



Mississauga • Brampton • Caledon

The future rests in our helping hands

MEDIA RELEASE

Peel Youth Volunteered Beyond Expectations During Provincial ChangeTheWorld Campaign

June 23, 2014 – Brampton, ON – One month ago today, marked the wrap-up of the *ChangeTheWorld – Ontario Youth Volunteer Challenge*, a 6-week provincial campaign which encourages youth aged 14 to 18 years to volunteer through a wide variety of exciting local initiatives.

Last year during *ChangeTheWorld*, Volunteer MBC engaged over 7,264 youth, exceeding the target by almost 1,000 youth. Youth volunteered an astounding 25,521 volunteer hours in 167 events across Peel Region. This year, youth in Peel Region volunteered beyond expectations with **7,520 youth volunteering over 30,690 hours in 328 events!** This represents a 96% increase in youth-related volunteer events held during the *ChangeTheWorld* campaign and a 20% increase of youth volunteer hours.

“Peel youth have, once again, stepped up and demonstrated their on-going commitment to making a difference in our community while gaining valuable skillsets in the process,” said Carine Strong, Executive Director of Volunteer MBC. “It is through their efforts that many causes are brought to the forefront, such as youth mental health, multiculturalism, literacy, bullying, environmental issues, and more. We commend all of the youth in Peel for taking action to change their world.”

ChangeTheWorld is funded by the Government of Ontario, in partnership with the Ontario Volunteer Centre Network (OVCN). The goal is to inspire youth to volunteer, develop new skills and broaden their awareness of community service organizations.

This year, Volunteer MBC coordinated 7 of the events and 3 were led by the centre’s Step Up Youth Volunteer Ambassadors Committee, a program managed completely by a dynamic group of high school students. Events included a Multicultural Youth Festival and MADScatter, an interactive day of re-discovering mental health and specifically addressed the issues of stress experienced by high school students. Other youth-related volunteer events were coordinated by local community service organizations and partners including Mississauga’s REBEL 2014, with a youth focused event agenda; the Caledon Public Library Monster Book Sale; and the National Youth Week event series, organized by the City of Brampton.

#

7700 Hurontario Street, Unit 601, Brampton, ON L6Y 4M3 • Phone: 905.238.2622 • Fax: 905.595.2612 • Email: info@volunteermbc.org
volunteermbc.org | facebook.com/LikeVolunteerMBC | twitter.com/VolunteerMBC | linkedin.com/company/volunteer-mbc



Plans for next year's campaign are already in progress. The 2015 *ChangeTheWorld - Ontario Youth Volunteer Challenge* will be held from April 12 to May 24 and in September, at the start of the school year, the volunteer centre will be reaching out to all Peel area high schools (62 in total) to promote the campaign and how youth can get involved and be part of this provincial initiative. *ChangeTheWorld* is an excellent opportunity for youth to get their community service hours, which are required to graduate from high school. Volunteer MBC is looking forward to the continuing support of the Peel District School Board and the Dufferin-Peel Catholic District School Board to help promote the campaign and youth volunteerism in Peel Region.

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 (youth, adults, seniors, and families). 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, and to find more details on the centre's three convenient locations in Mississauga, Brampton and Caledon, visit www.volunteermbc.org.

- 30 -

For more information and media inquiries, please contact:

Sharon Clark-Koufis
Marketing & Communications Manager
Volunteer MBC
P: 905.238.2622 ext. 221
C: 416.433.0639
E: media@volunteermbc.org

Photos attached.

7700 Hurontario Street, Unit 601, Brampton, ON L6Y 4M3 ♦ Phone: 905.238.2622 ♦ Fax: 905.595.2612 ♦ Email: info@volunteermbc.org
volunteermbc.org | facebook.com/LikeVolunteerMBC | twitter.com/VolunteerMBC | linkedin.com/company/volunteer-mbc





*Photo caption:
Local area youth participating in the ChangeTheWorld: Youth Green-Up/Clean-up
at Centennial Park, Brampton held on Sunday, May 4, 2014.*



*Photo caption:
Local area youth participating in the Multicultural Youth Festival
held in Mississauga on Saturday, May 17, 2014.*

7700 Hurontario Street, Unit 601, Brampton, ON L6Y 4M3 • Phone: 905.238.2622 • Fax: 905.595.2612 • Email: info@volunteermbc.org
volunteermbc.org | facebook.com/LikeVolunteerMBC | twitter.com/VolunteerMBC | linkedin.com/company/volunteer-mbc