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MEDIA RELEASE

Volunteer MBC Recognizes Volunteers and Launches New Technology to Connect Them with Opportunities

December 12, 2013 – Brampton, ON – On December 5, Volunteer MBC invited the Region of Peel community to celebrate International Volunteer Day (IVD) at the volunteer centre's Annual Open House and to be part of the official launch of the centre's new-and-improved website and mobile app.

"We are very thankful to the many, many volunteers who lend their time and skills in various capacities to help us reach out and connect volunteers to our member organizations, who assist us with our training programs and our day to day operations at the centre," said Carine Strong, Volunteer MBC's Executive Director. "This year, we've had an incredible 151 volunteers give their time to our centre and we simply would not be able to deliver on our mission without their support. Thank you so very much!"

Volunteers who attended the event were recognized with a token gift and were welcomed with rounds of applause by the large crowd who attended the celebration.

The centre's new-and-improved website provides easy access to Volunteer MBC's on-line volunteer opportunity database, which also underwent a transformation to a more mobile-friendlier format. The on-line database lists hundreds of volunteer roles in the Peel Region community which are posted by over 170 community service organization members of the volunteer centre. The website also features a new at-a-glance calendar of events, resources for volunteers and community service organizations, and more. The website was developed by Silverback Design & Consulting.

Simultaneously, the centre also launched its new mobile app, which is available for free on Android, Apple and Blackberry devices. "Through our new app, you are able to access our on-line volunteer opportunity database where you can search for roles based on your areas of interest, passion or expertise," said Sharon Clark-Koufis, Volunteer MBC's Marketing & Communications Manager. "We are very excited to provide this new technology to assist the community in getting directly connected with their local volunteer centre using this quick and easy to use tool."

Through the app, individuals also has access to the latest information and updates about Volunteer MBC and how to get connected through their social media channels, by email, by phone or in person. The app was developed by iNotForProfit (iN4P).

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Volunteer MBC's Annual Open House took on the theme of "the world of volunteers" and demonstrated the diversity of volunteers in our community. It also featured a silent auction of various unique items and gifts for all ages, with proceeds raised from the auction supporting Volunteer MBC.

Special thanks goes to all of the volunteers who supported the planning and coordination of the event, including the centre's event sponsor Scotiabank - Orangeville, as well as these supporters: Brampton Beast; the City of Brampton; Husky Injection Molding Systems; Lily Bosy (Pianist); Michael-Angelo's; the Mohawk Inn; Rogers TV Peel; the ROSE Theatre; RBC Royal Bank – County Court; SLiCK Solutions; and snapd Brampton.

During the event, the centre also launched their Holiday Giving Campaign. More details will be made available shortly.

Photos from the event can be viewed at: <http://www.flickr.com/photos/volunteermbc/sets/> under the set titled "Volunteer MBC's 2013 Annual Holiday Open House & Int'l Volunteer Day Celebration".

About International Volunteer Day

International Volunteer Day (IVD), as declared by the United Nations General Assembly, is a day that celebrates the efforts of those who have made an important contribution to society by giving their time as volunteers.

About Silverback Design & Consulting

Silverback Design & Consulting is a web solutions firm that offers sophisticated design and technical services for interactive web projects and media. From e-Commerce shopping sites to exciting HTML5 touch-screen apps, Silverback can deliver results on a wide-variety of technology platforms to give any online venture a new and exciting edge. For more information, please visit www.silverbackdesign.com

About iNotForProfit (iN4P)

iNotForProfit is a social enterprise using next-generation technology to create accessible solutions for the philanthropic sector. Social media has changed the way we engage; just as online donations has changed fundraising. Mobile apps are not only a part of this change, but also the future of impact. iN4P's mission is to help organizations spread their message, connect communities to their cause, and fundraise more effectively. They believe this is the age of philanthropy, of social good and social change. They are here to be a catalyst. They are here to help non-profit, charities and NGOs connect, fundraise and engage in today's online world. They are here to change the world. For more information, please visit www.inotforprofit.com.

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About Volunteer MBC

Volunteer MBC is a volunteer centre serving the cities of Mississauga and Brampton, and the Town of Caledon. The centre offers a referral and matching service for volunteer placement within the community for all ages. They also provide education and support for volunteers and community service agencies and organizations, and serve the corporate community with various programming services that engage individual and team volunteering. Additionally, the centre strives to be a strong voice to support and promote volunteerism. For more information about Volunteer MBC, to access their on-line volunteer opportunities database, to download their mobile app, and to find more details on the centre's three convenient locations in Mississauga, Brampton and Caledon, visit www.volunteermbc.org.

- 30 -

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Photo caption: Ashley Pettifer, from the United Way of Peel Region, downloading Volunteer MBC's new Mobile App. (www.inotforprofit.com/volunteermbcdownload.html).

Photo credit: Sharon Clark-Koufis



Photo caption: (from left to right) Carine Strong, Volunteer MBC's Executive Director, with Councillor Bonnie Crombie, Ward 5 – Mississauga, who dropped by to thank volunteers and the volunteer centre for the impact they are making on the community.

Photo credit: Ruhi Kokal

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