



#iwill

empowering more
young people to
play their part

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Guide to supporting the #iwill campaign

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This is the #iwill campaign!



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It's about empowering more young people to play their part...

More than ever before young people are ready to take an active part in improving their communities.

By doing so they can help those around them at the same time as developing skills for life



The #iwill campaign vision is to make social action the norm among 10-20 year-olds, whatever their background.

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And creating a step-change in young people contributing to society

Our collective goal is to **increase by 50%** the number of 10 – 20 year olds taking part in meaningful social action **by 2020**

Youth social action is young people taking practical action in the service of others to create positive change



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The campaign is led by organisations from across society...



Pledging support in our 2014 – 15 priority areas...

3 on-going pillars

Evidence and communicate the benefits of youth social action

Embed social action in a young person's journey from 10-20

Enable more high-quality structured opportunities

5 on-going priority areas

Evidence the benefits of youth social action

Communicate and influence across sectors

Embed in formal education

Embed in employment

Enable more structured opportunities

10 areas of focus for 2015

Capture core data about young people

Showcase stories and data/evidence of the double benefit

Develop communications collateral

Communicate to key audiences

Influence formal education structures to include youth social action

Identify champions and promoting best practice sharing in the education sector

Embed into recruitment processes of employers

Make the case for adult volunteering in the youth social action sector and increase numbers of employer-supported adult volunteers

Increase and influence funding for youth social action programmes to increase scale & reach

Influence leaders in voluntary sector & public services to open up opportunities for young people with an initial focus on health & social care

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Across our key sectors: Education...

Showcase your youth social action in awards, annual reporting, communication with parents & inspections

Communicate what works well
— share your resources, facilities, expertise and enthusiasm

Integrate youth social action into your vision, values, ethos and strategic planning

Inspire students to **learn their subject in the context of social action**

Help young people reflect on what they've achieved through youth social action and how it links to their next steps

Connect students to high quality opportunities that will challenge them to lead meaningful change



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Employment...

Recognise the skills and value of youth social action in **recruitment practices**

Promote the benefits through your network

Develop young employees through youth social action

Promote and measure adult volunteering to support youth social action

Influence educators and young people to recognise the importance of youth social action

Invest to enable more quality opportunities



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The voluntary sector and public services...

Increase the **scale and reach** of your youth social action programmes

Spread the word about the double benefit of youth social action

Contribute to the **evidence base** of the double benefit

Recognise the skills and value of youth social action in **recruitment practices**

Integrate **the 6 quality principles** into youth social action programmes

Open up opportunities for young people to take part as well as adults

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And funders of youth social action

Integrate **the 6 quality principles** into funding requirements

Increase **investment** in high quality youth social action

Contribute to the **evidence base** of the double benefit

Contribute to **other pieces of work** in support of the strategy

Spread the **word** about the double benefit of youth social action



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But it needs your leadership!

Our aim is to create real and sustained societal change through galvanising cross-sector support from leaders in our society.

Over 100 organisations from the business, education, faith and voluntary sectors have already made substantial pledges towards the campaign's goal.

Will YOU join them?



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You can lead the way by...

- **Spreading the word** about the benefits of youth social action
- **Embedding** social action in the journey of 10 to 20 year olds
- **Creating** opportunities for high quality youth social action



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Spreading the word...

How can you encourage more young people to take part in social action? How can you raise the profile of youth social action? How can you demonstrate the double benefit of youth social action?

Here are some examples of great pledges from our first year in action:

The Jubilee Centre for Character and Virtues*

We will research the development of character values and virtues in young people who take part in youth social action programmes. The research will enable a greater understanding of the impact of youth social action on character and its potential double benefit.

We will supply a research fellow to lead the research.



Cabinet Office*

We will help the Campaign measure participation in social action for 10-20 year olds.

We will share with the Campaign data from projects funded via the Youth Social Action Funds, which are investing up to £21m in youth social action.

O2*

We will maximise GoThinkBig.co.uk as a channel to promote the benefits of social action to our 0.5 million unique users, and work with UK business partners to promote the links between social action and employability.

O2 will host an annual celebration of youth social action at The O2 Arena to recognise and reward young people's contributions through social action.

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*For full pledges see: iwill.org.uk/iwill-pledges

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Embedding in education and employment...

What can you do to integrate youth social action into your policies and practices so that it becomes part of young people's lives wherever they are? How can you use your influence to lead changes in your sector's approach to youth social action?

British Gas*

Aim to treble the number of volunteering days taken by employees and focus those days on providing opportunities to help all young people to have every opportunity to serve others.

National Grid*

We will use our recruitment processes to recognise the skills developed through social action by including a question about social action in our application and interview processes and advocating social action in our recruitment.



Mulberry School for Girls*

All pupils in Years 7 - 11 at Mulberry School must fulfil the Mulberry Pledge to undertake a Citizenship project, a fund-raising activity, and voluntary service for the community.

Wellington College*

Wellington College commits to integrating service learning across the curriculum over the next three years. Service learning is a new, integrated approach to learning that invites pupils to learn their mainstream subject content in the context of social change and social action.

Sir Michael Wilshaw, HMCI*

Ofsted will ensure our guidance for inspectors and schools and colleges emphasises the importance of young people having the opportunity to serve others in their community.

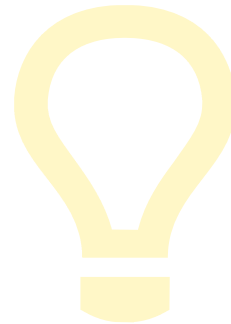
The logo for 'iwill' is displayed on a yellow rectangular background. It features the text '#iwill' in a stylized font, with a small red dot above the 'i'.

*For full pledges
see: iwill.org.uk/iwill-pledges

The text 'iwill.org.uk' is written in a white, sans-serif font on a yellow rectangular background, tilted slightly upwards to the right.

Or creating opportunities

What can you do to open up more high quality youth social action opportunities?
Could you provide funding or in-kind support to create more youth social action opportunities?



Girlguiding UK*

We will:

- Engage over 50,000 more girls aged 10 to 20 as a powerful force for good in their communities by 2020.
- Engage more volunteers to enable more girls to join.
- Engage more girls in social action in their local community through the guiding programme.
- Engage more girls as advocates for change.

NCVO*

We will pilot greater opportunities for young people to engage in volunteering relationships and activities with older residents in care homes, through the Volunteering in Care Homes Project.

We will develop good practice guidance that will support organisations to engage young people.

City Year*

We will expand to serve 5 cities by 2020, with 1,000 full time, year long corps members serving 70,000 children across 100 schools. Our corps members will engage the children they serve in social action across their local communities.

Pears Foundation*

We will invest an additional £500,000 into this sector in order to give more young people the opportunity to access high quality programmes.

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*For full pledges
see: iwill.org.uk/iwill-pledges

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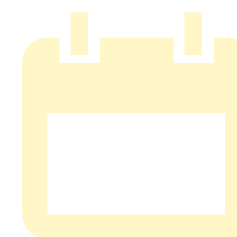
How can I make my pledge meaningful? Ask these questions:

- Is your pledge measurable and are you clear about what's needed to achieve your aims?



- Is your pledge relevant to the strategy and the [six principles](#) of high quality social action?

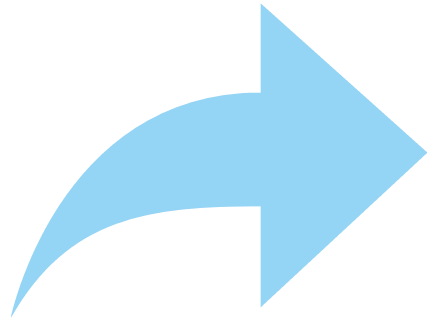
- How will you show progress by November 2015 and annually through to 2020?



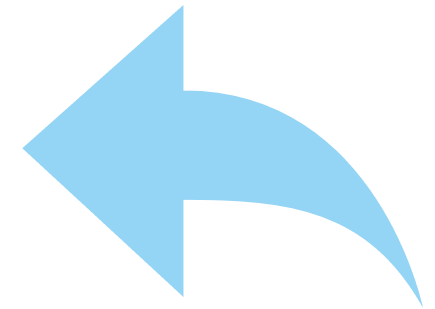
- If you operate across the UK, how can you make an impact across the four nations?



So, where can you make your pledge?



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Check out some of our other pledges by following the links below:

[Business](#)

[Education](#)

[Faith group](#)

[Funders & Research](#)

[Public Sector](#)

[Voluntary](#)

[Wider Society](#)

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And what happens next?

Thank you for pledging support to the campaign!

To track the development of the campaign, we'll ask you to tell us about the progress you're making on your pledge every six months.

We will then use this data to publish a report each year as part of our November celebrations, showcasing the impact of the campaign and highlighting the great work of our leaders.



For more information

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@iwill_campaign

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