



effervescent

Young Advisors Board Recruitment Pack 2021

Welcome

Hallo.

I'm thrilled you're considering applying to join our Young Advisory Board.

Effervescent nurtures children, teenagers and young people to create professional campaigns that trigger local, national, and international change for social good.

I founded Effervescent in 2004. It became a company in 2012, and evolved into a charity in 2015. Up until now, the adults in the company – the trustees and the Effervescent staff and I – have made most of the decisions about what sorts of projects we do, which organisations we partner with, and how we reach out to and involve young people.

Children, teenagers and young adults have always steered the individual campaigns and art works; but in 2022 we are excited to evolve again, and to start working with a Young Advisory Board of young people who know our projects from the inside out, and want to steer and support Effervescent to be better, bolder, and create longer-term change.

What this looks like in practice is still to be decided once we have appointed the first Young Advisors and they give us their ideas; but what we think it means is:

- The Young Advisory Board research and suggest, or advise the paid team and trustees, on what future projects and programmes should be – especially programmes which are funded by grants; but also advising which client-led projects to work on
- The Young Advisory Board send representatives to the trustee meetings every three months, feeding in ideas and thoughts on how the charity evolves and is run

The Young Advisory Board takes on some responsibilities each year around running a specific campaign generated and owned by the YAB which may be about a theme important to young people, about the work and impact of the charity itself, or something else that the YAB agree is important. The Young Advisory Board works with our financial advisors and trustees, and outside experts, to work out the best way to set up a future Trust Fund for young people who take part in and complete Effervescent projects – a trust fund that our 'graduates' can access to help them in their lives whether that's with their careers; or to feel safer; or to create some other positive change for themselves.

We are looking for applicants who have taken part in an Effervescent project in the past because they will have an understanding of how Effervescent works and how it feels to be involved.

I'd like to take this opportunity to highlight how valuable and important diversity is to us – and by that we mean young people of different ages, life experiences, cultural backgrounds, levels of formal education, and work or volunteering experiences (with us and with other organisations.) As someone who has worked on a project with us, you know that wisdom comes from collectives and does not rely on any one person. We would be delighted to receive your application if you have the passion to help lead Effervescent towards achieving even more for children, teenagers and young people.

Eloïse Malone
Founder

The Role: Young Advisor, Effervescent

In 2022 Effervescent would like to appoint up to seven Young Advisors who will form a Young Advisory Board.

An Effervescent staff member will organise and support the Young Advisory Board, booking meetings for them (online or in person) and arranging travel, food, accommodation, supplies etc.

We would like to hear from young people aged 14 – 25, who have taken part in Effervescent projects since January 2013, who have experience of, or care about:

- Using adverts and art to create changes in society's attitudes and behaviours
- Fundraising
- Children's and young people's wellbeing, health, education, and future
- The future of the world including the environment, social fairness, and using ethical business to make things better for everyone

Young Advisors should bring their knowledge of Eff, their knowledge of the Eff project they worked on, and skills and experiences from their own lives. You don't need any other qualifications or work experience.

Each Young Advisor uses their own skills, knowledge or experience to help the Young Advisory Board make decisions and help Effervescent develop. This may involve:

- Doing research
- Reading things (proposals, policies, project plans, etc) that the Eff team have prepared and giving your views, feedback, and ideas
- Leading discussions
- Working on a practical piece of work such as developing a campaign, fundraising, or reaching out to new contacts
- Challenging our staff or our trustees on something you feel we need to improve, or should be tackling

Who We're Looking for

We're looking for young people aged 14 - 25 who can guide, challenge, and support Effervescent's development:

- You have taken part in an Effervescent project at some point since January 2013
- You are passionate about Effervescent's mission and values
- You care about promoting issues that are important to children and young people; especially those experiencing disadvantage, or childhood experiences that could prevent them from having a good and happy life
- You are good at working with a group of other young people
- You want to represent Effervescent and its work to other people including funders, ethical businesses, government, media and potential donors
- You value other people's different perspectives, experience, skills and knowledge
- You have time to take do this role (four evening meetings each year, and a weekend away once a year)



What we hope you'll gain from taking part

We've never done this before, so this is your chance to shape and lead a brand new piece of Effervescent's history.

We hope you'll gain:

- Enhanced skills in collaboration, idea development, managing a charity or social enterprise, running campaigns, and developing a trust fund
- Confidence and awareness of how to use your new skills to pursue your dreams
- New friends and connections, which you can call on for help and support with your future career
- A really lovely fun time – especially on the annual residential weekend



What we offer you

You will be asked to attend every Young Advisory Board meeting (about four times a year, by videoconference,) which are usually held between 6pm and 8pm on a weekday.

You may also be invited to represent the Young Advisory Board at Effervescent's trustee meetings, which are also four times a year and also on weekdays from 6 – 8pm, and to report back to the Young Board on what happened in the meeting and what you want to do with that info (challenge it, lend support, make an offer to get involved, help it find contacts or resources, etc)

All of these meetings will be arranged in advance so you can check your diary, and be sure you're available.

You can also expect to attend an annual residential weekend in a glorious location with lovely food, guest speakers, and activities to help you think really creatively about the future of Effervescent and where it should be focusing.

As a team, you will all choose your own team campaign to work on each year.

In 2022, you will do the groundwork on the Effervescent Trust Fund. You will meet with lawyers, advisors, and inspirational people who will help you work out what you want the Trust Fund to do, how people can access it, and how it will be managed.

You will be invited to attend training events, meetings with funders, pitch meetings with our potential clients, or award ceremonies, throughout the year.

If you are appointed to the Young Advisory Board, you will usually be appointed for up to two years. The Young Advisory Board will appoint new members to join each year so there's a mixture of fresh faces and experienced people on a rolling basis.

About Effervescent

Our vision

Ethical design and innovation through co-production with children and young people, will make the world a kinder, happier, healthier place for everyone.

Our Mission

We nurture and coach children and young people to create professional campaigns which trigger local, national, and international change towards sustainable social good.



Our values

In everything we do, we hold these key values at our core:

Care

We nurture. We provide clients, children and young people, campaigns, communities and our staff with exceptional resources, support and energy.

Resonance

We build lasting impact. We design products, services, and experiences that ensure enduring positive change for children, brands, and communities.

Integrity

We prize truthfulness. We work honestly and with clarity, with clients we can genuinely benefit; our campaigns are authentic and impact-focused.

Innovation

We design transformation. We make extraordinary, beautiful campaigns that create real change.

Fearlessness

We are brave. We engage with subject matter and ideas that challenge us, our clients or partners,

Collaboration

We play nicely. We are welcoming, supportive and honest; we actively share resources, ideas and knowledge.

Fun

We are mischievous. Warmth, happiness, playful experimentation and hopefulness underpin everything we do.

Audacity

We embrace the impossible. We research what is needed, and build whatever is necessary to make that happen.

How To Apply

Submit your application in whatever way you would like. It could be a nice neat PDF, or you could grab some paper and pens if you fancy going analogue (obviously take a photo of it and then upload that). Maybe an annotated self-portrait? You could upload a video or audio recording... whatever you send, put your name in the name of the document so we know who it's from.

In your application, tell us how you would fit the description we mentioned earlier. Here it is again.

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This is a dropbox folder, but you don't need a dropbox account yourself to upload to it.

<https://www.dropbox.com/request/uXUOuqoocnsin4Pix3yj>

Deadline for applications is 9am Friday 3rd December.

What Happens Next?

We'll let you know if you have been shortlisted and what the next steps in the process will be by Friday 10th December.

If you haven't seen us for a while, check out one of our recent campaigns lonelynotalone.org

