



PRESS RELEASE

London, Monday September 27 2010

UK Voluntary Sector selects True Volunteer Foundation *The public select TVF from over 50 U.K. registered charities*



The Team receive the Award



In the Jungle



International Fashion show contestants

TVF wins coveted award

On Friday 24th September 2010, over 10,000 people from the British Volunteering Public selected True Volunteer Foundation (TVF) for the coveted 'People's Choice Award' sponsored by People's Unlimited. Over 50 UK registered charities, with revenues in the multi-billions of pounds, took part including VSO, British Heart Foundation, Marie Curie Cancer Care and Macmillan Cancer Trust.

Unique Principles

TVF has a near zero cost base because all True Volunteers commit to True Volunteering between 5 and 35 hours per week. No one is paid and personal expenses are met directly by all True Volunteers. A large Human Resources organisation ensures the True Volunteering process is formalised.

A Jungle in Islington

Over £10,000 worth of props and donated services were provided by 11 Corporate Sponsors to create a Jungle in the middle of Islington, a result of True Volunteers donating 1,473 people hours of their time and meeting their own personal expenses in line with TVF's revolutionary Pay to Work principle. An International Fashion Show and Seminars also engaged the public. Over 400 people expressed an interest in becoming a True Volunteer.

Strategic imperative

TVF's exponential growth since 2004 meant that TVF needed to increase its True Volunteer organisation from 108 to 200 True Volunteers. Making the British Voluntary public aware of this new approach to volunteering was the key to unlocking the incipient demand within the voluntary sector.

"We always knew that TVF's unique principles would appeal to a segment of the Volunteering Sector. We now realise this segment is larger than we thought. The public have approved, on a mass scale, our principles and philosophies related to True Volunteering. We can now expand our organisation in order to improve the lives of our beneficiaries around the globe."

Michael Padmanathan, Trustee, True Volunteer Foundation

"This is an incredible achievement and one that has not been seen during the last ten years of this event. The dedication, energy, and professionalism of the True Volunteers was there for all to see."

Debbie Hockham, Director Forum3

Ed Davey, Minister for Business Innovation & Skills, has recognised the importance of TVF's work.

TVF has projects in 28 countries that directly impacted over 75,000 people last year.

For further information, please visit www.truevolunteer.org and www.paytowork.org