

2006

**Deloitte/Points of Light
Volunteer IMPACT Study
Executive Summary**

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With more than one million non-profits operating in America, volunteers have many choices to make when deciding to contribute time and talent to their communities. But there's one choice volunteers often aren't seeking and are rarely offered: the chance to use their professional and workplace skills to help charities tackle business issues.

Although non-profits are not in business to turn a financial profit, they are indeed businesses and they encounter many of the same resource constraints and operational and management challenges as any for-profit enterprise.

Deloitte & Touche USA LLP and the Points of Light Foundation surveyed 200 non-profit leaders and 750 white-collar American workers to explore the value of workplace skills to non-profits. The key finding: despite non-profits and volunteers both placing a very high value on workplace skills, neither are capitalizing on them to make an even greater impact on society.

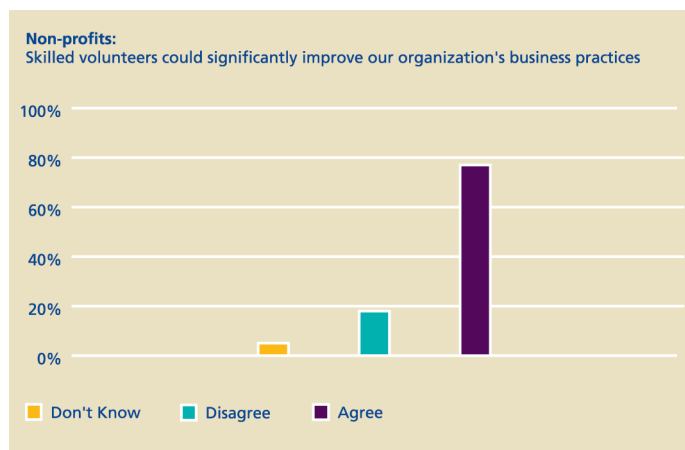
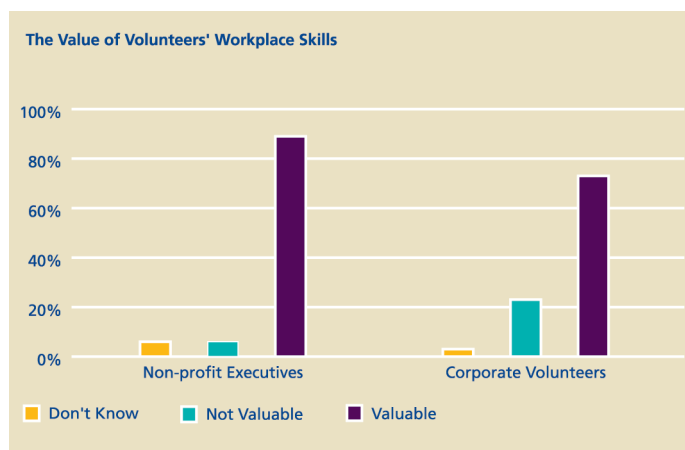
The following is a summary and analysis of our key research findings:

Non-profit leaders and volunteers both recognize that volunteers' workplace skills are of tremendous value to charitable organizations.

- Nearly nine-out-of-10 non-profit (89 percent) directors and managers realize that volunteers' workplace skills are extremely or very valuable to their organizations
- Nearly eight-out-of-10 (77 percent) non-profit directors and managers strongly/somewhat agree that their organizations could benefit significantly from corporate volunteers focusing on business practices improvements
- Three-fourths (73 percent) of volunteers believe their workplace skills are extremely or very valuable to a non-profit organization

Although non-profit leaders agree that volunteers with business skills could help their organizations run better, to a great extent, non-profits are not capitalizing on volunteers' skills.

- Nearly two-thirds (62 percent) of non-profits do not work with any companies that provide volunteers
- Just 12 percent of non-profits typically align tasks with volunteers' specific workplace skills
- And only 19 percent of volunteers say their workplace skills are the primary service they provide when they support a non-profit organization



Non-profits and corporate supporters are missing an opportunity for a greater level of collaboration due to a narrow view of corporate community involvement on all sides.

- More than half of non-profit leaders think a financial donation is the most valuable contribution a company can make to their organization (56 percent)
- Two-thirds of non-profit leaders say the biggest challenge their organizations face is that they need more money
- While a majority of non-profit leaders think the greatest contribution companies can make to them is financial, corporate contributions represent only about one percent of the total operating budgets of non-profits¹, indicating an extremely limited resource
- Volunteers have a slightly more balanced view. They rank non-profits' need for money slightly below (28 percent) the need to operate more efficiently (35 percent)
- When people consider the greatest contribution their company can make to the community, they rank allowing employees to volunteer about the same (40 percent) as making a financial donation (37 percent)

Many non-profits may not be ready to have volunteers contribute their professional skills. Volunteers who were unable to apply their workplace skills on behalf of non-profits cited one or more of the following reasons:

- The non-profit did not inquire about my workplace skills (34 percent)
- The non-profit was not structured to use my workplace skills (32 percent)
- My workplace skills were not valuable to the non-profit (27 percent)
- The non-profit could not find a way for me to use my workplace skills (22 percent)
- Don't know (20 percent)

The 2006 Deloitte/Points of Light Volunteer IMPACT Study suggests that while there will always be a need for traditional hands-on volunteering there is also an acute need for business and non-profit leaders to determine how to foster the transfer of business skills and intellectual capital via volunteerism.

Volunteers with expertise in strategic planning, finance, operations, accounting, law, human resources, marketing communications, and other disciplines can help non-profits stretch their limited budgets. By focusing on the business issues non-profits face, corporate America can help them maintain the sound strategic, operational and financial footing that would enable them to better achieve their missions and ultimately make an even greater social impact.

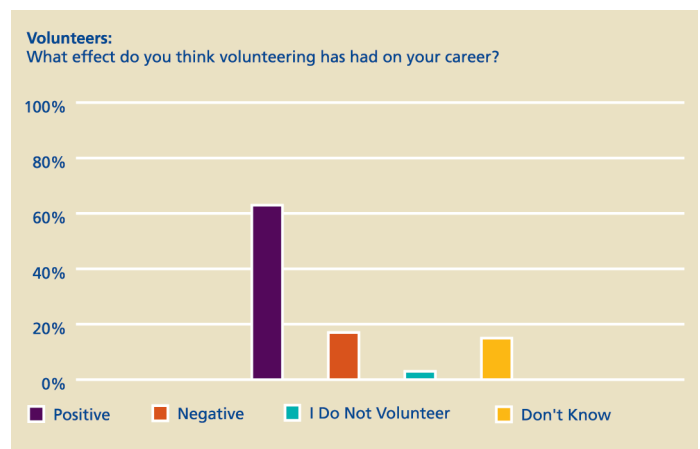
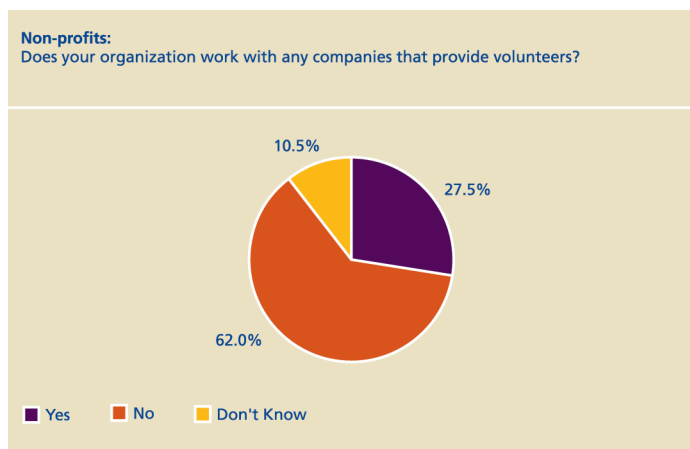
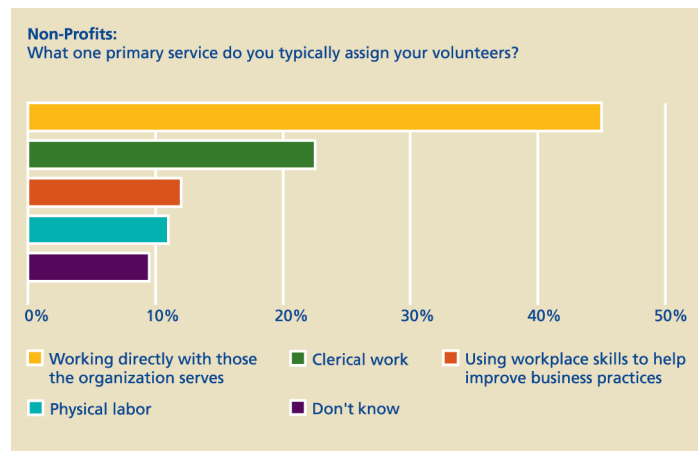
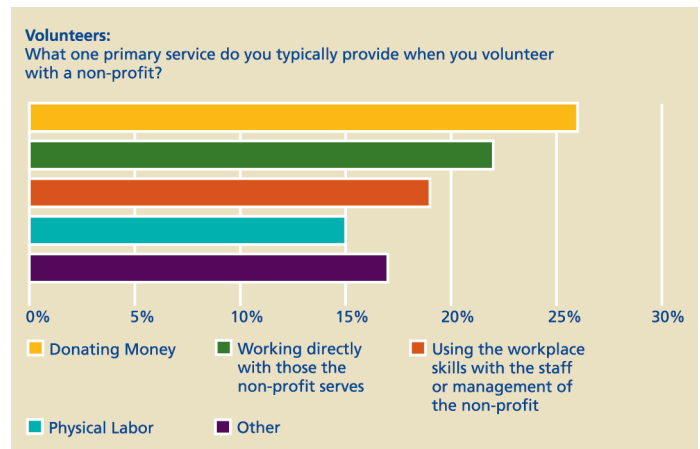
Survey Methodology

The 2006 Deloitte/Points of Light Volunteer IMPACT survey provides insights from workplace volunteers and non-profit directors/managers. Opinion Research Corporation of Princeton, New Jersey administered all of the surveys.

A nationally representative sample of 750 white-collar workers who hold owner/ manager or sales/clerical positions were asked eight aided and unaided questions in a telephone omnibus survey conducted March 2-6. Two subsequent, but independent, questions were asked of 755 white-collar workers March 23-27. Both surveys had margins of error of +/- 3.6 percent.

A nationally representative sample of 200 nonprofit directors and managers were asked 10 different aided and unaided questions during an online survey conducted March 23-24. That survey had a margin of error of +/- 7.0 percent.

¹Giving USA Foundation



About Points of Light Foundation

The Points of Light Foundation & Volunteer Center National Network engages and mobilizes millions of volunteers who to help solve serious social problems in thousands of communities. Through a variety of programs and services, the Foundation encourages people from all walks of life – businesses, faith-based organizations, low-income communities, families, youth, and older adults – to volunteer. For more information call 202-729-8000 or visit www.PointsofLight.org. To volunteer, call or visit www.1-800-Volunteer.org.

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