

## Volunteers generate millions in annual global initiative

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By Andrew Holt

Fifty thousand volunteers generated millions of pounds of economic benefit to Britain during Sewa Day in 2012, the annual global initiative.

Voluntary organisations, schools and companies including Lloyds Banking Group took part in over 200 projects helping their local area and adding real value to their community.

According to the report, released today, 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. Schools involved in 2012 included:

Ealing Tuition Service, Ealing, London - Pupils worked with the Ealing Council Park Rangers' Nature Conservation programme helping to clear a public footpath in the local area.