

05/2007

Wednesday 28 February 2007

Young people encouraged to think outside the box

v, the independent charity set up to encourage young people to volunteer, is launching a new funding initiative called v_{cashpoint} for young people in England who want to set up their own community project. All young people aged 16 – 25 are being encouraged to unleash their creativity and turn their ideas for voluntary projects into action.

v, in partnership with HSBC, is investing £1 million in v_{cashpoint} as a “Match Fund” project, accessing Government funds through a unique scheme which matches up to 100% of private sponsor donations. v_{cashpoint} will provide grants of up to £2,500 to support young people and get their projects off the ground.

To get the creative juices flowing, youth workers across the country will be using a brand new innovative toolkit called “Outside the Box” to help inspire fresh ideas for local projects. “Outside the Box” was launched today at Liverpool University and has already been piloted regionally with a number of youth groups. The toolkit includes games and resources to stir creativity and enthusiasm, encouraging young people to engage with their local communities and make a real difference.

The toolkit has been put together by the v20 Youth Advisory Board, who have led this project from inception to delivery. v20 member, Jess Pamphlett, 22, says: “This is a wicked opportunity for young people out there who want to set up their own projects. You could use the money for anything from painting murals at a community centre, to music workshops, to environmental regeneration, the possibilities are endless! It’s really exciting that funding like this is available for young people; it shows that society is starting to look to them for fresh, forward thinking ideas.”

Information and guidance for the scheme is available from today via the web, freephone and text, providing a whole month for young people to get creative and start thinking about ideas.

Emma Sparrow, v’s Youth Involvement Manager, said: “Youth workers across the country will be using “Outside the Box” to help young people to think creatively. v_{cashpoint} provides a unique

opportunity for young people and is a great way of helping to build relationships between them and their local communities.”

“Outside the Box” will be distributed to up to 1000 groups working with young people across the country, and is also available to download from www.wearev.com.

Young people can get information from www.vinspired.com and apply for funding online or by downloading the v_{cashpoint} application form from Monday 26 March 2007. Alternatively, young people or their youth workers can call the v_{cashpoint} freephone on 0800 089 9000 or text v_{cashpoint} to 80010 for more details. Applications close on Tuesday 24 April 2007.

ENDS

For case studies, photography or interviews please contact:

katharine.preece@geronimocommunications.com or 020 7299 8778

Rhian.Williams@wearev.com or 020 7084 8006/ 07941908848

Notes to Editors

- v is the new youth volunteering charity launched in May 2006 whose 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.