



## #iwillWeek 2016

### Further background information

#### What is Step Up To Serve?

Step Up To Serve is the name of the charity that coordinates the #iwill campaign. You can see more about the small team here: <http://iwill.org.uk/about-us/>.

#### What is the #iwill campaign?

The #iwill campaign promotes social action among 10-20 year-olds. This includes activities such as campaigning, fundraising and volunteering, all of which create a double-benefit – to communities and young people themselves. It is making progress through securing commitments (pledges) from partner organisations that are taking practical steps to creating new opportunities for young people to get involved in social action.

#### What is the campaign goal?

The campaign is seeking to enable 60% of all 10-20 year-olds to take part in meaningful social action by the year 2020. In 2014 the figure was 40%. If the campaign is successful this will mean an additional 1.5 million young people are active in their communities.

#### What are the campaign sub-goals?

- All young people can get involved in social action regardless of background or location
- The quality of opportunities is improved - young people experience a 'double benefit' by developing skills and having a positive impact on their community
- Young people show ongoing commitment to social action - participation is repeated or is a one-off opportunity lasting longer than a day



## Who is part of the #iwill campaign?

HRH The Prince of Wales launched the campaign in 2013 with support from across the political spectrum. There are now more than 600 organisations across the UK actively supporting the #iwill campaign goal of getting more young people involved in making a difference through social action. These range from national and local businesses, to Local Authorities as well as schools, colleges and universities and national and local charities. All have made tangible pledges to take action that will help to create opportunities for young people to make a difference.

Here's what a few key #iwill supporters are saying about the work of the campaign:

"As the working world changes it can be especially challenging to prepare young people to take on a job. There is little doubt that taking part in social action can help them develop the kinds of 21st century skills that the businesses we represent say they're looking for in new recruits. The CBI is delighted to be supporting the #iwill campaign and it's goal of making social action part of life for as many 10-20 year olds as possible by 2020."

Carolyn Fairbairn, Director General, Confederation of British Industry (CBI)

"Young people are the future of the voluntary sector so it is vital that we do all we can to engage them in social action. Initiatives like the #iwill campaign increase access to volunteering opportunities for young people and give them a flavour of what for many will become a lifelong commitment to helping others."

Sir Stuart Etherington, CEO, NCVO.

"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.