vital if we want to create the ‘world we want for girls’.

The World Association supports 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). In 2012, the World Association visited 38 Member Organizations and created membership development plans for associations across the Movement. This enables the World Association to provide tailor-made support to Member Organizations in six key areas:

- Educational programmes
- Adult training
- Structure and management
- Membership
- Relationship to society, including partnerships, community action and advocacy
- Finance

The World Association also delivered four fund development capacity-building workshops in Ghana, South Africa, Togo and at Our Cabaña, during which volunteers and staff explored various fund development topics.

In Africa, Member Organizations diversified their membership by reaching out to girls from underprivileged areas. For example, Malawi Girl Guides is working with UNICEF to develop Girl Guiding programmes for young people in marginalised communities. The Africa Region was also involved in the implementation of the Fifth World Centre pilot project.

The Arab Region worked with Member Organizations to create membership development plans. For example, in countries experiencing unrest – such as Egypt and Sudan – the Region supported the Associations to continue their activities.

The Asia Pacific Region provided tailor-made support to Associations with growing membership. For example, the government of Bangladesh has made Guiding and Scouting compulsory activities in all government schools, so the Region worked closely with the Bangladesh Girl Guides Association to ensure it has the capacity to support new groups.

The Europe Region delivered 16 capacity-building events; around 1,800 volunteers took part. The Europe Region published an online toolkit to help Member Organizations support volunteers, and set up a mentoring programme for volunteers.

In October 2012, the Western Hemisphere Region organized a membership development workshop in Honduras for six Latin American Member Organizations. The Region’s committee also helped deliver the XVI Central American Gathering for Guide Leaders, attended by 10 Member Organizations.
Bharat Scouts and Guides, India

Bharat Scouts and Guides’ membership has grown by nearly 28 per cent over the last five years, an increase of 381,790 Girl Guides in India. “For a vast country like India, membership increase in Guiding is highly important,” says Geeta Rawat, Joint Director (Guides), “Guiding provides a safe and secure platform for social interaction and skill development for girls.”

The Association identified membership growth as a priority area in its strategy, aiming to achieve a 10 per cent growth in membership annually. The Association decided to focus its recruitment activities in areas currently not served by Guiding, particularly rural areas and small villages. It opened new units in these areas, both community-based and school-based, and supported district and state associations to publicise the new units, engaging the support of local community leaders. The Association also provided activities for children with special education needs and ‘difficult living circumstances’.

Geeta says that support and resources provided by the World Association Asia Pacific Region was “highly useful for formulating an action plan for membership expansion”. She adds: “Scholarships enabled participation of young leaders in various workshops and leadership development seminars, and advocacy programmes also encouraged our young leaders to motivate their friends and family to enroll young members of their families in Guiding.”
THE FUTURE

In 2011, Member Organizations agreed a new Vision for a world where ‘all girls and young women are valued and take action to change the world’. Over the course of 2012, the World Association started the journey towards this transformation for girls all over the world. In 2013, the World Association will continue this work, focusing on:

• Expanding Girl Guiding and Girl Scouting in existing member countries and to new areas of the world.

• Engaging Girl Guides, Girl Scouts, leaders and partners in our Stop the Violence campaign, and our work on the MDG theme this year, MDGs 4 and 5 on child mortality and maternal health.

• Increasing leadership development opportunities at global level for young women and supporting the leadership journey of national leaders through the launch of our new National Leadership Development Programme.

• Raising funds to support the World Association’s operations and projects, and continuing to build the fund development capacity of Member Organizations.

THANK YOU

THE WORLD ASSOCIATION 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. THE WORLD ASSOCIATION COULDN’T HAVE DONE THIS WITHOUT THE GENEROUS SUPPORT OF ITS 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
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World Organization of the Scout Movement
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.

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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