



THE  
JUBILEE CENTRE  
FOR CHARACTER & VIRTUES

UNIVERSITY OF  
BIRMINGHAM

#iwill

Celebrating the character of young people  
taking action to help others

 step up to serve



*Only a life lived in service to others is worth living.*

ALBERT EINSTEIN

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## CLARENCE HOUSE

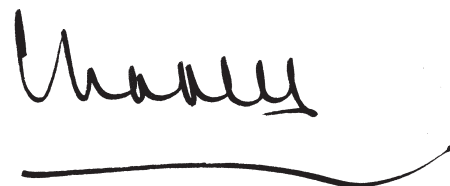
I could not be more proud of the remarkable young people featured in this brochure. They have all been appointed as Ambassadors to support the #iwill campaign, which I was delighted to launch in November last year together with the Prime Minister, Deputy Prime Minister and Leader of the Opposition.

I am particularly pleased that the campaign – to double the number of young people taking part in meaningful social action by 2020 – has made such a tremendous start. Giving all young people the opportunity to become involved in practical action in the service of others has been an ambition of mine for many years. The young people in this brochure are wonderful trailblazers and I hope their stories of success will inspire many others to support this campaign.

Each and every one of the #iwill Ambassadors, who are kindly supported by the Jubilee Centre for Character and Virtues at the University of Birmingham, has an incredible story to tell. I hope you will enjoy reading such heart-warming stories of young people who have raised thousands of pounds for good causes, campaigned on issues about which they feel passionate, or cared for others, all to make a positive difference in their communities. What is more, they have also benefitted personally by demonstrating qualities of leadership, compassion, gratitude, courage and resilience. It is stories like those featured here that show that, no matter who you are or where you come from, everyone can make a difference.

What is unique about this campaign is that it is essentially a team effort. Put quite simply, it cannot succeed without the support of organizations and individuals from across the country. Over the past year, with the help of over one hundred organizations, the campaign has already achieved great things. I cannot tell you how immensely grateful I am for this support.

But there is so much more to do. I would warmly encourage you to read these inspirational stories that show the enormous impact that youth social action can have on both young people and their communities. And I can only urge those of you who are considering support to take the leap and join this important movement, so that taking practical action in the service of others becomes a normal part of life for every young person in the United Kingdom.



# Introduction

This publication showcases 50 inspiring 10-20 year olds who are leading fantastic social action in their communities. The Jubilee Centre for Character and Virtues and the #iwill campaign is recognising and celebrating the achievements and good character of these 50 young people, but they represent the thousands of young people across Britain who, every day, undertake practical action in the service of others to create positive change in their communities.

The young people featured come from a variety of backgrounds but all have one thing in common – a passion and desire that drives them to find time to help others. From climbing mountains to raise money for charity, to saving lives, these young people have achieved incredible feats.

All of these young people were selected to be #iwill Ambassadors because they demonstrate a strong commitment to social action, and have inspirational stories to tell – stories which bring alive the double benefit of youth social action. Not only are these young people giving a great deal but they also have the opportunity to build their character and skills in the process. They describe how they have developed the virtues of courage, compassion, resilience and many other character qualities on their social action journeys. It's clear that for many, social action has become a habit that will stay with them for life.

What is perhaps most impressive about the Ambassadors is not necessarily what they have already achieved, remarkable though this is, but what they will accomplish in the future. Not only have these young people promised to share their social action story with others, to encourage more young people to get involved, but the #iwill pledge that each has made in this publication is a commitment to continue making a difference to others.

The stories featured in these pages are a celebration of all the young people who currently participate in youth social action. We hope they will inspire many more to join them.



**Professor James Arthur**  
Director:  
Jubilee Centre  
for Character and Virtues



**Charlotte Hill**  
CEO:  
Step Up To Serve

# STEP UP TO SERVE YOUTH ADVISORS

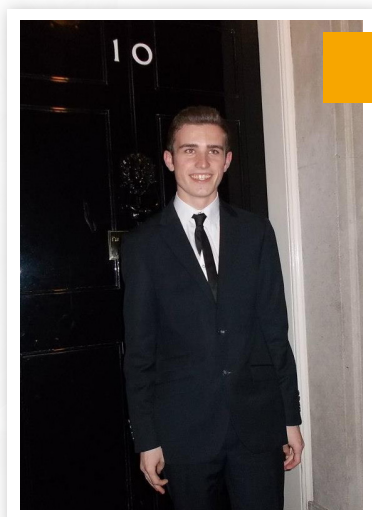
Young people are an integral part of Step Up To Serve as an organisation, helping to promote the #iwill campaign. The following five dedicated young people advise Step Up To Serve on its strategy and priorities, and each has an inspirational social action story of their own to tell.

## Chloe Donovan, Trustee, Step Up To Serve

Chloe first became involved in social action aged 12. Since then, Chloe has spent four years as the UK Youth Parliament member for South Norfolk, representing the views of young people within the district and county council. She campaigned on a range of issues, from access to higher education to votes at 16. Chloe is now a Young Facilitator for the National Council for Voluntary Youth Services, is the only young person to sit on the Canal & River Trust's Council, and Chairs their Youth Engagement Advisory Group.



**#iwill** *be a committed Trustee of Step Up To Serve and advocate the opinions of other young people on the issues that are important to them.*



## Louis Stokes, Trustee, Step Up To Serve

Louis started volunteering for the NSPCC aged 11. He's helped to influence a change in the law around sex and relationships education and recently became one of ChildLine's youngest counsellors in the UK. He offers support and guidance to vulnerable young people, often in life-threatening situations. At school Louis was Chair of his school council, and has influenced both the school curriculum and teacher recruitment policies. Louis has also volunteered for the National Citizen Service, and campaigned for better access to mental health services for children and young people in Sheffield.

**#iwill** *be a committed Trustee of Step Up To Serve and promote the campaign to others to help double the number of young people involved in social action by 2020.*



### Mita Desai, Step Up To Serve Advisory Council member

Now Chair of the British Youth Council (BYC), Mita first signed up to a youth service aged 16. She became an ambassador for Britain in the 2009 European Youth Exchange programme, a delegate for the 2010 World AIDS Conference in Vienna, managed a camp for disadvantaged young people in New York, and was first elected on to the BYC Board of Trustees in 2012. She received an Outstanding Contribution award for her dedication to mentoring with charities such as PASS, the National Citizen Service (NCS), DebateMate and Envision. Mita currently develops curriculum for NCS with The Challenge.

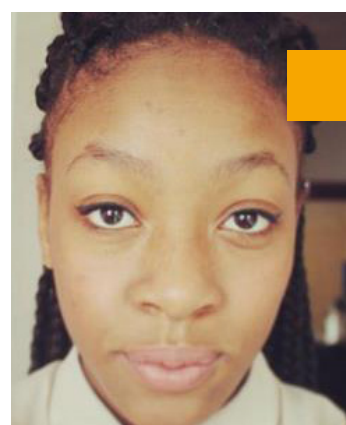
**#iwill** empower young people to register for and vote in the 2015 general election, supporting young people to get involved in their communities and democracy locally, nationally and internationally, making a difference as volunteers, campaigners, decision-makers and leaders.

### George Fielding, Step Up To Serve Education Working Group member

Born with Cerebral Palsy, George was the first wheelchair user to complete his Bronze Duke of Edinburgh's Award, played an important role in designing his new local youth centre, is the former Vice Chair of Mole Valley Young Voice and councillor for Surrey Youth Parliament, has been an active ambassador for Whizz-Kidz for eight years and has Chaired their Board of Ambassadors since July 2012. This year, he was the youngest recipient of a British Empire Medal for services to young disabled people and their families.



**#iwill** ensure that young people have more autonomy over their education and are empowered to volunteer.



### Chanté Joseph, Step Up To Serve Communications Working Group member

Chanté is Vice Chair of Participation and Development at the British Youth Council, Team V leader at Vinspired, Partnerships Manager at One Big Community and a grant maker for BBC Children In Need. She is also Chair of Trustees for 'The Angels Initiative'. Chanté works with charities such as Mentor UK and Alcohol Concern on their youth boards and prior to this she was the Member of Youth Parliament for Brent, representing the area in the annual House of Commons debate for two consecutive years.

**#iwill** continue to encourage young people to engage in youth social action and help them be the change they want to see in their society.

# RHAMMEL AFFLICK

Name: Rhammel Afflick

Age: 20

Where I Live: Greater London



*“Social action is part of who I am. In taking action for the communities around me, I know that the skills I’m learning are invaluable in both my personal and my professional life.”*

## MY SOCIAL ACTION JOURNEY

My social action journey goes back a long way. It began when I was just 11 years old and elected to Kingston Youth Council. I went on to be elected as Member of Youth Parliament for Kingston aged 14, and then the London representative to the Procedures Group (PG) for the UK Youth Parliament. My main role for the PG is to inspire, support and train youth representatives from across London, and plan regional Conventions for over 100 young people. I also have responsibility for policies, procedures and national events, and have led

on social media for the British Youth Council, as well as acting as media spokesperson on their campaigns.

I recently started my own business, Rhammified Media, but I still find time to volunteer – I’m currently involved in a new coalition of young people in London called One Big Community, which aims to reduce youth violence.

### KEY CHARACTER QUALITIES AND VIRTUES

**Entrepreneurship | Compassion**

### The adult who has most inspired me to get involved in social action is ...

David Clark, Deputy CEO of the British Youth Council.

## MY SOCIAL ACTION PLEDGE

*#iwill continue to campaign and support charities who seek to empower young people’s voice in London and across the UK whilst persuading others to be active in democratic life.*



# SAEED ATCHA

Name: Saeed Atcha

Age: 18

Where I Live: Greater Manchester

*“Setting up Xplode Magazine has had a huge impact on my character – I’m so much more motivated, driven and confident.”*



## MY SOCIAL ACTION JOURNEY

At the age of 15 I set up Xplode Magazine Bolton with the aim of increasing the positive press surrounding young people. At the time, over half of the press coverage surrounding young people was negative. I decided to do something about it. In September 2011 I got a group of friends together to change these negative stereotypes – locally, at least. Young people are brimming with enthusiasm, drive and talent – why make us invisible? At Xplode we encourage a positive mindset: our motto for young people is ‘I can!’

We foster this mindset throughout the organisation, and now, Xplode is a registered

charity which advances the education of young people in Bolton and Greater Manchester. Xplode has helped 66 young people gain skills over the past 12 months and achieve their potential.

As Managing Director and Chair of Xplode, I manage a team of hardworking and talented volunteers, and I’m really proud to work alongside them.

## KEY CHARACTER QUALITIES AND VIRTUES

**Creativity | Leadership**

## The adult who has most inspired me to get involved in social action is ...

Ronan Dunne, CEO of O2, who believed in and funded my project through O2 Think Big.

## MY SOCIAL ACTION PLEDGE

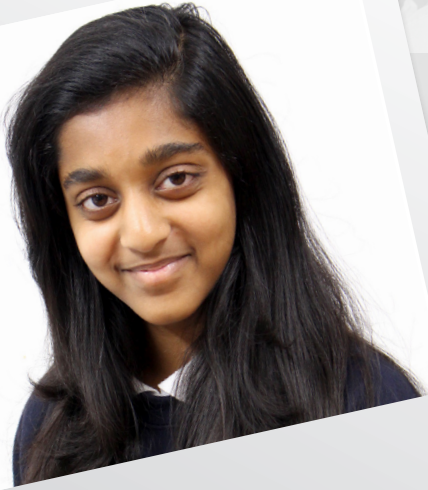
**#iwill** enable more young people to realise and achieve their potential through volunteer roles at Xplode, the charity I founded.

# AVISHKA ATTANAYAKE

Name: Avishka Attanayake

Age: 14

Where I Live: Greater London



*“I enjoy social action because I love to see people smiling.”*

## MY SOCIAL ACTION JOURNEY

I used to be the kind of student who would blend into the background, but when I was 13 I started getting involved in the youth empowerment charity Free The Children. That's when I changed. I helped out on different projects like 'We Are Love', selling badges to raise over £300 for schools in Haiti! Then there was 'We Are Silent', when I pledged a vow of silence to raise awareness about people whose free speech is denied around the world. I managed to get the whole of my school year to go silent – our teachers loved it!

I'm also involved with a local bus campaign that's organised by several schools in my area.

**The adults who have most inspired me to get involved in social action are ...**

Ms Doona (Deputy Head, Hendon School) and Miss Cameroon (my English teacher).

We're trying to let people know about the dangers of buses – a lot of the students in my school take the bus, so we're trying to make it safer for all of us. I even spoke to my local MP about the campaign!

I've improved in my own skills, too. I communicate better, I enjoy being a leader and working in a team, and I'm good at persuading my friends to give up their time as well. Social action has really changed who I am, let alone the lives of all the people I've helped!

**KEY CHARACTER QUALITIES AND VIRTUES**

**Justice | Teamwork**

## MY SOCIAL ACTION PLEDGE

**#iwill** inspire other students to join Free The Children and educate all new students at school about what social action really is.

# CRAIG BATEMAN

Name: **Craig Bateman**

Age: **17**

Where I Live: **Worcestershire**



*I have always had a genuine passion for using my skills to make a real difference in my community, and I believe that I have been able to create new and exciting opportunities for the next generation.*

## MY SOCIAL ACTION JOURNEY

Since the age of five I have been a member of the Boys' Brigade, rising to a leadership role in recent years. I have completed the Queen's Badge, the highest badge available in the Brigade. To complete this badge I took part in a 'Building Your Skills' course and helped out in my local community and church. I also organised a residential trip to the twin town of my hometown with five other young people.

The Boys' Brigade inspired me to take action elsewhere in society. I have been a Member of Worcestershire Youth Cabinet since March 2013,

which has led to further involvement in social action through YouthNet, Model Westminster, and Student Voice.

My public service has made me consider what my priorities are for young people today, and so I have adopted three election pledges: fairer public transport, tackling negative stereotypes, and providing greater opportunities to young people in the local community.

### KEY CHARACTER QUALITIES AND VIRTUES

**Citizenship** | **Justice**

### The adult who has most inspired me to get involved in social action is ...

Jonathan Salter, an officer in the Boys' Brigade until he passed away in June 2014.

## MY SOCIAL ACTION PLEDGE

**#iwill** continue working to ensure that young people have a voice, influence and a place in society, making sure that they are at the centre of key decision-making and are a real driving force in planning for the future.

# IVAN BECKLEY

Name: Ivan Beckley

Age: 19

Where I Live: Greater London



*“Not only has volunteering helped those in my community, but it has massively shaped the person I am today, and the person I will be tomorrow.”*

## MY SOCIAL ACTION JOURNEY

I've been involved in social action since I was just 13. I started as a Lance Corporal in the Army Cadets, supported Age Concern, and just recently I committed to a year of volunteering, giving 1,700 hours to City Year UK. I've been working in my community supporting young people to overcome the struggles they face – support that I wish I'd had growing up in Southwark.

My service year at City Year has, without a doubt, taught me that young people in the UK

today need guidance, and need someone to believe that they can change the world, because unfortunately too often all they hear is “can't”. But that just isn't true. I know that my social action experience – with City Year and for Age Concern – has had a huge impact on the world around me and on me as a person, helping me grow my confidence and communication skills.

## KEY CHARACTER QUALITIES AND VIRTUES

Self-Discipline | Optimism

**The adult who has most inspired me to get involved in social action is ...**

My mother, Joya Beckley.

## MY SOCIAL ACTION PLEDGE

*#iwill continue to inspire young people to believe that they can accomplish anything and become successful doing what they enjoy in life!*

# REBECCA BRUNSKILL

Name: **Rebecca Brunskill**

Age: **18**

Where I Live: **Merseyside**



*“Taking part in social action has given me the confidence and energy to do anything I put my mind to! It has shown me that even if you only have a little, you can still make a big difference.”*

## MY SOCIAL ACTION JOURNEY

I first got involved in social action through the National Citizen Service (NCS) in 2012. I spent 30 hours volunteering, putting on a family fun day for disadvantaged young people, and mentoring children living in a deprived part of Liverpool on the Edmund Rice Summer Camp. It inspired me to want to do more, so I joined the UK Youth Parliament as the Liverpool representative. I've had so much fun campaigning and working with regional groups on what matters most to young people.

I'm now an NCS Leader in the North West, which has given me the confidence to go and speak to

people from completely different backgrounds to me. I'm involved in a charity called 'OnthisRoc', helping blind children and adults experience the thrill of rock climbing for the first time, and I'm helping children become more confident readers through the Wirral Successful Reading Partnership. All these experiences have shown me that there are real benefits from giving up some spare time to help somebody else – not only to the person being helped, but to the volunteer as well.

## KEY CHARACTER QUALITIES AND VIRTUES

**Confidence** | **Courage**

## The adult who has most inspired me to get involved in social action is ...

Nobody in particular, but I've always had encouragement from my parents to go out and try new things.

## MY SOCIAL ACTION PLEDGE

**#iwill** *change the negative stereotype surrounding young people, to encourage more young people to volunteer in their communities.*

# JONATHAN BUSWELL

Name: Jonathan Buswell

Age: 20

Where I Live: West Midlands

*“Judgements prevent us from seeing the good which lies beyond appearance.”*



## MY SOCIAL ACTION JOURNEY

I'm committed to building social enterprises and to helping those young people often overlooked in mainstream society. That's why I started Garden Gnomes, a social enterprise which is dedicated to keeping gardens beautiful so that people can enjoy what little sun we have in Britain! Our staff are young people who have been given Anti-Social Behavioural Orders and other young people who are excluded from society.

From society's so-called 'bottom', Garden Gnomes has taken me to the top of society – proof, if any were needed, that young offenders

give and donate positively to our community, challenging the negative stereotype. I've met HRH The Prince of Wales and reached the final of the National Entrepreneur competition, when I pitched to HRH The Duke of York and Dragons' Den's Peter Jones! I'm now aiming for an UnLtd higher level award. I've also learnt key skills in public speaking and gained so much confidence in myself and my own ideas that I feel I can succeed in all areas. It's a great feeling, and a fantastic way to live your life.

## KEY CHARACTER QUALITIES AND VIRTUES

Justice | Gratitude

## The adults who have most inspired me to get involved in social action are ...

The police. I was arrested numerous times when I was younger, and the last time was when I was 15, which is when I decided to turn my life around.

## MY SOCIAL ACTION PLEDGE

*#iwill encourage 50 young people around the UK and Ireland to start social ventures and projects in their communities by speaking publicly in schools, colleges and universities.*

# AYRTON CABLE

Name: **Ayrton Cable**

Age: **11**

Where I Live: **Greater London**

*“I’ve learnt that we kids can make an amazing difference when we believe in ourselves. So believe in yourself!”*



## MY SOCIAL ACTION JOURNEY

I first decided to change the world when I saw Al Gore’s ‘An Inconvenient Truth’ with my dad. I now spend most of my free time trying to help other people. I’m only 11 but I’ve already appeared in local and national newspapers and on local radio! At age 10 I became an ambassador for the charity TearFund which is trying to stop poverty around the world, and I travelled to Malawi to find out more. I think it’s a scandal that there’s enough food in the world for everyone, but that some people go to bed hungry or starving every night.

This led me to become an ambassador for The 100Hours, a campaign aiming to end

world hunger. If it wasn’t for The 100Hours and TearFund, I would never have thought about starting my own campaign called ‘365 ways to change the world’, with the goal of bringing everyone’s attention to the plagues of factory farming and the use of conflict minerals. I want to stop the damage they cause to the world.

Since I started volunteering I’ve become a confident public speaker and someone who gains pleasure and a sense of achievement every time I encourage another young person, like me, to help to change the world.

### KEY CHARACTER QUALITIES AND VIRTUES

**Compassion | Vision**

**The adult who has most inspired me to get involved in social action is ...**

My dad.

## MY SOCIAL ACTION PLEDGE

**#iwill** help a social enterprise called EnSo to get started, which will build eco schools for kids to get involved in changing the world and lift themselves and their families out of poverty.

# JORDAN CALDWELL

Name: Jordan Caldwell

Age: 17

Where I Live: County Antrim



*“I feel that social action has changed me as a person for the best and given me a totally different outlook on life. I now know that I have no need to be ashamed about my illness and I don't need to hide away.”*

## MY SOCIAL ACTION JOURNEY

For me, social action has been a way of dealing with challenges and learning from them to help others. When I was 12 I was diagnosed with anorexia. My eating disorder was triggered by the tragic deaths of close family members which coincided with me being dropped by my local football team, and it all became too much. I was unable to cope with my emotions, and put all my energy into compulsive exercise and refusing to eat and drink. It was scary: it was almost like someone else was in control of my body.

But through the help of Fixers I was able to see that I had a problem and, even better, that my

problem had a solution. Now I'm in recovery and I'm only too aware about how much anyone can improve their health if they just keep a little faith. I've learnt that eating disorders like anorexia are not just about food, but are also about feelings. I know now that helping anyone at all is a bonus, even if it's helping people one by one. By sharing my story and educating other young people about anorexia through creating a documentary and conducting webinars, that is exactly what I'm trying to do.

## KEY CHARACTER QUALITIES AND VIRTUES

Courage | Empathy

**The adult who has most inspired me to get involved in social action is ...**

Ben Mudge, my personal trainer.

## MY SOCIAL ACTION PLEDGE

*#iwill continue to keep fighting and raising awareness of anorexia, especially in males, and to help others fight the illness.*



# SHAE CALLAGHAN

Name: **Shae Callaghan**

Age: **11**

Where I Live: **West Midlands**



*“Social action has helped me stay out of trouble and given me things to do instead of being on the streets.”*

## MY SOCIAL ACTION JOURNEY

In May 2014, I started the Sport 4 Life UK Young Leaders project. It's for young people aged 10-14 to lead a sports event in their community and raise money for a local charity, as well as volunteer with the organisation.

I helped organise a sports event and was in charge of helping people learn archery. I spent the whole day teaching other people and really enjoyed it. I decided to support an anti-knife crime charity because I have been in trouble

with the police before and I sometimes have anger management problems, so it's a cause that I really care about.

Through this project, I feel much more confident to take on new challenges and try things I've never done before.

## KEY CHARACTER QUALITIES AND VIRTUES

**Leadership** | **Compassion**

## The adults who have most inspired me to get involved in social action are ...

Aunty Pat and kickboxer Kash The Flash.

## MY SOCIAL ACTION PLEDGE

**#iwill** help new young leaders through the Sport 4 Life UK Young Leaders project.

# DANNY CHADWICK

Name: Danny Chadwick

Age: 13

Where I Live: Denbighshire



*“I used to have problems at school and spent lots of time in the quiet room for being naughty. But through social action I have turned myself around and my behaviour at school has improved a lot.”*

## MY SOCIAL ACTION JOURNEY

I really enjoy volunteering. I've been part of North Wales Young Dragons/Dreigiau Ifanc Gogledd Cymru for two-and-a-half years now, which means I get to work with uniformed youth organisations across Wales. I chose to be a Young Firefighter in Prestatyn, helping with fundraising, litter picks, marshalling, meeting and greeting, helping at events, bag-packing, and supporting environmentally-friendly projects. I've taken part in 42 community activities since I started, spending around 190 hours helping the Young Dragons raise an amazing £36,000 for charities such as St Kentigern Hospice, Erbs Palsy, and the St Asaph Flood Relief Appeal.

Through Young Dragons I met my friend Harriet, and we help each other with our volunteering. It makes volunteering a lot of fun and has inspired me to want to do more to help other people.

My social action has taken me all over North Wales, built on my confidence and is making me a better person. A young person the community can be proud of.

## KEY CHARACTER QUALITIES AND VIRTUES

Community Awareness | Friendship

## The adult who has most inspired me to get involved in social action is ...

Gerry Frobisher MBE, Gwirvol Youth Volunteering Advisor for Denbighshire.

## MY SOCIAL ACTION PLEDGE

**#iwill** continue to serve my community through my volunteering and inspire others to make a difference by the example, commitment and enthusiasm I show in helping others.

# GRACE CHAPLIN

Name: Grace Chaplin

Age: 18

Where I Live: Hampshire

*“When you start to recognise that you have been of help to a team of people whose focus is the improvement of lives, a lonely patient or a worried young volunteer, the amazing feeling you get is incomparable.”*



## MY SOCIAL ACTION JOURNEY

I used to be really shy. But that all changed when I started helping out at Southampton General Hospital. I soon realised how I could help others, and at the same time I became so much more confident, especially when it came to getting to know new people.

I've taken on quite a few activities at the Hospital, including volunteering in the wards, helping to mentor other students who have come to volunteer, and starting up an e-newsletter to keep everyone updated on the good work

we've been doing at Southampton General. I even helped to develop another young person's volunteer role in the Emergency Department.

Now I'm able to organise new volunteers and check and negotiate with the Volunteer Manager about what we're able to do. It's such a wonderful opportunity to start new initiatives and develop as a person at the same time.

### KEY CHARACTER QUALITIES AND VIRTUES

Compassion | Confidence

### The adult who has most inspired me to get involved in social action is ...

Malcolm Kitson MBE, the volunteer mentor at University Hospital Southampton NHS Trust.

## MY SOCIAL ACTION PLEDGE

**#iwill** *continue to train and mentor volunteers, and produce newsletters that will bring the community closer together.*

# SOLOMON CURTIS

Name: **Solomon Curtis**

Age: **18**

Where I Live: **East Sussex**

*“Seeing the tangible outcomes of my social action inspires me not only to continue, but to inspire others to do so. To me, social action defines the British values of solidarity, tolerance and respect. It’s time for our generation to inspire an aspiring generation.”*



## MY SOCIAL ACTION JOURNEY

I’ve been involved in social action since 2011, when I joined the East Sussex Youth Cabinet. Since then, I’ve had numerous roles within youth politics, being elected onto the UK Youth Parliament to represent Hastings, Bexhill and Upper Rother, and getting the opportunity to speak in the House of Commons in 2012. In August 2013, I was elected Vice-Chair (Campaigns and Communications) for the British Youth Council (BYC). I’m passionate about education, and jumped at the chance to get involved in the BYC Youth Select Committee, where I’ve helped work on their ‘Curriculum for life’ campaign to revolutionise the way we teach citizenship and PSHE in the UK.

Most recently, I’ve joined Project Participate – a social enterprise that promotes youth participation, empowering young people to make a positive impact on their local communities. I’ve realised that social action comes in many shapes and sizes, but whether you’re volunteering with a local charity or running a national campaign, one thing is for sure: it can have an amazing effect on people and on society.

## KEY CHARACTER QUALITIES AND VIRTUES

**Citizenship** | **Respect**

**The adult who has most inspired me to get involved in social action is ...**

Bev Carter, my support worker at East Sussex County Council.

## MY SOCIAL ACTION PLEDGE

**#iwill** *continue to engage young people in politics and democracy by working with key decision-makers and organisations.*

# EVANGELINE FOSTER

Name: **Evangeline Foster**

Age: **16**

Where I Live: **Essex**



*“Social action taught me that young people can make a positive impact in the community when they harness their energy and enthusiasm. Each of us should do what we can, when we can to help someone or serve the community.”*

## MY SOCIAL ACTION JOURNEY

Making a difference to others is a big part of my life. I'm a member of Epping Forest Youth Council, improving services and challenging negative stereotypes of young people in the local area. Just recently at the local church, I read the names of local people who had died in the First World War, and laid a wreath on behalf of the Youth Council. I'm also part of the Police Commissioners Forum, working to reduce youth crime, and I'm hoping to start an anti-bullying project for teenagers soon too.

But I think my greatest social action achievement is swimming the English Channel last year in a

teenage relay team to fundraise for the Teenage Cancer Trust. It was tough – for four months, I spent seven hours a week training for it. But it was so worthwhile, because we raised £3,500 and learnt a lot in the process, like how to keep going even when things are hard. Swimming is a real passion of mine, and I volunteer every week to help children learn to swim. It's a brilliant way to develop my leadership skills and help others at the same time!

## KEY CHARACTER QUALITIES AND VIRTUES

**Citizenship** | **Determination**

**The adult who has most inspired me to get involved in social action is ...**

My mum.

## MY SOCIAL ACTION PLEDGE

**#iwill** take a leadership role to inspire young people to contribute to their community.

# HARRIET FROBISHER

Name: Harriet Frobisher

Age: 20

Where I Live: Denbighshire



*“I have a physical disability and have always struggled to take part in games and numerous activities – even riding a bike. Volunteering has given me the courage and confidence to make something of my life.”*

## MY SOCIAL ACTION JOURNEY

For my whole life I have suffered from Erbs Palsy, a birthing disease, and Irlens Syndrome which affects my quality of life. Despite these setbacks I have found that volunteering gives me a focus that I can't resist: I love helping others!

As a Guide, I've been part of North Wales Young Dragons/Dreigiau Ifanc Gogledd Cymru for four years, working with other uniformed youth organisations throughout Wales. I've taken part in 79 community based activities which have amassed over 370 hours in volunteering time. This has helped the Young Dragons raise over £36,000 for charities who help people with diseases such as motor neurone disease and

diabetes, charities like Marie Curie Cancer Care and Great Ormond Street Hospital, and also I SPY Anti-Bullying.

Of course I couldn't do it alone, and along with my friend Danny I know that together we can help loads of other people just by giving up our time. Volunteering always puts a smile on my face, whatever I'm doing! I've gained so many valuable life skills that I know will help me in the future, and the community I serve.

## KEY CHARACTER QUALITIES AND VIRTUES

**Friendship** | **Resourcefulness**

**The adult who has most inspired me to get involved in social action is ...**

My dad, Gerry Frobisher MBE.

## MY SOCIAL ACTION PLEDGE

*#iwill continue my volunteering in the community and now that I am an experienced volunteer I will keep encouraging and supporting younger people with or without disabilities in their volunteering by showing an example.*

# SOPHIE GREENER

Name: **Sophie Greener**

Age: **17**

Where I Live: **West Midlands**



*“Life is 0% what happens to you,  
and 100% how you deal with it.”*

## MY SOCIAL ACTION JOURNEY

I used to be someone without much self-esteem, and I cared a lot about how I looked. But doing yoga has completely changed the way I see things. Inspired by my yoga teacher Beckie, who showed me how to use yoga to challenge my negative body image, I began running weekly sessions across Coventry, funded by O2 Think Big, for girls aged 13-19. Here, they can learn yoga and talk about positive body confidence and natural beauty. I love these sessions, because I can really see the difference it's making to other girls like me.

It's also inspired me to start a bigger campaign on body confidence, promoting wellbeing and happiness. As part of the campaign, we're planning a yoga photo shoot soon to show the transformation of fake beauty to natural beauty, and we'll hopefully show the photos at Coventry POD (the Mental Health Service) and at secondary schools nearby. I want to show that beauty comes from the inside first, and it's so important to love and accept yourself just the way you are.

### KEY CHARACTER QUALITIES AND VIRTUES

**Resilience** | **Courage**

### The adult who has most inspired me to get involved in social action is ...

Beckie Hannah, my yoga teacher.

## MY SOCIAL ACTION PLEDGE

**#iwill** *keep fighting to prove to each and every girl that they are so beautiful, just the way they are, no matter what.*

# JACK GREGORY

Name: Jack Gregory

Age: 15

Where I Live: Kent



*Fundraising and volunteering have opened up a whole new world for me where I see things from a different perspective and can help make a difference.*

## MY SOCIAL ACTION JOURNEY

When I was younger I was badly bullied online and in school. I wanted that to stop and to help other young people who were suffering. So, I got in touch with the Diana Award and I was trained up as one of their Anti-Bullying Ambassadors. In my school I set up the 'sanctuary', a place where students can come to talk to me if they have any problems.

My journey has taken me to Facebook HQ to discuss cyberbullying, and to the European Parliament in Brussels to talk with MEPs. I won a Diana Award as an Anti-Bullying Champion, and I told my story on CBBC's Newsround, in the

Metro newspaper, and in the Medway and Kent Messenger. I also recently found out that I won a BBC Radio 1 Teen Award!

I now have the confidence to go into other schools to present in assemblies on the topic of tackling bullying. I am so much happier and I really feel that I have made a big difference to others. When I leave school, hopefully I can carry on doing that by working for an anti-bullying charity.

## KEY CHARACTER QUALITIES AND VIRTUES

Hope | Entrepreneurship

## The adults who have most inspired me to get involved in social action are ...

Mr Richardson and Mr Wall at St Simon Stock School, Maidstone, and Alex Holmes, Anti-Bullying Programme Manager at the Diana Award.

## MY SOCIAL ACTION PLEDGE

*#iwill continue to tackle bullying in my community and be that person someone can talk to.*



# ROSIE HEATON

Name: Rosie Heaton

Age: 17

Where I Live: Lancashire

*“Social action has changed my life and the person I am today. If you believe and achieve, anything can happen.”*



## MY SOCIAL ACTION JOURNEY

My social action journey started as a Brownie, and I've been a huge supporter of Girlguiding ever since. I went on to be a Guide, and although I'm now busy with college and a part-time job, I still find time to be a Young Leader for the 3<sup>rd</sup> Boothstown Brownie Pack.

I'm also a volunteer and Young Ambassador for the charity Meningitis Now. It's a cause close to my heart – I suffered from meningitis as a child, and tragically in 2012 I lost my best friend Alex to the complications following meningitis. Ever since, I've been determined to help others who suffer from the illness and its long-term

complications, as well as those close to them. I've organised Elvis Nights, zip wires at the Imperial War Museum, craft nights and much more, raising £6,000 in two years, and I'm often on social media and talking to the press to raise the profile of Meningitis Now. I recently received a grant to set up Project Sunshine, where shoeboxes are filled with small gifts for children and their parents and carers suffering from the effects of meningitis.

## KEY CHARACTER QUALITIES AND VIRTUES

**Resourcefulness** | **Generosity**

**The adult who has most inspired me to get involved in social action is ...**

Alex Williams, who was my best friend.

## MY SOCIAL ACTION PLEDGE

**#iwill** *continue to raise awareness of meningitis in the hope that it will inspire others to become more aware of the illness.*

# WAYNE INSTRELL

Name: **Wayne Instrell**

Age: **17**

Where I Live: **Bedfordshire**

*“Rugby has taught me that when you are given an opportunity, you should grab it with both hands, otherwise that opportunity may not come around again and you may regret it for the rest of your life!”*



## MY SOCIAL ACTION JOURNEY

When an England rugby player came into my school and gave us a one-off rugby coaching session, I was inspired to take up the sport. I knew that I wanted to play and coach rugby too. Finding a passion like rugby was a huge step for me, as I had been bullied at school and had been taken out of mainstream lessons. I knew that I needed something that could give me my self-confidence back, and rugby was it.

Now I play for a local rugby club, the Bedford Blues, every week. I also took part in the Sky Sports Living for Sport programme to help me find my confidence. Through that programme

I've been volunteering as a rugby coach for primary school pupils outside school time, and I was really proud to win the Student of the Year Award recently! All of this happened because I found something to do that I enjoyed. I'm no longer bullied at school, and I've also returned to mainstream lessons. Just by volunteering and contributing to something that was entirely new in my life, I've rediscovered who I am and am now doing really well at school.

## KEY CHARACTER QUALITIES AND VIRTUES

**Purpose** | **Future-mindedness**

## The adult who has most inspired me to get involved in social action is ...

Margaret Alphonsi, England and Saracens rugby player, who was my Sky Sports Living for Sport mentor.

## MY SOCIAL ACTION PLEDGE

**#iwill** *continue to be a role model within my school and community. I will do this by volunteering my own free time to coach rugby and mentor the young pupils. I want to inspire them and continue to have an impact on their lives.*

# GRACE KELLY

Name: Grace Kelly

Age: 12

Where I Live: Essex

*“Learning about different charities has really opened my eyes to the needs of others, and how I can help to make a difference.”*



## MY SOCIAL ACTION JOURNEY

I'm part of the 1<sup>st</sup> Hawkwell Girls' Brigade in Essex, and we do lots of fundraising together. This year I was in the 'Sound of Musicals', a production we put on to raise money for our local charity HARP helping people who are homeless. I've also helped my Nan with an afternoon tea event to raise money for breast cancer research, taken part in a fun swim to fundraise for sports equipment to send to Uganda, stayed awake at a giant sleepover to raise money to prevent human trafficking, baked for cake sales, and once I even cut off my hair as a fundraiser!

But I think the cause that I care most about is Alzheimer's. My Nan suffered from the disease, and she inspired me to support the Alzheimer's Society. I've come up with lots of fundraising ideas to raise money for the charity, and I like getting my friends and others from my Girls' Brigade group to join in too. I love working alongside others because it makes it so much fun.

## KEY CHARACTER QUALITIES AND VIRTUES

Generosity | Teamwork

**The adult who has most inspired me to get involved in social action is ...**

My Nan.

## MY SOCIAL ACTION PLEDGE

*#iwill encourage my friends and family to help in their communities and see the 'fun' in fundraising!*

# KYLE KINSELLA

Name: Kyle Kinsella

Age: 18

Where I Live: Greater London



*Volunteering has given me a purpose. Not only has it enabled me to build my own skills while supporting others, but it is also really fun and means I'm not just sitting at home. The people at the youth club I volunteer at have become my family and my life has been completely shaped as a result of my volunteering.*

## MY SOCIAL ACTION JOURNEY

Before I started doing my Duke of Edinburgh's Awards around three years ago, I had hardly any confidence and didn't socialise much outside school. I decided to get involved mainly because I wanted to go camping, not realising just how much of an impact it would have on my life. Now, I feel like a completely different person. As part of my Bronze and Silver Awards I volunteered for Phab Hounslow, a local youth club encouraging people of all abilities to come together on equal terms. I now spend 10 hours a week volunteering there, helping young people build communication and life skills, and it's inspired me to become a youth worker. I'm currently studying for my BTEC Level 3 extended

diploma in Health and Social Care, as well as working towards my Gold Award.

The volunteering has definitely been my favourite part of the Awards and has given me a real purpose. If it wasn't for that, I wouldn't be where I am today, which is why I'm passionate about getting young people at Phab Hounslow doing their Awards too. We've got our own group and our disabled members have the opportunity to complete their Expedition by canoe, which I hope to do for my Gold Award.

### KEY CHARACTER QUALITIES AND VIRTUES

**Beneficial Purpose** | **Caring**

### The adults who have most inspired me to get involved in social action are ...

Those at Phab Hounslow.

## MY SOCIAL ACTION PLEDGE

**#iwill** continue to help create awareness of young people with disabilities and to get more people involved with volunteering at local youth centres and care homes.

# LAUREN KNIGHT

Name: **Lauren Knight**

Age: **19**

Where I Live: **West Midlands**

*“I used to be shy, but once I started doing social action I became a lot more confident at making friends, and I felt really happy.”*



## MY SOCIAL ACTION JOURNEY

I recently got involved in Mencap's Young Ambassadors programme, organising a fundraiser for the Birmingham Dogs Home. Together with my group, I spent four months making frames and cake stands from old records, which we sold with sweets at our college to raise £120.61 for the Dogs Home.

Inspired by our fundraising, I wanted to get involved in more social action. Through Mencap, I gave a speech at the Law Society (I wrote it myself!) in front of a big audience about what

it's like to have a learning disability and how law professionals can help support clients who have learning disabilities too. Although I was scared at first about speaking in front of them, I enjoyed it in the end and was so proud to have supported Mencap. Social action has really helped develop my confidence, especially when it comes to meeting new people.

## KEY CHARACTER QUALITIES AND VIRTUES

**Courage** | **Empathy**

## The adult who has most inspired me to get involved in social action is ...

Ellie Cady, my Youth Coordinator at Mencap.

## MY SOCIAL ACTION PLEDGE

**#iwill** help people who are bullied, and tell lots of other young people at college about my volunteering to get them involved too.

# IRENE KOLAWOLE

Name: Irene Kolawole

Age: 15

Where I Live: Greater London

*“Confidence comes with time. You may shiver like a leaf in front of a judgemental crowd but don't let this defeat you. Water yourself with determination, fearlessness and passion then your confidence will surely flourish like a flower. You are you. You are great.”*



## MY SOCIAL ACTION JOURNEY

Through my work as a mentor, champion and personal tutor for Year 7 students at my school through Franklin Scholars I have helped some of the most vulnerable younger students grow in confidence and self-esteem. I've supported students who were struggling to settle into secondary school and helped them flourish in such a way that they are now set up for a happy and fruitful time at secondary school.

Normally I meet with these students weekly for

an hour at a time, and I can honestly say it's the highlight of my week. When I see them grow into themselves, there's no better feeling. At the same time, I've developed my own leadership skills including the ability to motivate and inspire others. I really feel like I have a purpose now, and that purpose is to help other people!

## KEY CHARACTER QUALITIES AND VIRTUES

Purpose | Patience

## The adult who has most inspired me to get involved in social action is ...

Jessica Barratt, CEO and Founder of Franklin Scholars.

## MY SOCIAL ACTION PLEDGE

**#iwill** continue to broadcast the happiness of volunteering and make a positive impact on people's lives by offering a loyal, helpful hand.

# AIMEE LAVERY

Name: Aimee Lavery

Age: 19

Where I Live: County Down

*Life is too short to think you are not capable of moving on with your life when obstacles are thrown in your way. Acknowledge what has happened, learn how to cope, stay strong and never give up! Always remember to spread a little happiness no matter when or where you are in your life for yourself and for others.*



## MY SOCIAL ACTION JOURNEY

When I was little, my Granddad suffered a stroke. It was really hard on him and my Granny, but they got through it and my Granddad found a way to carry on with his life. It made me realise that it can happen to anyone, and I decided I didn't want other people to go through something so difficult. So, I became an ambassador for the Stroke Association NI, taking part in street collections, fundraisers, 10k runs and community health fairs. At the health fairs, I give out information to the public about stroke prevention and the physical and psychological impact a stroke can have upon the person and their family.

My work with the Stroke Association has boosted my communication skills, so much so that I now feel confident giving presentations in public about strokes. It gives me such a feeling of satisfaction and a real sense of accomplishment that I've been able to help others. Inspired by my Granddad, who was a teacher and a Principal, I've decided to pursue a career in teaching, and I know all this experience I've had through social action will come in handy in the future.

## KEY CHARACTER QUALITIES AND VIRTUES

Pride | Communication

**The adult who has most inspired me to get involved in social action is ...**

My Granddad.

## MY SOCIAL ACTION PLEDGE

**#iwill** continue to raise awareness of the Stroke Association with all young people and adults to inspire them to get involved and help create a positive atmosphere in the community.

# NATASHA LAWTON

Name: **Natasha Lawton**

Age: **17**

Where I Live: **East Dunbartonshire**



*“What could be better than teaching someone to love the sport you love? Seeing the shy, nervous newcomer become a confident individual standing on the podium collecting their medals makes me so proud.”*

## MY SOCIAL ACTION JOURNEY

I used to struggle at school because of my dyslexia, but since I've started volunteering my whole life has changed. First I started helping out my kayak coach at the Glasgow Kayak Club. I really wanted to paddle competitively that year but because of my shoulder injury I wasn't able to. Instead my coach invited me to start coaching and now my self-confidence has shot up!

I also help with the Forth and Clyde Canal Society, volunteer at Russells Hall Hospital in Dudley with my grandfather, and I set up a Community Action Project at my school, Bishopbriggs Academy. Our aim is to get

as many people volunteering as possible. I set up the Project after training as an East Dunbartonshire Voluntary Action Volunteer Champion, which I couldn't wait to put to good use! I love encouraging other people to volunteer because I know how I've changed because of what I do. Now I'm much more positive, whether it's leading tour groups down the Forth and Clyde canal or purchasing 'Community Ambassador' badges for students at school, and I feel so much more confident in myself.

### KEY CHARACTER QUALITIES AND VIRTUES

**Resilience** | **Service**

### The adult who has most inspired me to get involved in social action is ...

Adam Rzepinski, my kayak coach.

## MY SOCIAL ACTION PLEDGE

**#iwill** *continue promoting canoe sprint to inspire the community to try something new.*



# PAULINE MEYER

Name: **Pauline Meyer**

Age: **20**

Where I Live: **Greater London**

*“Social action is so much fun – especially when I convince my friends to get involved too! I can really see the difference I make both individually and as part of a team.”*



## MY SOCIAL ACTION JOURNEY

I've been involved in social action for the last five years for a few different charities. I started out volunteering every week in my local Cancer Research shop, where I stayed for three years. I've also taken on various social action projects through my school. I travelled to Romania to support a local community to become more self-sufficient, raising all the money for the trip there myself. I also helped set up and run a Fair Trade shop, and organised a tea party for elderly people in my community. I mentored younger students too, and now that I've finished and I'm doing an apprenticeship, I still go back to help out on open days and talk to the Sixth Formers about coping with exam stress and social action opportunities they can get involved in. I've also

volunteered for Kids Company, Marie Curie, and for the last six months I've been volunteering for Immigrant Counselling and Psychotherapy (icap) and Team V, where I'm a leader responsible for recruiting others to help run social action projects.

There are so many things I've learnt through social action. I love the fact that it gives me a sense of purpose – I know I can make a difference to causes I really care about, and it's a great feeling.

## KEY CHARACTER QUALITIES AND VIRTUES

**Purpose** | **Citizenship**

## The adult who has most inspired me to get involved in social action is ...

Dr JR Lewis, my teacher.

## MY SOCIAL ACTION PLEDGE

**#iwill** create at least five volunteering opportunities for other young people to help me run three social action campaigns as part of vInspired's Team V programme.

# BEN MORANTE

Name: **Ben Morante**

Age: **12**

Where I Live: **Greater London**



*“It makes me happy when I help others.”*

## MY SOCIAL ACTION JOURNEY

When I was younger, I was a Cub Scout. I went every week and was really proud when I got the Chief Scout's Silver Award, which is the highest award you can get as a Cub. I spent over 40 nights away from home while I was there, and over 80 hours doing community work through litter picking, helping the elderly, and bag-packing.

I'm now Assistant Patrol Leader at the 2<sup>nd</sup> East London Scouts, and I've carried on helping others and my community. Last year, we did lots of fundraising for victims of the Philippines

typhoon, and we always support Remembrance Sunday. I especially love being part of the charity Neighbours in Poplar. It's a charity based close to where I live in Tower Hamlets, and it helps bring together people who feel lonely. I help where I can, and like spending time with the elderly people who come to the Sunday lunch and events that the charity holds for them. It's nice to feel part of my local community and get to know other people who live nearby.

## KEY CHARACTER QUALITIES AND VIRTUES

**Leadership** | **Community Awareness**

## The adult who has most inspired me to get involved in social action is ...

Vicky Thompson, my Cub Scout leader.

## MY SOCIAL ACTION PLEDGE

*#iwill continue litter picking to make my community cleaner, and will continue to support the elderly through the charity Neighbours in Poplar.*

# MORGAN MORRIS

Name: **Morgan Morris**

Age: **15**

Where I Live: **Fife**

*“I try to take every opportunity to help other people out.”*



## MY SOCIAL ACTION JOURNEY

I love being part of my local community, both in my spare time and at school. I live in a village, and every week I check with my neighbours to see if anyone needs a hand. I've also been involved in various local projects – from the Colourful Colinsburgh campaign, where I've planted tubs to make our village a nicer place to live, to setting up a worm farm, to baking for the local Colinsburgh Flower Show, all in between having a part-time job! I often hand out leaflets about events going on in the village to help bring the community together too.

I often volunteer at school as well, helping organise fundraisers when we have visitors, and running charity events such as discos on a regular basis. I've made it my goal to inspire as many other young people as I can to follow my lead in making a difference by helping their young and elderly community become more of a connected place.

## KEY CHARACTER QUALITIES AND VIRTUES

**Community Awareness** | **Kindness**

## The adult who has most inspired me to get involved in social action is ...

Kate McKenna, Chairperson of 'Colinsburgh Our Colourful Community'.

## MY SOCIAL ACTION PLEDGE

**#iwill** *continue to help people in my local community and at school, from handing out leaflets in my village to greeting the locals to our school at concerts and coffee mornings.*

# THOMAS MUNNELLY

Name: Thomas Munnelly

Age: 14

Where I Live: West Midlands



*“After seeing poverty first-hand, I have realised that happiness isn’t derived from wealth but instead is from within.”*

## MY SOCIAL ACTION JOURNEY

My social action journey has taken me around the world! The first big project I was involved in was in South Africa, where I asked schools and businesses to donate old sports equipment to some of the poorer schools around the country on Mandela Day.

Since then, I’ve barely stopped! Back at school in the UK, I supported CAFOD, organising tuck shops, cake sales and car washes. In 2013, I raised £300 for Mary’s Meals by organising a fundraising concert with my mum for 120 people. Through my youth group, I’ve helped raise over £7,000 to build a kitchen in Malawi, by organising themed fundraising events, like a University Challenge-style quiz.

Most recently, I was lucky enough to go on Free The Children’s Virgin Atlantic scholarship trip to India as one of the youngest participants. Helping build a school and a goat shed, learning the local language, and meeting other young people in the communities was such an incredible experience that’ll stay with me for life. I jumped at the chance to speak about it at We Day UK in March 2014, in front of 12,000 people at Wembley Arena. Now, I’m on Free The Children’s youth advisory board, where I’m developing my leadership and teamwork skills by working with others who are just as passionate about social action as I am!

### KEY CHARACTER QUALITIES AND VIRTUES

Pride | Curiosity

### The adults who have most inspired me to get involved in social action are ...

Marc and Craig Kielburger, founders of Free The Children.

## MY SOCIAL ACTION PLEDGE

*#iwill change young people’s opinion of social action from one that is negative, where they feel that social action isn’t cool, to a positive opinion in which social action is the best thing ever!*

# CHRISTIAN NUIJENS

Name: **Christian Nuijens**

Age: **11**

Where I Live: **Kent**



*“I raised funds for those who needed it by doing something I love, and our fundraising activities at school made me realise that there is so much you can do as a young person to help in the community.”*

## MY SOCIAL ACTION JOURNEY

I first got involved in social action via my school's charity project raising awareness for Harris HospisCare in Orpington, to improve the lives of patients. After researching the Hospice's needs, we decided to raise funds for a syringe driver. We organised events that raised more than £2,000 – enough for two syringe drivers! We also visited the patients to chat, play games and entertain them with music. I know how much this means to the residents there, as one told me how having the company of others is the best kind of charity there is.

But I wanted to help out even more, so I decided to set up my own charity donation webpage. I set myself a skiing altitude challenge over my Easter holidays, and I managed to double my fundraising target, raising over £1,000! All the money I raised went straight to Harris HospisCare. It's amazing that doing something I love like skiing can help so many other people!

## KEY CHARACTER QUALITIES AND VIRTUES

**Entrepreneurship** | **Generosity**

**The adult who has most inspired me to get involved in social action is ...**

Mrs Hartley, my teacher.

## MY SOCIAL ACTION PLEDGE

**#iwill** encourage everyone at school to pledge to get involved in some kind of social action, either individually, or as part of a group.

# MATTHEW OTUBU

Name: **Matthew Otubu**

Age: **19**

Where I Live: **Tyne and Wear/Middlesex**



*“The more time I spend in the service of others through doing social action, the more I learn about myself and how I can be an agent of change.”*

## MY SOCIAL ACTION JOURNEY

My social action journey has been a varied one. I've been a Youth Councillor for Newcastle City Council, a Member of Youth Parliament for Newcastle Central, Head Event Organiser at the European Youth Parliament UK and part of the Youth Leadership Team at Citizens UK. I've campaigned on education and transport, giving a keynote speech at the House of Commons in 2013, and supporting Make Your Mark. I'm also a big campaigner on healthcare issues, and I've been part of the Northern Clinical Senate Assembly for NHS England, and the Newcastle upon Tyne Hospitals NHS Foundation Trust. I also support charities as

Youth Commissioner and Graduate Ambassador for the National Citizen Service, and Children's Champion for UNICEF UK.

The Principal and CEO of my old school, Mr Jedras, used to tell me that I should always be the best I can be, uphold my integrity, and be compassionate to others. I always try to put his words into practice when I'm doing social action, and prove just how powerful the actions of a young person can be.

### KEY CHARACTER QUALITIES AND VIRTUES

**Compassion** | **Integrity**

### The adult who has most inspired me to get involved in social action is ...

Mr Jedras, Principal and CEO of my secondary school.

## MY SOCIAL ACTION PLEDGE

**#iwill** *continue to represent the best interests of young people in my generation, ensuring that their voices are heard in the political process and inspiring them to live life in the service of others.*

# HANNAH PALMER-DAVIS

Name: **Hannah Palmer-Davis**

Age: **19**

Where I Live: **Isle of Wight**



*“Volunteering for my local NHS Trust has not only made a difference to others, but it has given me a chance to build my confidence, and inspired me to pursue a career in medicine.”*

## MY SOCIAL ACTION JOURNEY

I'm passionate about helping others, especially in healthcare. I was inspired to start my social action journey by my dad, who sadly passed away from cancer when I was 17. He encouraged me to help, support and befriend people going through tough times and be the reason someone smiles every day. So, I became part of my local NHS Trust's Check It Out team – a group of 11-19-year-olds helping make healthcare services more accessible to young people. We identified barriers preventing young people from accessing services, and to overcome these we set up a website for young people to access health information, and a one-to-one 'Live Chat' app where young people can get confidential health advice.

I loved being part of Check It Out and decided to keep supporting the NHS, volunteering in my local hospital's Eye Department. It inspired me to study Medicine at Plymouth University, and become a St John Ambulance volunteer. I still remember what my Dad used to say to me, and whenever I'm chatting with a patient who is lonely or upset, I try my best to give them a little sense of normality by making them smile and feel valued.

## KEY CHARACTER QUALITIES AND VIRTUES

Compassion | Empathy

**The adult who has most inspired me to get involved in social action is ...**

My dad.

## MY SOCIAL ACTION PLEDGE

**#iwill** continue to help make the NHS more accessible for young people, and inspire more young people to help those who might be in need, even if it is just to provide a friendly face to talk to.

# DION PEARSON

Name: **Dion Pearson**

Age: **10**

Where I Live: **West Midlands**

*“Social action has really made me come out of my shell and be a lot more confident.”*



## MY SOCIAL ACTION JOURNEY

When my older brother went to prison almost three years ago, it really knocked my confidence. But soon I realised that I could turn that feeling into something positive by keeping other children out of trouble, and it's made a big difference to my life. I go to youth club now, and tell all my friends to come too to keep them off the streets. I'm also involved in Sport 4 Life, where we get to do loads of sport and make our area a safer place to be as well. I helped organise an anti-knife crime event through the Sport 4 Life UK Young Leaders project, which I really liked because I got to meet new people.

I've also been helping my local church with litter picking, which makes our community a lot nicer, and being out and about doing social action means other children have seen me doing a good thing and wanted to get involved themselves. I'm glad I got involved in social action, because it's helped me get my confidence back and it's a lot of fun too.

## KEY CHARACTER QUALITIES AND VIRTUES

**Courage** | **Community Awareness**

**The adult who has most inspired me to get involved in social action is ...**

My older brother.

## MY SOCIAL ACTION PLEDGE

**#iwill** *continue talking to others my age to encourage them to join Sport 4 Life, so that instead of getting into trouble they can do something good for their community.*



# EMMA PRITCHARD

Name: Emma Pritchard

Age: 13

Where I Live: Cheshire

*“Doing social action can make a huge difference but doesn't have to cost anything, just time and effort. Try it, and you'll see how much good you can do – and how much fun you can have!”*



## MY SOCIAL ACTION JOURNEY

My social action started at Kingsmead Primary School, through a buddy system where older pupils help younger ones. I've also been a Brownie and am now a Guide, working towards my Baden Powell Award.

I think my greatest achievements so far have been conquering Mount Snowdon aged seven with my friend Mia and our families, as well as taking on the Yorkshire Three Peaks Challenge when I was nine. It's all been to raise thousands of pounds for Leukaemia and Lymphoma Research, because my brother Jamie suffered from leukaemia when he was little.

**The adults who have most inspired me to get involved in social action are ...**

My big brother Jamie and my dad.

I'm also a big supporter of the Joshua Tree Holiday House and Support Centre, who help families with a child who has cancer. At the weekends and in school holidays I love spending time helping with fete stalls, selling raffle tickets, arranging and baking for cake sales and coffee mornings, doing sponsored walks and fun runs, and much more. Without a doubt, doing social action has made me a lot more confident – I used to be really shy, but now I'm happy to talk to anyone and willing to have a go at most things.

**KEY CHARACTER QUALITIES AND VIRTUES**

**Perseverance | Friendship**

## MY SOCIAL ACTION PLEDGE

**#iwill** *continue to support causes I care about and encourage friends and family to do so too.*

# DANIEL REDHEAD

Name: Daniel Redhead

Age: 20

Where I Live: North Lincolnshire



*“Social action has taken me on my own personal journey, making me a more rounded and confident individual willing to take on any challenge.”*

## MY SOCIAL ACTION JOURNEY

I became involved with fundraising for the charity Leukaemia and Lymphoma Research when my good friend, James, died of cancer when I was 15. I established the Winterton and District Branch of the charity in 2011, and my role involves leading a team of young people to arrange fundraisers and awareness-raising events. One of our branch's missions is to be an integral part of the community, benefitting our local area while raising funds for the charity – over £52,000 so far.

Many members of our team have been recognised for their dedication and commitment to the cause: 11 members of the team hold

Diana Awards, 13 members hold Lions Young Leaders in Service Awards, and I carried the London 2012 Olympic Torch through Scunthorpe. I'm also proud to be supported to do 100 hours of social action through Lloyds Scholars.

The Winterton and District branch was named as our hometown's charity by our mayor, and I believe our success comes from our ability to adapt our fundraisers to different situations. I am motivated to help those who are going through what my friend went through during his illness.

### KEY CHARACTER QUALITIES AND VIRTUES

**Dedication** | **Community Awareness**

### The adult who has most inspired me to get involved in social action is ...

Don Johnson, Winterton's local humanitarian.

## MY SOCIAL ACTION PLEDGE

**#iwill** raise £15,000 this year for Leukaemia and Lymphoma Research, keeping me and my team on track to reach our £100,000 target by 2017.

# SKY ROBERTS

Name: Sky Roberts

Age: 16

Where I Live: Lancashire

*“Social action has given me a sense of pride that my actions can benefit other people’s lives. I hope to inspire all young people to get involved because together we can make the world a kinder place.”*



## MY SOCIAL ACTION JOURNEY

Together with my sister Emma, I’m involved in all sorts of social action projects. I volunteered at my local retirement home as part of my Duke of Edinburgh’s Award, and I’m proud to say that I inspired Emma to choose to volunteer there too! I’ve also supported the charity Send a Cow to help people around the world who live in poverty, completed a sponsored swim for Children in Need, and I’m a Volunteer Police Cadet. I’m also passionate about supporting people who are homeless in Lancaster. I think it’s really important that we all take just a few hours from our week to help those who aren’t as lucky as we are.

Recently, I’ve spent time building my teamwork skills through activities such as canoeing, which have given me the confidence to encourage other young people to get involved in social action too.

I spent the summer on the NCS programme where I loved supporting a local cause, and can’t wait to get stuck in to my next social action project!

## KEY CHARACTER QUALITIES AND VIRTUES

Service | Open-mindedness

## The adults who have most inspired me to get involved in social action are ...

PC Kath Bromilow, and my parents.

## MY SOCIAL ACTION PLEDGE

**#iwill** *continue with my fundraising and volunteer work so that all homeless people will find hope and kindness in the world, because everybody deserves to have a place to belong.*

# EMMA ROBERTS

Name: Emma Roberts

Age: 15

Where I Live: Lancashire

*“Social action has opened my eyes to the fact that one person can make a difference and if everybody got involved the world would be a much kinder and happier place to be.”*



## MY SOCIAL ACTION JOURNEY

Social action is a big part of mine and my sister Sky's life. From cake sales to raise money and awareness for leprosy, to a sponsored walk for cancer awareness, helping at Northern Beat in the Grand Theatre, and playing my flute at a concert for a Ugandan charity, I always try to help others where I can. We both like to support our family, too. Our mum is currently expecting her twelfth baby, and our little brother was born premature, so we do what we can to help, and help other babies born premature – recently we donated my brother's baby clothes to the local hospital.

I'm also a Volunteer Police Cadet, and recently helped raise a lot of money for a little boy called Samuel who has lissencephaly so that he could get a new wheelchair. For my fundraising I was awarded the title Cadet of the Year which I'm really proud of. Soon, I'll be starting a voluntary placement at Scaleford retirement home and I'm really looking forward to it.

## KEY CHARACTER QUALITIES AND VIRTUES

Kindness | Resilience

## The adults who have most inspired me to get involved in social action are ...

PC Kath Bromilow, and my parents.

## MY SOCIAL ACTION PLEDGE

*#iwill befriend and spread happiness to all the elderly people I volunteer to help in my spare time, and continue to spread awareness of the importance of volunteering to other young people.*

# LORNA ROSTHORN

Name: **Lorna Rosthorn**

Age: **20**

Where I Live: **West Midlands**

*“Taking part in social action has developed my character and my ambition. My aim is to improve the quality of many people’s lives and in doing so, improve the communities we live in.”*



## MY SOCIAL ACTION JOURNEY

When I was 18, I was living at a YMCA in Somerset. Life hadn't been easy – I'd seen friends turn to crime because life in prison was easier than homelessness, and refuse early release because they thought they'd reoffend.

It was my key-worker who first encouraged me to approach Fixers. I started to lobby policy-makers to provide better support for young people at risk of reoffending, writing lyrics for a spoken-word film which I presented in front of youth justice professionals and policy-makers. I've spoken to Ministers and my local MP, who has agreed to raise the issue in parliament, and

knowing that my voice can be heard has had a huge impact on my self-esteem – so much so that I moved to Birmingham to complete an intensive access course, and I'm hoping to study criminology at university. I've spoken at the National Youth Justice Convention and worked with UserVoice to reduce the reoffending rate. I've also recently started a social enterprise with my partner helping ex-offenders change their lives for the better, primarily through work and education.

## KEY CHARACTER QUALITIES AND VIRTUES

**Resourcefulness** | **Communication**

## The adult who has most inspired me to get involved in social action is ...

Andy Deane-Williams, my key-worker when I lived in the YMCA Foyer in Bridgwater.

## MY SOCIAL ACTION PLEDGE

**#iwill** *continue to reduce the reoffending rate and equip disadvantaged people with the tools to make positive change within their lives. I will also encourage others to engage in social action in the hope that together we can make a difference and live better lives.*

# SARAH SHAIKH

Name: Sarah Shaikh

Age: 14

Where I Live: Surrey



*“Being a peer mentor has given me so much confidence and pride in helping other young people across the world.”*

## MY SOCIAL ACTION JOURNEY

I first learnt about how awful depression is for people of all ages when I read the Harry Potter books. I'd heard that J. K. Rowling created the 'Dementor' characters to represent depression and how when she was depressed she felt like all the happiness was being sucked away. Her stories made me want to help people suffering from mental health problems in any way possible.

So, I trained to be a MindFull (MF) mentor in school when I was 13 and trained to be a BeatBullying (BB) mentor after I turned 14. With the help of MF the other mentors at my

school and I planned a fun fair to teach younger students about mental health and the MF support offered in school and online.

I really enjoy mentoring and have benefited a lot during my experience on the MF and BB sites. I hope to continue the good work and to raise the profile of mental health problems and how one, or just a few, positive thoughts or memories could help you to overcome an illness such as depression.

### KEY CHARACTER QUALITIES AND VIRTUES

Hope | Compassion

### The adult who has most inspired me to get involved in social action is ...

J. K. Rowling.

## MY SOCIAL ACTION PLEDGE

*#iwill work towards raising awareness of mental health issues and bullying by spreading the word about services available to help young people, and hopefully remove the stigma of mental illness.*

# RHIANNON SWEENEY

Name: Rhiannon Sweeney

Age: 17

Where I Live: North Lincolnshire

*“Fundraising and volunteering have opened up a whole new world for me where I see things from a different perspective and can help make a difference.”*



## MY SOCIAL ACTION JOURNEY

When I was 14, I became a peer mentor and cyber mentor with Autism Training, where I volunteered to support younger students who had or were being bullied. It was a hugely worthwhile experience, and I've since gone on to do lots of social action in my local community. I recently did a bungee jump and a 10-mile sponsored walk to raise money for Leukaemia and Lymphoma Research – I've been a member of the Winterton and District branch of the charity for two years now – and I'm currently organising my own project where I'll be running a stall during National Small Change Big Impact Week.

I'm the proud holder of two Diana Awards, for being a Champion Volunteer and a Champion Fundraiser. I've also just been nominated as an Anti-Bullying Champion in the North Lincolnshire Community Champion Awards 2014.

I'm passionate about helping others, and I'm glad I'm able to make a difference in my community – it's made me the person I am today.

## KEY CHARACTER QUALITIES AND VIRTUES

**Citizenship** | **Determination**

**The adults who have most inspired me to get involved in social action are ...**

My parents.

## MY SOCIAL ACTION PLEDGE

**#iwill** continue to raise money for Leukaemia and Lymphoma Research, and help support anti-bullying charities.

# MIA TASKER-HALL

Name: Mia Tasker-Hall

Age: 13

Where I Live: Cheshire



*“I’m so proud of completing the Yorkshire Three Peaks Challenge – not only is it a feat that not many adults achieve, but I’ve also helped raise a lot of money for charity.”*

## MY SOCIAL ACTION JOURNEY

I’ve always enjoyed helping other people and communicating about causes that matter to me, to help people understand and support them. I volunteer at the Leftwich Brownie pack on Monday nights and am a Guide at 1<sup>st</sup> Rudheath Guides. Here I look after one of our Guides who has cerebral palsy to make sure she’s included in all the activities we do. I’m also developing my leadership skills by working towards my Baden Powell Award.

When I was eight years old, my friend Emma’s brother was in remission from leukaemia and I wanted to do something to support other children who were suffering from the illness.

So, after several months’ intensive training, I climbed Mount Snowdon with friends and family in aid of Leukaemia and Lymphoma Research, raising thousands of pounds.

Our incredible feat inspired me to go even further, and I set my sights on the Yorkshire Three Peaks Challenge, which I did in under 12 hours aged 10. Our success helped us raise even more money for charity. I’ve since completed the Scout Association Cheshire Hike, raising money for a Parkinson’s charity, an illness that affects my grandfather.

### KEY CHARACTER QUALITIES AND VIRTUES

Friendship | Communication

### The adults who have most inspired me to get involved in social action are ...

My parents.

## MY SOCIAL ACTION PLEDGE

*#iwill encourage other young people to take part in fundraising activities for local and national charities.*



# NADINE THOMAS

Name: **Nadine Thomas**

Age: **18**

Where I Live: **Rhondda Cynon Taf**



*“Achieving my Gold Duke of Edinburgh’s Award was a mountain-top moment for me, and from this I wanted to give something back to the Duke of Edinburgh’s Award and to young people.”*

## MY SOCIAL ACTION JOURNEY

For most people completing the Duke of Edinburgh’s Award, it is an end in itself, but for me it was only the beginning. Once I’d completed my Gold Award I decided that I wanted to help others who were trying to complete the same challenge. Through Girlguiding I was able to train as a Young Leader for the Duke of Edinburgh’s Award, and I could start helping others!

I’ve always thought of myself as a ‘doer’ and Girlguiding and the Duke of Edinburgh’s Award

helped me achieve my goals. I volunteer four hours a week during school time, but in the summer holidays I get to go away for weekends and for longer trips. I love volunteering and I love inspiring others to do the same. Thanks to Girlguiding and the Duke of Edinburgh’s Award I can do just that!

## KEY CHARACTER QUALITIES AND VIRTUES

**Teamwork** | **Leadership**

## The adults who have most inspired me to get involved in social action are ...

My mother, and Stephanie Price who opened up avenues and encouraged me to do the Duke of Edinburgh’s Young Leader qualification.

## MY SOCIAL ACTION PLEDGE

**#iwill** encourage young people to participate in the Duke of Edinburgh’s Award scheme and support them to achieve their Award.

# HARRY TINKLER

Name: Harry Tinkler

Age: 15

Where I Live: North Yorkshire



*“I started a group to support other children like me with an autistic sibling, because I didn't want other children to feel alone like I used to. It's given me confidence and the strength to stand up for others.”*

## MY SOCIAL ACTION JOURNEY

I'm a young carer for my brother, who has autism, and my social action journey started when I decided to help other young people like me. I set up the Action For Autism Families (AFAF) Siblings group with funding from O2 Think Big, where we meet up, have fun and support each other, as well as help raise awareness of autism. I'm planning to run an art therapy day for the Siblings group soon, where we'll try painting, drawing, sculpting and making music to help us describe how it feels to have an autistic brother or sister, and all the ups and downs we have.

Every month, I organise an AFAF film club, because the darkness and noise in a cinema can often make it difficult for children with autism to go. It's great to see how glad families are to be able to spend time together. After the first film club, one mum said "This is the first time my family has ever watched a whole film together. Thank you Harry for making that possible". I felt really proud.

### KEY CHARACTER QUALITIES AND VIRTUES

Pride | Creativity

**The adult who has most inspired me to get involved in social action is ...**

My mum.

## MY SOCIAL ACTION PLEDGE

**#iwill** continue to help and support siblings of autistic children through one-to-one and group work, and continue to raise awareness of autism.

# CALLIE TURNER

Name: Callie Turner

Age: 17

Where I Live: Derbyshire

*“As well as helping other people, social action has helped me too – I’m a much more confident person now and I believe it has helped me to find myself and my own character. Being an individual rather than following the crowd is definitely the way to go.”*



## MY SOCIAL ACTION JOURNEY

In 2012 I became an Anti-Bullying Ambassador at school, and haven't looked back since. I've been part of the TV documentary 'Bullied' with Jodie Marsh, visiting a school in Barnsley which had major problems with bullying to give workshops to staff and students. We turned the school around and it's now recognised for its anti-bullying work. After seeing the documentary, other schools requested help, so we hosted training days for them. I've also created an anti-bullying team at my new school, training them to help others and reducing the number of students being bullied by almost a third. I'm now part of the Diana Award's anti-bullying Youth Board, and I recently visited Facebook HQ

in Dublin with them to give advice on making Facebook safer for young people.

Through all this I've become much more outgoing – now, I wouldn't be scared about standing up and talking to hundreds of people, but two years ago I would find any excuse to get out of talking in front of a class. I've decided I want a career in youth, community and social work, so I can continue making a difference, because that's what I love doing more than anything.

### KEY CHARACTER QUALITIES AND VIRTUES

**Confidence** | **Open-mindedness**

### The adult who has most inspired me to get involved in social action is ...

Ann Foxley-Johnson, the anti-bullying coordinator at Springwell Community College, my old secondary school.

## MY SOCIAL ACTION PLEDGE

**#iwill** *continue to reduce bullying in my school and community and inspire others to make a difference too, in the hope that one day soon, the world will be a much nicer place.*

# ASTRUD TURNER

Name: Astrud Turner

Age: 16

Where I Live: Cumbria



*“There’s always time to help others, and it’s worth it however much or little you can do.”*

## MY SOCIAL ACTION JOURNEY

I love volunteering and encouraging others to get involved too. I’m part of the Scouts and the Guides, where I’ve helped out in my local community and countryside, developing and preserving it, and raised money and awareness for charities. I also help increase awareness of Scouting in the local area, and I was proud to be part of Scouts Speak Up! in Manchester, where I got the chance to talk to MPs and councillors about issues that affect young people, and debate ways we can create positive change.

Talking about important issues is something I

get to do a lot of as Chair of my School Council, where I regularly lead meetings and campaign on subjects that matter to our school and students – like getting a local bus shelter built.

Through getting involved and motivating others I’ve become much more confident and active, as well as getting to know some amazing people who are working towards the same goal.

## KEY CHARACTER QUALITIES AND VIRTUES

**Teamwork** | **Citizenship**

## The adult who has most inspired me to get involved in social action is ...

My Girlguide leader Julie.

## MY SOCIAL ACTION PLEDGE

**#iwill** encourage young people to get involved social action by helping to create and take part in events, raising awareness of the amazing results of helping your local community.

# MOHAMMED USMAN

Name: **Mohammed Usman**

Age: **18**

Where I Live: **Greater Manchester**

*“There are many ways in which an individual can make a positive contribution to society; the trick is to find the route which is most fulfilling for each and every one.”*



## MY SOCIAL ACTION JOURNEY

Social action is a huge part of my life now, but it wasn't always that way. Only a couple of years ago I would have been too scared to put my hand up in class, but after getting involved with Mother Helpage Worldwide and having the chance to speak at the UN, and following a Free The Children assembly at college, I was inspired to help others. It turned out that helping others also helped me.

Within a few weeks of the assembly, I had raised £1,200 for Free The Children's overseas development projects, and was soon invited to speak at their We Day celebration at Wembley Arena. Sharing the stage with Vice President

Al Gore and Malala Yousafzai, I spoke in front of 12,000 people. Just a few months ago, I was thrilled to win a place on Free The Children's volunteer trip to India where I helped to build a school, and I was proud to win a Yorkshire Children of Courage Award recently for my fundraising work, and be nominated for a Diana Award.

Over the last couple of years my social action has not only helped other people, but has also transformed me as a person. It really can make a difference.

### KEY CHARACTER QUALITIES AND VIRTUES

**Confidence** | **Cooperation**

### The adult who has most inspired me to get involved in social action is ...

Nelson Mandela.

## MY SOCIAL ACTION PLEDGE

**#iwill** *promote education in order for young people to achieve their ambitions, by creating opportunities for them to get involved in social action.*

# TIA WALLACE

Name: Tia Wallace

Age: 10

Where I Live: Middlesbrough



*“Doing social action has changed me for the better as I get to help others and it makes me feel good.”*

## MY SOCIAL ACTION JOURNEY

I'm 10 years old and in Year 6 at my primary school. I love to help other people in my school and in my community. I'm a school prefect, which means I look after the younger pupils at lunchtime as a buddy, and help with all the social action that our school does. We support charities like the World Literacy Foundation to provide books for children in Colombia, and we dressed up recently to support International Literacy Day.

Outside school and in the holidays, me, my mum and my little brother do lots to help our

community. My mum runs coffee mornings and a listening group for local parents, and when we're not at school we help her. We volunteer at a foodbank, work in the community garden and help out at the holiday club at the Trinity Centre, the local church. I'm also a Girlguide and I go every week. I'm always looking for new ways to help people and I'm proud to have a mum who inspires me to do it.

## KEY CHARACTER QUALITIES AND VIRTUES

**Community Awareness** | **Pride**

## The adult who has most inspired me to get involved in social action is ...

My mum.

## MY SOCIAL ACTION PLEDGE

**#iwill** continue to help those who need it around school, making sure they enjoy school life as much as I do! And I will try to continue this role outside school where I can as well.

# KENNETH WATSON

Name: **Kenneth Watson**

Age: **17**

Where I Live: **East Dunbartonshire**

“*Seeing someone else benefit from what you have taught them is the greatest reward of coaching.*”



## MY SOCIAL ACTION JOURNEY

I'm a student at Bishopbriggs Academy in East Dunbartonshire, and through my school I've done lots of social action. I especially like encouraging others to volunteer, so I trained with East Dunbartonshire Voluntary Action to become one of 10 Community Ambassadors establishing a social action project at the school. I use my study periods to organise the project, recruiting volunteers for initiatives like the peer tutor homework project, and running intergenerational events such as quizzes.

I'm also a big part of my local Anchor Boys section, the part of the Boys' Brigade that's for children aged five to eight, where I've been

**The adult who has most inspired me to get involved in social action is ...**

V.C. William McFadzean.

volunteering for a few years now as a coach. I was awarded the Queen's Badge last year for my work – I'm really proud of it as it's the highest award you can get in the Boys' Brigade.

Social action has had a huge impact on me as a person, as well as those that I'm helping. Through school and the Boys' Brigade, I've become so much more confident, especially at public speaking, and I've gained the respect of my teachers. I've also seen first-hand how much difference I can make to another young person's life.

## KEY CHARACTER QUALITIES AND VIRTUES

**Confidence | Pride**

## MY SOCIAL ACTION PLEDGE

**#iwill** *continue to promote volunteering throughout my school and the wider community.*

# CHRISTIAN WEBB

Name: Christian Webb

Age: 19

Where I Live: Swansea



*"I'm driven to make a difference to the lives of LGBT people and want to encourage other young people to help too."*

## MY SOCIAL ACTION JOURNEY

I'm a strong believer in the power of the voluntary sector in supporting marginalised people. As a volunteer for Stonewall Cymru, I've seen that in action: I spent a week helping out at the Eisteddfod, a Welsh national festival, to raise awareness of Stonewall Cymru's work and to encourage passers-by to sign the 'no bystanders pledge', promising to report any homophobic hate crime against LGBT people. I blogged about it afterwards as well, to help spread the word. I've also volunteered for the Stonewall Information Service, signposting people to LGBT events and support groups across Wales.

I feel like social action has had an impact on me both personally and professionally. I've become a lot more confident, more passionate about issues I care about and more determined to make a difference, especially because I've seen the impact I can have. It's also been a great opportunity for me to develop networks with people across the UK, and practise my public speaking skills – especially in Welsh!

### KEY CHARACTER QUALITIES AND VIRTUES

Justice | Communication

**The adult who has most inspired me to get involved in social action is ...**

My mum.

## MY SOCIAL ACTION PLEDGE

*#iwill continue to change attitudes towards LGBT people and confront homophobic language whenever it is safe to do so.*



# DEVAN WITTER

Name: **Devan Witter**

Age: **17**

Where I Live: **East Yorkshire**

*“Social action has changed my way of looking at problems, and it’s helped me become more confident and achieve things I never thought I could.”*



## MY SOCIAL ACTION JOURNEY

I used to be bullied at school and found it a tough experience, partly because my teachers weren’t quite sure what to do to help me. Because of this I wanted to help other people who are being bullied, so I joined the BeatBullying Group aged 15. Now, I’m a volunteer mentor, using my own personal experiences of bullying to help others. Being involved has also led to me becoming a Young Ambassador for the charity, which has attracted lots of positive press coverage both for me and the campaign.

I’ve also been inspired to set up my own local anti-bullying project ([www.devangroup.moonfruit.com](http://www.devangroup.moonfruit.com)) to provide people with information about bullying. Through this, I discovered Fixers, an organisation that helps sufferers from all sorts of problems. Along with Fixers I set up a website ([www.adviceforteachers.org.uk](http://www.adviceforteachers.org.uk)) to provide information to teachers about bullying, and I also help my local council fight bullying in schools.

### KEY CHARACTER QUALITIES AND VIRTUES

**Compassion** | **Courage**

**The adult who has most inspired me to get involved in social action is ...**

My mum.

## MY SOCIAL ACTION PLEDGE

**#iwill** *continue to raise awareness about the effects of bullying, by encouraging more people to take action, with the hope that it will always be taken seriously in the future.*

# #iwill

support more young people  
to take part in social action  
by 2020...

## will you?

[www.iwill.org.uk](http://www.iwill.org.uk)

”

*Parents can only give good advice or put them on the right paths, but the final forming of a person's character lies in their own hands.*

ANNE FRANK

*Courage. Kindness. Friendship. Character. These are the qualities that define us as human beings, and propel us, on occasion, to greatness.*

R. J. PALACIO

*People grow through experience if they meet life honestly and courageously. This is how character is built.*

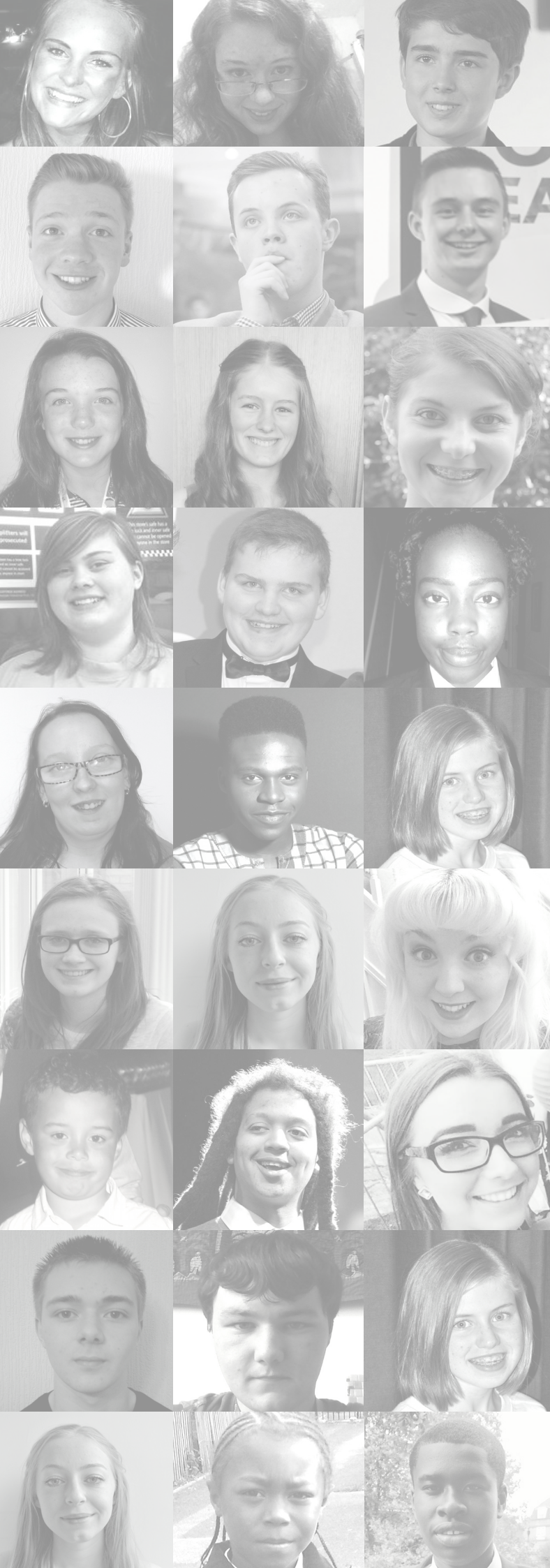
ELEANOR ROOSEVELT

*You make a living by what you get, but you make a life by what you give.*

WINSTON CHURCHILL

*Do something where you're performing a real service for people. It'll be a success.*

JOHN TEMPLETON



THE  
JUBILEE CENTRE  
FOR CHARACTER & VIRTUES

The Jubilee Centre is a pioneering interdisciplinary research centre based at the University of Birmingham. Focussing on character, virtues and values in the interest of human flourishing, 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. The Centre promotes a moral concept of character in order to explore the importance of virtue for public and professional life.

To find out more, see [www.jubileecentre.ac.uk](http://www.jubileecentre.ac.uk) or contact Aidan Thompson on 0121 4143602

 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 double the number of 10-20 year olds taking part in meaningful social action by 2020. We describe this as 'young people taking practical action in the service of others to create positive change'. Examples include caring for someone in the community, providing peer support online, volunteering for a charity, campaigning or fundraising for a specific cause.

To find out more, visit [www.iwill.org.uk](http://www.iwill.org.uk)

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