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THE DIANA AWARD

"We changed our world for the better"

Celebrating 15 years of the Diana Award

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"Hello. We're Alex Farrow and Binda Bhudia, Diana Award Holders and Youth Trustees. As we celebrate our 15th anniversary, it's incredible to think that over 40,000 Award Holders have changed our world for the better. Award Holder's names are featured throughout this publication and we're so proud to share the stories of 15 young people from across the UK who have been on an incredible journey with the Diana Award.

Diana, Princess of Wales passionately believed that young people have the power to change the world and this is the legacy we work towards. Every young person we work with is part of this living legacy for a remarkable person who worked tirelessly to improve the lives of others. Today we are so proud to have the support of TRHs Prince William, The Duke of Cambridge and Prince Harry."

KENSINGTON PALACE

In recent years, we have both had the privilege of meeting some truly inspiring young people and those involved with the Diana Award are no exception – working to quietly transform their communities and the lives of those around them.

Having met young people working with the charity in Newcastle and in London, we were struck in both cases by their deep and lasting sense of social responsibility. These young people were working hard to tackle the social issues that affected them - such as bullying or social exclusion – and the Diana Award empowered them to do more.

This year marks the fifteenth anniversary of the Diana Award. Over this time, the award has evolved to become a youth-driven charity that harnesses the energy and passion of young people who really are trailblazers for their generation.

We believe, when encouraged and supported, that young people have the ability to change society for the better. We know that our mother – in whose memory this award was established – felt the same and would be proud of its achievements to date.

Happy Birthday!

"It's incredible how far the Diana Award has come since its early days in 1999, and even since I became an Award Holder in 2004. As a Trustee, I was curious to know how the Award made the journey from a small pilot scheme to a national movement – celebrating and supporting thousands of young people who change their communities and the lives of others for the better. So I asked former CEOs Lindsay Mackie and Maggie Turner to share their stories, and current CEO Tessy Ojo to tell us about the Diana Award today. This is what they had to say."

Binda Bhudia

Q: Lindsay, you were the first CEO of the Diana Award. How did it all start?

LINDSAY: After Princess Diana died, the Government wanted to get young people involved in commemorating her legacy. The idea was to give recognition to teenagers who were making a real difference to their schools and communities. At the time, I was working for a charity called Education Extra and we put in a bid to run the Award – and when we succeeded I was given the job of bringing it to life.

Q. What inspired you in the early days of the Award?

LINDSAY: My daughters were teenagers at the time, so I was acutely aware of how young people got a bad press in the media. I was determined that the Award would reach out to incredible youngsters and tell the world how wonderful they were. We had to stand by them, no matter what. The Award still does, and I'm proud of that.

MAGGIE: That was so important, Lindsay, especially because of Princess Diana's belief that young people can change the world for the better. So many young people are not being heard, even today. The Diana Award gives them a much stronger voice.

Q. How did you reach out to the very first Award Holders?

LINDSAY: We were lucky because Education Extra already had a close relationship with thousands of schools. Because we had so much goodwill, those schools immediately took the Award to heart, nominating inspiring young people who were changing their world for the better. And word spread quickly – the stories of our first Award Holders got a lot of media coverage, which made other schools and youth organisations keen to get involved.

Q. It must have been hard work to get the Award off the ground. What was your team like?

LINDSAY: We had an excellent but small team, which soon grew to attract talented and devoted people like Tessy, who is now it's brilliant CEO. What united us was a desire to make the Award much more than a certificate. Instead we wanted to create a positive movement for young people. When David Blunkett presented Awards to the first ever nominees, we knew instantly that the Award would quickly become a lasting force for good – and that there could be no more fitting legacy to Diana's memory.

Q. Maggie, in 2003 you took over the reins. What inspired you to take on the challenge?

MAGGIE: At the time, I was working at ChildLine. We had found that the single most common reason young people called us was because they were being bullied. So I set up the ChildLine in Partnership with Schools (CHIPS) programme, a peer support scheme run by young people to tackle and prevent bullying in schools. Through this work I met Lindsay, and when I saw her post advertised in the newspaper I gave her a call. She encouraged me to apply and was a constant support to me when I was appointed.

Q. Did your time at ChildLine influence the direction in which you took the Diana Award?

MAGGIE: Absolutely. Soon after I arrived, we created a special Anti-Bullying Award to recognise young people who were tackling bullying in their schools and communities – and supporting those who had suffered from it. The new Award launched in 2004 and we got involved with a government roadshow, which helped us to spread the word rapidly across the country. I was also keen that our work had a lasting legacy, so we began to offer workshops and youth conferences that gave young people the skills to stand up to – and campaign against bullying. By 2007 this work resulted in us naming the first ever Anti-Bullying Ambassadors.

Q. In 2005, you led the Award to become an independent charity. Why?

MAGGIE: Education Extra was absolutely the right organisation to give the Diana Award a head start. But it soon became clear to me that, if we were to develop into a youth-led movement, we had to become independent. So we set up a new Trustee board, worked closely with the Department of Education and struck out on our own in offices at London Bridge.

Q. How did the Award become more youth led?

MAGGIE: We won a Children, Young People and Families (CYPF) grant from the government to fund a 3-year programme led by young people. It was a mix of workshops, residential courses and a partnership with the Open University that supported young researchers to carry out surveys on topics that were important to them, like cyberbullying. This gave us a major insight into how young people wanted the Award to develop, and at the same time we set up the Alumni programme to get former Award Holders more closely involved. Many of them became volunteers, interns and even staff members.

TESSY: This work really brought into focus how unique the Award was. There was nothing else like it out there. Every day there was so much that spurred us on, whether we were working with young people to develop new Award categories, or were simply reading nomination forms. I still love doing that – you read them and you think, "Wow, this person is amazing." It really restores your faith in humanity!

Q. Tessy, when you became CEO in 2012, you had been with the Award almost since the beginning. What were your priorities when you took over from Maggie?

TESSY: Over the years it had been so hard to raise money for the Award itself, so we took a step back and worked closely with our young people to build the organisation for the future. We wanted to create a sustainable movement that both supported young people and recognised the work they do to make a difference to other people's lives. Together we put together four interrelated programmes – The Diana Award itself, The Diana Network Programme, The Diana Training and Mentoring Programme and the Diana Anti-Bullying Programme. Our Award Holders will talk about these in more detail in our anniversary publication, but they made us become a much stronger organisation.

Q. Did the new programmes help win the funding you needed?

TESSY: Oh yes! By opening up what we do to support many more disadvantaged young people, and getting many older Award Holders involved, we won a huge amount of support. KPMG, Halifax, Lloyds TSB Foundation, Barclays, HSBC and others provide us with funding or get their staff involved as mentors to our young people. Now we more clearly inspire and celebrate Youth Social Action we win a lot more support.

Q. That's incredible! Tell us about what the Diana Award is doing now.

TESSY: There's so much happening. We are delighted to have the support of Their Royal Highnesses Princes William and Harry, who have both met Award Holders. Our Network Programme now holds Inspire Days across the UK to help young people develop new skills and improve their chances of becoming employed. This is really important to us as we have young people in every city across the UK, and these training events ensure that our programmes are accessible to all our Award Holders and more.

Then there are the 10,000 young people we are engaging through our social action programmes every year, in addition to our 42,000 Award Holders, past and present. All this success is down to closer involvement with young people, as social campaigners, mentors, youth trustees, advisors and much more. It's a wonderful thing to be a part of.

Q. Finally Tessy, what's in store for the Award over the next few years?

Supporting young people will remain the heart and soul of this organisation! We will continue to empower them to make a difference and achieve their full potential. We'll do it by engaging them in programmes that allow them to make a difference through social action, and we'll do all we can to encourage their positive contributions to their communities.

In short, we want to continue leading a movement of exceptional young citizens who are changing our world for the better. Long may it continue!

THE DIANA AWARD PROGRAMME

GIVING YOUNG PEOPLE VALUE . . .

"I remember when I received my Award in 2005 and how special it felt. I was awarded for my work ensuring that young people had their voices heard through leading my school council and as the representative for my local area's Youth Parliament. With fellow students and members of the UK Youth Parliament, I was able to coordinate a national fundraising campaign after the Asian Tsunami in 2004, eventually raising over £170,000 for those affected by the disaster. As you read this book you'll see how the Diana Award's programmes strive to do achieve the same goal; to encourage young people to make their voices heard and to be the driving force for social change. I'm delighted to bring to you three stories of incredible young people who have been celebrated with the Diana Award starting with our first ever Award Holder."

Alex Farrow

THE DIANA AWARD

THE DIANA AWARD PROGRAMME...

- Celebrates the achievements of inspirational 9-18 year olds who challenge negative stereotypes applied to young people.

- Is awarded in six categories:
  - Diana Anti-Bullying Champion
  - Diana Active Campaigner
  - Diana Champion Fundraiser
  - Diana Champion Volunteer
  - Diana Courageous Citizen
  - The International Diana Award

- Gives value to young people at a critical stage in their lives and builds character, confidence and the desire to improve people's lives for the better.

- Is about reinforcing positive behaviour.

STEPHEN GREEN
OUR FIRST AWARD HOLDER

"I'm very proud that I was the first ever person to receive the Diana Award. It was for my work to establish and develop youth centres, represent the views of young people in my local area and support my peers via anti-bullying and peer-counselling schemes.

It seems a cliché to say it, but the Diana Award really did change my life. It opened up new worlds and showed me how many other young people were out there doing similar things.

All young people who receive the Diana Award help make change in the world. They are future game changers, leaders and opinion makers. They give us a positive glimpse of what our society can become. Here's to being part of the family in another 15 years, and to the next 40,000 young life-changers who will join us."

Stephen remains an enthusiastic supporter of our work. He has served on Award advisory panels and joined our team as an administrator in 2005, before embarking on a successful career in retail and insurance.

"DIANA AWARD HOLDERS GIVE US A POSITIVE GLIMPSE OF WHAT OUR SOCIETY CAN BECOME."
STEPHEN GREEN

STEPHEN SUTTON
DIANA CHAMPION FUNDRAISER

In 2014 the UK was inspired by the bravery of a young person who truly put the needs of others before his own.

Stephen Sutton was diagnosed with cancer at the age of 15 and underwent months of chemotherapy, radiotherapy and major surgery.

Remarkably, despite this, Stephen stayed positive and focused his efforts into raising money and promoting the Teenage Cancer Trust.

FOR STEPHEN'S HARD WORK AND ACHIEVEMENTS TO BE RECOGNISED IN THIS WAY IS A GREAT TESTAMENT TO THE HERO HE WAS TO US ALL. HIS LEGACY WILL PROVIDE THE PLATFORM FOR OTHER YOUNG PEOPLE TO BE INSPIRED AND INSPIRE THE LIVES OF OTHERS. **ANDY SUTTON, STEPHEN'S FATHER**

Stephen's inspiring fundraising achievement began when he posted a 'bucket list' on Facebook. His first goal was to raise £10,000 for Teenage Cancer Trust but, after his campaign went viral and he won the backing and friendship of celebrities like Jason Manford, that target was soon smashed and he raised the bar to £1,000,000.

Sadly Stephen lost the battle to cancer in May 2014, shortly after receiving the Diana Award as Champion Fundraiser. But his legacy continues and donations continue to pour in. At the time of writing, Stephen Sutton's JustGiving page has collected nearly £4.5 million for Teenage Cancer Trust.

Stephen inspired the world by proving that a life threatening disease should not stop any young person from pursuing their dreams and making a difference to the lives of others. His legacy is an inspiration to us all.

SHAM MAMOUN
OUR 40,000TH DIANA AWARD HOLDER

"My name's Sham and I'm 15 years old. In October 2013 I received the 40,000th Diana Award from Prime Minister David Cameron.

I received recognition for running a campaign to spread the word of Syria's humanitarian crisis to schools and the wider community.

"I WAS TRULY SPEECHLESS WHEN I FOUND OUT THAT I HAD BEEN CHOSEN TO RECEIVE THE 40,000TH DIANA AWARD. IT IS AN IMMENSE PRIVILEGE – I KNOW IT WILL SPUR ME ON TO DO MORE TO HELP OTHERS." **SHAM MAMOUN**

Receiving the Diana Award made me believe more in myself, and to stand up and speak up. I spent last Christmas with Syrian refugees in Turkey and crossed the border to inspire and support children in hospitals and schools. I provided winter coats and shoes for the children of 110 families, and blankets to keep them warm from the cold and snow.

I'm now running my campaign in Jordan. I organised an Eid 'Funday' party for Syrian refugee children to bring a smile to people who haven't seen happiness for four years. I also visited the Zaatari Refugee camp several times and gave a presentation to 75 girls aged 12 to 18, helping them to focus on positives such as education, which will help them rebuild Syria. I am truly thankful to the Diana Award for giving me the support I needed to take my campaign internationally, helping refugees and the oppressed to the best of my ability."

Sham moved from Syria to Manchester in 2010, and she hopes to work for an organisation like Amnesty International or the United Nations.

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THE DIANA AWARD PROGRAMME IS TRULY LIFE CHANGING. IT EMPOWERS, ENGAGES AND ENCOURAGES YOUNG PEOPLE TO CHANGE OUR WORLD FOR THE BETTER, AND TO BECOME LIFELONG ROLE MODELS WHO INSPIRE OTHERS TO MAKE A DIFFERENCE. PRINCESS DIANA WOULD BE SO PROUD OF THE 40,000 AWARD HOLDERS WHO HAVE TRANSFORMED LIVES AND BEEN RECOGNISED IN HER NAME.

THE DIANA NETWORK PROGRAMME

MAKING SOCIAL MOBILITY HAPPEN . . .

"Hi, my name is Jasmine Medhora. I received my Diana Award in 2007 for volunteering at a hospice in Northwood. I was also a mentor to younger students at my school and university – and I continue to mentor younger people to this day.

Since becoming part of the Diana Network Programme, I've found door after door opening for me – and have seized many opportunities to help others and develop new ideas to improve my community. Now I am working as a doctor, I create workshops for students hoping to study medicine and provide them with one-to-one help with university applications. I could never do this without the support and confidence I gained from being part of the Network Programme.

What I love about the Network Programme is the way it gives young people skills and contacts that improve their social mobility and enrich their personal and professional development. Whether it's meeting others and learning how to take positive action at Inspire Days, or taking up opportunities to debate, learn reporting or design skills or enjoy challenging work experience placements, the Diana Network Programme is there to engage young people and help them make their mark on the world."

Jasmine graduated from University College London in 2013 and is now a doctor at Lister Hospital, Stevenage.

JASMINE MEDHORA

network PROGRAMME FROM THE DIANA AWARD

THE DIANA NETWORK PROGRAMME…

Tackles social mobility by equipping young people with the opportunities to develop their skills and participate in civic engagement.

Has five key elements:

- Inspire Day training events – challenging and inspiring young people to take positive action in their lives and communities
- Dare2Debate events – a school-run scheme to improve communication skills
- Young Reporters – training young people to cover local issues affecting their peers and gain skills for a career in journalism
- Co-Designers scheme – giving young people the chance to have a say in designing services & products that affect them
- Work Experience – offering young people a wide range of opportunities in the workplace.

EMILY DAVIS
IMPROVING WORK AND LIFE SKILLS

My name is Emily and I'm 17. I was awarded the Diana Champion Fundraiser Award in 2011 for raising money for motor-neurone disease and Cancer research.

Since I joined the Diana Network Programme I have enjoyed opportunities that have given me invaluable work and life skills. I've not only been an usher and receptionist at Diana Award events, but have also been involved in data analysis, which I presented at a meeting with the Cabinet office.

The Network Programme has also given me the chance to take part in the 'Scorers Group' of Award Holders. Together we assess some of the incredible nominations for the Diana Award and help shape the development of the programme.

"SINCE I JOINED THE DIANA NETWORK PROGRAMME I HAVE ENJOYED OPPORTUNITIES THAT HAVE GIVEN ME INVALUABLE WORK AND LIFE SKILLS." **EMILY DAVIS**

Thanks to connections I have made through the Network Programme, I have got involved with the Anti-bullying Ambassadors Programme. I experienced bullying myself and suffered in silence throughout high school, so I wanted to speak out and advise people who are going through the same thing. I did this by sharing my story in a documentary, TV interviews and magazine articles and by volunteering to help the Anti-bullying Ambassadors Programme to train young people to tackle bullying.

Getting involved in the Network Programme has helped me to use my negative experiences to help other young people deal with theirs. It has also given me more confidence, which has made me happier and more determined to achieve my goals. Speaking out about my experience of bullying has made me realise that I want to help other young people in a bad place to find the happiness that I have.

ELLIE JONES
CHANGING OUR SOCIETY FOR THE BETTER

Hello, I'm Ellie. I'm 17 and I was awarded the Diana Anti-bullying Champion Award in 2010. It was for my work with Changing Faces, the organisation that supports young people living with a facial disfigurement and works to tackle appearance-based discrimination.

My Award opened the door to the Diana Network Programme, which has got me involved in the Young Reporters scheme, the Progress+ mentoring programme, the Anti-bullying Ambassadors Youth Board, as well as other workshops and training opportunities.

I've also done work experience at the Diana Award and MC'd at the National Diana Award Ceremonies. It was a really special thing to speak to new Award holders, and to tell them how getting involved with the Diana Network Programme provides you with amazing opportunities to become involved in your community and achieve your goals.

Over the past four years, I have become even more passionate about changing our society for the better. The fantastic thing about the Diana Network is that it has given me the confidence and the skills necessary to develop that passion into action – it's about empowering young people to improve our society, and that's an incredibly important thing to do.

"THE DIANA NETWORK PROGRAMME PROVIDES YOU WITH AMAZING OPPORTUNITIES TO BECOME INVOLVED IN YOUR COMMUNITY AND ACHIEVE YOUR GOALS." **ELLIE JONES**

OLI STRAWBRIDGE
CONFIDENCE TO SHAPE THE FUTURE

I'm Oli, and in 2006 I received The Diana Award for overcoming personal difficulties while I was at school. I am now 25 and work at least 16 hours a week while doing a lot of volunteering in between.

Through the Network programme I have helped out at prestigious events such as the National Diana Award Ceremonies and monthly Inspire Days. I was keen to attend these events so I could take part in employability skills workshops, which are really fun and useful.

Getting involved in the Network programme gave me the confidence to get involved in many activities. When I was at college I was a student ambassador, ran an enterprise shop and mentored students who had mild to medium learning disabilities. The Network gave me further opportunities, including the chance to attend a Speakers Bank public speaking course.

"GETTING INVOLVED IN THE NETWORK PROGRAMME GAVE ME THE CONFIDENCE TO GET INVOLVED IN MANY ACTIVITIES."
OLI STRAWBRIDGE

Being part of the Diana Award has strongly inspired me to get more active in my community. In 2011, I became a Parish Councillor – a huge achievement, but something I could never have done without the Award at the back of my mind. I also joined the Somerset County Speak Up Group, which gives people with learning disabilities and difficulties a voice. Currently I am in the process of joining Lions International – and as the first of the 'young' members, it could lead to me setting up a Leo's club in the future.

The Network Programme also helped me get my career on track. It gave me the self-assurance to organise work experience in retail, which is something I've wanted to do since college. It helped me get the job I wanted and I enjoy it a lot. Last year I was asked to join its Great Place to Work forum and I'm also the representative for the checkout staff. Thank you Diana Award for all you've done for me!

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I AM SO GRATEFUL FOR EVERYTHING THE DIANA NETWORK PROGRAMME HAS DONE FOR ME AND SO MANY OTHER YOUNG PEOPLE. THE DOOR IS ALWAYS OPEN TO YOU, WHETHER YOU WANT TO GET INVOLVED IN NEW SCHEMES OR SIMPLY ENJOY A FRIENDLY CHAT. AND WHEN IT COMES TO ME THOSE CHATS ARE VERY FREQUENT! THANK YOU TO ALL OF THE DIANA AWARD TEAM.

THE DIANA TRAINING & MENTORING PROGRAMME

IMPROVING LIFE CHANCES AND ASPIRATION

Hello, I'm Dionne Usherwood. In 1999 I became the second ever Diana Award Holder, receiving recognition for my role in a campaign against sexual harassment through media – one of many projects I was involved with to make my community a better place for my peers.

Receiving an award in the name of Princess Diana – whom I respected for her selfless work promoting international issues – made me very proud. Since then, I have continued to campaign while building a career that allows me to make a positive change in communities.

The Diana Award has introduced me to so many other young change makers, and trained me in skills such as networking and public speaking. Last year I undertook mentoring training to prepare me for supporting a young person, Sophie, whose story you're about to read.

Sophie is just one of many who are helped each year by Diana Mentors. I've been helping Sophie get her life back on track by developing the skills she needs to find work and create a better life for herself and her family. I've been thrilled by her progress and know that she will go on to make a real difference in the world.

Being a mentor has also been a privilege for me. I love using my skills and experience to help other people – and I truly believe the many mentors involved in the programme are making lasting change for others, their communities and our society.

MENTORING PROGRAMME
FROM THE DIANA AWARD

THE DIANA TRAINING AND MENTORING PROGRAMME . . .

- Supports young people and young adults who are at risk of social exclusion and who may have complex needs.

- Offers personalised training and life skills development with a focus on educational and social inclusion to engage (or re-engage) in education and prepare for future work.

- Draws on the skills of youth mentors who are aged 18 or over and are members of the Diana Alumni Network.

- Gives Youth Mentors support from business 'thought-sharers' via Progress+, a 'sandwich mentoring' model.

- Has four main strands:
  - Mentoring – emotional, social and academic support from positive young role models.
  - Training – tailored weekly sessions to build confidence and key skills.
  - Work experience – to raise aspiration and employability.
  - Community social action projects – to raise awareness of youth issues in their local community.

SOPHIE BILLS
TURNING MY LIFE AROUND

I am a 24-year-old mother of two from Newcastle. I left care at the age of 18 and, after finishing school with few and poor GCSEs, I enrolled in a Hairdressing course in my local college. However I had to drop out of this course because I struggled to find a home and manage my finances.

At 19, I got married and became pregnant with my first daughter. My second child followed three years later. But I remained under-qualified, under-skilled and dependent on the welfare system.

"I SIGNED UP TO THE DIANA AWARD'S TRAINING AND MENTORING PROGRAMME BECAUSE I WANTED TO TURN MY LIFE AROUND." **SOPHIE BILLS**

Seven months ago, I signed up to The Diana Award's Training and Mentoring Programme because I wanted to turn my life around. I was shy, had low confidence and did not think anyone would see me as a potential employee. Throughout the programme, I attended training courses to enhance my personal and professional skills and was mentored by Dionne. I was grateful to gain experience in youth work without having to compromise too much with my responsibilities as a mother.

Today I am no longer "the shy mother of two on benefits with no qualifications or training". Instead, I am a confident woman with skills, experience and the determination to pursue a career in youth work. I am also active in my local community, volunteering in three youth organisations. My goal is to obtain a job in youth work by the end of this year, to provide a better life for my family and help prevent vulnerable young people going down the wrong path.

BRIGHT SAMUEL
ACHIEVING WHAT I SET MY HEART ON

My name is Bright I'm 15 and I'm a student at Woolwich Polytechnic in South East London. I'm from a single parent family and am the sole carer for my younger siblings while my mum goes to work. In the past this has resulted in me underperforming at school.

I signed up to the Diana Training & Mentoring Programme and, since November 2013, I've exceeded the targets set for me by my school. My mentor has guided me in all sorts of ways, giving me ideas about how to stay focused in areas of school that I was struggling with.

I always wanted to be a professional football player and just recently Blackpool Football Club's under-16's side has taken me on. I wouldn't have gained the confidence to even go to the trials if I hadn't been involved in the Mentoring Programme. It's raised my aspirations and helped me to realise this dream.

In my teacher's words: 'Bright is a totally changed man and now believes he can achieve whatever he sets his heart on. His entire attitude to work has changed and he has a new-found confidence and aspires for more, for himself and his sisters'.

"THE MENTORING PROGRAMME HAS RAISED MY ASPIRATIONS AND HELPED ME REALISE MY DREAM."
BRIGHT SAMUEL

TAYLOR MCGHEE

MENTORING TO CHANGE LIVES

Hi, I'm Taylor McGhee and I currently work within the procurement business of IBM. I received the Diana Champion Volunteer Award and the Diana Anti-Bullying Award for working with a group of friends to make a difference for younger pupils in our schools.

I wanted to thank the Diana Award by giving something back. So when the Mentoring Programme was launched in Glasgow, I couldn't think of a better way to get involved! The support that the team gives to me and the other mentors is second to none.

I became a mentor to a 13-year-old boy who was grieving the loss of his grandfather during Christmas. The match was perfect as I felt the same emotions after my father passed away around the same time. At the beginning of our session, my young person set three goals that he wanted to achieve over the next six months. I then helped him with schoolwork, boosting his confidence and being someone to talk to at a difficult time for him.

Since I began mentoring him, he has developed into a mature and talkative young man. Being a mentor has been so rewarding – it is amazing to know that I have been such a big part of someone's life over the past while.

"BEING A MENTOR HAS BEEN SO REWARDING – IT IS AMAZING TO KNOW THAT I HAVE BEEN SUCH A BIG PART OF SOMEONE'S LIFE." **TAYLOR MCGHEE**

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"THE DIANA TRAINING AND MENTORING PROGRAMME IS A REAL FORCE FOR CHANGE. DIANA AWARD HOLDERS HAVE SO MUCH TO OFFER OTHERS, AND THE SCHEME IS THE IDEAL WAY FOR THEM TO PASS ON THEIR SKILLS, INSIGHT AND PASSION FOR MAKING A DIFFERENCE TO NEW GENERATIONS OF YOUNG PEOPLE. WE'RE PROUD OF WHAT WE ACHIEVE TOGETHER."

DIANA ANTI-BULLYING AMBASSADORS PROGRAMME

GIVING YOUNG PEOPLE SKILLS AND CONFIDENCE TO TACKLE BULLYING

"Hi, my name is Alex Holmes. I'm 26 years old and I work as the Diana Award Anti-Bullying Programme Manager. I'm also an Award Holder.

When I was younger, I experienced bullying. It made me feel shy, isolated, and depressed. But when I joined the sixth form at my school in 2004, the bullies had mostly left. That year was the UK's first ever National Anti-bullying Week, so I rather cheekily created a role for myself – 'Student Anti-Bullying Co-ordinator'. In 2009 I received a 10th Anniversary 'Gold Diana Award' at Downing Street for my work. My work as an Award Holder was invaluable as I came to shape the Diana Award's Anti-Bullying Ambassador Programme as a member of staff.

My journey is far from over. I'm proud of all I have achieved and hope that, with the continued support of the Diana Award, I can galvanise others to play their part in making this world a great place to be – just like Tyreese, Jack and Callie have done. I know you will be inspired by their stories."

ANTI-BULLYING AMBASSADORS
A PART OF THE DIANA AWARD

DIANA ANTI-BULLYING AMBASSADORS PROGRAMME . . .

- Exists to change public attitudes towards the root cause of bullying – the misconception of others and their differences.
- Empowers young people to take a stand against bullying, and to prevent the many tragedies it causes.
- Supports and encourages schools and workplaces to tackle bullying through research and sharing knowledge.
- Helps young people to understand what they can do if they are suffering from bullying related issues.
- Offers support to vulnerable young people affected by bullying
- Influences policy where changes are needed to protect young people from bullying – from online safety to education at all levels.
- Works with services that exist to improve young people's safety, both online and offline.

TYREESE GARROD
HELPING OTHERS TO SPEAK OUT

My name is Tyreese I am 12 years old. I have been an Anti-bullying Ambassador for two years now. I wanted to get involved as I saw the pain my family suffered when my cousin Nathan committed suicide after being badly bullied.

"BEING INVOLVED IN THE ANTI-BULLYING AMBASSADORS PROGRAMME HAS GIVEN ME THE CONFIDENCE TO SPEAK IN FRONT OF BIG CROWDS. NOW I AM NOT AFRAID TO STAND UP FOR MYSELF OR FOR OTHERS AT MY SCHOOL, OR ON THE STREET WHERE I LIVE AND PLAY." **TYREESE GARROD**

My school is very proud of me because, in Year 7, I helped get the Diana Award involved in my school. I go to an all-boys school, so there is a lot of pressure to be a certain way. Sometimes it's very hard to speak out.

I have worked hard to raise awareness of bullying, and have taken part in many events as an Anti-Bullying Ambassador. Last year I was a Youth Board member and we got together to discuss fresh ideas that Ambassadors could use to tackle bullying even more effectively.

Since I became involved in the programme, I've met Prince William and performed an anti-bullying rap for him, which appeared on BBC news! I got my school involved with the Diana Anti-Bullying Programme and I even visited Facebook HQ with the Award. Most importantly I have helped many individuals speak out.

Being involved in the Anti-Bullying Ambassadors programme has given me the confidence to speak in front of big crowds. Now I am not afraid to stand up for myself or for others at my school, or on the street where I live and play. I am more motivated and feel I can achieve anything want in life – I love helping people and seeing their face light up! The Diana Award is amazing and I want to be involved with it for the rest of my life.

JACK GREGORY
ENCOURAGING SCHOOLS TO TAKE ACTION AGAINST BULLYING

My name is Jack and I'm 15. I was nominated to be the Vice-chairperson for the Diana Youth Board. I've experienced bullying at school and decided that I didn't want the same thing to happen to anyone else.

I looked up Anti-Bullying schemes online, found the Diana Award's Anti-Bullying programme and wrote to my Headteacher to ask if our school could get involved. My Headteacher agreed!

Since joining the Youth Board I've written to schools in my local area encouraging them to get involved in Anti-Bullying Ambassador training. I've given two radio interviews and had an article written about my experience of bullying and what I'm doing to stamp it out in school. I recently spoke in European Parliament about what a safe cyber-space looks like for young people.

I've appeared on Sky News and Newsround to contribute towards special anti-bullying reports, sharing my knowledge and experience and telling people where they can seek help. For National Anti-Bullying Week in 2014 I'm doing presentations in two schools near me. These will teach young people about bullying and the Anti-Bullying Ambassadors programme.

I want to continue to work with the Anti-bullying Ambassadors programme because I still have so many ideas about how young people who are bullying or being bullied can be helped.

"I STILL HAVE SO MANY IDEAS ABOUT HOW YOUNG PEOPLE WHO ARE BULLYING OR BEING BULLIED CAN BE HELPED." **JACK GREGORY**

CALLIE TURNER
MAKING A CAREER OF IMPROVING LIVES

Hi, I'm Callie. I'm 17 and have been an Anti-Bullying Ambassador since July 2012. I was trained by the Diana Award Team at my former school, Springwell Community College. They made me realise that bullying wasn't easy to get over and that it could even lead to people taking their own lives.

In November 2012 my school was asked by Channel 5 to help Carlton Community College in Barnsley, which was badly troubled by bullying and was likely to close because of it. We teamed up with the Diana Award and Jodie Marsh to do assemblies and workshops with the pupils, making them aware of the effects of bullying and training some of them up as Ambassadors. Our work was filmed for a documentary, Jodie Marsh: Bullied, and the school has now been given an award for its efforts to combat bullying.

In September 2013 I became a member of the Anti-Bullying Pro Youth Board, which gave me the most amazing opportunities and experiences. I moved to a new school to start sixth form and realised it didn't have any systems in place to prevent bullying. So I created a team and they were trained as Ambassadors. In the first few months of the new initiative, bullying dropped by 31% and numbers are still continuing to decline. We've won competitions and have had appearances on local television, radio and newspapers.

Since becoming an Ambassador my confidence has grown enormously and I am now happy to talk in front of large groups. Getting involved has made me want to have a future career in this work - making people's lives better gives me a great feeling and I can't imagine doing any other job. I'm taking the first steps to do this by hopefully attending Goldsmith's University next year to study a Youth and Community course. Receiving my Diana Award in July this year gave me a huge amount of pride and I have a lot to thank this scheme for. It has made me the person I am today - so Happy Birthday Diana Award, and thank you for everything.

"I CREATED A TEAM AND THEY WERE TRAINED AS AMBASSADORS. IN THE FIRST FEW MONTHS OF THE NEW INITIATIVE, BULLYING DROPPED BY 31% AND NUMBERS ARE STILL CONTINUING TO DECLINE."
CALLIE TURNER

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THE ANTI-BULLYING AMBASSADORS PROGRAMME IS SO EFFECTIVE BECAUSE, WHEN YOUNG PEOPLE FEEL TRAPPED BY BULLYING, IT GIVES THEM HOPE TO MEET AND LEARN FROM PEOPLE WHO HAVE ESCAPED SIMILAR PROBLEMS – AND GONE ON TO CHANGE THE CULTURES OF THEIR SCHOOLS AND COMMUNITIES, MAKING THEM HAPPIER AND SAFER PLACES FOR ALL, REGARDLESS OF THEIR DIFFERENCES.

THE NEXT 15 YEARS!

Fifteen years of supporting and giving recognition to exceptional young people is a great cause for celebration. To mark our anniversary, we've looked ahead to the future and pledged a deep and lasting commitment to them.

OUR PLEDGE

Over the next 15 years, we will engage 120,000 young people in active social action, empowering and supporting them to tackle key social issues such as behaviour, bullying, social exclusion and mobility, unemployment, and homelessness.

We pledge to achieve this by:

- Empowering young people already involved in social action by providing them with personal and skills development that allow them to achieve even more.
- Creating stimulating and challenging opportunities for volunteers, channelling their energies into specific youth-led programmes that benefit wider society.
- Engaging young people in scaled-up programmes that tackle the most important social issues that affect them.
- Making volunteering popular and desirable by celebrating positive young role models in the media – challenging the accepted culture of what is cool or uncool.
- Recognising commitment and service of young people involved in social action through our National Award programme.

AN INVITATION TO OUR FRIENDS

We couldn't possibly achieve all our ambitious plans for the future without the continued support of the many magnificent and determined people who have backed us over the past fifteen years. Thank you!

We know there are many people who, like us, want to transform the life opportunities for young people and engage with the generation that will be leading our future. The Diana Award is always looking for new friends who can fuel our ambitions, bring new ideas to the table and help open doors.

This is why we are launching the Friends of Diana Award Network this year. It's a project that will ensure our aspirational young people have access to inspiring, experienced and successful people from all walks of life – and who will have a positive influence on them, helping us to support them in their personal goals and via social action programmes.

We'd very much like to invite you to join the new Friends of Diana Award Network. To find out more, please contact us at support@diana-award.org.uk

OUR FUTURE

The young people we engage with are trailblazers for their generation. They remain, and will always be, at the very heart of the Diana Award. We know that young people today are more involved in social action than ever before. We have the ambition, drive and passion to reach tens of thousands of young people and, though our various programmes and opportunities, transform their lives.

Everyone has a role to play in helping us achieve this goal – including our staff, trustees, ambassadors, patrons and friends. We look forward to continuing our work with them alongside us. Here's to the next fifteen years!