PARTNERSHIP
WITH THE UPS FOUNDATION

Girl Guiding and Girl Scouting can change a girl’s life. Giving her the chance to make friends from around the world, learn new skills and have a voice on issues that affect her daily life.

AT THE WORLD ASSOCIATION OF GIRL GUIDES AND GIRL SCOUTS (WAGGGS), WE BELIEVE EVERY AND ANY GIRL SHOULD HAVE A CHANCE TO BE PART OF THE MOVEMENT AND ALL THE OPPORTUNITIES IT HAS TO OFFER.

Since 2003 through our partnership with the UPS Foundation we have been supporting our Member Organisations to engage girls in underrepresented, harder to reach communities, and improve the quality of opportunities and Guiding experience in our Member Organisations around the world.
OVERVIEW OF THE PARTNERSHIP:

Since our partnership with the UPS Foundation began in 2003, the focus has been on supporting Girl Guides and Girl Scouts around the world become leaders in their communities and responsible citizens of the world.

Unlike most of our partnerships at WAGGGS, it does not involve a curriculum and badge, but provides funding for capacity building work with Member Organisations so they can;

- **TRAIN AND RETAIN** volunteers and leaders from a more diverse background;
- **EMPOWER** girls and young women to become advocates for change at a local, national and global level;
- **SUPPORT** Member Organisations to increase and diversify their membership by identifying and reaching girls from underrepresented communities.

In addition to financial support, the partnership also encourages UPS employee engagement, utilising the global reach and wide staff base of UPS for cooperation and direct involvement in the programmes activities.

“I had the honour of participating in one of many great WAGGGS activities and the chance to witness the importance of UPS/WAGGGS partnership, empowering women and encouraging them to lead and change their community for the better. As a UPS employee I was moved by the great impact the UPS/WAGGGS partnership has on girls and women all over the Middle-East”

Tareq Mzeid, UPS, Jordan

DIVERSITY, INCLUSION AND LEADERSHIP DEVELOPMENT:

There have been five different phases of work since the partnership began. The most recent phase, 2017-2019 has been focused on ‘Diversity, Inclusion and Leadership Development.’

At WAGGGS we support girls and young women to identify issues they face in their lives, and provide them with a safe space where they can develop the skills and knowledge they need to overcome them.

In our ever changing world where conflict and violence has forced many girls to flee their home, and many others are growing up in communities where they feel ostracised or excluded, Guiding has a vital role to play in helping to make them feel part of something. However, our research shows that the uptake of Guiding is limited in minority communities, and there remains a poor level of engagement amongst those who do not fit the traditional profile.

“**Our girls are struggling to afford to pay for subs and some cannot afford uniforms which makes them feel different to the others. I would like to use the grant to help all the girls to purchase some uniform. This will help...make the girls feel more of a part of our unit and guiding family.”**

Girlguiding UK

The latest phase of our partnership with the UPS Foundation funds work in nine selected Member Organisations where engaging girls from under-represented communities and improving each organisation’s approach to diversity and inclusion are key priorities. The countries are; Egypt, Jordan, Kuwait, Lebanon, Mexico, the Netherlands, Nigeria, Oman and the United Kingdom.

FUNDING ENABLES THESE MEMBER ORGANISATIONS TO;
- recruit and retain a more diverse, less traditional profile of volunteers and girls
- improve awareness of the importance of being a diverse and inclusive organisation.

**OUR AIM** is to share examples of best practice globally to more of our 10 million members across 150 countries, so they can adapt and incorporate them into their organisational structures, enabling the partnership to have a long term, global impact.
Guiding in Nigeria is under-represented in rural, hard to reach communities, long-term refugee settlements and among girls with hearing, speech and visual impairments. In these communities, particularly those in northern Nigeria, there are high rates of girl child marriages and low school enrolment and attendance. NGGA is using funding from the UPS partnership to address these challenges by delivering education classes for women on numeracy, reading and writing. Women from these classes are then selected and trained to be Guide leaders who will in turn open new units in their communities.

**CASE STUDY SNAPSHOT:**
Nigerian Girl Guides Association (NGGA)

"I joined Guiding in 2007 and since then I have learnt a lot of things that have really changed me. I have travelled to states I have never visited before, met new people and made friends. These things were difficult for me before. I have received leadership training and learnt the qualities of being a good leader. This has given me boldness to stand out before the crowd and be a leader to other girls."

Ofofon Ekpeyong, NGGA

Scouting Nederland (SN) faces a challenge in attracting and retaining young women and girl members. Historically there has been a perception that the Movement is for boys, with males accounting for 65% of scouts and volunteers. The organisation has struggled to meaningfully engage girls. Through funding from the partnership with the UPS Foundation, SN has been able to work on developing a Scouting culture where girls can feel included. They have undertaken research to better understand how to involve women and girls in Scouting so they can remove any barriers to their participation, develop an inclusive offer tailored to girls and reflect this in their recruitment materials.

**CASE STUDY SNAPSHOT:**
Scouting Nederland (SN)

"In this project we are able to create a better place in Scouting for girls and women."

"I had no idea gender equality was an issue at Scouting Netherlands, but now I know."

Volunteers leaders from Scouting Netherlands.

**THE IMPACT THE PARTNERSHIP WILL HAVE:**
- Over two and a half years we will recruit and retain 9,530 girls and young women members and 2,500 adult volunteers (a total of 12,000 from underrepresented communities)
- Indirectly reach 240,000 girls and young women who will benefit from a more diverse and inclusive Guiding experience
- Deliver online leadership development sessions (iLead) to 1,000 volunteer leaders

**CASE STUDY SNAPSHOT:**
GirlGuiding UK (GGUK)

Traditionally GGUK has been made up of predominately middle class, white girls with a misconception that it is a Christian organisation. But with UPS funding, they have been able to invest in a data-mapping project to collect and analyse the demographics of those taking part in Guiding activity, so they can target areas where there has been minimal involvement. Events such as those held in Welsh speaking communities and collaboration with the Muslim Council of Britain are bringing Guiding to historically underrepresented communities.
The partnership focuses on establishing a cross-regional framework to diversify the leadership profile of the Arab Region and mobilise young women to take action. Projects are being implemented related to the Sustainable Development Goals (SDGs) at a local level in Egypt, Jordan, Kuwait, Lebanon and Oman, inspiring girls and young women to lead change around each of the goals in their communities.

This programme focuses on two of the SDGs that we put at the heart of all of our work at WAGGGS – SDG 5: Achieve gender equality and empower all girls and SDG 10: Reduce inequality within and among countries. UPS funding supports forty young women in the region to run social action campaigns, raising awareness of the issues that girls from diverse communities face. These campaigns are designed as a way to promote the relevance of Guiding to girls who have not traditionally been involved in the Movement, and demonstrate the positive impact it can have on their lives.

Guías de México (GdM) is using funding to reach out to girls in economically and socially marginalised communities, predominately with girls living in shelters, under-represented cities and public schools. They face a challenge recruiting and retaining volunteers, communicating with existing volunteers, and – in some cases – objections by families to girls participating in a ‘girl-only’ Movement as the cost of sending children to separate activity groups is too high. To address these challenges GdM are changing the payment structure for families who cannot afford to pay the registration fees for their children, accepting boys into some activities, and undertaking better data mapping in these communities.

CASE STUDY SNAPSHOT:
Guías de México (GdM)

WAGGGS is the largest voluntary movement dedicated to girls and young women in the world with 10 million members across 150 countries. For more information please visit www.wagggs.org or call 00 44 207 794 1181.

WAGGGS ARAB REGION: BE THE CHANGE

The girls are supported by Be the Change networks, which are managed by selected mentors and developed through links with universities, organisations that support women rights and target hard-to-reach communities.

I was really excited to deliver this new program in the Arab Region. It was a good opportunity to meet young women form different countries who share the same values and lead change in their communities. They are tackling issues they believe are important and seeking a better world for girls and women.

Naouel Ghali, Capacity Building Manager, WAGGGS, Tunis

THE IMPACT WE WILL HAVE:
1. Identify and support 40 young women to lead social change projects in their communities
2. Mobilise young women to effect social change in their communities in the Member Organisations in the Arab Region

KEY ACHIEVEMENTS OF THE PARTNERSHIP 2003-2016

LEADERSHIP GROWTH AND DEVELOPMENT

Focused on Mexico, Panama, South Africa, Nigeria and the Arab Region, this phase of the partnership increased leadership and volunteering opportunities for girls and young women, and built the capacity of these Member Organisations to deliver high quality, effective leadership training.

ASSIST, SUPPORT, ENABLE AND STRENGTHEN

In 2010 we expanded our partnership to focus on leadership and advocacy training for thousands of girls in Brazil and South Africa, as well as expanding our volunteer network in India. On a global level highlights included the roll out of our online leadership training module iLead to 40,000 young people and the development of a Global Environmental Advocacy Programme. Over 150 young people were given the opportunity to speak out about sustainability issues at UN events and 200,000 took part in some form of online advocacy.

INCREASE, EXPAND, CREATE AND ENGAGE!

During the first phase of the partnership, the focus was on the recruitment of volunteers from more diverse backgrounds in South Africa, Brazil, Mexico and Malaysia.