

VOTESFORSCHOOLS PRESS PACK

Guidance for Press & Media

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This pack is intended for press & media contacts interested in sharing more information about VotesforSchools. Please use the interactive list below to find what you need. To speak with us directly, please see the final page of this guide.

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WHO WE ARE

VotesforSchools began in 2016 with a mission: to eliminate political apathy and to ensure the voices of children & young people are heard on today's most pressing issues.

Since our humble beginnings working out of a Costa in Caterham, things have changed a bit.



- We are a team of 19 passionate educators, working from locations around the UK and internationally
- We have a network of over 1,400 schools nationwide, reaching 500,000 children & young people weekly
- Over the academic year, we deliver 39 VoteTopics on the issues everyone is talking about
- On average, our VoteTopics receive 40,000 votes a week from children as young as five, all the way through to young people in further education settings and prisons
- We advocate for depth as well as breadth, providing bespoke resources and events for schools, trusts, local authorities and the third sector, all geared towards amplifying youth voice.



“Creating a generation of informed people who can ask questions and understand democracy could help the country move away from the polarised debate sparked by Brexit. Ultimately, this could take us towards a more civilised, more nuanced type of politics.”

KATE HARRIS

CEO & Co-Founder

WHAT WE DO

Each week, we facilitate topical classroom conversations through our carefully-curated resources. Designed by teachers, the resources present a Yes-No question about a current issue. Our voters then have the opportunity to discuss the many different sides to their VoteTopic question, before having their say on our innovative platform. They are able to vote and share their comments as part of this process, meaning we get to hear directly from them on issues as varied as climate change, misogyny, and mental health.

Once the vote closes, we compile all the responses into a data report, which is then shared with influential people across a range of sectors. We seek feedback from changemakers so that our voters know that their voices are making a difference. We also use our results to try and influence policy change on issues that will have a profound effect on children & young people and their futures.



A hand is shown holding a white rectangular card, positioned as if about to place it into a cardboard box. The box is visible as a horizontal band with a corrugated texture across the middle of the image. The background is a soft, out-of-focus gradient of purple and pink.

MORE THAN JUST A POLLING ORGANISATION

Our resources are designed to inform young people of the issues underpinning the question on which they are voting. This means that we're not big fans of being referred to as a "polling company". We much prefer "youth voice initiative", "social impact platform", or even "democratic education organisation", if you want to be fancy.

HOW WE PRESENT OURSELVES

We are very proud of the brand that VotesforSchools has become.

We fly the flag for diversity & inclusion, champion curiosity, open-mindedness & creativity, and promote honest & meaningful discussion through our resources.

But wait, there's more: we believe that to feel part of the conversation, it's vital that young people have the facts with which to come to their own conclusions. That's why we ensure all of our resources are balanced, and everyone's point of view is fairly represented. It's a tough job, but someone has to do it.



SOME OF OUR BESPOKE VOCAB ("BESPOKAB", IF YOU WILL)

- *VotesforSchools* is how we like to be known; all one word, no frills. Simple.
- *VoteTopic* refers to the question about which voters are being asked. Here's some we made earlier: "Will life improve with more use of artificial intelligence (AI)?" or "Should artefacts be returned to where they were taken from?"
- *Voters* is how we refer to our nationwide network of engaged children & young people.
- *Resources* are what we provide our subscribed schools with each week; these include assemblies, lessons, lesson plans and curriculum maps
- *Be informed. Be curious. Be heard.* is our slogan (and our mission, of course).

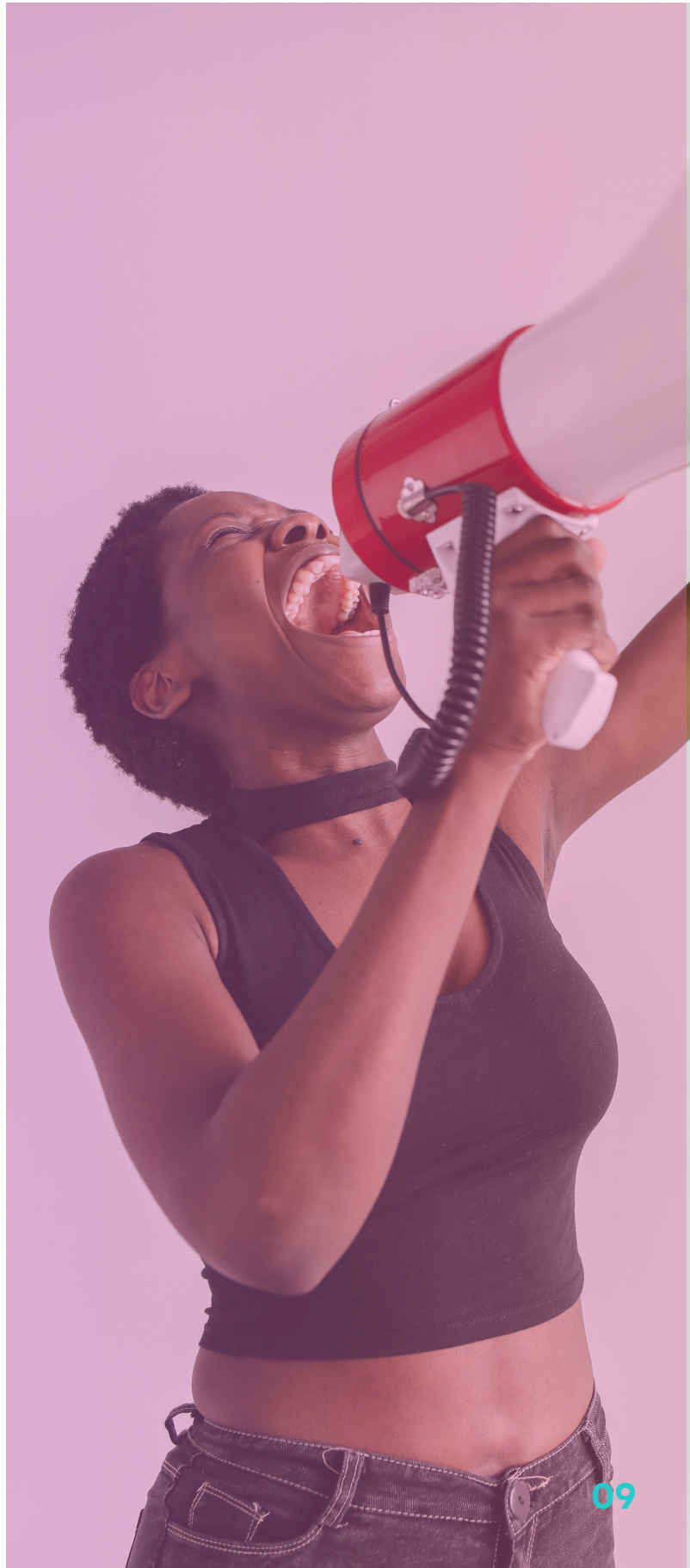


WHO WE WORK WITH

We have been fortunate enough to work with some of the UK's best-known organisations and entities, such as Co-op, Mind, Childline, and Unicef UK. All our collaborators are passionate about what children & young people think, and have helped us in our quest to make sure their voices are heard by those in positions of influence.

Click the links below for some of our most im-*press*-ive moments:

- [COP26 campaign on Good Morning Britain & Sky News](#)
- [Apprenticeships campaign on Co-op's website](#)
- [Our Youth Advisory Board in The Grocer.](#)



OUR VIRTUAL TROPHY CABINET

- In 2020, we won the Impact Award for Education at the London Business Awards.
- We were finalists at the Education Resource Awards in 2021, and took home trophies that year. Since then, we have been finalists in 2022 & 2023.
- In 2022, we won UK Parliament Week's Partner Activity of the Year Award. (And we got to meet Sir Lindsay Hoyle. Double win.) We were finalists in the Democracy Awards too.
- Also in 2022, we received a commendation from the Counter Terrorism Police for our work in tackling extremism & radicalisation.
- We were finalists at the BETT Awards in 2023.



WHERE TO FIND US

There are lots of ways you can find out more about what we do - check them out below.



For any press or media enquiries, please email our Head of Impact & Partnerships, Penny, at penny@votesforschools.com.



To check out our website, visit www.votesforschools.com.



To connect via socials, search @votesforschools on [X \[Twitter\]](#), [Instagram](#), [LinkedIn](#), [Facebook](#) and [YouTube](#).



For high-resolution copies of our logos, click the links below. Please seek permission before use.

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