



# April 🐝

April brings a host of reasons to celebrate - and it looks like we will have good weather to enjoy too. As well as Easter, this month brings national tea drinking day and St Georges day too.

Many of you have raised the importance of caring about our environment

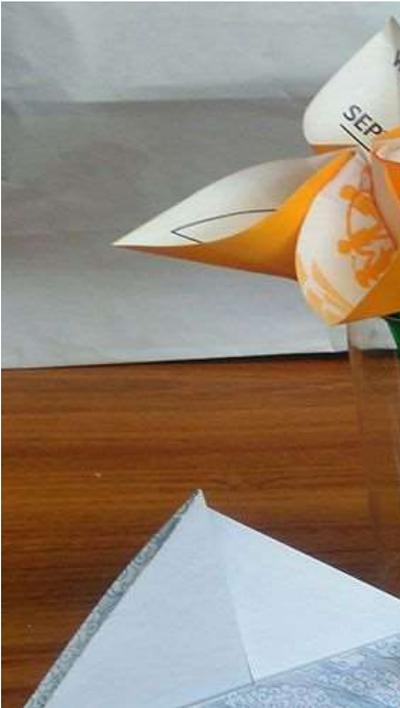
April is aimed at raising awareness about the environmental challenges facing us. It has been an annual event since 1970.

This issue of the newsletter has many inspirational stories from across the movement, please keep sending them to us as we love to share them.

With regards,  
Sam Mauger  
Chief Executive

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Volunteers  
**Building  
Partnerships**  
U3A on Film



# News from the Trust

## A Spotlight on U3A Volunteers

Volunteering across the U3A Movement comes in all shapes and sizes, from committee members and group leaders, to those who put out chairs, bake cakes or make the tea!

The Trust wants to use Volunteers' Week (1st to 7th June) to profile the

U3A. If you have someone whose contribution you would like to recognise - we would love to hear from you.

Volunteering Officer, Eleanor Hazlewood said, “On each day of Volunteers’ Week we will showcase the difference that individual volunteers make. These stories will be profiled on social media. If you would like to sing a volunteer’s praises, please send in a short paragraph about the individual and what they do for

[.org.uk](https://volunteersweek.org.uk)

“Don’t forget to make your own plans for Volunteers’ Week, to celebrate and appreciate all who volunteer for your U3A”.

To find out more about this event you can visit the official website:

<https://volunteersweek.org.uk>

~!



## Advert Update

The U3A low-cost advert which was placed for a month on the Guardian news webpage has now

The analytics show that we achieved just over 60,000 impressions (60,331) – and we had a higher than average click rate for this type of advert.

Impressions are when someone goes onto the Guardian site when the advert is prominent. The click rate is how many times someone clicked on the link in the advert.

Sam said, “We created a page on our website that people would go to if they clicked on the advert and

people visited. Visits are continuing even now the advert has finished.

“The advert was one of a number of ways the Third Age Trust is using to raise the profile of the movement over the next three years as part of the

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