



R u Mad?

Are you making a difference?

What is the *R u MAD?* Program?

The *R u MAD?* Program was initially developed by the Stegley Foundation in 2001, before being adopted by the former Education Foundation (Melbourne), as an innovative learning framework that allowed school students to develop and implement a project in response to their passions, aspirations and concerns about their community or the wider world. The Bank of I.D.E.A.S. has maintained the legacy established by the Education Foundation over 20 years and promoted and supported the application of *R u MAD?* not just by schools, but also within communities that are keen to find a creative way to engage their young people in youth-led community action.

The philosophy that informs the *R u MAD?* Program is based in philanthropy. The resources and materials are designed to assist young people to create systemic change in their communities by giving of their 'time, talent and treasures'. The *R u MAD?* Program aims to facilitate youth-led action to promote social justice through social change. The Program is firmly based on the belief that we all have personal and collective gifts to give to improve the communities in which we live; and, that every one of us can take a role towards changing the circumstances of, and providing opportunities for all members of the community.

Through the *R u MAD?* Program, the following outcomes can be achieved for young people and communities –

- Create a culture of citizenship, social responsibility and giving.
- Encourage positive and critical thinking to achieve systemic change.
- Facilitate youth leadership and youth-led action.
- Discover the asset rich tapestry of the community and; harness those assets to create positive change.
- Create opportunities for young people to 'be heard', take control over issues and concerns that are important to them and, ultimately become change agents within their community.

- Enhance the personal development of young people in terms of skills, knowledge, attitudes and connections.

How Does the *R u MAD?* Program Work?

The *R u MAD?* Program uses a simple framework to facilitate youth-led change within any community. Young people are encouraged and supported to engage in the following simple processes – conversation, brainstorming, research, project design, action, celebration and evaluation – students come up with ideas based on their passions and interests (what they care about) and implement their project.

There are two levels of madness:

- Participation in a *R u MAD? Day*.
- Creation of a *R u MAD? Project*.

R u MAD? Day is a one-day activity that allows schools and/or communities to explore the concepts of youth-led action and awareness to create positive change in the community. A *R u MAD? Day* helps to introduce the concepts of youth participation in the community in a way that is fun and engaging. Most importantly, it develops a day of action that empowers young people to discover that small acts can *Make A Difference*.

R u MAD? Projects operate over an extended period of time and allows greater levels of engagement with longer lasting results. *R u MAD? Projects* encourage equal emphasis on the three components of: preparation/research, action and evaluation. Young people will identify the problem, the cause of that problem and develop and implement a project to address the cause and not just the problem itself. *R u MAD? Projects* will assist students to identify and share their 'time, talent and treasure' to create a stronger and healthier community.

Bank of I.D.E.A.S. has revamped the *R u MAD?* Program into a more flexible framework that is easier to navigate for implementation within communities, particularly by youth groups, youth focussed organisations or local governments. The two components of the Bank of I.D.E.A.S. *R u MAD?* Resources focus on how to run an *R u MAD? Day* and how to implement a *R u MAD? Project*.

The *R u MAD?* Program was originally designed to be integrated into the Australian school curriculum. The elements of the Program's framework can certainly be adapted to deliver key components of the current [Australian Curriculum](#) including – Critical and Creative Thinking, Personal and Social Capability, Ethical Understanding and Intercultural Understanding. The original comprehensive set of *r.u.MAD?* Program resources designed specifically for teachers and students for implementation through schools may be accessed from the Bank of I.D.E.A.S. website.

For more information and access to the *R u MAD?* Program including tools and resources, contact Bank of I.D.E.A.S. – www.bankofideas.com.au