

**Tuesday, May 7, 2013**

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**Top 10 Moments of National Volunteer Week 2013**

National Volunteer Week is all about celebrating Canada's 13.3 million volunteers. From April 21 to 27, 2013, countless organizations from coast-to-coast recognized the incredible efforts of their volunteers, and took the opportunity to say "thanks."

This year also marked 10 consecutive years of support for the National Volunteer Week campaign from [Investors Group](#) – Canada's leading corporate supporter of volunteer recognition. To honour this remarkable commitment, here are our nominees for the Top 10 Moments of National Volunteer Week 2013:

**10. Getting equipped with the [Campaign Kit!](#)**

Our online suite of free, downloadable tools and resources for planning a National Volunteer Week campaign/activity became the fifth most popular page on our website since its launch, receiving more than 11,000 unique pageviews.

**9. [Local coverage](#) of community celebrations and volunteer recognition activities from coast-to-coast**

Here's just a small sample of the local/regional media coverage NVW received this year:

- [Thank a volunteer this week](#) (Coast Reporter, British Columbia)
- [Lending a hand](#) (Pique Newsmagazine, Alberta)
- [A week to give thanks to those who give their time](#) (Barry's Bay This Week, Ontario)
- [Montreal hospital recognizes its volunteers](#) (The Suburban News, Quebec)
- [Why volunteer?](#) (Truro Daily News, Nova Scotia)
- [Lifetime achievement awards for volunteers](#) (The Telegram, Newfoundland & Labrador)

**8. Saying thanks in writing**

- A blessing from the Honourable Graydon Nicholas, Lieutenant Governor of New Brunswick
- A [poem](#) on the beautiful shadow volunteers cast by Lesley Dunn of [Dartmouth Learning Network](#)



## 7. Campaign creative *casting a beautiful shadow of its own*

Check out [Sarnia Gives' NVW cake](#) & [SwaggerTag's NVW mock-up](#)



## 6. Social media celebrations

Countless individuals and organizations shared their NVW plans and activities with us through Facebook and Twitter.

- Thanks to everyone who adopted the [#NVW](#) hashtag again this year – that includes you, [Katie Couric!](#)



Katie Couric  
@katiecouric



Are you celebrating National Volunteer Week? During [#NVW](#) "look for the helpers"  
- [huff.to/Zlvxa3](https://huff.to/Zlvxa3)

Reply Retweet Favorite More

- Check out Volunteer Canada's [Twitter interview](#) with the [Centre d'aide et d'action bénévole de Charlesbourg](#)
- This year's NVW "launch" Tweet became our most popular Tweet ever, receiving [109 retweets!](#)

## 5. [Hanging out](#) with the Governor General



To help kick-off NVW 2013, Brendan Glouser, our Director, Marketing & Communications, exchanged ideas on how to foster youth engagement, voluntary sector innovations and volunteer recognition best practices with His Excellency, the Right Honourable David Johnston, Governor General of Canada; Ian Bird, President and CEO, [Community Foundations of Canada](#); and Susan Vardon, Director of National Initiatives, [United Way Toronto](#).

## 4. Political leaders give their thanks

- [Statement by the Prime Minister of Canada on National Volunteer Week](#)
- [Statement by Official Opposition Philanthropy critic Jean-François Larose to mark National Volunteer Week](#)
- [Justin Trudeau, Leader of the Liberal Party of Canada, on National Volunteer Week](#)



1. [A decade of support](#)



NVW 2013 marked the 10<sup>th</sup> consecutive year [Investors Group](#) has helped raise public awareness of the vital contributions made by Canada's volunteers. And they certainly walk the walk, too. They decorated the elevators of their office building with National Volunteer Week 2013 creative, and joined us for the NVW 2013 kick-off reception co-hosted by Senator Terry Mercer on Parliament Hill.



We hope you enjoyed this NVW 2013 “Top 10.” While all of these moments mark special times, places and people for Volunteer Canada, the true beauty of National Volunteer Week lives in communities from coast to coast, as organizations find myriad ways to thank and celebrate their volunteers – in manners that work for them. **Thank you for taking the time this National Volunteer Week – and throughout the year – to join us in saying thanks to Canada’s 13.3 million volunteers!**