

# WAKEUP

## CAMPAIGN

SOCIAL DESIGN CHANGEMAKERS



**WAKEUP**

CAMPAIGN

SOCIAL DESIGN CHANGEMAKERS

# 00. CONTENTS

- 01. INTRODUCTION
- 02. MISSION
- 03. WHAT WE DO
- 04. OUTREACH PROGRAMS
- 05. WHAT CAN YOU DO?
- 06. PROJECT SITE
- 07. ACCOMADATION
- 08. PROGRAM DIRECTOR
- 09. BENEFITS & IMPACT
- 10. TESTIMONIALS
- 11. ELEGIBILITY
- 12. HOW TO APPLY
- 13. MESSAGE
- 14. CONTACT

**WAKEUP**

**CAMPAIGN**

SOCIAL DESIGN CHANGEMAKERS

# 01. INTRODUCTION

**In 2009 I embarked on the experience of a lifetime! I went back to my heritage land to do development work.**

At the age of 23 years old, I went on a 10 week program to do development work in West Africa, Ghana. From building a community centre, working in clinics to teaching and farming at a small village in the Brong Ahafo region, called Kasapin.

Coming back to the UK full of enthusiasm and energy to develop my experience further, [Wakeup Campaign](#) was created and has now developed into a social enterprise, using placemaking initiatives and community outreach, for those that want to improve the living conditions of communities, and understand the issues surrounding development in the Volta region situated in Ghana, West of The Republic of Togo, working with [Volta: Home Away From Home](#).

At Wakeup Campaign, we believe in promoting global citizenship through in-depth intercultural interaction, sustainable community driven development projects, through the participation of volunteers in partnership with grassroots community members and organisations.

Viviane Williams  
**Founder of Wakeup Campaign**

“  
**Such an amazing organisation! I have learnt so much. I apply it to the way I live.**  
”  
Susie Tarrant - UK

The background of the entire page is a photograph of a classroom. Several young students are seated at wooden desks, looking towards the left. The walls are a reddish-brown color. The text is overlaid on this image.

**WAKEUP**

CAMPAIGN

SOCIAL DESIGN CHANGEMAKERS

## 02. MISSION

We believe change is possible through **social design**

Our mission is to promote global citizenship through in-depth intercultural interaction, sustainable community driven development projects, through the participation of volunteers in partnership with grassroots community members and organisations.

With a rich educational experience and services provided through volunteer experiences, local work placement, host family living, home base living, educational activities and critical reflection embedded within our placemaking projects.

**WAKEUP**

CAMPAIGN

SOCIAL DESIGN CHANGEMAKERS

# 03. WHAT WE DO

## AT WAKEUP CAMPAIGN WE:

- Produce **Digital Design Campaigns** for social/sustainable projects and organisations
- Give **Talks and Workshops** on social design
- Run **Conscious Swap Shopping Events** (a space where you can up-cycle your clothes, get them customised and swap your clothes for new ones)
- Run **Outreach Volunteer Programs** in Ghana.





CAMPAIGN

SOCIAL DESIGN CHANGEMAKERS

# 04. OUTREACH PROGRAMS



Our outreach programs are currently taking place in **Ghana**, West Africa



**WAKEUP**

CAMPAIGN

SOCIAL DESIGN CHANGEMAKERS

# 05. WHAT CAN YOU DO?

## TEACHING/LITERACY PROGRAM

Wakeup Campaign in partnership with **Volta: Home Away From Home** is working with Zion School and other deprived schools in the Hohoe municipality, Volta region of Ghana, on getting the students literacy capabilities improved, in order for the students to move onto higher education.

### YOU WILL:

- Help the students read
- Help with their homework
- Set them homework
- Asses their work from the duration you are there
- Report all your findings to the headmistress.

# 05. WHAT CAN YOU DO?

## SUSTAINABLE FARMING

Wakeup Campaign in partnership with **Volta: Home Away From Home's** founder Knox Odumah has a clear and important initiative to reclaim fertile usable land in the Volta region of Ghana, to become sustainable agricultural land producing staple foods such as vegetables to sustain the surrounding communities within the area.

### YOU WILL:

- Help to fertile the soil
- Work with the farmers to plan production, procure supplies and sell the produce
- Cleaning, tractor driving, general handiwork, tending to livestock, ploughing, planting and harvesting crops
- Work on basic maintenance and repair work on vehicles, machinery, fences, gates and walls.



# 05. WHAT CAN YOU DO?

## WORKING WITH LOCAL ENTREPRENEURS

Working with local entrepreneurs/enterprises to assist them with important skills such as marketing, financial modelling and digital design skills to help local communities flourish and become self-sustaining.

### YOU WILL:

- Act as an advisor/consultant
- Review their business and understand what they do
- Assist on their marketing/sales
- Assist on their financials
- Produce a detailed marketing/business report based on your time with the business/individual.

# 05. WHAT CAN YOU DO?

## RUN WORKSHOPS/CONFERENCES

Wakeup Campaign in partnership with **Volta: Home Away From Home** have teamed up to produce a variety of conferences both in Ghana and the UK. Many of these events focuses on poignant humanity topics to enable positive impact to transcend through to communities.

### YOU WILL:

- Work with the organiser to plan the workshop/conference
- Have regular meetings
- Work on the logistics, budget, venue finding, promotion of the event
- Produce a report of your findings.

# 05. WHAT CAN YOU DO?

## TRAVEL & TOURISM

Whilst being in Ghana, you will be able to soak up the vibrant rich culture of the Ghanaians. Rising heritage sites, museums, key landmarks that has helped formed the country to what it is today.

### YOU WILL:

- Take part in a cultural dance
- Take part in a wildlife safari cycling and hiking tour
- Take part in a day coastal tour
- Visit Shai-Hills and Akosombo lake
- Visit Tafi Atome Monkey Sanctuary.

# 06. PROJECT SITE

**Ghana** - One of the most politically stable countries in Africa, Ghana is gifted with a diverse and scenic landscape, from beautiful beaches and waters to forests with a diverse array of wildlife. A mix of modern and traditional belief systems, the culture of Ghana is complex yet welcoming, and you will find a friendly face and welcoming hand at every turn. Although over 100 languages are spoken throughout the country, English remains the official language for business and in secondary education.

**HOHOE VOLTA REGION** - Volta Region, is one of Ghana's sixteen administrative regions, with Ho designated as its capital. It is located West of Republic of Togo and to the east of Lake Volta. The region is Multi ethnic and multi lingual including groups such as the Ewe, the Guan and the Akans peoples.

**Places of Interest:** Mount Afadja, Mount Gemi, Wli Water fall, Adomi Bridge, Monkey Sanctuary

The Hohoe municipality district is one of the twenty five districts in the Volta region. The municipality has a population of about 153,00 people.

# 07. ACCOMMODATION

## HOME BASE – Volta: Home Away From Home, Ghana West Africa

Where you will be staying offers a beautiful view of flower garden in the forecourt of the house. Common areas are furnished with plenty of chairs and couches that are decorated with bright batik fabrics.

Enjoy the evening breeze on the patio with fellow volunteers or bring out a book for some quiet time. Living areas are communal with plenty of space to keep your belongings. Each bed also has a mosquito net, so we've got you covered, literally!

During your stay, you'll feast on a blend of healthy Ghanaian cuisine. If you're not "big on spicy," the cook will turn it down a notch or two. Typical meals include plenty of starches like pasta, potatoes, and some new favourites like cassava and plantains mashed into fufu and banku - Ghanaian specialties, and fresh fruit to sweeten each dish.

At meals, you'll have the option to use silverware, but give the traditional way a try by using your hands to sop up a helping of homemade stew with your fufu.

[View photos](#)

# 08. PROGRAMME DIRECTOR



Hello everyone!

My name is Knox, I am the program director for the volunteer programs at Wakeup Campaign. I will also be your supervisor during your stay.

A little bit about me, I have been a volunteer outreach manager for the past **10** years working for organisations like Canada World Youth, PLATFORM2, Syto Ghana and Cross Cultural Solution. I have come to develop a passion and compassion to empower the youth, working with grassroots structures to help empower them to bring sustainable change to the masses.

Meeting Viviane, the founder of Wakeup Campaign when she was 23, whilst doing development work in Ghana, being her supervisor, we struck up a friendship, keeping in touch when she went back home to the UK, we decided to partner on what we were working on, marrying social change through design and volunteering to develop volunteer outreach programs.

PTO...

**WAKEUP**

CAMPAIGN

SOCIAL DESIGN CHANGEMAKERS

# 08. PROGRAMME DIRECTOR



...Growing up in small town in Ghana - Hohoe (the project site) with my parents, I have seen the vulnerability that comes from being raised in poverty and not having opportunities for education. I was fortunate to have parents who believed in the value of education, and sent me to school to further my education. However, it was volunteering that motivated me as a young man, to follow my passions and goals to establish a career in fighting social justice and change.

In Ghana, and the Volta region there is a number of people that lives in poverty at under \$1 per day. With schools that are underfunded and overcrowded, the need for individual attention, guidance, and encouragement to children pursuing their dreams is key to a brighter future. I am committed, with Young Ambassadors of Change volunteers (YAC), to improving the possibilities for each child in my community and welcoming you all on a brilliant adventure.

Knox Odumah

**Programme Director**

**WAKEUP**

**CAMPAIGN**

SOCIAL DESIGN CHANGEMAKERS

# 09. BENEFITS & IMPACT

- Manage your own volunteer experience
- Be part of your professional development
- Apply the skills and experience obtained from the program to real life
- Learn another countries culture and belief systems
- Be part of real positive change within the local communities
- Be part of Ghana's positive development within Africa
- Contribute to the United Nation's sustainable development goals
- Contribute to a cause you believe in
- Make an impact
- Good for your health
- Increase job prospects
- Empower others
- Make and share new connections
- Be part of a community
- Get Inspired
- Have fun!





# 10. TESTIMONIALS



**“ “ The best experience ever! I am now running various community projects in the UK.**

Jess Talbot - UK

**” ”**

**“ “**

**I can't wait to do volunteer work in Ghana, it will be my first time and I am so excited.**

Tracey Leung-Chat - UK

**WAKEUP**

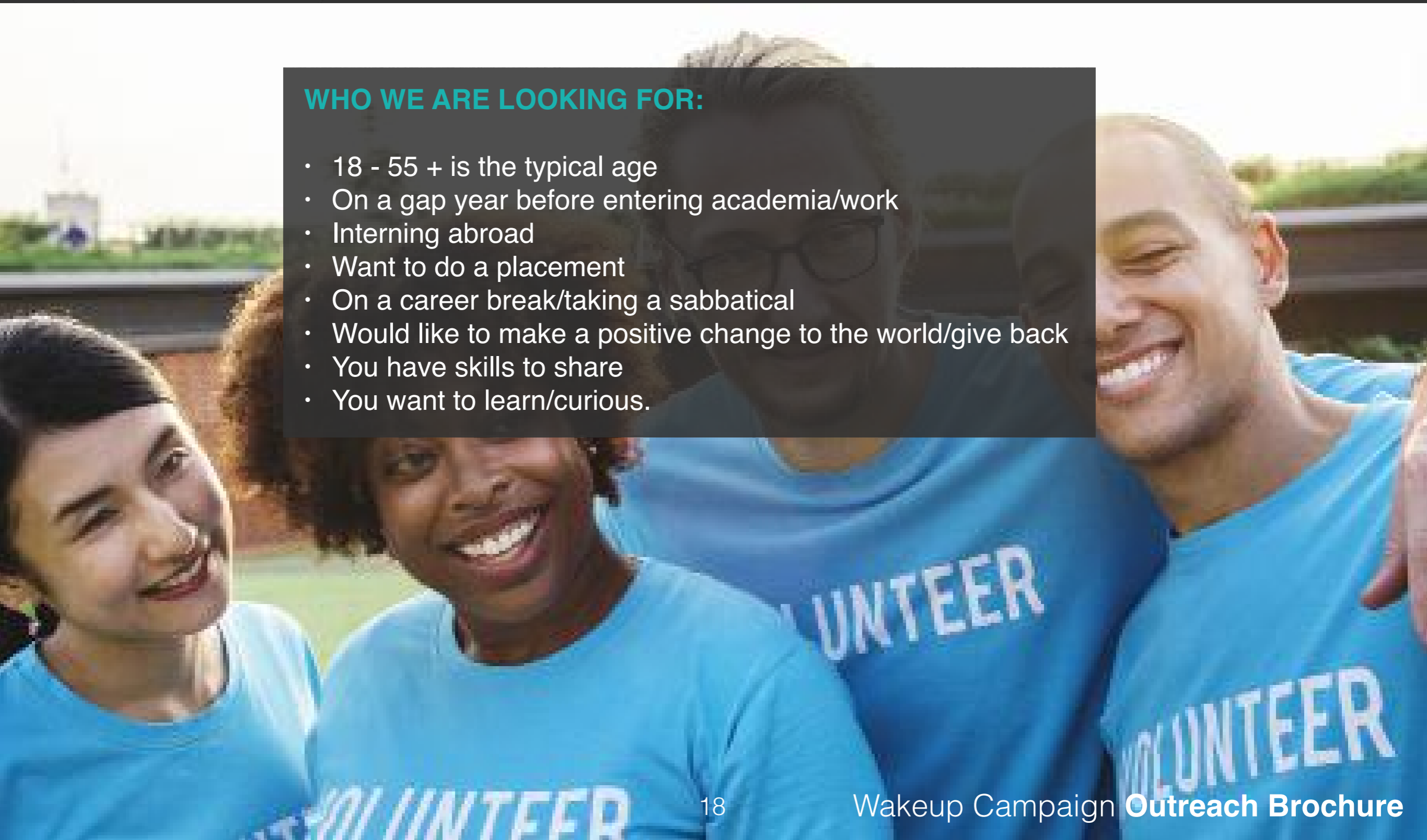
CAMPAIGN

SOCIAL DESIGN CHANGEMAKERS

# 11. ELIGIBILITY

## WHO WE ARE LOOKING FOR:

- 18 - 55 + is the typical age
- On a gap year before entering academia/work
- Interning abroad
- Want to do a placement
- On a career break/taking a sabbatical
- Would like to make a positive change to the world/give back
- You have skills to share
- You want to learn/curious.



The background of the entire page is a photograph of two women smiling. The woman on the left is of East Asian descent, and the woman on the right is Black. Both are wearing bright blue t-shirts. The lighting is warm, suggesting a sunset or sunrise, with a lens flare effect behind the woman on the right.

**WAKEUP**

CAMPAIGN

SOCIAL DESIGN CHANGEMAKERS

# 12. HOW TO APPLY

## CHOOSE THE PROGRAM YOU WANT TO GO ON:

1. Teaching/literacy program
2. Sustainable farming
3. Working with local entrepreneurs
4. Running workshops/taking part in conferences
5. Travel and tourism.

**WAKEUP**

CAMPAIGN

SOCIAL DESIGN CHANGEMAKERS

# 12. HOW TO APPLY

## WHAT'S INCLUDED WITHIN THE PACKAGE?

- Professional Staff of Local Nationals
- Lodging
- 3 meals a day
- Ground Transportation
- Training and orientation
- In-Country Cultural Activities and Excursions
- Language Lessons
- Personalised Volunteer Assignment
- Local Phone Calls and Incoming International Phone Service
- A percentage of money goes to support the programmes
- A brilliant life changing adventure!

The logo for the Wakeup Campaign, featuring the word "WAKEUP" in a bold, teal, sans-serif font inside a white rectangular border.

CAMPAIGN

SOCIAL DESIGN CHANGEMAKERS

# 12. HOW TO APPLY

## WHAT'S NOT INCLUDED WITHIN THE PACKAGE?

- Visas
- Passports
- Flight cost
- Free Time
- Expenses
- Personal Items
- Medical bill
- Personal Expenses (dinners out, laundry, etc.)

# 12. HOW TO APPLY

## HOW MUCH DOES THE PROGRAM COST?

Number of Week (s)	1 Week	2 Weeks	3 Weeks	4 Weeks	5 Weeks +
Cost £ per person*	£400	£720	£1,040	£1,360	£1,680 + £240 per week

\* If you would like to go in a group, we will be able to provide a group discount.

**WAKEUP**

**CAMPAIGN**

SOCIAL DESIGN CHANGEMAKERS

# 12. HOW TO APPLY

## CONTACT US VIA EMAIL WITH YOUR:

- Chosen program
- Date you would like to do the program
- Age
- Nationality
- Country of residence
- Reason for wanting to do a volunteer program (no more than 700 words)
- Contact details (full name, email address and telephone number)

And we will get back to you within 48 hours!

**CONTACT US**

**WAKEUP**

CAMPAIGN

SOCIAL DESIGN CHANGEMAKERS

# 12. HOW TO APPLY

IF YOU HAVE MORE QUESTIONS AND ITS NOT COVERED HERE, TAKE A LOOK AT OUR [FAQ](#) SECTION ON THE WEBSITE:

[FAQ](#)



# 13. MESSAGE



**We believe change is possible through social design and community outreach.**

Viviane Williams - Founder of Wakeup Campaign





# 14. CONTACT US

## Wakeup Campaign Social Enterprise

**W:** [www.wakeupcampaign.co.uk](http://www.wakeupcampaign.co.uk)

**E:** [info@wakeupcampaign.co.uk](mailto:info@wakeupcampaign.co.uk)

**T:** +44 7800 884 993

# WAKEUP

## CAMPAIGN

SOCIAL DESIGN CHANGEMAKERS

