

Proudly supporting  
youth social action



Department  
for Culture  
Media & Sport



LOTTERY FUNDED



money  
foundation

## #iwill Take Action

### Introduction

The #iwill campaign aims to ensure that 60% of 10 to 20 year-olds across the UK are taking part in meaningful social action by 2020. The #iwill fund is an integral part of this work. Big Lottery Fund and Department of Culture, Media & Sport are each investing £20 million seed funding over four years to create the #iwill fund. Virgin Money Foundation is acting as a match funder, awarding grants on behalf of the #iwill fund.

The new #iwill fund aims to support the ambition of developing a lifetime commitment to social action. It aims to increase the number of opportunities for young people to volunteer and fundraise for, or campaign on, issues that are important to them. The #iwill fund has a commitment to reducing the social and financial barriers that stop some young people from taking part in social action. #iwill want young people to be seen as energetic, enthusiastic, engaged and committed members of the community, playing their part in tackling the challenges society faces.

The Virgin Money Foundation is match funding £850,000 from Big Lottery Fund to create a £1.7million, three year social action programme for the North East. For Virgin Money Foundation, developing a #iwill fund takes forward our commitment to supporting projects working with young people, supporting young people to engage with volunteering and wider social action schemes.

You can find out more about the #iwill campaign and the #iwill fund on [www.iwill.org.uk](http://www.iwill.org.uk) and follow them on Twitter [@iwill\\_campaign](https://twitter.com/iwill_campaign).

### Who will we support?

Virgin Money Foundation launched with a question. 'What do you see?' We asked people what potential they see in their local communities and they told us of their dreams and vision. We believe that these visions are important and that when resourced and supported, big changes can happen locally. Through the #iwill Take Action fund we will seek to ask young people this same question and provide the resources and support to enable them to turn their vision into reality through their own social actions.

We know that 40% of young people in the North East are currently engaged in some form of social action. We also know that number drops in some of the more economically or socially deprived communities in our region and that financial and cultural barriers prevent some young people from taking part. The ambition of the #iwill Take Action fund is to support organisations working across these communities to engage young people currently reluctant to take part, developing the habits and routines of engagement that will have a long-term effect on their employability but also achieve short-term outcomes around aspiration, ambitions for the future, building resilience, having a purpose and a positive view of their community.

We are funding work under three key themes:

#### Theme 1: Our Physical Environment

We want to foster a sense of community pride and empower young people to make the communities they live in a better place.

Young people need a place where they can gather, a safe social space where they are free to express themselves. This could take many forms. A grant from the #iwill Take Action fund could support young people wanting to create a skate park in their local community, by covering the costs of planning meetings, the time of a youth worker to support them, and any costs of implementation where young people are in the driving seat and giving their own time to turn their community idea into a reality.

We also want to support young people who are passionate about protecting, conserving and improving their natural environment. This could be about campaigning to protect a green space or raising awareness and educating the local community about the importance of protecting the environment.

## **Theme 2: Our Health**

We want young people to be active and physically and mentally well. We know that there are many organisations across the region using sport or physical activity to benefit their local community. We also know that engaging in sport or physical activity can develop a young person's character and build skills in teamwork, communication and leadership. A #iwill Take Action grant could support an organisation working with young people training as volunteer coaches, enabling them to support others in their community at a grassroots level or campaigning and fundraising to keep their local club, a vital resource for their community, open.

We also want to support young people working to improve public health issues; young people who want to set up a peer education programme on addiction, giving time to speak in local schools about the challenges they have overcome or building an online community of support for young people facing mental health challenges; helping them to get access to specialist provision in the area.

## **Theme 3: Our Culture**

Young people need the opportunity to have their voice heard. We know that there are cultural organisations across the region working to make this happen. A #iwill Take Action grant could fund a group of young people making a film or a piece of theatre exploring the issues that are important to them, their peers and their community. Finding their social voice to bring about change.

We also want to support young people using art as a tool to reduce social exclusion and build community cohesion; this could be a cross-generational project with primary school children and elderly members of their community or a project aimed at bridging the gap between different cultures or faiths.

## **Your project**

To be eligible to apply to the #iwill Take Action fund you must be working with young people aged 10 to 20 or up to 25 for disabled people and be able to provide evidence that young people have been involved in the planning of your project and how that engagement will continue for the duration of the grant. All activities must reflect the #iwill definition of social action, 'young people taking practical action in the service of others in order to create positive change that is of benefit to the wider community as well as to the young person themselves'. Activities can be:

- volunteering
- campaigning
- fundraising.

Charity commission guidance on campaigning can be found at [www.gov.uk/government/publications/speaking-out-guidance-on-campaigning-and-political-activity-by-charities-cc?](http://www.gov.uk/government/publications/speaking-out-guidance-on-campaigning-and-political-activity-by-charities-cc?)

You will need to evidence how volunteering increases a young person's ability to get a job or helps them to become job ready.

Applications will be assessed against their ability to meet the #iwill 6 principals that define great social action:



There is further information on the 6 principals at [www.iwill.org.uk/about-us/principles](http://www.iwill.org.uk/about-us/principles).

In addition, each applicant will be expected to tell us how they intend to work with at least one of the following groups:

- Young people living in the top 10% deprived areas of the North East
- BAME youth
- Young parents
- Young offenders
- Young homeless people.

We will welcome applications that promote peer support, encouraging young people who regularly engage in youth social action to pass on their passion and support those who may be getting involved for the first time.

The Virgin Money Foundation has a wider ambition to harness the Virgin Money brand and the skills and knowledge of our colleagues across the business. Each applicant will need to think creatively about how they can engage the business and capitalise on this opportunity to the benefit of the young people they are working with.

We will prioritise organisations with a base in the North East, working in areas with high levels of deprivation, who are deeply rooted within their local context.

### **How much will we fund and when?**

Applications can be from £10,000 to £60,000.

The programme will open in August 2017 and will close to applications in December 2018.

Applications will be assessed by the #iwill programme manager at Virgin Money Foundation and its youth advisory panel. We will expect the young people involved in the design and delivery of your project to be part of the assessment process.

Decisions on #iwill awards will be made in January, March, June and September 2018 and March 2019. The programme will close to applications in December 2018.

### **What isn't eligible**

The #iwill Take Action fund is unable to support:

- Anything that isn't defined as charitable by law.
- International appeals.
- Sponsorship appeals.
- Existing projects looking for backdated funding.
- Services that central or local government would normally pay for.
- Individual appeals.
- Animal welfare charities.
- The day-to-day costs of schools and other educational establishments.
- Medical treatment or research, hospices and medical centres.
- Promotion of religion or political parties.
- The costs of overseas travel, minibuses, holidays and outings.