



girls worldwide say

“10 million girls...1 voice”

Introduction

Welcome to the World Association of Girl Guides and Girl Scouts – the Voice of Girls and Young Women.

We are very excited about our changing identity. It is the first step on the road to achieving our Vision: to be the global voice for girls and young women.

We have carried out extensive research among our members and it became clear that we needed to take our organization to a new stage, with a look that reflects our Strategic Plan and Vision. We recognized that we needed a modern and dynamic image that says who we are and that raises our profile in society. Girls, young women, leaders and other members all want to be part of an organization that has something to say and is relevant in today's world.

We have produced two publications to help you understand the background to our repositioning and how the updated image of the World Association of Girl Guides and Girl Scouts can help you. The Toolkit will explain the thinking behind the changes and the benefits for Member Organizations. The World Association of Girl Guides and Girl Scouts **Guidelines for our New Look** will introduce you to the new design and explain how and where it can be used.

The support of Member Organizations will be critical to the success of our new, modern image and we are sure you will be as enthusiastic about it as we are.

Girls worldwide say “we are a growing worldwide Movement - the voice of girls and young women who influence issues they care about and build a better world.”

(World Association of Girl Guides and Girl Scouts' Strategic Vision 2005 to 2011)

*Lesley Bulman-Lever
Chief Executive*



girls worldwide say

“10 million girls...1 voice”

The Definition - Who we are

The World Association of Girl Guides and Girl Scouts is a worldwide Movement providing non-formal education where girls and young women develop leadership and life skills through self-development, challenge and adventure. Girl Guides and Girl Scouts learn by doing.

The World Association brings together Girl Guiding and Girl Scouting Associations in almost 150 countries across the globe.

We are an organization with **10 million girls and 1 voice**.

The Definition - What we do

Our Mission is to enable girls and young women to develop their fullest potential as responsible citizens of the world.

The Definition - What we plan to do

We are a growing worldwide Movement - the voice of girls and young women who influence issues they care about and build a better world.

The Movement's strength lies in the millions of girls and young women it serves and the impact they have amongst their friends, their families and the wider communities in which they live. The World Association aims to engage and empower young women, so that they can make a difference in their communities. We want to reach out to more girls and young women – and grow the Movement.

We have three main goals for our Vision between now and 2011:

- **Leadership Development – Capacity Building**
- **Strong and Growing Member Organizations – Revitalizing the Movement**
- **The Voice of Girls and Young Women – Building a Better World**



girls worldwide say

“10 million girls...1 voice”

What does it mean to be a member of the World Association?

To be a member of the World Association of Girl Guides and Girl Scouts means:

- You are part of a worldwide family of almost 150 countries and 10 million members - together we have the power to build a better world
- You are part of the world's largest international voluntary organization for girls and young women
- You are the leading voice of girls and young women around the world
- Support between Member Organizations
- Exchange of information and best practice between Member Organizations
- Unique opportunities for Girl Guides and Girl Scouts internationally



girls worldwide say

“10 million girls...1 voice”

What can you gain from our new image and identity?

The World Association has a much stronger sense of who it is and what it wants to achieve. The new image will be good for Member Organizations because it will provide:

- An organization with a clearer identity
- A thriving world movement which has changed with the times
- An appealing organization encouraging members to join and leaders to lead
- A strong voice to influence opinion leaders and get publicity in the media
- Global messages to support issues that are of concern to girls and young women
- Resources and tools to help the World Association be the voice of girls and young women
- More funding opportunities because:
 - The World Association is the largest voluntary global organization for girls and young women
 - Member Organizations can promote their membership of the global Movement and therefore will be considered serious partners
 - Member Organizations are part of a World Association that already has impressive partnerships and this makes us attractive to potential funders.
 - The new image **girls worldwide say** highlights the fact that we are in touch with the thoughts and needs of girls and young women, which may be of interest to potential funding partners

The new look World Association will only work with the help and commitment of Member Organizations. We need your support!



girls worldwide say

“10 million girls...1 voice”

What is the New Image all about?

In 2003, the World Board recognized that we needed to present a more dynamic and modern image for the 21st Century. We held consultations with young members at international events and the feedback was that the World Association of Girl Guides and Girl Scouts should deal with issues girls and young women care about. We needed to have a higher profile and a more updated image.

The World Board approached an external design company to develop a ‘strapline’ (a line that describes who we are and what we do) and a new look which reflects our Mission and Vision.

There were many factors that we had to include in the new image:

- We needed to highlight the importance of the individual girl and the combined voice of 10 million girls in all that we do
- We have a duty to give girls a voice about issues they care about; to give them the platforms and opportunities to speak out
- The World Association should make statements and speak out on girls’ behalf
- We needed our communications to reflect our global reach

We have developed a new image for the World Association of Girl Guides and Girl Scouts to support our Vision and to show the outside world how we are changing.



girls worldwide say

“10 million girls...1 voice”

What is the New Look?

The new identity shows we are a strong World Movement which has moved with the times.

The design element of the new look World Association of Girl Guides and Girl Scouts is outlined in a separate publication *girls worldwide say “guidelines for our new look”*. Our name and Trefoil are not changing.

The line *“girls worldwide say...”* will not be translated but will remain in English. We hope that the new phrase will become so well known that it will be understood by any language. All messages that accompany the new phrase will be translated.

Member Organizations are invited to use the new look as outlined in the Guidelines.

Please contact the World Association of Girl Guides and Girl Scouts Communications Department if you have any questions:

Charlotte Barran/Sonja Lewis

Tel: +44 (0)20 7794 1181

charlotte@wagggsworld.org

sonja@wagggsworld.org