

# The #iwill campaign

## Overview

The #iwill campaign is a UK-wide movement that aims to make involvement in meaningful social action (e.g. fundraising, volunteering and campaigning) part of life for 10-20 year olds by the year 2020. It is an independent cross-party campaign backed by 700 cross-sector partners.

## Headlines

- 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 skills of young participants
- Social action transforms character and improves well-being, developing 21st century skills that employers are calling for, as well as boosting access to further & higher education and employment
- Currently 4 in 10 young people participate in meaningful social action with those from less affluent communities significantly less likely to take part
- Studies indicate that many more young people have an appetite to be involved but cite a lack information and opportunities as key barriers
- #iwill aims to enable ALL young people to get involved in social action, wherever they live and whatever their background

## Supporting messages

- The campaign was launched in November 2013 by HRH The Prince of Wales and the UK's three main political parties, and is coordinated by the charity Step Up To Serve
- As well as generating opportunities for all, the campaign aims to improve the quality of social action. It should be youth-led, challenging, have social impact, allow progression to other opportunities, be embedded in a young person's life and enable reflection about the value of the activity
- By 2020 the campaign is aiming to enable at least 6 in 10 young people to take part in meaningful social action
- Campaign partners have leveraged significant public and private investment and launched the #iwill Fund to support the campaign to achieve its goal
- The #iwill call to action is for more business, education, public and voluntary sector organisations to recognise the capacity of young people to make a difference through social action and pledge to empower them to do so



[iwill.org.uk](http://iwill.org.uk)

