



WHO WE ARE

We are the World Association of Girl Guides and Girl Scouts. Our mission is to enable girls and young women to develop their fullest potential as responsible citizens of the world.



OUR COLLECTIVE STRENGTHS

- We represent over 150 national organisations, with a total reach of over 11.5 million girls and young women
- We are girl-centred and prioritise meaningful youth participation in all we do
- We are powered by the commitment of over one million dedicated volunteers and staff
- We are experts in non-formal learning and leadership development
- We create transformative opportunities for girls at scale and across borders, connecting local Girl Guiding and Girl Scouting communities to a global sisterhood
- We have a globally recognised and trusted identity
- We have access to global spaces where girls' voices can influence policies and agendas

THE WORLD TODAY FOR GIRLS

Across the world, girls and young women face challenges that stop them reaching to their fullest potential

Gender inequality and discrimination affect girls' choices, wellbeing, and confidence

Policies and laws fail to protect girls and centre their needs

Girls are disproportionately affected by violence, poverty, conflict and climate change

OUR VISION

Girls deserve to live in a **world** where:

- They find the support they need to be healthy, happy and confident
- They can discover their strengths, voice, resilience and power
- They can realise their potential, free of limiting norms and pressures
- They can access opportunities, free from discrimination
- Legal frameworks and systems protect them

..An equal world where all girls can thrive.





GIRL GUIDING AND GIRL SCOUTING

Through Girl Guiding and Girl Scouting girls can grow, lead, and thrive.

Girl Guides and Girl Scouts meet in safe spaces local to them, supported by volunteers. Here, girls take the lead in choosing and planning non-formal learning experiences; activities that enable them to learn by doing, develop real-life skills, have fun and be themselves.

Girl Guiding and Girl Scouting takes girls on life-shaping adventures. From stretching their skills through personal challenges, to getting active in their local communities, and connecting with girls around the world - they learn that they can do anything. Through a shared promise they develop their values and beliefs, discover who they want to be and how they can make a difference in the world. They find friends for life and a sense of belonging to an international sisterhood



WHO MAKES GIRL GUIDING AND GIRL SCOUTING HAPPEN?

Girl Guiding and Girl Scouting is delivered by over 150 National Girl Guide and Girl Scout Member Organisations across five regions around the world. Each organisation is powered by dedicated volunteers who open the doors and welcome girls in, providing safe spaces and opportunities that ensure every girl has a place to speak out, have fun, feel confident, build friendships and belong.

These organisations come together, with the support of the WAGGGS Global Team, as the World Association of Girl Guides and Girl Scouts (WAGGGS).



ROLES OF THE WAGGGS GLOBAL TEAM

The WAGGGS Global Team is an international team of volunteers and staff working across the five geographical regions. The Global Team plays five key roles to further the development of Girl Guiding and Girl Scouting:



Facilitate Shared Leadership and Identity by:

Helping set a shared direction for Girl Guiding and Girl Scouting, supporting the Movement to navigate a changing world while staying true to its purpose.

Turning the central ideas that make Girl Guiding and Girl Scouting unique - such as our approach to non-formal learning - into adaptable tools and frameworks that ensure girls across the Movement share a consistent quality experience.



Strengthen Girl Guiding and Girl Scouting Organisations by:

Supporting Member Organisations so they can offer great Girl Guiding and Girl Scouting to more girls, in more communities.

Strengthening leadership across the Movement, helping to ensure our sustainability and increase our impact.



Connect the International Movement by:

Bringing Member Organisations together to share learnings, good ideas, and opportunities for the future.

Offering exciting international opportunities that connect girls and volunteers across borders, creating lifelong international friendships, developing leadership, and inspiring global solidarity and action.



Amplify the Movement's Voice & Influence by:

Supporting the Movement to influence decisions and agendas to improve girls' lives, from local to global level. We make sure Girl Guiding and Girl Scouting can be seen in global advocacy spaces, and girls' voices are heard.

Supporting Member Organisations to use the Movement's profile to strengthen their influence and impact on society.



Coordinate Collective Insight and Impact by:

Using data to help the Movement learn and gather evidence to demonstrate our collective impact.

Engaging in research to understand girls' needs and how Girl Guiding and Girl Scouting can best respond.

OUTCOMES FOR THE MOVEMENT

Through these five roles, the Global Team help build a strong and girl-led Movement where:

National Girl Guiding and Girl Scouting organisations are stronger, more sustainable and better equipped to serve girls

Strong Girl Guiding/Girl Scouting Organisations can deliver better quality Girl Guiding and Girl Scouting for more girls and young women in their societies.

Powered by skilled volunteers, they have effective governance structures, fit-for-purpose systems and demonstrate empowering, inclusive and intergenerational leadership. They retain their members and reach into new communities, giving more girls the chance to experience Girl Guiding.

Girls grow as confident leaders and agents of change

Because of their experiences in Girl Guiding and Girl Scouting, girls feel safe and well, valued, and free to be themselves. Their increased resilience and independence enables them to navigate the social, cultural and structural barriers they face – especially because of gender inequality.

Girls develop confidence and life skills to take the lead in their own lives, and the values and awareness to want to make the world a better place. They see themselves as leaders, participate more actively in society, and become agents of change within their communities.

Members experience belonging, connection, international friendship and solidarity across cultures

Sharing the same values and experiences as one another, members feel they are part of something bigger, a supportive global sisterhood that spans over 150 countries.

Feeling connected builds wellbeing and a sense of power. It motivates members to stay engaged, understand about the world, and act together as global citizens. Through opportunities to connect, Members build friendships, belonging, and feel solidarity on issues that matter to them.

The Girl Guide and Girl Scout Movement is unified and influential

By mobilising the Movement towards a shared vision, we strengthen our shared identity, credibility, visibility and influence.

A unified Movement can scale up locally-led change, gain stronger global recognition and create pathways for girls' voices to influence wider policies and agendas. We become a collective force that the world cannot ignore.



REALISING OUR VISION FOR AN EQUAL WORLD WHERE ALL GIRLS CAN THRIVE

As a strong girl-led Movement, together we create a world in which there are:

Better, happier lives for girls

Girl Guiding and Girl Scouting changes the trajectory of girls' lives for the better; promoting wellbeing and growing their resilience, confidence, agency, and aspirations. When girls feel happier and braver at scale, across communities and generations, it benefits society too.

Stronger, supportive communities

Local communities are strengthened by the presence and influence of Girl Guiding and Girl Scouting. Communities come to recognise, value and promote the importance of safe, inclusive spaces and enabling environments for girls. More young people are active participants in civic life, and a culture of volunteerism is fostered, building bonds between generations.

Inclusive, gender – equal societies

As girls grow into informed, purposeful leaders and global citizens, they have a greater positive influence on those around them. Confident in who they are, they challenge gender stereotypes, to show what girls are capable of. They become role models and inspire families, peers and communities to shift their own behaviours, creating more inclusive and equitable societies.

Systems that put girls first

With increased confidence and global competence, girls are acting on local, national and global levels to demand policies that protect and centre girls. Strong Girl Guide and Girl Scout organisations have the reach, influence and capacity to make systemic changes within their countries that improve the lives of girls and others. As a Movement, with a strong reputation, evidence of impact and access to decision-making spaces we are helping build a world that is fair for every girl.

This is our shared impact.

Each of these levels reinforces one another: happy, empowered girls drive positive change in their communities; communities become more inclusive and supportive; over time, social norms evolve to promote gender equality; and systems and policies centre girl's needs and address the key barriers to make a world that is sustainable, peaceful and safe.

An equal world where all girls can thrive.

