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*The future rests in our helping hands*

## **MEDIA RELEASE**

### **Volunteer MBC Announces Step Up Youth Volunteer Ambassadors Executive Team**

**September 27, 2013 – Brampton, ON** – Volunteer MBC is pleased to announce their 2013/14 Step Up Youth Volunteer Ambassadors Executive Team as follows:

- Chair: Suhaima T., Fletcher's Meadow Secondary School (Brampton)
- Vice Chair - Membership Development: Jaskirat S., Turner Fenton Secondary School (Brampton)
- Vice Chair - Learning and Development: Sidra K., North Park Secondary School (Brampton)
- Vice Chair - Volunteer Engagement: Ramneek K., Heart Lake Secondary School (Brampton)
- Vice Chair - Event Management: Ruhi K., Glenforest Secondary School (Mississauga)
- Vice Chair - Marketing and Communications: Sidak M., Heart Lake Secondary School (Brampton)

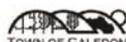
Volunteer MBC's Step Up Youth Volunteer Ambassadors (SUYVA) is one of three modules that comprises the volunteer centre's *Empower Youth to Create Community Change (EY-3C) Program*. The SUYVA module empowers youth to inspire volunteerism in their schools and communities as "Step Up Ambassadors" by connecting youth to meaningful volunteer opportunities and developing events and initiatives that support causes that matter in our community. The Executive Team will help to lead the Committee in planning and executing events where youth can get involved and volunteer.

"Over the past 5 years, we have seen a huge spike in youth engagement in Peel," said Carine Strong, Executive Director of Volunteer MBC. "Our volunteer centre engaged 2,950 youth in 2009 and it grew to over 12,000 youth in 2012, which is fantastic. We welcome our new SUYVA Executive Team and all of the new members of the committee and in helping Volunteer MBC to promote youth volunteerism across Peel Region."

Through SUYVA, leadership development training and service excellence training is provided to all committee members. Through "The Orange Leader" youth are provided with skills development to help them understand best practices in leadership. Service excellence training is also provided through "Xing the King", and outlines ten essential customer service practices. This training helps youth to manage project resources and lead their peers, as well it helps them to excel in their choice of employment.

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“56% of clients that our volunteer centre serves are youth,” said Shaminda Perera, Assistant Manager of Community Engagement for Volunteer MBC. “So it only made sense for our centre to develop a program where youth can come together, share their ideas, meet new friends who have common interests, offer them learning and development opportunities to help guide them in their personal and professional development, while earning their volunteer hours towards their 40 hours of community engagement. Further, the more community engagement hours and experience they accumulate, it paves the way for related scholarships, which helps ease the burden of post-secondary education tuition fees.”

The *EY-3C Program* engages youth throughout the year with *ChangeTheWorld* being the climax of all youth engagement initiatives at Volunteer MBC. The *ChangeTheWorld - Ontario Youth Volunteer Challenge*, a province-wide campaign run annually in the Spring which encourages high school youth to join together to make a difference in their community. The 2014 *ChangeTheWorld* campaign will be held from April 6 through to May 19, 2014 and is funded by the Government of Ontario and delivered in partnership with the Ontario Volunteer Centre Network (OVCN). More details will be announced soon.

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, and to find more details on the centre’s three convenient locations in Mississauga, Brampton and Caledon, visit [www.volunteermbc.org](http://www.volunteermbc.org).

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***(Note: A photo follows on the next page.)***

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*Photo caption:*

*Volunteer MBC's Step Up Youth Volunteer Ambassadors  
2013/14 Executive Team (from left to right):*

- Jaskirat S. (Vice Chair - Membership Development);*
- Ruhi K. (Vice Chair - Event Management);*
- Suhaima T. (Chair);*
- Ramneek K. (Vice Chair - Volunteer Engagement);*
- Sidra K. (Vice Chair - Learning and Development); and*
- (kneeling) Sidak M. (Vice Chair - Marketing and Communications)*

*Photo credit: Sharon Clark-Koufis*

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