

Strategic Plan 2026-2029

The
Olave
Baden-Powell
Society



Commitment

The Olave Baden-Powell Society (OB-PS) 2026–2029 Strategic Plan is more than a strategy. It is a commitment to the future of **11.4 million girls and young women worldwide**.

The World Association of Girl Guides and Girl Scouts (WAGGGS) is building a world where every girl can thrive, lead, and shape her own future.

OB-PS brings together people who believe in girls' potential—and turn that belief into lasting impact.

Purpose

Since 1984, OB-PS has had a clear and powerful role:

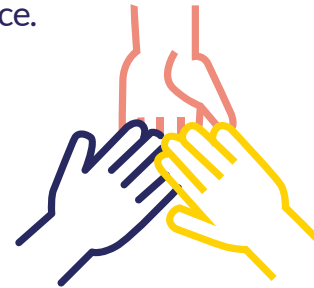
- **Grow support**
- **Raise funds**
- **Recognise those who make change possible**

This purpose has not changed, but the urgency has.

The world is changing rapidly. Inequality remains. Opportunities are uneven. This is why our work matters more than ever.

Girls and young women are ready to lead. What they need is opportunity, support, and investment.

This is where OB-PS makes the difference.



The Future We're Building

WAGGGS is working towards a bold vision:

- An equal world where all girls can thrive
- A future where every girl feels confident to lead and empowered to create change

We are all part of making this happen.



Funding = Impact

Impact does not happen without funding.

OB-PS exists to ensure that WAGGGS has strong, reliable, and growing financial support, not just today, but for the future.

To do this, we must:

- Think bigger about fundraising
- Reach new audiences
- Build long-term, sustainable income

Mission

Our mission is clear:

- Inspire generosity
- Grow lasting support
- Invest in girls and young women worldwide

Approach

We are taking a focused and flexible approach:

- 8 years – Long-term ambition
- 4 years – Clear objectives
- 2 years – Practical actions

This keeps us bold in vision and agile in execution.

Two Big Goals

1

More Income

We will generate strong, growing funding every year to power WAGGGS' work.

2

More Members

We will build a bigger, more diverse global community of supporters.

More people involved means more impact delivered.

What Success Looks Like

£2.8 Million

Raised by 2029

20% Growth

2,410 Members by 2029

Donor Recognition

Enhanced programme by 2027

10% Increase

Annual growth in engagement and visibility of OB-PS

Global Events

More impactful, sustainable, and flexible global events

56 ACTs

Increase our ACTs (National Volunteers) to 56 by 2029

These are not just numbers.

They represent real opportunities created for girls and young women around the world.

One Movement, One Effort

OB-PS Board

Sets direction

Working Groups

Drive joint action

ACTs

Support nationally

Members

Actively contribute to our goals

Together, we make it happen!

Olave Baden-Powell Society

Address: Olave Centre, 12C Lyndhurst Road, London, NW3 5PQ, England

E: obps@waggggs.org

Registered as a Charity (No 1159255) in England and Wales

Learn More

