



Number of pledges received in July 2015	5
Total number of organisations that have pledged	238
Total number of campaign pledges	664

Summary of key updates

- We continue to work closely with Cabinet Office colleagues on the Comprehensive Spending Review bid to ensure there is significant funding for youth social action moving forward. This has included a range of meetings to influence the process, including a useful meeting with Oliver Letwin.
- We held a highly successful Parliamentary event – Youth Social Action Matters - on July 13th with Generation Change, Youth United and the think-tank Demos. Minister for Civil Society, Rob Wilson MP, was among our key guest speakers and announced fresh funding to support youth social action. Working with Pears Foundation, they announced a £1.26 million pot to support young people from low socio-economic groups to access youth social action opportunities. We will shortly also be announcing a local funding pot that was brokered, through the campaign team, with UK Community Foundations and working through the Community Foundations in Norfolk, Suffolk and Cambridgeshire. This will be a total of £510,000 to fund social action engagement activity in the East of England based on Ipsos MORI survey results showing low participation in that area.
- During this event, Demos and Generation Change launched their report, Service Nation 2020, setting out the most recent, strongest evidence for the benefits associated with youth social action, and recommendations for driving forward the ambition around the youth social action agenda.
- We have received our second quarter media monitoring report, which confirms that we continue to generate good levels of coverage and interest around our work. It shows that between April and June we secured 70 items of coverage, up from 52 in Q1. This equates to 13.5m ‘opportunities to see’, down from 16.3m in Q1 (this higher figure is directly linked to the spike generated by The HRH visit to Sunderland).
- Campaign partners from across sectors came together to inspire over 200 Teach First teachers and Ambassadors about the important role they can play in supporting youth social action in their schools. Dame Julia Cleverdon chaired a panel on ‘character building’ that supported three workshops on practical tips teachers can do in their classrooms to support youth social action.
- The Department for Education is working closely with the campaign team to learn from the work of campaign partners about the integral role youth social action plays in character development, as they develop their policies over the summer.
- The CIPD guide on how businesses can embed youth social action in their recruitment processes was launched on 3rd July. The cross – sector panel at the event discussed the merits of youth social action in developing young people’s employability skills and shared best practice examples of integrating social action into recruitment. The event closed with a call to action to those present to take on the recruitment pledge.



Update on priority areas of the campaign

1. Evidence the benefits of youth social action

Key Updates from July

Capture and analyse core data

Information Hub

- Step Up To Serve and Generation Change have worked together with developers, Somo, to take on board feedback from our working group last month, and from wider stakeholders, and finalise the scope and technical specification for the pilot phase of the tool.
- This pilot phase will consist of a trial in the Manchester area, and we have held initial discussions with the Greater Manchester Centre for Voluntary Organisations (GMCVO) to consider support for promoting the tool during this period and encouraging organisations to sign up and upload data on their youth social action opportunities

Youth Social Action Survey

- Step Up To Serve and Cabinet Office have initiated the 2015 survey with Ipsos MORI, confirming the specification and timelines – the survey this year will aim to mirror the approach for 2014, with fieldwork in September and results available in October/November.
- As part of this process we consolidated a range of feedback from stakeholders on additional or refined survey content for 2015, and have agreed potential areas for further testing.
- Cabinet Office has also archived the full 2014 survey dataset with the Economic and Social Data Service, and this is expected to be live in early August to researchers and academics for further analysis.

Community Life Survey

- The Community Life Survey, which provides the most robust data on general trends in volunteering in those aged 16+ in England, released data for 2014-15 on 21 July (<https://www.gov.uk/government/collections/community-life-survey#2014-to-2015-survey>). The results showed that rates of formal volunteering both once a year and at least once a month have remained similar to levels in 2013-14, and there were potentially encouraging (though not statistically significant) increases in the 16-24 age groups.
- Step Up To Serve are planning to work with wider partners once the full results of the survey are released later this year to extract further insight from the results, particularly with regards to the participation of young people.

Develop and synthesise evidence of the double benefit

- Demos and Generation Change launched their new report, [Service Nation 2020](#), reflecting on progress in the youth social action space since their 2009 report Service Nation, and looking ahead to 2020 at what can be achieved by government. The report sets out the most recent, strongest evidence for the benefits associated with youth social action, and recommendations for driving forward the ambition around the youth social action agenda
- Building on this evidence review, partners across the Data and Quality Assurance Steering Group will be taking forward work to consider how we develop this case and effectively package and communicate this to support our stakeholders and work as a



campaign. We have convened a first workshop in August, and are carrying out scoping work to develop the brief and potential outputs for this work.

- Emma attended the Understanding Society Survey conference to participate in the user consultation on changes to the youth module of the survey going forward. We made the case for a wider conceptualisation of social action within the survey questions, to help us learn more about how young people dip in and out of different forms of social action over adolescence and into adulthood, and understand better how young people build a habit for life. The consultation process for the youth module is still open, and we would encourage any contributions relating to youth social action from #iwill campaign partners. Contributions can be sent to info@understandingsociety.ac.uk.
- Rebecca and Emma met with Dimitrios Tourountsis at London Youth to hear more about their work on impact measurement and the evidence agenda, and discuss synergies with the work of the campaign. We agreed to link up on the Youth Work Evidence group, convened by London Youth, and present to the group on the evidence work around youth social action at the appropriate points.

What's coming up in August/September?

- The information hub will progress to the build stage in August, ready for launch of the pilot site in September. Alongside this we will hold a branding workshop to agree a name and strapline for the tool, and arrange and commence support for the Manchester area pilot.
- Testing for the Youth Social Action Survey will take place in August, with a view to fieldwork commencing in September. We'll also be exploring the potential for geographical area boosts from interested areas and regions, and building this into the survey design as soon as possible.
- Data and Quality Assurance steering group partners will hold a workshop late August to discuss synthesis of the evidence of youth social action. The workshop will aim to agree an approach for packaging and presenting available evidence to make the case for youth social action across a range of outcomes, in addition to identifying areas for further research.
- Cabinet Office and NCS Trust will publish the latest evaluation of NCS programmes, including the evaluation of the 2014 programme and analysis of outcomes one year on for participants from the 2013 cohort. In addition Cabinet Office aims to publish the second part of the evaluation results from the Youth Social Action Fund.
- The next Data and Quality Assurance Steering group meeting will take place on 29 September, focusing on supporting momentum and impact of work to date, in addition to a look ahead to the 2016 campaign strategy in this area.
- Together with partners, Step Up To Serve has convened and will run a panel session at this year's NCVO Voluntary Sector and Volunteering Research Conference on 9 September. Involving partners from vInspired, Generation Change, and an #iwill Ambassador, this session will explore how we can grow the future 'civic core', discussing recent research into youth participation, and investigating evidence on the double benefit of youth social action. Our panellists will challenge delegates to reflect upon what we already know and the knowledge gaps in this area, and how we can inspire and support more young people to get involved and make social action a habit for life. We hope to see some of you there – tickets can be booked until 5 August at <https://www.ncvo.org.uk/training-and-events/research-conference/booking>.
- We are delighted to confirm that Generation Change has received funding for a project in support of the #iwill campaign to help organisations to measure and improve their double benefit outcomes.



- As a key pledge partner leading the campaign's goal to improve the quality of youth social action opportunities, Generation Change will be commencing work later this year to take forward the quality principles which underpin the #iwill campaign. More information will be available in due course – in the meantime, guidance on applying the quality principles can be found [here](#).

2. Communicate and influence across sectors

Key Updates from July

Develop communications collateral and channels

- We have received our second quarter media monitoring report, which confirms that we continue to generate good levels of coverage and interest around our work. It shows that between April and June we secured 70 items of coverage, up from 52 in Q1. This equates to 13.5m 'opportunities to see', down from 16.3m in Q1 (this higher figure is directly linked to the spike generated by The HRH visit to Sunderland).
- After the spike of last month due to 'Share Your Pledge Day' web traffic has slowed a little but remains healthy. Visitors are down 20% from June but remain 20% higher than our average over the lifetime of the campaign.
- Our social media following continues to build – we have added 200 followers to our twitter channel, while our YouTube and LinkedIn presence are growing steadily.
- Our newsletter open and click through rates remain above the industry average while our subscriber number has levelled off at around 2200.
- Our animated film is almost complete and we will aim to promote it via social media during September.
- Working with partners we have selected our 50 new #iwill ambassadors and will be informing them over the coming weeks. They will be celebrated at our November anniversary event and in a 2015/16 ambassador brochure.
- The first pieces of new communications materials have been finalised and produced.
- With partners including Telefonica, Sky, BITC and Google we continue to develop plans for our 2nd Anniversary on November 24th. As well as a hub event in London we will link to satellite activity in Manchester, Livingstone, Cardiff and Belfast.

Engage with key audiences

- We held a highly successful Parliamentary event – Youth Social Action Matters - on July 13th with Generation Change, Youth United and the think-tank Demos. Minister for Civil Society, Rob Wilson MP, was among our key guest speakers and announced fresh funding to support youth social action.
- This event and the launch of our new recruitment guide with Chartered Institute for Personnel and Development (CIPD) generated healthy coverage across a range of HR and voluntary sector publications.
- Content authored by #iwill ambassadors is due to start appearing in the Manchester Weekly News thanks to the pledge of support from The Manchester Evening News.
- We continue to plan our presence at the forthcoming political party conferences, with a focus on the Conservative event. Our activity with CIPD is confirmed and we are working on another event with Generation Change as well as other partners in the 'youth zone'.
- We continue to engage with ministers and officials across Government and a meeting with Edward Timpson (the Education Minister leading on character development) has now been confirmed. Letters to the First Ministers in Scotland, Wales and Northern Ireland are ready and due to be sent over the coming weeks.



- Our work with Local Authorities continues although we are awaiting fresh firm commitments due to the summer break and slow sign-off processes.
- The Jubilee Centre for Character and Virtues celebrated their Jubilee Awards for Service at the House of Lords. Sir Nick Parker and Rania Marandos introduced the youth awards and presented 8 young people with an award to recognise their outstanding practical action in the service.
- We continue to build relationships with the US Embassy, following the successful City Year event with President Bill Clinton. Charlotte attended the US Ambassador's 4th July Reception and we are working closely with the US Embassy on the US Delegation which is likely to happen in Spring 2016 for cross-party politicians. We are working with them on how we might convene UK Businesses and others either before or after that Delegation to share learnings from the US. We hope to have more to report on this in September.

What's coming up in August/September?

Develop communications collateral and channels

- We are working on updating the campaign website, finalising communications materials and our campaign film.
- Working alongside the education team we are in the process of developing a new micro-site and brochure focused on driving growth of social action opportunities across the education system.
- We will create a new ambassador brochure, which will profile our second cohort of inspirational young people. This will be produced in advance of our 2nd anniversary event.

Engage with key audiences

- We are undertaking a 'stakeholder mapping' exercise to assess which new organisations across the business, education, public and voluntary sectors we should be engaging. Our aim is to introduce a number of new organisations to the campaign at our anniversary event in November.
- The campaign comms team has been involved in the initial stages of several strands of BBC activity that will promote volunteering/social action. We will continue liaising with the BBC in order to ensure the #iwill campaign is referenced in any content planned.
- Having re-engaged with contacts at the US Embassy we will be shaping plans for a sponsored trip to America in early 2016. This fact-finding delegation will include MPs and other influential figures that can help drive the campaign forward.
- Our plans for 2nd Anniversary events will continue to develop. As well as confirming partners for all four of our satellite events in Scotland, Wales, N.Ireland and Manchester, we will begin building a running order for the day and an outline of the content required.
- Working with partners in Manchester we are planning a soft launch of activity in the city during September. We are liaising the local Lord Lieutenant, GM Police and GM Centre for Voluntary Organisations (GMCVO) on this.
- We will prepare plans to engage relevant Government Ministers and officials, after the summer recess.

Pledge of the month

We have a number of pledges currently in development at Age UK, Dallaglio Foundation, Premiership Rugby, Premier League Football, Wakefield, Portsmouth and Telford Council as



well as the charity Apps for Good. Due to the summer break we are awaiting confirmation on these, which we expect to come from September onwards.

3. Embed in formal education

Key Updates from July

Positive support from UK Education systems:

- A new team has been set up within the Department for Education to develop policy around their character priority. Dame Julia Cleverdon and Rania Marandos met with Juliet Chua at the DfE alongside Cabinet Office to discuss the campaign and the Department’s evolving plans post-election, with opportunities identified to work together in the future.
- We have had initial conversations with the Wales Centre for Equity in Education on they might support the campaign’s goals, with further discussions set up for the start of September in Wales.
- Headteacher, Rob Newsome OBE from Ysgol Dyffryn Taf, nominated through Duke of Edinburgh’s Award Scheme colleagues to join the 50 Headteachers and Principals’ summit held last month, spoke with the Deputy Education Minister in Wales introducing the campaign.
- Education Scotland colleagues continue to support on gaining positive traction with the Scottish Government for the campaign.
- Dame Julia and Prof. James Arthur’s meeting with HMCI Sir Michael Wilshaw is being rescheduled to a date in the Autumn

Creating a culture of social action in schools and colleges across the UK

- Jessica Filby the PwC intern who joined us for 8 weeks over the summer has been researching and working with partners to find out how youth social action is already mapped across the curriculum. This was identified at both the Headteachers and Principals’ summit and the meeting of educationalists on the Step Up To Serve Advisory Council to HRH The Prince of Wales as a priority for the campaign to support struggling schools.
- We are currently holding telephone interviews with a selection of the Headteachers and Principals who joining the character and youth social action summit on the 8th June, to find out more about their best practice policies and practices. In partnership with the Jubilee Centre for Character and Virtues, we plan to publish these, alongside their recommendations, in an inspiring guidance document in the autumn.
- Teach First brought together over 3,500 members of its community working in school or with an active interest in education at the end of July in Leeds for their annual Impact Conference. Bringing together their Ambassadors who work across sectors, they provided multiple platforms to inspire their community. Dame Julia Cleverdon chaired a cross-sector youth social action panel to an audience of 150, with panellists Mohammed Usman, an inspirational #iwill ambassador from Bradford; Will Moss, a 2010 Teach First Ambassador who is now Assistant Vice Principal at Bethnal Green Academy; Sam McGuinness, 2012 Teach First Ambassador, now working as Head of History at Laisterdyke College in Yorkshire; Vidhu Sood-Nicholls, 2004 Teach First Ambassador now working as Associate Director at Teach First and Debbie Phillips, Vice President, Community Investment at Barclays.
- Teach First also provided the campaign with 3 slots to run workshops with its participants, ambassadors and staff members to develop practical tools to facilitate youth social action in their schools and classrooms next year. These workshops were co-developed and run



in partnership with representatives from #iwill partners PwC, EDF Energy, Whole Education, Church of England Education Division, First Give, as well as hearing from Step Up To Serve’s inspirational trustee, Chloe Donovan. Workshop attendees were encouraged to make an #iwill pledge as to what they will do to facilitate youth social action in their schools and wider work next academic year.

Integrating youth social action into transitions at primary and post-16

Honor Wilson-Fletcher, CEO of the Aldridge Foundation, a sponsor of academies in England, shared her compelling case for the role of education in supporting youth social action at the launch of the CIPD toolkit for employers on embedding youth social action into recruitment processes.

- Business pioneers Barclays and EDF Energy supported on panel sessions and in workshops at the Teach First Impact Conference in Leeds at the end of July. Both businesses advocated for the important role youth social action plays in developing employability skills in young people and inspired teachers heading to work with some of the most deprived young people in the country to get them involved in social action.
- Universities UK is developing a proposal to engage Vice-Chancellors around what role higher education could play to help achieve the campaign’s 2020 goals.

What’s coming up in August and September?

Positive support from UK Education

- The campaign team will have an initial meeting with one of the DfE’s data specialist leads to explore opportunities to support the campaign’s goals.
- Prof. James Arthur and Dame Julia Cleverdon will meet with Minister Ed Timpson on the 16th September to introduce him to the campaign and discuss areas of mutual benefit.
- The campaign team will meet with the Wales Centre for Equity in Education at the start of September to explore opportunities to progress the campaign across Welsh schools and colleges, with a specific focus on addressing the socio-economic gap in participation
- Sir Nick Parker will meet with a newly appointed member of the Advisory Council, NUS President, Megan Dunn, on 17th September. She will be replacing Toni Pearce.

Creating a culture of youth social action in schools and colleges the UK

- Further interviews of Headteachers and Principals will take place to uncover further best practice across the nation to include in the guidance document planned for publishing in the late autumn.
- We will be developing further relationships with key education organisations with a significant reach across networks of schools leaders in order to support the dissemination of the guidance being developed currently.
- Whole Education will support on mapping the different high-impact school networks to collaborate with in order to influence more schools and college leaders to apply the guidance being co-developed with Headteachers and Principals.
- The Education Steering Group will meet on the 22nd September to discuss the next steps to progress the 2015 goals for the group and look forward to developing the 2016 education goals for the campaign.

Integrating youth social action into transitions at primary and post-16

- Plans to set up and drive the Primary Advisory Group will be developed over the summer with the first meeting of those engaged to be set for the autumn, when schools and colleges are back from summer holidays.



- We will seek further input into the Vice-Chancellors roundtable idea from cross-sector partners before setting a venue and date for later in the year.
- We will be exploring the link between work experience and social action over the summer, specifically looking into opportunities within apprenticeships.

Pledge of the month

The School Bus – Driving School Leadership:

- Develop a Youth Social Action Policy, in collaboration with 50 best practice UK-wide Headteachers and Principals, to enable other school leaders to create a culture of youth social action in their school or college.
- Update, where appropriate, current policies on TheSchoolBus website to include the benefits of social action to school improvement.
- Share resources, e.g. infographics, guidance documents etc. through our communication channels.
- Showcase and support the campaign through our service.

4. Embed in employment

Key updates from July

Embed into recruitment processes

- The recruitment guide on how businesses can embed youth social action in their recruitment processes was launched on 3rd July. The cross – sector panel at this event included Amanda Jordan OBE, Founder and Trustee of Step Up To Serve, Peter Cheese, Chief Executive of the CIPD, Katerina Rüdiger, Head of Volunteering and Employability Campaigns of the CIPD, Ian Peters, Director of Customer Facing Strategy of British Gas, Richard Irwin, Head of Graduate Recruitment of PwC, and Honor Wilson-Fletcher MBE, Director Aldridge Foundation. They discussed the merits of youth social action in developing young people’s employability skills and shared best practice examples of integrating social action into recruitment.
- Young people from PwC, British Gas and IBM also sat on the panel and shared their personal experiences, highlighting the impact of youth social action on the development of their employability skills.
- The event closed with a call to action to those present to take on the recruitment pledge. The campaign is following up with these organisations and those who were not able to attend to encourage them to embed social action in their recruitment. The recruitment guide has been shared with all those invited and has also been circulated by some of our partners.
- The Co-operative group met with Kam to explore how they can embed social action in their recruitment and what further support they could provide the campaign.
- Team London and CIPD are scheduled to meet with the campaign in early August to review the businesses signed up to the Mayor’s Corporate Commitment and discuss which to target for the recruitment pledge.
- Charlotte went out to the Sky Studios in West London to meet the new team since Bella moved roles. They remain hugely engaged and committed supporters of the campaign.

Make the case for adult volunteering for youth social action

- Kate Van der Plank spoke at the All Party Parliamentary Group event, presenting the business case for the multiple benefits of employee volunteering. The event was well attended and included some lively debate and discussion around issues such as the need



for better collaboration and brokerage across the corporate and voluntary sectors and thoughts around the governments manifesto pledge around allowing all employees in organisations over 250 staff 3 days paid leave per year for volunteering.

- Kate separately met with NCVO, CIPD and Careers and Enterprise Company to explore opportunities to work together with regards to adult volunteering.
- Scouts met with the team to discuss the possibility of surveying their adult volunteers, to get an idea of their demographic, motivations and arrangements with employers.

Business Pioneers empowered to lead the campaign

- BITC met with Kate to explore ways to work together, and they are scoping out a possible opportunity for BITC to host an event as part of the Anniversary celebrations in November.
- Sir Nick Parker and Kam met with Sarah Wiggins, Senior Corporate Partner at Linklaters to personal thank them for their continued support and explore ways in which the campaign can leverage Linklaters’ role as a Business Pioneer. As an initial step, Sarah has offered to share the recruitment guide with businesses in her network and also make three introductions at senior level between the campaign and new businesses.
- Darren Towers, Head of Campus Education at EDF Energy met with Kam to explore further opportunities in which EDF can support the campaign. Darren is helping to run 3 workshops on ‘Character building’ at the Teach First Impact Conference at Leeds, where he will make the business case for why young people should be involved in social action.
- Kathleen Britain, Head of UK Community Investment at Barclays, along with Paul Drechsler, President of CBI, will be on the CBI panel at the Teach First Impact Conference discussing whether business is failing the next generation and will make the business case for the involvement of young people in social action.
- BITC hosted the Annual Gala Dinner, where Step Up To Serve attended as National Grid’s guests. The event was attended by around 1200 corporates and the campaign received positive mentions throughout the event.
- Charlotte attended the 2 Degrees Champions Awards, recognising businesses who work sustainably and responsibly, as a guest of Sky. A range of our Business Pioneers were there and received awards.

What’s coming up in August/September?

- Sir Nick Parker and Kate will be meeting with Vincent de Rivaz, CEO of EDF Energy to personally thank him for their support and explore further ways to work together.
- Kate and Kam will meet with Team London and CIPD to target businesses who have signed up to the Mayor’s corporate commitment.
- Amanda Jordan and Charlotte will be meeting with Waitrose to explore the possibility of them becoming Business Pioneers.
- Kate and Kam will continue to meet with Business Pioneers to explore how to further leverage their role and review their pledges. There will be closer account management of the Pioneers, tracking their level of engagement and showcasing their support.
- We’ll make a business case for employee volunteering to support youth social action.
- The Business Pioneers’ Steering Group will be held on the 23rd September

Pledge of the month

Chime, one of our Business Pioneers, will be embedding the recruitment pledge into their existing pledge. They will recognise and value the skills and qualities developed through youth social action in their graduate recruitment processes.

5. Enable more high quality opportunities

Key updates from July

Increase and influence funding for youth social action programmes

Our work continues with Cabinet Office to develop and stimulate funding to support youth social action opportunities. Activity has included:

- Nick, Charlotte & Matt Hyde had a good meeting with Oliver Letwin a couple of weeks ago. He is supportive and has agreed to support our proposal. He was, however, cautious that this will be tough spending review period so did not want to raise expectations, but he bought into the idea of creating a journey for NCS to thrive, and committed to help raise this up the agenda at Cabinet level.
- The Cabinet Office, working with Pears Foundation, have announced a £1.26 million pot to support young people from low socio-economic groups to access youth social action opportunities. The campaign team have worked closely to bring this about and will be supporting the application sifting process.
- We are close to announcing detail for a local funding pot that was brokered, through the campaign team, by UK Community Foundations and working through the Community Foundations in Norfolk and Suffolk. This will be a total of £510,000 to fund social action engagement activity in the East of England.
- Charlotte and Fiona met with representatives from the Big Lottery Fund to discuss the campaign and opportunities to work together. They were open to exploring how they could be involved in funding discussions to support the campaigns ambitions, as well as playing a broader role in supporting the evidence development. We will be working with them on their pledge for the campaign, alongside other funders.

Dispelling the myths

- Fiona continued to work with NVCO, Youth Sport Trust and the Sport and Recreation Alliance to identify what more could be done to create opportunities for young people to take on Trustee positions. We will be hosting a roundtable for organisations in October, followed by a session at NCVO annual Trustees Conference focusing on the role of Millennials in governance.
- Fiona and Dom met with Charles Runcie from the BBC regions team to discuss Sports Personality of the Year. They are keen to encourage more applications from young people and will be implementing a “rising star” award that recognises new volunteering talent.
- Charlotte attended The Diana Awards AntiBullying Showcase event at Facebook which showcased the fantastic work of the young people across the schools they work with.

Creating opportunities - Health & Social Care

- We continue to work on our report on how we can open up more opportunities for youth social action in health and social care settings, and we expect to share a draft with the organisations we interviewed for case studies and strategic leads on this work during August.
- Fiona attended a workshop with NHS England, which focused on how they should proceed with the community engagement element of the Five Year Forward View. This included a specific element on youth volunteering in support of the campaign and we have some good opportunities to move this forward in developing a working group.
- Charlotte attended the St John Ambulance “Everyday Heroes” Awards event which included a large focus on young people who have saved lives through first aid.



Creating opportunities – Sport

- Fiona attended the Sport and Recreation Alliance (SRA) annual awards on the 8th June, at which HRH The Earl of Wessex presented a new award for outstanding young volunteer of the year.
- Fiona met with SportInspired, an organisation developing young people as volunteers to lead and develop activity programmes in their communities. They have pledged to the campaign and are looking at where they can support other partners, particularly local authorities and housing associations, to fulfil their pledge to open up more opportunities.

Creating opportunities – Uniformed Groups

- Fiona met with CVQO to update them on the campaign and explore opportunities for them to develop their pledge and discuss how to embed social action in the new curriculum development for the CCF. We have introduced them to Youth United to develop relationships further.

What’s coming up in August/September?

- Fiona is working with colleagues from vInspired in early August to support their strategic review process, which as part of their work they’ll looking at how they can work more closely with the campaign and lead on some of the join areas
- On 20th August Charlotte, Fiona & Nick will be meeting Brigadier Stanford to discuss Army Support Command in the delivery of the Cadet Expansion Programme.
- The campaign Scale and Reach Group will meet on the 22nd September to explore response to funding activity and work on the development of plans for the strategy for 2016.
- On the 24th September Fiona & Charlotte will be at the National Association of Voluntary Services Managers (NAVSM) conference for volunteering leads across the NHS. Charlotte will be delivering a keynote address on the #iwill campaign and Fiona will be running a workshop on implementing the quality principles.

Pledge of the month

“The MND Association recognises the often-untapped power and influence for change that young people hold. We pledge to quadruple the number of young volunteers involved in social action, campaigning and raising awareness of MND and the work of the Association before 2020. We will provide tailored social action opportunities, and a chance to develop and practice new skills.”

6. Three Nations

Scotland

Youthlink have finalised their national #iwill sub-brand and are creating materials that will be used to communicate a range of activity with members/partners. They are also working up a proposal to reward young people who participate in social action by linking to the nationally available Young Scot card.

Wales

Gwir Vol have recruited an intern to lead on the campaign, which is likely to enhance profile and activity in Wales.

Northern Ireland

Volunteer Now have started promoting #iwill to partners on their Millennium Volunteers programme in order to secure two campaign new pledges per month.



All partners have:

- Supported us in of making their First Ministers aware of the campaign and asking for support. All will receive letters before the end of August.
- Started planning their national anniversary event. (Scotland are further progressed due to the involvement of #iwill Business Pioneer Sky).
- Participated in the selection of new young ambassadors from their country.