

A guide to embedding youth social action



#byddaf
iwill

Benefits of **#YouthSocialAction** like volunteering, campaigning or fundraising

For employers

- Better new recruits
- Attract the best talent
- Positive brand reputation

For individuals

- Builds confidence
- Develops employability skills
- Increased life satisfaction



#iwill: A guide to embedding youth social action

The #iwill campaign is an opportunity for employers in Wales to show their support for youth social action among young people. This includes activities such as volunteering, campaigning and fundraising, all of which create multiple benefits to employers, to communities and young people themselves.

As a leading organisation, we want you to join a growing movement of more than 900 influential organisations from across the UK in pledging to this year's campaign.

Cynnal Cymru is proud to be working with the WCVA (Wales Council for Voluntary Action) to raise awareness of the #iwill campaign and to provide practical support to businesses wanting to make a difference.

How you can get involved

To support the #iwill campaign, we want to hear how employers across Wales are embedding youth social action into their day-to-day ways of working as well as supporting employees to take make a difference.

This can be as simple as pledging to provide **voluntary placements** within your organisation, **encouraging and supporting your employees to volunteer** with local schools or youth groups or **developing your recruitment process** to positively recognise social action.

A good place to start is by identifying any existing good practices within your organisation that you can build on and support.



The benefits

For employers, supporting volunteering days for your employees, providing appropriate volunteering opportunities and positively recognising volunteering as a core skill in your recruitment process can have multiple benefits for your staff, business and wider community.

For individuals, volunteering can help you to grow personally and professionally, developing your employability skills as well as improving your wellbeing and understanding of others.

Georgina from Melin Homes:

“My volunteering journey, led me to my work journey. And I’m not just a one off, around nine members of staff at Melin homes, have also started off as volunteers”

As an employer this can increase your brand and reputation as part of your wider CSR (Corporate Social Responsibility), in turn attracting better new recruits and contributes to a healthy and happy workforce.

By developing social action opportunities in your organisation you can benefit from the following:

- **Better new recruits:** Young people who have taken part in social action have already developed many of the skills needed to be successful in the workplace. Asking about social action experience during recruitment enables employers to uncover these skills.
- **Attracting the best talent:** for many young people it is important that their employer has values with which they can identify. Supporting youth social action allows businesses to show their commitment to young people and to supporting and serving communities. It can help businesses to differentiate themselves as an employer that young people aspire to work for.
- **Cost-effective ('off the job') learning and development:** building social action into training and development is a cost-effective way to provide younger employees with opportunities to develop the skills that will enable them to progress within the business and contribute more fully to business growth.
- **Reputation:** supporting youth social action can give businesses an opportunity to demonstrate their commitment to Corporate Social Responsibility (CSR), connect them more closely to local communities, and enhance their brand and reputation.



Practical ways to embed youth social action

Here are six practical examples of how your organisation can support the #iwill campaign:

What you can do	How we can help
<p>Volunteering policy and programme Develop and promote an employee volunteer programme where employees are encouraged and supported to give their time to support their local communities.</p>	<p>WCVA can connect you with local volunteer involving organisations.</p>
<p>Positive recruitment practices Develop your recruitment practices to positively recognise the skills and experiences that individuals gain through social action and volunteering.</p>	<p>WCVA already encourage volunteers to tell their employers about their experiences and to value the transferable skills they gain through voluntary roles.</p>
<p>Diverse representation Encourage and support young people and those underrepresented into leadership and governance roles (voluntary and paid) within your organisation to create a more vibrant and diverse place of work.</p>	<p>WCVA can help promote voluntary positions through our national volunteering-wales.net website and via the local County Voluntary Councils.</p>
<p>Social action at the heart Place social action and volunteering at the heart of work experience placements, apprenticeships, graduate schemes, training programmes and staff development.</p>	<p>WCVA and County Voluntary Councils can help you connect with volunteer involving organisations to help you to work out how best link your schemes to the needs of the sector.</p>
<p>Champion and celebrate Champion and celebrate social action and volunteering throughout your internal and external communications to help attract the best talent, to demonstrate your commitment to your Corporate Social Responsibility (CSR) and to inspire your staff, stakeholders and customers.</p>	<p>WCVA and the local County Voluntary Councils can help to promote your news across the third sector in Wales</p>
<p>Supporting community Think about the practical ways your business or organisation can enable social action and volunteering to take place in your local community. Volunteers need spaces to meet, food to keep them going, ways to celebrate and platforms to be heard. What can you do?</p>	<p>WCVA and County Voluntary Councils can help match your resources to where they are needed.</p>



Make a pledge

Show your support by following the campaign on [social media](#), signing up to the #iwill newsletter and supporting young people you know to take part. Also consider how organisations you are involved with can make an #iwill pledge.

#iwill...

Here are a few examples to get you started:

As an individual:

- **#iwill** raise awareness of the benefits of supporting social action within my own organisation by highlighting positive stories from the #iwill campaign.
- **#iwill** volunteer for projects or causes that support young people.

As an employer:

- **#iwill** support volunteering days taken by our employees, and encourage them to give their time, and their skills, to help support young people and social action initiatives.
- **#iwill** provide volunteering opportunities within our organisation that support youth action.
- **#iwill** recognise the skills that young people gain through social action as part of our recruitment process.

Melin Homes:

“Our #iwill pledge is to work with 25 local schools over the next five years, engage and recruit more young people to join our youth group The Volume, and increase apprenticeship opportunities.”

For information and guidance on making a pledge visit the [#iwill website](#).



Further information

Cynnal Cymru is working with the WCVA (Wales Council for Voluntary Action) and Volunteering Wales to provide practical information and support to employers on how they can embed social action such as volunteering, campaigning or fundraising into their sustainability strategy or Corporate Social Responsibility Policy.

Here are some links to key toolkits and resources to get you started:

- Visit the Cynnal Cymru website for the latest [volunteering tools and resources](#), including links to volunteering opportunities and funding.
- Download the #iwill, [a practical guide by employers for employers](#) featuring advice and best practice examples from businesses across the UK.
- Be inspired by our case studies from across Wales

Share your volunteering story

Throughout the campaign we will be promoting good practice stories, so please get in contact if you have any examples of youth social action that you would like us to feature.

Key contacts and partners

WCVA	www.wcva.org.uk
Cynnal Cymru - Sustain Wales	www.cynnalcymru.com
Volunteering Wales	www.volunteering-wales.net
County Voluntary Councils	www.wcva.org.uk/funding/advice/cvcs

For more information, please contact: Felicitie Walls, WCVA fwalls@wcva.org.uk

About the #iwill campaign

The #iwill campaign is a collective effort involving over 900 organisations from the public, voluntary, education and business sectors with a vision to make meaningful social action part of life for all 10- to 20-year olds by the year 2020. In addition to Defra and the ZSL, organisations pledging to support #iwill4nature include Action for Conservation, Canal & River Trust, Global Action Plan, Groundwork, The Wildlife Trust, WWF, Royal Botanical Gardens and more.

The #iwill campaign was launched in 2013 with cross-party and multi-sector support after research into how the business, education, public and voluntary sectors could support young people to engage in social action.

For more news about the campaign visit, iwill.org.uk and follow [@iwill_campaign](#) on twitter or follow the hashtag [#byddaf](#) for the latest updates in Wales.