



WAGGGS CENSUS REPORT 2024

Every year we conduct a census to count the total amount of members in our Movement. The figures presented in this report reflect the number of members in Member Organisations (MOs) as of 31 December 2023.

This year, for the first time we used Campfire (WAGGGS' digital internal platform) to gather the census figures through a survey. The survey was available for Member Organisation's to complete from November 2023 - February 2024.

Thank you to those who participated and completed the census survey. Your participation offers us valuable insight into membership trends and the reach of the Girl Guiding and Girl Scouting Movement.

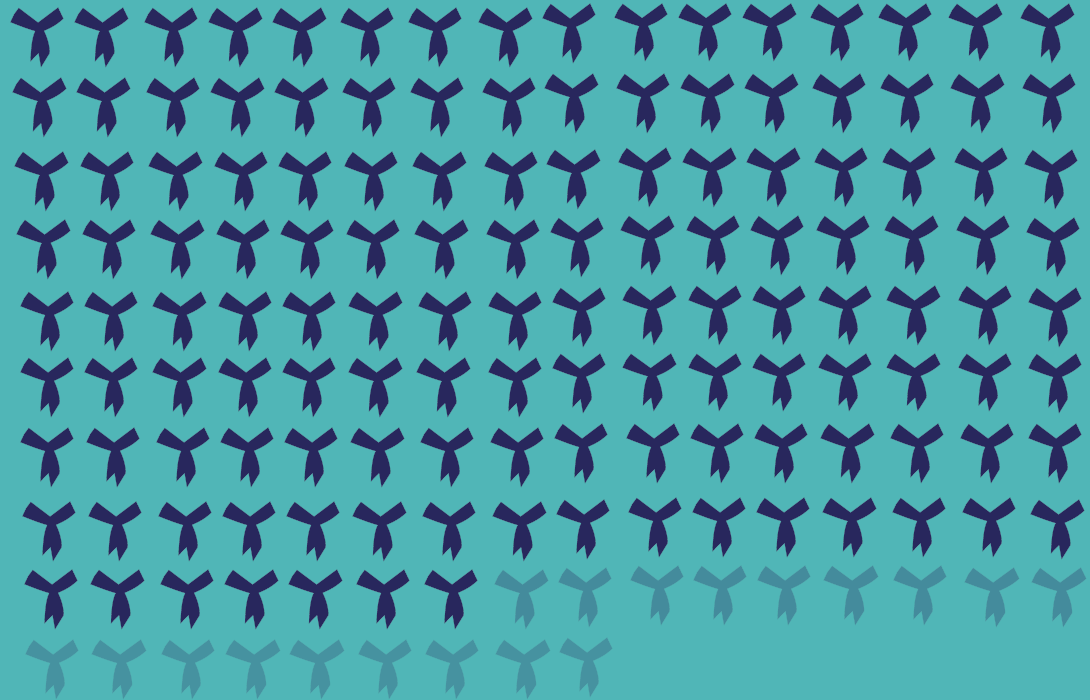


DATA COLLECTION

135 out of 153 Member Organisations responded to the census. This is a higher response rate than the last census in 2022.

This year we achieved an 88% response rate to the census, with six MOs responding to the census for the first time in five years.

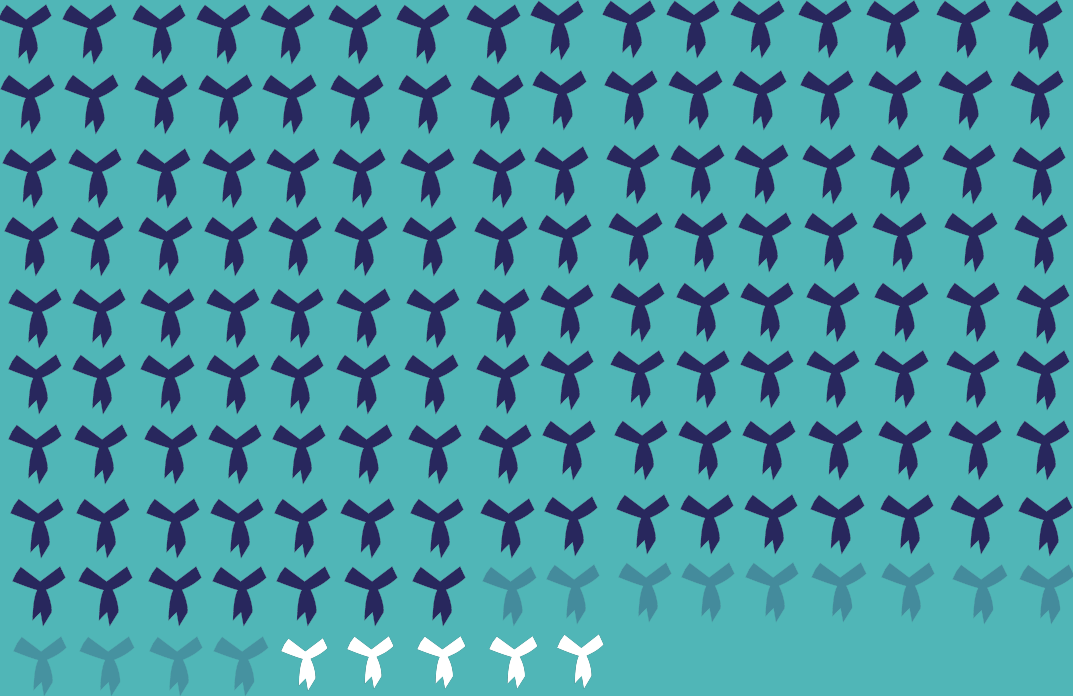
For Member Organisations and Component Associations that did not respond to the current census, the most recent available census data from previous years was used (2018 - 2022).



GATHERING MORE ACCURATE DATA

This year, the membership figures from five Member Organisations have not been included in the census. These organisations have been unable to operate for over a year due to various reasons, including political conflict and government restrictions.

Therefore our membership total figure accounts for 148 out of 153 Member Organisations.



OUR HIGHEST MEMBERSHIP FIGURE TO DATE

We've grown!

This marks the second consecutive year that WAGGGS has experienced a growth in membership.

Although we've seen significant growth this year and experienced a record breaking membership total, data suggests that this increase is primarily due to the growth of five Member Organisations. (Ghana, Malawi, Nigeria, India, Philippines) who reported a combined increase of **1,979,260**.

10,792,399 MEMBERS

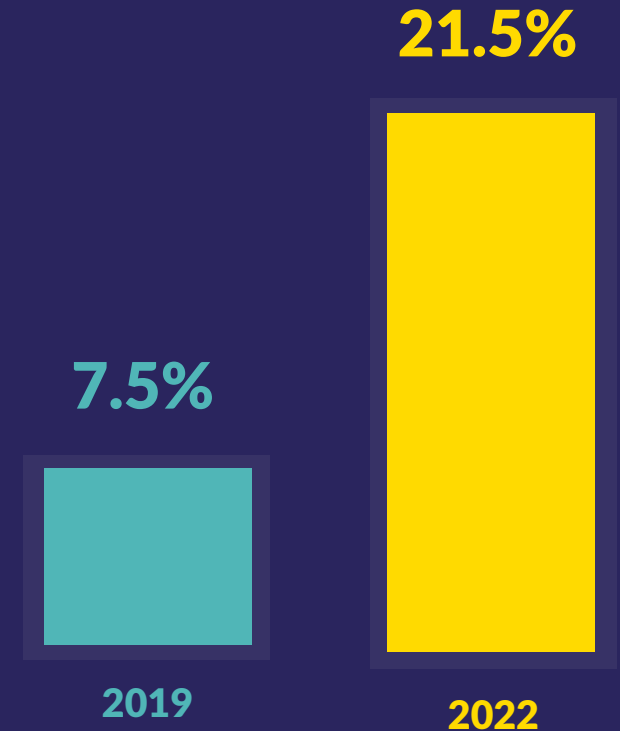


GROWTH SINCE 2022 & PRE-COVID-19

21.5% increase in membership since the last census in 2022.

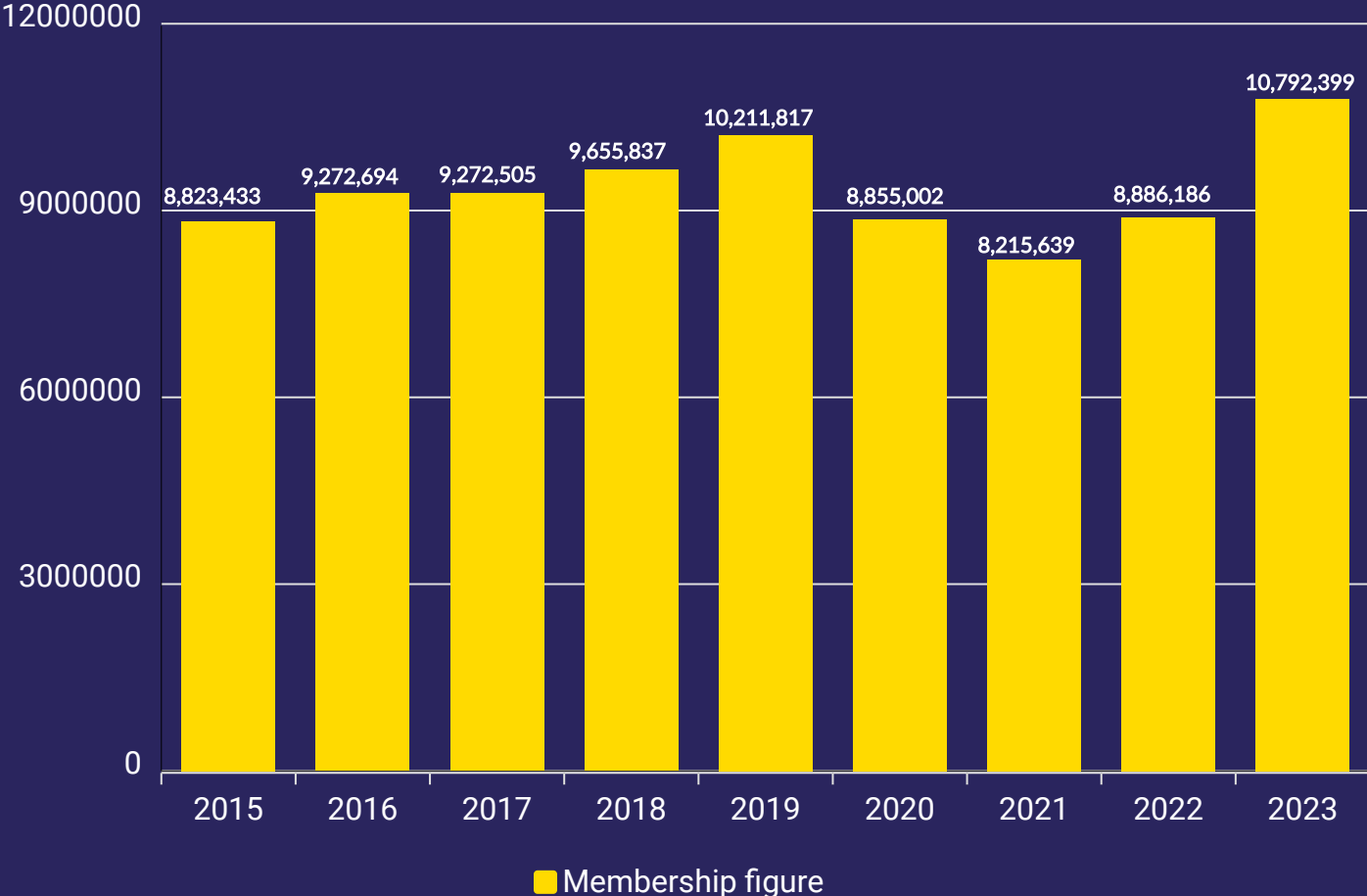
7.5% increase in membership compared to our 2019 membership figure.

The 2019 data is included to provide a comparison between our Pre-COVID-19 and 2023 membership figure.



THE EVOLUTION OF WAGGGS MEMBERSHIP

The graph on the right shows WAGGGS' membership figures between 2015 - 2023.



REGIONAL MEMBERSHIP TRENDS

The figures on the right shows the regional membership trends within the last year.

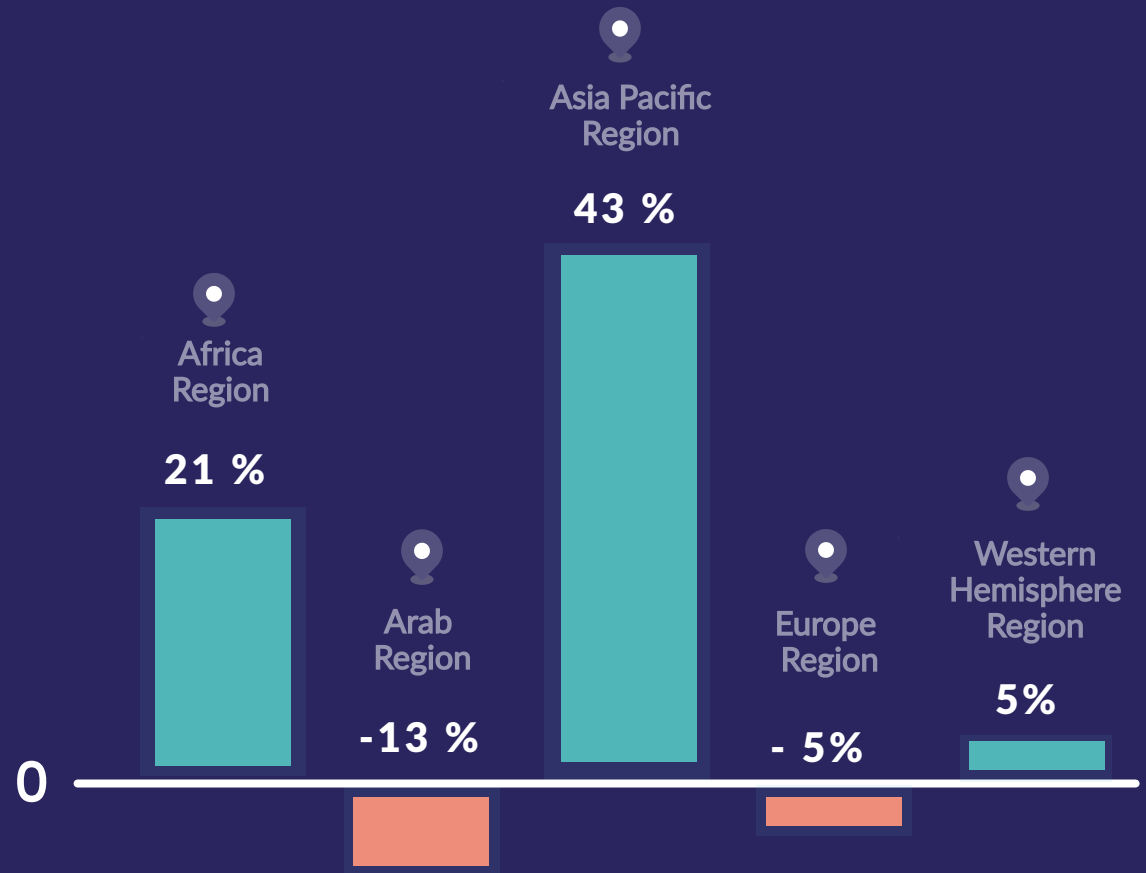
Africa Region continues to be the fastest growing WAGGGS region with a growth rate of 21% within the last year.

The 13% decline within the Arab Region is primarily attributed to political conflict within three Member Organisations, which has affected Girl Guiding and Girl Scouting activities within the country.

Asia Pacific Region has experienced significant growth of 43% in the last year following a two-year decline in membership.

After two years of growth, Europe Region has experienced a decline of 5%. Member Organisations have highlighted a struggle to recruit and retain volunteers as one of the main reasons for this decline.

The Western Hemisphere Region is showing signs of continued growth. The 85,000 additional members from the United States of America has largely contributed towards this trend. The minimal decrease in some Member Organizations, paired with significant growth in others, has also contributed towards this overall regional growth.



REASONS FOR MEMBERSHIP GROWTH AND RETENTION

Member Organisations told us that these factors supported growth in membership.



+

Supporting leader's development

Offering training to leaders to support personal development and enable leaders to provide a higher quality Girl Guiding and Girl Scouting experience to members.



+

More accurate membership reporting

Member Organisations were able to gather more accurate data on their membership and the reach of Girl Guiding and Girl Scouting within their countries.



+

Growth strategy

Assigning a dedicated team to support membership growth and develop new strategies with a clear plan and objective. Hiring new staff and recruiting new leadership.



+

Increasing visibility

Raising the profile of Girl Guiding and Girl Scouting through media promotion, social media, and community projects. Participating in national events and engaging actively within the community through outreach projects.



+

School-based Member Organisations

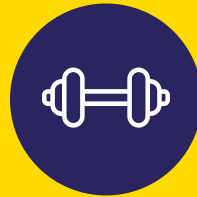
Opening new Girl Guiding and Girl Scouting groups in schools. Targeting schools for recruitment during open days.



Partnerships

Growth amongst Member Organisations within the Africa Region particularly Ghana, Nigeria and Malawi is primarily due to their partnership with the World Guide Foundation. As part of their membership growth project.

Collaborations with youth organisations and other partnerships have also led to growth within Member Organisations.



Strengthening offer to girls

Updating and developing programmes, participating in WAGGGS programmes, increasing opportunities for members and engaging girls in tailored programmes. Ensuring that Girl Guiding and Girl Scouting is relevant to the needs of girls today. Highlighting the benefits of growing with the Movement to members, by providing an attractive offer to members.

REASONS FOR MEMBERSHIP DECLINE

Member Organisations reported that these factors contributed to a decline in membership.



Political conflict

This year, the membership figures from five Member Organisations was not included in the census due to political conflict and government restrictions which has halted Girl Guiding and Girl Scouting activities.

Other Member Organisations who are facing political conflict within their country continue to experience a decline in membership. This year, two Member Organisations with the Arab Region responded to the census for the first time in six and seven years. They reported membership figures over 70% lower than their last recorded figures in 2014 and 2015.



More accurate ways of reporting

In the last year, a Member Organisation launched a 'clean up exercise', which involved a move to a more accurate data management system. In this transition, inactive members were not transferred to the new system resulting in a decline of over 280,000 memberships. They view this transition as a key step to maintain more precise verifiable data.



Decline in volunteers

Some Member Organisations enforce specific ratios of adults to children in accordance with safety regulations. A struggle to recruit and retain volunteers within Member Organisations has limited the number of girls that can join Girl Guiding and Girl Scouting groups. Some Member Organisations have girls and young women on their waiting lists, with some lists numbering in the thousands.



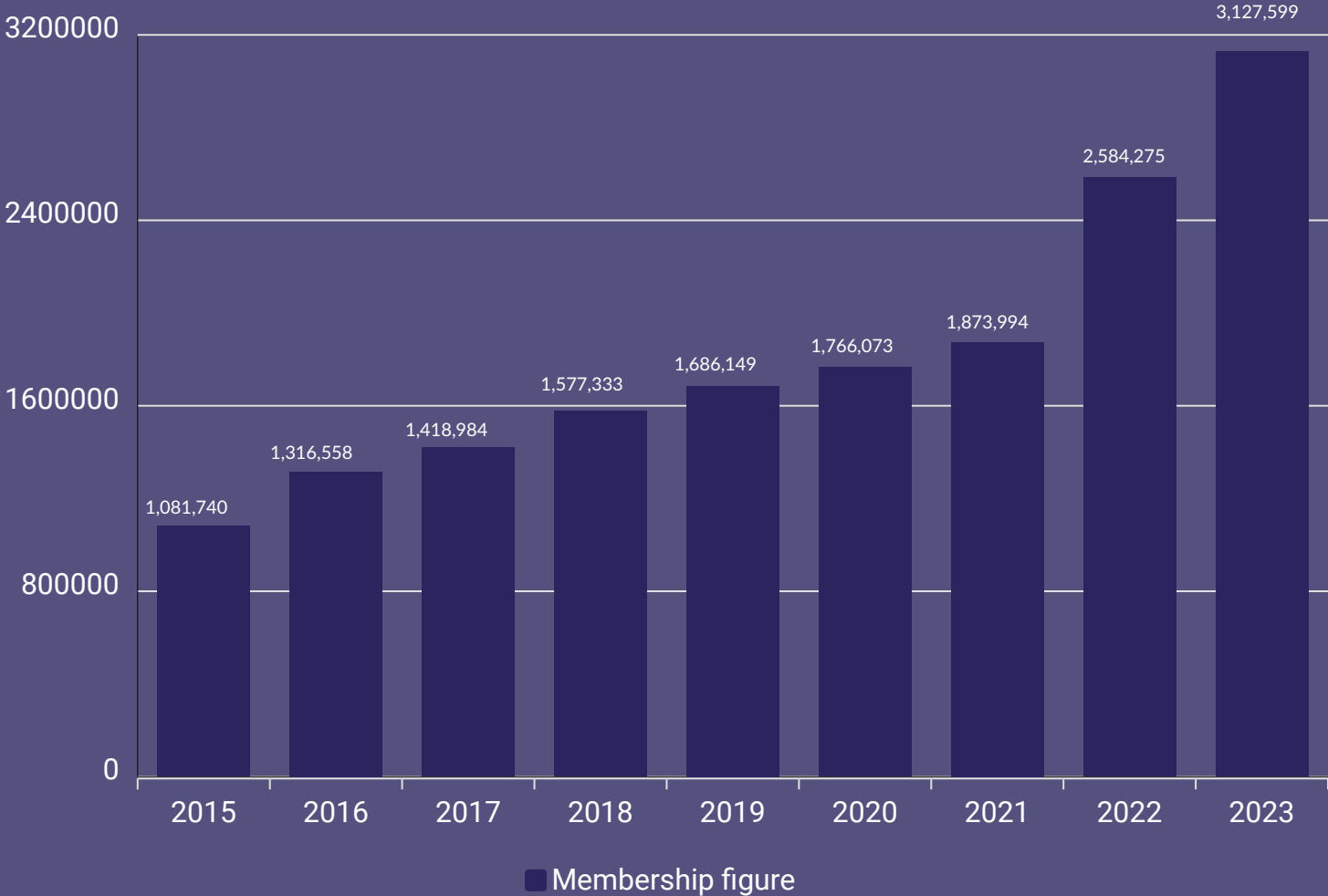
Retaining members during their journey

Members disengaging with Girl Guiding and Girl Scouting and not transitioning onto the next section.

AFRICA REGION MEMBERSHIP EVOLUTION

The graph shows the evolution of the Africa Region's membership between 2015 - 2023.

Africa Region is the fastest growing WAGGGS region with a growth rate of 190% since 2015.





AFRICA REGION



34

Member Organisations



3,127,599

Members

2 FED

0 WOABS

0 SAGNOs



69% of Member Organisations within the region have either recovered or surpassed their membership figures prior to COVID-19.



Malawi is the largest Member organisation with 780,000 members.

21%

growth rate within the last year.

07/15

of Member Organisations with over 100,000 members in WAGGGS are from the Africa region: Congo DRC, Ghana, Nigeria, Malawi, Tanzania, Uganda, Zambia. Combined, these seven Member Organizations contributed 840,000 members to the Region within the last year.



WAGGGS programmes including YESS Girl (a youth exchange programme) and Girl Led Advocacy on Climate Change have contributed towards membership growth and retention within the Africa Region.

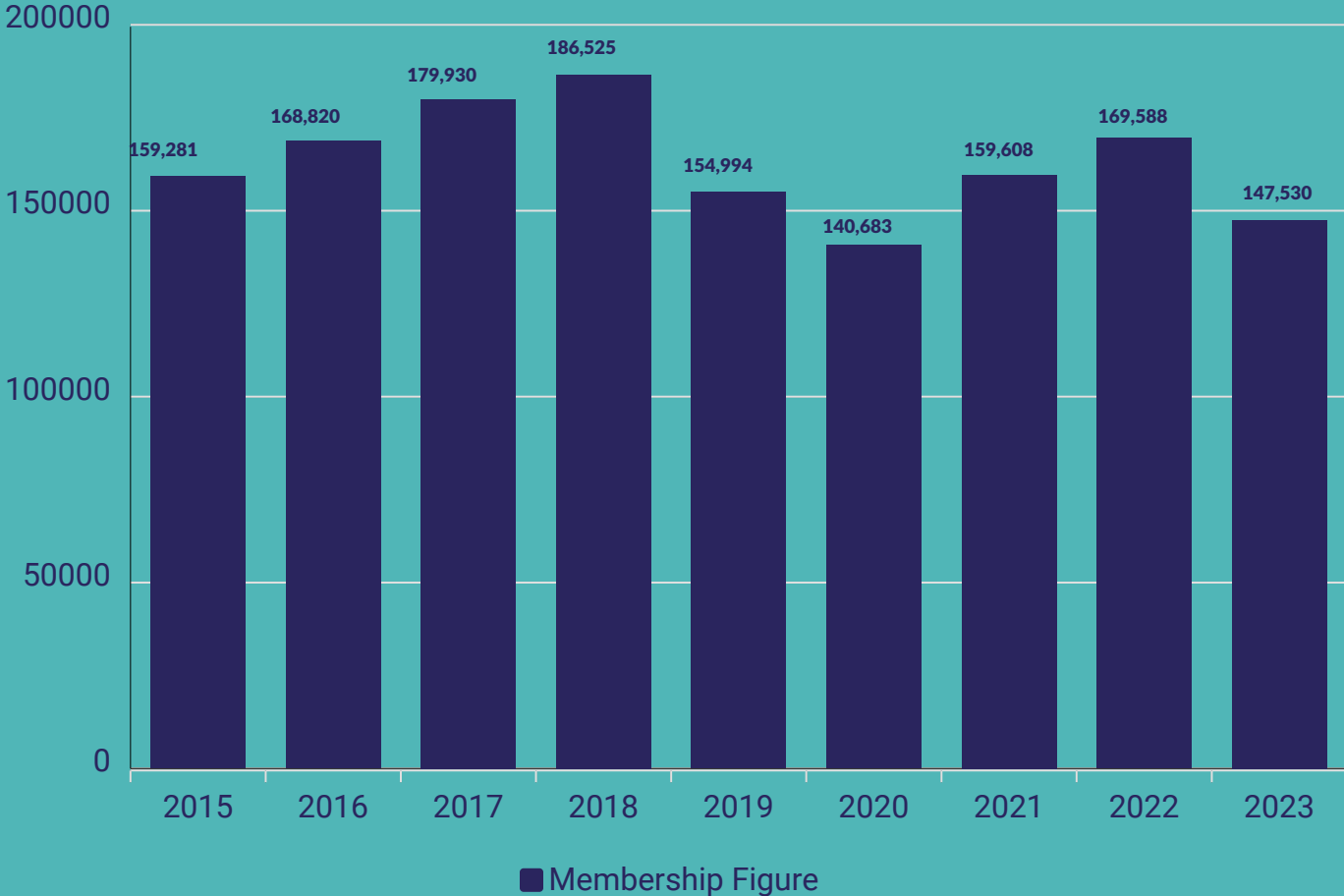
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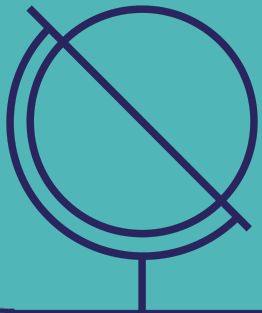
“We have grown so much due to the support of World Guide Foundation and dedication of State leaders. Capacity building for key Membership development Officers on retention strategies, inclusive Guiding, and engagement of diverse stakeholders.

-NIGERIA

ARAB REGION MEMBERSHIP EVOLUTION

The graph shows the evolution of the Arab Region's membership between 2015 - 2023.





ARAB REGION



16

Member Organisations



143,530

Members

1

FED

0

WOABS

7

SAGNOs



50% of Member Organisations within the region have either recovered or surpassed their Pre-COVID-19 membership figures.



Algeria is the largest Member Organisation (MO) with 25,876 members.



13%

decline rate within the last year.



The decline trend within the Arab region is largely due to political conflict affecting Girl Guiding and Girl Scouting in two Member Organisations and one Member Organisation which was not included in this year's census. This led to a decline of 32,485.



Although the Arab Region experienced a 13% decline, over 50% of Member Organisations grew, with the Region gaining 11,234 new members.

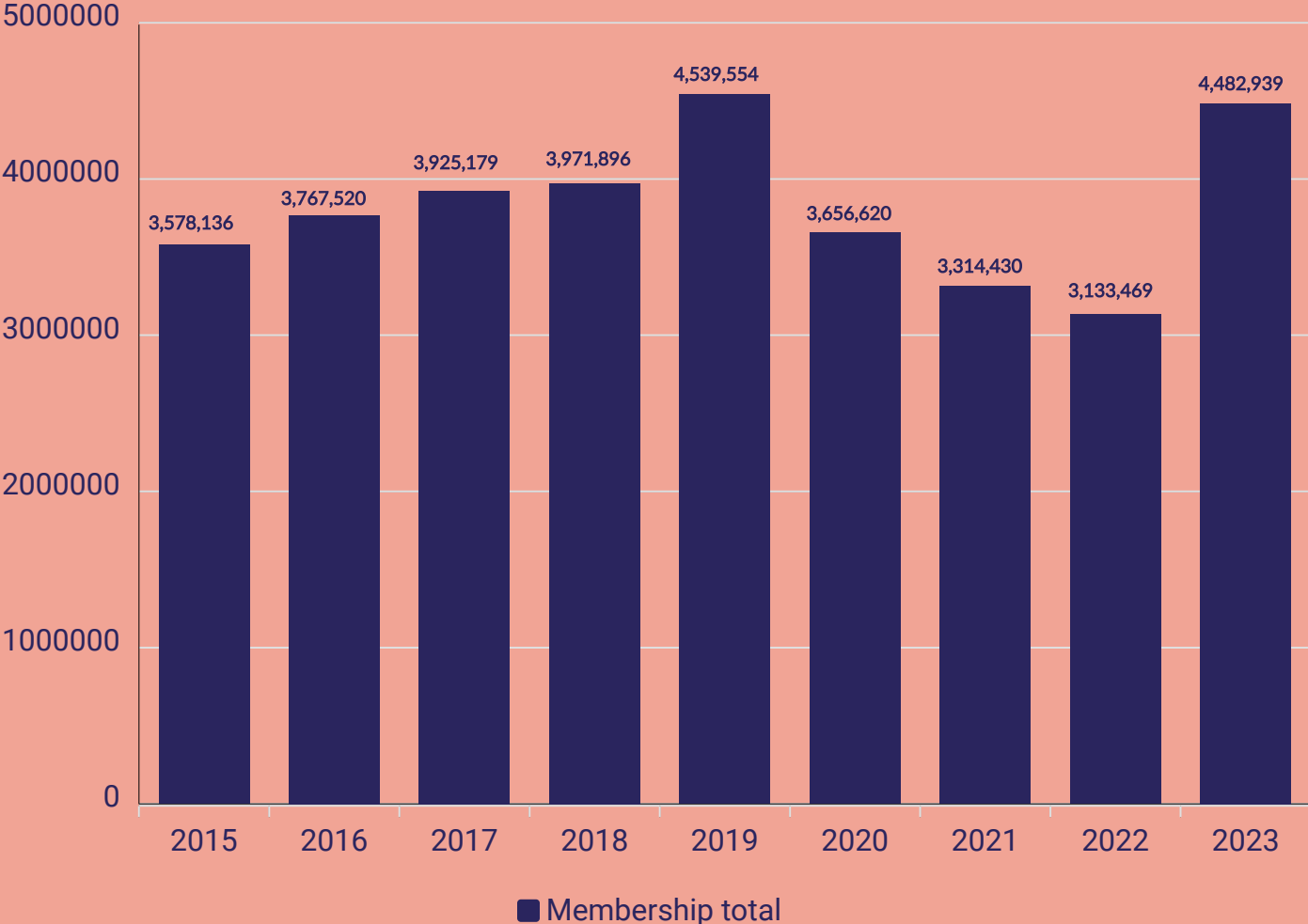


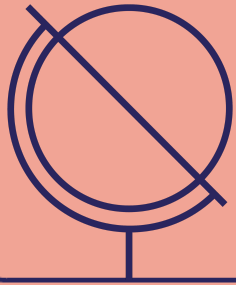
"Since we started to set a growth strategy with clear action plan and objectives, we have really progressed in number... During the last 5 years, we have set several community activities as a Member Organisation in general and inside the groups and we have been assessing the impact on the growth rate (to what extent we were capable at the level of each group to attract new girls). Our activities in serving our community in church and outdoor activities where we are seen by other girls is one of the main sources."

- LEBANON

ASIA PACIFIC REGION MEMBERSHIP EVOLUTION

The graph shows the evolution of the Asia Pacific Region membership between 2015 - 2023.





26
Member
Organisations



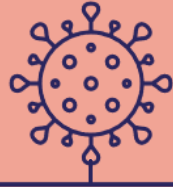
4,482,939
Members

0 FED

0 WOABS

2 SAGNOs

ASIA PACIFIC REGION



43% of Member Organisations within the region have either recovered or surpassed their pre-pandemic membership figures.

India is the largest Member Organisation within Asia Pacific Region and WAGGGS with 2,359,365 members.



43%

growth rate within the last year.



Asia Pacific Region remains the largest WAGGGS region representing 42% of WAGGGS' total membership.



The 43% growth rate within Asia Pacific Region is largely due to the significant increase within the Philippines, which gained 946,000 members over the past year. This rapid growth was supported by a new strategy that made Girl Guiding and Girl Scouting activities more visible, supporting the council to grow, new leadership in the organisation and hiring new staff. Significant growth was also experienced in Fiji which grew by a rate of 532.7% and Nepal which grew by a rate of 52%.

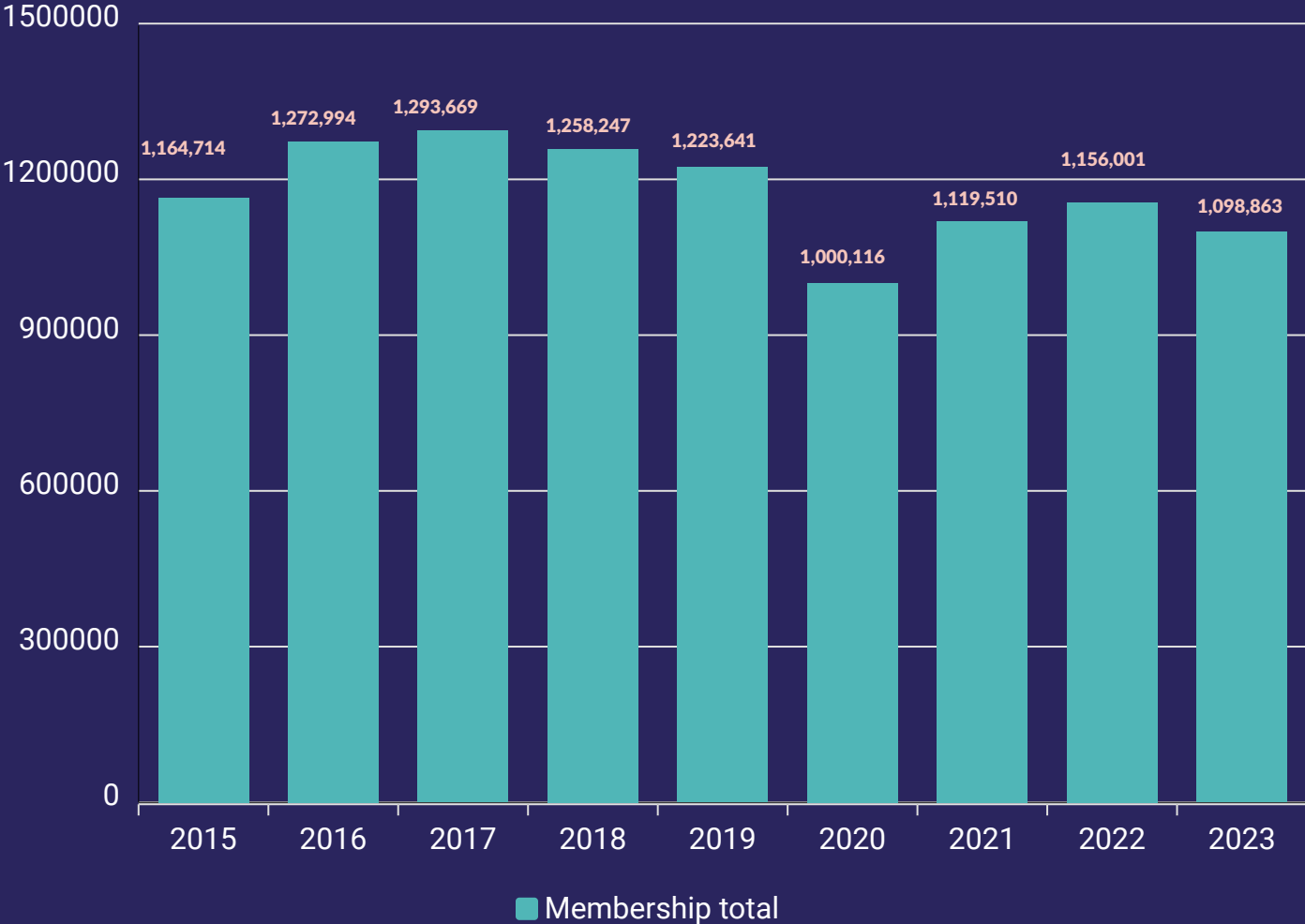


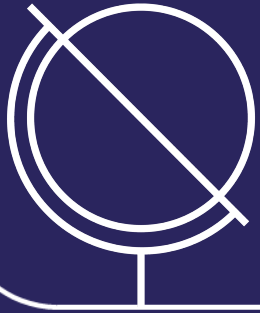
“In 2021, membership hit its lowest point due to the aftermath of the COVID-19 pandemic. In 2023, there was a slight increase, albeit minimal. However, compared to membership levels in 2019 before the COVID-19 pandemic, the current situation shows a decrease by a factor of 1/10, making recovery challenging.”

- SOUTH KOREA

EUROPE REGION MEMBERSHIP EVOLUTION

The graph shows the evolution of the Africa Region's membership between 2015 - 2023.





42
Member
Organisations



1,098,863
Members

9 FED

4 WOABS

26 SAGNOS

EUROPE REGION



53% of Member Organisations within the region have either recovered or surpassed their Pre-COVID-19 membership figures.



Croatia joined the Region within the last year. is the newest member to join the Europe Region within the last year.



United Kingdom is the largest Member Organisation (MO) with 377,992 members.



We have recovered our losses due to COVID-19 and we are now facing a growing cycle (9% increase from 2022). Focusing on educational programmes, opening new units even in different regions, promoting a national camp.”

- PORTUGAL

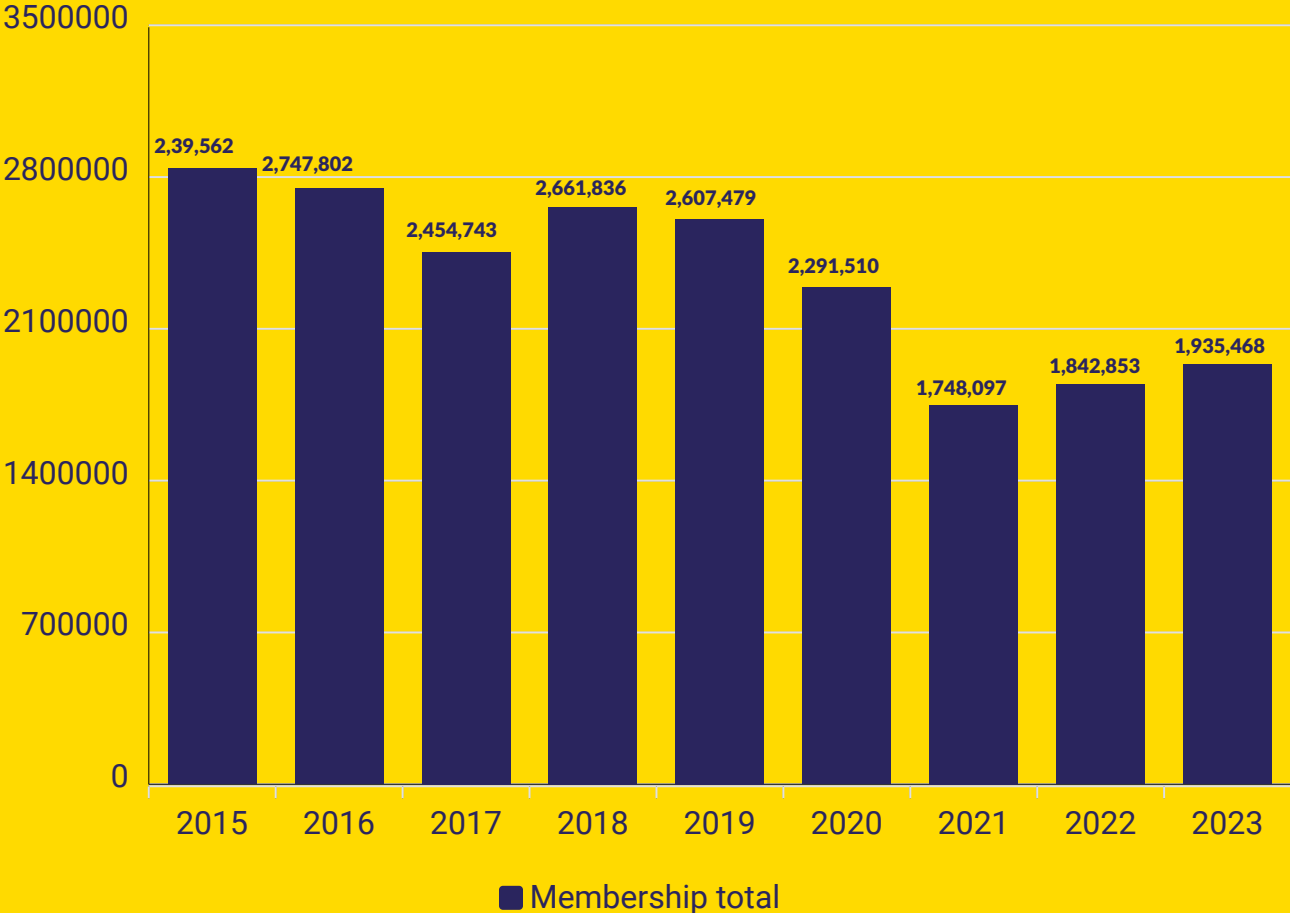


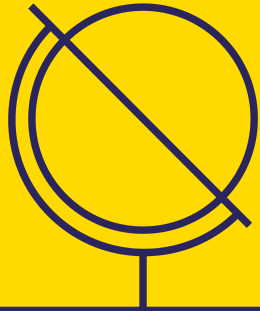
5%

decline rate within the last year.

WESTERN HEMISPHERE REGION MEMBERSHIP EVOLUTION

The graph shows the evolution of the Africa Region's membership between 2015 - 2023.



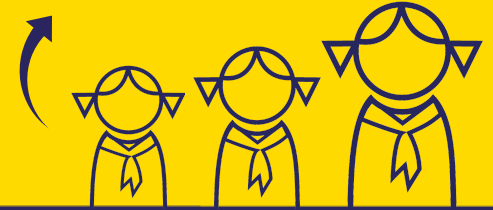


WESTERN HEMISPHERE REGION



9% of Member Organisations within the region have either recovered or surpassed their pre-pandemic membership figures.

USA is the largest Member Organisation with 1,789,991 members.



5%
growth in membership within the last year.



A few Member Organisations in the Carribean experienced significant growth within the last year with Bahamas growing by 329%, Grenada growing by 176% , Jamaica growing by 58% and Trinidad and Tobago growing by 58%.



“The enrollment rates have skyrocketed as a result of the reopening of schools. We now have a significantly larger number of active members.”

- GRENADA

Over the next year, the Capacity-Building team and Regional Committees will continue collaborating with Member Organisations (MO) to sustain Girl Guiding and Girl Scouting activities and support membership growth and retention. So far this year, Member Organisations have received assistance to rebuild Girl Guiding and Girl Scouting when these activities have slowed down, deliver training to leaders, and establish key structures at a national level. Further plans include facilitating MO-to-MO connections on areas of common interest, supporting the development of small Member Organisations through mentorship and increasing the awareness of WAGGGS's offer by delivering programme training to leaders.

We are working closely with Member Organisations to capture the benefits and learnings from this work and are anticipating that we will see continued growth in the coming years, reflecting a thriving and vibrant Movement. In line with our vision and mission, we aim to support every girl and any girl to feel confident and develop to their fullest potential as a responsible citizen of the world. Within the last year, we have particularly extended our reach as a Movement to more remote areas and supported Member Organisations to grow that reach vulnerable girls and young women. This is the essence of our Movement and we are proud to have broadened our reach and be part of such a global and diverse community.

