



THE YESS GIRLS' MOVEMENT
STAKEHOLDERS'
ANNUAL NEWSLETTER
2021



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Acronyms and commonly used YESS Terminologies

ACRONYMS

MOs -Member Organisations

NOREC -Norwegian Agency for Exchange Cooperation

SDGs -Sustainable Development Goals

YESS -Youth Exchange South to South

WAGGGS -World Association of Girl Guides and Girl Scouts

COMMONLY USED TERMINOLOGIES IN THE YESS GIRLS' MOVEMENT

The YESS Partnership: The YESS Partnership jointly refers to all Member Organisations in the YESS Girls' Movement and WAGGGS.

The YESS Task Force: This is a team of young women who under the leadership and guidance of the YESS Country Coordinators deliver on the result areas. In 2021 in every Member organisation, there were 5 teams on the task force as follows:-

- Achievers- This is the Membership Development arm of the programme
- Cap Force -This is the Capacity Building Arm of the YESS Girls' Movement
- COVID Crushers -This is the COVID-19 response arm of the YESS Girls' Movement
- Team Connect -This is the Communication arm of the YESS Girls' Movement
- Wheels of Change -This is the advocacy arm of the YESS Girls' Movement.

PS: Each of the above teams had 5 members (including a team leader).

The YESS Bus (YESS National Team): This is the strategic, management and operations arm of the YESS Girls' Movement in each MO. In every MO, the Chief Commissioner is the Strategic leader on this team, the CEO or National Coordinator is the Management Lead while the YESS Country Coordinator is the Program operations leader on this team.



Acknowledgement



Robina Asimwe Sentumbwe

Global Programmes Manager

As a Partnership, we celebrate the YESS Girls' Movement which has by all means become a flagship Program for young women in the Africa and Asia Pacific Regions of WAGGGS. For seven years down the road, from 2015 to date the program has created an impressive platform for young women to speak out, take action and lead on issues that affect them.

The young women are the reason this program exists and we appreciate the fact that they have indeed understood this in the most practical way. They own the program, they volunteer for it and are so passionate about its sustainability. Young women have served on different task forces and have supported program work to ensure that the planned activities and targeted results are achieved.

Like the previous year, 2021 was a very special year because of the COVID- 19 pandemic. Even with no travel involved, the program has maintained its brand as an International Partnership between 14 organisations that share a mission. This has been possible because of a shared strategy which the strategic leaders of these partner organisations promote and work to achieve. To our Chief Commissioners in all the Member Organisations, thank you. And to our YESS Country Teams headed by the YESS Country Coordinators, thank you for being in the drivers' seat, guiding the young women and ensuring the program operations are done as planned.

To the Schools, Churches, Communities and other places that hosted and provided the space for the girls to fully deliver their result areas activities, we appreciate you.

We acknowledge and appreciate all the other stakeholders who have interest in the YESS Girls' Movement directly or indirectly. This includes families of the young women who are a part of the program and online followers and supporters who engage in our online work.

WAGGGS as a Coordinating partner in this partnership has played its role in ensuring a mutual and equal partnership. As a custodian of the legal mandate, WAGGGS has worked tirelessly to ensure that most of what was agreed on in the collaboration agreement with NOREC has been achieved as far as it was practically possible. Great appreciation to all the staff of WAGGGS who supported the program in their different capacities.

In a very special way, our gratitude goes to the Norwegian Agency for Exchange Cooperation (NOREC) not just for the financial support, but for also giving this partnership the space, the trust and the support to do what we do. We hereby re-affirm our commitment to do what we agree to do in our collaboration agreements in the years to come.

Executive Summary

13 WAGGGS MOs participated in the program in 2021. These included Bangladesh, Burundi, Fanilon'i (Madagascar), Ghana, Kenya, Malawi, Mpanazava (Madagascar), Nepal, Rwanda, Tanzania, Uganda, Zambia and Zimbabwe. Following the COVID -19 pandemic, there was no travel involved but the program maintained its core identity as an international partnership. Together, we focussed on the following five result areas:-

Increased and diversified membership of GirlGuide/Girl Scout associations where 48,435 new Girl guides were recruited from over 20 formerly under reached areas in the program countries. Specific activities that were undertaken included membership recruitment drives, new member trainings and enrolment, a 5- Week Welcome to my World online campaign and Tik Tok videos.

Young women speaking out and taking action on issues important to them across borders. Among other things 13 'Yes! Girls Can' Campaigns were undertaken in all MOs; 10 MOs developed Call to Action statements but only 4 (Uganda, Nepal, Kenya and Ghana) managed to submit theirs to relevant government ministries; 42,676 girls and young women in 13 MOs were trained on Menstrual Hygiene Management and 13 Green-Tech Generation campaigns were undertaken in 12 countries.

Girl led community response to COVID-19 where among other things an online COVID Summit was organised and attended by over 165 people; a COVID Crushers' Activity Pack was developed & delivered to project communities; and a 5- Day online Challenge sensitising on prevention, mitigation & response was done.

Improved performance of Girl Guide/Girl Scout associations in Membership Retention, Resource Mobilisation, Project Management and Financial Management. Among other things, all YESS Country Coordinators were trained in Project Planning, Management and Evaluation; all YESS Country Coordinators and Accounts Assistants were trained in Financial and grant Management; a Standard Accounting System (Quick Books) was secured for 12 partner organisations & Accounts Assistants trained on how to use it. Other capacity building support included a leadership training for 65 Task Force Members, reviewing and / updating Resource Mobilisation Strategies and training on Basic Digital Development for staff and volunteers for some MOs.

More visibility of the Girl Guiding/Girl Scouting Movement as a key national and global player and influencer on issues affecting girls and young women. In 2021 there was visibility in local press (TVs, radios and newspapers); on social media and on the website.

One of the major highlights of 2021 was the YESS Alumnae Summit which was attended by 302 delegates including the YESS Alumnae, MO representatives, WAGGGS Staff and World Board Members; and NOREC representatives. Among other things done during the Summit, the YESS Alumnae relived their memories during their time as participants from 2015 to 2020; and also met with their hosts. YESS Alumnae with special achievements were also recognised and awarded.

The COVID-19 pandemic continued to affect program work in 2021. The inability to freely move out in the field as planned due to lock downs and other related limitations was a major challenge. Many of the program resource persons were also affected either directly or indirectly by COVID-19. Across the partnership we maintained prioritising adherence to the SOPs to minimise cross infections. Despite these challenges, the program managed to achieve most of the planned results.

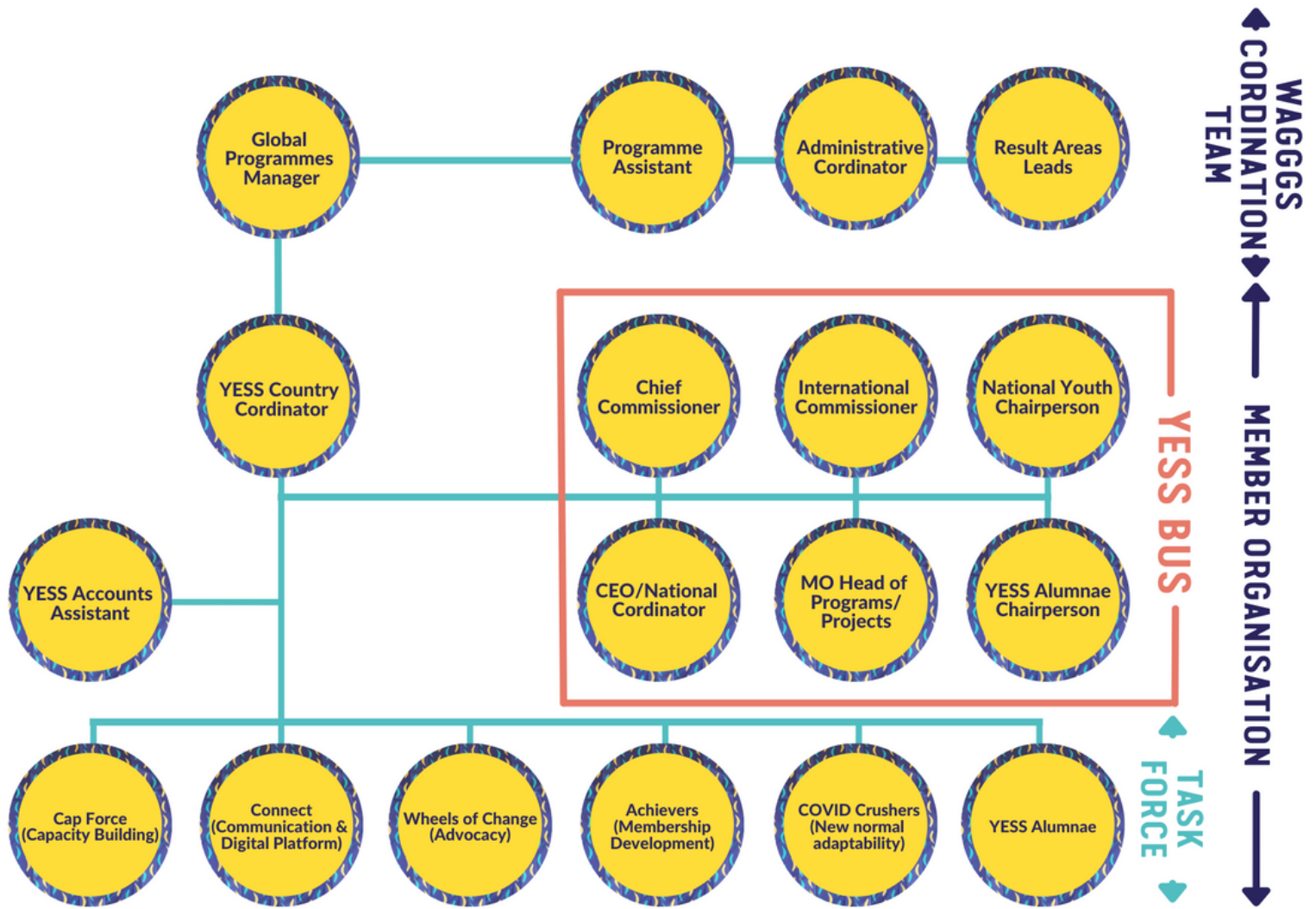


Program coverage



The YESS Girls' Movement Structure

In 2021 the YESS Girls' Movement was designed to adjust to the new normal of having an international partnership without travel. All the 13 MOs in the program had a standard and similar structure and this made international coordination manageable.



Result 1 : Increased and diversified membership of Girl Guide/Girl Scout associations

48,535 young women from over 20 under reached areas in the program countries were recruited into girl guiding and girl scouting as follows.



Numbers recruited per partner organisation

	Member Organisation	Number of New Girl Guides Recruited
1	Bangladesh	975
2	Burundi	1148
3	Fanilo	5242
4	Ghana	4457
5	Kenya	6305
6	Malawi	3739
7	Mpanazava	5632
8	Nepal	398
9	Rwanda	2023
10	Tanzania	6706
11	Uganda	2961
12	Zambia	6921
13	Zimbabwe	2028
TOTAL		48535

Specific activities carried out included

- Physical membership recruitment drives
- New member trainings and enrolment
- A 5 day 'Welcome to my World' online campaign
- Welcome to my World Tik Tok videos

Highlight: This brings the total of young women recruited into Girl Guiding and Girl Scouting through the YESS Girls' Movement from 2015 to 2021 to over **250,000**.



Result 2: Young women speaking out and taking action on issues important to them across borders

'YES! Girls Can' Campaigns "

Yes! Girls Can' Campaigns were undertaken in partner organisations focussing on mental health, sexual abuse, Gender Based violence, child marriages, Teen pregnancy, child marriages and forced marriages as follows:-

MO	CAMPAIGN THEME	CAMPAIGN OBJECTIVES
Bangladesh	Yes! Girls can take care of their mental health	To create awareness about mental health issues amongst young women
Burundi	Yes! Girls Can Work in a Safe environment without Sexual abuse	To raise awareness on how women and girls can perform their tasks safely and freely at their work places without being sexually abused
Fanilo	Yes! Girls can stop the violence against girls and young women	To contribute towards the elimination of violence against girls
Ghana	Yes! Girls can stop child marriages	To stop parents from the giving away of young girls below age of 18 into marriage.
Kenya	Yes! Girls can fight against gender inequality	To equip girls with the skills they need so as to properly address the gender inequality issue
Malawi	Yes! Girls can end Gender Based Violence (GBV)	To introduce different ways /platforms on how young women can speak out and take action against GBV without fear
Mpanazava	Yes! Girls can fight violence against women	To raise awareness on the dangers associated with Gender Based violence so that young women can be empowered to fight it
Nepal	Yes! Girls Can Fight against Domestic Violence	To narrow gender disparity in Nepal by giving young women a platform to speak out against it
Rwanda	YES! Girls can end teen pregnancy	To end teenage pregnancy by involving men and the community in general; and making them understand their responsibility on the issue
Tanzania	YES! Girls can stop early marriages	To create awareness on the effect of child marriages in Mburahati, Tanzania.
Uganda	YES! Girls can stop Forced Marriages	To reduce the rate of forced marriages in Uganda
Zambia	Yes! Girls Can Say No to Child Marriages.	To make it clear to the world that Child Marriage is actually a problem not a solution
Zimbabwe	YES! Girls Can Fight against Gender Based Violence	To raise awareness to victims who were not aware of Gender based violence.

Young women speaking out

Green-Tech Generation campaign activities undertaken

Joint Partnership Activity: Participated in a 5- day online challenge during the International Environment week.

Specific partner activities:-

MO	GREEN TECH GENERATION WORK DONE
Bangladesh	Worked on making a 'Pollution Free Vision' board with the rangers
Burundi	Beach clean-up, recruited Women about the environment protection, planted 12 trees as well as sensitizing 200 girls on the Importance of environment
Fanilo	worked on and maintained the vegetable garden; and 800 pupils sensitized on the importance of having the garden. Planted 4210 trees. Awareness campaigns on how to take care of the environment
Ghana	Trained on plastic waste management with students of South Suntreso Adventist Preparatory School
Kenya	planted 15,000 trees awareness creation on how to take care of the environment Construction of a kitchen garden at Tharaka Vocational & Technical Training where 100 kales, 200 tomatoes, 300 onions and 10 passion fruits seedlings were planted
Malawi	Sensitized the nation on taking care of the environment through tree planting and reached to larger masses across the nation and corroborated with other stakeholders who are also conducting campaigns on environment
Mpanazava	Planted 1500 trees with the Ministry of Environment in Manakara and shared activities about plastic tide turner and about our campaign
Nepal	Conducted a Social Media Campaign for awareness and sensitization
Rwanda	Taught Girls how they can sustain the environment by reducing, reusing and recycling plastics and paper and made ornaments and decorations in used plastics and paper materials
Tanzania	Beach clean-up on environment day and involved the young leaders and the community in cleaning the beach to save the ecology
Uganda	Engaged students on becoming agents of change through advocating for reduction of plastic pollution and community clean up
Zambia	Planted trees at the Association secretariat and raised awareness on alternative sources of energy
Zimbabwe	Planted 320 trees

Young women speaking out



Call to action statements

Call to Action statements delivered to relevant government ministries in Ghana, Kenya, Nepal and Uganda. The statements highlighted the impact COVID-19 has had on girls and women; and called on governments to take action.

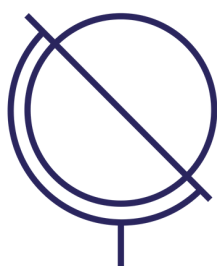


Menstrual Hygiene Management (MHM) -Red Pride activities

Joint Partnership Activity: 5-day online celebrations of the International MHM Week

Training of 42,676 young women on Menstrual Hygiene Management

	MO	ACTUAL NO. OF GIRLS TRAINED
1	Bangladesh	273
2	Burundi	4029
3	Fanilo	7874
4	Ghana	4232
5	Kenya	6436
6	Malawi	2591
7	Mpanazava	5300
8	Nepal	1108
9	Rwanda	2935
10	Tanzania	948
11	Uganda	1693
12	Zambia	2690
13	Zimbabwe	2567
TOTAL		42676



Result 3: Girl led community response to COVID-19

In 2021 the world was still vulnerable to COVID-19 and the infection rates were quite high due to non adherence to SOPs for prevention. The YESS Girls' Movement made its contribution towards sensitisation on the dangers of COVID 19 and preventive measures through the following activities:-

(a) Joint Partnership activities

(i) The COVID-19 YESS Summit

An online COVID-19 summit was organised by the COVID Crushers and facilitated by young medical professionals. The summit that was attended by 165 people addressed several issues including mental health, adjusting to the new normal, Frequently Asked Questions (FAQs) on COVID prevention and management, etc.

(ii) The COVID Crushers' Activity Pack

With the COVID-19 pandemic came the unavoidable need for young people to adjust to the new normal. In this Activity pack, the YESS Girls' Movement COVID crushers from different countries in Africa and Asia Pacific came together and worked in partnership to produce 11 interesting activities which were specifically designed for young women aged 18-25 years old. The pack was delivered to young women in all the countries and as they had fun doing the activities, they also learnt and shared experiences on how to deal with situations brought about by the impact of COVID 19; share their fears and challenges in safe spaces (both physical and virtual) and also support each other in different ways. The resource will continue to be delivered to young women until it is no longer relevant -when COVID 19 and its impact is no longer there.

(iii) Day online Challenge

The COVID Crushers in partnership with the Connect team organised a 5 day online challenge specifically aimed at sensitising people on prevention, mitigation and response to COVID-19.



COVID-19 response

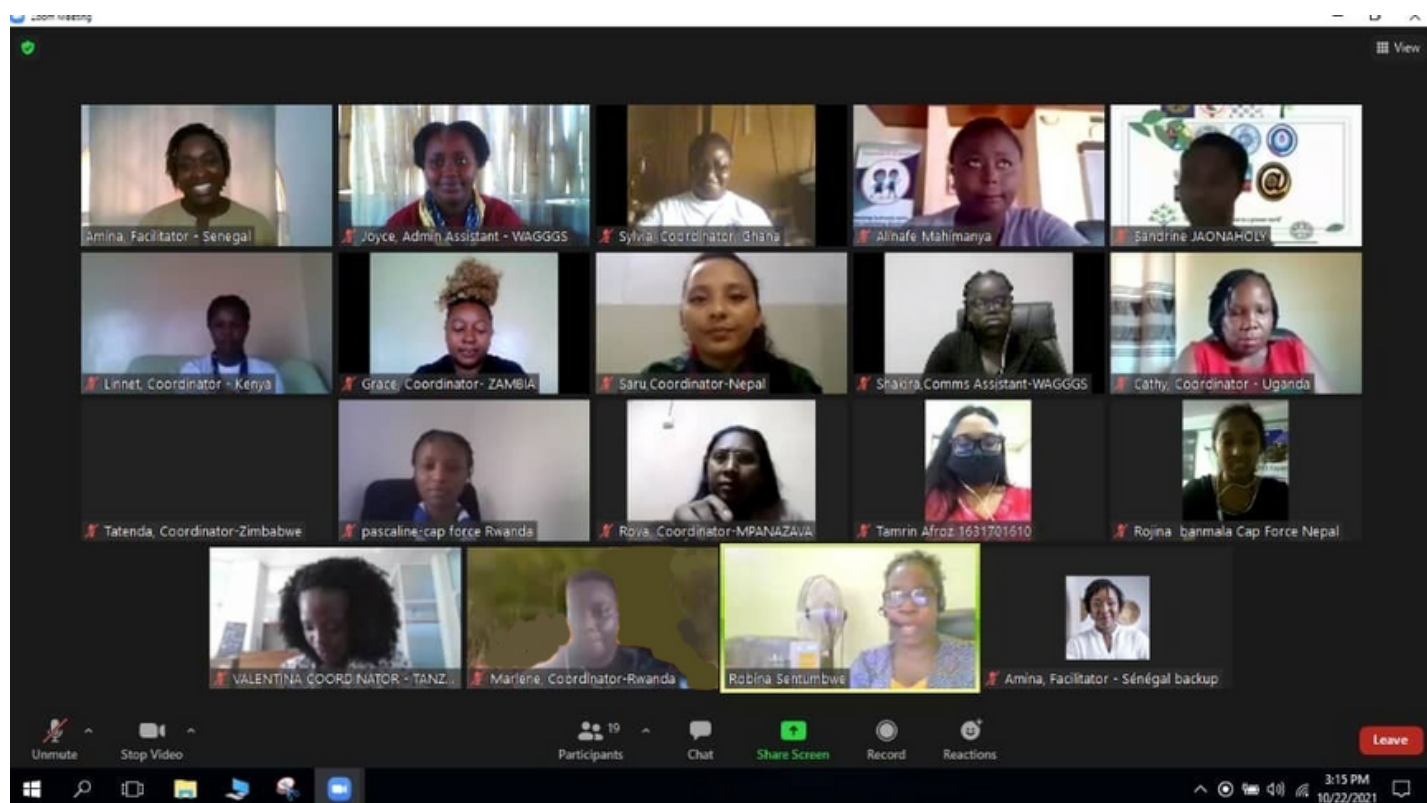
(b) Specific Partner Activities

MO	ACTIVITIES DONE
Bangladesh	Conducted online Mask making sessions for young women
Burundi	Trained young women on financial management and entrepreneurship to help young women adjust to economic impact of COVID 19.
Kenya	Visited Praise Gate Children's Home in Limuru Ruiru where they conducted a clean-up and sensitized them on WASH method. In Mombasa the COVID Crushers visited Moi Forces Academy and trained them on the SOPS.
Malawi	Sensitized over 200 on how to wear masks properly and on the vaccines that were available in the country at the time
Mpanazava	Supported the Madagascar national commission of Covid-19 responses in Fianarantsoa to distribute facemasks
Nepal	Did an online campaign on mask disposal and did a WASH orientation program for school children collaborating with Paschim paaila and ENPHO. They also made a banner of information related to Omicron and posted it on social media
Rwanda	Masks distribution and wash activities on prevention measures of covid-19
Zambia	Did WASH education, made reusable masks and installed 9 wash stations at health centres and communities.
Zimbabwe	Masks donation



Result 4: Improved performance of Girl Guide/Girl Scout associations in Membership Retention, Resource Mobilisation, Project Management and Financial Management

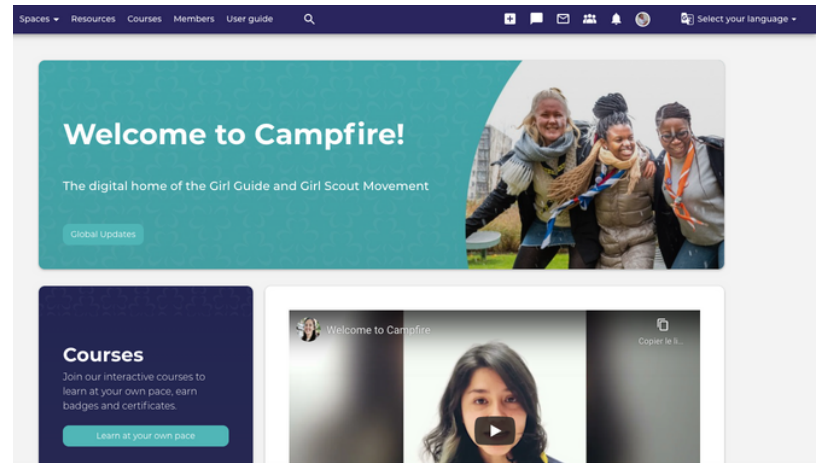
- All YESS Country Coordinators were trained in Project Planning, Management and Evaluation.
- All YESS Country Coordinators and Accounts Assistants were trained in Financial and grant Management.
- A Standard Accounting System (Quick Books) was secured for 12 partner organisations; and all Accounts Assistants trained on how to use it.
- A leadership training using the WAGGGS leadership model was undertaken for all the 65 Task Force Members
- Uganda, Zimbabwe and Ghana Girl Guides Association reviewed and / updated their Resource Mobilisation Strategies.
- Zimbabwe and Ghana Girl Guides developed their membership retention strategies.
- Bangladesh undertook a workshop on Basic Digital Development for its staff and volunteers.
- Burundi facilitated the Unit leaders to do an assessment of its Educational Programme.



Result 5: More visibility of the Girl Guiding/Girl Scouting Movement as a key national and global player and influencer on issues affecting girls and young women

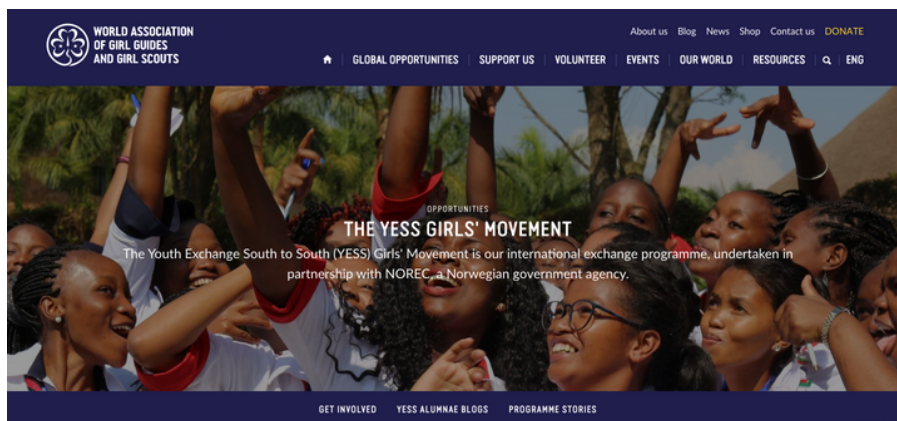
Digital platform development

The YESS Girls' Movement contributed towards the development of Campfire -a digital community interactive learning platform for all WAGGGS Member Organisations in 152 countries worldwide. This community is aimed at helping Girl Guides and Girl Scouts worldwide to connect, learn and collaborate in a new way; and to share experiences, tools and resources with each other.



Program communication strategy

A simple practical Program Communication strategy was developed to guide communication work of the YESS Girls' Movement across the partnership. The strategy outlines the main objectives, key principles and primary targets of the programme's communication work. It also defines our external and internal channels of communication; and highlights key elements of the YESS Girls' Movement brand identity.



Website

A subpage on the WAGGGS website purely dedicated to publishing YESS Girls' Movement Program stories was created in 2021. On this sub page there are program news and stories, YESS Alumnae blogs and information on how to get involved in the YESS Girls' Movement.

Press

In 2021 there was a lot of media coverage especially for 10 partner organisations highlighting the program activities. Most commonly used media was Television, Radio stations and newspapers. This coverage helped amplify program activities in these countries.



Visibility



Press appearance per partner organisation:-

MO	TV APPEARANCE	RADIO TALKS	NEWSPAPER PUBLISHING
Burundi	Appeared on BETV talking about the importance of clean water on 23th March at 3PM	On the national radio discussing on the importance of clean water on 24th March at 3PM, 6 Radio Appearances talking about menstruation hygiene in Burundi	In 3 newspapers and in Ndongozi Magazine talking about menstruation hygiene a
Fanilo	On National Television to launch the YES! Girls Can campaign on the 14th March; hosted by Buffet TV on the 16th April, talking about YESS Core initiatives ; Hosted by TV PLUS on the 27th of May	On the 13th March hosted by the National Radio and launched our campaign; on the 19th April, hosted by Mazava radio station Toliara and talked about the YESS programme.	On the 29th of May, appeared in the "Gazetiko" and "Lakroan'I Madagasikara" newspapers with an article on r MHM Day celebrations
Ghana	Appeared on Ghana Television (Breakfast Show) twice talking about the YESS programme on 18th May at 7am; and on 27th May talking about the Menstrual Hygiene Management day and activities lined up for the day. Appeared on United Television and Atinka Television talking about the Menstrual Hygiene Management day and activities; and launch of the Menstrual Hygiene Management Centre for Ghana Girl Guides Association; appeared on The AM Club of MX24 TV to commemorate International Day of the Girl child 2021	Radio interview on Hello Fm 101.5 on "Abrabopa" programme on Saturday 24th July, 2021. Discussion was on the impact of Covid-19 on girls.	Publication on the Insight newspaper calling on government to help make sanitary pads tax free.
Kenya	Did an interview with Dada digital, talking about the YESS Girls' Movement programme and its core initiatives especially, on the YES! Girls Can Campaign on 8th March 2021 in Kajiado. On 12th May hosted on Strength of A woman segment breakfast show on Y254 TV, and on 26th May appeared on Citizen TV, KTN, Kisii Hot TV and West TV during the MH Day celebrations	On 20th April, hosted by 103.9 MMUST FM in Kakamega County talking about The YESS Girls' Movement; On 28th May, hosted on Kababa 88.8 FM for sensitization on Menstrual Hygiene Managment; On 26th May, featured on Citizen FM, Ingo FM and Sasa FM	

Visibility

Malawi	<p>Appeared on Times TV , talked about Gender based Violence on 23 march 2021, Went to zodiac TV, talking about Malawi Girls Guides and Gender based violence. Appeared on Malawi broadcasting Station, talked about the YES! Girls Can Campaign; on 28th May, 2021 the girls appeared on GTV local Television as one way of cerebrating the MHM Day. The program was aired at 07:00 am sunrise program. On 29 November, 2021 the girls appeared on Rainbow TV</p>	<p>Aired on PLFM Radio on 31st march 2021, On 21st may, 2021 the girls were live on Timveni radio for the program of Youth talk from 02:00 pm to 03:00 PM ;Had a talk show on 06/08/2021 and 30/08/2021 on MHM at Timveni radio station from 14:00 hours to 15:00 hours; On 12 November, 2021 the girls were hosted on Timveni FM Radio and on 25 November, 2021 the girls were hosted on Ufulu FM radio station</p>	
Mpanazava	<p>Appeared on TVM, the national television talking about Guiding life on the World Thinking Day. Appeared in a morning program on TNTV Fianarantsoa about the association and the YESS Girls' Movement</p>	<p>3 radio appearances: on Radio Fahazavana, on RNM, on RDB</p>	<p>2 newspaper coverages on Jejoo and 1 on Free News</p>
Nepal	<p>Appeared on Online TV channel talking about the YESS Girls' Movement on 27th March</p>		
Rwanda	<p>Appeared on Isango Star TV talking about MHM on 28th May, and on the International youth day under theme #protecting the environment</p>	<p>On 23rd May, Advocacy team launched the MHM Celebration on Zoom App with other Rwandan Girl Guides.</p>	<p>One Alumnae shared her guiding experience notably the YESS exchange experience with Newtimes (a local newspaper)</p>
Tanzania	<p>Appeared in the news at ITV when launching the YES! Girls Can Campaign in Mburahati district; and on NYU TV talking about the campaign on 30th April. Appeared on TBC radio on International day of the girl child; Appeared on Kumekucha segment at ITV talking about menstrual Hygiene management; and again raising awareness on rain water harvesting. Appeared on Channel 10 TV station talking about the contribution of the girl child in Tanzania</p>	<p>Appeared on Zanzibar Broadcasting company ZBC radio talking about Guiding and the position of women in leadership on 28th April, broadcasted on NYU local radio in Arusha introducing our campaign for YES! girls can stop early marriage campaign on 30th April. Broadcasted on Radio 5 FM talking about menstrual Hygiene management.</p>	
Zimbabwe	<p>Appeared on Zimbabwe Broadcasting Corporation talking about Menstrual Hygiene Management on 28 May at 0630hrs</p>		

Visibility



Social media

In 2021, the partnership mostly used Facebook, Twitter, Instagram and YouTube and below are highlights of the performance.

(i) Monthly Online challenges on the Programme's six core initiatives

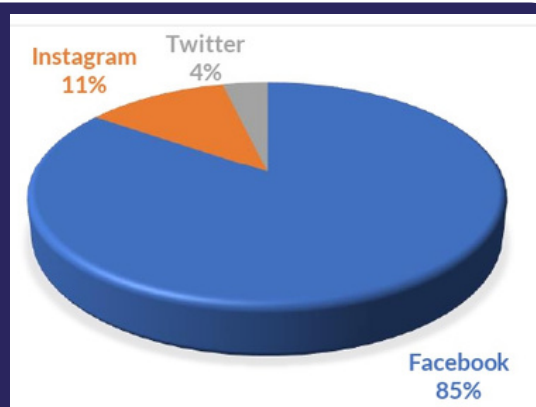
In 2021 online challenges across the programme's six core initiatives were done and aligned to important days including the International Women's Day, International MHM Day and the International environment day among others. This enabled us to join the rest of the world in celebrating and raising awareness on issues that affect girls and young women.

(ii) Social Media audience (following)

In 2021, the partnership jointly had an online following of 47,844 people.

Facebook	40516
Instagram	5560
Twitter	1768
Total	74,844

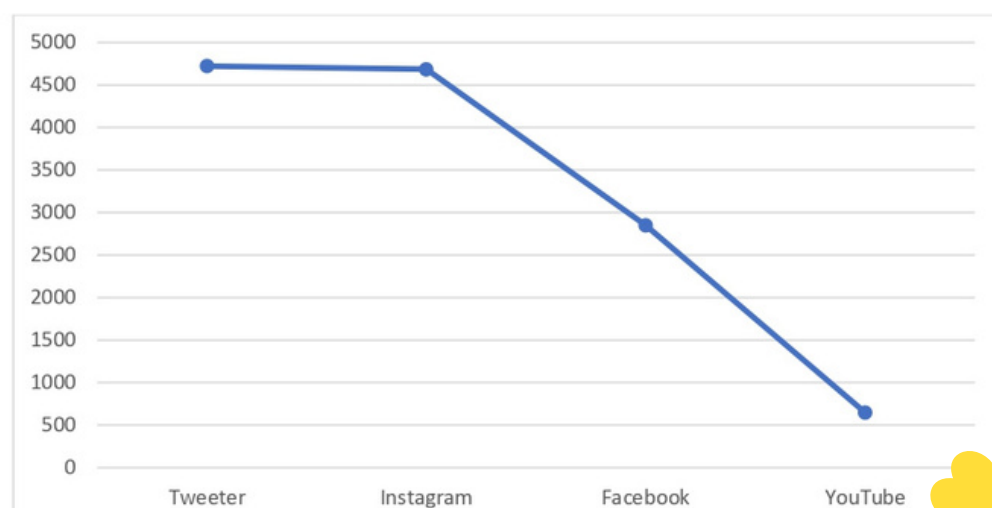
85% of the followers were on Facebook, 11% on Instagram and 4% on Twitter.



(iii) Social Media Posts

Jointly the partnership posted 12,910 posts on Tweeter, Instagram, Facebook and YouTube. Tweeter (with 37%), closely followed by Instagram (with 36%) accounted for the highest number of posts, followed by Facebook (with 22%) while YouTube was the list posted on social media (accounting for only 5%).

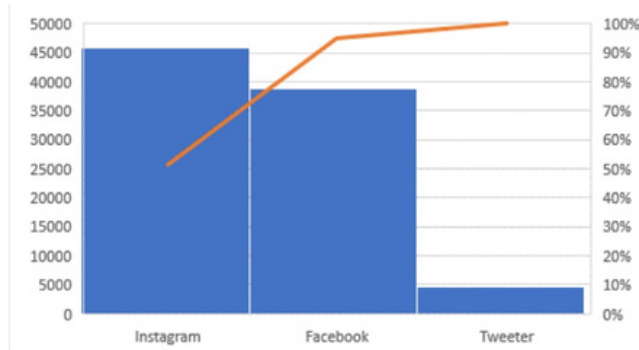
Social Media	No. of posts	%age of total no. posts across all media
Tweeter	4724	37%
Instagram	4686	36%
Facebook	2852	22%
YouTube	648	5%
	12910	100%



Visibility

(iv) Social Media Engagement

Going by the number of likes, Instagram accounted for 51% of our social media engagement, followed by Facebook with 44% with twitter trailing at 5%.



Social Media	No. of likes	%age of total no. of likes across all media
Instagram	45775	51%
Facebook	38874	44%
Tweeter	4702	5%
Total	84649	100%

(v) Individual partner performance in different social media

FACEBOOK			
PARTNER	NO. OF FOLLOWERS	NO. OF POSTS	NO. OF LIKES
Ghana	660	162	615
Zambia	1200	75	722
Zimbabwe	1480	256	1432
Burundi	1549	197	1486
Kenya	1701	150	1647
Malawi	2030	145	1992
Nepal	2030	192	1924
Bangladesh	2166	241	2123
Uganda	2166	109	2123
Tanzania	2548	26	2455
Rwanda	2899	523	2799
Fanilo	4097	225	4016
Mpanazava	6394	295	6243
WAGGGS	9596	256	9297
Total	40516	2852	38874

TWITTER			
MO	NO. OF FOLLOWERS	NO. OF TWEETS	NO. OF LIKES
Tanzania	3	9	7
Uganda	50	137	321
Nepal	52	252	18
Bangladesh	53	148	89
Burundi	58	113	122
Fanilo	64	280	248
Zambia	65	110	31
Kenya	72	268	338
Zimbabwe	72	268	338
Malawi	125	260	346
Ghana	133	290	392
WAGGGS	221	1167	1270
Rwanda	269	891	838
Mpanazava	531	531	344
Total	1768	4724	4702

INSTAGRAM			
MO	NO. OF POSTS	NO. OF LIKES	NO. OF FOLLOWERS
Zambia	0	0	0
Malawi	84	584	113
Burundi	167	4642	200
Uganda	200	1169	375
Bangladesh	215	4048	259
Fanilo	268	1870	280
Tanzania	277	1089	599
Zimbabwe	304	1796	261
Ghana	319	2459	392
Nepal	328	5571	511
Kenya	401	2111	385
WAGGGS	486	3165	776
Mpanazava	527	3568	626
Rwanda	1110	13703	783
Total	4686	13703	5560

YOUTUBE			
MO	NO. OF VIDEOS POSTS	NO. OF VIEWS	NO. OF SUBSCRIBERS
Bangladesh	5	95	56
Burundi	14	421	49
Fanilo	15	389	16
Uganda	19	211	27
Malawi	20	85	5
Ghana	21	350	20
Zambia	21	183	16
Nepal	26	128	11
Tanzania	30	2790	37
Kenya	31	98	18
Rwanda	43	1088	163
Zimbabwe	44	373	17
Mpanazava	49	398	27
WAGGGS	310	299	94
Total	648	6908	556

Special highlight : The 2021 YESS Alumnae Summit

► 'This is one of those days when I'm proud to be a Girl Guide' - Anonymous YESS Alumnae

The YESS Alumnae Summit is a Triennial gathering that brings together YESS Alumnae. The 2021 YESS Alumnae Summit was the second one following the first one that was held in July 2017.

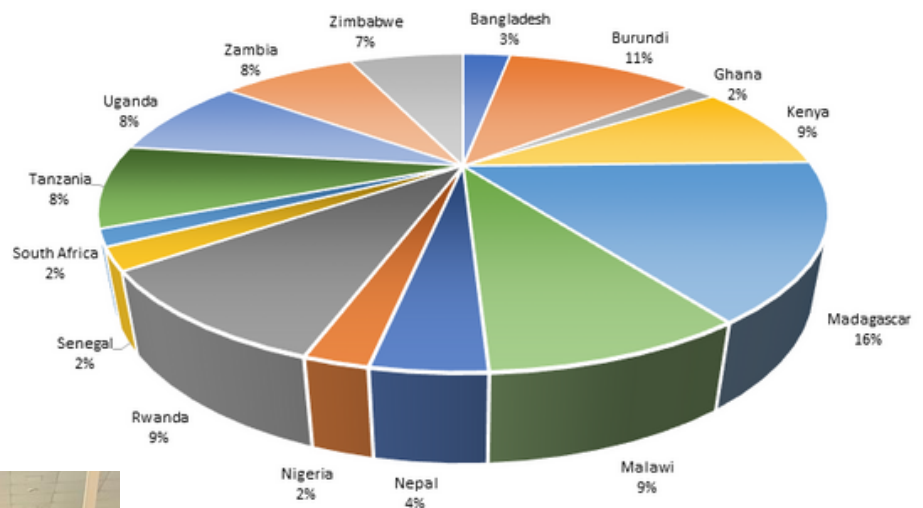
Objectives of the Summit:

- To bring together the YESS Alumnae in a grand reunion and give them a platform to re-live some of their experiences and life stories before, during and after their time as YESS participants with a view of evaluating the evolution of their leadership journeys over the years.
- As a long-term strategic agenda, to create and initiate ongoing mentorship of a human resource pool of young women leaders and professionals, capable of sustainably pushing forward the YESS Program and Girl Guiding agenda nationally, regionally and globally.
- To re-engage with and trigger the young women's memories as YESS participants with an aim of motivating them to continue being International change agents and supporting the guiding movement at National and International levels in different capacities and ways E.g. as volunteers, resource people, facilitators at events, donors, staff, etc.

Attendance: In total 302 people attended the Summit including: The YESS Alumnae; Member Organisation representatives headed by the Chief Commissioners; Africa Region Committee representatives headed by the Chairperson; WAGGGS Staff headed by the CEO; NOREC representative and WAGGGS World Board Representatives

179 out of 302 Alumnae Summit delegates were YESS Alumnae. This accounted for 59.3% of all the delegates. The YESS Alumnae in attendance were from 15 countries and below is the %age of Alumnae Representation from each of the countries.

Country Representation of YESS Alumnae at the Summit



Among other things done during the Summit the YESS Alumnae relived their memories during their time as participants from 2015 to 2020; and also met with their hosts.

Alumnae summit

YESS Alumnae who have continued to use their exchange experience positively were celebrated, recognised and their achievements awarded as follows:-

Category	Award given	No. of Alumnae awarded
YESS Alumnae who have served as YESS Coordinators in their member organisations	Certificate of recognition	12
YESS Alumnae who have served on their member organisations' National Boards AWARD	Certificate of Honour	15
YESS Alumnae who have kept the YESS fire burning in their countries even without funding	Certificate of recognition	4
YESS Alumnae who have served at the regional and global levels AWARD	Certificate of Honour	4
YESS Alumnae who have done their "back to my roots" campaigns and impacted on their communities	Certificate of recognition and a cash prize of USD 100 only to be used for one more back to my root campaign project before 2021 ends	8
YESS Alumnae who have used their exchange experience to initiate special projects that have impacted their communities back home	Certificate of recognition and a cash prize of USD 500 only as contribution to the sustainability of the project they initiated	1

Alumnae Summit quotable quotes



Pamela Ruzigana, Chief Commissioner Rwanda Girl Guides Association (On behalf of all Chief Commissioners of MOs who are part of the YESS Girls Movement)
As Chief Commissioners, today we renew our commitment to supporting the Programme.



Sille Lukowski - Head of NGOs section at NOREC

There is a fire burning inside you that is very powerful . Keep it that way. NOREC is proud to support the YESS Girls' Movement.... Never stop the fight to break gender barriers. Continue believing that an equal world is possible.



Larissa Esmiralda Byll Cataria, Africa Region Chairperson and member of the WAGGGS World Board

As the Africa Region Committee, we appreciate the contributions the YESS Girls' Movement has made towards achieving the goals for our Guiding Movement nationally, regionally and even globally.



Anna Segall, WAGGGS Chief Executive Officer (CEO)

What an amazing, inspiring group of committed, energetic change makers and leaders. Thank you NOREC for the generous contribution and for this long partnership with WAGGGS that has enabled very many young women to gain life experiences.

How we contributed to the SDGs



SDG 3: Good health and well being

Through our Red Pride Core initiative, we contributed towards healthy lives and promotes wellbeing of girls and young women - particularly on the issue of menstruation and menstrual hygiene.



SDG 5: Gender equality

Our Annual Yes! Girls can campaigns were specifically designed to address issues of gender inequality. We empowered and gave the girls space to speak out and sensitise people, engage different players/ stakeholders and call to action on important issues



SDG 10: Reduced inequalities

Through our core initiatives we explicitly contributed towards reducing inequalities by reaching out to girls in hard to reach areas; vulnerable children in poor communities and as practically possible included and engage girls with disabilities.



SDG 11: Sustainable cities and communities

In our Good Turn Community Projects, we collaborated with host communities to identify, agree on and implement high priority community needs in a sustainable way.



SDG 13: Climate Action

In our Green Tech Generation campaigns we challenged to take action against Climate change. We created aware environmental issues



SDG 17: Partnership for Goals

The corporation between us, the partners in the partnership has been a powerful tool that has strengthened our institutional capacities in different functional areas as we have learnt from one another and supported each other

Challenges and lessons learnt

Challenges experienced and how we addressed them

- The shift from an international partnership involving travel to one without travel was a major challenge. As a partnership we made deliberate attempts to ensure that the young women felt the international 'touch' and partnership by engaging in joint partnership activities where all the partners would work together on similar challenges and activities.

We had quarterly partnership planning meetings where all partners were planning together and accounting to each other on progress made.

Young women were given opportunities to be international leaders on specific activities.

- There was a high drop rate of task force members as most of them were volunteers without obligations. This affected progress of work as new people had to be re-oriented every other time. This was a major learning opportunity as we planned better for 2022. We trained the YESS Country Coordinators on Volunteer Team managements and motivation but also planned to choose volunteers who guaranteed more availability by signing commitment agreements with them.
- Generally there were a lot of COVID-19 related challenges in 2021. These include some of our resource persons getting infected; inability to go the field due to lock downs, the need to strictly observe SOPs that sometimes meant adjusting our ways of work, etc.

We ensured to observe the SOPs and prioritised our health. However, to ensure that work did not come to a standstill, we opted for virtual online solutions and this worked very well for us.

Summary of lessons learnt in 2021

- It is possible to have very fruitful international partnerships without necessarily travelling to another country
- Digital solutions where physical activity is not possible are important.
- Risk is real and so when developing Risk and emergency strategies we need to imagine the unimaginable can happen; and plan for any eventualities.
- It's extremely important to have volunteer motivation strategies to avoid dropouts.
- Where possible, commitment agreements help in holding volunteers accountable.

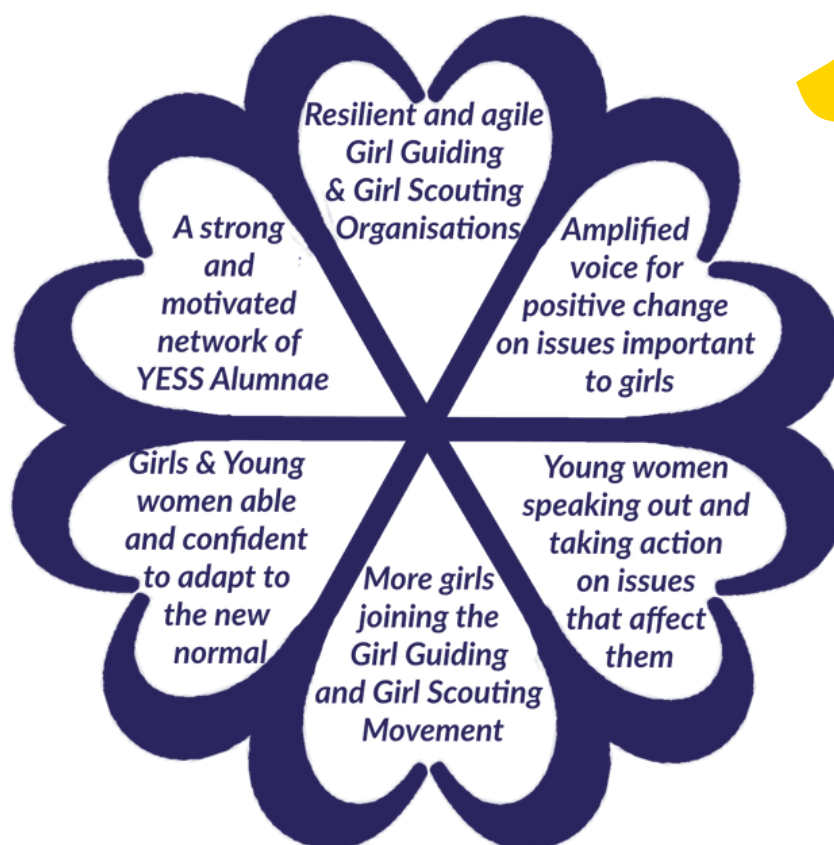
ABOUT THE YESS GIRLS' MOVEMENT



Dubbed the journey of a lifetime, the YESS Girls' Movement is WAGGGS' International exchange program for young women (18 to 35 years) - undertaken in collaboration with NOREC, a Norwegian government agency.

Our program focus for the next 5 years (2022 to 2026)

Program Mission: To create an empowering environment where young women confidently lead, raise their voices and make a difference on issues important to them at local, national, regional and global levels.



FOLLOW AND CONTACT US



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YESS Girls' Movement



<https://www.waggs.org/en/what-we-do/yess-girls-movement/>