

## **Martha Lane Fox and James Caan lend their support to the vinspired award scheme, giving young people the recognition they deserve for volunteering**

[www.vinspired.com/awards](http://www.vinspired.com/awards)

Well-known entrepreneurs and business people, including lastminute.com founder **Martha Lane Fox**, Dragon's Den's **James Caan**, Birmingham FC's **Karen Brady** and Vice President of A&R at EMI Music **Felix Howard**, have all lent their support to the new vinspired award scheme. This initiative gives 16-25 year olds in England the chance to develop skills and improve their CVs through volunteering in their communities.

With the current economic climate and lack of job opportunities available for young people, **Martha Lane Fox** believes the vinspired award scheme is a valuable addition to any CV; *"I salute anybody who volunteers. Not only does it give you valuable experience but it makes you eminently more employable. And who knows you might even have some fun too!"*

Dragon's Den star **James Caan** also supports the scheme: *"I am thrilled to be part of the vinspired awards and endorse the scheme. There is a real need for employers to understand the full extent of skills young people gain through volunteering experiences. In these financially challenging times it has never been more important for young job seekers to stand out and be noticed by employers and it is equally important for businesses to ensure they recognise the motivation, commitment and desire volunteers have for self improvement, which are all key attributes required in candidates by any successful business."*

v, the volunteering organisation behind the award scheme, has established the initiative to help young job seekers stand out from the crowd, get them noticed by employers and attempt to beat the recession. As well as providing local communities with support, v volunteers will gain invaluable life experience and enhance their CVs at the same time.

The vinspired award scheme is broken down into two stages: **v**fifty, gained from completing 50 hours volunteering and **v**impact achieved by doing a further 100 hours volunteering within the space of a 12 month period. What's more, it's all logged online, making it really simple & accessible to use.

**Felix Howard** showed his support of the vinspired award scheme at an MC-ing event hosted by Grime superstar Bashy, in conjunction with the v EastEnd Youth Action Team. This community youth project aims to promote unity and friendship, whilst denouncing gun and knife crime, by bringing the boroughs of Hackney and Tower Hamlets together through music. Felix said *“It’s so inspirational being down here today and seeing the great work that this youth group is doing. The media often portray such a negative image of England’s youth and its great to see the other much more positive side. The vinspired award scheme is a fantastic way of recognising, and thanking these people for getting involved and if I saw this on a cv, it would definitely jump to the top of the pile”*

v’s Chief Executive **Terry Ryall** said *‘ The vinspired award scheme is a great initiative that gives young people the recognition they deserve for volunteering. We’re really proud that Bashy has chosen to support the scheme and that such prominent business people, including Martha Lane Fox and James Caan, have recognised it as a valuable addition to any cv.’*

To find out more or get involved visit [www.vinspired.com/awards](http://www.vinspired.com/awards)

- ENDS-

For more information, case studies and images please contact Jonno Hooley or David Slade on 020 7100 7100 or [jonno.hooley@shinecom.com](mailto:jonno.hooley@shinecom.com) or [david.slade@shinecom.com](mailto:david.slade@shinecom.com)

## **Notes to Editors: about v**

v aims to inspire a new generation of volunteers (aged 16-25) in England. We do this by funding voluntary organisations all over England to create inspiring, diverse opportunities and by helping to overcome barriers that stop people from taking action to improve lives, communities and the planet. Our aim is to create a culture where volunteering comes naturally – and where the benefits of volunteering are understood and celebrated.

To do this we have two major streams of activity: as a volunteering founder; and as a central point of contact for all 16-25s.

Working in partnership with over 500 voluntary, community and public sector organisations more than 311,000 young people aged 16-25 years have taken part in volunteering funded by v. And that figure is set to grow to more than a million with 875,000 opportunities already commissioned by v.

- In addition, we have attracted over £35m from the private sector
- [www.vinspired.com](http://www.vinspired.com) is our consumer facing brand and a place where people can search for local volunteering opportunities and share experiences using online tools including

# vinspiredawards

blogging and video. The site is constantly evolving and strives to challenge the traditional perceptions of volunteering through its look, feel, language and usability

- v has also provided a national framework to deliver a local service, by introducing 107 involved teams (one in each local authority area across England) to act as central hubs within the community for potential volunteers, businesses, charities and other local networks.

v is an independent charity launched in May 2006 as a result of the Russell Commission report, A National Framework for Youth Action and Engagement.