

vuseful information

Introduction to v

What drives v?

v is the new charity launched in May 2006 to champion youth volunteering in England, by implementing the recommendations of the Russell Commission. Our aim is to inspire a million more 16 – 25 year olds to volunteer, and enable a lasting change in the quality, quantity and diversity of youth volunteering.

v is led by the cares, interests, passions and beliefs of young people. Our Advisory Board of young people – v20 – play a fundamental role in guiding the work of the charity, and four v20 members sit on our Board of Trustees.

v20 have led many of the charity's projects, including the development and operation of our youth fund (vcashpoint) to provide small grants to young people for volunteering projects; a Parliamentary reception; and the recruitment of the next generation of v20 members who came on board in April 2007.

Building on the existing organisations, systems and processes in the youth volunteering sector, v is commissioning new and additional opportunities and extending the reach of existing opportunities to young people who have not previously volunteered.

We are creating awareness campaigns which aim to radically improve the perception of volunteering for young people, leading to volunteering becoming a normal part of their lives.

v has also launched www.vinspired.com a web-based 'portal' specifically designed by and for young people, to provide easy access to information about volunteering and to allow them to easily search for opportunities in their local community.

v has commissioned research to provide insights for policy makers and practitioners concerned with youth volunteering. The first research report, into young people's 'passions' is available in the learning zone of our website and the second – on innovation in youth volunteering, will be published in the summer of 2007.

What are we here to achieve?

v's role

- To increase the volume of volunteering opportunities
- To increase awareness of those opportunities
- To make them easier to access
- To make them more attractive

The story so far.

v commissions the creation of new and innovative opportunities for young people through two primary routes; Direct Grants and via a Match Fund programme.

In May 2006, v launched its first grants round, totalling more than £15 million over three years, which has resulted in the creation of over 58,000 opportunities for 16 – 25 year olds, being delivered by over 100 voluntary sector organisations. This figure includes over 12,000 opportunities created in 2007 to address target areas where young people were under-represented in earlier applications, for example, Black, Asian and Minority Ethnic groups, ex-offenders and young people with disabilities.

v is funded by Government through the Office of The Third Sector, and has unique access to additional funds through the Match Fund Programme. Up to £50 million is available over three years. The role of the Match Fund is to stimulate new private sector investment in youth volunteering, which can then be matched up to 100% by v. This programme has so far resulted in the creation of over 58,000 volunteering opportunities, working with over 60 private sector partners.

v has launched two major campaigns since January to raise positive awareness of volunteering amongst young people. A radio campaign has been aired on over 40 stations across England with Gcap Media - one of our corporate sponsors. We have deployed a radio and web-based campaign to create awareness for vcashpoint, and are also working closely with Emap, another of our sponsors, on this campaign.

From April 1st 2007, v has taken over interim management of the Millennium Volunteers (MV) programme, in line with the Russell Commission recommendation to 'reform, rebrand and improve MV'. This process, alongside many other discussions and activities, will inform the design and development of v's new National Youth Volunteering Programme, to be launched later in 2007.

With whom do we work?

v has many partners. In particular we work with:

- young people, specifically through the v20 Youth Advisory Board and our own 'virtual youth panel' with over 2000 members;
- people and organisations who receive grants or matched funds from us and help us directly to deliver on our objectives;
- organisations who contribute financially or in kind to our match funding programme; including our **founding partners**, such as ITV, KPMG, MTV, SKY, Tesco and T-Mobile;
- organisations that can advance our goals through developing systems, services and processes that they own.

Who to contact

To find out more about our grants programme, or to obtain any other information relating to v and our work, please visit our website www.wearev.com. You could also e-mail info@wearev.com and the appropriate member of staff will get back to you as soon as possible. To visit the portal, please go to www.vinspired.com.

[v20 2007 / 8 members](#)



Published by v
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© June 2007