



#iwill campaign key messages

Overview

Young people have the energy, ideas and drive to address issues in their community or to tackle many of society's tougher challenges.

When young people take part in social action, everyone benefits. They do - because they build their skills, character and wellbeing - and communities do - because they're healthier, more integrated and socially mobile. This is what we call the 'double benefit' of meaningful social action and why we want more young people to take part in it.

The #iwill galvanises a movement of organisations towards embedding quality youth social action. Over 875 organisations from across multiple sectors make up the #iwill campaign.

The goal of the #iwill campaign is to make social action a part of life for 10 to 20 year-olds across the UK - and where possible to encourage starting even earlier than age 10.

Key Messages

- Youth social action is young people taking practical action in the service of others to create positive change.
- Examples of social action include caring for someone in your community, providing peer support online, volunteering for a charity or campaigning or fundraising for a cause that is important to you.
- Youth social action creates a 'double benefit', developing young people's character and improving their wellbeing as well as strengthening communities.
- The appetite for social action remains strong: the majority of young people (58%) have taken part in some form of social action over the last 12 months and over two-thirds (68%) say they are likely to take part in the future.
- There has been a persistent gap in meaningful social action participation between the most and least affluent young people.



Supporting Messages

- The #iwill campaign's aim is to create the conditions in which quality youth social action can be embedded throughout the UK, focusing especially on increasing participation of young people from lower socioeconomic backgrounds and on sustainable solutions that can be scaled to reach more young people.
- 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 and pledge to empower them to do so.
- Those young people who first get involved in social action before aged 10 are more than two times more likely to form a habit of social action than if they started aged 16 to 18 years.
- Involving young people in social action is also a recommended way to address the lack of social integration, according to the Social Integration Commission; and the lack of social integration costs our economy £6 billion, or approximately 0.5% of GDP, each year.
- The #iwill 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.