



Background information

What is the #iwill campaign?

The #iwill campaign promotes quality social action among 10 to 20 year-olds - and where possible starting before age 10 - by galvanising a UK-wide movement of organisations towards embedding quality youth social action. Over 875 organisations from across multiple sectors make up the campaign, which was launched by HRH The Prince of Wales in 2013 with cross-party support.

What is #iwillWeek?

Each November, on the anniversary of the #iwill campaign, organisations that comprise the campaign are invited to celebrate and share the progress and contribution they have made in offering and embedding youth social action. #iwillWeek serves as a focal point for anyone and any organisation to communicate the benefits of youth social action. This year [#iwillWeek](#) is 12-18 November 2018.

What is Step Up To Serve?

[Step Up To Serve](#) is the charity that coordinates the collective effort that is the #iwill campaign by connecting campaign partners, communicating the stories and impact of quality social action and challenging the collective and others to do more to progress youth social action.

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Who is part of the #iwill campaign?

There are more than 875 organisations who are [pledged partners](#) of the #iwill campaign. These organisations come from across the UK and from multiple sectors. What brings them together is a belief in getting more young people involved in making a difference in their lives and their communities through quality social action. The range of partners includes national and local businesses and charities, local authorities, schools, colleges, universities, hospitals and NHS trusts and even government departments. You can make a pledge [here](#).