

**#IWILL**

**IS CELEBRATING**

**THE POWER**

**OF YOUTH**

**#iwill**



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# WHAT IS THE POWER OF YOUTH?

**[Click here to play the film](#)**

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# WHAT IS #IWILL ALL ABOUT?

The #iwill campaign, made up of more than 1000 organisations across the UK, is working together to make social action a **normal part of life** for young people.

We know young people aren't just the **leaders of tomorrow**. They have the energy, skills and ideas to change society and environment for the better today.

Without young people, we will not be able to tackle the **toughest challenges** facing society.



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# WHAT IS SOCIAL ACTION?



Social action just means taking action which benefits **other people or the environment**.

Social action often starts small, but you can end up having a **big impact**.

As well as making a difference to the world around you, you can boost your own skills, wellbeing and self-confidence.

It's not up to you to save the world **on your own** - join together with other people and organisations.

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# WHAT'S IN IT FOR ME?

There are so many ways that social action gives you a boost. Think bigger than a few bulletpoints on your CV or UCAS application!

Social action gives you the chance to **learn, grow,** and work out the kind of person you want to be.

It's also one of the best ways to shake up your **perspective,** by meeting new people and having experiences you wouldn't have otherwise.

If there's an issue that is impacting you - from anxiety to bullying - social action can be a way to **take back the power** and rebuild your confidence.

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# HOW CAN I MAKE CHANGE?

Schools, hospitals, charities - you name it - are waking up to the difference they can make when **young people are included.**

These organisations benefit from your **passion, energy and new ideas.** By **listening to you,** they also get to learn how to support other young people as student, patients or service-users.

If young people don't take action, then big issues - from poverty to climate change to gender inequality - are only being **tackled by older people,** who may have very different experiences and perspectives.

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# WHAT ISSUES DO I CARE ABOUT?

These are just a handful of suggestions to get you started!



## HEALTH

mental health, loneliness, illness awareness campaigns, healthy eating, volunteering in hospitals, sexual health and relationships



## EQUALITY

racism, hate crime, LGBT+ rights, women's rights, disability rights, refugees



## ENVIRONMENT

climate crisis, plastic, pollution, wildlife destruction, sustainable living, improving local areas



## POVERTY

knife crime, educational inequality, homelessness, food poverty, period poverty

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# WHAT HAVE OTHER PEOPLE DONE?



Girls from Lambeth Youth Council in London set up the 'It Made Me Feel' campaign, collecting stories of other girls who have been harassed in the streets, creating street art to raise awareness and campaigning for laws to tackle harassment.



Ella & Amy, 13 & 15, are sisters who set up Kids Against Plastic, working with schools, business and other young people to fight against single use plastic. They have given a Ted talk, spoken with MPs in Parliament, and have recruited 375 schools as 'Plastic Clever' Schools.



Lewis was diagnosed with a brain tumour when he was just 17 months old and now copes with a range of health conditions. Having experienced how hard it is to enjoy a social life during illness, he decided to set up 'Friend Finder', which has helped hundreds of young people make new friends through online networks and events.

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# WHERE DO I START?

There are so many different forms of social action. You can be a:

**VOLUNTEER, MENTOR, FUNDRAISER,  
CAMPAIGNER, LEADER, FORUM MEMBER...**

Get in contact with **local charities**, hospitals, community and faith groups to see if they need volunteers. Lots of national charities also offer resources and ways to **campaign online** and through social media. Look up your local youth council and get involved. Get your school council to think about the **big issues** students care about and make the school take them seriously. Set up an environmental, feminist or anti-racism **group in school**, with friends or a youth group, or **plan a project** to tackle a local issue.

The #iwill campaign has been successful in encouraging organisations across the UK to set up youth-friendly volunteering opportunities. But there is still **work to be done**. You may have to be pro-active and **set up your own opportunities**, or persuade organisations to include young people in new ways.



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# CAN I BE PART OF #IWILL?



Share your **social action story** through blogs, videos, on Twitter and Instagram with the hashtags #iwill #PowerOfYouth and tagging @iwill\_campaign.

Sign up to be an **#iwill Champion** to get access to resources and hear about opportunities:  
<https://www.iwill.org.uk/iwill-champions>

Reach out to your teachers to ask them to make social action a **part of school life**.

Contact your local MPs and councillors to get them to **make commitments** to youth social action.

If you see an **charity or organisation** that is not inclusive of young people, contact them to tell them about #iwill and ask them to include you.

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# THANK YOU

