



For Immediate Release
March 31, 2015

GenNext to hold “Volunteer-raiser” to encourage Giving Back

GenNext, the young professionals group of Brant United Way, is hosting their first event of the year: a volunteer-raiser to support agencies with volunteering.

“It’s like a silent auction with a twist. People will purchase a ticket to the event, come out and see great volunteer opportunities that local organizations have to offer, then browse through some amazing art displays and experiences. When they find something they like, instead of bidding with money they will pledge hours of service to an organization. Highest hours pledged at the end of the night will win the piece or experience,” says Darlene D’Souza, GenNext President.

The volunteer-raiser concept is great for young professionals because it allows them to give something back to the community without having to make a large monetary donation. It also suits local agencies who often need people for a one time commitment or need help with things like IT or computer related training for their employees.

“As a local non-profit, it’s amazing to see that young professionals want to give back to their community. We’re excited about the excitement that GenNext is sparking, and we hope to grow local volunteerism through activities like this,” says Lauren Theobalds, interim Campaign Director at Brant United Way.

Local artists, and businesses have donated a number of amazing pieces and experiences. To spark increased volunteerism in the community, a grand prize donated by Stickland’s for a trip for two to Las Vegas will be up for the taking. Other auction items include a photo mini-session, passes for 4 to the Art Gallery of Ontario, paintings, pottery and more.

Attendees are encouraged to purchase tickets at www.gennextart.eventbrite.ca. Early bird tickets are available for \$20 while quantities last. Regular priced tickets are \$25.

GenNext, a sub-committee of the Brant United Way, launched in the fall of 2013 with the mission to get people in their 20s and 30s engaged in the community through volunteering, giving and action. Their goal is to generate awareness and knowledge about social issues in Brantford, Brant County and Six Nations of the Grand River and link young adults in the community to the issues important to them.

For more information about GenNext, visit www.brantunitedway.org/GenNext or find them on Facebook at www.facebook.com/GenNextBrantUnitedWay and Twitter at www.twitter.com/GenNextBrant

Who: GenNext

What: Art Out of the Box Time-raiser

When: Thursday, April 30th, 2015 7-9pm

Where: Polish Hall – 154 Pearl St. Brantford

Why: To help local organizations reach out to young professionals at potential volunteers.

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For more information please contact:

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