



MAYOR OF LONDON

Date:

Dear Volunteer Leader

As you know, YOU is a unique partnership of the oldest, largest and most experienced uniformed youth organisations in London, created to help each partner provide its own brand of fun and adventure for young people. Together, through YOU, we help each other to maximise our impact and the opportunities for young people and volunteers alike. YOU also represents many of the critical elements of the Big Society with social action at its heart, working to common goals and reaching and supporting a diverse mix of young people.

We appreciate that the time you give to your membership is invaluable and that without your good work many young people would not have the opportunity to enjoy the activities that you help to organise and deliver. We also recognize that achieving a work/life balance can be difficult and that the pressures intensify when you add volunteering.

YOU recognises that to accommodate more young people and eradicate waiting lists will require more Adult Leaders, Mayor Boris Johnson has recognised this too. As a great fan of the work that goes on within the uniformed organisations, he has tasked his Deputy Mayor, Lizzie Noel, to deliver a wide ranging and high profile media campaign with the sole aim of recruiting more leaders.

A key date of **7 May 2011** has been set for YOU groups to plan a day of activity locally aimed at attracting Adult Volunteers in your borough. We are referring to this as the Mass Recruitment Day.

Taster day follow-ups for potential volunteers are planned over the weekend of **21/22 May 2011**. As more details become available, we will let you know.

It is hoped that hundreds will be attracted to join and that they will arrive by many routes to your door. We would ask therefore that you follow your organisation's volunteering procedures and that they are warmly welcomed and encouraged.

We would also urge you to sign up to the Do-it website (www.do-it.org.uk). This will facilitate adult volunteers finding uniformed youth group units near where they live. Those YOU London units already using Do-it have found it to be an excellent source of volunteers.

YOU in partnership with The Greater London Authority are serious about helping you and this is one example why involvement with YOU London is worthwhile.

Yours sincerely,

Lizzie Noel
Mayoral Advisor for
Social Action and
Volunteering

Hugh Purcell OBE
Chair YOU London

YOU Board Member
Dean J Milton
Regional Commissioner
Greater London Scouts