



#IWILL WEEK | 2024

18th – 22nd November 2024

#iWill Week is our annual celebration of the incredible work young people are doing across the UK to improve their lives and communities through social action. Each year, #iWill Ambassadors come together to shape the themes and events of the week, focusing on the issues that affect them as young people and that they are passionate about addressing.

This year, #iWill Ambassadors will reflect on the varied experiences of young people across the UK, while leading discussions on their right to participate in shaping our democracy. The #iWill Movement represents young people from all backgrounds, whose lives and contributions have been shaped in different ways by the events of 2024. From those who are empowered by their right to vote, to those who express their voice through grassroots action, all are united by a shared commitment to positive change. Despite everything, #StillWeRise.

#StillWeRise is about the determination and collective strength of young people across the UK, each rising in their own way to create a better future for everyone. This theme is about recognising the struggles many young people have faced, whilst also being an opportunity to celebrate the resilience, resolve, compassion and commitment of young people as they continue to make an impact in their communities, facing challenges through social action. What unites us and strengthens our community of changemakers is our shared drive to make a difference.

Throughout the week, #iWill Ambassadors and Champions, Power of Youth Charter signatories and partners, as well as young people and organisations across the UK, are invited to engage with the daily sub-themes that make up our overarching theme for the week:

DAY ONE **#StillWeRise: Finding the balance** - Navigating trauma, unrest and division, especially in the context of social media.

DAY TWO **#StillWeRise: In Community** – The role of youth social action in creating positive change in places.

DAY THREE **#StillWeRise: It Takes us All** - Creating the conditions for young people to rise.

POWERED BY



IN PARTNERSHIP WITH



DAY FOUR #StillWeRise: **Against the Odds** - The experiences and struggles of influencing change.

DAY FIVE #StillWeRise: **Defying Stereotypes** – Confronting public perceptions of young people.

THE ESSENTIALS



Hashtags: #iWillWeek #StillWeRise

Twitter	Instagram	Facebook	LinkedIn
@iwill_movement	@iwill_movement	@theiwillmovement	#iwill
@iwillscotland	@iwillscotland		

WHAT WE WANT TO ACHIEVE

During #iWill Week, we want to:

1. **Highlight the issues faced by young people taking part in youth social action** – By inviting young people to share their experience of creating social and environmental change, and encouraging honest dialogue around the challenges faced in doing so, we hope to shine a light on the unique barriers faced by young people from all backgrounds when working to make positive change.
2. **Demonstrate there are many ways in which you can empower young people** – We want to demonstrate the ways that governments, organisations, influencers and individuals can remove the barriers faced by young people taking part in social action.
3. **Spotlight organisations who are empowering young people on a local level** – We want to show good examples of local organisations collaborating to ensure that local young people are able to lead change in their area. This practice, evident in Ipswich and Blackpool, serves as the blueprint for any town or city who wants to enable youth social action in their local area.

HOW TO SUPPORT US

If you are an individual young person, a group, or an organisation there are a range of ways you can support us.

If you're a young person

Got 10 minutes?	Share your experience of overcoming a challenge, taking part in social action, or making your voice heard in your community. Use the hashtag #StillWeRise to join the conversation and inspire others.
Got 1 hour?	Get creative! Write a short piece, make a reel, or record a voice note on how you've risen above challenges to make a positive impact in your community. Submit to us at iwill@volunteermatters.org.uk or share on your own channels during #iWill Week.
Got a few hours to help?	Speak to your friends, peers, or people in your network who are involved in social action. Explore how they've overcome barriers or made an impact in their community, and share your reflections with us or on social media during the week. Collaboration is at the heart of the #iWill Movement, and we love to see young people working together to confront barriers, challenge injustice, and importantly, celebrate their work and the work of their peers!

If you're an organisation

Got 10 minutes?	Share stories on social media highlighting how young people are involved in your work, whether it's through participation in projects, co-creation, or decision-making processes. Invite young people to lead the narrative. Don't forget to use the hashtag #StillWeRise .
Got 1 hour?	Create a reel or video showcasing how your organisation supports young people to rise through social action. Invite the young people you work with to design this! You can find examples of social media posts here (to be used as inspiration - please don't post!)
Got a few hours to help?	Engage your young people in a discussion about the themes of #iWill Week and how they have risen above challenges to make a difference. Use this conversation to create content for the campaign, which you can share on your channels or submit to us.

CONTENT FOR SOCIAL MEDIA

You can download all the assets for #iWill Week [here](#). Some template content can be found below.

Example posts

Platform	Copy
Social media and WhatsApp	<ul style="list-style-type: none"> • Young people across the UK continue to rise, making positive changes every day. This #iWillWeek, let's celebrate their incredible work and inspire others. Find out more at www.iwill.org.uk #StillWeRise #iWillWeek • This #iWillWeek, we're celebrating young people who are making a real impact in their communities through social action. At [your org], we're committed to supporting young people to rise, despite the challenges they may face #StillWeRise #iwillWeek • You can find some inspiration for how to engage with the theme here.
Website / blog	<p>Show your support for young people leading social action this #iWillWeek from 18-22 November. Young people are leading the way in creating positive change across the UK – whether through activism, volunteering, or participation in decision-making.</p> <p>We want to celebrate the determination of the young changemakers we work with to rise above challenges and continue to drive positive change in their communities and beyond. Here's how you can get involved:</p> <p>How you can help:</p> <ul style="list-style-type: none"> • Sign up to be an #iWill Supporter at www.iwill.org.uk • Invite young people to share their experiences and perspectives on your channels. Don't forget to use the hashtag #StillWeRise. • Engage your young people in a discussion about the themes of #iWill Week and how they have risen above challenges to make a difference.