YPI Launch Presenter Notes

The Purpose of the Youth and Philanthropy Initiative (YPI) Launch is to:

- Introduce the programme to participating students and teachers.
- Explore the key concepts of philanthropy and social issues.
- Provide an overview of the YPI process
- Excite students about the prospect of engaging in YPI.

We recommend that the launch is delivered to the whole school year group at the same time. This provides a sense of occasion, creating excitement about the opportunity to make a difference, as well as ensuring consistency of messaging enabling all students to start from the same point.

These notes and the accompanying Launch PowerPoint presentation should be used to introduce YPI and provide the opportunity for interactive discussion. Look out for this speech bubble icon for ideas for interactivity!

YPI Launch Success Criteria

- I understand the process of YPI and end goals.
- I understand and can articulate the difference between charity and philanthropy.
- I can begin to identify some social issues that are impacting on my local community.
- I discuss social issues which I feel most passionately about.

Maximising the Impact of the Launch

Your YPI Programme Officer will provide further guidance on the process of launching YPI during your Planning Meeting, including exploring multi-stakeholder inputs which aim to demonstrate clear value, outline what they can expect from the programme, and challenge students to engage and participate fully. The following elements should be considered:

- Introduction from the Head Teacher or member of the Senior Leadership Team - supports students' understanding of why they are taking part and emphasises the value and esteem of the programme.
- A brief input from a group of previous participating students - demonstrates first-hand the impact of the programme at a peer level.
- Third-sector input from a charity that has benefited from a YPI grant showcases the tangible local impact of YPI.

**The above inputs could be in person or via a short video or written testimonial/statements.*

To complement and enhance this process, a **YPI student launch video** has been developed to excite your students about the opportunity to engage with YPI.

This could be used at the beginning of the launch event, and/or in class afterward. It provides a succinct overview of the process, expectations, and opportunity.



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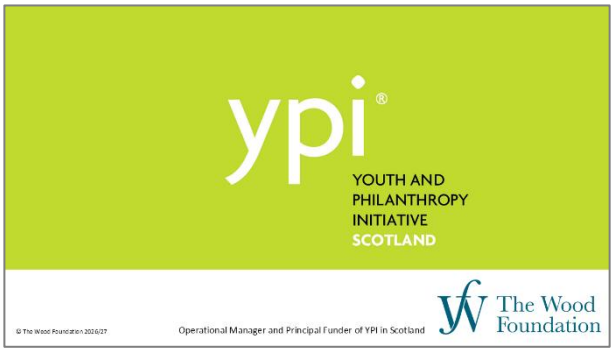
Section 1: Introduction to YPI and Philanthropy

Slide 1: Introduce YPI

This is your opportunity to share that there is a very real **£3000** up for grabs. You can explore if students have any awareness of YPI. You could share:

- The number of years your school has taken part.
- Why the school believes YPI is important – you could focus on skills development, community engagement, providing a real-world opportunity.
- Where YPI fits with respect to school curriculum & culture.
- Note that the school is one of more than 280 schools taking part in YPI across Scotland.
- Origins of the programme: Although the YPI programme originated in Canada with the Toskan Casale Foundation, YPI in Scotland is managed by The Wood Foundation. For more information, please refer to our website.



Note: If there is a YPI funder supporting the school, please emphasise. Their support enables YPI to thrive and continue. (your YPI Programme Officer can provide more information on funding partners and you can refer to our website here).

Slide 2: Introduce the Concept of Philanthropy and Philanthropist

- **Raise hands** if anyone has ever felt the need to help someone else?
- **Raise hands or stand up** if you have supported a charity in the past, e.g., donated money, supported Comic Relief/Children in Need; donated to a charity shop or foodbank?



- These are all examples of charity in action – raising funds for and supporting good causes. You may wish to share a personal story of any fundraising you have done, and why you chose a particular cause or charity.

- The difference between acts of charity and Philanthropy:
  - Philanthropists are equally interested in supporting good causes and the issues they care most about, but they go a step further, acknowledging that money or individual acts of charity alone cannot solve the big issues that affect society. Philanthropists aim to understand the **root cause of problems**, and they work to make a significant and lasting impact on the issues they care most about.

  - In short, philanthropy is giving of your **time**, **talent** and **money** in order to find **solutions** to problems in society – *time, talent & money will be a theme emphasised throughout the launch.*

  - Responding to a direct need through an individual act of charity is almost always a great thing to do. However, during YPI you will begin to think about how organisations are using philanthropic approaches to support long-term change. Read, research and think critically about the needs of our community and explore how you can use your skills and resources to solve a larger social problem.

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You may wish to explore this further by providing an opportunity for students to 'think like a philanthropist' and consolidate student understanding of the distinction between charity and philanthropy. Below is an example.

Homelessness: There are currently more than 30,000 homeless people in Scotland (Shelter Scotland). To think like a philanthropist, we first need to think about the root causes of the social problem.

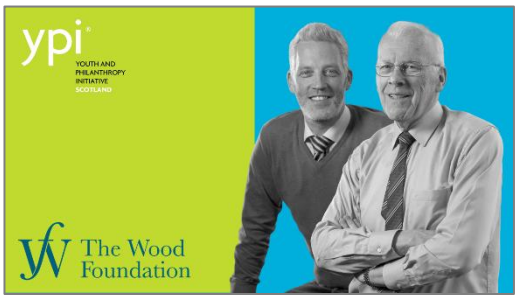
- **Raise hands** if you have ever offered some spare change, a hot drink or a bite to eat to a homeless person? This a charitable act in response to a direct need that was observed.
- **ASK:** What are the reasons why someone may end up homeless? Examples may include – unemployment/redundancy, family breakdown, poor mental health, drug abuse and alcohol misuse, ex-serviceman/PTSD, etc.
- **ASK:** Now that we have thought about the root causes, what could we do to tackle these social issues?

Examples may include funding substance abuse clinics, supporting access to job training centres or mental health programmes, or providing money to a charity that supports homelessness rather than directly to an individual. This involves taking time to understand the root cause of the issue and drawing upon students' and others' talents to put in place solutions, and with some money they can support long-term positive change. Philanthropy is the giving of time, talent and money to make a difference.

Introduce Julie Toskan Casale

- Less recognisable person - founder of MAC Cosmetics & the YPI programme.
- Sold MAC and established the Toskan Casale Foundation. Quickly realised that she could not evaluate all valuable causes and issues herself, so set up YPI to disseminate small, impactful grants within local communities.
- Focussed on creating and supporting more compassionate communities.
- Julie's primary focus and belief is that it is vital to engage young people in the process of change as they are the change makers, opinion formers and decision-makers of the future.

Slide 3: The Wood Foundation and Sir Ian Wood



Introducing Sir Ian Wood and YPI in Scotland

- Sir Ian Wood founded The Wood Foundation in 2007 with a vision to invest in people, ideas and businesses to create lasting change.
- For Scotland, he wanted to provide opportunities and support for young people to thrive, educators to be empowered and communities to have the confidence and capacity to shape their own futures.
- He brought YPI to Scotland, almost 20 years ago, and today his son Garreth Wood continues, as Chairman, to empower transformational change.
- Garreth continues the family's commitment to active and purposeful philanthropy. Founding, alongside his wife, Nicola Wood the charity, Kids Operating Room which improves access to children's surgery international. So far, they have made safe surgery possible in 136 operating rooms across 29 countries. From Malawi to Ukraine, Afghanistan to Zimbabwe, over 1 million life changing operations have been possible.

Slide 4: Famous Philanthropists

Two other famous philanthropists will appear. (You have the option to replace Dolly Parton with Taylor Swift on this slide)

- **ASK:** Does anyone know who they are, and what they are famous for?
- **ASK:** Does anyone know what they are doing to make a social change and why we might call then philanthropists?



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The following provides further information about each of these philanthropists.

Dolly Parton

- Global icon in the music industry, an American country music singer, songwriter and actress.
- Dolly grew up in a very poor family with 11 brothers and sisters, understanding what it is like to have very little, she wanted to give others a better life.
- She started the Imagination Library which sends free books to children each month. It has given about 200 million books.
- In 2020, she donated $1 million towards research that helped develop a COVID-19 vaccine.
- After wildfires destroyed homes in Tennessee in 2016, Dolly helped raise money for families who had lost everything.
- Dolly has also invested millions in her home area of Tennessee, creating jobs and supporting local communities through business and attractions. Much like Sir Ian Wood in Aberdeen and in Scotland.

Marcus Rashford MBE

- Professional footballer who plays for the England national team and Manchester United.
- Focused on helping to end child food poverty and supporting vulnerable families.
- He began campaigning in March 2020 when he teamed up with FareShare to raise money to provide meals for vulnerable people and families. In June 2020 he wrote an open letter to MP's asking them to reverse their decision to not provide free school meals over the summer holidays during the Covid pandemic, this was successful, and 1.3 million children benefitted from the free meal voucher scheme. He was awarded an MBE for his campaigning.
- Marcus Rashford's use of social media to campaign will now be taught at GCSE level in England.

Taylor Swift

- Singer, songwriter, performer, actress and Grammy award winner.
- Taylor spreads her philanthropy across various organisations, as well as supports major natural disaster relief funds and many individuals with specific needs.
- In 2023, she made a pledge to the Country Music Hall of Fame for $4 million to help provide educational music programs to local children.
- She finds ways to make a difference in every place she calls home, making a habit of giving to local food banks whilst on tour, thereby leaving a lasting impact.
- She also uses her platform to raise awareness of important issues, such as LGBTQ rights and women's empowerment.

Slide 5: Students Participating in YPI

You may wish to replace one of these photos with last year's winning team.

- These students are just like the ones in front of you.
- A short time ago they were introduced to philanthropy and took part in YPI. Are they famous? No. Are they multi-millionaires? No. Have they launched a make-up line? Probably not. However, Julie Sir Ian Wood, Garreth Wood, Dolly and Marcus, all these students are philanthropists.



ASK: What are the three things you need to be a philanthropist? ***Time, talent & money***.

Through YPI, the school and teachers have provided you with the **time** needed to take part; The Wood Foundation *(and local funder, depending on area)* has provided the **money** needed to make a genuine impact in the local community; and within your classroom there are undoubtedly the students with the **talent**, **skills** and **knowledge** needed to make a difference.

You are the next generation of philanthropists - the decision makers and opinion formers of today and the future, and you certainly do not need to be millionaires to make a difference.

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Section 2: The YPI Process and Core Requirements

Slide 6: YPI Process

WATCH: Before detailing the YPI process in your school, you may wish to play the '**Make a Difference**' video available here. Ensure that this section of the presentation is tailored to the YPI process in your individual school context.



- **YPI Launch:** Highlight that through YPI and after today, your students will have a REAL opportunity to really make a difference.

Slide 7: Social Issues

This slide provides an opportunity to:

- Explore social issues in greater detail and highlight that every community in Scotland is affected by a whole host of social issues – some obvious and some less obvious.
- Reiterate the importance of choosing an issue that they care about or have a connection with.
- Emphasis a core element of YPI – that it is solely focused on social issues; **issues that affect PEOPLE in the LOCAL community.**



*Animal charities (e.g., SSPCA, RSPB) or environmental charities (e.g., WWF, Friends of the Earth) are **not eligible**, unless a clear link can be made to a social issue that affects **people** and the impact on the **local** community can be evidenced. A charity such as Riding for the Disabled or Guide Dogs for the Blind **would be eligible** as these are organisations which use animals to support people experiencing a social issue.*

Each image represents different social issues (some very clear, some less obvious). The aim of this section is to explore possible social issues and contributing factors. At this stage, you could issue a warning recognising that sensitive social issues will be discussed.

First, take a moment to think about all the social issues that we can think of in our community.

ASK: Can anyone identify any social issues that might be represented here? Discuss where appropriate.

Suggested Questions to further discussion:

- Does homeless always look like this? Would you be homeless if you were couch surfing and didn't have a property to live in? What are the causes of homelessness?
- What is one of the biggest social issues that affect the elderly? In the context of dementia or care for the elderly other issues including respite, palliative care, loneliness, bereavement or poverty can also be explored.
- What other social issues could be linked to people experiencing domestic violence?
- What does poverty look like? What impact can it have on children?
- Are all disabilities visible? What other social issues could affect families with children with disabilities or additional support requirements?
- In the context of cyberbullying, other issues including poor mental health, loneliness/isolation, addiction to social media, and internet safety can be explored.
- What are social issues that you see affecting young people and people around you?

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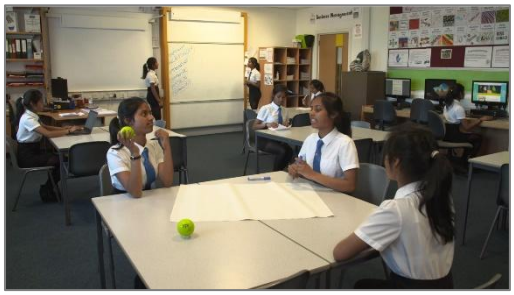
Slide 8: Form Teams and Introduce Research



- **Form Teams:** Students work in small teams.
- **Research:** Each team works together to discuss and agree on the one issue they collectively feel most passionately about and begins to research and shortlist the local charities actively doing something about this issue in their community.

Slide 9: Research



- Research will be key to succeeding in YPI.
- Class-based research should go alongside active research with a chosen charity through phone or video calls, emails, meetings, and site visits.
- This is a chance to engage with your community and see things for real, and hopefully secure a real £3000 grant.
- At the final the judges will want to see that each team has gone beyond simply reading a leaflet or visiting a website. They will want to hear about charity engagement, what you have learned, and the impact on you and your team.

Slide 10: Charities



- **Choose a Charity:** Each team will discuss and agree on the charity they will focus on and confirm that their chosen charity is registered with OSCR and has a local community presence.
- **Charity Contact:** Each team is actively encouraged to establish contact with their chosen charity; to conduct interviews; to arrange visits & meetings to establish a deep understanding of their chosen charity and what impact they are having. (If having a charity fair, mention it now.)

Slide 11: Registered Charities and OSCR



- This slide highlights the sheer number of registered charities in Scotland (stats taken from www.oscr.org.uk August 2026)
- Local Authority statistics are available to drag and drop into the box.
- With more than 24,000 registered charities in Scotland, the third sector is both a significant service provider and employer.
- Each of these charities exists because of identified local need, with most social charities filling gaps or shortcomings in statutory provision.

Use this slide to reiterate that all charities eligible to receive the £3000 grant must be **community focused**, provide services to address a **social issue**, have **local impact** and be **registered with the** Office of the Scottish Charity Regulator (OSCR).

- The OSCR website is also a valuable tool when it comes to researching local charities. The website provides:
  - A searchable database of all registered charities, with advanced settings to filter by region, remit, and budget.
  - Details about each charity – registered address, webpage (where available), income & expenditure, purposes.
- At this point you may also want to highlight other approaches to identifying local charities.
- You may also highlight that 37% of registered Scottish charities operate on less than £10,000 a year. For these charities, £3000 would have a significant impact. It would be more difficult to demonstrate impact for much larger charities.

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Slide 12: Sealing the deal – The Business Case



- Remember a real £3000 grant is at stake through YPI.
- You'll have to convince the judges that your chosen charity is most deserving of the YPI grant. You should demonstrate how you have 'thought like a philanthropist'.
- To do this, you must present a clear business case and cost breakdown on what £3000 might do for their chosen charity.
- It should be clear what exactly the £3000 will do to support people in the local community.

For example, a strong business case might sound like – "£3000 would fund ***300*** food parcels, at a cost of ***£10*** each. This would provide ***2 food parcels*** a week for 6 weeks for ***25 families*** in our local community."

Slide 13: Pitches



- **Present:** All teams package up an 6-10 minute presentation that pulls together all their learning & research and shares the story of their chosen social issue and charity in the most creative and innovative way possible. Draw on talents to enhance presentations.

Slide 14: Think Outside the Box - Creativity



- We want to see creativity in your presentations – and there are MANY ways to present information in an interesting and engaging fashion.
- You are competing against one another – so you need to stand out.
- Examples of creativity include:
  - Video diagrams, animations or photographs
  - Poetry, music or dance
  - Props, PowerPoint or Prezi – the use of PowerPoint in particular should be carefully considered.
- It can be tempting to use slick, professionally produced, charity marketing materials and video packages, however, you won't be given credit for this, we want to see your work, your creativity, and your talents.

WATCH: An example of a creative YPI presentation from our Vimeo page. What made it stand out? Was it engaging? What did you like about it? What talents might your team have?

Slide 15: Conquering Creativity



- As said, there are MANY ways to present information in an interesting and engagement way. Students should start to think about what they are good at and what they enjoy doing.
- ASK students to watch the short animation and consider their own interests, hobbies and skills. Are there any of these creative ways to share information that stand out to them?

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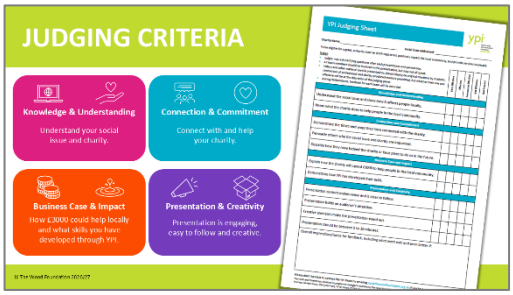
Slide 16: Judging Criteria

- It is important that students are familiar with the judging criteria, this slide is an opportunity to highlight that it exists and that they will be expected to create their presentations with this in mind.
- Reminder that it is not just about getting to the final but about raising awareness of the social issue and the charity too.



Slide 17: YPI Final Showcase

- **YPI Final Showcase**: Your school will host a YPI Final Showcase where the best, most engaged teams will present in front of a panel of judges chosen by the school. The winning team's charity will be awarded the £3000 grant. Explain how your school would generally run your class heats and / or Final Showcase and what to expect.



Slides 18 and 19: Good Luck & Summary of Key Points & Good Luck

- **ASK:** What are the three things you need to think like philanthropist?
- **ASK:** What are some of the core criteria for YPI?

Key summary points are as follows:

- Philanthropy is the giving of your **time**, **talent** and **money** in order to find **solutions** to problems in society.
- You are responsible for a very real £3000 YPI grant.
- How you work as a team and choose an issue you all care about is very important.
- Do not underestimate the importance, value and impact of making a meaningful connection with your chosen charity – if teams can get out of the school and visit the charity.
- Be innovative and creative in your YPI presentation.
- Be clear about potential impact £3000 would have on chosen charity.





Young Scot Partnership

Young Scot has a national partnership with YPI which celebrates and recognises the contributions of young people taking part in the YPI:

- Students will receive 2000 Young Scot points for participating in the YPI process. The Young Scot Rewards points codes will be sent to the YPI Lead Teacher following their school final showcase.

Partnership Funders

- Please use this slide to recognise the contribution of our variety of funding partners and specifically mention a funding partner operating in your region should it be relevant. For more information on funding partners and the associated relationships, please contact the YPI Team or visit the Funding Partners page on the YPI website.

If you have any questions about these notes or the YPI launch, please contact your YPI Programme Officer or email ypi@thewoodfoundation.org.uk.

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