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Friday 23<sup>rd</sup> February 2007

## **v, The National Youth Agency and Red Foundation**

Youth volunteering charity **v** has announced that it will be working with The National Youth Agency (The NYA) and the Red Foundation to facilitate discussions about the strategic implementation of the National Youth Volunteering Programme.

Launched in May 2006 to implement the recommendations of the Russell Commission, **v**'s mission is to inspire a million more young volunteers aged 16 to 25 in England. A key element of the Commission's recommendations was the creation of a National Youth Volunteering Programme (NYVP) within a framework to improve the quality, quantity and diversity of youth volunteering.

**v** has already made good progress in developing the NYVP, commissioning the creation of over 80,000 volunteering opportunities and appointing 20 **v**teams, comprising Youth Volunteer Development Managers and Youth Volunteer Advisers. **v** has also recently undertaken a substantive piece of work with employers and over two thousand young people regarding the Millennium Volunteers (MV) Programme. Discussions with MV providers and the newly appointed **v**teams are also scheduled to feed into the process.

As part of the comprehensive development process, The NYA and Red Foundation will be supporting **v** by hosting and facilitating some blue sky thinking through qualitative round table discussions.

These round tables are part of an integrated development process which further expands the initial research and outputs from the Russell Commission. Terry Ryall, Chief Executive of **v**, said: "We have identified key areas where both quantitative and qualitative research is giving us valuable guidance in our development process, particularly from young people. In addition to our **v**20 Youth Advisory Board, we have involved our own virtual panel of over 1,000 young people and also reached wider communities of young people using specialist research organisations"

The NYA and Red Foundation will also work with v to distil the findings from the various strands of discussion and research, enabling v to decide on the shape and future direction of the national youth volunteering programme

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### Notes to Editors

- v is the new youth volunteering charity launched in May 2006 with a mission is to inspire a million more young volunteers in England aged 16-25.
- The charity was set up to implement the recommendations of the Russell Commission outlining a new national framework for youth action and engagement, following a nationwide consultation which included 6000 young people.
- v is led by the cares, interests, passions and beliefs of young people. An advisory board made up of twenty young people called v20 is involved in all aspects of the charity's work. Four members of v20 sit on v's Board of Trustees.
- v works with and builds upon the current voluntary sector infrastructure, funds the creation of volunteering opportunities through grants rounds and implements programmes to create awareness and positive understanding of volunteering for young people.
- v has been formed as an independent charity using an innovative new model which allows funds raised from the private sector to be matched by the Government. Up to £50 million has been allocated by the Government for this purpose over the next three years.
- For more information about v please go to: [www.wearev.com](http://www.wearev.com)
- The National Youth Agency (The NYA) provides information, accreditation and quality assurance to develop youth work and support youth services, and promotes the voice, influence and choices of young people.
- The NYA is a strategic partner of the Cabinet Office Volunteering and Charitable Giving Unit and has a specialist Youth Action Team whose work contributes to driving up the quality, availability and diversity of young people's volunteering opportunities.
- For more information about The NYA, please go to: [www.nya.org.uk](http://www.nya.org.uk)
- The Red Foundation is a new social enterprise that aims to stimulate innovation and creativity in the voluntary and community sector. Launched in 2006, the Foundation helps organisations to grow and develop, raise revenue and communicate effectively with stakeholders, through tailor made consultancy and project support. For more information visit [www.redfoundation.org](http://www.redfoundation.org) or contact Jamie Thomas, [jamie@redfoundation.org](mailto:jamie@redfoundation.org)