



WORLD THINKING DAY 2024

**OUR WORLD,
OUR THRIVING
FUTURE**

**IMPACT REPORT
2024**



WORLD THINKING DAY STATISTICS!



**£38,046
Funds Raised**

**17,260
Activity Pack Downloads**

Activity pack downloads between June & November included:

- English 6,161 downloads by 5,210 users
- French 3,446 downloads by 3,126 users
- Spanish 1,277 downloads by 1,153 users
- Arabic 719 downloads by 605 users



**74,817
badges sold**



**2,194
pins sold**



THE WORLD THINKING DAY FUND

February 22nd, World Thinking Day (WTD), is a special highlight in the Girl Guiding and Girl Scouting calendar. But its impact goes beyond the day itself, with opportunities to celebrate international friendship and connection lasting all year round.

Since 1932, World Thinking Day has also been a time to give back. Funds raised help the World Association of Girl Guides and Girl Scouts deliver incredible programmes and life-changing opportunities that empower girls and young women around the world.

Now more than ever, the World Thinking Day Fund needs our support to keep WAGGGS empowering Member Organisations and helping girls feel part of a global Movement that's changed so many lives.

We're asking you to keep the tradition going and support the World Thinking Day Fund every year.

With your help and support of the WTD Fund, WAGGGS can continue delivering life-changing training, awesome programmes, and opportunities that inspire girls to become the leaders of tomorrow and create a brighter, more peaceful future!



YOUR IMPACT

GROWING & LEARNING PROGRAMME



Your donations to the World Thinking Day Fund in 2024 allowed WAGGGS to advance the Growing and Learning (GAL) framework. The GAL framework aims to: 1) show how Girl Guiding and Scouting supports lifelong learning, 2) define growth outcomes to track member progress and impact, and 3) explain our unique approach to creating meaningful learning experiences.

Part one was piloted in Nepal in March, and a global event was held in France in October 2024. GAL part one will be published to Member Organisations (MOs) in January 2025. The GAL Hub is also underway on Campfire, addressing motions 16 and 17 from the 37th WAGGGS World Conference.

Your support enabled bespoke safeguarding training rolled out globally, with tailored support and regional sessions helping over 30 national organisations develop and implement their own policies.

SAFEGUARDING CAPACITY BUILDING

MEANINGFUL YOUTH PARTICIPATION

WAGGGS made significant progress in 2024 in embedding Meaningful Youth Participation (MYP) as part of the roadmap to Compass 2032. A new framework was developed to define and implement good practices in MYP across the Movement. The Youth Voice volunteer team launched the **#60Waysin60Days** campaign, collecting inspiring examples of youth participation from around the world, which continued until International Day of the Girl 2024 on 11th October.



SHARED LEARNING & CONNECTIONS

CAMPFIRE DEVELOPMENT



Campfire is rapidly evolving into the “digital home” of WAGGGS enhancing learning, development, and networking opportunities for the global team and Member Organisations. Key milestones in 2024 included: the launch of the Leadership Network in August; the WAGGGS Extraordinary General Meeting (EGM) in September; and the Discovering STEM initiative in November.

The development of Global Programme Dashboards is pending approval, while ongoing work focuses on improving user experience through search and site navigation reviews.

[WTD on Campfire](#)

YOUTH LEADERSHIP

Thanks to your donations to the World Thinking Day Fund, WAGGGS was able to focus on enhancing the Helen Storrow Seminar 2024 programme. This Youth Leadership programme was delivered in 2024 by a facilitator team entirely under the age of 30, demonstrating the power of youth-led initiatives.



ADULT LEADERSHIP & VOLUNTEERING

WAGGGS introduced a new competency framework and training programme for facilitators, which aims to bolster globally competent facilitation practices. Facilitator training sessions were delivered for World Centres programme staff, Roverway, and JLS facilitators throughout 2024. Supported by the unrestricted funds of the World Thinking Day Fund, training has become more accessible for the WAGGGS global team, equipping them with skills to enhance their roles.

We continue to strengthen volunteer engagement through our volunteer network, providing ongoing support to empower and connect volunteers across the Movement.





WORLD CENTRES

Your contributions to our unrestricted funds, such as the World Thinking Day Fund, has helped in so many ways, such as supporting repairs and enhancements at our World Centres. Thanks to your generosity, we've been able to make essential improvements, from updating facilities and upgrading security to ensuring better living conditions for everyone who visits. Your ongoing generosity helps to keep these centres thriving and accessible for future generations of Girl Guides and Girl Scouts. So, thank you!

PAX LODGE

WAGGGS has been able to undertake valuable upgrades at Pax Lodge, such as adding a new welcome mat, boards, window stickers, installed energy-efficient LED lighting, and upgraded security with motion lights and additional CCTV. New washing machines, a small fridge for conference clients, and bedside tables with USB chargers enhance guest comfort. Eco-friendly changes include bamboo pillows, air hand dryers, and a green wall in the front garden. The guest rooms have been painted, as well as the conference room, with artwork sponsored by different countries.



SANGAM

Your contributions have supported a major renovation at Sangam, that was caused by significant damage to the wooden structures. All wooden components have been carefully rebuilt, restoring the hall's integrity and ensuring its safety and durability for future use. These crucial repairs wouldn't be possible without unrestricted funds, such as the World Thinking Day Fund.



KUSAFIRI



Your support for the World Thinking Day Fund has helped improve Kusafiri with several key upgrades.

New bathroom and shower cubicles now accommodate large groups, while air conditioners ensure comfort. The reception area has been upgraded for a warm welcome, and an old shipping container has been transformed into the Kusafiri shop. Two open-air shelters were repurposed - one as a reflection space and the other as a dining area for guests.



OUR CHALET



Several important improvements have been made at Our Chalet. The path to the kitchen and veranda was resurfaced and widened for better accessibility with mobility equipment and strollers. In Squirrel House, a new shower was added, and both bathrooms received updated flooring, walls, and finishes.

Drainage improvements were made around the house to prevent water buildup. After a storm brought down trees, no buildings were damaged. The fallen wood was repurposed to create new benches and a campfire circle.

The World Thinking Day Fund supported training for programme staff and World Centre Managers at Our Chalet, where they learned about the WAGGGS programme framework. Additional training will continue remotely over the next 6 months. All staff completed First Aid training, and 3 members became certified trainers. This development ensures that future teams at Our Chalet can receive First Aid training, benefiting all staff and volunteers.

Celebrations at Nuestra Cabaña and Pax Lodge!

The World Thinking Day Celebration at Nuestra Cabaña took place from February 19th to 26th, welcoming 7 participants from New York, USA (including 3 leaders and 4 young Girl Guides). During the week, they visited the Monarch Sanctuary in Valle de Bravo.

Back at the centre, the Nuestra Cabaña staff and volunteers hosted the celebration, with 77 participants from 5 Guías de México districts joining in. The event featured programmes for three age groups, and all participants were awarded the WTD 2024 Badge.



On February 24th and 25th, 2024, Pax Lodge hosted events with a total of 311 participants, ranging from UK Rainbows to adults.



WORLD THINKING DAY 2025 PROGRAMME



World Thinking Day is a special time for Girl Guides and Girl Scouts to come together and honour the global Movement that unites us. It's also a unique opportunity to dive into topics that matter deeply to girls and young women while inspiring positive change around the world.

In 2024, the theme ***Our World, Our Thriving Future*** encouraged us to tackle some of the most pressing global challenges, including environmental sustainability, gender equality, peace, and poverty. This marked the culmination of a three-year journey aimed at empowering Girl Guides and Girl Scouts to act as leaders who are conscious of their impact on the environment.

The 2024 Activity Pack, downloaded more than 17,000 times, guided participants through Miku's story – a journey filled with lessons about finding harmony and balance for a sustainable future. Drawing inspiration from stories across the five WAGGGS regions, the pack encouraged girls to connect with nature, think critically about global issues, and envision a world where we all thrive.

Looking ahead to 2025, the theme ***Our Story: Reflecting the Symbolism and Values of Our Movement*** invites us to celebrate the foundations of Girl Guiding and Girl Scouting while focusing on the future. It will help participants strengthen their sense of belonging to the global sisterhood, explore the Movement's history as a tool to shape its future, and encourage personal development, empowering them to take the lead in shaping tomorrow's world.

None of this would be possible without your support. Donations to the World Thinking Day Fund play a crucial role in bringing these activities to life. Your generosity enables us to continuously improve and expand our programmes, making them more accessible, engaging, and impactful for girls everywhere.

Thank you for helping us build a brighter future for all!

WORLD THINKING DAY 2025

I would like to make a world thinking day donation!



WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS



Personal Details:

Please complete this section in full for all donations.

First name _____ Last Name _____

Name of association/group (if applicable) _____

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Stay in Touch

We'd love to keep you updated on our transformative work with girls and young women.

- Yes, please keep me updated with newsletters and information on projects and campaigns! By email By post By phone

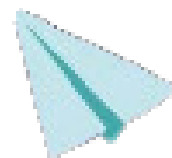
The information you give will be treated as confidential and it is WAGGGS' policy never to give private information away to third parties

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How to Donate:

- USA Donors can donate through the World Foundation website (this is the most cost-effective way for USA donors to donate)

- Online - [Click here](#)

- Cheque - Please find enclosed my cheque payable to WAGGGS

- Bank Transfer - I made a Bank Transfer on (dd/mm/yy) _____



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Sort Code/Bank No: 60-07-29

Payee: WAGGGS

Account No: 39872947

IBAN Code: GB47NWBK60072939872947

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