



Choice FM's Wayne Rollins (aka Rollo) welcomed members of the v20 team, Terry Ryall CEO of v, and Bob Hoad Community Relations Director at GCap Media Plc, as part of the reception at the radio station's studios.

## **v and Gcap Media partnership creates youth volunteering opportunities**

GCap Media and youth volunteering charity v today announced that over 2,500 youth volunteering opportunities at 60 projects have been created in the first six months of its three-year partnership. The commercial radio group has committed £3 million worth of in-kind support to help v deliver its mission to inspire a million more young volunteers in England aged 16 to 25.

Since January of this year ten of GCap Media's radio stations, including Choice FM and Leicester Sound, broadcast grants promotions. This produced more than 250 applications from local community groups, which wanted to create youth volunteering projects. The applications were assessed by a special 'v panel', including young people from the local area, representatives from the stations, and Trustees from GCap charities. In total over £500,000 has been awarded from the Match Fund to create the 2,500 new, innovative volunteering opportunities.

This week a number of the successful organisations attended a reception at GCap Media's studios in Leicester Square, London, to receive their grants and celebrate the success of the partnership.

Ralph Bernard, CEO of GCap Media, says: "When we first spoke to v about the partnership we knew our listeners would respond but we have been overwhelmed by the interest and of course delighted that we have created so many volunteering opportunities in the first six months. We now look forward to the partnership building towards a goal of 10,000 young people volunteering through our radio stations."

Terry Ryall, v's CEO, adds: "We're delighted to be working with GCap Media via our unique Match Fund, which matches the contributions of corporate partners pound for pound. By using the power of GCap Media's radio brands we have been able to encourage local community groups to tell us how they'd like to work with young volunteers. We are looking forward to seeing what these projects achieve and the next phase of our partnership with GCap Media."

## Ends

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## Notes to editors

- v is the youth volunteering charity launched in May 2006 whose mission is to inspire a million more young volunteers in England aged 16-25. v is supported by the Office of the Third Sector in the Cabinet Office.
- 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 including 6000 young people.
- v is led by the cares, interests, passions and beliefs of young people. A Youth 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 on v, please visit [www.wearev.com](http://www.wearev.com)