



UNIVERSITY OF
BIRMINGHAM



THE JUBILEE CENTRE
FOR CHARACTER & VIRTUES



 step up to serve

Celebrating the character of young
people taking action to help others



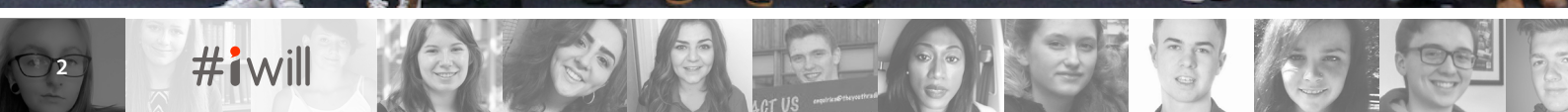
1st Anniversary of Step Up To Serve and the #iwill campaign 2014



2nd Anniversary of Step Up To Serve and the #iwill campaign 2015



3rd Anniversary of Step Up To Serve and the #iwill campaign 2016



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Introduction

The Jubilee Centre for Character and Virtues is one of the many founding partners of the #iwill campaign, which was launched back in 2013 with HRH The Prince of Wales, and the leaders of the three main political parties. We all shared and still share the same vision for a society where the contributions that young people can make to their communities are cherished, nurtured, encouraged, recognised, and celebrated. In this society, youth social action (i.e. practical action in the service of others to create positive change) is the norm, a habit that young people take on and continue to do for life.

This is important for many reasons, reasons linked to social mobility, social cohesion and social integration. When undertaking social action, young people are helping to build communities and also improving themselves by developing character virtues and life skills in the process. This is the 'double benefit', a term Julia Cleverdon and myself defined when we first met at St. James's Palace prior to the launch of Step Up to Serve to discuss how the Jubilee Centre and the #iwill campaign might work together. The double benefit improves young people's attitudes towards education, chances of gaining employment and their wider approach to civic engagement.

We have just launched a major research project exploring what a habit of social action is for young people. This study finds that young people with a habit of social action are more likely than those without a habit to have the support of those around them, and have a higher quality experience of social action. It also indicates that they are more likely to have started their social action at an early age. Throughout this brochure there are many examples of young people either starting their journey of social action, or well on their way to forming a lifelong habit.

What's great about the 50 new #iwill Ambassadors who you can read about in this brochure, or online at iwill.org.uk, is that you can see how they have developed their character and benefitted from taking part in youth social action. What's important is that we learn from them, and from our research, to better understand how we can collectively work towards that vision of a society where all young people are able to make meaningful contributions, and to fully benefit from participation in youth social action.

I hope you enjoy reading their stories.

Professor James Arthur



Professor James Arthur
Director:

**Jubilee Centre
for Character and Virtues**

ADAM COUSINS

Organisations: Merseyside Fire & Rescue Service Fire Cadets, Merseyside Fire & Rescue Service Heritage Centre

I regularly volunteer with my Fire Cadet unit, sometimes as often as twice a week to support them in community events such as Air Shows, Open Days, Museum Tours, Armed Forces Events, Carnivals etc. I also fundraise by holding car washes at the local fire station.

I enjoy working with and supporting my local community, from entertaining children at public events to playing bingo at my local care home. This intergenerationality is important to me, as I love learning from others, taking part in new experiences, and developing my skills as a consequence!

Confidence

Community Awareness

Communication

Citizenship

Self-discipline



*Adam Cousins
17 years old
Liverpool*

#iwill ... continue to participate in planning and organising various social action activities for my cadet unit.



*Adam Ramgoolie
16 years old
London*

Hope/Optimism

Leadership

Resilience, Perseverance & Determination

Courage

Compassion

ADAM RAMGOOLIE

Organisations: my Student Council, WE Day, Team London, Jack Petchey Foundation,

When I was 12 years old, I believed that we needed to make a change for young people across the world, and that it couldn't just happen by sitting back and watching others so I got involved in campaigning for local issues in my student council. I then got involved with WE Day and Team London, and I've continued on my journey with the Jack Petchey Foundation via their Young Achiever's Network.

I thank my former schoolteacher Mrs Prinsley, and my head of College Ms Jackson who have continued to encourage and inspire me to create or seek out opportunities to get involved in social action.

#iwill ... advocate for the importance of social action through education to create lasting change for everyone.

AIFA GOUGH

Organisation: Kids Together

It was Kids Together in Belfast that first gave me the opportunity to get involved, when they asked me to volunteer to help with my youth club residential.

Spending time with young people with disabilities means I can relate to them as a peer, and have open conversations with them on any issues they may face. I've learnt to speak macaton, which enables me to communicate more effectively with some of the young people I volunteer with and I know I make it a lot easier for the leaders to have me there to support when they need me.

Leadership

Communication

Confidence

Creativity

Resilience, Perseverance & Determination



*Aifa Gough
14 years old
Belfast*

#iwill ... encourage other young people to get involved with children with disabilities to better understand their needs and to bring them into their activities.



*Aimée Louise Elliott
19 years old
Chippenham*

Confidence

Empathy

Resilience, Perseverance & Determination

Compassion

Hope/Optimism

AIMÉE LOUISE ELLIOTT

Organisations: My sixth form, a local care home, Discovery, Student Minds Cardiff, a local Student Listening Service

I help young people with ASD over the summer to build in confidence so that they can achieve their potential and I try to do my best to help them get to where they want to be. With Student Minds I help run events throughout the year to raise awareness of student mental health and eating disorders. Through a local student listening service, I provide a listening ear to students who are going through some really difficult things without judgement.

It can be a challenge doing social action especially night shifts in amongst university commitments – but it's honestly so rewarding.

#iwill ... continue to inspire other people to take up social action and recruit new volunteers. #iwill shout about what an amazing experience it is to help others and to get involved with social action when starting university.



Aleksandra Szram
19 years old
Hounslow

Confidence

ALEKSANDRA SZRAM

Organisations: Amnesty International, Young Achiever's Social Enterprise Challenge, British Youth Council, Red Dragon Cultural Association

Resilience, perseverance and determination

I am currently a youth councillor in Hounslow where I work with other young people and local authorities in my area to address social inequalities, discrimination and various concerns and ensure that young people from under-represented groups can feel empowered to take the action and influence youth policy and campaigns that affect their lives.

Hope/Optimism

Citizenship

I have also done social action projects that have made an impact abroad, through fundraising with my 'Bring the Change' project, campaigning with Amnesty International and volunteering with the Red Dragon Cultural Association.

Leadership

#iwill ... continue to promote youth social action, campaign and fundraise to tackle social inequality and create opportunities to empower under-represented youth groups to voice their opinions, influence policy and make a positive change in our society.

ALEX CRAVEN

Organisations: GAVO (Communities First), Living with Autism, CAMHS, Blaenau Gwent Youth Service, Newport Mind, my local Youth Forum

My main passions are campaigning for greater awareness of the issues surrounding mental health, autism and disabilities either alongside other organisations, or by setting up my own projects.

I have also fundraised for various youth services providers, been a peer mentor, and participated in my local Youth Forum.

I now go to mental health conferences to better improve CAMHS (Children and Adolescents Mental Health Service) in Wales to ensure they listen to young people, and embed youth voice into designing their services.

Community Awareness

Communication

Social Justice

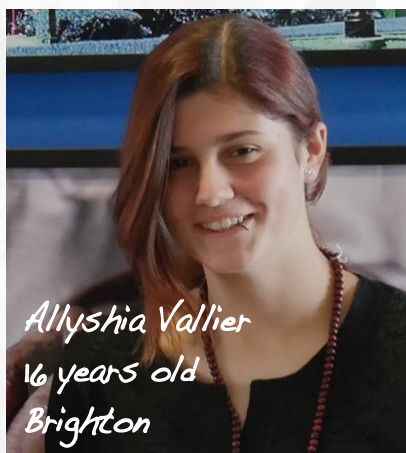
Confidence

Leadership



Alex Michael Craven
17 years old
Ebbw Vale

#iwill ... help to promote youth projects and to improve mental health services in Wales.



Allyshia Vallier
16 years old
Brighton

Community Awareness

ALLYSHIA VALLIER

Organisations: WE, Portslade Aldridge Community Academy's Social Action Committee (SAC)

Confidence

I was 11 when I first started to fundraise with my school by getting involved my school's Social Action Committee (SAC). It's great to have the support of my school and inspirational teachers to stay involved!

Resilience, Perseverance & Determination

I love getting involved in social action either within my community, such as volunteering for homeless people in Brighton; to fundraising for people with Alzheimer's, like my Nan; or helping others even further abroad, I have recently won a scholarship to India with WE to help out over there for 3 weeks. I now do anything I can!

Communication

Leadership

#iwill ... encourage more young people in my new college to follow me with my social action work, highlighting how different and challenging lives in poverty are. From that, I will lead other young people to make a change through any crisis they're passionate about.

AOIBHIN MCCOOL

Organisations: South West Acute Hospital, St Johns Ambulance, ICS, VSO, Pope John Paul II Award, Volunteer Now

Back in 2014, I started volunteering in a Stroke Ward to support the patients. I also volunteered weekly with St Johns Ambulance at community events, providing incident support, and training new members in First Aid. I have also completed the Pope John Paul II Award through helping with community fundraising, Church events and mentoring young people on various peer issues.

In Summer 2017, I volunteered for 3 months in Nigeria on a project supporting educational rights of young people. Alongside this, I also volunteered in the local hospital 3 times a week.

Empathy

Communication

Confidence

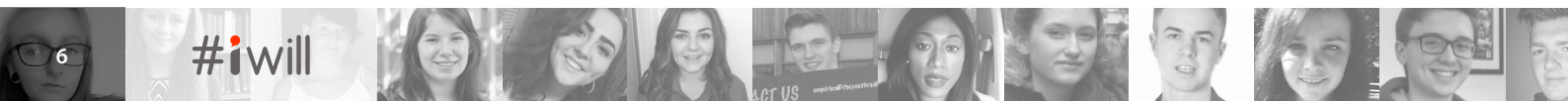
Citizenship

Resilience, Perseverance & Determination



Aoibhin McCool
20 years old
Enniskillen

#iwill ... create more awareness of the numerous voluntary opportunities across Northern Ireland, and the benefits of taking part.



ARUBA HUMAYAN

Organisation: Swansea Youth Bank Grant Panel

I am a member of the the Swansea Youth Bank grant panel, and I volunteer my time to support other youth led projects in my area. On the panel we make decisions on how the Youth Bank runs, and we help decide which projects get funded by the Youth Bank.

At my age, it's great to have an organisation that supports me to get involved and listens to my views. I get to make decisions that have a positive impact on my community.

- Confidence
- Trust
- Leadership
- Communication
- Community Awareness



*Aruba Humayan
11 years old
Swansea*

#iwill ... continue support to others to develop and sustain meaningful projects in her area.



*Ashley Carter
16 years old
Taunton*

- Compassion
- Social Justice
- Empathy
- Courage
- Communication

ASHLEY CARTER

Organisation: Fixers

I was born with Treacher Collins syndrome - which means that I was born without any ears, a receding jaw and no cheek bones. I've had 30 painful operations but almost worse than all the surgery, was the bullying that I was subjected to because of the way I look. This experience of bullying led me to enlist Fixers in a social action campaign to stop children being bullied because they look different.

By turning a negative into a positive, I'm hoping to help other young people by sharing my experience. Social action has given me a voice.

#iwill ... raise more awareness of my anti-bullying campaign and will continue to look for opportunities to inspire others with my story.

BEN MOONEY

Organisations: The Stroke Association, NI Hospice, Purple House Cancer Support (Southern Ireland), Marie Curie, Action Cancer MS Society, Parenting NI, RSPB

I got involved in fundraising events for the MS (Multiple Sclerosis) Society in honour of my granny. Seeing my mum do social action in support of the MS Society inspired me to help raise money for people affected by ill-health.

I have fundraised by doing the colour runs (NI Hospice), Mo Runs (for men's health), Res Runs (the Stroke Association), Santa Run (Cash for Kids), Zombie Run (Clic Sargeant), and many Run Together Runs (Action Cancer), up the (River) Lagan in a bubble (Parenting NI) and most recently by getting a Guinness World Record!

- Gratitude
- Compassion
- Cooperation
- Humility/Modesty
- Citizenship



*Ben Mooney
10 years old
Belfast*

#iwill ... pledge to continue fundraising for local charities and be a role model for others showing that young people can make a difference bit by bit, no matter how small we think our efforts are.



*Charlea Medcalf
16 years old
Norwich*

- Empathy
- Courage
- Leadership
- Resilience, Perseverance & Determination
- Communication

CHARLEA MEDCALF

Organisations: South Norfolk Youth Advisory Board, Digital Buddies, Saffron Housing Trust, MTM Youth Services

I am a Young Commissioner for the Breckland Youth Advisory Board and work with my peers and representatives from local organisations to assess and respond to the needs of young people living in South Norfolk by commissioning and monitoring youth provision.

I also volunteer on a weekly basis as part of Digital Buddies to help older people develop digital skills and learn how to benefit from using the internet. I also socialise with them to help reduce feelings of loneliness and social isolation. I also recently helped to fundraise by running a tombola at a recent community event.

#iwill ... help recruit and train other young people to volunteer as Digital Buddies and expand the project into other areas of Norfolk.



Connor Tomlinson
17 years old
Cranleigh

- Humility/Modesty
- Leadership
- Compassion
- Resilience, Perseverance & Determination
- Community Awareness

CONNOR TOMLINSON

Organisations: Glebelands School, Surrey Volunteer Police Cadets, British Red Cross, StudentVoice UK

My early experiences of social action were as a Peer Mentor, Student Council Chair, and Head Boy. I then joined Surrey Volunteer Police Cadets to influence the perception young people have of the Police, and promote youth engagement. I now regularly campaign and fundraise in my role as Member of Youth Parliament for Surrey.

I got involved in social action in order to make a positive difference to the young people in my community, and to represent their views in decision-making.

#iwill ... continue to fight for the voices of young people in our society, using social action to encourage them into local decision making and promote youth political engagement.

DAFYDD DUGGAN

Organisations: Duke of Edinburgh Award, Welsh Air Ambulance, Cancer Research, Welsh Rugby Union, Coleg Cymraeg, Cardiff Met RYA, Cardiff Met Uni

My Duke of Edinburgh mentor first inspired me to start volunteering and I've now completed every Award! From litter picking in local towns to sports based volunteering, and helping younger children in their rugby sessions.

I have also volunteered in the local old people's home and done fundraising, collecting over £2,500 by walking and cycling across Wales for many different charities. I am now a voluntary ambassador for the Welsh Rugby Union; Coleg Cymraeg; Cardiff Met RYA; and I am the Welsh Language Officer of my university Cardiff Metropolitan.

- Confidence
- Communication
- Self-discipline
- Leadership
- Resilience, Perseverance & Determination



Dafydd Duggan
19 years old
Llanbrynmair

#iwill ... focus on increasing participation in youth sport by focusing on engagement and not standard by using the welsh language to communicate.



Daniel Lawes
16 years old
Manchester

- Social Justice
- Leadership
- Resilience, Perseverance & Determination
- Communication
- Empathy

DANIEL LAWES

Organisations: Oxfam, Parkinsons UK

My social action allows me to engage other young people in politics as well as building my understanding of issues important to them. I am the founder and editor of YouthPolitics UK, which means I oversee a team of young people to raise awareness of political issues across Greater Manchester, and galvanise youth social action.

I have also raised £2000 for Parkinson's UK through various events and activities, including having two of my poems published as a testimony to my grandfather who suffered with the disease in a book being sold for charity.

#iwill ... engage more young people from deprived areas into politics through a new youth organisation I am co-founding.

DEANNA MILLER

Organisation: Doncaster Youth Council

I am a Youth Councillor and my role is make sure the voices, opinions, and concerns of young people in my area have all been captured and listened to. I had a fear of public speaking but, through social action, have gained confidence during public events to speak up for my peers.

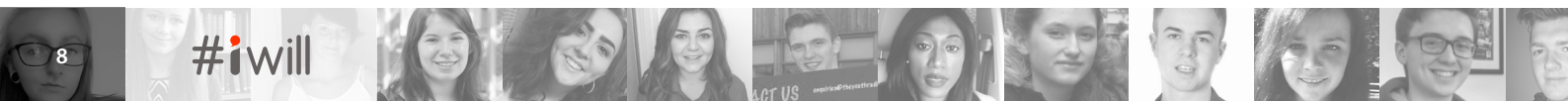
I have been heavily involved with the production of the Doncaster Children and Young People's Plan. After consulting young people during its design, I am now part of a task group planning a Youth Summit to monitor progress against the issues identified by young people.

- Resilience, Perseverance & Determination
- Confidence
- Community Awareness
- Communication
- Courage



Deanna Miller
14 years old
Doncaster

#iwill ... continue to look at service provision and champion youth voice in helping to improve service delivery, design and impact.



DEBBIE NYEMBO

Organisation:
Through Unity

I was 8 years old when my father was attacked and killed near our home. I now volunteer with Through Unity to help other young people who have lost someone close to them through homicide. We help them to share their story, and we hope to deter other young people from going down the path of violence. By doing social action, I have reinforced my own feelings of confidence and self worth. I strive to show people how to be strong and to see that even when one of the worst imaginable things happens, there is still hope!

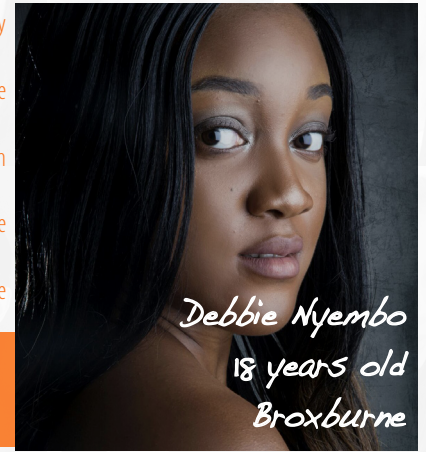
Empathy

Social Justice

Compassion

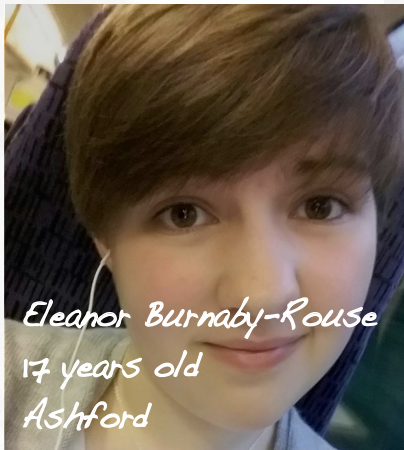
Courage

Confidence



Debbie Nyembo
18 years old
Broxburne

#iwill ... engage with young members of through unity, help them to share their stories too in order to help other young people reject violence.



Eleanor Burnaby-Rouse
17 years old
Ashford

Open Mindedness

Confidence

Communication

Resilience, Perseverance & Determination

Community Awareness

ELEANOR BURNABY-ROUSE

Organisations: Marie Curie Cancer Research, Children in Need

I first started social action aged 10 as I always used to see posters and shows such as Children in Need which promote doing something to help others and the impact that it can have on individuals and communities alike.

All it takes is choosing to extend a helping hand and I haven't really stopped since. Through social action, I have developed the confidence to stand up for others as well as encourage others to get involved, and make a difference to the world they live in.

#iwill ... ensure that young people are aware and engaged in the young social action opportunities available to them and ensure they make the most of these opportunities.

ELLA KIELY

Organisations: Red Nose Day, Breast Cancer Now, MacMillan Cancer Support, Children In Need, Sport Relief, Read for Good, Childline

I first got involved in social action through fundraising with my school by wearing pyjamas, or pink clothes to school for Red Nose Day, or Breast Cancer Now; doing a Bring and Buy sale for Children in Need; to running coffee mornings for Macmillan Cancer Support!

I've also started getting involved in sporting fundraisers, with a sponsored run for Sport Relief and sponsored circuits for Childline - plus we've just finished a readathon at school for Read For Good!

Creativity

Confidence

Empathy

Leadership

Gratitude



Ella Kiely
11 years old
Twickenham

#iwill ... encourage other people to get involved in social action and show how it can bring people together.



Faye Greaves
20 years old
Wythenshawe

Citizenship

Resilience, Perseverance & Determination

Empathy

Leadership

Communication

FAYE GREAVES

Organisations: St Vicent de Paul, Loretto College, Wythenshawe Community Housing Group

I was 14 when I first got involved in social action through volunteering at a local food bank and charity shop. I then set up a Timebank in my area, and now support more than 200 local residents to give time back to their local community. I developed a new system at the food bank, which has enabled more families in food crisis to access emergency food. I have also recruited volunteers to set up a new Tenants' and Residents' Association in the area where my family lives.

#iwill ... encourage others to get involved by talking about how social action can make a difference to young people's lives and how to choose the right kind of social action for you.



Leadership

Confidence

Communication

Resilience, Perseverance & Determination

Problem-solving

FERN FAIRGRIEVE

Organisations:

West Calder High School Library, Jack's Den

I took over the school book club when I was 12 and opened it to all year groups, genders and abilities. I had children join who were transgender, or autistic, or other individuals who didn't fit into social norms, who saw the school book club as a safe place.

I then went on to do lots of social action particularly with Jack's Den, including fundraising with stillborn charities and cancer charities. I also now buddy younger year groups transitioning to high school to give them extra help.

#iwill ... work to get children more involved in activities from sports to clubs and hobbies, and show how this will benefit the community.

FREYA RAWCLIFFE

Organisation:

Wonderful Things

I have been a Youth Volunteer with the Wonderful Things project for 3 years now and I take part in every school holiday's activities. I help mentor primary aged children who have not attended the project before, encouraging them to join in, helping them achieve things beyond their usual capabilities.

I enjoy being a buddy and mentor to new volunteers to the project. I try to be a good example of youth social action, as I know it has helped me develop my self esteem and skills!

Compassion

Empathy

Communication

Cooperation

Resilience, Perseverance & Determination



#iwill ... encourage the older children who have completed the project to go on to get involved in social action.



Communication

Self-discipline

Social Justice

Trust

Courage

GORDON EDWARDS

Organisations: Volunteer Police Cadets, Scottish Association for Mental Health

Before moving to Scotland, I first got involved in social action via being part of the Volunteer Police Cadets back in Lancashire. Whilst there, I volunteered my time to support young people in my community as well as adults with severe learning disabilities.

I am very passionate about the rights of children and young people, particularly in regards to access to adequate mental health services provisions. I have recently campaigned and promoted petitions in order to lobby for better mental health provision for young people across Scotland.

#iwill ... continue to lobby for youth voice when it comes to designing health services.

GRACE WARNOCK

Organisations: Grace's Sign, Scottish Network for Arthritis in Children, Crohn's & Colitis UK, Fight Against Cancer Edinburgh: FACE.

My social action has been through launching a campaign to help educate others about accessible needs. "Grace's Sign" is a new sign for accessible toilets which will raise awareness that those who use an accessible toilet may not have a visible disability. It's important for people to not judge what they can't see – and have empathy for other people's situations.

I have also been involved in raising funds for Scottish Network for Arthritis in Children, Crohn's & Colitis UK, and Fight Against Cancer Edinburgh: FACE.

Communication

Confidence

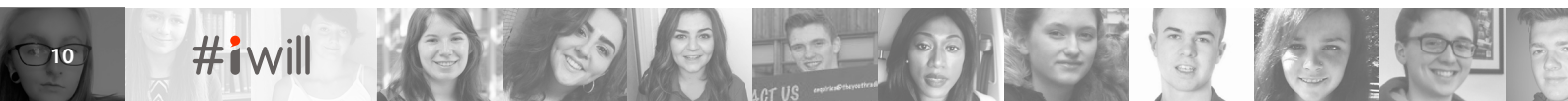
Community Awareness

Resilience, Perseverance & Determination

Social Justice



#iwill ... continue to raise awareness of my sign and of those with invisible disabilities.



IDALIA MODLINSKA

Organisation:
Whaddon Scout Group

I support the young members of my Scout group to take part in activities and to understand what they are meant to be doing. I am new to my area and so I love using social action as a way of bringing the skills and experience that I have learnt from moving to a new country to help other people to build their own place in their community.

Social action helps me to learn about and from others in my area, and discover what matters are important to my local community.

- Leadership
- Community Awareness
- Confidence
- Empathy
- Communication



Idalia Modlinska
14 years old
Cheltenham

#iwill ... continue to encourage the young members to continue in their Scouting journey to help build important skills for life.



Jade Forsyth
20 years old
Falkirk

- Confidence
- Community Awareness
- Creativity
- Courage
- Empathy

JADE FORSYTH

Organisation:
Fixers

My social action is about sharing a film of my personal story with others to raise awareness of young people's mental health with the aim of encouraging other young people to open up. I was diagnosed with psychotic depression two years ago and so I feel it is important to help young people recognise mental health conditions and talk to someone if it gets too much.

Social action has helped me to deal with difficult issues in my life, learn new skills and become more confident. It gave me a voice, and helped me to meet new people.

#iwill ... continue to share my film to raise awareness of Mental Health, as well as of the benefits of social action.

JENNY RAW

Organisations: The National Council of Women Great Britain, Nottingham Girls' High School, The Humanitarian Aid Relief Trust, Aspire Make A Difference Young Leaders Conference, Huffington Post UK's Youth Voices

When I was 16, I organised social action projects in my area to engage young people with Human Rights work, particularly Gender Equality. The National Council of Women spotted my social action initiatives and invited me to discuss how to get more young people involved in social action. I was then invited to become their first ever Youth Representative.

My work now involves visiting schools and delivering speeches about how pupils can be involved in social action, as well as helping to organise seminars, conferences and events around the country where young people can meet to debate and discuss issues which affect them.

- Compassion
- Leadership
- Resilience, Perseverance & Determination
- Communication
- Problem-solving



Jenny Raw
18 years old
Nottingham

#iwill ... instil in young people a sense of self-worth, an acknowledgment of their own abilities and self-confidence which would have origin in their independent, self-motivated social action work.



Jessica Brooks
14 years old
Dover

- Community Awareness
- Resilience, Perseverance & Determination
- Compassion
- Humility/Modesty
- Communication

JESSICA BROOKS

Organisations:
Dover smART Project, Air Cadets, 354 (Dover) Squadron

I volunteer with the Dover smART project, which supports local disadvantaged people through art projects, by helping with the other children and young adults. I am also a registered young carer, but even though that keeps me busy, I always like to find the time to get involved in social action. I also get involved through the Air Cadets with fundraising and volunteering.

Through social action, my eyes are opened to some of the huge social problems that exist around me, and I feel I have a duty to help out wherever I can.

#iwill ... encourage others around me to get involved in social action, and continue to raise the profile of young carers.



*Katie Heath
20 years old
Southampton*

- Community Awareness
- Communication
- Confidence
- Resilience, Perseverance & Determination
- Gratitude

KATIE HEATH

Organisations: Scratch Charity, VSO, Student Minds, Student Hubs

My first taste of social action came with my local library's summer reading challenge, volunteering in the children's section three times a week for several months, for which I earned the Oxfordshire Young People's Award. After the library, I took my social action abroad to Nepal and then Kenya, before returning to Southampton and volunteering to support the local homeless population.

It's a part of my life as I also now volunteer with Scratch Charity; Student Minds developing mental health resources; and Student Hubs in Southampton!

#iwill ... highlight the opportunities available for youth social action in my local area and demonstrate the benefits of getting involved in this, both for the individual and the community.

KATIE SWEENEY

Organisations: Concern, British Red Cross, Foyle School of Speech and Drama, Amazing the Space

When I was 14, I fundraised by caroling for Concern. It was freezing, but still so much fun, and I continued collecting for Concern every year from then on.

I also volunteered at my local school, mentoring younger pupils and preparing them for their Christmas showcase. I remember the older students helping me when we were that age, so I was eager to provide the same experience for others. I then volunteered in a British Red Cross charity shop for a few hours every Saturday.

I am now a member of 'Amazing the Space', a youth-led peacebuilding initiative that empowers young people across Northern Ireland.

- Compassion
- Open Mindedness
- Gratitude
- Humility / Modesty
- Confidence



*Katie Sweeney
18 years old
Londonderry*

#iwill ... show young people that involvement in social action can help shape not only their future, but a shared society where everyone is respected and valued.



*Kay Davies
20 years old
Trefeglwys*

- Leadership
- Community Awareness
- Resilience, Perseverance & Determination
- Creativity
- Communication

KAY DAVIES

Organisations: CLDF, Sport Cardiff, Sport Powys, Rebel Rygbi girls, Cardiff Met, Welsh Hearts & British Heart Foundation

After becoming injured and unable to play sport, I wanted to give back and get others involved in sport instead. I also wanted to support a charity that has helped one of my close friends. So I combined the two by volunteering at sports sessions in my community, alongside fundraising for Children's Liver Disease Foundation (CLDF), with a 24 hour team bike ride.

I am now a Cardiff Met Young Rugby Ambassador, a member of the WRU Youth Board, and a Higher Education Young Ambassador. I also campaign to promote Welsh Hearts & British Heart Foundation along with working to improve the support young people with heart conditions receive.

#iwill ... stress the impact and importance of young people's voices being heard by organisations and #iwill highlight the benefits of recognising, rewarding and sustaining young volunteers.

KEIRAN HARVEY

Organisations: Crystal FM, Youth Radio Network, O2 Think Big

I first started social action by volunteering for a community radio station when I was 13. As I grew older I realised that there aren't enough opportunities in the radio industry for young people. There are not many places they can go for experience, so I went on to set up The Youth Radio Network thanks to the support of O2 Think Big who awarded us funding.

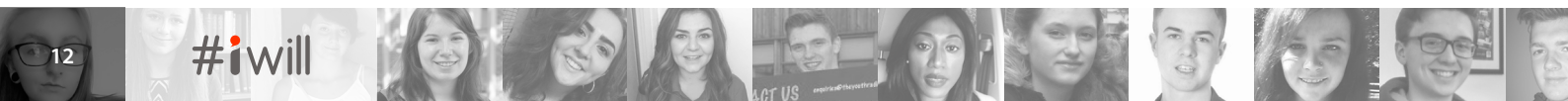
We want to help young people get into employment and we hope that we can help open many doors for young people looking for a career in the broadcasting industries.

- Confidence
- Courage
- Open Mindedness
- Leadership
- Creativity



*16 years old
Edinburgh*

#iwill ... give young people a voice and allow them to be heard.



KEZIAH LAWSON

Organisations:
Through Unity, Godwin Lawson Foundation

I volunteer with the charity Through Unity as part of the Peer2Peer Support programme, which offers support to other young people who are also coping with bereavement from homicide. Since joining the programme, I have felt my confidence, self-awareness, and self-esteem blossom. Helping others has helped me and I have become more able to talk openly, and share my story in front of others.

I strive to use my story, and social action, to use my experiences of loss to dissuade young people from going down the path of violence.

Trust

Resilience,
Perseverance &
Determination

Courage

Compassion

Community
Awareness



*Keziah Lawson
15 years old
Enfield*

#iwill ... dissuade young people from violence through sharing my own experiences of bereavement.



*Lauren Wheeler
15 years old
Wilmslow*

Gratitude

Courage

Resilience,
Perseverance &
Determination

Communication

Open
Mindedness

LAUREN WHEELER

Organisation:
Girlguiding

I first got involved in social action by helping as a young leader at my local Guide unit. I had always loved being involved with Guiding and wanted to take it further and use it to give back to the community. I then joined the Guide Council as an regional ambassador, and helped design a resource to aid in combat gender stereotyping.

I am now designing a website to allow ill young people to connect, share stories, and receive hints about coping with the challenges of illness.

#iwill ... commit to making a difference to the lives of young people and promote the rewarding nature of getting involved with social action.

LEWIS HINE

Organisation:
Friend Finder

I started Friend Finder when I was 14 years old. Like most 14 year olds, I was interested in football, music, video games and just being a teenager but unlike most young people I need 24hr support due to my long-term illnesses. I spend a great deal of time in hospital, and so I created an online portal to help disabled and poorly children come together and make friends.

I also held a prom for those who missed their own through illness – which was such a huge success that we're doing it again next year!

Confidence

Courage

Leadership

Empathy

Community
Awareness



*Lewis Hine
16 years old
Portsmouth*

#iwill ... continue my mission to make sure all children have a friend especially those with additional challenges like illness or disability in their life.



*Lucy Prentice
20 years old
Pencader*

Communication

Hope/Optimism

Gratitude

Confidence

Creativity

LUCY PRENTICE

Organisation:
Fixers

I campaigned on behalf of young adult carers who, like me, were faced with the difficult choice between educating themselves for the future, or thinking of the present and claiming Carer's Allowance. I listened to other young adult carers, who also wanted this to be changed, and so I set up a campaign to highlight this issue.

Through campaigning to change the law which prevents young adult carers like me from studying on full time courses, I feel I've got a voice. I'm sharing my film and story far and wide, and I hope others are inspired to do the same!

#iwill ... encourage other young people to start their own social action projects by telling them about how social action allowed me to raise awareness of an issue important to me.



*Mathew Milner
18 years old
Leeds*

- Leadership
- Problem-solving
- Resilience, Perseverance & Determination
- Confidence
- Citizenship

MATHEW MILNER

Organisations: Scouts, Leeds Childrens' Hospital Scout and Guide Group, Garforth and District Lions Club, Lions International Young Ambassador

I am a Deputy County Youth Commissioner for Central Yorkshire Scouts covering 8000 members, and I also deliver training for the Scouts youth team on a whole range of topics.

Following the 2015 flooding, I led a team in Kirkstall in the clean-up efforts to help those affected by the situation. I am also a regular volunteer at the Leeds Childrens' Hospital Scout and Guide Group, which provides activities for young people currently staying in hospital and their siblings. I have also been involved in Garforth and District Lions Club, and I was a nominee for the Lions International Young Ambassador.

#iwill ... continue to use Scouting as a platform to encourage young people to pursue their own personally driven social action.

MAX MACLEAN

Organisations: High Life Highland, Kinlochleven High School

I first started social action by volunteering in Active Schools coaching young people from primary ages up to high school with High Life Highland. I got involved because I felt it would help my CV, but now I enjoy it for the sake of volunteering, and for the young people I work with, and want to carry it on!

The clubs wouldn't run without the help of the volunteers, or the contributions I make, so it feels good to know that I'm making a difference, and helping young people in the area stay active.

- Leadership
- Community Awareness
- Citizenship
- Communication
- Co-operation



*Max Maclean
15 years old
Glencoe*

#iwill ... continue to make sure every child in the local area has enough opportunities to be involved in local sport or social clubs - making sure no one's left out.



*Nicholas Linfoot
19 years old
Newcastle*

- Compassion
- Self-discipline
- Citizenship
- Social Justice
- Hope/Optimism

NICHOLAS LINFOOT

Organisations: JDRF, Gosforth Academy, my Church's children's group, Cowley Road Works, Teach Green, UniTED OxMAK, Oxford University, Diabetes UK, Mentor, Salvation Army

I first got involved by raising both money and awareness for JDRF and about Diabetes soon after I was diagnosed with Type 1 Diabetes. I was also involved with social action in my school, working as a Reading Mentor, for which I was given a special commendation for mentoring a recent immigrant.

I am now a Trustee for a local charity, Chairman of an environmental group at University, and President of UniTED OxMAK which links to projects in Uganda alongside my involvement with many other charities.

#iwill ... promote social action as an important part of the jobs market and commercial world. Showing to employers that social action is important both to young people, and the future of their companies.

RAY WANG

Organisations: Waveney Youth Council, Ormiston Denes Academy, Community Bakery Project, UKYP's Make Your Mark, Access Community Trust, East Suffolk Partnership, NCS

When I was 15, I joined Waveney Youth Council and was responsible for organising the annual district-wide National Youth Takeover Day. I then led the Transition Ambassador Project, which trains student ambassadors to improve the experience of transition between primary to secondary schools, and on to further education.

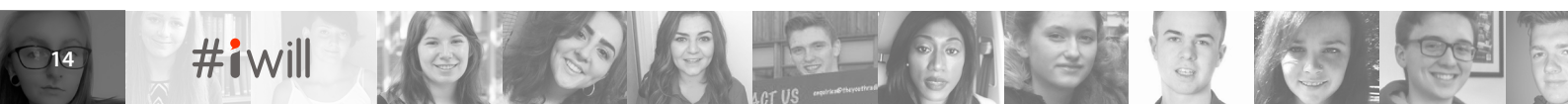
In school, I developed the Community Bakery Project, where students at the academy would bake cakes and share afternoon tea with the elderly in local residential homes. I am now a Board Member for the East Suffolk Partnership and currently oversee the £50000 Youth Holiday Activities Fund for East Suffolk.

- Leadership
- Community Awareness
- Confidence
- Citizenship
- Co-operation



*Ray Wang
19 years old
Lowestoft*

#iwill ... continue to work to support, promote and develop social action and young engagement opportunities for young people in order to raise aspirations and empower young people to make a difference to their local communities.



ROWAN MUNSON

Organisations: British Youth Council, NHS Youth Forum, NHS England, Youth Select Committee on Mental Health, Barts NHS Youth Forum, NCS The Challenge, Surrey Youth Collective, Surrey County Council, UN Action/2015

I am a firm advocate for youth voice, particularly in health and social care settings.

In 2013, I was elected to The British Youth Council's (BYC) National Scrutiny Group. I was a founder member of NHS Youth Forum in 2014 and have delivered workshops at NHSYF events around the country ever since. I was on the 2015 Youth Select Committee on Mental Health, was a UN Action/2015 Youth Ambassador for Sustainable Development Goals, delivered training for NCS The Challenge, founded Surrey Youth Collective and acted as a Youth Consultant for Surrey County Council Youth Service Commissioning.

- Resilience
- Perseverance & Determination
- Leadership
- Cooperation
- Hope/Optimism
- Empathy



#iwill ... continue to campaign on youth issues such as Mental Health, Votes at 16, Curriculum for Life, Housing, and social and economic inequality.



*Scarlett Wallis
11 years old
Newcastle*

- Compassion
- Leadership, Community
- Awareness
- Confidence
- Empathy

SCARLETT WALLIS

Organisations: Duke of Edinburgh Award, The Wildlife Trust, church, Scouts, Girlguiding

Most of my social action has to do with the environment, in my spare time I do litter picks to improve my local area and I join campaigns such as the Great British Bee Count, and 30 Days Wild. Every day I leave for school early so that I have enough time to pick litter, and move snails and so on from the paths on my way.

I like doing social action as it means I get to do activities alongside people my age, or people older. I also like to inspire others around me to get involved too!

#iwill ... campaign to get others around me more involved in campaigns and practical things that would help the environment.

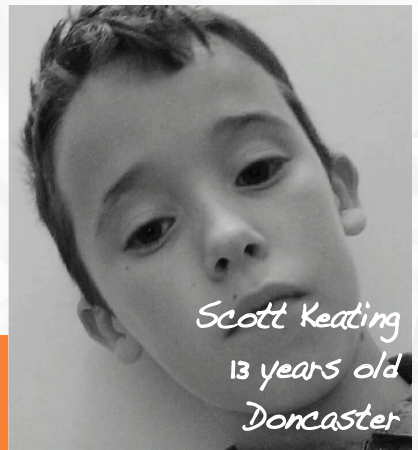
SCOTT KEATING

Organisations: My School Council, Scouts, Doncaster Youth Council

I was elected onto my school council at the age of 7 to help my school address the issues that mattered the most to young people. I then got involved with Scouting at 9 years old, which gave me opportunities to get involved in social action such as fundraising for charities, or volunteering by cleaning up the local area. When I was 12, I was then elected onto the Doncaster Youth Council.

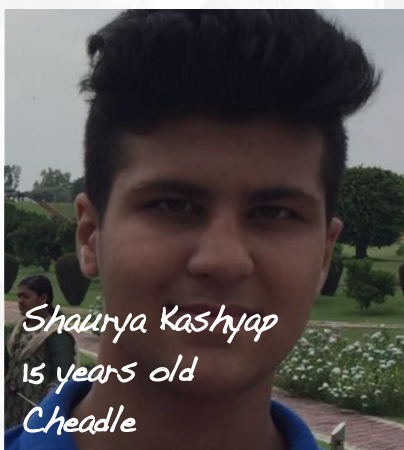
I enjoy helping people and I like to help voice the opinions of other peoples who might not want, or be able, to speak for themselves.

- Citizenship
- Problem-solving
- Courage
- Self-discipline
- Communication



*Scott Keating
13 years old
Doncaster*

#iwill ... continue to make a difference on behalf of other young people as an elected member of the Youth Council



*Shaurya Kashyap
15 years old
Cheadle*

- Open Mindedness
- Communication
- Problem Solving
- Empathy
- Leadership

SHAURYA KASHYAP

Organisations: Trafford Youth Cabinet, Duke of Edinburgh Award, Sewa UK

From starting at my local school fair, I have gone on to volunteer and fundraise for many different causes, on a mostly weekly basis.

Examples of which are fundraising for charity by completing the Yorkshire Three Peaks Challenge; volunteering to clean up grounds for a Senior Citizens Centre in Manchester; and volunteering at events such as International Yoga Day in Manchester in order to promote cultural, community awareness and to promote interfaith understanding. I have also promoted youth voice and youth engagement by representing Trafford Youth Cabinet.

#iwill ... help to involve young people from a variety of different backgrounds, in order to provide them with opportunities to influence the decisions that impact them, regardless of their background.



Simeon Wakely
20 years old
Taunton

- Community Awareness
- Creativity
- Hope/Optimism
- Resilience, Perseverance & Determination
- Confidence

SIMEON WAKELY

Organisation: Fixers

I have spina bifida, hydrocephalus and scoliosis, and was born with part of my spine missing. I am paralysed from the waist down and use a wheelchair to get around. I campaign with Fixers to get more disability sports shown on television. As someone who has been playing wheelchair basketball for the last eight years, I know that being in a team, being around people who understand what you are going through, is very important. I am campaigning so that more people realise that despite having a disability, we can still do stuff that we want to do.

#iwill ... tell other young people about the benefits I have gained from campaigning and how it has allowed me to challenge stereotypes, which will encourage them to begin their own youth social action campaigns.

SUSIE WILLIAMS

Organisations: Creative Aquatic Swim Team, NHS Youth Forum, my local GP practice

I first got involved in social action doing a sponsored charity swim to raise money aged 13. I now campaign for youth rights and involvement in healthcare with the NHS Youth Forum, volunteer at my local hospital and run a Youth Patient Participation Group.

My work through the NHS Youth Forum has led me to present to NHS staff about how to better involve young people in their work and also contribute to national documents on this topic. Through this work, I hope other healthcare settings actively engage children and young people in their wellbeing too.

- Communication
- Community Awareness
- Confidence Humility/Modesty
- Self-discipline



Susie Williams
17 years old
Frome

#iwill ... encourage youth involvement in healthcare, and empower young people to know they can make an enormous difference in their local communities through volunteering, work and creativity in any area they are passionate about



Tiernan O'Flaherty
15 years old
Belfast

- Empathy
- Confidence
- Leadership
- Cooperation
- Gratitude

TIERNAN O'FLAHERTY

Organisations: St Mary's CBGS in Belfast, Eco Club, homeless charities

In school subjects such as citizenship, I was shown how unjust the world and society can be to certain people within society and I saw this as unfair. I decided that I need to play a part in society and so I campaign with the school's social justice advocacy group with our motto "Glórtha ar son Córa" or "A voice for the voiceless".

Last Christmas, I volunteered at a local group that provides food and toys to the homeless at Christmas time, and hope to do so again in the future.

#iwill ... pledge to continuing my work to ensure the injustice of today's society is improved upon. Furthermore, I hope to work to improve the relationship between members of the Protestant and Catholic communities in Northern Ireland.

TOM HENDERSON

Organisation: Chilton Scouts

I got involved in social action via my Scout Group. My brother first got me inspired into joining the Group and I'm so glad he did! It makes it easier to get along with other new people when you are working together to help people, or the environment around you.

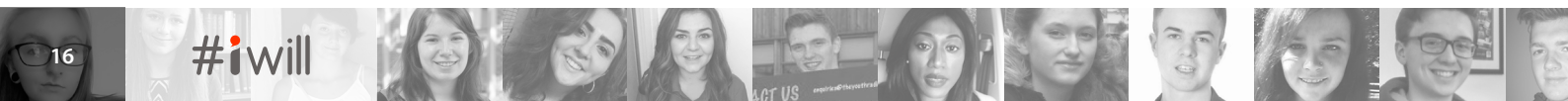
I am now more aware of others, and feel a lot more confident in my own abilities to make a difference to others, or lead the way in my community as a Team Leader.

- Leadership
- Trust
- Open Mindedness
- Self-discipline
- Confidence



Tom Henderson
12 years old
Chilton

#iwill ... get more involved in Scouts and encourage others to get involved in social action.



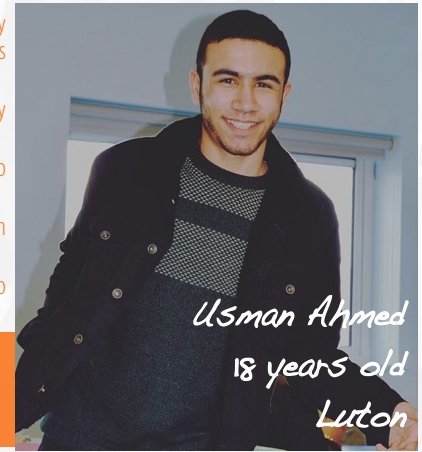
USMAN AHMED

Organisations: School, NCS, Volunteer Police Cadets, Tokko Youth Space, Near Neighbours Charity, Barclays Life Skills

During school, I did many voluntary roles, which I have continued into college, such as mentoring younger students, being a School Ambassador, and Chairing the School Council. I did NCS in 2015, and then volunteered to help out with NCS a year later, helping young people come up with ideas for their social action project.

I am now Head Cadet with the Volunteer Police Cadets, and in charge of the Luton Section looking after 16+ cadets twice a week. I also coordinate a Hate Crime project with Tokko Youth Space.

- Community Awareness
- Empathy
- Citizenship
- Cooperation
- Leadership



*Usman Ahmed
18 years old
Luton*

#iwill ... continue my work with the Police Cadets and Tokko Youth Space, as well as at school.



*Zee Timmins
18 years old
Galashiels*

- Open Mindedness
- Courage
- Communication
- Problem-Solving
- Co-operation

ZEE TIMMINS

Organisations: Girlguiding, LGBT National Youth Council, Mental Health Youth Commission, Scottish Youth Parliament

I first got involved in social action with Girlguiding, and I am now a Member of Scottish Youth Parliament (SYP) (previously for Midlothian South, Tweeddale and Lauderdale - now LGBT Youth Scotland), Convenor of SYP's Equalities & Human Rights Committee, Member of the LGBT National Youth Council, and I do campaigning for awareness of period poverty. I also campaign for mental health, encouraging health practitioners to consider young people, and LGBT+ people in their services.

#iwill ... encourage other young LGBT+ people to get involved in social action & make positive change in society for LGBT+ people & other minority groups

"Do your little bit of good where you are; it's those little bits of good put together that overwhelm the world."

Desmond Tutu

BUILDING COMMUNITIES THROUGH YOUTH SOCIAL ACTION

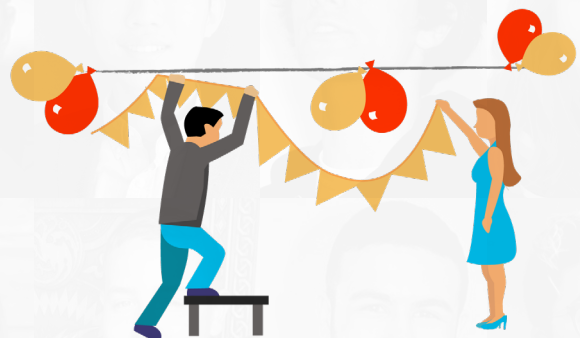
The UK is currently facing challenges we couldn't have foreseen when the #iwill campaign launched in 2013. There is now greater uncertainty in our country and around the world than there was four years ago. We are clear that supporting young people to transform their communities and themselves, is a uniquely powerful way of building a more integrated, socially mobile and healthier society.



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 all 10-20 year olds by 2020. It is an independent cross-party campaign, led by 750 (and growing!) organisations from across sectors.



We believe that enabling more young people, wherever they live and whatever their background, to become active citizens, will have a long-term, unifying impact on the future of our country. 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.



KEY MESSAGES

- Youth social action creates a double benefit, strengthening communities AND developing young people's wellbeing and the 21st century skills employers are calling for.
- Currently 4 in 10 young people participate in meaningful social action BUT 10-20 year olds from less affluent communities are significantly less likely to take part. Research indicates that when asked, around two thirds of young people have an appetite to be involved.
- By 2020 the campaign is aiming to enable the majority of young people to take part in meaningful social action AND close the socioeconomic gap in participation.
- As well as generating more opportunities for participation, 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 on the double benefit of participation
- 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
- Campaign partners have leveraged significant public and private investment and launched the #iwill Fund to support the campaign to achieve its vision

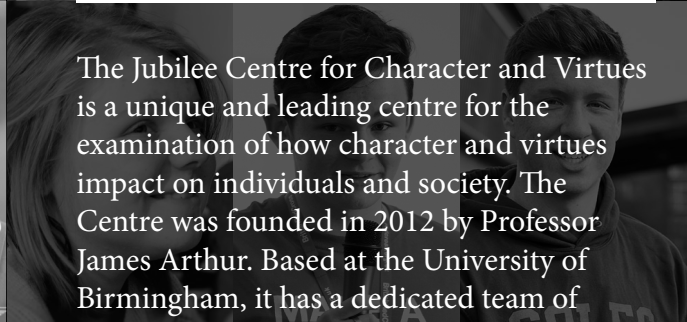




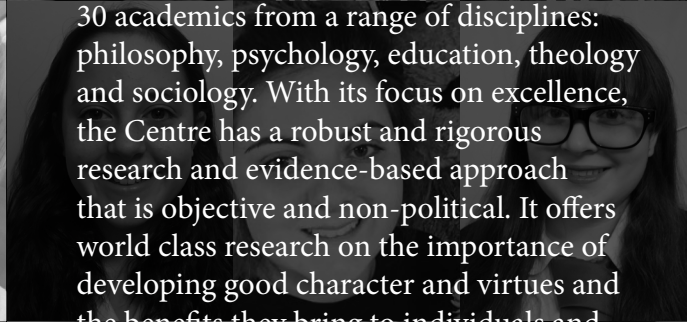
THE JUBILEE CENTRE
FOR CHARACTER & VIRTUES



The Jubilee Centre for Character and Virtues is a unique and leading centre for the examination of how character and virtues impact on individuals and society. The Centre was founded in 2012 by Professor James Arthur. Based at the University of Birmingham, it has a dedicated team of 30 academics from a range of disciplines: philosophy, psychology, education, theology and sociology. With its focus on excellence, the Centre has a robust and rigorous research and evidence-based approach that is objective and non-political. It offers world class research on the importance of developing good character and virtues and the benefits they bring to individuals and society.



To find out more, see www.jubileecentre.ac.uk



 step up to serve



Step Up To Serve is a small charity that coordinates the #iwill campaign. The #iwill campaign was launched in November 2013 thanks to the leadership of HRH The Prince of Wales and the UK's three main political parties. The campaign aims to make participation in meaningful social action the norm for young people by 2020. We describe this as 'young people taking practical action in the service of others to create positive change'. Examples could include caring for someone in the community, providing peer support online, volunteering for a charity, campaigning or fundraising for a specific cause. More examples can be seen within this brochure.



To find out more, visit www.iwill.org.uk

