



Born Free's Youth and Junior Ambassador Programme

Young people under 21 years of age

Document updated August 2024

About the programme

Objectives

Ambassadors, collectively, will support the realisation of Born Free's mission through:

- Growing brand awareness
- Increasing the credibility of our messaging through peer to peer communications
- Diversifying our image and online content
- Helping to educate audiences about specific topics or issues
- Supporting calls for individuals, groups or governments to take action
- Promoting fundraising activities and events
- Acting as influencers, sharing content with their own personal networks
- Bringing the perspectives of their demographic to the table as part of Born Free's internal strategic and development.

In addition, this programme offers opportunities for young people to engage with our work, while learning about wildlife and gaining skills to support future careers – either in conservation/animal welfare or as wildlife champions within other industries.

Born Free values

Integrity - The quality of being honest and having strong moral principles.

Team - A group of people coming together as a team to achieve a common goal.

Kindness - The quality of being friendly, generous, and considerate.

Collective Ambition / Impact - The team will not pursue a single ambition; instead, they will collaborate to shape a collective ambition that supersedes individual goals and takes into account the key elements required to achieve and sustain excellence.



Who can become an Ambassador?

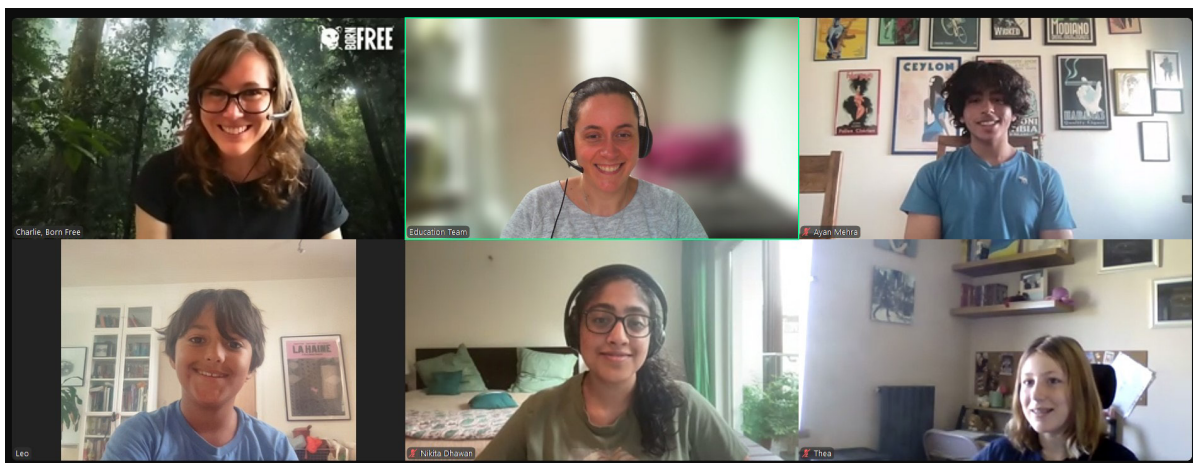
Anyone. Ambassadors will be selected from amongst our most engaged supporters or individuals whom we become aware of through other programmatic or communications/fundraising activities. 'Celebrity' status is not required.

Criteria, you must have...

- An interest in wildlife
- A proven commitment to making a difference (awareness or fundraising), such as:
 - Taking action
 - Supporting work in a local natural habitat
 - Educating others
 - Spreading the word
 - Challenging policy.
- Your own resources to reach people
- Done something stand out for wildlife.

This programme aims to include global representation, therefore UK nationality or residence is not required.

The programme is limited to four Junior and four Youth Ambassadors at any one time.



Types of Ambassadors

Junior Ambassador

- Young people under the age of 13 years
- Born Free will not engage with their personal social media accounts in anyway, unless it can be clearly demonstrated that they are managed by a parent or guardian (and this is stated on the page itself).
- The relationship is managed by Born Free's Head of Education
- Covered by Born Free's Safeguarding Children and Vulnerable Adults Policy
- Compliant with GDPR.

Youth Ambassador

- Young people between the ages of 13 and 20 years of age (inclusive)
- The relationship is managed by Born Free's Head of Education
- Covered by Born Free's Child Protection Policy until the age of 18 years
- Compliant with GDPR.

Other Born Free groups roughly coming under the umbrella term Ambassadors include Advocates and Patrons, both of which are described in a separate document.

Benefits of becoming a Born Free Ambassador

- Association with an international wildlife charity, founded in 1984
- Increased knowledge about wildlife and wildlife related issues
- Annual Junior and Youth Ambassador meetings (inc. parents/guardians where relevant) will be held each year, during which each Ambassador will have the chance to meet the programmatic teams, after which they will work with Born Free to create an individual annual action plan for engagement that benefits both the Ambassador and Born Free's upcoming campaigns and activities.

How long with the relationship last?

The programme and current list of Ambassadors will be reviewed every February to ensure that both the Ambassador and Born Free feel the relationship continues to add value to our individual and organisational objectives. At this time, any Ambassador continuing to be part of the programme will be invited to edit and update their online profile to ensure that it remains current and relevant.

There is no maximum term, although age will impact which type of Ambassadorial role is available to the individual.

Annual reports

An annual report will be compiled to detail the activities undertaken by the Junior and Youth Ambassadors, including links to online content and any other outputs in which they have been involved. For example these could include links to videos, interviews and articles created by or with Ambassadors or featuring their story.

A copy of this report will be provided to each Ambassador along with a personal thank you letter, containing any constructive feedback that would support their development.

In addition, annual meetings will offer an opportunity for Ambassadors to provide any feedback to Born Free to enable us to improve the programme.

Junior and Youth Ambassador commitment

In order to ensure that expectations of the programme are made clear to Born Free (and vice versa), each Ambassador will be asked to:

- Complete an introductory questionnaire to ensure that Born Free fully understands personal motivations (whatever they may be) and expectations
- Attend an informal interview with members of the Born Free team (and where possible an existing Youth or Junior Ambassador)
- Read and sign our Ambassador declaration – this will need to be counter signed by a parent/guardian for all under the age of 18

In addition, it is expected that Ambassadors will actively engage in a minimum of two to three activities/campaigns per year. These can be focussed on a particular programmatic area or issue or a range of topics and could be delivered through:

- Event support or attendance
- Participation in online events (webinars, workshops, etc.,)
- Raising awareness about a specific topic or campaign
- Creating or taking part in podcasts/short podcast style videos
- Contributing to Wildlife Times, Hear the Roar and other publication introductions and conceptual or educational content
- Social media engagement either through a personal network or on one of Born Free's platforms (with Parental consent if under the age of 16 years and in line with restriction in place for Junior Ambassadors).

Born Free encourages focusing on quality engagement rather than quantity – using influence and engagement thoughtfully to increase the impact of statements, messages and content.

Ambassadors, as public representatives of Born Free, are asked not to take part in, or promote, activities that go against Born Free's messaging. For example, swimming with dolphins or riding elephants, visiting captive facilities, hunting or purchasing items made from products/parts taken from wild animals.

Born Free's commitment

Born Free will work with Ambassadors, and their parents/guardians (age dependant), to develop personal action plans each year. These action plans will:

- Highlight issues and activities that are of particular interest to the Ambassador
- Outline the programmatic and campaign plans for the coming year
- List the ways in which the Ambassador will aim to engage with Born Free and its work.

This plan will not be a binding commitment by the Ambassador but instead serve as a guide to potential activities throughout the year.

In addition, Born Free will:

- Ensure that staff time, briefings on specific topics, and other opportunities are offered to each Ambassador in order to facilitate their engagement as per their action plan
- Make every effort not to approach Ambassadors with additional ideas or tasks, unless they feel that the activity might be of particular interest or benefit to the Ambassador
- Provide a quarterly report and feedback document to each Ambassador to maintain communications.

Everything Born Free does will be in line with our Safeguarding Children and Vulnerable Adults Policy, a copy of which will be provided to all Junior and Youth Ambassadors, along with their parents/guardians for Ambassadors under the age of 18 years, for their information.



Ambassador declaration

I confirm that I have read and understood the information contained within the above document (Junior Ambassadors are welcome to read and use our child friendly version but we would ask that parents/ guardians have read the above more detailed document).

I confirm that I have completed and submitted the Introductory Questionnaire found at: <https://forms.gle/S4NYQWwGqLWeKmQj8>

I declare that, at all times, I will uphold the vision of Born Free and do everything in my power to ensure that I do not take part in, or promote, activities that might not be compatible with Born Free messaging or bring Born Free into disrepute.

Ambassador:

Signed:

Name:

Date:

Parent/Guardian (for Ambassadors under the age of 18 years):

Signed:

Name:

Date: