



WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS



OUR IMPACT JOURNEY 2021-2023



In just three years, from 2021 to 2023, the global Girl Guiding and Girl Scouting Movement experienced a remarkable transformation.

What began with 8.2 million members blossomed into a vibrant community of 10.8 million across 153 countries and territories – a 32% increase that speaks volumes about our collective efforts and global reach.



Across the world, Girl Guiding and Girl Scouting organisations offer safe spaces and powerful non-formal education opportunities to every and any girl. Over a million volunteers make this happen in their local communities, giving girls space to be themselves, develop resilience, discover their passions and take the lead in their lives.

The World Association of Girl Guides and Girl Scouts is on a mission to enable girls and young women, by nurturing leadership and bridging diverse cultures. Through our innovative programmes, we offer not just hands-on learning opportunities but also moments of joy and pathways to leadership. These experiences enable girls and young women to realise their full potential and become catalysts for positive change in their communities.

It's no surprise that by 2023,

33% of our global leaders were under the age of 30

reinforcing our commitment to girls and young women not just as the leaders of tomorrow, but as leaders today.

None of this incredible growth would be possible without the unwavering support of our donors and partners. Over the past three years, their generous contributions of grants, funds, and personal donations, have surpassed over £3M annually (2023), enabling impactful projects that resonate worldwide.

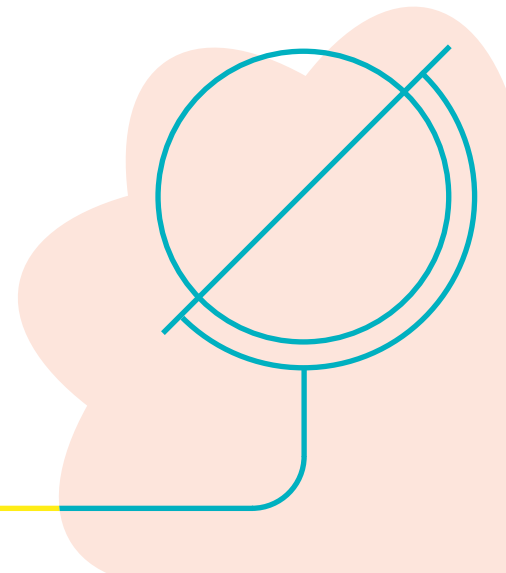
We work closely with our national Member Organisations to make sure Girl Guiding and Girl Scouting is the

best it can be. Each year, we offer capacity building services to over 100 Member Organisations in everything from non-formal education and leadership development to safeguarding, finance and marketing.

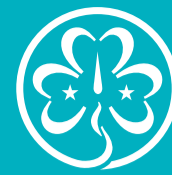
WAGGGS programmes act as a window to the wider world for around one million girls and young women each year, enabling them to act as leaders and advocates on critical global challenges that matter to them; climate change and peace building, gender based violence, body confidence, period pride and STEM education - areas that shape the future of our planet and its people.

At the heart of WAGGGS are 844 volunteers from 100+ countries and territories. Their dedication unites the Movement and drives our work, ensuring we can continue to play our part in enabling and inspiring generations of girls and young women worldwide.

This is our story – one of growth, impact, and a global community 10.8 million strong. Together, we are shaping a future where every girl has the opportunity to thrive, lead, and make a difference in her community, and beyond.



WE'VE GROWN TO 10.8 MILLION MEMBERS



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CAPACITY BUILDING

150,000

girls and young women were recruited into the Girl Guide and Girl Scout Movement through our **Youth Exchange South to South (YESS) Girls** programme.

150

Capacity Building Volunteers from over 60 countries and territories provided vital support to **Member Organisations**, helping them to grow and deliver a quality Girl Guiding and Girl Scouting experience.



2.0

Capacity Assessment Tool launched, an updated self-assessment tool for Member Organisations to assess their strengths and identify areas of improvement.

LEADERSHIP

400

young women participated in our leadership programme, the Juliette Low Seminar, impacting over **30,000 girls** through the 100 Girls Project Social Change initiative.

200,000+

girls and young women across 131 countries and territories have had the opportunity to **develop as leaders using our leadership model**.



ADVOCACY

401

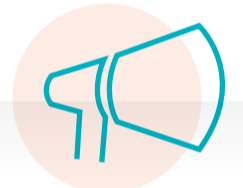
Advocacy Champions trained to drive change on issues from **gender-based violence to cybersecurity and climate change**.

51

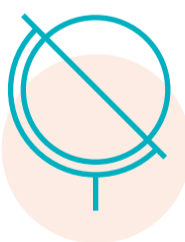
Global Advocacy Champions attended the Commission on the Status of Women (CSW), the largest global event promoting gender equality and women's empowerment.

23

young women appointed as **Advocacy Champions** for Girl-Led Action on Climate Change (GLACC), **advocating at the Conference of the Parties (COP)**, the premier global event on climate change.



INTERNATIONAL EXPERIENCES



120

young women participated in our **Youth Exchange South to South (YESS) Girls**, 6-month international exchange programme.

31%

of participants at our **primary global conference** were young women from **61 countries and territories**, shaping key decisions.

19,959

members hosted at our **World Centres** from the Girl Guiding and Girl Scouting Movement.



LEARNING AND THRIVING

600,000+

young people educated on **cyber awareness** through the Surf Smart Programme, by 2023.

8 million

young people reached through our **Free Being Me, body confidence programme** by 2023, with **85% of participants** reporting feeling better about themselves and their bodies.

43

countries and territories collaborated on the **Growing and Learning framework**, supporting high-quality Girl Guiding and Girl Scouting.



COMMUNITY ACTION

295,604

community members reached through **Community Action Projects** led by Girl Guides and Girl Scouts through our environmental programmes.

£155,000

invested in local **youth-led COVID-19 recovery initiatives** through our Global Youth Mobilisation Programme.

5,896

community members reached with awareness sessions and local meals through **Sangam (India)**, our **World Centre's COVID-19 Response project**.



INNOVATION

Launched the Movement's **first digital platform** 'Campfire' to inform, engage and inspire

10.8 million

members across **153 countries and territories** to deliver quality Girl Guiding and Girl Scouting.

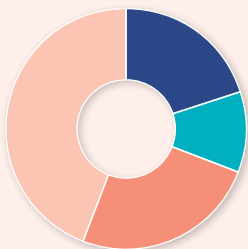
8,000

young people from **109 countries and territories** participated in a **global STEM consultation** to explore STEM education and careers.

FINANCIAL OVERVIEW

Based on 2023 budget and unaudited accounts

INCOME



20% Membership Fees
Fees from our Members' contributions.

11% Other sources
Income generated from investments, events, and miscellaneous sources.

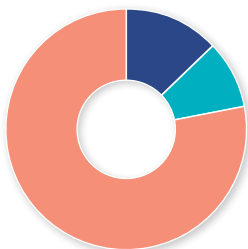
25% Commercial
Revenue from bookings at World Centres, merchandise sales, and contractual agreement.

44% Fundraising
Funds raised to support our Members through projects/ programmes, community engagements, organisational operations, and governance.

12% Individual Donations
Contributions from individuals supporting our initiatives, centres, or regional activities.

32% Grants
Funds received through grants for projects with our Member Organisations and initiatives for girls and young women.

EXPENDITURE



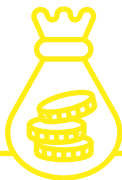
13% Management & Administration

9% Fundraising

78% Programmes & Membership Support

Our funds support Members to deliver services and programmes to girls and young women, and their communities; and build capacity of our Members in Girl Guiding and Girl Scouting, organisational development, governance, communications, and range of other areas.

12% Governance & Membership
28% World Centres
38% Programmatic & Technical Support



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