

#iwill

# APPENDIX A

empowering more  
young people to  
play their part

iwill.org.uk

# #iwill

#iwill is a UK-wide campaign aiming to make involvement in social action - e.g. campaigning, fundraising and volunteering - part of life for more 10-20 year-olds by the year 2020. Our aim is to create real and sustained societal change through galvanising cross-sector support from leaders in our society.

To do so, #iwill is calling on business, education, voluntary and public sector organisations to promote the benefits of youth social action, improve the quality of opportunities and increase the number that are available to young people.

Over 500 organisations have already made substantial pledges towards the campaign's goal.

## Will YOU join them?

**"To give all young people the opportunity to take practical action in the service of others has been a lifelong ambition for me. This campaign will not succeed without the drive of organisations and individuals from every sector. I am incredibly proud of the young people across the U.K. who are doing marvellous things, which are not only benefiting their communities, but also help them to develop their own skills and character."**

HRH The Prince of Wales, Patron of Step Up To Serve and the #iwill campaign

### You can get involved by:

#### Spreading the word about youth social action

- How can you encourage more young people to take part?
- How can you raise the profile?
- How can you demonstrate the double benefit - to young people AND their communities?

#### Embedding youth social action in education and employment

- What can you do to integrate it into your ethos, 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?

#### How can you make your pledge meaningful? Ask these questions:

- How can you make your pledge clear and focused?
- 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 annually through to 2020?
- If you operate across the UK, how can you make an impact across the four nations?

#### Creating opportunities for youth social action

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

#### #iwill facts

- The campaign is independent, cross-party and cross-sector
- #iwill was launched in November 2013 by HRH The Prince of Wales and the UK's three main political parties
- #iwill is coordinated by the charity Step Up To Serve

#### The #iwill principles for quality youth social action





## How will YOUR organisation pledge to support the #iwill campaign today?

For more information contact [hello@stepuptoserve.org.uk](mailto:hello@stepuptoserve.org.uk). To submit a pledge, visit [www.iwill.org.uk/pledge-upload](http://www.iwill.org.uk/pledge-upload). Example pledges can be seen at [www.iwill.org.uk/iwill-pledges](http://www.iwill.org.uk/iwill-pledges)

## What happens next?

Thank you for pledging support to the campaign – your leadership means we are one step closer to achieving our ambitious goal!

Identify how you can support the campaign

Pledge your support



We will share your success at events and in an annual report

Tell us about your progress every six months

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 update your pledge page, and publish a report each year as part of our November celebrations, showcasing the impact of the campaign and highlighting the great work of our pledging partners.