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Abstract It is estimated that there are about 1.5 thousand non-governmental organizations in the region of the Lublin voivodeship, the almost half of which declare to be engaged in the charity and voluntary activity. Two organizations deserve a closer attention, that is Centrum Duszpasterstwa Młodzieży Archidiecezji Lubelskiej (CDM) (Center of Ministry for the Youth from the Lublin archdiocese) and Stowarzyszenia Centrum Wolontariatu in Lublin (CW) (Volunteer Center). In the collective awareness of Lublin's citizens, those two subjects form a community which offers the youth a number of possibilities for involvement, especially is voluntary work. Is the popularity of the volunteer organizations reflected in the interest of the media? This article tries to answer this question by analyzing the local press in the Lublin voivodeship.