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**THE VOLUNTEER CENTER CELEBRATES 40 YEARS OF COMMUNITY IMPACT WITH
A CHALLENGE OF SERVICE AND PHILANTHROPY**

DALLAS, TX (April 1, 2011) – Through a campaign entitled **40 For 40**, the Volunteer Center of North Texas (VCNT) will celebrate 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 them to the nonprofits that need their help!

The goal of the **40 For 40** 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.

“Often people don’t realize there is a cost to recruit and send volunteers to other nonprofit organizations,” said Julie Thomas, chief executive officer of the Volunteer Center of North Texas. “Funds will enable us to increase the flow of volunteers to agencies. Pledging hours will enable nonprofit agencies achieve their program goals thanks to people who give 40 hours to a cause.”

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** campaign will help VCNT continue encouraging a spirit of service in the region.

To learn more about how to directly connect with the campaign to pledge 40 hours or donate \$40, visit www.vcnt.org and click on the **40 For 40** icon on the home page. Information about specific places to volunteer and special VCNT initiatives are also available on the website.

About the Volunteer Center of North Texas

The Volunteer Center of North Texas (VCNT), founded in 1971, is one of the largest and most active volunteer centers in the country. A primary purpose of VCNT is to recruit volunteers, including individuals, corporations and civic and faith-based groups, to serve nonprofits and their clients throughout the North Texas area. For more information, visit www.vcnt.org