



IT'S TIME TO APPLAUD THIS COUNTRY'S VOLUNTEERS

National Volunteer Week 2020 - Campaign Introduction

April 19-25, 2020

National Volunteer Week is upon us again and this year's campaign theme is a celebration of the commitment, dedication and selflessness that are the hallmarks of volunteerism across Canada.

The theme is: "It's time to applaud this country's volunteers."

The spirit of volunteerism never tires. This year we encourage you too loudly and proudly applaud volunteers. Without them, so much of what needs to be done, would remain undone.

From coast to coast to coast, Canada's volunteers work tirelessly to spur progress in their community, city and country. They give their time in support of causes and programs they believe in and ask for nothing in return.

And for that, we owe them our thanks.

The economic and community impacts of volunteering are plentiful. They contribute millions of hours and millions more in value and for this — and many other reasons — we welcome this opportunity to shine a spotlight on volunteers.

The charitable and non-profit sector in Canada is strengthened by the unwavering support of its volunteers. Without them, entire organizations would cease to exist, and many Canadians would go without the help they need; help they cannot always afford. From fostering cats and dogs or shovelling an elderly neighbour's driveway, to sorting groceries at a food bank, or organizing a fundraiser — volunteering makes a difference.

It is our honour to call on our partners and friends to help make this National Volunteer Week extraordinary. Let's join together and ensure the 12.7 million Canadian volunteers we count on receive a well-deserved round of applause.

This National Volunteer Week, thank a volunteer for all they do.