



GO GREEN
FOR GROUNDWORK



**Fundraising
Pack**

**10TH
- 16TH
JUNE**



ABOUT **GROUNDWORK**

Groundwork has taken practical action to create a fair and green future in which people, places, and nature thrive for over 40 years.

Our **Groundwork 2028 strategy** sets out how we will work with our partners and supporters to connect people with each other, with opportunity and with nature. It will build knowledge and confidence so that people feel more in control of their future to tackle the climate and nature crises over the next four years. We will do this by focusing on:

- > **helping** more people overcome hardship and isolation.
- > **helping** to create a greener economy.
- > **helping** those who need it most to connect with nature.
- > **helping** more people and places respond to the climate crisis.



WHAT WE DO

We support local communities and businesses to tackle hardship, combat the climate crisis and help nature recover in a way that reduces inequality and leads to better work and healthier, happier lives.

What this means in practice is:

- > **helping** people get jobs and supporting the growth of a greener economy.
- > **reducing** the waste of energy, food and water.
- > **creating** and maintaining biodiverse, accessible green spaces.
- > **supporting** businesses to be more successful and responsible.
- > **empowering** communities to take action to improve their health and wellbeing and the local and global environment.



OUR IMPACT

We help people to carry out thousands of diverse, locally-led projects each year.

Projects that tackle climate change and help people out of fuel poverty.

Projects that bring out the best in young people by helping them to improve their local area.

Projects that build stronger communities by improving green space and get people back into work into green jobs.

Last year, we supported:



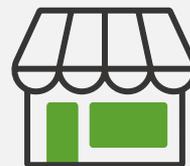
8,000

community
organisations



2,000

schools



1,000

local businesses



1,100

public spaces



19,000

households improve
their energy and
water efficiency



7,800

people into
education,
training or work



the planting of
31,000

trees



activities to
prevent

2,450

tonnes of CO₂
emissions

GROUNDWORK

THE CLIMATE AND YOUTH

In 2021 UNICEF declared the climate crisis to be a child rights crisis, with a young person growing up in Britain today feeling the impact of this crisis in two ways – the impact right now, plus the impact they will experience later in life.

For many young people, a combination of fears of future climate change, a sense that older people aren't doing enough to fix the problem now and not knowing what they can do to take action or have their voices heard can be damaging to their mental health, with cases of 'climate anxiety' on the rise:

- > **16-24 year olds** more likely to be 'very worried' about climate than over 50s.
- > **60% of 12-18 year olds** think climate change and inequality are affecting their generations' mental health.
- > **33% of 16-24 year olds** are scared when hearing about climate change, but only 9% feel that they have a great deal of influence on decisions made about climate change.
- > **20% of 16-24 year olds** say they are willing to have fewer children to address climate change.

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Whenever I hear about climate change, I feel overwhelmed with the thought that we are causing destruction to the planet, and young people can do little to change it. That's why I am studying environmental science at university in order to learn more and hopefully make a difference in my career. Even before starting my career, I have been able to share my perspectives and influence research by being a member of Groundwork's Youth Advisory Board.



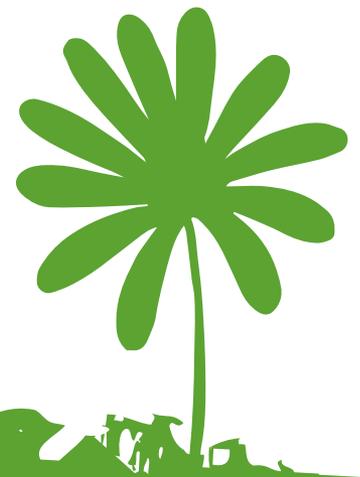
Hannah, Youth Advisory Board member

Growing up in a world where the climate crisis has always been known about, I'm often anxious seeing how little progress has been made during my lifetime. Climate change already impacts all of us and it will only get worse without proper action. As a young person, I've shaped a lot of my life, what I do in my spare time and career plans around being part of positive action for a liveable climate future. Volunteering as part of youth groups and having that peer support is great for my eco-anxiety. Knowing that you can and do have an impact as a young person is so valuable.



Lily, Youth Advisory Board member

Young people hope simply to enjoy what many of us take for granted and tell us a lot of their dreams feel harder to reach due to the impacts of climate change and that they want more support to take environmental action.



INSPIRING THE NEXT GENERATION

Every year Groundwork supports thousands of young people to take action on the climate and nature crisis.

In 2019, our **Green Leaders** programme provided free mentoring, training and resources to help young people design their own environmental and climate change community projects, with individuals with a passion for the environment able to learn the skills needed to inspire others to take action to protect their local parks or green spaces. Over the course of the four-year project, Green Leaders improved **218,000 m² of land**, saved over **39,000 litres of water**, **1,000 tonnes of CO₂** and diverted over **12,600 kg of waste from landfill**.

In 2023 we launched **New to Nature**, an ambitious programme of paid work placements designed to deliver life changing career opportunities in nature-based jobs for 98 young people from underrepresented backgrounds. In the first 12 months of New to Nature **100% of trainees** said they had gained new skills and experiences, **94%** reported they are 'very' interested in working in the environmental sector and **92%** felt confident they could find a job in the field they want to be in.



By empowering young people through programmes like Green Leaders and New to Nature, their confidence is boosted to take action in local communities, reduce anxiety and inspire others.

Greg

There are so many people out there who could be a massive aid to the environmental sector, but are unable to get over the initial barriers such as being unable to work long periods unpaid, lack of qualifications or disabilities. Being close to nature can improve anyone's life, and getting more people to care and become involved, bringing their unique skills and knowledge, is incredibly important.

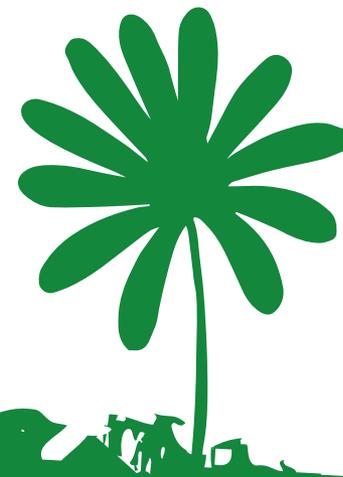
New to Nature was a perfect starting point for Greg's career in conservation, a prospect which had seemed unattainable. As a Nature Recovery Assistant at Deadham Vale, and Coast and Heaths Areas of Outstanding Natural Beauty (AONB), Greg, 26, is now gaining the experience and knowledge required to work in practical conservation beyond his placement.



Laura

This was the first job I've had where my neurodiversity was actually an asset and not something that I had to cover up or something that made me less employable. Not only is the job accessible to me, the placement is centred around making nature more accessible to people like me.

After completing her Masters degree during the pandemic, Laura, 26, was eager to break into the environmental sector. Trying to do this whilst being in an extended period of autistic burnout proved to be difficult and massively knocked her confidence. Now as the Access to Nature Project Assistant at the RSPB Belfast's Window on Wildlife nature reserve, Laura is building back her confidence in a New to Nature role focused on making nature accessible to people like her.



THE IMPACT OF YOUR FUNDING

That's why we are asking you to **Go Green for Groundwork this June** to help us raise funds that will support young people's needs and tackle climate anxiety through a combination of skills, training and education programmes that will equip them to influence decisions to tackle the climate crisis.



£20

could help Groundwork reach young people from underrepresented backgrounds with a passion for the environment and inspire them to take action in their local community.

£50

will support a young person to develop their career prospects through a session with a youth worker.

£1000

could upskill a group of young people, providing them with the tools they need to take action on the climate and nature crisis.

£100

could provide a session in a school to help young people better understand the climate and nature crisis and how their actions can make a difference.

£500

will provide ongoing support for a young person to gain valuable work experience on one of our climate-based projects.

**GO GREEN
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However much you raise, you'll be making a huge difference to Groundwork and the young people we support.

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FUNDRAISING IDEAS

Make a difference this **Go Green week!**

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Help us raise as much as possible to support young people and tackle climate anxiety by taking on a personal or group sponsorship challenge that will positively affect the environment:

- > **Go Green** by swapping your car for your bike or taking public transport for a week.
- > **Go Green** with a walking or running challenge.
- > **Go Green** with a no non-recyclable waste challenge.
- > **Go Green** by only buying second-hand clothes for a month.
- > **Go Green** with your food! Try a vegetarian or plant-based diet for the week.



Or you could Go Green with your team at work or school:

- > **Go Green** by organising an organic / locally-grown pot luck lunch with your colleagues.
- > **Go Green** by holding a green-themed dress down day.
- > **Go Green** by organising a nature-based quiz with your colleagues.

You can also come up with your own **Go Green activity** that will inspire others. However you choose to **Go Green for Groundwork**, you can support our youth-focused projects and make a real difference to young people's lives.

FUNDRAISING GUIDE

Make a difference this **Go Green week!**

Once you have decided how you will **Go Green**, follow our simple **six steps** to ensure you get the most out of any fundraising activity:



Download our
sponsorship
form



- 1** Decide when you will hold your activity – **Go Green week is 10th-16th June** but Groundwork will support you in your fundraising all year round.
- 2** Setup your JustGiving sponsorship page by following this link or QR code- <https://www.justgiving.com/campaign/gogreenforgroundwork24> - Make sure you set a target for your fundraising, add a photo to your page and tell people why you've chosen to support **Go Green**. If you'd prefer to fundraise for your local Groundwork Trust you can find links to support them directly on the **JustGiving campaign page**.
- 3** **Get sharing!** Promote your fundraiser at work, through your email signature, on social media and by contacting people directly to support your amazing efforts. **Don't forget to thank anyone directly who makes an effort to support you!**
- 4** We'd love to see how you've decided to **Go Green** – send us photos of your events, tag Groundwork on socials and use **#GoGreenForGroundwork**.
- 5** Check if your employer will offer matched funding for your fundraising efforts or would consider making a donation to support you.
- 6** Take a look at the **downloadable resources on the Go Green webpage** to help you along the way: <https://www.groundwork.org.uk/go-green-for-groundwork/>.



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- > **However you choose to Go Green** – please keep your challenge safe and legal. If you have any questions about your plans, please contact the Groundwork fundraising team on getinvolved@groundwork.org.uk
- > **Please consider the environment** when planning your event by not buying any new products or using non-recyclable materials where possible.

THANK YOU

By supporting Groundwork through Go Green, you're helping us to empower thousands of young people across the UK to take action on the climate and nature crisis.

Ruby Jones
Groundwork UK Fundraising Manager

getinvolved@groundwork.org.uk

groundwork.org.uk/go-green-for-groundwork/



[Sources]

- YouGov poll (2023): 16-24 y/o's more likely to be 'very worried' about climate than over 50s - ks
- YouGov poll (2023): 20% of 16-24 y/o's willing to have fewer children to address climate change
- YouGov poll (2023): 33% of 16-24 y/o's scared when hearing about climate change, but only 9% feel that they have a great deal of influence on decisions made about climate change
- Save the Children (2022): 60% of 12-18 y/o's think climate change and inequality are affecting their generations' MH; 75% want the government to take stronger action on the climate and inequality crisis
- Lancet Planetary Health (2021): 84% of 16-25 y/o's (10,000 surveyed around the world) were at least moderately worried about climate change, and 83% feel people have failed to take care of the planet. Over 50% reported feeling sad, anxious, angry, powerless, helpless, and guilty].

