



#iwillWeek 2016

Campaign key messages

The #iwill campaign is a UK-wide movement that aims to make involvement in social action (e.g. fundraising, volunteering and campaigning) a normal part of life for 10-20 year-olds by the year 2020.

What we know:

- #iwill is a campaign promoting the value of youth social action
- Youth social action is 'young people taking practical action in the service of others to create positive change'
- Youth social action creates a double-benefit, strengthening communities AND developing the character and skills of young participants
- Currently 4 in 10 young people take part in meaningful social action - the #iwill goal is to raise this to 6 in 10 by 2020
- #iwill aims to enable ALL young people to have access to social action opportunities, wherever they live and whatever their background
- Involvement in social action supports social mobility by developing key work and life skills
- The #iwill campaign is independent, has cross-party backing and is supported by partner organisations from across a wide range of sectors
- Almost double the number of young people taking part in social action would do so if they had access to opportunities
- The #iwill call to action is for more organisations to promote youth social action and create fresh opportunities



Additional messages:

- The campaign aims to improve the quality, quantity and frequency of youth social action. It is breaking down barriers to engagement in social action such as a lack of adult volunteers or opportunities.
- Youth social action helps build character and citizenship and also improves employability and enhances well-being.
- The campaign 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.

Headline progress so far:

- Led ground-breaking research to establish current levels of participation in youth social action among 10-20 year-olds.
- Secured support from more than 600 hundred organisations from the business, education, faith, funding and voluntary sectors that have all made tangible pledges towards the campaign's goal.
- Leveraged significant public and private funding to support new opportunities for youth social action.
- Identified six principles for quality social action - it should be: youth-led; challenging; have social impact; allow progression to other opportunities; embedded in a young person's life; enable reflection about the value of the activity.
- For more details click [here](#) to see the 2015 #iwill Annual Review.