

# NEWSLETTER



The Western Hemisphere grew its membership by 5.4% in 2022. Both Girl Scouts USA and Girl Guides of Canada are the largest MOs in the region and have a combined membership share of 96% of the Region. Latin American MOs grew by 13% (average) retaining a 3% share in membership of the region. Unfortunately, the Caribbean MOs lost 27% of their members despite the subregion counting 16 associations, but we are sure they will find the way back to growth.

29 of 35 MOs (83%) submitted the Census. Thank you Argentina, Bahamas, Barbados, Belize, Bolivia, Canada, Chile, Colombia, Costa Rica, Curaçao, Dominica, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, St. Kitts & Nevis, St. Lucia, Suriname, Trinidad & Tobago, and USA. Thank you to Antigua & Barbuda who shared their latest census after some years off.

## Census 2023

As of December 31, 2022, WAGGGS membership has increased by 8.2%, from 8.2 million to 8.8 million members

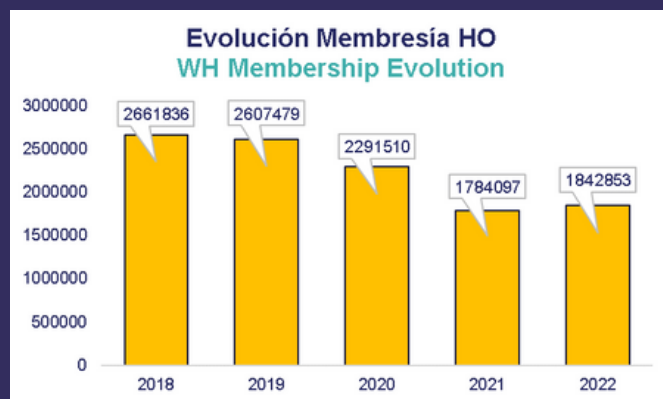
CENSUS 2023



# Census 2023

Out of the 125 MOs who responded to the census, 70% (87 MOs) have paid staff working for their organisations. The remaining 30% (38 MOs) are run entirely by volunteers.

The chart below shows the number of Member Organisations with paid staff by region. Staff levels vary significantly.



30 out of 35 Western Hemisphere MOs completed the 2023 census with data from 1 January to 31 December 2022.

## FLASH NEWS



**Regional Coordinator (staff) Bibiana Orozco from Mexico signed a new contract in January 2023 and was promoted to the role of Regional Manager.**



# PORTFOLIO HIGHLIGHTS

## 83% of the MOs...

Committee-Country-Contact (CCC) calls now completed with 29 of 35 MOs (83%) MO calls as of 8 February 2023: Argentina, Aruba, Barbados, Belize, Brazil, Canada, Chile, Colombia, Costa Rica, Dominica, Dominican Republic, El Salvador, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Panama, Paraguay, Peru, Stk. Kitts & Nevis, St. Lucia, Suriname, Trinidad & Tobago, USA, Venezuela

## Global Strategy

- 4 of 6 Regional Committee members + Regional Manager actively facilitated/hosted global strategy consultation sessions
- 19 of 35 MOs (54%) attended consultations
  - 9 of 17 Spanish-speaking MOs attended: México, Honduras, Guatemala, Panamá, Perú, Venezuela, Paraguay, El Salvador, Costa Rica
  - 9 of 17 English-speaking MOs attended: Bahamas, Suriname, USA, Trinidad & Tobago, Grenada, Guyana, Curaçao, Dominica, St. Vincent & the Grenadines
  - 1 of 1 French-speaking MO attended: Haiti

From July 2022 – 16 May 2023, 6 Regional Committee members have donated a total of 2,436.10 cumulative hours to WAGGGS, an equivalent value of \$72,961.20 USD (based on \$29.95/hour rate from <https://independentsector.org/>)

- Nicaragua and St. Kitts & Nevis anticipate pursuing MO full membership for World Conference 2026
- In July 2023, Stefanie will attend GSUSA National Convention.
- Investigation of several funding opportunities for possible future Regional projects (more information to come)



# PORTFOLIO HIGHLIGHTS



- Communications: Launch of three new weekly social media campaigns featuring unique content from/about the Region (see Abby's update for more information!).



- Regional volunteer recruitment, selection, assignments, and activation event held for approximately 40 Regional volunteers (see Paty's update for more information!).



## Virtual annual International Commissioners Gathering on 4 March

- Argentina, Barbados, Canada, Chile, Curacao, Costa Rica, Dominica, Dominican Republic, El Salvador, Grenada, Guatemala, Jamaica, Nicaragua, Mexico, Nicaragua, Panama, St. Lucia, St. Kitts & Nevis, Suriname, USA, T&T



- Two members of Regional Committee (Stefanie and Bárbara) volunteered at USA Girl Scouts Overseas' week of camp at Our Chalet in June in preparation for possible week of international camp at the Cabaña in 2025.
- Their objectives were to: 1. Observe and draw conclusions how a World Centre can be utilized for a camp program (with a focus on topics such as event organization, logistics, programming/girl experience, and facilities). 2. Strengthen connections with USAGSO. 3. Represent WAGGGS and share global opportunities.





# VOLUNTEER MANAGEMENT AND ACTIVATION PORTFOLIO HIGHLIGHT

The Regional Committee is very proud and happy to welcome the new volunteers who have joined the great work in the Region and we also want to thank the volunteers who started with us in this triennium.

We recognize that with you, all the work we do will be a success and we will contribute in a great way to all the member organizations of our Region and for this, we have formed the following teams:

- 1) Communications
- 2) International Pen Pal program
- 3) Program
- 4) Regional International Cultural Connections Team for young women ages 16-17 years old
- 5) Translation and Interpretation Team
- 6) Volunteer Management and Activation
- 7) Webinar Support Team

In total, more than **40 new volunteers** have joined our effort to keep our Region Strong and Vibrant.

Thank you very much!!!



¡Welcome new volunteers!

## Volunteer Management and Activation Team



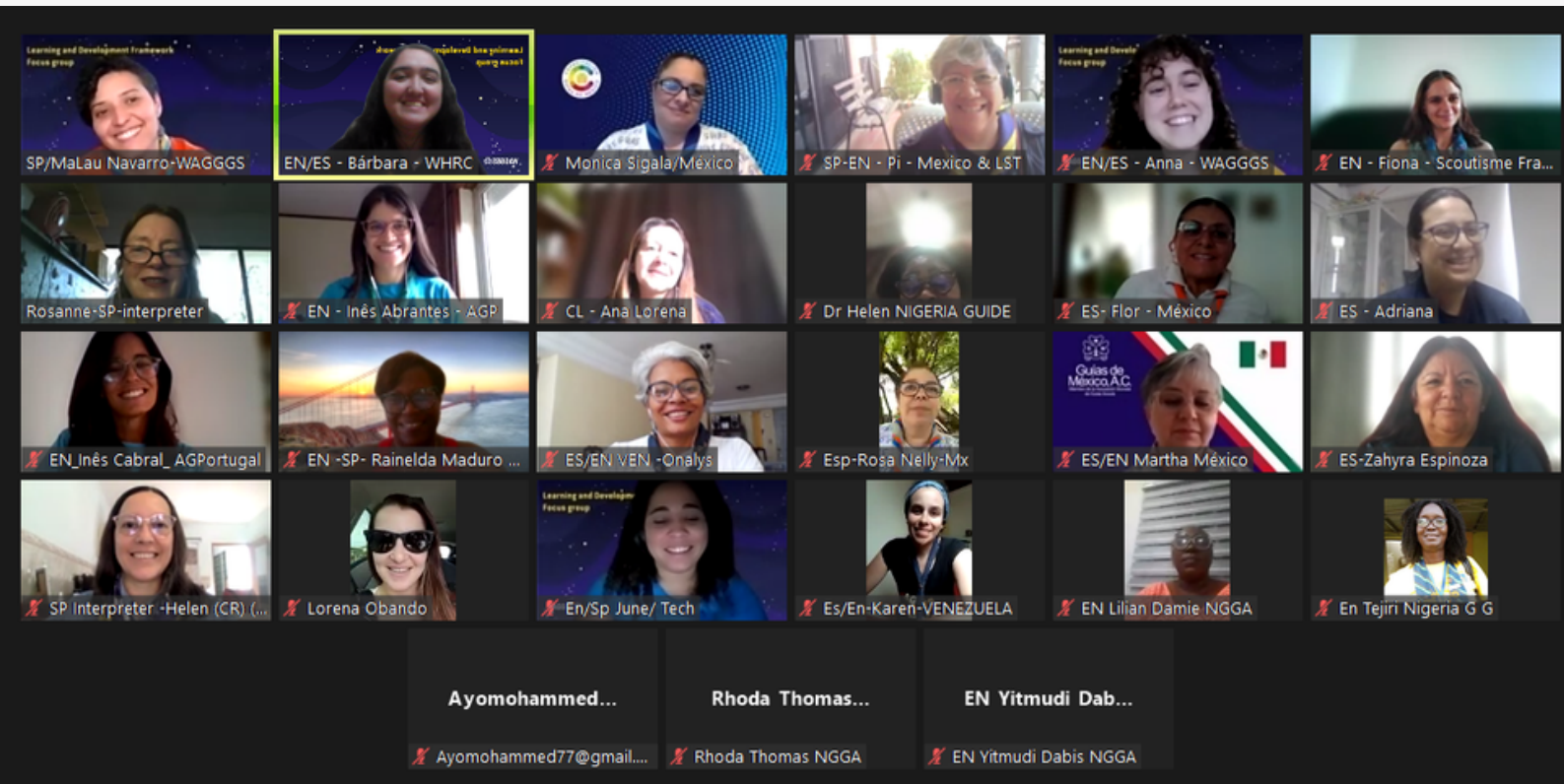
# CORE MISSION

# PORTFOLIO UPDATE

Bárbara is collaborating with a team of MOs, volunteers, and staff to develop the Quality Learning Development Framework. This framework targets program and adult learning in order to better engage the girls and volunteers in the movement.

The focus of the framework is on how a person grows in the movement. In the future, there will be identified outcomes for both youth and adults.

A consultation process has been held to incorporate MO feedback into the proposal that will be presented at World Conference 2023. Western Hemisphere focus group participants were from Barbados, Chile, Costa Rica, Curazao, México, Nicaragua, Perú and Venezuela.



# COMMUNICATIONS

## PORTFOLIO HIGHLIGHT

The Communications Team has successfully launched four new social media initiatives to improve engagement with the region and highlight the achievements of volunteers across the Western Hemisphere Region. For the past six months, three of our four new social media initiatives have been weekly recurring posts. Every Monday has been dubbed MO Monday, when we randomly select one MO to feature on the Western Hemisphere's social media pages. Further, every Wednesday has been designated to spotlighting volunteers across the region who have volunteered at a World Center. Additionally, every Thursday is specifically for the recognition of the growth and contribution of members of the movement through telling their stories using photos from the past, as such, Thursdays have been dubbed "WH Throwback Thursday." Our most recent social media initiative, "WH Table Talk," was launched at the beginning of June and is a live interview of volunteers within the Western Hemisphere that will air every two weeks, through which, volunteers will get to share their Girl Guiding stories with the region.



### Four new social media initiatives

1. **MO Monday**
2. **World Center Wednesday**
3. **Throwback Thursday**
4. **WH Table Talk**

# COMMUNICATIONS

The Communications Team continues to strive to keep the Western Hemisphere Region well informed of current affairs of the movement and connected with the various Member Organizations. We encourage both volunteers within the Region and our Member Organizations to forward their noteworthy content to us to be featured on our social media so the region can learn of their efforts and achievements within the movement. Furthermore, we ask that volunteers **engage with us** by participating in our social media initiatives!



## Throwback Thursday



## Communications Team

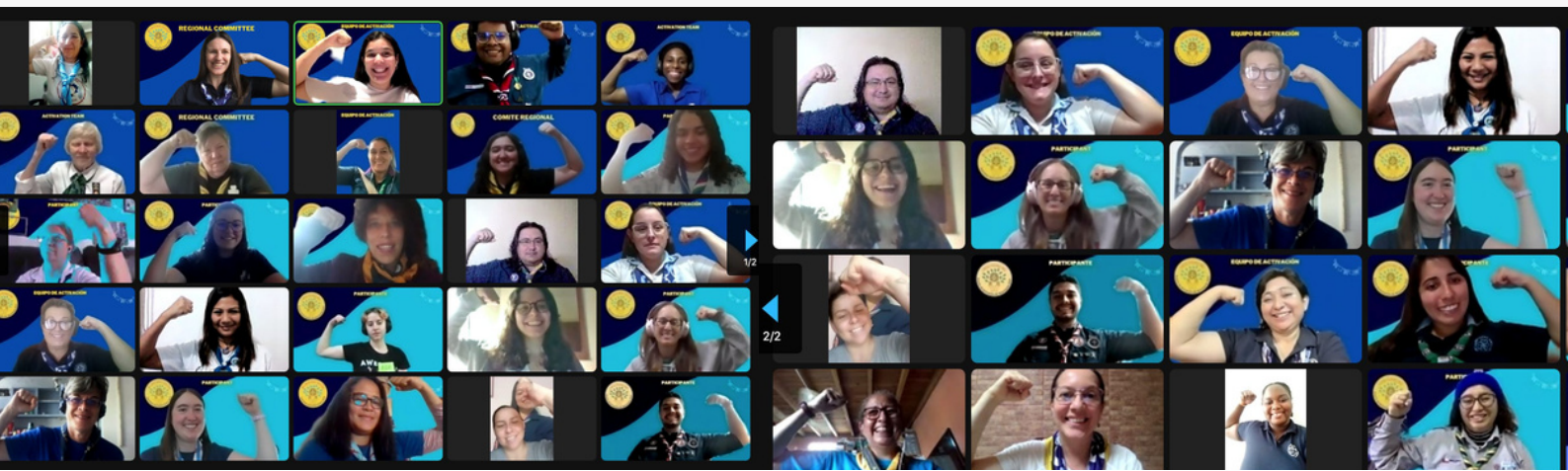


# CAPACITY BUILDING PORTFOLIO UPDATE



Susan works with Capacity Building Teams that operate across WAGGGS to provide training and assistance to MOs who have identified needs through the Capacity Assessment Tool (CAT). The CAT is being revised in preparation for a new round in order to update those needs. The new tool will be unveiled at the World Conference in July, and we expect it to be rolled out after that. In the meantime, we anticipate delivering some webinars and workshops based on common needs through our Region. The first is on governance, which we unfortunately had to postpone due to unavoidable events.

The workshop series will be in the fall, with an expected start date of September 23. It will cover key topics such as constitutions, policies and procedures, by-laws, Board membership, terms limits, role descriptions and terms of reference. It is best if a team of at least three attend in order to cover all of the content and make change in your MO. We will relay the dates as soon as they are confirmed. We expect to offer workshops in 2024 and 2025 on core mission (especially leader training) and on recruitment and retention.



# THE LATIN AMERICAN GATHERING OF GIRL GUIDE AND GIRL SCOUT LEADERS

The Latin American Gathering took place from June 28 to July 2 in Abekany-Parque, Mexico. It was attended by 8 delegations from Latin America. A total of 60 participants came from Argentina, Chile, Costa Rica, Colombia, Mexico, Dominican Republic, Panama, Peru, and USA. This important event is typically organized every two years and directed by a Board of Directors composed of volunteers from different Latin American MOs. The recent Board included Estrella Gutierrez from Mexico, Melanie Morales Rojas from Chile, Lizzy Barsallo from Panama, Illya Cardoza from Nicaragua and Mariana Cubero from Costa Rica. A special thanks to each of them and to Guías de México, who were dedicated hosts. The Regional Committee had the opportunity to support the event through the presence of Patricia Marroquin who accompanied the Board of Directors during its preparation. The Vice Chair of the World Board, Candela Gonzales, and Western Hemisphere Regional Manager, Bibiana Orozco, also attended, met with MOs, and presented topics and sessions.

Presentation topics included sessions on Governance, WAGGGS opportunities, Fundraising, and Capacity Building. The next Latin American Gathering will be hosted in Costa Rica in 2024.



# WORLD CONFERENCE



## The 38th World Conference

WAGGGS World Conference will be hosted in Cyprus from July 26th to 31st. Click [here](#) to view more information about the conference..



Campfire and the 38th World Conference: All participants in the World Conference have access to an exclusive space within the campfire platform, where they can interact with each other and access all program information, documents and details of what will happen during the Conference.

### Presence of the Regional Committee

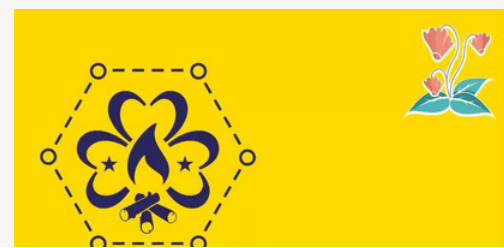
Western Hemisphere Region will have 3 Committee members at the World Conference in Cyprus: Stefanie (Chair), Emi (Vice-Chair), Bárbara (Young Women 's Pre-Event team). Join us at the Regional Gathering on Friday, July 28!

- The Western Hemisphere Region was glad to be able to provide grants to 8 total MOs to support attendance of the World Conference.

### Young Women's Pre-event

Regional Committee member Bárbara Muñoz Madariaga has been selected to be part of the planning team for the young women's event that will happen immediately before the World Conference. Bárbara is organising 3 sessions:

- Webinar: To connect, have fun and meet other participants. This session was co-created with Lucia from the Africa Region Regional Committee.
- World Conference & You: About the expectations and the way that participants see the WoCo. This session was co-created with Chamathya from the World Board.
- What does the World Conference look like for us: Reviewing the proposed motions and understanding the skills of young women participants. This session was co-created with Chamathya from the World Board.



# Volunteer Spotlight

We are delighted to share that the World Conference 2023 Chair is Fer Cerda from Mexico! Fer is a very involved and dedicated volunteer from our Region who has been a member of the Translations and Interpretation team since 2019.

Moreover, her volunteer experiences stems from her volunteer role as the Core Mission Volunteer Engagement Team Lead (2020-2022) and her volunteer roles at World Centers, including Our Cabana (2010), Sangam (2013/2014) and Kusafiri (2018).



Thank you, Fer, for your contributions to the Girl Guiding and Girl Scouting movement as a volunteer!

## Our Cabaña



The Western Hemisphere Regional Committee is absolutely delighted that Our Cabaña will reopen its doors and that the Region will continue to host one of the five World Centres, under WAGGGS management. Events for either late 2023 or early 2024 will be announced soon!



Meet the new World Center Manager of Our Cabaña, Martha Concha!

Martha is a Mexican citizen who has lived in Cuernavaca for 19 years. She has a special connection with Nuestra Cabaña since her daughter visited the Centre many years ago when she was a Mexican Girl Guide.

Interested in visiting our World Centre in Mexico as an individual, family, or group? Have some questions? WAGGGS is accepting booking enquiries for Nuestra Cabaña! Send an email to [OurCabana@waggs.org](mailto:OurCabana@waggs.org)

# Contact us!



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**For inquiries about the world conference, please contact [woco@waggs.org](mailto:woco@waggs.org)**

