



WAGGGS Census 2023

Each year we carry out a census to count the total amount of members in our Movement. To gather this year's figures, we asked Member Organisations to fill out a survey. The data in this report corresponds to the number of members in Member Organisations on 31st December 2022.

Thank you to those who completed the survey! Your participation provides us with a more accurate picture of the reach of the Girl Guiding and Girl Scouting Movement. It informs our decision making when we develop programmes, strategies and policies. Moreover, it helps us to plan for the future as we continuously work to grow our Movement and improve the Girl Guiding and Girl Scouting experience.



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Membership total & breakdown



WAGGGS membership total



8,887,874

Members in our global Movement
as of December 2022.



8.2%

growth in membership in the last year. After a 2 year decline in membership, this is the first sign of growth since the COVID-19 pandemic.



Membership total and trend per region



3,133,469

Asia Pacific region



2,584,275

Africa region



1,842,853

Western Hemisphere region



1,154,458

Europe region



172,819

Arab region

Since the previous census Africa region, Western Hemisphere region, Europe region and Arab region have experienced a growth in membership. Asia Pacific region has experienced a decline in membership.

Reasons for membership growth & decline



After government restrictions were first lifted, there was an **increased interest in participating in outdoors activities.**



The long term effects of the COVID-19 pandemic impacted the personal lives of members and led to a **decline in the number of leaders, volunteers and young people** and their capacity to commit.



Units and troop **adapted their national programmes** to deliver their meetings and training online.



Government restrictions, led to **school closures and the restriction of extracurricular activities** took a while to be lifted.



Some membership totals submitted by Member Organisations **only included fee-paying members,** despite them having a wider reach.



Respondents reported that Government restrictions made **recruiting new members more challenging.**



Participation



125

out of 152 Member Organisations participated in the census, this is **81% of our total membership.**



We collected census data from Member Organisations through a survey, this was our main collection method. For those who could not access the survey, we collected data from them through email, text messages, calls & other channels.

Limitations

For the Member Organisations who **did not participate in this year's census**, we used census data they submitted from previous years.

82% of the data used in this year's census report comes from census data submitted this year.

The remaining data has been taken from **census data submitted between 2012-2021 (18%).**

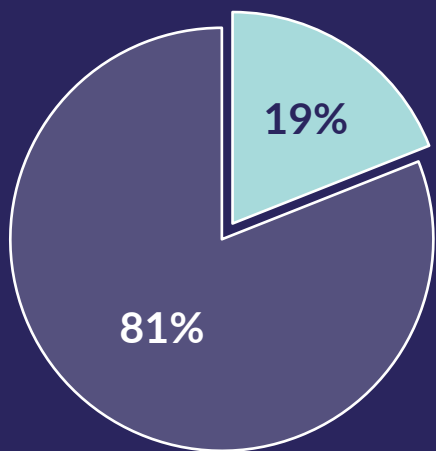


Participation data

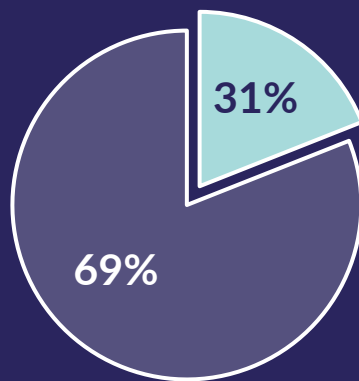
Number of MOs that participated in the census



Number of MOs that did not participate in the census



2023
Census



2022
Census



Regional breakdown of membership





34
Countries



2,584,275
Members

2 FED

0 WOABs

0 SAGNOs

34 GO

Africa Region



World Guide Foundation is a key partner with 12 MOs in the Africa region and it's membership growth project is the main reason behind the region's growth.



Malawi is the largest Member Organisation (MOs) within the region with over 560,000 members.



37.9% ↗

growth in membership and gained more than 710,000 new members in the last year.



08

Out of the 15 Member Organisations in WAGGGS with over 100,000 members in are from the Africa region.

“

Our growth is a combination of several interventions, i.e. Campaigns by Regional Commissioners to get girls back after COVID-19, the UPS funding facilitated by WAGGGS which focuses on growth and allows girls who have no means to pay for membership to be counted as members as they continue to participate in Guiding activities. - South Africa

”





Arab Region



172,819
Members



16
Countries

1 FED **0** WOABs **7** SAGNOs **9** GO



8.3% 

Growth in membership and gained over 7000 new members.



Algeria is the largest MO with over 26,000 members.

Further growth is expected from the Arab region as three new Component associations from the Lebanese federation are expected to join and a new MO may be joining WAGGGS.

“

At the beginning of the pandemic we were afraid that it will have a negative impact on our MO membership on the mid and long term, but by the end of 2022 we were happy to see that the membership increased in such a remarkable way. Our work during those difficult times made young girls even more interested to join us.

-Algeria

”





26
Countries



3,133,469
Members

0 FED

0 WOABs

2 SAGNOs

24 GO

Asia Pacific Region



The reopening of schools has supported the growth of many regions this year including Philippines, Bangladesh, Sri Lanka & Malaysia.



Bharats scouts and guides (India) is the largest MO in the region and WAGGGS with over 1.9 million members.



5.5%

decrease in membership and a loss of over 179,000 members.



Pacific Island MOs within the Asia Pacific Region remain disengaged with only 2 out of 6 MOs responding the census.



“Due to the pandemic and the economic challenges, Girl Guides (Girl Scouts) of Thailand has encountered a decrease in membership, mostly in schools.” -Thailand



9 FED 4 WOABs 24 SAGNOs 13 GO 1,154,458 Members



41 Countries



Europe Region



2%
Growth in Membership and an increase of over 37,000 members.



Girlguiding UK (United Kingdom) is the largest MO in the region with over 350,000 members



Poland, the United Kingdom and Israel have the highest amount of paid staff within the region over 200.

“Our association was very affected during the pandemic and lost most of its members. We were not able to organize any activities in physical form and we didn't collect membership fees anymore.” -Romania”






Western Hemisphere Region

35 Countries  **1,842,853** Members  **1** FED **2** WOABs **2** SAGNOs **31** GO



Western Hemisphere has one of the smallest and one of the largest Member Organisations - The United States of America with over than 1.7 million members, and Ecuador with 13 members.

5.4% 
increase in membership and over 94,000 new members.

07
Out of the 7 Member Organisations with less than 100 members are from the Western Hemisphere.

13% 
increase in Membership in the Latin America subgroup

“Our membership and volunteers were heavily impacted by the Pandemic, as well as teacher strikes and other issues as our groups are school based. We are only now in the process of reactivating and where needed creating new groups.” -Grenada”

