UNIVERSITY<sup>OF</sup> BIRMINGHAM



THE JUBILEE CENTRE FOR CHARACTER & VIRTUES







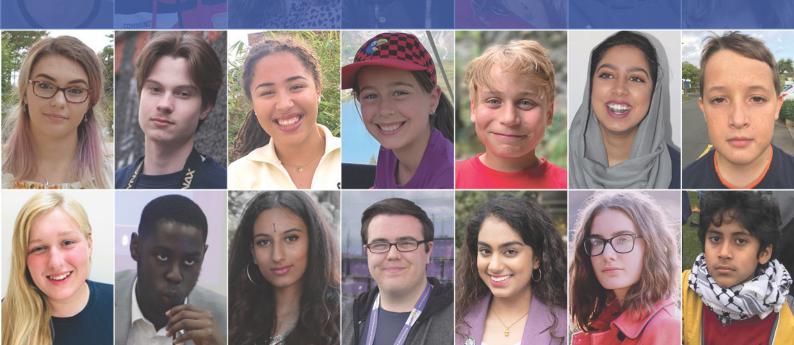








## CELEBRATING THE CHARACTER OF YOUNG PEOPLE TAKING ACTION TO HELP OTHERS



## WHAT HAVE **#IWILL AMBASSADORS** BEEN UP TO THIS YEAR?

<image>





Council at St James's Palace



## THE POWER OF YOUTH SOCIAL ACTION

Ella proudly displays the cover of the 'Power of Youth Social Action' Report



#iwill

AMBASSADORS 2019

Dara delivers a speech at the launch of #iwill4nature

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THE JUBILEE CENTRE FOR CHARACTER & VIRTUES

#iwi

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## INTRODUCTION

I am proud that the Jubilee Centre for Character and Virtues is able to continue to partner with the #iwill campaign in celebrating the achievements of a new cohort of #iwill Ambassadors. Six years into the campaign, this brings the total number of Ambassadors to 300 young champions of social action across the UK.

AMBASSADORS 2019

Recognising the achievements of this latest group of #iwill Ambassadors serves an important purpose in celebrating the character development of each young person. This celebration is intended to not only recognise their development as individuals, but also their positive contributions to others or the environment. This year, we're excited to host Ambassadors, schools and #iwill campaign partners in the Great Hall at the University of Birmingham, where the Jubilee Centre for Character and Virtues is based. It is particularly special that we will celebrate a number of new Ambassadors who are from the Birmingham area this year, including from our very own University of Birmingham School.

Regardless of where our Ambassadors live across the UK, they all share a passion and drive for wanting to give back to society in a positive way. This year there were more applications to become an #iwill Ambassador than in any previous year. The fifty Ambassadors were selected because they demonstrate a strong commitment to social action, have made significant impact on important causes, and have engaged in self-reflection on the character strengths that they have developed. I encourage you to read the story of each Ambassador to gain a true sense and scale of the social action that is taking place across the country at present, as well as the benefits that this brings to us all.

It is important to stop and reflect on the character building potential of youth social action. As compassionate, courageous, humble and resilient citizens, our Ambassadors should be an inspiration to us all and inform how we each choose to live our lives.

There are some great examples of character building through youth social action happening in Birmingham at present, as I am sure there is across the rest of the country. The #iwill campaign has helped to build a movement of educators, opportunity providers, businesses, youth workers, and others who are all committed to empowering young people to take action. It is essential that we continue to shine a spotlight on the excellent practice where it is taking place, and ensure that over the next decade, we continue to create and promote opportunities for even more young people to say'l will'.

I hope you enjoy celebrating on 4<sup>th</sup> October in Birmingham, and find inspiration to continue with your own social action journey.



Professor James Arthur OBE Director, The Jubilee Centre for Character and Virtues, University of Birmingham

LEADERSHIP CONFIDENCE

COMMUNICATION

COURAGE

COMMUNITY

AWARENESS

ABIGAIL D'SOUZA AGE: 18 years old FROM: England - Greater London

I want to create a world where the next generation can't believe that LGBT+ discrimination was ever an issue. The only way to do that is through social action.

I'm an open member of the LGBT+ community and have helped run the Pride Alliance at my school. When I came out to my form in a speech, I was loud and proud about my sexuality, and many younger students told me that made them feel better about themselves.

I used to be so quiet, but social action has changed that completely. Now I speak out and I'm ready to be my authentic self.

**ORGANISATIONS WORKED WITH:** Girlguiding, Townley Grammar School



I want to create a world where the next generation can't believe that LGBT+ discrimination was ever an issue. The only way to do that is through social action.

## CHARACTER STRENGTHS

COMMUNICATION

DETERMINATION

HOPE OR OPTIMISM

I FADERSHIP

RESILIENCE, PERSEVERANCE AND

FMPATHY

## ABBY LANG AGE: 19 years old FROM: Scotland

Every week, around 12 people under 35 in the UK die from Young Sudden Cardiac Death (YSCD). My social action focuses on volunteering and campaigning for Cardiac Risk in the Young (CRY) to help prevent more young people dying tragically.

Prior to delivering my Time for Reflection speech at the Scottish Parliament, I secured the backing of 58 MPs in Scotland for CRY's campaign to establish a national strategy to prevent YSCD. I also recruited other MPs, including Jeremy Corbyn and Sir Vince Cable. In my experience of social action, no issue is too big for young people to tackle.

ORGANISATIONS WORKED WITH: Cardiac Risk in the Young (CRY), Youth & Philanthropy Initiative (The Wood Foundation), Young Scot



Social action is important to effect change and remove the 'un' in situations which are unfair, unjust or unreasonable.

### CHARACTER STRENGTHS

LEADERSHIP

COMMUNICATION CREATIVITY

COMPASSION

FADATIN

EMPATHY

## ADAM PARKINSON-KELLY

AGE: 14 years old FROM: Northern Ireland

I'm passionate about raising awareness of the issue of mental health for boys and men

Men in Northern Ireland are at the highest risk of suicide in the UK, with many suffering from PTSD, depression and anxiety. But there's a severe lack of services and organisations that offer support.

The stalemate at Stormont is having an effect too, by delaying mental health funding. It's time to see political passion ignited around this issue, and help increase the support that's available, so we can promote young people's resilience and wellbeing in the future.

ORGANISATIONS WORKED WITH: The Alzheimer's Society, Scouts, The Boys' Brigade



## Men in Northern Ireland are at the highest risk of suicide in the UK, but where are the services that offer support? We have to take action if we want to see change.

## CHARACTER STRENGTHS

CONFIDENCE OPEN MINDEDNESS COOPERATION

COMMUNITY AWARENESS

HUMILITY OR MODESTY

## ALINA MACKENZIE

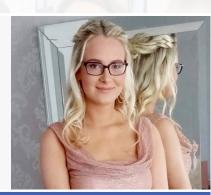
AGE: 17 years old FROM: England - North East

I've witnessed first hand how mental health can affect a family, as my dad and brother both suffer from depression. That's why I worked to raise money and awareness for uS, a local charity that empowers young people with mental health difficulties through exercise.

Once I turn 18, I hope to become a chaperone for young people at the charity. I also want to attend more marches to raise awareness of mental health problems.

I think every young person should be involved in social action, even on a small scale. It helps build character in a way that few other things can.

ORGANISATIONS WORKED WITH: West End Foodbank, uS, Newcastle United Foundation



I think every young person should be involved in social action. It helps to build character in a way that few other things can.





## LEADERSHIP CREATIVITY PROBLEM-SOLVING HOPE OR OPTIMISM SOCIAL JUSTICE

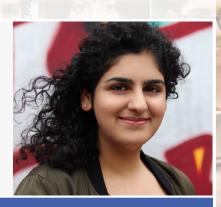
ALIYAH KHAN AGE: 19 years old FROM: England - North West

Volunteering has opened doors to new people, new experiences and new possibilities for me.

For two and a half years, I've been a senior volunteer at Xplode, Greater Manchester's leading youth-led charity for 12-22 year olds. I've written for Xplode magazine and led initiatives including THRIVE, a mental health support project for young people.

Most recently, I've set up a film company to highlight the problems and injustices faced by young people in the North. My focus is on encouraging representation of BAME young people, those who are socially disadvantaged or lacking opportunities.

**ORGANISATIONS WORKED WITH:** Xplode, Greater Manchester Youth Combined Authority



#iwill

### We're a diverse society. I want to see diverse faces and hear diverse voices so we can feel that we are truly represented.

## CHARACTER STRENGTHS

COMMUNICATION RESILIENCE, PERSEVERANCE AND DETERMINATION

EMPATHY COMMUNITY AWARENESS

SOCIAL JUSTICE

#### AMAL MALIK AGE: 20 years old FROM: England - Greater London

My turning point was on my National Citizen Service programme, when I learned about the intersections of discrimination faced by marginalised communities. It inspired me to give a speech on LGBTQ+ equality and sparked my interest in activism. I continue to explore the intersections of faith, sexuality and identity, and hosted a roundtable as part of the Stonewall 50 Campaign at my university – a high point in my social action.

As a Warwick United Nations Associations Ambassador, I recently helped deliver culturally sensitive workshops on restorative justice to students.

ORGANISATIONS WORKED WITH: University of Warwick, Warwick URSS and History Department, Warwick Queer History Group, Queer Asia, United Nations Association, NCS, New Choices for Youth Young Leaders Programme



For me, social action is about holding systematic forms of prejudice to account. More than ever, young people's voices have the power to energise our way of perceiving social justice.

## CHARACTER STRENGTHS

COMMUNICATION

OPEN MINDEDNESS

COMMUNITY AWARENESS

HOPE OR OPTIMISM

#### ARJUN DUTTA AGE: 16 years old FROM: England - South East

I want to see more young people from diverse cultures and backgrounds getting involved in environmental action. Whether it's people or nature, we need diversity to thrive! As part of my social action, I'm leading a project called A Wild Future and volunteer as an Urban Ranger for the National Trust.

I've recently been to Parliament to discuss environmental issues with MPs and have spoken about youth interaction with wildlife on a panel with Bella Lack and Dara McAnulty at Countryfile Live.

You don't need to be famous to be influential. You just have to take that first step towards a better world.

ORGANISATIONS WORKED WITH: Green Academies Project (National Trust), Cameron Bespolka Trust, Morden Hall Park, Wilson's School 

 Visit
 Visit

 Visit
 Visit

 Visit
 Visit

I want to see more young people from diverse cultures and backgrounds getting involved in environmental action. Nature is something that everyone should be encouraged to enjoy and care about, regardless of their ethnicity.

## CHARACTER STRENGTHS

COMMUNICATION

PERSEVERANCE AND

HUMILITY OR MODESTY

DETERMINATION

COMPASSION

COURAGE

**RESILIENCE**,

ATHIKA AHMED AGE: 17 years old FROM: Wales

Social action gives me the courage and confidence to fight for causes I believe in, such as tackling discrimination and improving awareness of mental health issues.

I'm currently a sixth form representative on our school's equality and diversity forum. This helps to ensure that young people who have dealt with discrimination, whether it's related to sexism, racism, homophobia, transphobia or disability, have a safe space to talk and be heard.

I'm also a member of Cardiff and Vale Health Youth Board, where I advocate for better mental health awareness. Social action constantly inspires me to do more, give more and achieve more.

ORGANISATIONS WORKED WITH: Cardiff and Vale Health Youth Board, Cardiff University, Fitzalan High School



THE JUBILEE CENTRE

Social action has enabled me to discover who I am and what I want to stand for. It gives me the courage and confidence to fight for causes I believe in.



LEADERSHIP

RESILIENCE, PERSEVERANCE AND DETERMINATION

COOPERATION

EMPATHY

COMMUNITY AWARENESS

## ATLANTA MONTAGUE

AGE: 18 years old FROM: England - North West

Social action is incredibly important because you're not just creating a platform for yourself, but for all young people, including those without a voice. After working with the Trafford Youth Cabinet, I became involved with the National Citizen Service Regional Youth Board and will be a graduate mentor on their summer programme.

Currently, I'm a mental health advocate for Youth Mental Health Matters and have supported Plan International's campaign against street harassment and their Menstrual Hygiene Day event. I love how social action creates a chain reaction. It all starts with a conversation and you never know where it's going to lead.

**ORGANISATIONS WORKED WITH:** National Citizen Service, Plan International UK, Youth Mental Health Matters, Trafford Youth Cabinet, YoungMinds UK



## Social action is incredibly important because you're not just creating a platform for yourself, but for all young people, including those who don't have a voice.

### **CHARACTER STRENGTHS**

I FADERSHIP

CONFIDENCE COMMUNICATION

RESILIENCE. PERSEVERANCE AND DETERMINATION

PROBLEM-SOLVING

### AGE: 19 years old BEN FLEMING AGE: 19 years old FROM: England - North West

I'm currently Chief Operating Officer of YouthPolitics UK, an award-winning non-profit organisation dedicated to engaging and empowering young people in politics. Through training workshops, campaigns, events and articles, we enhance the voices of young people in public affairs, helping to bridge the gap between politicians and the youth.

l organised our inaugural conference in March 2018, which brought together 500 young people and featured keynote speeches by Alastair Campbell, Michael Crick and Andy Burnham. It's been incredibly rewarding to witness bright young people demonstrating a ferocious passion for political issues, and to play a personal role in facilitating such political involvement.

**ORGANISATIONS WORKED WITH:** YouthPolitics UK



We shouldn't listen to young people merely because they're the 'adults of tomorrow', but because they provide a unique and valuable perspective on important issues, free from established or preconceived dogmas.

## **CHARACTER** STRENGTHS

CONFIDENCE COMMUNICATION

RESILIENCE, PERSEVERANCE AND DETERMINATION

COMMUNITY AWARENESS

SOCIAL JUSTICE

## BILLIE JEAN HARRIS AGE: 16 years old FROM: England - North West

AGE: 16 years old

By volunteering at my local food bank, I've learned the extent of isolation and poverty in my community and how they affect every area of people's lives. The way we work doesn't just stop our neighbours from going hungry, it also instils a sense of hope and dignity.

Due to my concern about the impact of food poverty, I plan to join the Darwen gets Hangry team as one of 100 young people who will visit the Houses of Parliament to raise awareness of the issue. I also want to start a Just Change Campaign in Rossendale to call for equal treatment for pupils who receive free school meals.

**ORGANISATIONS WORKED WITH:** The Raft Foundation, Darwen Gets Hangry, NCS



Social action is important because this is our world too and the future belongs to us all. Young people don't want to be 'done to'. We want to 'do with'.

## **CHARACTER STRENGTHS**

CONFIDENCE RESILIENCE, PERSEVERANCE AND DETERMINATION

COMMUNITY AWARENESS

**HOPE OR OPTIMISM** 

SOCIAL JUSTICE

#### **CERYS OFFORD** AGE: 14 years old FROM: Scotland

Our entire family has been diagnosed with an extremely rare debilitating cancer - VHL. We wanted to raise awareness and give something back, so we've raised funds on behalf of VHL UK / Ireland and a local centre where we've received respite care.

My illness is challenging, but it doesn't stop me getting involved in a variety of other projects. I'm currently working with a charity to alleviate food and fuel poverty and have been recruited to cook with people with Alzheimer's. I've met so many wonderful people through social action and learned so much. It all just drives me on.

**ORGANISATIONS WORKED WITH:** Whiteleys Retreat, Crossroads Community Hub, Dreams and Wishes Charity League



I've loved meeting like-minded people and organisations through my volunteering work. Everything's a learning experience and it all just drives me on.



## LEADERSHIP

CONFIDENCE

COMMUNICATION

RESILIENCE. PERSEVERANCE AND DETERMINATION

COURAGE

## CHARLI CLEMENT

AGE: 19 years old FROM: England - West Midlands

As an LGBTQ+, disabled girl I'm no stranger to adversity, but I'm extremely aware of how different and difficult life can be for others. This has helped me develop empathy and has encouraged me to speak out about my experiences

I've volunteered with the Cub Scouts for three years and have led the Disability Awareness badge twice. Meanwhile, at school I've given a talk on Autism Spectrum Disorder and led a Mental Health Champions group that raised funds and awareness. The voices of disabled young people have too long been silenced. It's time we were heard!

ORGANISATIONS WORKED WITH: Scouting Association (32nd Birmingham), Square Peg Activities Ltd Birmingham, Barr Beacon School, Stay and Play



**#i**will

**AMBASSADORS 2019** 

## The voices of disabled young people have too long been silenced. It's time we were heard!

### **CHARACTER STRENGTHS**

CONFIDENCE

COMMUNICATION

TRUST

**RESILIENCE**, **PERSEVERANCE AND** DETERMINATION

COURAGE

#### AGE: 18 years old CHARLOTTE DONALDSON FROM: Scotland

I've been involved in speaking out for the Gypsy Traveller community since I was very young. I've got a fire for my culture and fight at every turn for equality for my people in the non-Gypsy world. Most importantly, I want a place for us around every youth work strategy table in Scotland.

I was a founder member of the Scottish Gypsy Traveller Assembly and in this role I've been involved in many meetings with representatives of the Scottish Government.

Now, my latest initiative is working to have Gypsy Traveller representation at national level on the Scottish Youth Parliament.

**ORGANISATIONS WORKED WITH:** Gypsy Traveller Youth Assembly, Human Rights Commissioner of Scotland

I'm hungry for change for my community and for equality for all young people. Through social action, we can push forward and make it happen.

## **CHARACTER STRENGTHS**

LEADERSHIP

**OPEN MINDEDNESS RESILIENCE**, PERSEVERANCE AND DETERMINATION

CREATIVITY

PROBLEM-SOLVING

## CLAIRE MUHLAWAKO MADZURA

AGE: 15 years old FROM: England - North West

I love bringing young people together to pioneer change.

At school, I'm currently involving my whole year group to raise funds for Just A Drop, an international charity that campaigns for safer water. I want to encourage as many people as possible to participate, so that they will become ambassadors for the cause too.

So far, though, one of the highlights of my social action has been taking part in the Co-op Foundation's panel on 'Tackling Youth Loneliness'. I helped decide how to spend £4.2 million of funding which was a real privilege and a responsibility!

**ORGANISATIONS WORKED WITH:** Effervescent, The Co-op Foundation, The Co-op Academy Swinton



## When young people pioneer change, we set up a brighter future for the people who will come after us.

### **CHARACTER STRENGTHS**

LEADERSHIP CONFIDENCE

RESILIENCE, PERSEVERANCE AND DETERMINATION

EMPATHY COMMUNITY **AWARENESS** 

## CONNOR BURLEIGH AGE: 17 years old FROM: England - Yorkshire & Humber

AGE: 17 years old

Social action is important because it makes me feel part of something bigger than myself, and enables me to bring about positive change in the community.

For a while now, I've been involved with McAuley Buddies, our school's peer mentoring support programme. As a result of this work, I received a Diana Award for peer mentoring support and anti-bullying.

I've also found it rewarding to help young people across Doncaster to express their views. For the past two years, I've been a Make Your Mark champion and have gathered over 1,000 ballot papers in my school and in the wider Doncaster area.

**ORGANISATIONS WORKED WITH:** NCS, Doncaster Youth Council, McAuley Catholic High School



THE JUBILEE CENTRE

With social action, young people are challenging the false perception that we don't want to make a positive change in our communities.

## LEADERSHIP

CONFIDENCE RESILIENCE,

RESILIENCE, PERSEVERANCE AND DETERMINATION

COMMUNITY AWARENESS PROBLEM-SOLVING DANIYATES AGE: 18 years old FROM: England - North East

When I was nine, my father had a stroke, whilst my mother struggled with her mental health. Since then, I've cared for both my parents and have discovered various coping techniques that I'm keen to share with others.

I've recently taken a lead role in a mental health project run by the Youth Council for Scarborough and Ryedale Carers Resource. As part of this, I've planned and delivered mindfulness sessions for young carers to help them deal with their caring responsibilities. I also act as a student mentor and hope to expand this role to support more people in their studies and personal development.

ORGANISATIONS WORKED WITH: Scarborough and Ryedale Carers Resource, Graham School Scarborough, Scarborough Sixth Form College

## Social action is challenging both physically and emotionally. But it's worth it when you see the impact it can have.

### CHARACTER STRENGTHS

LEADERSHIP CONFIDENCE COMMUNICATION, COMMUNITY AWARENESS SOCIAL JUSTICE

## DANIELLE ALERIA AGE: 14 years old FROM: Northern Ireland

When I heard about the Send My Friend to School campaign, I was shocked to discover that 262 million children worldwide don't receive an education. I wanted to take action, so my friend and I applied to take part in the campaign.

It was a tough process, but we were selected. We went to London to lobby MPs to support the campaign, including Harriet Baldwin, the Minister of State for the Department of International Development.

Since then, I've campaigned in local schools to raise awareness of the issue. We have to take action as a community to end this injustice.

ORGANISATIONS WORKED WITH: Send My Friend to School, St Dominic's Grammar School for Girls



Social action helps young people represent the millions of people in the world who don't have a voice, so we can raise awareness and fight injustice.

## CHARACTER STRENGTHS

LEADERSHIP

CONFIDENCE RESILIENCE, PERSEVERANCE AND DETERMINATION

SELF-DISCIPLINE

PROBLEM-SOLVING

#### DEV SHARMA AGE: 14 years old FROM: England - East Midlands

Everything I do aims to raise the profile of young people and ensure our voices are heard.As a Young Food Ambassador, I spoke in the House of Lords about the struggles that many young people experience due to food insecurity. Then I went back to Westminster to help launch the Children's Future Food Inquiry – the first report to hear from young people directly. Meanwhile, here in my home city of Leicester, I've worked on the Young People's Council, the #LifeNotKnives Campaign and the Reclaim Radical project, as well as organising FridaysForFuture climate strikes. I've unlocked my inner advocate and I'm determined to help other young people do the same!

ORGANISATIONS WORKED WITH: Leicester Young People's Council, Leicester City Council, The Food Foundation, Fixers, Rushey Mead Academy, Joe Humphries Memorial Trust, Prevent, Leicestershire Police, Royal Horticulture Society, CAHMS, Leicester Council of Faiths and FridaysForFuture



I want to shatter the stereotypes about young people and make sure that we, the next generation, have a say in the decisions that influence us.

## CHARACTER STRENGTHS

LEADERSHIP

COMMUNICATION

RESILIENCE

PERSEVERANCE AND DETERMINATION, COURAGE

#### ELEN O'RAWE AGE: 17 years old FROM: Northern Ireland

My passion for social action was ignited when I became a Ju-jitsu coach. Having taken up the sport aged six, I wanted to give something back, so I took a coaching qualification and currently volunteer twice a week at a local centre in Belfast.

I teach children aged 5-13 and have the privilege of coaching young children with conditions such as autism, epilepsy and Turner's syndrome. This has earned me a Millennium Volunteers award.

I've now branched out into NCS community projects and volunteering at my school. In future, I hope to focus more on political or justice work.

ORGANISATIONS WORKED WITH: Cobra Ju-jitsu Belfast, Start360



Young people have fresh ideas and unique perspectives. When we put our minds to helping others, the results can be spectacular.



LEADERSHIP CONFIDENCE

EMPATHY

COMMUNITY AWARENESS

HOPE OR OPTIMISM

### ELENA KAPPERS AGE: 17 years old FROM: England - West Midlands

Social action gives me hope that young people can work together to bring about positive change.

Right now, I volunteer at my local church youth club and am a peer mentor at college to three younger children, who experience issues such as bullying and mental health. By offering my support, I hope I can help them in their journey to recovery.

I've also recently joined Birmingham City Youth Council, where we discuss important topics such as knife crime. All young people should take part in social action so we can grow, help others and co-create our future.

**ORGANISATIONS WORKED WITH:** Riverside Youth Group / Church, University of Birmingham School, Birmingham City Youth Council

AGE: 13 years old

ESTHER BIRD

Young people desperately want to be heard and validated. If society listens to us, we can look to the future together and determine what kind of country we want to live in.

## CHARACTER STRENGTHS

LEADERSHIP

COMMUNICATION

RESILIENCE, PERSEVERANCE AND DETERMINATION

PROBLEM-SOLVING

CITIZENSHIP

My social action began with an online petition to ban single-use plastic bottles at my school. This resulted in a pledge for the school to be single-use plastic free by mid-2019.

FROM: England - North West

From there, momentum started to roll. I became an ambassador for Action for Conservation, went on Walk for Wildlife and Extinction Rebellion protests, and became a leader on the UK's first big bio-diversity project run by young people. Inspired by Greta Thunberg, I started YouthStrike4Climate protests in my town, which started small but grew quickly. Young people must act to save our planet. It's now or never.

ORGANISATIONS WORKED WITH: Macctastic Eco Network, YouthStrike4Climate, Tytherington School, TedX Macclesfield



You have to stand up for what you believe in, never give up and never let the nay-sayers get you down.

## CHARACTER STRENGTHS

LEADERSHIP

CONFIDENCE COMMUNICATION

COMMUNITY

AWARENESS

SOCIAL JUSTICE

## ETHAN MCINALLY AGE: 20 years old FROM: Scotland

I first started volunteering as a football coach when I was 10 and still coach football and badminton every week. I think free access to sport is so important for young people from deprived areas. It improves their fitness and self-esteem, and builds community spirit.

As well as my coaching work, I've recently developed an interactive workshop called 'Getting the Message Across' to warn young people about the dangers of drugs and alcohol. More than 2,500 secondary school pupils in Glasgow have now taken part. It's particularly rewarding to see that the workshop is also having a ripple effect on participants' friends and families.

**ORGANISATIONS WORKED WITH:** Govan Youth Information Project, Govan Housing, Asda Govan, Sunny-Sid3up, Hamilton FC, Benburb FC, South Glasgow YouthBank, Elderpark Housing, Linthouse Housing



Young people should get involved in social action because it's fun, it gives you confidence and it's rewarding to help others achieve their personal goals.

## CHARACTER STRENGTHS

LEADERSHIP CONFIDENCE

COMMUNICATION

EMPATHY

COMMUNITY AWARENESS EVIE BASCH AGE: 20 years old FROM: England - South West

I used to be angry about my negative experiences of trying to engage with mental health services. To channel this frustration, I got involved with The Mentality Project. Through this, I've helped inform young people about

their mental health rights, as well as training professionals, creating resources and writing policies. I'm also involved in other projects that help young people make their voices heard, including the NHS Youth Forum, Make Our Rights a Reality and The Health Foundation. My social action projects are why I get out of bed every day. They give me hope for the future.

ORGANISATIONS WORKED WITH: Off The Record, Make Our Rights a Reality (Youth Access), NHS Youth Forum, Leaders Unlocked, The Health Foundation, The Mental Health Foundation, PAPER Arts



THE JUBILEE CENTRE

My social action projects are the reason why I get out of bed every day. They give me hope for the future.



COMMUNICATION

COMMUNITY

AWARENESS

GRATITUDE

CITIZENSHIP

SOCIAL JUSTICE

## **GIBRAN KHAN**

AGE: 10 years old FROM: England - Greater London

When I was nine, I asked my friends not to give me birthday presents, but to donate money to a local children's hospice instead. I had this idea after my parents organised a dinner to raise funds for a charity that provides medical aid to Palestinians

I asked my mother what I could do to help. She said I could help children closer to home and told me about the local Shooting Star Children's Hospice.

Altogether, I collected £180 for the hospice. It was great to make a difference, and now I want to do more to help young people in my community.

**ORGANISATIONS WORKED WITH:** Shooting Star Children's Hospice



Children are part of the community and we feel really strongly about the things we want to change. Adults need to listen to us so they know what we care about.

### CHARACTER **STRENGTHS**

I FADERSHIP

CONFIDENCE **RESILIENCE**,

PERSEVERANCE AND DETERMINATION

CREATIVITY

**HUMILITY OR MODESTY** 

#### AGE: 19 years old **GURPREET'PREETI'KAUR** FROM: England - Greater London

change, with an unstoppable drive to make a difference in my local community.

Social engagement and volunteering with a myriad of charitable organisations has made me hungry for

I've thrown my energy into a variety of social action causes. As a Young Women's Trust Advisory Panellist, I've worked with the UK Government and lobbying groups to improve women's prospects and employability. I've provided activities to tackle loneliness for The Together Project, and have mentored 5-11 year olds in underachieving schools for City Year UK. Social action has made me realise how much power we have to impact other people's lives.

ORGANISATIONS WORKED WITH: City Year UK, The Together Project, UK Youth EmpowHER, Wings of Hope,



Social action has made me realise how much power we have to impact other people's lives. You throw a stone in the water, and the ripples spread far and wide.

## **CHARACTER** STRENGTHS

LEADERSHIP

## GUY WILLCOCK AGE: 17 years old FROM: England - South West

Young Women's Trust

AGE: 17 years old

Each year 30 tonnes of toads are killed by motorists in the UK, and the population is in decline.

COMMUNICATION TRUST COMMUNITY AWARENESS

PROBLEM-SOLVING

It's vital for us to save this valuable species. So since the age of nine, I've worked on toad patrols, going out at night to rescue toads, stop cars and tell motorists why they need to slow down.

Now I also help train new volunteers, and give talks on amphibian conservation to schools and youth groups. Educating people about the environment is paramount. Every action we take is a step towards creating a

better planet.

**ORGANISATIONS WORKED WITH:** Charlcombe Toad Rescue Group



TRUST

sportwales

## Being part of a thriving group dedicated to protecting a declining species has fostered an amazing sense of community spirit.

## **CHARACTER STRENGTHS**

LEADERSHIP CONFIDENCE

**RESILIENCE**, PERSEVERANCE AND DETERMINATION

SELF-DISCIPLINE GRATITUDE

## HARRISON CLAYTON

AGE: 18 years old FROM: Wales

Social action has given me the perfect opportunity to help others reach their sporting potential. Close to home, I enjoy teaching swimming and lifesaving skills, running junior fitness classes, and volunteering at local primary and secondary schools.

At a national level, I'm currently a Platinum Young Ambassador (YA) for Wales and sit on the Sport Wales Board as the representative for YAs in Wales. Thanks to my experiences as a volunteer, coach and YA, I've decided to follow a career in sports management. Social action has made me very ambitious, so I'm definitely ready for the next challenge!

ORGANISATIONS WORKED WITH: Youth Sport Trust, Young Ambassadors (YA Cymru), Sport Wales, Sport Powys, Freedom Leisure at Ystradgynlais Sports Centre

Social action offers a unique opportunity to help others and pass on my skills. It's really rewarding to know I might have made a difference to somebody's day.

LEADERSHIP OPEN MINDEDNESS COURAGE COMMUNITY AWARENESS

HOPE OR OPTIMISM

HARRYTWOHIG AGE: 18 years old FROM: England - North East

Amazing things happen when young people feel heard and valued. That's why I've advocated for youth voice in my work for the church, on the Youth Voice Board at The Mix, and on the DCMS Youth Voice Steering Group.

Without doubt, the highlight of my social action journey has been encouraging young people to volunteer to join the players' committee at my local football club.

In a deprived area where young people often lack support at home, I was worried we'd struggle to find volunteers. However, 13 young people came forward and are now beginning their own youth voice journeys.

ORGANISATIONS WORKED WITH: The Mix, NCS (and NCS Regional Delivery Partner - VEducation), British Youth Council, Middlesbrough Diocesan Youth Forum, North Riding Football Association Youth Council



**#i**will

**AMBASSADORS 2019** 

Through social action, we can create unity in our communities and our nation, at a time when political and social issues are breeding division, hate and intolerance.

## CHARACTER STRENGTHS

LEADERSHIP CONFIDENCE

OPEN MINDEDNESS

RESILIENCE, PERSEVERANCE AND DETERMINATION

HOPE OR OPTIMISM

IQRA BABU AGE: 19 years old FROM: Wales

Social action has taught me to focus my anger about injustice by engaging productively with society, rather than allowing negativity to consume me. I first experienced community campaigning when I became involved in Youth of Walsall's 'Real Knives, Real Lives' campaign, which is one of the highlights of my social action so far.

Alongside this, I worked as a Senior Associate Mentor to support other young people on the NCS programme, and found that extremely inspiring. I'm currently working to counteract racism on campus at my university, and am taking leadership skills training to help me achieve my future social action goals.

ORGANISATIONS WORKED WITH: Youth of Walsall, Queen Mary's High School, BMEA Society (Cardiff University), Citizens Cymru Wales, Muslim Council of Wales, Cardiff University Students' Union, Al-Khair Foundation



Give young people the resources, the platform and the opportunity to make change happen. We all deserve to feel empowered by social action.

## CHARACTER STRENGTHS

CONFIDENCE

COMPASSION

COMMUNITY

AWARENESS GRATITUDE ISABELLA TIGUE AGE: 11 years old FROM: England - West Midlands

Young people should have as much say as adults, if not more, when it comes to finding the solutions to the world's problems.

I'm currently an eco monitor at school and am part of a campaign to get more children walking to school or using bicycles. I've designed a flyer to give to parents to stop them idling their engines outside school so we can improve air quality.

I've also encouraged my friends to recycle their crisp packets using the special recycling scheme our eco team designed, and have challenged friends and family to live plastic-free for a week.

**ORGANISATIONS WORKED WITH:** Bournville Village Primary School, As-Suffa Institute



Children should get involved in social action because we can have an impact on people's lives. Even though we're young, we can still help.

### CHARACTER STRENGTHS

LEADERSHIP

CONFIDENCE

COMMUNICATION

**OPEN MINDEDNESS** 

PROBLEM-SOLVING

ISMA TARIQ AGE: 17 years old FROM: Scotland

Young people are the ones that will suffer the mess created by previous generations - if our voices aren't heard.

I've been making my voice heard through social action since I was 14 and have just joined Glasgow Youth Council. Their motto is 'To listen, to speak, to change', which sums up the value of youth voice to me.

Most recently, I'm really excited to have been elected as the Member of Scottish Youth Parliament for Glasgow Pollok. This will give me an extraordinary opportunity to improve the lives of young Scots and make sure they can have their say.

**ORGANISATIONS WORKED WITH:** Scottish Youth Parliament, Human Appeal

Social action has dramatically improved my confidence. I now grab every opportunity to make a difference that comes my way.

LEADERSHIP RESILIENCE, PERSEVERANCE AND DETERMINATION COMPASSION PROBLEM-SOLVING

SOCIAL JUSTICE

JOANA BAPTISTA AGE: 18 years old FROM: England - South East

I believe that achieving is only worthwhile if you're helping others achieve too. I've worked to help others reach their potential through a series of volunteering projects, including teaching science, computer science and internet safety to children from economically disadvantaged communities. I've also run sessions for teachers at my school on helping girls combat online misogyny. Most recently, I've founded She Dot, a social enterprise which encourages girls to pursue careers in areas such as STEM and entrepreneurship, through skills workshops, talks and career insight days. Social action is important because it amplifies young people's voices, and we all deserve to be heard.

ORGANISATIONS WORKED WITH: XWomen of the Future, STEMettes, Oxford High School, Women in Tech Org, World Summit AI, Queens Commonwealth Trust, WeAreTheCity, InspiringJuniors (Inspiring Fifty), Women2Women, LaunchX, US Embassy in the UK.

## It's so important to believe in yourself and the causes you fight for, even if not everyone agrees.

### CHARACTER STRENGTHS

LEADERSHIP CONFIDENCE EMPATHY GRATITUDE SOCIAL JUSTICE

#### JONELLE AWOMOYI AGE: 20 years old FROM: England - Greater London

My social action journey began in Croydon and has taken me to the House of Commons, and led to me talking about women's rights at the United Nations in New York this year.

Having started as a Croydon Youth Councillor, I became a Member of the Youth Parliament a year later when I was still a Sixth Form student. I used this platform to help improve mental health services in my area.

Now, alongside my university studies, I'm back in Westminster as a British Youth Council Parliamentary Ambassador, focusing on the Real Living Wage. I'm excited to find out where my journey will take me next.

ORGANISATIONS WORKED WITH: British Youth Council, UK Youth, National Council of Women GB, Croydon Youth Council, Nottingham Youth Cabinet, University of Nottingham, Debate Mate



## It's everyone's responsibility to make a positive change in this world. I'm just doing my bit.

## CHARACTER STRENGTHS

LEADERSHIP

CONFIDENCE

SELF-DISCIPLINE

CITIZENSHIP HUMILITY OR MODESTY

## KATRINA LAMBERT

AGE: 19 years old FROM: England - Greater London

My social action has influenced national policy and will have a positive impact on thousands of young Scottish people. Through my work with Youth For Change, Female Genital Mutilation is now a mandatory part of the Relationships and Sex Education Curriculum. Due to the period poverty campaign, it's now Scottish Government policy to provide free sanitary products in all schools, colleges and universities. Meanwhile, the YouthVIP report I worked on will affect volunteering and social action for young people across Scotland.

But the most exciting part of social action is seeing the cogs in people's minds whirr as their thinking starts to shift. That's so exciting.

ORGANISATIONS WORKED WITH: Girlguiding Scotland, Young Scot, Project Scotland, Children and Young People's Commissioner Scotland (CYPCS)



My favourite part of social action is seeing the cogs in people's minds begin to whirr as their thinking starts to shift. That's such an exciting feeling.

### CHARACTER STRENGTHS

LEADERSHIP CONFIDENCE COMMUNICATION OPEN MINDEDNESS EMPATHY

#### KAY KENNEDY AGE: 19 years old FROM: England - South West

I've suffered from mental health issues most of my life, including almost six years as an in-patient. Now I want

to speak up on behalf of myself and others to make the mental health care system more nurturing and helpful.

I spend all my free time supporting my community, including volunteering at the Bristol Royal Infirmary, at a local retirement village and for St John Ambulance.

Volunteering has made me more confident and independent. I no longer need a carer with me at all times. So maybe the best part of social action has been finding myself.

**ORGANISATIONS WORKED WITH:** University Hospitals Bristol NHS Foundation, St John Ambulance, Stoke Gifford Retirement Village, Foundation for Active Community Engagement (FACE)



Social action is important because I don't want a single other person to go through what I've experienced. People like me have to speak up and change the system.



RESILIENCE, PERSEVERANCE AND DETERMINATION

I FADERSHIP

CONFIDENCE

COMMUNITY AWARENESS

SOCIAL JUSTICE

## KIERAN SMITH

My home life was difficult when I was growing up, so I didn't find it easy to concentrate on schoolwork. Things started to change when I began playing for my school football team aged nine.

AGE: 14 years old

FROM: Scotland

Four years ago, I started volunteering at my local community sport centre, which has led to some of my best experiences. I've travelled to Croatia to deliver an EU Erasmus+ Sport event, made lots of new friends and discovered how much I can do.

I'm looking forward to getting my badminton and football coaching qualifications, and hope to work in sport when I leave school.

**ORGANISATIONS WORKED WITH:** SAPC Community Sports Hub



#iwill

**AMBASSADORS 2019** 

Volunteering has changed my life and gave me so many opportunities that I would otherwise not had - from gaining confidence and life skills, to meeting new people and friends.

## CHARACTER STRENGTHS

LEADERSHIP RESILIENCE, PERSEVERANCE AND DETERMINATION

EMPATHY Community Awareness

**HUMILITY OR MODESTY** 

## LANAI COLLIS-PHILLIPS AGE: 18 years old FROM: England -

**HILLIPS FROM:** England - East of England

For the last three years, I've volunteered for a unique and special project: Women Against Sexual Exploitation and Violence Speak UP (WASSUP).

We're a team of 35 young women who raise awareness of domestic abuse, child abuse and sexual violence. Altogether, we've delivered workshops to 2,200 schoolchildren across Suffolk.

Volunteering has given me the confidence to speak up and take the lead, and I'm now a representative on our local safeguarding board. My plans are to take a year out of education so I can volunteer full-time with WASSUP and keep working to deliver hope, positivity and change.

**ORGANISATIONS WORKED WITH:** Volunteering Matters (WASSUP)

## Why wouldn't you want to use your voice for change? You'd be surprised how much speaking out can do.

## CHARACTER STRENGTHS

LEADERSHIP

CONFIDENCE COMMUNICATION

RESILIENCE, PERSEVERANCE AND DETERMINATION

CITIZENSHIP

LUCIE PARSONS AGE: 10 years old FROM: England - Yorkshire & Humber

I was upset about the effects of plastic pollution, so I organised a group to collect plastic litter in our village.

The manager of The Deep, the aquarium in Hull, saw a poster I'd made about my litter collection and asked me to talk at a conference to 200 aquarium curators from across the EU. It was scary, but I did it. Because of my speech, all the aquariums signed up to a plastic pledge that will save thousands of turtles. I'm now an ambassador for Kids Against Plastic and have talked with the Scottish Youth Parliament about reducing plastic waste.

ORGANISATIONS WORKED WITH: #KidsAgainstPlastic; The Deep Aquarium

## Grown-ups should listen to children, because children have good ideas and one of them could save this planet.

### CHARACTER STRENGTHS

LEADERSHIP CREATIVITY SELF-DISCIPLINE EMPATHY COURAGE

## MARTIM BAPTISTA AGE: 12 years old FROM: England - South East

I'm working to raise awareness of environmental issues at school. I've created posters that are displayed

around school to encourage students to think twice before contributing to pollution and plastic waste.

Next, I'm planning to put on a green conference at school, where speakers will talk to children about what we can do to combat climate change.

I also take part in activism through marches and through writing and radio. My dream is to work with the Government to influence political decisions on climate change and youth action.

ORGANISATIONS WORKED WITH: Magdalen College School, YRS (Young Rewired State), RAL (Rutherford Appleton Laboratory).



THE JUBILEE CENTRE

Social action makes me feel I can have a real impact on the world. Now, if something's wrong, I want to join with other young people to do something about it.





LEADERSHIP CONFIDENCE

COMMUNICATION

**OPEN MINDEDNESS** RESILIENCE, PERSEVERANCE AND

DETERMINATION

## NATHANIEL MCLAUGHLIN

AGE: 16 years old FROM: England - East Midlands

For several years, I've campaigned for awareness of LGBTQ issues in my school. In July 2018, my first major event promoted LGBTQ awareness and acceptance. The programme included educational sessions on Sexual Orientation, Anti-LGBTQ abuse, Gender Reassignment, Pride and LGBTQ Rights. I'm currently developing a new 'Standing Together' programme that builds on last year's event. This year, I'm working with Stonewall and we're broadening our message to include race, sex and religious beliefs. I'm proud of what I've achieved so far, and look forward to finding new opportunities to campaign for change.

ORGANISATIONS WORKED WITH: Nottingham Academy, Greenwood Campus., Nottinghamshire Pride, The Avenues Cafe, Pic Me Up, The Greenway Centre, SEND Project, Stonewall UK, Greenwood Academies Trust, Tracy's Street Kitchen, Nottingham Academy Primary, Nottingham City Council, Nottingham University Academy of Science and Technology.



Social action has shown me that anyone, no matter their age, race or sexual orientation, can change the world for the better. All it takes is vision and determination.

### CHARACTER **STRENGTHS**

I FADERSHIP

CONFIDENCE COMMUNICATION

RESILIENCE. PERSEVERANCE AND DETERMINATION

COOPERATION

### AGE: 12 years old **OLIVER MITCHELL**

FROM: England - South East

When I was 12, I was invited to take part in the Big Ideas competition where I learned about climate change and how it's destroying our planet.

Our team at school invented 'Energy gym', where exercise equipment such as treadmills and rowing machines harness kinetic energy and convert it into electricity.

We won the regional stage of the competition and came fourth at the national final. We're now investigating making a smaller machine to attach to road bikes to power a mobile phone. I've really enjoyed the whole experience - it's inspired me to keep fighting climate change.

**ORGANISATIONS WORKED WITH:** Solutions for the Planet (Big Ideas competition)



## If we want a better, cleaner world to live in, young people have to make changes before it's too late.

## **CHARACTER** STRENGTHS

LEADERSHIP CONFIDENCE

EMPATHY COURAGE

SOCIAL JUSTICE

#### AGE: 13 years old **PAIGE WILKES** FROM: Wales

I've been actively involved in promoting equality and campaigning for access to sports across all genders. It's ridiculous that people still say: "You can't do that because you're a girl." There are now girls' rugby, cricket and football teams at school

Next, I'm going to campaign for gender confident school uniform. I also want to get involved with mentoring younger children at my school who may need support with mental health issues. By doing this, I hope to help set others up for success and give them the tools they need to excel.

**ORGANISATIONS WORKED WITH:** Cathedral School Llandaff



## I get frustrated at injustice and will always champion people who need support. I will always fight in their corner.

**CHARACTER STRENGTHS** 

### LEADERSHIP CONFIDENCE

COMMUNICATION

**OPEN MINDEDNESS** 

COMMUNITY AWARENESS

## PATRICK NTIAMOAH AGE: 17 years old FROM: England - Greater London

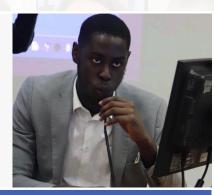
AGE: 17 years old

Coming from Peckham in London, I've witnessed many problems that arise from social deprivation.

That's why I was keen to volunteer at the Code Club at Peckham Library, which provides free weekly coding classes for children aged 7-11. Technology is one of my passions, so I'm excited to share my enthusiasm and skills

I'm also an Ambassador for Uptree, a professional network that gives young people opportunities to get into the corporate world. It's been very rewarding to see other young people from diverse backgrounds connect with potential employers and improve their employability.

**ORGANISATIONS WORKED WITH:** Uptree, Peckham Code Club



Social action is extremely important because it allows me to connect with people I'd never meet otherwise, work with them, achieve common goals and make a difference in the world.

LEADERSHIP

CONFIDENCE

COMMUNICATION

RESILIENCE. PERSEVERANCE AND DETERMINATION

CREATIVITY

#### AGE: 17 years old **ROSS MACPHERSON** FROM: Scotland

At the age of nine, I started origami as a way of coping with my Tourette Syndrome. Later, I began selling my work to raise money for Tourette Scotland, and have donated a four-figure sum so far.

I enjoy sharing my skills and have run an origami club in my senior school, as well as workshops in local primary schools, for the Boys' Brigade and at a special needs club.

I'm heading to Dundee University in September to study Art. While there, I will continue raising awareness of Tourette Syndrome and also hope to train professionals through Tourette Scotland.

**ORGANISATIONS WORKED WITH:** Tourette Scotland, Bishopbriggs Academy, Wallacewell Primary School, The Boys' Brigade Glasgow Battalion, Camps International, The Glasgow Humane Society

#iwill

**AMBASSADORS 2019** 

Volunteering has given me a platform to educate people about the real symptoms of Tourette Syndrome and to challenge outdated stereotypes.

## CHARACTER **STRENGTHS**

LEADERSHIP

CONFIDENCE

**RESILIENCE**, **PERSEVERANCE AND** 

DETERMINATION

COMPASSION EMPATHY

#### AGE: 17 years old SHAHROOZ GHAEDSHARAF FROM: England - Yorkshire & Humber

My first experience of social action was at the age of eight, when I started helping to care for my mother. Since then, I've taken part in the National Citizen Service (NCS) programme and volunteered with the Army Cadet Force.

The NCS helped me push myself beyond my comfort zone, particularly when I was asked to promote the programme to schoolchildren. I was very nervous, but discovered the importance of making people laugh when you're giving a speech.

I'm now going to help other young people complete the social action stage of the programme, and hope to become an NCS Mentor one day.

**ORGANISATIONS WORKED WITH:** National Citizen Service, Army Cadets Force Military Band



Social action has amazing potential to inspire young people to make a difference in their communities. The more I do, the more I benefit and the more I want to give back.

## **CHARACTER STRENGTHS**

LEADERSHIP

CONFIDENCE **RESILIENCE**, PERSEVERANCE AND

DETERMINATION GRATITUDE

**HUMILITY OR MODESTY** 

#### AGE: 18 years old **SOPHIA BADHAN** FROM: England - West Midlands

When I was 15, I was hospitalised for seven months due to anorexia nervosa. In recovery, I began giving presentations and holding workshops at school to raise awareness of eating disorders and tackle the stigma against mental health problems. Since then, I've overcome crippling anxiety to talk to a conference of 300 medical professionals, joined the Think 4 Brum Youthboard, and designed and delivered self-care workshops for Year 7 pupils at my school. Through my social action, I'm determined to prevent other young people from experiencing what I did and to help as many people as possible.

ORGANISATIONS WORKED WITH: The Diana Award, King Edward VI Handsworth School for Girls, Think 4 Brum & Birmingham and Solihull Mental Health Foundation Trust, The Trussell Trust Foodbank (Erdington Baptist Church)



## Social action has given me a reason to keep fighting to get better. I have a strong drive and purpose in life now.

## **CHARACTER STRENGTHS**

LEADERSHIP CONFIDENCE

COMMUNICATION

**OPEN MINDEDNESS** 

COMMUNITY AWARENESS

## TARYN EVERDEEN AGE: 18 years old FROM: England - East of England

AGE: 18 years old

I've always felt a deep need to be part of significant, lasting change. I'm now involved in multiple social action projects, focusing on gender equality, the environment and periods.

It started when I helped run the Women of the World festival. Building on that momentum, a group of us set up Girl Up Norwich, a branch of the UN Foundation's Girl Up. Uniting my interests in gender and the environment, I've been campaigning to raise awareness of reusable menstrual products. More broadly, if we're going to halt climate change, we need to act now, and I want to be part of that action

ORGANISATIONS WORKED WITH: Young Norfolk Arts, Bright Green Future (Centre for Sustainable Energy), Girl Up, UK Youth Voice



THE JUBILEE CENTRE

The feeling that I've been able to help people through my social action, maybe even change lives, is just incredible.

LEADERSHIP RESILIENCE, PERSEVERANCE AND DETERMINATION COMPASSION EMPATHY

GRATITUDE

WALEED KHAN AGE: 17 years old FROM: England - West Midlands

When I was 12, I was the victim of a terrorist attack by the Taliban at my school in Pakistan. I came to the UK for specialist medical care and, when I was well again, started giving talks in schools about my story. I highlighted the importance of education and spoke of the dangers of being radicalised.

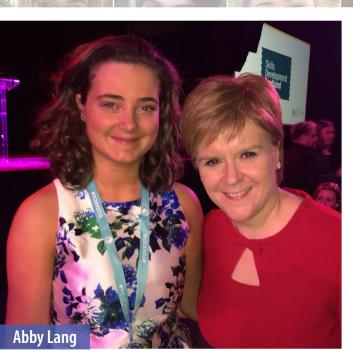
Having previously represented Birmingham Youth Parliament, I now am a member of Birmingham Aspiring Youth Foundation, and campaign on the right to education.

Through my campaigning work, I've now met the president of Pakistan, British MPs and members of the Royal Airforce. On every occasion, I share my message of peace.

ORGANISATIONS WORKED WITH: UK Youth Parliament, Birmingham Aspiring Youth Foundation

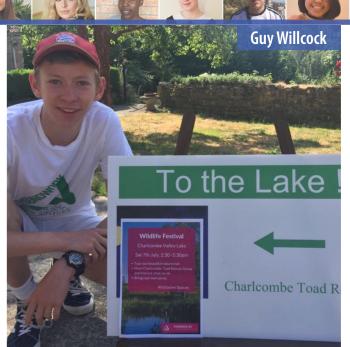


## We have a responsibility to use our privileges and opportunities to help make the world a better place.





















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 nonpolitical. 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: www.jubileecentre.ac.uk

# #iwill

All young people should be supported and empowered to be active citizens. That's why the #iwill campaign, comprised of over 1000 organisations from across the UK, aims to make participation in social action the norm for young people aged 10 to 20. Social action activities include volunteering, mentoring, peer education, campaigning, getting involved in a school or youth parliament, and fundraising. The campaign was launched in November 2013 by HRH The Prince of Wales and the leaders of the three main political parties. Since then, we have influenced a range of organisations to lay the foundations for a radical shift of both society's perception of young people and the role they play in society.

To find out more: <u>www.iwill.org.uk</u>