



#iwill

empowering more
young people to
play their part

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#iwill
E THE M...

#iwill...
Whipped up the...

#iwill...
Recruit and support
4,000 Business volunteers
to support social action in schools.

I pledge to continue
Pursuing Corporate Spirit
to inspire the community
to try something NEW

#iwill...
ENCOURAGE LEADERS IN
BUSINESS AND EDUCATION
TO ADVOCATE THE VALUE OF
YOUTH SOCIAL ACTION TO
LEADERSHIP AND EMPLOYABILITY
SKILLS

#iwill
Promote your
social action N
Colleges

#iwill...
Continue to encourage schools to
sign, especially the younger ones in
the school, to get involved in social
action at least once a year and step
up to support others.

#iwill
Continue to encourage to the
community, and this year I am
recruiting, training, and
recognition and becoming a
social action in every classroom in
the transformed of driving progress.

#iwill...
Lead a piece of research
with a partner to monitor
the dialogue of social
action in the media.
Maddie Dinwiche, @maddie
TRUST

#iwill...
SUPPORT VSA TO
GET MUCH BIGGER!

#iwill
... BYC ...

#iwill

#iwill...
WORK WITH NCS
LEADERS TO ENSURE
OUR SOCIAL ACTION
QUALITY SOCIAL ACTION

#iwill
Pledge to help change the
negative stereotypes of young people
often are put under, to allow our
young people to volunteer in their
communities

#iwill...
Ensure that young people have
more autonomy over their education
and are encouraged to volunteer.
@Coopstirling?

#iwill...
Work towards raising awareness
of mental health and bullying by
spreading the word about services
available to help young people, and
helpfully remove the stigma of...

#iwill...
Mentor 14-16 year
olds at my local
youth academy

#iwill...
speak passionately
about this campaign to
the unpersuaded

#iwill...
continue to help and support
millions of autistic children
through one to one and group
work

#iwill...
Continue to provide ongoing
training in my home and community
and about things to make a
difference in the home and
city communities

#iwill
Inspire young people to achieve
their full potential through life
and follow their dreams

#iwill
work on a project
the NHS to break
barriers preventing
from engaging in volunteering
and social action

...ers to make a
difference by the example,
commitment and enthusiasm
show helping others.
©Clarey Chadwick Youngs

Say hello...

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What is high quality?

- What a high quality experience looks like for a young person
- Practical steps to turn opportunities into high quality experiences
- Opportunities for young people to be involved in social action

What is high quality?

Question –

What do you think high quality youth social action looks like?

With those around you spend a few minutes talking about what your answer to the question is?

Quality principles

Reflective

Recognising contributions as well as valuing critical reflection and learning

Challenging

Stretching and ambitious as well as enjoyable and enabling

Embedded

Accessible to all, and well integrated to existing pathways to become a habit for life

What does great youth social action look like?

The #iwill Campaign has identified a set of **six principles** which define great youth social action.

Youth-led

Led, owned and shaped by young people's needs, ideas and decision making

Progressive

Sustained, and providing links to other activities and opportunities

Socially Impactful

Have a clear intended benefit to a community, cause or social problem

Applying the principles

Question –

How can you embed the quality principles into your work?

Each group takes one quality principle and think about practical ways to embed this into your work.

Be ready to feedback three ways to embed your principle into your work

Embedded

- Linked to existing services, youth groups
- Available to all
- Direct link to organisations mission
- Showcasing inspiring examples
- Practice what you preach
- Instil belief and hope
- Valued and prioritised
- Early exposure

Youth-led

- Independent, self-directed activities
- Young people leading their peers
- Democratic voice
- Youth governance
- Informing strategy
- Capturing opinions
- Led by need

Reflective

- Dedicated time
- Planning and research
- Building a culture
- Recording progress
- Comparing start and end point
- Articulate and communicate
- Waypoints and celebrations

Progressive

- Signposting to other opportunities
- Young people at transition points
- Alumni engagement
- Link to employment
- Link to education
- Natural next step
- Training and collaboration

Challenging

- Competitive element
- Critically engaging with ideas
- Behaviour expectations
- Self-directed/independent activities
- Setting goals and targets
- New experiences

Socially impactful

- Using evidence to inform approaches
- Clear theory of change
- Measuring outcomes
- Communicating outcomes
- Partnerships across the community
- Beneficiary led approach

Applying the principles

GENERATION CHANGE

This self-reporting tool can help organisations to critically reflect on applying the principles:

Principle	How is your programme...	Do you...	
Embedded	Well integrated into a young person's journey.	Provide clear incentives for beneficiaries and young people to participate and sustain commitment.	
	Well integrated into local communities, services and environments.		
Progressive	Sustained, and developed over time to create lasting impact.		
	Recognising and rewarding achievements to encourage others.		
Youth Led	Giving young people opportunities to take team roles they have not experienced before to organise, lead and represent.		Enable young people to direct activities, with support appropriate to their competencies.
	Driven by the needs, passions, motivations, ideas and goals of young people		
Challenging	Suitable to the starting point of young people by offering an appropriate level of challenge.		
	Ambitious, exciting, innovative, adventurous, fun.		
Socially Impactful	Able to convincingly describe how activities will lead to intended social benefits	Articulate a theory of change that relates outputs to outcomes, and communicate outcomes of the project.	
	Enabling direct contact with people experiencing social problems.		
Reflective	Building awareness, knowledge and understanding.		
	Ensuring that young people are able to articulate the outcomes of their social action project.		

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Embedding the principles

How do you:

- Provide clear incentives for beneficiaries and young people to participate and sustain commitment
- Enable young people to direct activities, with support appropriate to their circumstances
- Articulate a theory of change that relates outputs to outcomes, and communicate the outcomes of your project

Questions?

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**GENERATION
CHANGE**

