



17TH Western Hemisphere Regional Conference
03-06 July 2025 • Mexico
Virtual

TRIENNIAL REPORT 2022-2025

Document 3



WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS

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INTRODUCTION FROM THE REGIONAL COMMITTEE

Dear friends,

It is a pleasure to write to you after three years of intense work, significant experiences, valuable learning, and unforgettable moments.

Since 2022, we have strived to meet the objectives outlined in our three-year plan. This work involved facing some challenges inherited from the pandemic. We have transformed our ways of working, adapting our annual action plans to respond with agility to the changing needs of our region.



Throughout this triennium, we have developed and carried out multiple events, mostly in a virtual format. Regional online events maintained a high quality and provided an opportunity to bring us closer together, allowing active participation without the limitations of geographical distance or financial resources. This approach has allowed us to follow up on a solid and achievable three-year plan, without losing sight of our mission.

We hope that the following report demonstrates how our activities have been aligned with the triennial objectives. We would especially like to highlight the Regional Committee's effort to strengthen communication and transparency, and to serve as a bridge so Member Organisations participated meaningfully in consultations, including the Extraordinary General Meeting held in September 2024.

Online work allowed us to organize and contribute to more events than ever before. However, we know that nothing replaces the warmth and energy of face-to-face meetings. Opportunities to gather and collaborate in-person were so valuable, such as at the 2023 World Conference in Cyprus, which 17 Western Hemisphere MOs attended, and at subregional events including the Latin American Gathering in Mexico (2023) and Costa Rica (2024), as well as at the Caribbean Champions for Change workshop in Curaçao in December 2024.

This triennium, Member Organisations, Regional Volunteers, and the Regional Committee have inspired each other to ensure that girls and young women continue to have access to enriching experiences. One such example included the creation of the first Regional Youth Forum for young women ages 16 and 17. In this context, young women from 17 MOs strengthened their international and cultural connections, learned about WAGGGS, and built skills in advocacy, governance, and leadership.

Today, we leave behind a stronger and more sustainable Western Hemisphere, ready for the incoming Regional Committee to continue to build upon our work. We have found new ways of working, communicating and connecting, and we are confident that the impact of our efforts will continue to shape the Western Hemisphere. There is still work to be done, but we hope that innovation, flexibility, and inclusive cooperation will continue to lead to successes.

Thank you to you all for your close collaboration on this journey. Now, more than ever, we know that...together, we are stronger!

Warmly,
The Western Hemisphere Regional Committee

THE REGIONAL TEAM

THE COMMITTEE



Stefanie Argus
Regional Committee Chair
Girl Scouts of the USA
Portfolio/s: Strategy & Finances



María Emilia Cadario
Regional Committee Vice-Chair
Asociación Guías Argentinas
Portfolio/s: Member Organisations Relationship



Susan Birnie
Regional Committee Member
Girl Guides of Canada
Portfolio/s: Capacity Building



Bárbara Muñoz
Regional Committee Member
Asociación de Guías y Scouts de Chile
Portfolio/s: Core Mission & Global Programmes



Abigail Christmas
Regional Committee Member
The Girl Guides Association of Dominica
Portfolio/s: Communications



Ravicka Phillip
Regional Committee Member
The Girl Guides Association of Grenada
2024-2025



Patricia Marroquín
Regional Committee Member
Guías de México A.C.
Portfolio/s: Volunteer Management
2022-2024

THE STAFF



Bibiana Orozco
Regional Manager
Mexico

OUR REGIONAL VOLUNTEERS AND WORKING GROUPS

PROGRAMME



Allison Nicholls, Canada
Andrea Chakma, Canada
Freya Morgan, Canada
Lorena Obando, Costa Rica
Catalina Aguilar, Costa Rica
Mariana Maciel, Mexico
Melanie Morales, Chile
Natalia E. Escobar, Panama
Susana Gamboa, Costa Rica
Virginia Miller, USA

CULTURAL CONNECTIONS & YOUTH REGIONAL FORUM



Ana Elisa Arévalo, Guatemala
Analía Romano, Argentina
Catalina Aguilar, Costa Rica
Lizzy Barsallo, Panamá
Zuly Castellanos, Venezuela
Laura Robert Rivera, USA
Mary-Alma Dubois-Calliste, Grenada
Carla Villalobos, Mexico
Lindsay Schreder, Canada

PEN PAL PROJECT



Andrea Chakma, Canada
Elaine Murphy, USA
Freya Morgan, Canada
María José Gallardo, Chile
Susana Olivares, Chile

CARIBBEAN CHAMPIONS FOR CHANGE PHASE 3



Andrea Chakma, Canada
Catalina Aguilar, Costa Rica
Lorena Obando, Costa Rica

COMMUNICATIONS



Rebecca Maddison, Canada
Rocio Bárcenas Nuñez, Argentina
Connie Soto, Costa Rica
Isabella Caldes, Brazil
Amina Kay Cantave, Haiti
Diana Correa, Mexico
Jimena Paternoster, Argentina

VOLUNTEER MANAGEMENT



Maite Frías, Dominican Republic
Angela Nesbitt, Trinidad & Tobago
Laura Biazzi, Argentina
Edgardo Fuertes, Costa Rica
Catalina Aguilar, Costa Rica
Analía Romano, Argentina
Jo Anne Busch, USA

WEBINAR SUPPORT



Zuly Castellanos, Venezuela
María José Gallardo, Chile
Paul Salazar, Costa Rica
Luis Fernando Flores, Costa Rica
Cindy-Ann Alexander-Williams, Grenada

TRANSLATION & INTERPRETATION



Maria Esther Lemus (Pi), Mexico
Miryam Justo, Peru
Lorena Obando, Costa Rica
Rosanne Armstrong, Mexico
Laura Marmolejo, Venezuela
Fer Cerda, Mexico
Helen Bogantes, Costa Rica
Adnerys Rondón, Venezuela
Gabriela Umbert, Argentina
Lucía Persern, Argentina
Iliana Anaya, Mexico
Hazel Flores, Venezuela

REGIONAL ACTION PLAN 2023-2025

The Regional Action Plan 2023-2025 was developed using the four themes from the 2022-2023 Global Strategy to guide all our work within the region for the triennium. In this section, we highlight the most significant achievements of the region against each strategic theme.

1. THRIVING MEMBER ORGANISATIONS, THRIVING MOVEMENT

THE 2023 -2025 OBJECTIVES WERE:

- *Collaborate with Regional and Global teams to provide tailored capacity-building support for Member Organizations (MOs).*
- *Facilitate opportunities for MOs to explore the 6 compass conversations and how incorporate these conversations in their local organization goals and context*

KEY RESULTS

Objective 1

- Provide tailored support to Member Organizations that have determined their priorities through the CAT.
- Deliver Regional webinars that respond to the top need areas identified by MOs.
- Support MOs to have WH young women participate in regional and international leadership experiences.

Objective 2

- Facilitate opportunities for MOs to explore the six Compass Conversations at national, regional and global levels

SO HOW HAVE WE DONE?

- Responded to 100% of all MO requests for trainings and workshops related to the utilization of the CAT 2.0.
- Responded to 100% of all MO capacity-building requests.
- Organized meetings for the Regional International Commissioners with updates on regional matters, including global topics such as the WAGGGS Quota Consultation, the EGA, among others.
- Recruited and supported young women under 30 to serve on all Regional volunteer teams.
- Launched Young Women's Resource Team as part of Regional Programme Team, which held multiple online events for young women under 30.
- Supported MOs participating in the Caribbean Champions for Change initiative to include young women team members.
- Launched Regional Youth Forum for young women ages 16 and 17 following consultations with several MO-level youth advisory groups.
- Marketed governance-related leadership opportunities to young women under 30, such as serving as a delegate to either the 2023 World Conference or the 2025 Regional Conference, or running for election to the 2025-2028 Regional Committee.
- Young women's governance event held online prior to 2025 Regional Conference.
- All Regional webinars and events referred to which of the Compass Conversations and the Leadership Mindsets were supported (and how).

2. INTERNATIONAL CONNECTIONS AND GLOBAL COMMUNITY

THE 2023 -2025 OBJECTIVES WERE:

- *Heighten Member Organizations' connections within the Region and across other Regions*
- *Improve Regional Volunteer experience*

KEY RESULTS

Objective 1

- A forum is offered so that the MOs can present their good practices in image and visibility, training, girl experience, among other topics. These resources are then shared on campfire, regional networks and email.
- Facilitated MO development by providing regional spaces, events and activities for sharing realities, best practices and networking

Objective 2

- Create meaningful roles and needed teams(along with clear deliverables) to guide Regional Volunteers' work in line with delivering the plan of the Region.
- Provide MOs with information on the value and impact of the work done by regional volunteers, as well as on the skills needed to perform the different identified roles for the delivery of the Regional Action Plan.

SO HOW HAVE WE DONE?

Objective 1

- Increased quantity and quality of resources available to MOs on Campfire platform.
- Delivered Regional Forum at 2023 World Conference.
- Provided dedicated support to subregional projects, including Caribbean Champions for Change and the Latin American Gathering.
- Partnered with MOs to deliver multiple online learning series, with key topics including governance, image and visibility, finance and fund development, and membership recruitment and retention.
- Launched Regional Youth Forum for young women.
- Researched and developed framework for Regional pen pal project.
- Determined that 2025 Regional Conference should be held virtually in order to support participation by a greater number of MOs.
- 2025 Regional Conference Forum topics informed by MO survey.

Objective 2

- Identified, recruited, and supported eight total Regional volunteer teams throughout the triennium (refer to “Our Regional Teams and Working Groups” section), in addition to forming the 2025 Regional Conference volunteer team.
- Performed a data dig of current members of the Region registered in Campfire and recruited new volunteers from diverse backgrounds to join the Global Pool.
- Organized and delivered annual Regional Volunteer Gatherings.
- Formalized Regional volunteer feedback process.
- Shared Information on Regional volunteer team objectives, outcomes, and successes in twice-annual Regional newsletters.

3. QUALITY GIRL GUIDING AND GIRL SCOUTING

THE 2023 -2025 OBJECTIVES WERE:

- *Provide programmatic offerings that are responsive to our Region's needs*

KEY RESULTS

Objective 1

- Provided ongoing support to the MOs initiatives as Caribbean Champions for Change and The Latin America Gathering for the modernization of the girl experience.
- Provided learnings and resources developed during previous triennium pilot events for girls and for young women, as toolkits that can be adapted and expanded by MOs for their use and to share with other MO of the region.

SO HOW HAVE WE DONE?

- Eight Caribbean MOs participated in the Caribbean Champions for Change initiative during a year-long period, with the goal of supporting MOs in updating their girl experience offerings.
- Twelve Latin American MOs attended the Latin American Gathering. Designed and delivered engagement sessions during the event.
- Delivered virtual events and webinars featuring WAGGGS Global Programmes.
- Delivered virtual events and webinars customized for audiences of young women under 30.
- Developed and delivered virtual events and webinars focused on science, technology, engineering, and mathematics.

4. LEADERSHIP AND VOICE

THE 2023 -2025 OBJECTIVES WERE:

- *Center Regional narratives and realities*
- *Provide leadership development opportunities*

KEY RESULTS

Objective 1

- Provide consistent, robust bilingual content (English/Spanish) and when possible, French, and other languages on our social media platforms that feature the voices, stories, and perspectives of girls, young women, and adults from across the Region

Objective 2

- Foster the practice of the WAGGGS leadership model within MOs and the Region
- Promoted opportunities for new individuals across the Region to learn what is required to become formally involved in Regional Committee or Global governance.

SO HOW HAVE WE DONE?

- Featured people and stories specifically from WH MOs on Regional social media, using languages of the Region.
- Continued to action the Regional Communications strategy developed in 2020 to facilitate and foster connections between MOs and with the Region.
- Grew average monthly reach on Facebook to approximately 3,700 people
- Grew Instagram followers to 3,200+ people
- Communications initiatives this triennium have included the following: WH Table Talks, WH Throwback Thursdays, MO Mondays, World Centre Wednesdays, Friendship Fridays, Mother's Day the Girl Guide Way, Guiding Sisters feature, WH JLS participants social media takeover, World Thinking Day series, International Women's Day social media campaign, Good vibes posts, WAGGGS Giving Day social media takeover
- Promotion of regional events and webinars.

In addition to the approval of the Regional Triennial and Financial Report (2019-2022) and the Regional Action Plan (2023-2025), the Motions approved at the 2022 Regional Conference were:

MOTION WHRC22-03

Creating international experiences and connections for girls across the Western Hemisphere Region

That the Regional Committee: develop a program or strategies to foster face to face and/or hybrid international experience and cross-cultural connections for all girl members across our region.

SO HOW HAVE WE DONE?

- In collaboration with a Regional volunteer team, designed the framework and all supportive documents for a Regional pen pal project for girls ages 7-17. This initiative is ready to be piloted in the future.
- In collaboration with a Regional volunteer team, launched a Regional Youth Forum for girls ages 16-17. Participants included 17 young women from 17 MOs. Held five virtual cross-cultural connection sessions and synthesized recommendations for meaningful girl leadership.
- Mapped applicable risk management challenges for initiatives involving youth under age 18.
- Ensured adherence to all applicable WAGGGS Safeguarding policies and processes.

MOTION WHRC22-04

Information on the situation of Our Cabaña World Centre

That the Regional Committee do the following:

- Convey to the World Board that the Member Organizations of the WH Region want more detailed information on the status and future of the Our Cabaña World Centre in order to stay fully informed and up-to-date.
- Ask the World Board to consult with the MOs in the region before moving forward with any option that does not include the reopening of Our Cabaña in the next 12 months.
- Request that the World Board inform all the Regions, and the MOs that compose them, of all the information and possible decisions about Our Cabaña World Centre during this year.

MOTION WHRC22-05

Importance of Our Cabaña World Centre for the Western Hemisphere

That the Regional Committee represent and advocate the following:

- As selling Our Cabaña could be final and irreversible, it must be considered only as a last resort, and in view of an imminent final closure of Our Cabaña, it is proposed that the Regional Committee explicitly express this concern to the World Board.
- That the Regional Committee create channels via which it is able to hear the Member Organizations' opinions on the value of keeping Our Cabaña World Centre in the Region, especially because it is the only World Centre where Spanish-speaking girls and young women can access global opportunities at a World Centre without having to speak fluent English.

MOTION WHRC22-06

Regional Events at Our Cabaña World Centre

[that the Regional Committee is] To consider holding all Regional face-to-face and hybrid events at Our Cabaña World Centre during the next 5 years.

SO HOW HAVE WE DONE? (MOTIONS WHRC2204-06)

- Sent letter from the Western Hemisphere Regional Committee to the World Board in August 2022, addressing points conveyed in Motions WHRC22-04 and WHRC22-05.
- Published message to World Board on Regional social media in the format of an “open letter” in August 2022.
- Promoted World Foundation pledge campaign for Nuestra Cabaña via Regional communications.
- Regional Chair maintained regular engagement with Friends of Nuestra Cabaña prior to the World Board vote on the status of Nuestra Cabaña (and throughout the triennium).
- Regional Chair attended the Reopening of Nuestra Cabaña in February 2023.
- Regularly cross-posted content related to Nuestra Cabaña on Regional social media.
- Beyond MO country visits, the 2022-2025 Regional Committee held only 1 in-person event (Caribbean Champions for Change in December 2024) during the triennium. This event was held in Curaçao in the Caribbean subregion due to target audience, geographic proximity, and cost considerations.
- The 2022-2025 Regional Committee seriously considered the possibility of an in-person 2025 Regional Conference held at Nuestra Cabaña. Results from a Regional survey in September 2024 indicated that nearly 50% of WH MOs would not be able to attend an in-person event, so the decision was made to have a fully virtual 2025 Regional Conference. The 2025-2028 Regional Committee should continue to assess the possibility of hosting future face-to-face and hybrid events or meetings at Nuestra Cabaña.

ENGAGEMENT WITH MEMBER ORGANISATIONS

Our top priority has been to provide effective and timely support to our Member Organisations (MOs). Through constant and close engagement, we have been able to evaluate and adapt our offerings to respond to the changing needs of the region.

In recent years, we have worked closely with all Member Organisations in the region, ensuring that they could continue to offer Girl Guiding and Girl Scouting activities, even in the face of the specific challenges of their national contexts.

We have provided direct support through in-person visits to the following Member Organisations: Girl Guides of Canada, Asociación de Guías Scouts de Colombia, Asociación de Guías y Scouts de Costa Rica, Asosiasion di Guia PNA, Guías de México, A.C., Muchachas Guías de Panamá, Guías Scouts de Paraguay, Guías Scouts de Perú, The Girl and The Guides Association of Trinidad and Tobago. These MO country visits have strengthened collaboration and relationships.

In addition, we held regular meetings with all our MOs, which has enabled us to keep abreast of their needs, offer continuous support, and assist MOs in holding their national assemblies or annual meetings.

We also met with MO representatives in key spaces including the 38th World Conference in 2023, the Latin American Gathering in 2023 and 2024, and the Caribbean Champions for Change event in 2024.

These meetings have been fundamental for in-depth, important discussions and to learn about the work of our MOs.

The regional team has supported Nicaragua and St. Kitts & Nevis on their paths to full membership, providing guidance and technical support.

We have simultaneously worked closely with MOs facing risky situations to address challenges and continue strengthening their national associations.

In addition, in order to provide MO support based on the regional priorities identified in the 2019-2022 triennium, a series of regional webinars was organized in collaboration with the Capacity Building team. Topics included governance, image and visibility, finance and fund development, and membership recruitment and retention.

KEY IMPACT AREAS

2023-2025



MEMBERSHIP ENGAGEMENT



252

Number of 1:1 meetings with MOs

11

Visits to different Western Hemisphere MOs

65

Number of events delivered

82

Number of participants per event (average)

29

Number of MOs per event (average)

CAPACITY BUILDING

44

Number of CB sessions, including e.g. those delivered during visits or non-specific CB events /webinars

10

Number of CAT 2.0 sessions delivered (50% at in-person meetings)



EVENTS AND ACTIVITIES



FUNDING



£10,987

Total income from external funding (WAGGGS Giving Day 2023-2024)

£11,000

Total of grants provided to MOs to attend WAGGGS events

YOUNG WOMEN & GIRLS



6

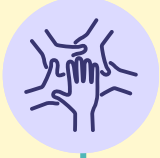
Sessions designed specially for Young Women ages 18-30

6

Session designed specially for 16-17 year olds

10,315 an equivalent value of US\$358,859*

Hours committed by 6 Regional Committee members to regional work.



REGIONAL TEAM

+934 (40.6%)

Followers in Social Media compared to last year

2,024

Instagram Engagement (Total interactions in the last 90 Days)

68,654

Facebook Visibility & Reach (Total views in the last 90 Days)



VISIBILITY

*Based on \$34.79/hour rate as of May 2025, from <https://independentsector.org/>

REGIONAL FINANCES

FINANCIAL SUMMARY 2023-2025

This section provides an overview of the income and expenditure of the WAGGGS Western Hemisphere Region across the 2023-2025 triennium. The financial figures for 2023 come from the audited accounts. The 2024 and 2025 figures are financial forecasts. The 2024 final audited accounts will be shared with Member Organisations later in 2025, as soon as the audit is complete. Similarly, the 2025 final audited accounts will be shared with Member Organisations during 2026.

INCOME AND EXPENDITURE

Total income to the Region across the triennium is forecast to be 94,889.12 GBP with total expenditure across the triennium forecast to be £85,200.56 GBP. This means an overall balance for the triennium of £9,688.56 GBP. The Giving Day contribution to the Western Hemisphere Region has had a significant impact on the triennium which is evidenced by each year's own financial statements.

INCOME	2023	2024	2025	TOTAL [2023-2025]
WAGGGS ALLOCATION	£20,030.00 ¹	£30,936.00	£30,936.00	£81,902.00
OTHER INCOME (WAGGGS GIVING DAY)	£2,562.50	£8,424.62	£2,000.00	£12,987.12
TOTAL INCOME	£22,592.50	£39,360.62	£32,936.00	£94,889.12

EXPENDITURE	2023	2024	2025	TOTAL [2023-2025]
REGIONAL CONFERENCE	£0.00	£0.00	£7,036.00	£7,036.00
GOVERNANCE & PROGRAMME DELIVERY	£13,626.39	£28,811.84	£21,468.00	£63,906.23
VISIT TO MOS	£1,151.90	£6,852.10	£4,000.00	£12,004.00
ADMINISTRATIVE EXPENSES [INCLUDES BANK FEES]	£1,417.00	£405.33	£432.00	£2,254.33
TOTAL EXPENDITURE	£16,195.29	£36,069.27²	£32,936.00	£85,200.56

Notes:

1. The changes in WAGGGS' regional allocations reflect the World Board's commitment to long-term organisational sustainability. In 2023, the Western Hemisphere region received £20,030 to support the delivery of the regional action plan; no governance allocation was granted. In 2024, the governance component was reinstated and merged with the programme allocation to form a single regional allocation. This adjustment included a 10% reduction compared to historical values, resulting in a total allocation of £30,936, which remained unchanged for 2025.
2. We have adjusted the total expenditure figures in both the 2024 actuals and the 2025 forecast to correct for an accounting treatment. This adjustment was necessary due to several transactions related to a December 2024 event being processed in January 2025. As a result, the individual totals for 2024 and 2025 do not align with the statutory accounts; however, the combined total across both years remains consistent with the statutory position.

ACKNOWLEDGEMENTS

The committee would like to thank all our incredible regional volunteers, our regional staff team, colleagues at the World Bureau, all our Member Organisations, without whom none of our work would be possible.

We would like to sincerely thank the International Commissioners, who serve as ambassadors of the MOs within the Western Hemisphere and who have been key partners. Our annual International Commissioner meetings held each March reflected how the Regional Committee valued their work.

A special thanks, too, to the incredible Regional Volunteers who worked with us this triennium and dedicated so much time and effort. Working with such talented volunteers was incredibly motivating. Our multicultural working teams broke down language barriers to ensure the active participation of both English and Spanish speakers.

And last but not least, to all social media campaign participants, and supporters from every Member Organization in the Western Hemisphere Region. Over the last three years, your creativity, dedication, and teamwork have made our communications vibrant and impactful, amplifying the voices of girls and young women in the region. Every campaign, post, and shared story proved that we are truly stronger together.

You all work tirelessly to make our regional work come to life and we are extremely grateful.



ANNEX 1

REGIONAL EVENTS

2023

- WH ICs Gathering
- Activation Event
- Coffee Hour Series for World Conference
- Encuentro Latinoamericano de Guías y Guías Scouts (ELLGGS)
- YW Pre-event
- 38th World Conference
- Everything about Governance Webinar Series (sessions)
- Proyecto Promesa
- GLACC LAC Advocacy Gathering
- CAT 2.0 for WH MOs
- Free Being Me Training

2024

- Ecuador Project
- Image & Visibility Global Session
- Visit to Guías de México
- STEM webinar
- WH ICs Gathering
- Visit to Guías de Panamá
- Global Programmes session
- Camp Hairouna in SVG
- Governance Training in Trinidad & Tobago
- Annual Volunteer Event
- Resources for YW Webinar
- Caribbean Champions for Change Series (CCxC)
- YUNGA Webinar
- STEM webinar vol. 2
- WH Volunteers Gathering
- Visit to GG Canada
- Resources for YW Webinar vol. 2
- Image & Visibility Series
- ELLGGS 2024
- CCxC In-person Workshop
- Visit to Bandeirantes do Brasil

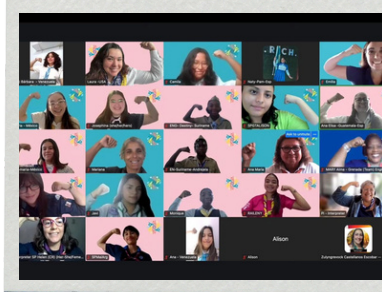
2025

- Image & Visibility Series
- Regional Youth Forum Sessions
- TAP Consultation Workshop
- Caribbean Champions for Change Series (CCxC)
- Individual Giving Series
- WH ICs Gathering
- Growth & Retention Webinar
- Visit to Guías Scouts de Paraguay
- Visit to Guías Scouts de Perú
- WH ReCo Young Women Pre-event
- Meet the Candidates Session
- Induction Session for ReCo HD and Delegates
- 17th WH ReCo 2025



FURTHER DETAILS

Further details on the activities and initiatives delivered throughout the triennium are available on the [Western Hemisphere Region page on Campfire](#), where you can access the newsletters and reports shared over this period.





17TH WESTERN HEMISPHERE REGIONAL CONFERENCE

STRONGER TOGETHER