

**Delivering support functions for #iwill beyond 2020**  
**Expressions of Interest Information Document**



**#iwill**



## Contents

1. Overview	2
2. About the #iwill campaign	2
3. Where are we now?	3
4. How will #iwill evolve after 2020?	4
5. How your organisation can enable the next phase of #iwill?	7
6. Timeline and Next Steps	10



## 1. Overview

This document provides an overview of proposals for #iwill beyond 2020. As Step Up To Serve closes its door at the end of 2020, we are seeking expressions of interest from organisations who are interested in delivering key support functions for the #iwill movement over the next five years.

- The #iwill movement has achieved a huge amount since 2013. Our collective challenge is to **learn the lessons of the last seven years and build on the progress made to ensure that young people are at the heart of the recovery, helping to solve shared challenges.**
- After consultation with partners and young people, **the proposal is for #iwill to continue up to the end 2025**, with broadened Impact Goals, increased youth leadership, newly constituted partnerships and networks, and organisations delivering the Power of Youth Charter.
- **We are looking for organisations to deliver support functions for the #iwill movement**, including an organisation to host a central coordination hub, and delivery partners to manage the Ambassador & Champion network, and to gather evidence and insights to shape collective action.
- Organisations keen to take on these roles must demonstrate that they **share the values underpinning #iwill**, have **expertise and resources they can contribute** to delivering specific functions and a strong track record of working in partnership with young people and organisations.
- The **deadline for initial expressions of interest is Friday 30th October**. Applications will then be assessed by a panel of #iwill partners, funders and young people. **The successful consortium will be announced by early December**. The Step Up To Serve team will then support transition in December.

## 2. About the #iwill campaign

Supported by over 1,000 organisations from across the UK, the **#iwill campaign** aims to make participation in social action - such as volunteering, fundraising, mentoring and campaigning - the norm for young people aged 10 to 20. The campaign was launched in November 2013 by HRH The Prince of Wales after an independent review by Dame Julia Cleverdon and Amanda Jordan OBE into how different sectors could help more young people to make a positive difference<sup>1</sup>.

The campaign is represented by 300 #iwill Ambassadors - young people from across the UK, recruited on their experience of taking positive action on issues they care about, and their passion for supporting and empowering other young people to do the same. They demonstrate the breadth and diversity of social action across the country.

The campaign is supported by the **#iwill Fund** - an England wide joint investment that brings together over £40 million in funding from the Department for Digital, Culture, Media & Sport and The National Lottery Community Fund, creating a central investment pot that is matched by a group of funders. It launched in November 2016 to support the #iwill campaign's goals in England.

**Step Up To Serve** has coordinated the #iwill campaign since 2013. It has done so by convening and connecting campaign partners and young people, communicating data and evidence about the benefits of youth social action and challenging organisations to do more. As a time-limited charity, Step Up To Serve will close at the end of December 2020.

---

<sup>1</sup> Dame Julia Cleverdon and Amanda Jordan (2013) [In the Service of Others: A vision for youth social action by 2020](#)



### 3. Where are we now?

#### Since 2013, we have built a movement for change

Over the last seven years, #iwill has laid the foundations to transform the role and perception of children and young people within society. Together we have stimulated more organisations to embed youth social action into their culture and practice; sparked new partnerships and networks within and across sectors; generated investment to create more youth social action opportunities; put in place a strong policy foundation; and increased our collective understanding of how to deliver high-quality youth social action opportunities.

You can read more about the campaign's achievements [here](#).

#### #iwill in numbers...

1000 + pledge partners across the UK

400 young people representing the campaign as #iwill Ambassadors and Champions

£100m invested in youth social action through the #iwill Fund

6 partnerships in the education, youth, health & social care, environment, evidence and Scotland

#### However, too many young people are still not empowered to be active citizens

Too many young people, particularly from low-income backgrounds, still do not take part in youth social action, despite their desire to make a positive difference. Young people's views are still not adequately represented when decisions are made. We know even more can be done to embed social action across society. And with the #iwill Fund set to finish in December 2022, further investment will be needed to ensure more young people and communities benefit from high quality youth social action.

#### Young people must be at the heart of the recovery

As a society we face an unprecedented set of challenges. Poverty, the climate emergency, worsening mental health and wellbeing, social and economic inequalities, racial injustice. Challenges that existed before the Covid-19 crisis have been further exacerbated by the global pandemic - and the future has never felt more uncertain.

We know that Covid-19 has had a huge impact on children and young people, yet too they have been either scapegoated or ignored. This has to change. We cannot 'build back better' without them. Young people are not simply the leaders of tomorrow. They have the energy, talent and ideas to make a positive difference today.

#### Young people and organisations want to continue to collaborate under the #iwill banner

Over the last 12 months, the Step Up To Serve team has consulted extensively with #iwill campaign partners, steering groups, #iwill Ambassadors, funders and Government to explore how we can build on the legacy of the last seven years and continue to empower young people to take social action beyond 2020.

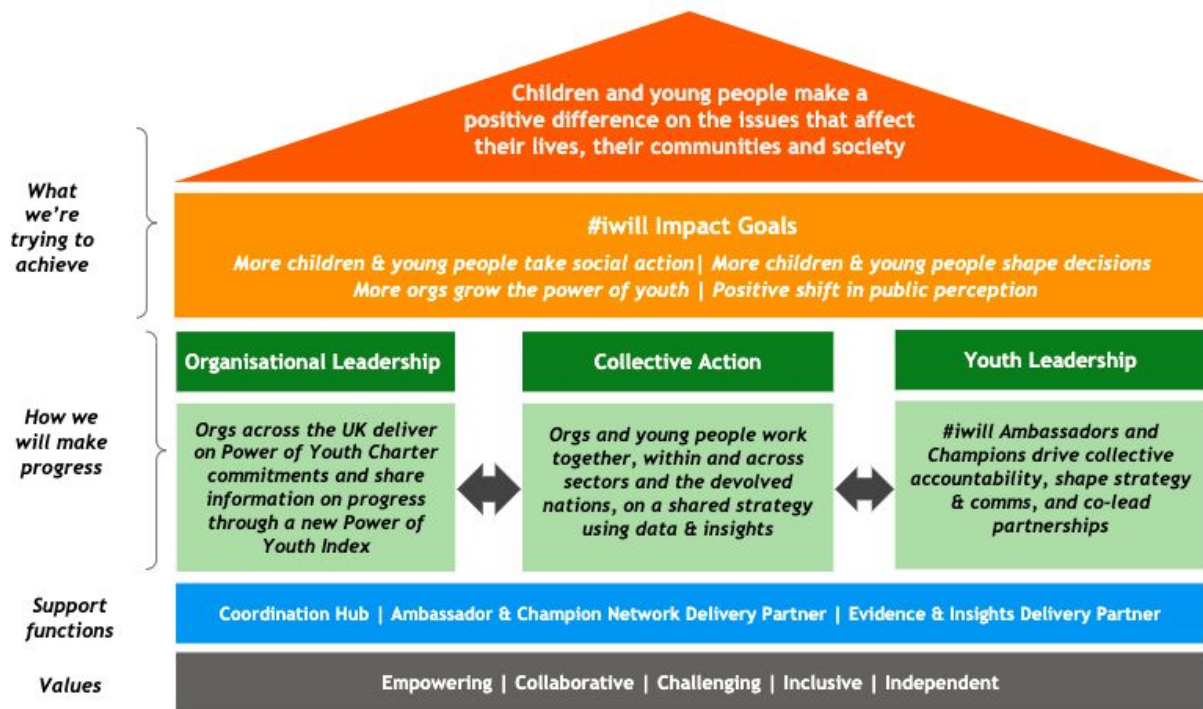
The overwhelming feedback has been that organisations and young people want to continue to work together under the #iwill banner beyond 2020; and in our 2020 Partner Survey, 90% of respondents strongly agreed/agreed that 'growing the power of youth will be an important part of our organisation's culture and practice in the future'.

## 4. How will #iwill evolve beyond 2020?

The proposals for **#iwill beyond 2020** mark an **evolution**, building on the foundations laid since 2013 whilst adapting to further grow the collective impact of this work. The suggested timeframe for the renewed partnership is 5 years, starting in 2021 and continuing up to the end of 2025. Based on feedback from #iwill stakeholders, guiding this evolution are key principles including:

- Explicitly broadening the goals of #iwill to focus on participation, youth voice, organisational activity and public perception
- Putting even greater focus on reaching and supporting young people from low-income and ethnic minority backgrounds to be able to take part in social action
- Increasing the leadership of young people across all levels of #iwill
- Continued collaboration between young people, organisations and policymakers within key sectors and the devolved nations

Figure 1: Proposed framework for #iwill from 2021-2025



### 4.1. Shared Vision & Goals

Uniting the #iwill movement is a shared belief that ***all children and young people should be supported and empowered to make a positive difference on the issues that affect their lives, their communities, and broader society.*** In support of the vision, collective action will drive progress towards four impact goals<sup>2</sup>:

<sup>2</sup> #iwill partners and young people in Scotland will be guided by aligned Scottish Impact Goals, focusing on increasing participation of young people taking part in social action, and seeing more organisations delivering commitments to grow the power of youth.



1. More children and young people, especially from low income and ethnic minority backgrounds, take social action across the UK
2. More children and young people, especially from low income and ethnic minority backgrounds, shape decisions in the public, private and voluntary sectors
3. More organisations and institutions demonstrably take action to grow the power of youth
4. There is a shift in public perception on the role children and young people can play in society

#### 4.2. Shared values

- **Empowering:** Young people are treated as equal partners in tackling common challenges. We listen to them, work with them and give them the space to create and lead change.
- **Collaborative:** To achieve our shared vision and goals, we need to work together. #iwill stimulates collective action by connecting organisations, policymakers and young people to collaborate and create change.
- **Challenging:** We push for meaningful change to culture, policy and practice so that more young people, particularly from low income and ethnic minority backgrounds, are supported and empowered to make a positive difference.
- **Inclusive:** We embrace, champion and celebrate young people, individuals and organisations from a diverse range of backgrounds and beliefs to co-create solutions and access benefits of youth social action. We stand united against all forms of discrimination based on an individual's race, ethnicity, class, beliefs, sex, gender, sexual orientation, age, health or any other status.
- **Independent:** #iwill belongs to everybody. It remains independent of the interests of any single organisation, political party, funding source, form of youth social action or cause.

#### 4.3. How we will make progress

##### Collective action within and across sectors and the devolved nations

Collaboration has been at the heart of the #iwill campaign since its inception and it's vital that this is sustained beyond 2020 if we are to transform the perception and role of children and young people across the UK.

**Sector & Devolved Nations Groups:** these are groups that have been running since 2014 and will continue to drive the power of youth in key sectors (see [Appendix A](#) for more information) . The purpose, terms of reference and membership of these partnerships have been renewed during 2020, adapting to the current context and with a view to increasing the proportion of young members to 50% and appointing a co-chair that is aged under 25. Each of these networks will be coordinated by organisations within those sectors or devolved nations.

**The #iwill Partnership:** This new UK-wide, cross-sector group, will be co-chaired by a senior leader and a young person. Membership of the group will include co-chairs of the sector and devolved nation networks, funders and young people. The partnership will be responsible for shaping the collective strategy towards achieving the #iwill Impact Goals, with the support of the #iwill Coordination Hub (see page 7).



#iwill Partnership					
Chaired by a young person and a senior leader, the steering group will consist of representatives from key sectors and devolved nations to steer the #iwill movement strategy.					
Sector Groups			Devolved Nations		
Back Youth Alliance	Education Advisory Council	Evidence & Insights Collective	Scottish #iwill Advisory Board	Northern Ireland (Volunteer Now - lead partner)	Wales (WCVA - lead partner)
Health & Social Care Alliance	#iwill Environment Alliance	#iwillFund Advisory Panel			

*Joint activities across the #iwill movement:* In the future, we anticipate that organisations and young people will continue to engage in collective activities including:

- Taking part in annual awareness raising moment, including:
  - Power of Youth Day: traditionally in Volunteers’ Week in June, amplifying young people’s voices and impact
  - #iwillWeek: marking the launch of the campaign in 2013, the week brings together the #iwill movement to reflect on and celebrate progress being made across the #iwill movement
- Joint targeted campaigns that support progress towards the impact goals
- Sharing of data, case studies and insights to shape collective action
- Collective influencing of key policymakers and decision makers

### Organisations embracing the power of youth

To make progress towards shared Impact Goals, more organisations - and the decision-makers who lead them - must work in partnership with young people to solve common challenges. The newly launched ‘**Power of Youth Charter**’<sup>3</sup> provides organisations with a framework to empower more young people to make a positive difference. Charter signatories will outline specific actions that they will take in order to deliver on the five key commitments within the Charter.

To support accountability and collective progress, organisations will be invited to share progress annually on how they are delivering the Charter commitments. This new **Power of Youth Index** - to be shaped by the Evidence and Insights Lead (see page 8) - would enable organisations to assess how they are empowering young people to make a difference. Organisations would receive scores, enabling them to benchmark themselves to others within their sector. They would also receive support and resources to help them develop and deliver on their commitments.

### Greater youth leadership

For the last seven years, **#iwill Ambassadors** from across the UK have played a powerful role in championing youth social action and shaping the direction and activities of #iwill. Support from the campaign also enables Ambassadors to participate in a broad range of external events and opportunities related to their particular passions and experiences within social action. Ambassadors who were recruited in earlier years still form a key part of the cohort, although some of the 300 are no longer actively engaged with #iwill. **#iwill Champions** were launched in autumn 2019, in order to give a wider cohort of young people who are passionate about youth social action

<sup>3</sup> To note: tailored Charters will be in place in Scotland, Wales and Northern Ireland





ways to support #iwill, with less capacity required to select and support them. They are engaged through hands-off communications opportunities and through the sharing of open opportunities from #iwill partners.

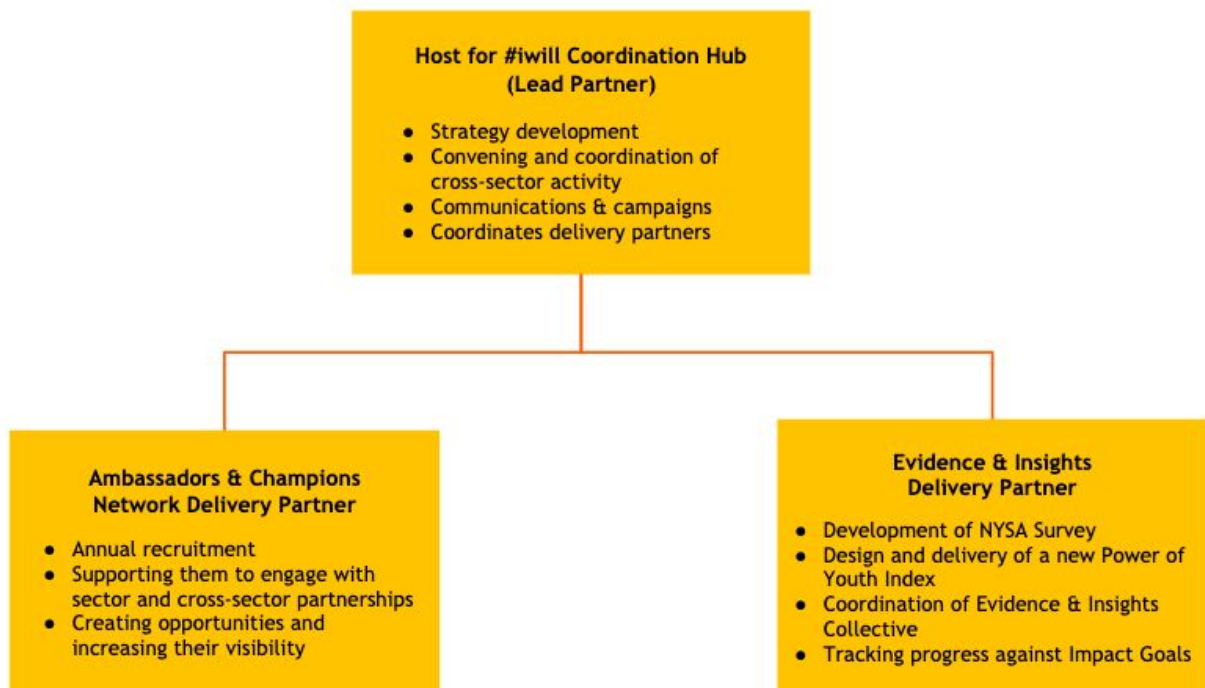
Beyond 2020, we envisage that Ambassadors and Champions will play an even greater role in shaping and leading #iwill's strategy and communications including:

- Co-chairing all cross-sector, sector and devolved nation collaboration
- Acting as core members of all #iwill collaborative forums
- Driving organisational accountability for delivering the Power of Youth Charter
- Shaping, taking part in and leading joint campaigning activity
- Representing #iwill in the media

Feedback from Ambassadors and Champions also indicates that they would welcome more opportunities to develop key skills, collaborate with peers within the network, and reach out directly to young people who are not currently involved in social action. Future models of the programme could explore development of these areas further.

## 5. How can your organisation play a role in the next phase of #iwill?

We are looking for interested organisations to deliver support functions for the #iwill movement over the next five years. These functions would also help to connect the work undertaken by organisations and young people in key sectors and the devolved nations (see [Appendix A](#)). In particular, we are looking for a partnership of organisations to deliver three key functions







## 1. The #iwill Coordination Hub Host

We are looking for an organisation to host an independent, dedicated team to help generate and sustain collective action and impact across the #iwill movement from 2021-25. This team would be made up of new hires or secondments, and would be accountable to the #iwill Partnership. We're also keen for organisations to explore how young people can be part of the team, including through participation in the [Kickstart Scheme](#). The host organisation would also need to be able provide operational infrastructure to support this team (eg. HR, safeguarding, finances, office space, legal). It would also oversee the delivery of Ambassador & Champion Network Coordination and Evidence & Insights Coordination. Core responsibilities are outlined below.

*To note: Unlike Step Up To Serve, in the future we do not anticipate that the new Coordination Hub will lead the coordination of established sector or devolved nation networks (see [Appendix A](#)). Rather, the Hub will facilitate connections and collaboration between these networks to support progress towards the shared vision and Impact Goals.*

### **Strategy Development**

- Work with key stakeholders across the #iwill movement to develop a clear theory of change to support progress towards the Impact Goals.
- Guide development and implementation of a collective strategy, drawing on evidence and insights from partners and young people.
- Serve as a thought leader/ standard bearer for the #iwill movement.

### **Convening & Coordination**

- Convene the #iwill Partnership (page 5) that shapes and monitors the #iwill strategy.
- Work closely with coordinators of networks and partnerships in key sectors and the devolved nations (see [Appendix A](#)) to join-up activity in support of the #iwill Impact Goals.
- Oversee the work of the 'Evidence & Insights' and 'Ambassador & Champion Programme' delivery partners to provide additional support functions for #iwill partners and young people.
- Coordinate and facilitate regular communication between partners and young people to share opportunities, learning and best practice, support alignment and address duplication of effort.

### **Communications and Campaigns**

- Promote and support organisations to adopt and deliver the Power of Youth Charter
- Coordinate key annual #iwill moments, notably #iwillWeek in November and #PowerOfYouth Day during Volunteer's Week in June
- Curate content for, and manage #iwill communication channels including the website, social media channels and mailing list
- Coordinate collective lobbying efforts on policy agendas in support of #iwill's Impact Goals
- Support the #iwill Ambassador and Champion Network Lead to amplify the voices of young people
- Design and deliver cross-sector, public facing communications, campaigns and influencing activity
- Support the Evidence & Insights Network Lead to communicate data, case studies and wider intelligence that supports the #iwill movement to work effectively towards achieving the Impact Goals



## 2. Evidence and Insights Delivery Partner

We are looking for an organisation to create a learning environment that supports the #iwill movement to make progress towards our shared vision and Impact Goals. The organisation will lead on gathering and communicating intelligence and insights that shape individual and collective action. Responsibilities include:

- Collection, analysis and reporting of evidence and insights supporting each the of #iwill Impact Goals, including the National Youth Social Action Survey and new Power Of Youth Index
- Coordination of the Evidence & Insights Collective - a group of researchers, partner organisations and young people committed to deepening collective understanding of youth social action
- Design and delivery of a new Power of Youth Index to track how organisations are with children and young people to shape decisions and take positive action
- Development of the annual National Youth Social Action Survey, in collaboration with the Department for Digital, Culture, Media & Sport and the Evidence & Insights Collective

## 3. #iwill Ambassador & Champion Network Delivery Partner

We are looking for an organisation to take on coordination of our #iwill Ambassador and Champion Network. By taking on responsibility for managing this network, the organisation will take on the exciting responsibility of working with a group of inspiring children and young people across the UK to shape and lead the #iwill movement. Responsibilities include:

- Annual recruitment of a diverse group of young people, aged up to 25, to be #iwill Ambassadors, based on the values of the movement.
- Promotion of opportunities for young people to sign-up to be #iwill Champions
- Support for the network to participate in sector, devolved nation and cross-sector networks and partnerships, including contributors, members or co-chairs.
- Connect the network with opportunities to amplify their voices. This includes with partners, policymakers and in the media.
- Provide development opportunities so that the Ambassadors and Champions can grow their impact.
- Running annual surveys and regular focus groups and co-production sessions with the network so that the young people involved have a meaningful say in shaping and directing how the network operates.

Following on from existing consultation, we would expect that #iwill Ambassadors and Champions would play an active role in shaping ongoing developments of the network, including involvement in recruiting future #iwill Ambassadors and Champions.

*To note: The organisation responsible for #iwill Ambassador & Network Coordination will be expected to work closely with #iwill partners in the devolved nations and support Ambassadors across the UK to take part in #iwill activities. YouthLink Scotland and Young Scot (the coordinators of the #iwill Scottish Advisory Board) will take the lead in recruiting, selecting and supporting Scottish #iwill Ambassadors. Volunteer Now and WCVA will take responsibility for supporting #iwill Ambassadors in Northern Ireland and Wales respectively.*

## 6. Process and Next Steps

### What are we looking for?

We are welcoming expressions of interest (EOI) from not-for-profit organisations who meet the following **core criteria**:

- Have a strong record of championing and supporting young people to lead positive change
- Consistently embrace and promote the core values underpinning #iwill (see page 4)
- Are prepared to put the #iwill brand ahead of their own when delivering functions on behalf of the #iwill movement
- Bring resources to the #iwill movement and/or are willing to fundraise
- Have a stable financial outlook and strong reserves
- Have actively engaged with #iwill (desirable but not essential)

In addition to the core criteria, **specific requirements** to deliver the three core functions are outlined in the table below. Given #iwill’s commitment to collaboration, we are keen for EOIs to be submitted by consortia. However, individual organisations can also express an interest in delivering any of the functions below:

Functions	Requirements
<b>Coordination Hub Host organisation</b>	<ul style="list-style-type: none"> <li>• Strong track record in facilitating and coordinating collaboration</li> <li>• Have demonstrable experience of and expertise to develop and monitor strategy</li> <li>• Have demonstrable experience of co-creating and delivering engaging marketing and communications (desirable but not essential)</li> <li>• Can provide back office functions for an operationally independent team</li> </ul>
<b>Ambassador &amp; Champion Network Delivery Partner</b>	<ul style="list-style-type: none"> <li>• Demonstrable experience and expertise of managing networks of young people at scale</li> <li>• Understanding and knowledge of how to engage young people in programme design, implementation and decision-making</li> <li>• Experience of running participation and engagement programmes with young people</li> <li>• Can demonstrate how they would promote and embed diversity within any Ambassador programme</li> </ul>
<b>Evidence &amp; Insights Delivery Partner</b>	<ul style="list-style-type: none"> <li>• Strong experience of conducting qualitative and quantitative research</li> <li>• The ability to present complex data in an accessible way</li> <li>• Experience of working on collaborative research initiatives</li> <li>• Strong track record of working with partners to embed research learnings</li> </ul>

### What funding is available for successful organisations?

The Step Up To Serve team is working with a group of funders to put in place funding of c£500k over the next two financial years to contribute to the costs of the support functions outlined above. Organisations putting themselves forward will be expected to work closely with these funders as well as secure additional funding as needed until 2025. Interested organisations should also outline any resources and capacity they are able to provide towards the support functions.



### What assets are tied to the campaign?

Step Up To Serve will work with organisations who take on the delivery of the enabling functions to hand over key assets and relationships which include:

- The #iwill brand and logo and its continued use within the terms agreed with existing partners, (including the The National Lottery Community Fund in relation to the #iwill Fund).
- The #iwill [main website](#) and Power Of Youth [microsite](#)
- Social media channels, including Twitter (20.2k), Facebook (c800), LinkedIn (600) and Instagram (c1700)
- Newsletter mailing list (c.4k)
- Data, research and resources on youth social action developed by #iwill partners, young people and the Step Up To Serve team over the past seven years
- Connections with active #iwill Ambassadors and Champions
- The #iwill Ambassador recruitment and delivery model
- Connections with active #iwill sector and devolved nation partnerships

### Who will assess the applications?

Proposals will be reviewed by a panel of funders, young people and key #iwill partners, facilitated by the Step Up To Serve team. The panel will review the proposals and may play a ‘match-making’ role if there are organisations interested in delivering different components whose expertise is complementary. The panel would invite those organisations to submit as a group at the proposal stage.

### How can we express an interest?

Please complete the [EOI form](#) and send it to [hello@stepuptoserve.org.uk](mailto:hello@stepuptoserve.org.uk) by 5pm on Wednesday 28th October. A high-level timeline of the process can be found below:

Activity	When
Expressions of Interest launched	5 <sup>th</sup> Oct
Opportunity for informal conversations with Step Up to Serve Team	6 <sup>th</sup> -15 <sup>th</sup> Oct
Choice of two webinars exploring support functions	Oct 13 <sup>th</sup> , 13:30-14:30 Oct 20 <sup>th</sup> , 09:30-10:30
Submission deadline for EOI	28 <sup>th</sup> Oct, 5pm
Panel of partners, young people and funders assess submissions	29 <sup>th</sup> Oct - 2 <sup>nd</sup> Nov
Shortlisted organisations invited to submit full proposal	3 <sup>rd</sup> Nov
Opportunity for informal conversations with Step Up to Serve Team	4 <sup>th</sup> - 24 <sup>th</sup> Nov
Full proposal submitted	25 <sup>th</sup> No, 5pm
Panel review, including interviews	26 <sup>th</sup> Nov - 1 <sup>st</sup> Dec
Organisations informed of outcome of interviews	3 <sup>rd</sup> Dec
Transition begins	7 <sup>th</sup> Dec onwards