



FACTSHEET

What is the *Give A Billion Minutes* campaign?

This is an exciting new fundraising initiative, but with time as the currency - not money! We're asking the public to pledge as much or as little time as they can in their communities to help us reach the Billion Minute target by the end of 2005!

Are we being a bit ambitious? Yes, we are, but we believe with your help we can make the target. By showcasing inspiring stories and opportunities, from real people to celebrity, we want to inspire and challenge the public to pledge their time to the Give a Billion Minutes campaign.

What can people do?

There are over 60,000 amazing opportunities currently available on www.yearofthevolunteer.org from toad wardens to lifeboat crew, skin camouflage instructors, children's theatre directors or death row pen pals, there are opportunities to suit everybody's lifestyle and interests.

Volunteers can use their skills to help organizations by doing many things ranging from mentoring children in care to helping with charities finances through to becoming a trustee or Board Member.

There are no barriers - age, skills or previous experience, shouldn't stop anybody willing to share their time to help others. People with no skills can volunteer for example in a charity shop or help with local fundraising events. It's a great way to gain new skills and experience, with 76% of employers saying they would employ someone with volunteering on their CV over someone who hasn't.

How can you pledge minutes?

It's simple, whether you're an individual, charity or business, just

Log onto www.yearofthevolunteer.org for a database of opportunities you can search by postcode and ideas for activities that you can do yourself. Click on a number of options to donate your minutes and your time will be added to the website's pledge-o-meter.

Free phone 08000 839 839 or text 'VOL' followed by your name to 80010. A booklet on volunteering will be sent to those without web access.

Why should people give time?

- Rewarding and empowering -you make a real difference to people's lives.
- Gain work experience/references, confidence and training
- It's fun - meet new people, socialise and have new experiences.
- Improve your health and wellbeing from reducing stress to getting fit.
- Flexible – you can offer as much or as little time as you want.

Who is running the campaign?

The *Give a Billion Minutes* campaign is being led by the Media Trust, part of the Year of the Volunteers' Volunteering England Consortium. The campaign was instigated at a Media Trust breakfast meeting for key media heads hosted by the Chancellor, Gordon Brown earlier this year.

A range of major media organisations are supporting the campaign, including BBC, BSkyB, Channel 4, Daily Mail & General Trust, Discovery Networks Europe, EMAP, Endemol, GCap Media, ITV, MTV, News International, IPC and Trinity Mirror.

The Year of the Volunteer 2005

The Year of the Volunteer is funded by the Home Office and is being administered by CSV and the Volunteering England Consortium comprising of Media Trust, TimeBank, do-it, Youth Action Network and BiTC. For further information visit www.yearofthevolunteer.org



EDITORIAL IDEAS

Tsunami's, Make Poverty History, War, Terrorist Attacks, ASBO's, MRSA, Global Warming, Heart Disease, Labour winning the Election.

All of the above social issues and events have featured heavily in the media. However, what you don't always hear about are the hidden heroes who work tirelessly and **give literally millions of minutes** of their own time to affect positive social change - such as the thousands of volunteers who went to help after the Asia Tsunami or the ordinary people who volunteer day in day out to reduce crime or raise money to research into heart disease.

It's these volunteer minutes that are the backbone behind many charities, social services and emergency services. It is the volunteer's skills and passion that make the real difference in society.

The Billion Minutes Campaign wants to tap into people's passions and energy and with the media's help **encourage anyone and everyone to give as much or as little time as they can in their communities to help us reach the Billion Minute target by the end of 2005!**

An unusual proposition – yes, it's time not money we're after!

An ambitious proposition – yes, but we're hoping with your help we can inspire thousands of people to get up, get active and give us their volunteer minutes.

MYTH: Volunteering is dull and worthy, carried out by the do-gooders or the twin set and pearl brigade.

REALITY: There are over 60,000 volunteering opportunities from toad wardens to lifeboat crew, skin camouflage instructors, children's theatre directors or death row pen pals, there are opportunities to suit everybody's lifestyle and interests.

SOLUTION: Tell us your reader's passions – sport, travel, beauty, environment, IT and we can find an opportunity/case study/story to inspire them to volunteer and pledge their volunteer minutes.

MINUTE-BY- MINUTE VOLUNTEER GUIDE

1 MINUTE – YOU'VE GOT FIVE. GIVE US ONE.

Sharon Tynan (35) clicks on Water Aid everyday. 10,000 clicks and Aqua Plastic donates 200,000 Euro to Water Aid. More & more charities are using the web to fundraise and by giving just one minute of your time, you can make a huge difference.

5 MINUTES – EVERY MINUTE COUNTS

Dave Barley (49) was one of the thousands of people who signed the Make Poverty History petition – just 5 minutes of time to make the G8 leaders rethink Third World issues. You don't have to be Bob Geldof to make an impact we can find you real life inspirational people, making real differences in their community.

60 MINUTES – I DO IT FOR 60 MINS EVERY WEEK

Claire Gordon (27) volunteers once a week in a Youth Inclusion Project in West Ham. She's training to be a teacher and mentors a young woman at risk of offending through Mentoring Plus in West Ham, because, she says it's vital for her teaching qualification.

90 MINUTES – A LOT CAN HAPPEN IN A SHORT TIME AND NOT JUST ON THE FOOTBALL FIELD

Anthony Reid's (19) chance to turn his passion into a new career. He's well on his way to becoming a professional coach after gaining experience as a volunteer.

240 MINUTES -- COUNT ME IN

Narinder Sagoo's chance to inspire the talent of tomorrow. As an architect he knows the importance of building solid foundations for the future. That's why he spent four hours during Big Arts Week teaching children new skills and giving them a chance to develop their creativity.

1000 MINUTES – DOING IT IN A GROUP IS MORE FUN

Ayesha (26) is a trustee at Respond, a charity that provides support for people with learning disabilities, specifically women who have suffered sexual abuse. Ayesha spends at least 2 hours every other month attending formal trustee meetings the role has given her valuable career experience.

25,000 MINUTES – WHO WANTS TO BE A BILLIONAIRE

Julie Screech turned 40 and decided that the time was right to make a lifestyle change. She gave up her job as a director of a direct marketing agency and go freelance. Part of the reason for doing this was to enable her to spend at least 3 months (25,000 minutes) of her year volunteering in South America. Julie has volunteered for Centrepoint for 18 months, and for Shelter at Xmas. Julie says she likes the finer things in life and is prepared to work for them, but also wants to know that she is contributing to society and helping people less fortunate than herself.

100,000 MINUTES – - SHOW ME A GOOD TIME

Hundreds of volunteers working in health care to brighten up people's days, it's not just serving tea.

Linda Paton (32) works full time in a legal firm but recently joined the Red Cross as a skin camouflage volunteer working at Glasgow Royal Infirmary. The clinics run once a month and volunteers help people with skin disfigurements, such as scars and birthmarks. Sadly we live in a world where appearance does matter, and skin disfigurements can be psychologically devastating. Skin camouflage helps people to blend in and get on with their lives.

1,000,000 MINUTES – IT'S ABOUT TIME

Ex-offenders give just under 1 million minutes a year at National Trust properties across the UK. In return inmates are given the opportunity to build more confidence and gain new skills. Working with poets at the Trust's Sudbury Hall, inmates learned how to give better expression to their feelings and overcome fears about speaking in public. At the end of the course, some said it had changed their life because no one had ever valued their thoughts, while others spoke of how it had transformed marital and family relationships because they were able to communicate emotions for the first time.

1,000,000,000 MINUTES – ONE IN A BILLION

There are thousands of exciting and interesting ways to give time the above is just brief sample. We need your help to reach the masses and encourage them to stand up and be counted.

To ensure we reach our 1 Billion Minutes Target it is vital that any coverage includes our call to action ... Pledge you volunteer minutes at

www.yearofthevolunteer.org

Call free phone 08000 839 839

Text 'VOL' followed by your name to 80010.

Maybe as a journalist, you could give us a bit of your time and let us find you an opportunity to challenge your thoughts about volunteering. Be our One in a Billion!