

Turning Ideas Into Action

I created Wild Youth because I’ve always believed that caring about animals isn’t enough — we need to turn that care into action. Through my studies, campaigning, and work with charities and political organisations, I saw how much can be achieved when passionate people have the right strategy, knowledge, and tools behind them. But I also saw how difficult it can be for smaller organisations and grassroots campaigns to access that support.

Wild Youth started from that gap.



I wanted to create something that brings together my experience in campaigning, politics, public policy, research and communications to help organisations turn good ideas into meaningful change.

Your Idea. Our Mission.

Whatever stage your campaign is at, Wild Youth can provide support tailored to what you’re trying to achieve. Maybe you have an issue you’re passionate about but don’t know where to begin. We can help you define your campaign objective, identify the people who can make a difference and build a clear strategy to get you there. Already have a campaign underway? We can help you strengthen it through research and evidence, petition development , social media strategy, political engagement, stakeholder outreach and campaign communications. And if you’re not looking for a full campaign package, that’s fine too. Sometimes you just need an hour of one-to-one advice, help solving a particular challenge or someone to help you work out your next move.



Why Animals Matter

Animals are more than just something we share the planet with. They are sentient beings capable of feeling pain, fear, comfort and joy, yet they have no say in the decisions that affect their lives. I believe that gives us a responsibility to speak up for them. Whether it’s protecting wildlife, challenging cruelty or pushing for stronger animal welfare, I believe animals deserve to be treated with compassion, dignity and respect. My love for animals grew into a passion for understanding how we can create real change for them, which is ultimately what led me to create Wild Youth — turning that passion into action and giving others the tools to do the same.

For Animals.

For Nature.

For Our Future.

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