GUERILLA YOUTH

Guerrilla Youth is a new internet-based network. Our aims are:

To encourage young people to get involved by volunteering and fund-raising for local or

national charities, to promote the positive role that young people already play in charity work and to act as an online one-stop-shop for young people engaged in or interested in charity work: giving information, providing a discussion forum, providing examples and liaising with charities.

Where are we now and where do we want to be?

Guerrilla Youth was set up in 2013, with no budget but plenty of goodwill. We have been growing slowly, but we now feel we are ready to expand and make a real difference, involving more young people and more charities than ever before.

Why ‘Guerrilla Youth’?

We are called ‘Guerrilla’ because we are waging war on apathy, on the ‘don’t care’ attitude, and on the problems charities are fighting against. We are young people who do care and can do something about it. We want to harness your power to help us create a crowd-sourced campaign, which promotes and raises awareness of what young people can do for charities. We want to see your media products, bearing our name, but above all we want you to think beyond the obvious and take people by surprise with your media creativity – adverts are not the only way of getting our name and message out there!

We are commissioning a set of media products for a media campaign to meet our desired results

Results:

We want:

• more young people than ever before to be involved in working with charities;

• people to understand the impact young people are making in charity work;

• charities to understand the benefits of working with young people.