



## MEDIA ADVISORY

### VOLUNTEER CENTER CELEBRATES 40 YEARS OF IMPACT WITH COMMUNITY INVOLVEMENT

*North Texans encouraged to pledge 40 hours or donate \$40 for Volunteer Center's Anniversary*

**WHAT:** The Volunteer Center of North Texas will be celebrating 40 years of community impact by challenging the community to pledge 40 hours of service between **April 1, 2011** and **February 28, 2012**, or donate \$40 to help the organization continue impacting the lives of individuals, youth, families and corporations by connecting volunteers to the nonprofits that need their help!

The goal of the campaign is to reach **100,000 hours in service** to the community and to **raise \$100,000 in donations**. The community service hours alone will total an economic impact of more than \$2 million dollars in volunteer time.

**WHEN:** **April 1, 2011 – February 22, 2012**

**WHO**

- Volunteer Center of North Texas
- North Texas community

**WHERE:** **Throughout North Texas.**  
Visit [www.vcnt.org](http://www.vcnt.org) and click on the **40 For 40** icon to make a \$40 donation or pledge 40 hours of service.

**WHY:** In light of budget shortfalls across the county, nonprofit organizations, government entities and educational institutions are facing layoffs and losing resources at unprecedented levels. The need for volunteers has never been greater.

The **40 For 40** campaign will encourage North Texans to realize that both volunteer involvement and donations can greatly impact the quality of life in their communities. An infusion of 100,000 volunteer hours in the community can mean more assistance for teachers, improved after school programs, more meals served to the homeless and better protection and care for animals in need.

Since 1971, the Volunteer Center of North Texas has been dedicated to connecting volunteers to the nonprofit organizations that need their assistance. Over the years, VCNT's services and programs have expanded and increased in innovation, but the goal has always been to transform communities and strengthen nonprofits through volunteerism. The **40 For 40** initiative will help VCNT continue encouraging a spirit of service in the region.

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