

Improving our communities

Volunteering with impact



Through skills-based volunteering, strategic relationships with not-for-profits, and IMPACT Day initiatives, Deloitte professionals are making a positive difference in people's lives around the world. Our volunteers are living examples of the Deloitte network's commitment to drive societal progress in communities, applying their skills and knowledge to create change and deliver impact where it's needed most.

William Eggers, Director, Public Sector Research, Deloitte Services LP (Deloitte U.S.), and Paul Macmillan, Deloitte Global Public Sector Leader, call volunteers who contribute solutions to societal problems "citizen changemakers" in their book, *The Solution Revolution*, published in 2013 by Harvard Business Review Press. In *The Solution Revolution*, they explain how technology has enabled a "solution economy" in which social enterprises, foundations, governments, companies, and citizen changemakers can now collaborate towards common societal objectives and spark societal change.

Inspired by Eggers' and Macmillan's book, the Deloitte Changemakers campaign was created to engage and energize Deloitte's professionals and highlight extraordinary personal stories of commitment and passion for specific societal issues. Seventeen member firm professionals representing eight initiatives were recognized during the past year for leading their own solution revolutions by driving projects that expose human trafficking, teach disadvantaged children, develop adults' professional skills, bridge the digital divide in emerging countries, and efficiently connect not-for-profits with volunteers.

To encourage future generations of volunteers, Deloitte Canada launched a Changemakers Scholarship for students whose parents are employed by the member firm. To qualify, young leaders need to demonstrate outstanding commitment to solving community problems.

Deloitte Australia is also supporting changemakers. In 2013, the firm began collaborating with The Australian Centre for Social Innovation (TACSI), a groundbreaking not-for-profit organization that tackles Australia's toughest social challenges through problem-solving strategies and innovative, community-based programs. Deloitte Australia was the principal sponsor of TACSI's inaugural Changemakers Festival in November 2013 and hosted a number of "Social Innovation Pitch Night" events from its offices nationally.

Some examples of the impact our member firms have made this year

Deloitte Australia—Micro-volunteering platform
Not-for-profit organizations seeking volunteers can now find them with just a few clicks, thanks to a new online platform created by Deloitte Australia. [Micro-volunteering @ Deloitte](#) enables groups to connect with the Australia firm's talented and passionate network of employees. They volunteer their time, skills, and experience to solve challenges, and also crowdsource solutions. More than 40 skill sets are offered, from consulting on social media strategies and fund-raising ideas to helping with using spreadsheets.

Deloitte Chile—IMPACT Day
During IMPACT Day in Deloitte Chile in 2013, more than 120 employees donated one work day to benefit more than 1,100 people in low-income communities. Activities included improving the condition of a training center, a rural school, an assisted-living complex, a shelter for orphans, a day care center, and a social welfare building.

Deloitte Ireland—Nurture Africa
In 2013, Deloitte Ireland launched a new international skills-based volunteering program with Nurture Africa. Seventeen staff from the Deloitte Ireland's Dublin office traveled to Uganda for a two-week placement where they provided skills-based volunteering, including accounting, finance, and consultancy advice to local community-development projects. Nurture Africa supports children in Uganda who are affected by HIV by providing access to health care and education.

Deloitte Luxembourg—Red Cross partnership
Deloitte Luxembourg has built a diverse and multifaceted relationship with the Luxembourg Red Cross. The firm and its staff members raise funds for Red Cross through various events, including an annual charity concert, bake sales, the corporate Christmas market, and by running marathons and collecting money based on each kilometer they run. Firm professionals also provide their skills to assist Red Cross in addressing business-related challenges, and volunteer in other capacities, including answering the call for blood donations.



[Watch](#) Paul Macmillan, Deloitte Global Public Sector Leader, share his views on the role individuals can play in solving society's biggest challenges.

At the 9th annual Board of Boards CEO Roundtable of the Committee Encouraging Corporate Philanthropy (CECP), [Barry Salzberg, Global CEO, DTTL, was honored with 2014 Founders Award](#) for "leading a company defined by its values of embracing community needs as their own and for creating a culture of pro bono service."



[Watch](#) Eduardo Uriarte, Senior Associate – Strategy Consulting, Deloitte Spain, talk about how volunteering has helped him become a better leader.

Deloitte Portugal—Holiday season community campaign

Deloitte Portugal's 2013 holiday season community campaign included a variety of initiatives promoting giving and helping the country's underprivileged citizens. The firm supported 13 social organizations with in-kind and cash donations, and more than 120 Deloitte Portugal professionals volunteered with the homeless in Lisbon and Oporto.

Deloitte Spain—Get to Know My Project

Deloitte Spain's "Get to Know My Project" annual competition awards funding to two projects in which their professionals are personally involved—one national and one international. This year, the national recipient was "Run4Smiles," which raises funds to cover treatment costs for children with cerebral palsy. The international recipient was the "School Programme in Cambodia," which provides opportunities for underserved children to attend school rather than starting work at a young age.

Deloitte Southern Africa—Feeding Scheme

The African Children's Feeding Scheme (ACFS) has a long-term community investment relationship with Deloitte Southern Africa. It runs a malnutrition

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Advancing environmental sustainability

LEADING WITH INTEGRITY

rehabilitation program and serves 31,000 primary school children daily who might otherwise attend school on an empty stomach. Deloitte Southern Africa's involvement spans from the firm's chief executive, who chairs the ACFS executive board, to the professionals who give their time and skills in governance, strategy, operations, and fund raising.

Deloitte UK—Micro-Tyco Student Challenge

Micro-Tyco is an entrepreneurial challenge established by Wildhearts, a [Deloitte UK Social Innovation Pioneers](#) alumnus. They are helping to develop young people's entrepreneurial skills, while raising money that is invested in micro-loans for women in developing countries. This year, Deloitte UK mentors were matched with student teams at universities. They were given £1 (approximately US\$1.70) to turn it into as much money as possible during the month of February 2014. Sixty-nine teams participated, generating £21,989 (approximately US\$38,000), and the winning teams were given work experience at Deloitte UK. The money has been used to support more than 3,300 entrepreneurs in Ghana to set up local businesses.

Deloitte U.S.—International volunteering

The [D2international](#) (D2i) is a social impact fellowship program of Deloitte Consulting LLP (Deloitte U.S.) that harnesses the business skills of its professionals for international community development and cultural exchange. This year, D2i had two cohorts. In Guatemala, the team worked with a not-for-profit focused on women's empowerment to monitor and track effectiveness of programming, improve its processes, and infuse business models to help preserve the indigenous culture. In one month, D2i's contribution helped raise the group's revenue by US\$30,000. In Bosnia and Herzegovina, the team developed a millennial engagement strategy for a social enterprise designed to lower local unemployment rates among youth. The project culminated with a collaborative innovation tournament, which included *The United States Agency for International Development* (USAID), Deloitte Consulting professionals, and local municipalities.

Deloitte U.S.—Make-A-Wish strategic plan

Deloitte Consulting LLP (Deloitte U.S.) provided pro bono support to develop a three-year strategic plan for Make-A-Wish America (MAW). MAW currently grants 14,000 wishes a year to children facing life-threatening medical conditions, bringing much needed joy, relief, and hope to families and

communities. Using the firm's recommendations, MAW created a new fundraising model—focused on increasing major gifts and corporate engagement—that could help MAW double the number of wishes it grants annually. Deloitte U.S. member firm professionals also participated in the annual Wishes in Flight® program, donating more than five million airline miles in 2013, providing more than 200 airline tickets. Travel is the biggest expense for MAW and a factor in 74 percent of wishes.



During the past year, 17 Deloitte member firm professionals representing eight initiatives were recognized for leading their own solution revolutions. Meet the Deloitte Changemakers:

- [Divya Hariharan](#) (New Zealand);
- [Russell Gong](#) (U.S.);
- [Lisa Monarski](#) (U.S.);
- [Roxana Rodriguez](#) (Peru);
- [Debbie Chou](#) (U.S.);
- [Oliver Vanden Eynde](#) (Belgium);
- [Sai Prasad Vishwanathan](#) (India); and
- [Will Cousino](#), [Aurhur Gordon](#), [Pete Hadjigeorgiou](#), [Aysha Malik](#), [Claire Niech](#), [Erin Orlich](#), [Caitlin Ryan](#), [Jamie Schroeder](#), [Cindy Shuck](#) and [Maura Welch](#) (U.S.).



Deloitte Chile volunteers in Santiago participating during Impact Day.

SOCIETY

FY2014 +6.6%

\$190M US\$

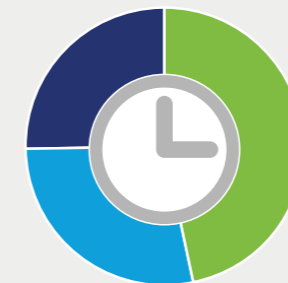
FY2013 +8.5%

\$179M US\$

FY2012 +4.85%

\$165M US\$

VALUE OF TIME



SKILLS-BASED VOLUNTEERING	TRADITIONAL VOLUNTEERING	PRO BONO
421,000 HOURS (\$30M)	283,000 HOURS (\$28M)	237,000 HOURS (\$48M)

DONATIONS

FIRM DONATIONS*	DELOITTE PEOPLE DONATIONS**
\$42M	\$30M

MANAGEMENT COSTS***

\$11M

All figures are aggregated across DTTL and its member firms. This data includes 34 member firms and DTTL representing 95% of the global workforce. These figures represent a lower bound for measures of societal contributions as not all types of donations can be tracked in our systems. Because of rounding, numbers may not tally with the total.

DTTL and its member firms observe standards from the Committee Encouraging Corporate Philanthropy and the London Benchmarking Group. The monetary value of community activities was estimated according to the type of service performed. The value of volunteer work was based on local member firms' staff costs. Pro bono work, defined as work that the member firms have delivered to not-for-profit organizations free-of-charge or at a significantly reduced rate, has been valued at fair market rates representative of the local member firms' client service rates for comparable services.

*Includes monetary and in-kind donations from member firms and foundations.

**Includes member firm partner and employee donations to member firm supported organizations.

***Includes member firm/foundation costs for managing societal impact programs.

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