



WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS



World Thinking Day 2025



IMPACT REPORT

STATISTICS



£26,411.75 FUNDS RAISED

Donations to the World Thinking Day Fund fell by 30.6% in 2025, with total income reaching £26,411.75, down £11,634.25 from 2024. This follows a period of declining support in previous years and highlights the urgent need for continued contributions to sustain programmes that empower girls and young women worldwide.



66,755 BADGES SOLD

8,062 fewer than in 2024 when 74,817 badges were sold. Orders ranged from single badges to packs of 1,000, with packs of 25 the most popular. The largest individual order was 6,000 badges to Australia. The United Kingdom (19,312), Canada (17,014) and the United States (7,951) received the highest volumes, highlighting World Thinking Day's global reach.



2,184 PINS SOLD

Just slightly fewer than the 2,194 sold in 2024. While smaller than badge orders, pins reached a wide range of countries, with the United Kingdom (636), Australia (342) and the United States (250) receiving the largest shipments. The largest single order was 270 pins to Australia, reflecting the popularity of pins as a collectible keepsake for World Thinking Day participants.

11,709 CAMPFIRE VIEWS

The World Thinking Day 2025 campfire was viewed 11,709 times, reaching participants across the globe and reflecting the continued enthusiasm for this shared celebration. The 2025 activity pack also saw strong engagement, with 314 visits, up from just 99 visits to the activity pack campfire page in 2024, showing how many more people explored and used the resources. Looking ahead to 2026, as we celebrate 100 years of World Thinking Day, we are hopeful for even more views and activity pack downloads, and we encourage everyone to get involved in fundraising activities to support the World Thinking Day Fund.



CHALLENGES



THE FUND

The World Thinking Day Fund has supported girls and young women worldwide for decades, providing funding for essential WAGGGS programmes and opportunities.

FROM 2019 TO 2025...

Between 2019 and 2025, support for the World Thinking Day Fund has decreased, reflecting the changing circumstances. After a brief rise in 2022, donations have continued to fall, with contributions in 2025 reaching just £26,411.75, over 30% lower than in 2024 and almost 80% below the pre-pandemic level of £131,011.78 in 2019.

Girls and young women around the world rely on these resources to grow, lead, and thrive. As we celebrate 100 years of World Thinking Day in 2026, the need for your support has never been more urgent.

Funds Raised in 2019 =

£131,011.78

Funds Raised in 2025 =

£26,411.75

a decrease of

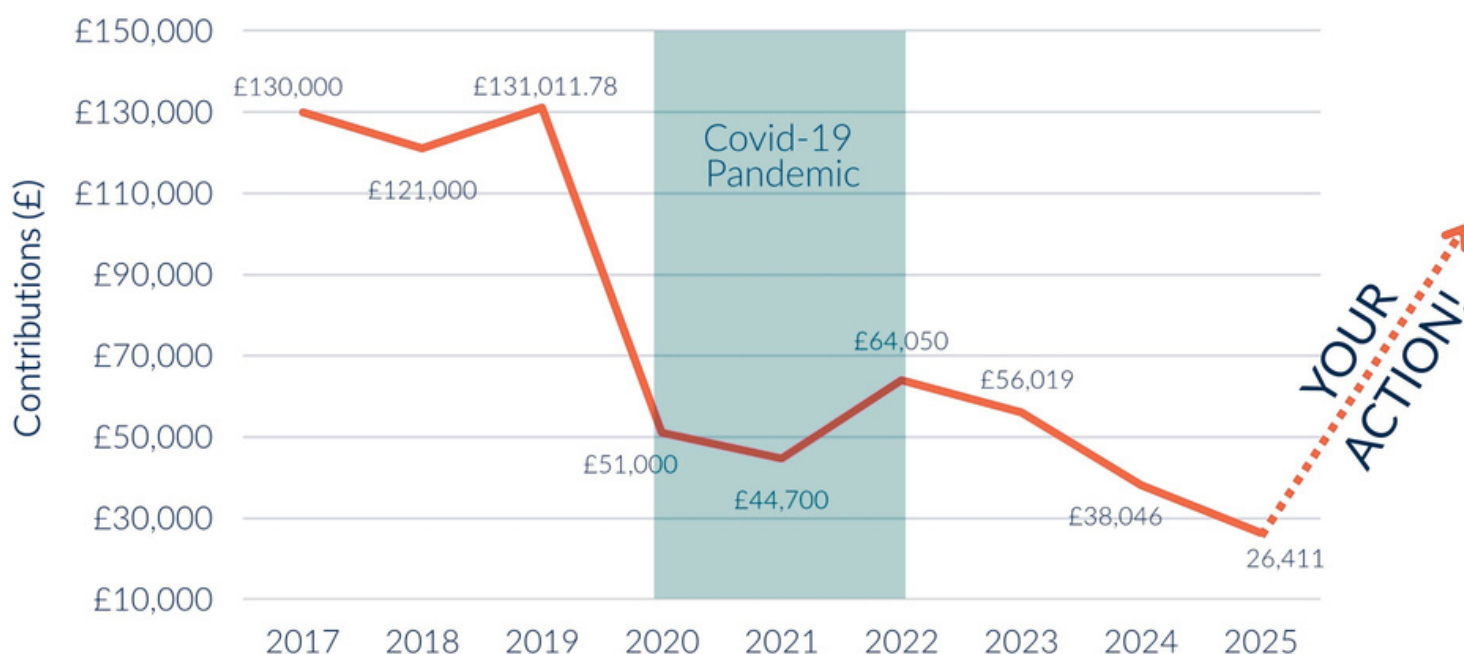
£104,600 or

79.8%

from 2019 to 2025



World Thinking Day Fund Contributions by Year



WORLD THINKING DAY 2025

YOUR IMPACT



WHERE YOUNG WOMEN LEAD AND THRIVE



In 2025, income from the Fund supported elements of regional and global leadership initiatives, helping to strengthen young women's participation in governance and decision-making spaces. In August 2025, around 30 young women from across the Arab Region of Girl Guide and Girl Scout Member Organisations came together in Algeria for the Third Arab Young Women Forum.



Support from a combination of funding streams, including unrestricted income such as the World Thinking Day Fund, helped make this gathering possible.

The forum introduced participants to governance and WAGGGS policies, and provided practical guidance on how to effectively contribute at conferences. Beyond this, it became a space where voices were confidently heard, ideas flowed freely, and cultures interacted. Friendships grew naturally, and the supportive environment certainly left participants with a renewed sense of belonging and confidence.

**Thanks to your
generosity, the World
Thinking Day Fund
contributes to life-
changing opportunities
for girls and young
women worldwide**

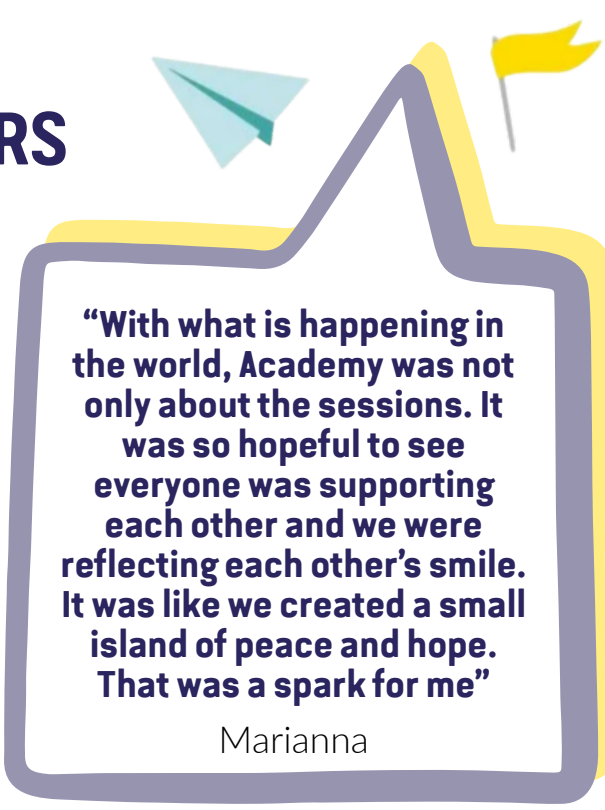


THE ACADEMY 2025: TRAINING TOMORROW'S LEADERS

The annual Academy, hosted jointly by WAGGGS and the World Organization of the Scout Movement (WOSM), is a high-quality training and networking event for current and future decision makers in Guiding and Scouting. In 2025, more than 60% of participants were under 30, meaning over 100 young people benefited from leadership development opportunities.

Delivery of programmes such as the Academy relies on a mix of funding sources.

Increased investment in the World Thinking Day Fund would enable even greater access for young leaders, particularly those from underrepresented communities. The programme covered key European Region priorities, including advocacy, Artificial Intelligence (AI), mental health, leadership and environmental awareness. It also included sessions on fundraising, communication, safeguarding and governance delivered by specially trained facilitators.



“With what is happening in the world, Academy was not only about the sessions. It was so hopeful to see everyone was supporting each other and we were reflecting each other’s smile. It was like we created a small island of peace and hope. That was a spark for me”

Marianna

YOUNG WOMEN’S FORUM ON LEADERSHIP AND IMPACT

In early September 2025, 31 young women from 20 countries came together at Pax Lodge in London for the first Young Women’s Forum in the European Region. Over four days, participants explored leadership, advocacy and governance through interactive workshops and discussions.

Events such as this are made possible through collective support across WAGGGS funding streams. Sustainable growth of the World Thinking Day Fund would allow more young women to participate in these transformative spaces in the years ahead. Participants also met with senior leaders, gaining insight into global decision-making processes. Feedback was overwhelmingly positive, with young women leaving confident, motivated and equipped to drive change within their organisations and communities.

YOUR IMPACT

WORLD CENTRES



WORLD THINKING DAY AT NUESTRA CABAÑA

Thanks to the generosity of donors around the world, World Thinking Day continues to bring girls and young women together at Nuestra Cabaña. Income from the World Thinking Day Fund contributes to the wider programme and activities delivered at the World Centres, alongside support from Friends of the World Centres groups and other funding streams.

In 2025, celebrations at Nuestra Cabaña began with a special week long international event. Fourteen participants from two countries, the United States and Scotland, came together, creating a wonderful mix of adults and young people. One highlight was the traditional visit to the Monarch Butterfly Sanctuary in Valle de Bravo, where participants were delighted to see the butterfly population growing and recovering after years of decline.

On 22 February, Nuestra Cabaña continued the celebrations with 118 participants aged from five to 81. The day was shaped by a dedicated planning and coordination team of 15 Young Guides, working alongside staff who served as seasonal and express volunteers.

The International Friendship Afternoon was enriched by the participation of six Member Organisations from Mexico, the United States, Canada, Australia, Scotland and Germany. The celebrations closed with a campfire, where Guiding sisters shared songs and stories from around the world.

Sustained and increased investment in the World Thinking Day Fund would allow even more girls and young women to access experiences like these, strengthening global sisterhood and expanding opportunities for participation at the World Centres.

“HER ROOTS, HER FUTURE” SUPPORTED BY THE WORLD THINKING DAY FUND

Thanks to the support of unrestricted funding, including income from the World Thinking Day Fund, World Thinking Day 2025 provided an important opportunity for Nuestra Cabaña to promote its innovative programme, *Her Roots, Her Future*.

The programme was introduced as a forward-looking approach to Guiding, sparking conversations about sustainability and climate action through Science, Technology, Engineering, and Mathematics (STEM) learning. It explores how leadership in Guiding can connect these areas with real world community impact, while supporting progress towards gender equality.



All three age groups took part in activities focused on STEM and sustainability. Adult participants, in particular, enjoyed a creative session where they imagined and designed sustainable, interactive gardens as learning spaces. These designs encouraged hands on engagement with science, technology, engineering, arts and mathematics in ways that are accessible and inspiring.

Participants were invited to bring their troops and districts to Nuestra Cabaña to experience an extended version of the programme and to explore how Guiding can continue to grow its impact in STEM areas as a global movement.

Continued and increased investment in the World Thinking Day Fund would allow innovative programmes such as Her Roots, Her Future to expand further, enabling more girls and young women to explore leadership, sustainability and STEM in meaningful and transformative ways.



CONNECTING GENERATIONS THROUGH WORLD THINKING DAY AT PAX LODGE

With support from unrestricted funds, including the World Thinking Day Fund, Pax Lodge celebrated World Thinking Day 2025 with four activity sessions across the weekend of 22 and 23 February. A total of 288 guests from the UK, the USA, Canada, Norway, Nigeria and Ireland joined the celebrations, creating a truly international community.



USA

CANADA



NORWAY

UK

IRELAND



NIGERIA



Participants of all ages took part, from Rainbows and Daisies to members of the Trefoil Guild, reflecting the lifelong nature of Girl Guiding and Girl Scouting. Activities were planned and delivered by dedicated volunteers using the WAGGGS World Thinking Day activity pack, centred on the theme *Our Story*.

Support from unrestricted funding streams enables Pax Lodge to create inclusive and meaningful experiences that connect generations and celebrate the shared heritage of Guiding worldwide. Increased support for the World Thinking Day Fund would allow even more girls and young women to take part in these activities in the future.





WORLD THINKING DAY AT SANGAM



With support from a mix of funding sources, including unrestricted income from the World Thinking Day Fund, Sangam once again celebrated World Thinking Day with its much-loved week-long programme, alongside special celebrations on 22 February. In 2025, Sangam was almost at full capacity, with 67 participants taking part in the programme on the day itself, joined by visiting Girl Guides and Girl Scouts. As the Fund's income was minimal this year, delivery relied more heavily on other funding streams to ensure participants could connect, learn, and celebrate together.



A long-standing tradition at Sangam is to celebrate together with the Bharat Scouts and Guides in Pune, taking turns to host the event each year. In 2025, Sangam participants visited the local Bharat Scouts and Guides headquarters, sharing songs and games with local Scouts and Guides and strengthening bonds within the wider community.



The celebrations continued back at Sangam with a ceremony in the World Thinking Day Courtyard. Reflections on the theme **Our Story** and words from Candela Gonzalez, the WAGGGS World Board Chair, helped participants feel deeply connected to the global Movement of Girl Guiding and Girl Scouting. Higher levels of support for the Fund would undoubtedly expand access to these opportunities for girls and young women worldwide.



CELEBRATING WORLD THINKING DAY AT OUR CHALET

World Thinking Day was celebrated at Our Chalet during the 2025 Winter Adventure YUNGA (Youth and United Nations Global Alliance) Badge event, bringing the theme of connection and global understanding to life in an engaging and meaningful way. Participants took part in an interactive activity that invited them to explore the Centre and uncover clues linked to key dates in history. Each date highlighted events that either featured influential women or had a significant impact on the lives of women around the world.

For every correct answer, participants received a piece of material, which they later used to create friendship bracelets. The activity concluded with the exchange of bracelets and a shared reflection, during which participants read and discussed the stories behind these important moments. This hands-on approach helped young people connect global history, shared values, and friendship in a way that was accessible and memorable.

Unrestricted funding plays a vital role in enabling innovation across programmes and events, such as this. The World Thinking Day Fund provides important flexibility, allowing resources to be directed where they are most needed. Strengthening the Fund would increase the capacity to extend these opportunities to a wider and more diverse group of participants.



ADVENTURE PROGRAMME: CONNECTING YOUNG LEADERS



In summer 2025, Our Chalet also delivered two Adventure summer youth programmes, one of which welcomed Guide and Scout groups from the USA, Canada, Denmark, and Israel. Participants ranged in age from 11 to 18 years old.



As the most physically demanding of Our Chalet's summer youth programmes, the Adventure programme provided a very powerful opportunity for all young people to build resilience, learn about different cultures, and challenge themselves in an outdoor education setting. Despite coming from such different backgrounds, participants worked together to support one another and achieve shared goals.

Flexible contributions from the World Thinking Day Fund help increase staff capacity, improve facilities, and strengthen delivery where needed, supporting programmes at our World Centres such as this. When income to the Fund is lower, this flexibility is reduced, limiting the ability to broaden access and further develop opportunities for global friendship and leadership.

WORLD THINKING DAY FUND DONATIONS...



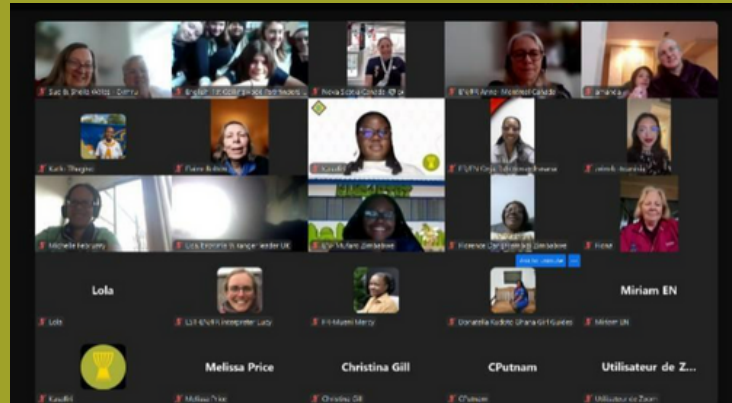
- Provide free, accessible World Thinking Day activity packs in multiple languages
- Support national and local celebrations worldwide
- Facilitate programmes, projects, and events that empower girls and young women
- Strengthen WAGGGS' flexibility to plan, respond, and grow globally



WORLD THINKING DAY AT KUSAFIRI

Thanks to the flexibility of unrestricted support from the World Thinking Day Fund, Kusafiri was able to bring the 2025 theme, **Our Story**, to life in meaningful and creative ways.

Kusafiri hosted a virtual event that connected Girl Guides and Girl Scouts from across the world, strengthening our global sisterhood and creating space to reflect on where we come from and where we are going together. Participants explored the significance of our shared past and were inspired to continue making a positive impact as young women and leaders. Around 50 participants joined from countries including Kenya, the UK, South Africa, Madagascar, Australia, Canada, and beyond – demonstrating the truly global reach made possible through unrestricted funding.



HUDUMA UTAMADUNI (HKU): SERVICE IN ACTION

Unrestricted income contributed to the launch of Huduma Utamaduni (HKU): Service in Action 2025, adding a new and energising dimension to Kusafiri's work. As one of WAGGGS' newer and smaller World Centres, Kusafiri often receives less core funding than its older, more established counterparts. While most of the programme was funded through other Kusafiri streams, the World Thinking Day Fund provides flexible resources that are essential in helping enrich and strengthen these experiences.

For the first time, two participants from Canada and the UK joined Kusafiri volunteers for two weeks of hands-on service. Working side by side, they helped prepare the Centre for future events, contributed to daily operations, and supported essential improvements that often happen behind the scenes but are vital to Kusafiri's long-term sustainability.

Beyond the practical impact, HKU fostered deep connection. Participants learned from one another, shared stories, and experienced Ghanaian culture through everyday life — strengthening understanding, friendship, and global solidarity.



This responsive, people-centred programme was made possible in part by unrestricted World Thinking Day Fund contributions, which allowed Kusafiri to respond creatively to emerging needs and opportunities.



WHY UNRESTRICTED SUPPORT MATTERS

Unrestricted funding, including contributions to the World Thinking Day Fund, plays a crucial role in keeping WAGGGS running day to day. Alongside supporting our programmes and projects worldwide, these funds underpin the foundations that make all our work possible, including staff wages, building upkeep, travel and coordination costs, systems and infrastructure, and ongoing improvements to our World Centres and facilities.

While much of this happens behind the scenes, it is essential. It allows us to retain skilled staff, maintain safe and welcoming spaces, and ensure programmes continue without interruption. Most importantly, unrestricted funding gives WAGGGS the flexibility to direct resources where they are needed most — whether responding to new opportunities, addressing unexpected challenges, or strengthening areas critical to long-term sustainability. This adaptability helps us remain resilient, effective, and focused on empowering girls and young women around the world.

WORLD THINKING DAY 2026

100 Years of World Thinking Day!



WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS

I would like to make a World Thinking Day donation to support the WTD Fund!

Personal Details

Please complete this section in full for all donations:

First name		Last Name	
Association/group donation on behalf of (if applicable)			
Address			
Country		Postcode	
Email		Phone number	

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

Donation Amount & Currency

(Please tick currency and amount and then select your method of payment below)

Amount

- ☐ £ GBP ☐ \$ USD ☐ € EUR



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](#) (this is our preferred option)
- ☐ Cheque - Payable to WAGGGS, mail to **our address** at the bottom of the page
- ☐ Bank Transfer - **I made a Bank Transfer on (dd/mm/yy):**



Your Bank: Reference used:

Our Bank's Address:

National Westminster Bank Plc
Begravia Branch, PO Box 3043,
141 Ebury Street, London SW1
9PQ, England

Our Bank Details:

Sort Code/Bank No: 60-07-29
Payee: WAGGGS
Account No: 39872947
IBAN Code: GB47NWBK60072939872947
Swift Number: NWBKGB2L



UK Tax Payers - Give an Extra 25p by claiming Gift Aid at no extra cost to you!

- ☐ Please treat this gift as a Gift Aid donation

I confirm I am a UK tax payer, I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for the current tax year that is at least equal to the amount of the tax that all the charities and CASCs that I donate to will reclaim on my gifts for the current year.
I understand that other taxes such as VAT and Council Tax do not qualify. I understand that the charity will reclaim 25p of tax on every £1 that I give.

Please return completed form via:

Email: wtd@waggggs.org / hattie.henshall@waggggs.org (this is our preferred option)

Mail: Individual Giving Team, World Bureau, Olave Centre, 12c Lyndhurst Road, London NW3 5PQ, UK

Visit our website: <https://www.waggggs.org/en/what-we-do/world-thinking-day/>

Registered Charity No. 1159255