

# ITV, STV and The National Lottery Launch Nationwide Volunteering Campaign

Published Sun 15 Nov 2020



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ITV and STV will partner with The National Lottery on a brand new channel partnership campaign that encourages the public to make time to help out in their community.

Supported by an advert created and produced by ITV Creative, the initiative will show the public that giving a little time to help out or volunteer can make a difference.

The specially-created spots will tackle the preconception that volunteering is too time-consuming by making clear that it need only take the same time as watching a favourite TV show.

A voiceover by Dermot O'Leary calls on people to get involved: "We're asking people across the UK to simply miss an episode of their favourite show and use that time to help in their community." The ad also notes 'You can always catch up on ITV Hub'.

Together, ITV, STV, The National Lottery and The National Lottery Community Fund have created the [MissOutToHelpOut.com](https://www.missouttohelpout.com) microsite, which provides hints and tips for getting started and signposts volunteering opportunities that individuals can sign up for. With a range of options available, including 'Virtual Volunteering' to make sure that people can still take part from home, there is sure to be something for everyone.

Launching on ITV and STV from Saturday 14th November, the three-week TV ad campaign will also be accompanied by social and digital support running into 2021.

Camelot's Keith Moor, Chief Marketing Officer for The National Lottery, said: "National Lottery players make a huge difference to UK communities - with over £30 million raised each and every week for Good Causes. This partnership with ITV and STV aims to remind people that there are loads of ways to get involved with volunteering - many of which only take as much time as an episode of their favourite TV show."

Faiza Khan MBE, Director of Engagement and Insight at The National Lottery Community Fund, said: "We know - from the thousands of projects we fund each year - that people who give up their time to help their communities and make things happen are incredibly important. Small acts of kindness are needed now more than ever as we all adapt to profound changes during the COVID-19 pandemic. I hope, through this campaign, more people will be inspired to lend a helping hand in communities across the UK."

Ayshe Aplin, Group Sales and Partnership Controller at ITV, said: "We're delighted to be coming together with The National Lottery to use ITV and STV's platforms to highlight volunteering and the pivotal value it adds to communities. This advertising campaign will outline the numerous opportunities out there for individuals to get involved and give back."

Clare Phillips, Director of Social Purpose at ITV, said: "One of the core components of ITV's social purpose strategy is to give back to local communities, and this special collaboration with The National Lottery is all about asking our audiences to come forward and give their time and support to benefit others. Helping out

doesn't need to be a huge undertaking - just a small amount of time can make a big difference."

Bobby Hain, Director, Broadcasting at STV, added: "Volunteering is so important in helping the most vulnerable in our communities but the pandemic has really impacted the number of people getting involved. By skipping an episode of your favourite show and giving that time to safely help the charities doing incredible work, it really will make a difference. And don't worry - viewers in Scotland can always catch up later on the STV Player.

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Notes To Editors:

ITV's Social Purpose agenda encompasses better health, diversity & inclusion, the environment and giving back, which includes volunteering and fundraising.

ITV colleagues are encouraged to take 3 working days a year to volunteer.

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