



General Motors Support Strengthens International Youth Service Movement

Global Youth Service Day and SERVENet Website Will Benefit from \$160,000 Donation

WASHINGTON ([PRWEB](#)) March 10, 2005 -- Youth Service America today announced the contribution of \$160,000 from the General Motors Foundation towards the 6th annual Global Youth Service Day (April 15-17, 2005) and SERVENet, the largest database of volunteer opportunities, for people of all ages, on the Internet with more than 7,500 organizations registered needing 52+ million volunteers across the world. Global Youth Service Day (GYSD) is an annual event organized by Youth Service America with the Global Youth Action Network, together with a consortium of International Organizations and more than 100 National Coordinating Committees.

From Brazil and Colombia to Kenya and China, young people around the world are currently organizing community service projects in celebration of Global Youth Service Day. General Motors' support is directly responsible for Global Youth Service Day's growth from 27 participating countries when it was launched in 2000 to more than 125 countries in 2004. Last year, for example, Russia engaged more than 340,000 youth throughout the country, up from 136,000 the previous year. In Afghanistan, three school groups built a library, held leadership camps, volunteer forums, and a drawing contest about children's hopes for the future. Projects planned for this year include construction of drinking wells, free medical consultations, walk-a-thons to raise funds for deprived children, and forums on youth and micro-enterprise development. 2005 marks the third consecutive year the GM Foundation is sponsoring Global Youth Service Day.

"With the help from General Motors, hundreds of thousands of volunteers will perform service across the world. The estimated value of their combined effort is priceless to those in need. However, if we were to assess a dollar value it would be well in the multi-millions based on the Independent Sector's current figure of \$17.19 for hourly volunteer service," said Steven A. Culbertson, president and CEO of Youth Service America.

"Diversity is a dynamic that affects every aspect of GM's business-suppliers, customers, dealers, communities and employees. Everyday, there are occasions and opportunities for diversity to enhance our relationships in every way," said Lorna G. Utley, director of Diversity Initiatives and Philanthropy.

"Volunteerism and community service is one of the best opportunities to practice diversity. Community service is key to GM's diversity strategy because contributing to the community is a simple and powerful way to build relationships of trust, leverage differences, and establish connections. Done successfully, community service not only contributes to a more effective community, but it also allows employees of very diverse backgrounds to build a more effective team. The program of Global Youth Service Day is meeting these needs."

Global Youth Service Day is a public education campaign that highlights the amazing contributions made by youth year-round to their communities through volunteering. Since Global Youth Service Day started in 2000, a number of international organizations have joined Youth Service America and Global Youth Action Network to expand this program, including the Inter-American Development Bank, Youth Employment Summit, IEARN, Service for Peace and others. In the United States, National Youth Service Day, also a program of Youth Service America, is part of Global Youth Service Day. For more information, visit: www.gysd.net.

GM Foundation support of Youth Service America has helped expand and improve SERVENet.org, an award-winning program that leverages cutting-edge technology through the most comprehensive service and



volunteering website on the Internet. Home to an expansive talent bank of potential volunteers, as well as an international database of more than 52 million volunteer opportunities, SERVENet matches the skills, experience, and enthusiasm of volunteers of all ages with organizations that need their participation. With GM's support, Youth Service America will expand the capacity of the Talent Bank feature to meet the volunteering needs and skills of GM employees and offer specialized resources for young volunteers.

GM has long been one of the leading corporations in philanthropy in the United States. Through the GM Foundation, many organizations and activities are supported in the areas of education, health & human services, civic & community, arts & culture, and the environment. To recognize the time and talent GM employees devote through volunteerism in the communities where they work and live, GM has established GM Volunteer PLUS International, now active in 10 international locations. GM Volunteer PLUS International enables eligible employees to designate a grant from the GM Foundation to eligible organizations where employees volunteer their time.

General Motors Corp. (NYSE: GM), the world's largest automaker, has been the global industry sales leader since 1931. Founded in 1908, GM today employs about 324,000 people around the world. It has manufacturing operations in 32 countries and its vehicles are sold in 200 countries. In 2004, GM sold nearly 9 million cars and trucks globally, up 4 percent and the second-highest total in the company's history. GM's global headquarters are at the GM Renaissance Center in Detroit. More information on GM can be found at www.gm.com.

Youth Service America is a national nonprofit resource center that partners with thousands of other organizations committed to growing the youth service movement. Youth Service America's programs and services increase the effectiveness, sustainability, and scale of the youth service and service-learning fields on a local, national, and global level. In addition to National Youth Service Day and Global Youth Service Day, happening April 15-17, 2005, YSA also hosts SERVENet (www.SERVENet.org), providing the largest database of volunteer opportunities in America. For more information, please visit www.YSA.org.

The Global Youth Action Network is a not-for-profit organization that acts as an incubator of global partnerships among youth organizations. Their mission is to facilitate youth participation and intergenerational partnership in global decision-making; to support collaboration among diverse youth organizations; and to provide tools, resources, and recognition for positive youth action. For more information, please go to: www.youthlink.org.

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