

Time to say thank you

1-7
JUNE

VOLUNTEERS' WEEK
time to say thank you

YOU MAKE THE DIFFERENCE



Northern Ireland
Executive

www.northernireland.gov.uk

Supported by the Northern Ireland Executive through the Department for Communities

Template Press Release

Media Release

Insert Date

Insert a short, snappy title

First Paragraph: Include the most important information here i.e. the 5 Ws – who, what, where, when and why, be concise and to the point.

Example: xxx Organisation is recognising the contributions of their volunteers this week, as part of the 33rd Anniversary Volunteers' Week celebrations, at a special afternoon tea on Thursday 1st June at 3.00pm at xxx Town Hall.

Second paragraph: Include a quotation from the head or your organisation, volunteer or special guest.

Example: Mary Smith, Manager of Any Organisation said, "Our organisation could not operate without volunteers. They are the local heroes that help us provide a vital service in the community. I want to publicly thank all our volunteers for their dedication and continued hard work and to recognise their contribution by marking Volunteers' Week with a special afternoon tea to celebrate their efforts."

Third paragraph: Include some facts and figures about your organisation or the volunteers and their roles.

Example: Harry Jones said, "I've been volunteering with Any Organisation for the past three years. I enjoy it so much I don't know what I would be doing if I didn't volunteer! It is only a few hours a month and I get a great feeling knowing that I am putting something back into a service which helped me when I needed it."

Fourth paragraph: Include a quotation from Volunteer Now.

Wendy Osborne OBE, Chief Executive, Volunteer Now said, "I am delighted that so many organisations are taking part in this year's Volunteers' Week celebrations. The Week marks the positive difference volunteers make to the lives of people and communities. Many organisations could not deliver the services they offer without volunteers. Likewise,



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Registered Office: Volunteer Now, 34 Shaftesbury Square Belfast BT2 7DB

Company Limited by Guarantee No. NI602399. Charity Registration No. NIC101309

Get Involved
www.volunteernow.co.uk Call 028 90 232020

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the stories of volunteers, what they do and why they got involved, provides inspiration for others thinking about volunteering to get involved.”

Include contact details of how others can get involved: If you would like to find out more about volunteering with xxx Organisation, contact xxx on XXXX or email etc.

ENDS

For further information contact: Insert the name of someone who is available to talk to the media.

Photo Opportunity: Call and invite a photographer from your local newspaper – tell them what you are doing, when it will be happening and who will be present. Give them the opportunity to take a great photo. Make sure you bring your own camera as pics can be sent to local press as well.

Background to Volunteers' Week: Volunteers' Week is a national campaign usually celebrated every year across the UK from 1-7 June. In Northern Ireland **Volunteer Now** takes the lead in promoting the campaign and encouraging volunteer involving organisations to take part to celebrate and thank their volunteers for their hard work and commitment.

Volunteering Facts and Figures:

- Approximately 282,000 formal volunteers in Northern Ireland (unpaid voluntary work carried out with, or under the auspices of, an organisation).
- Each give an average 13.4 hours per month.
- Contribute £504 million to the economy (based on the Northern Ireland average hourly wage).
- 61% are women.
- 16 – 24 and 35 – 49 are the age groups most likely to volunteer.
- Around one third work with a voluntary or community association.
- The most common type of volunteering activity was raising or handling money (32%).
- Older volunteers (50+) are most likely to volunteer once a week.
- 92% of sports clubs or governing bodies couldn't operate without the support of volunteers.

Volunteer Development Agency (2007) It's all about Time, Volunteering in Northern Ireland 2007.

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