



**[Organisation name] is sharing their pledge of support to #iwill, the national campaign promoting youth social action**

23<sup>rd</sup> November 2015 – **[Organisation name]** is celebrating #iwill week, marking the 2<sup>nd</sup> anniversary of the #iwill campaign for youth social action and is calling on other organisations to join them. **[Organisation name]** pledged last **[Date]** to support this growing movement that aims to make involvement in social action part of life for more 10-20 year-olds around the UK. Youth social action is defined as ‘young people taking practical action in the service of others to create positive change’ and includes activities such as campaigning, fundraising and volunteering.

**[Organisation to insert detail from their own pledge here as appropriate]:**

Since pledging to the #iwill campaign, **[organisation name]** has successfully **[Insert detail from pledge here as appropriate]** and is looking to build on this by **[insert detail here as appropriate]**

**[Quote from leader at organisation]:**

2015 Cabinet Office research produced compelling evidence that young people who take part in social action develop key character and employability skills. It follows on from this that involvement creates a double-benefit, strengthening communities and enhancing the skills of young participants.

Charlotte Hill, CEO of the charity running the #iwill campaign says: “We are delighted that **[organisation name]** has pledged to support our work, and is sharing their progress during #iwill week to inspire others to take part also. If we are to make involvement in social action the norm for 10-20 year-olds we need partners to commit to tangible actions just as they are doing. The involvement of **[organisation name]** will undoubtedly help us progress towards our goal.’

Working with business, education and voluntary sector partners, the campaign aims to ensure that all young people can access social action opportunities, whatever their background. The #iwill goal is to raise by 50% the number of 10-20 year-olds taking part in social action by 2020, which will mean an additional 1.5 million young people will be active in their communities.

ENDS

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NOTES TO EDITORS

The #iwill campaign

The campaign is an independent initiative that has cross-party support and backing from across a range of sectors, notably business, education and the voluntary sector. The campaign is coordinated by the charity Step Up To Serve.

#iwill was launched in November 2013 by HRH The Prince of Wales and the leaders of the three main political parties in Westminster at the time. HRH is Patron of Step Up To Serve and the #iwill campaign, with organisations across UK society represented on an Advisory Board.



More information can be found at [www.iwill.org.uk](http://www.iwill.org.uk) and @iwill\_campaign.

#iwill week 2015 marks the campaign's 2<sup>nd</sup> anniversary and will celebrate, inspire and motivate the growth of youth social action across the UK. The week will involve a range of activity to highlight different areas of the campaign, including:

- An online Thunderclap <link> on the 23<sup>rd</sup> November
- Live-streaming <link tbc> a series of UK-wide events on the 24<sup>th</sup> bringing together the four nations and showcasing the results of the latest Youth Social Action survey
- A celebration of 50 new #iwill ambassadors on the 25<sup>th</sup>
- The launch of a new education sub-site [www.education.iwill.org.uk](http://www.education.iwill.org.uk) on the 26<sup>th</sup> and championing the work of business supporters of the London Mayors Corporate Commitment
- Rounding off, on the 27<sup>th</sup>, by profiling existing and new pledges to promote youth social action and the #iwill campaign