

For Release on November 29, 2021

BRAND LAUNCH for VOLUNTEER WATERLOO REGION on GIVING TUESDAY

As we strive to share our story more broadly and demonstrate the role that volunteering plays in building a strong community, a solid brand identity will help us build awareness and establish deeper connections with our audiences.

Volunteer Action Centre is leaving a few words behind and launches updated name / brand on Giving Tuesday to “Volunteer Waterloo Region”. Note: website address remains www.volunteerwr.ca.

Looking to the Future

The Volunteer Action Centre has been serving this community for almost 40 years, providing connections and leadership to support the development of individuals and organizations through volunteerism.

The world is changing, and so must organizations evolve to keep up with our Regions’ needs. The past couple of years have presented many new challenges that we’ve worked together to tackle. We’re now emerging from the pandemic with optimism, and are ready to embrace the future of volunteering as we evolve. The pandemic has required us all to re-envision what volunteering will look like going forward. What won’t change are the core values, focus on collaboration and inclusion, and commitment to supporting our community.

As part of that transition, we are establishing a clearly-defined identity. We’re moving from Volunteer Action Centre (VAC) to Volunteer Waterloo Region (VWR), and we’ve developed a fresh new visual brand to go along with it. As a leader and innovator in our local community service sector we felt that we needed to update our brand to reflect who we are, especially now.

GIVING TUESDAY Launch Date

Giving Tuesday, November 30th is a response to Black Friday and Cyber Monday and is an opportunity to give a gift to the work of community. This is a time for others to help us launch into a new era ahead. All donations are so appreciated and each donation over \$20 will receive a \$2 top-up from CanadaHelps and enter VWR for a chance to win \$5000! Donations can be made through the donation button on our website. Volunteer Waterloo Region is grateful for support of all our funders, donors, members and volunteers who have helped us keep our centre vibrant, relevant and valued.

The Brand Refresh Details -

VAC worked with **Mark Hallman** and **Nicole Hallman** from **Charitably** to create a new logo that is modern, friendly, and bright. It reflects the responsive, innovative approach we take to serving our community, as well as our positive energy and attitudes. The lines are dynamic and intersecting, demonstrating the connectedness of our organization and our many different partners and sectors. The icon is abstract, yet the lines hint at a “V” shape, as a nod to the word “volunteer.” The use of seven lines, in particular, pays tribute to our Region, representing the three cities and four townships that make up the area we serve.

Thank you for your interest.

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