



OCTOBER 20-26, 2013



@EndeavourVCN celebrates 2013 Pro Bono Week in Canada @VolunteerCanada #PBW13 #probono <http://bit.ly/1eklbWh>

## **Endeavour celebrates 2013 Pro Bono Week in Canada from October 20 to 26**

October 16, 2013 / Toronto, Ontario, Canada

Endeavour Volunteer Consulting for Non-Profits (Endeavour), a pioneer in the growing pro bono movement, will be representing Canada in the global celebration of Pro Bono Week from October 20 to 26. As a Canadian leader in the global pro bono movement, Endeavour has engaged more than 300 volunteers to deliver over \$5 million in pro bono consulting to Canadian charities since 2007, as well as forming pioneering partnerships in Canada's corporate sector to engage employees in pro bono service.

In celebration of Pro Bono Week, Endeavour has an exciting line up of events planned with the community and in partnership with corporate leaders in Canada, including:

- Release of a business case for pro bono and skills-based volunteering in Canada in partnership with AstraZeneca Canada at [www.endeavourvolunteer.ca](http://www.endeavourvolunteer.ca)
- Pilot of a Done-in-a-Day pro bono program in partnership with Capital One Canada
- Crowdfunding campaign to launch a pro bono marathon event with community volunteers and non-profits at [www.endeavourvolunteer.ca/crowdfunding](http://www.endeavourvolunteer.ca/crowdfunding)
- Social media campaign to celebrate and promote pro bono

"We are excited and honored to once again be able to represent Canada on the global pro bono stage during Pro Bono Week celebrations" says Andrea Wong, Co-Founder and President of Endeavour. "In February, we were invited to participate in the inaugural Global Pro Bono Summit in New York City, adding our Canadian voice and experience to this growing global movement. Pro Bono Week is an opportunity to continue building awareness, support and engagement around pro bono in Canada."

Volunteer Canada, the national voice of volunteerism in Canada, recognizes the importance of the pro bono movement. "Endeavour is building innovative partnerships between the non-profit and corporate sectors to meet both the growing interest in pro bono from professionals and companies, and the increasing need for capacity building support in the non-profit sector. During Pro Bono Week, Volunteer Canada joins Endeavour in celebrating the pro bono movement in Canada" says Janelle St. Omer, Director of Corporate Community Investment at Volunteer Canada.

Founded by the American Bar Association and adopted by Taproot Foundation in 2012, Pro Bono Week is an annual event that celebrates and activates pro bono service. The 2013 Pro Bono Week, championed by Taproot Foundation and sponsored by Capital One, Deloitte, Citi Foundation, HP, Chevron and Washington Gas in the U.S, is a global celebration of the pro bono ethic across all professions that donate their skills to make a difference. The week-long initiative is an opportunity to inspire and showcase a critical mass of pro bono service across industries, regions and program models around the world.

Pro Bono Week will also be celebrated around the world by organizations like Ashoka and Net Impact in the U.S., Pro Bono Lab in France, Service Grant in Japan, Huizeren in China, Talentspender in Germany, Sticing Ialuz in the Netherlands, and Volunteering New Zealand. For more information on the global celebration, including participating organizations and events, visit the Pro Bono Week website at [www.probonoweek.org](http://www.probonoweek.org).

### **About Endeavour**

Endeavour Volunteer Consulting for Non-Profits (Endeavour) is a registered Canadian charity that recruits, trains and matches teams of skilled volunteers with non-profit organizations that need management consulting. Endeavour is a Canadian leader in the global pro bono movement to make the skills of professionals accessible to non-profit organizations that otherwise may not be able to afford consulting. Since 2007, Endeavour has engaged more than 300 volunteers to provide more than \$5 million in pro bono consulting to local, national and international non-profits based in Canada. For more information, please visit [www.endeavourvolunteer.ca](http://www.endeavourvolunteer.ca).

### **About Pro Bono Service**

Pro bono—"for the public good"—is the donation of professional services to non-profit organizations. It is a form of support for community organizations, and increasingly a core part of the ethic of business professionals who believe that high-quality professional services are too important to only be available to those who can afford them.

### **Contact**

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