



The
**VOLUNTEER
FACTOR**
Lifting Communities

2019 National Volunteer Week Campaign Introduction

April 7-13, 2019

Volunteer Canada is thrilled to launch the theme for National Volunteer Week (NVW) 2019:
The Volunteer Factor – Lifting Communities.

As we recognize the collective efforts of volunteers, we reflect on the multitude of actions taken locally to help people, communities and neighbourhoods become better prepared to respond to the unexpected, and better positioned for a more sustainable future.

We see it everyday! Volunteers leading neighbourhood activities, lifting the collective confidence to solve common issues. Volunteers tutoring people to read, lifting their self-esteem and increasing their success in school. Volunteers visiting people, lifting their spirits and keeping them connected. Volunteers coaching sports teams, lifting community pride and creating life-long bonds.

You never know what can give others a lift during a difficult day. Someone spontaneously pays for your coffee or lets you go ahead of them in line at the grocery store. Maybe a neighbour shoveled your walk after a storm when you were healing from surgery. Maybe you asked someone to join a board of directors of the neighbourhood association and they said yes! What is behind this... it's the Volunteer Factor!

Volunteering can also give volunteers a lift. When we volunteer, our spirits are lifted when we have the opportunity to work with others. Our sense of purpose is lifted when we see how our efforts have helped someone else. Our confidence lifts when we gain skills and experience through volunteering, helping us get into a competitive school program or successfully find a job. What lifts your chances to achieve your goals...It's the Volunteer Factor!

The beautiful image of the hot air balloons of different sizes, shapes and colours reflects the diversity of community volunteers. It illustrates that when people volunteer together, the sky is the limit, in terms of what they can achieve.

From all of us at Volunteer Canada, we wish you a happy National Volunteer Week 2019!