



Press Release

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Sewa Day Annual Report 2012 Released

Sewa Day, the global volunteering initiative, which has grown exponentially since its inception in 2010 has just released its latest Annual Report 2012 that shows rapid growth in participation, social impact and value for money in capital employed. The organisation has partnered with companies like the Lloyds Banking Group, charities like The Big Issue and Amnesty International and local organisations like The Woodland Trust to deliver over 200 projects helping local areas and adding real value to their community. Sewa Day also achieved registered charity status in 2012. Sewa, which translates as selfless service, saw a stable core team of 50 volunteers, working to empower 46,600 people in the community to give 390,000 hours of volunteering time utilising only £17K of donated income.

According to a report, released on 28th June 2013 by the Economic Policy Group (EPG), Sewa Day generated a Social Return of Investment (SROI) of £2.60 for every £1 invested into it, equating to up to £11.7m million of additional value for Britain in 2012. The social impact of Sewa Day in 2012 represents an increase of at least 15 times over the impact generated in the previous year.

Sewa Day 2012 saw a 233% rise in the number of volunteers from 2011 and an outreach programme into 20 countries including Dubai, Hong Kong and South Africa. From the 237 projects undertaken, 107 were in the UK including in cities and towns like London, Bradford and Leicester. People of all ages donated their time to a range of projects to relieve hardship, deprivation or improve the environment. After voluntary organisations, schools were the second biggest group to participate in Sewa Day. The recent launch of a new programme 'Sewa Day Schools' aims to build on school involvement in 2013.

Arup Ganguly, chairman of Sewa Day said "Sewa Day is developing a successful formula to increasing engagement while making the community, greener, cleaner, better places to live. We want people to donate their time, not their money. This initiative demonstrates how fostering better ties between people from different community groups can only be a good thing and as the social impact report shows, adds economic value too."

[Click here to download a copy of the Sewa Day Annual Report 2012](#)

Sewa Day takes place on **Sunday 6th October 2013**. Visit www.sewaday.org for information.

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ENDS

Sewa Day is a registered charity (No: 1146848)