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National Volunteer Week 2012 theme and new campaign components announced

National Volunteer Week 2012 takes place April 15 to 21, 2012. Due to the very positive response to last year's campaign theme, the theme for National Volunteer Week 2012 will be **Volunteers: Passion, Action, Impact**. The theme highlights the vital contribution volunteers make to communities across Canada. Volunteer Canada plans to deliver new tools and resources to support voluntary organizations in their critical work thanking and celebrating Canada's 12.5 million volunteers.

Volunteer Canada is committed to delivering NVW campaign components earlier to help organizations plan their celebrations. Below is an overview of when to expect major components of the NVW 2012 campaign:

December 2011: the NVW website launches with key resources for the sector and the NVW e-store goes public with gifts for purchase

January 2012: Volunteer Canada mails out campaign packages to its members that include NVW promotional materials

January 2012: capacity building workshops take place (online and possibly in-market)

February 2012: the new NVW video launches online focusing on the impact of volunteers

April 15-21, 2012: National Volunteer Week

For the first time, Volunteer Canada will host a national seminar series that will include practical teachings from sector experts. These seminars will take place in **January 2012**, and will feature sessions on media and government relations, event planning, and social media and new technology.

This is the ninth year Investors Group has sponsored NVW to raise awareness of the vital efforts made by Canada's volunteers. The company's strong support of the NVW campaign has made Investors Group one of the leading corporate supporters of volunteerism in Canada.

"Over the years, volunteering has become an integral part of Investors Group's culture," said Murray Taylor, President and Chief Executive Officer of Investors Group.

“We do this because it enriches both our community and our people. Investors Group is pleased to continue our relationship with Volunteer Canada and spread the word about National Volunteer Week and volunteerism. Together, we can show Canadians the impact of their volunteer efforts and how everyone’s contribution counts.”

National Volunteer Week is a week-long celebration whereby registered charities, not-for-profit organizations and volunteer centres pause to thank and recognize their volunteers.

Stay tuned in the months to come for more NVW 2012 announcements.

Tell us what you’re planning for NVW or what we can do to support your efforts at www.volunteercanadaannualreport.ca.

IAVE seeking submissions for World Youth Summit – Deadline Sept. 15

The International Association for Volunteer Effort is seeking submissions for youth prizes to be awarded at the 2nd IAVE World Summit for Youth Volunteering in Barranquilla, Colombia from November 3- 5, 2011. The deadline for submissions is September 15. Three contests are now open:

Film Festival - Films will demonstrate the impact volunteering can have by highlighting various youth-led projects and movements to help transform communities in positive ways. Ten finalists will have their films showcased at the Summit. The three top finalists will receive a grant to attend the Summit and other prizes.

100 Ideas for Youth Volunteerism - Youth delegations can submit ideas for transforming youth volunteering and creating new initiatives. A selected jury will determine the top 10 ideas from each region. A publication will be available to promote these ideas, providing youth with practical tools to implement them in their communities.

Heroes of the Millennium - Three finalists will be recognized for innovative projects that have the potential to be replicated in other communities. Finalists will receive a grant to attend the Summit and other prizes.

Guidelines and an application can be found [here](#). Additional questions can be addressed to iave2011@partners.net.