



Methodology

Opinion Research Corporation (ORC) conducted a national online web survey among a sample of 1,000 Internet users in the continental United States between the ages of 18 and 26. ORC maintains a web-based data collection operation, Web Services, which is responsible for programming and the output of data collected via the web. The sample for the study came from the Research Now online panel. There was a 3.2% margin of error for questions asked of all respondents and a 3.6% margin of error for questions asked of only those who are employed. (However, this does not take other sources of error into account. This online survey is not based on a probability sample and therefore no theoretical sampling error can be calculated.) Data collection commenced on February 21, 2007 and concluded on February 27, 2007.

2007 Executive Summary: Deloitte Volunteer IMPACT Survey

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Executive Summary:

2007 Deloitte Volunteer IMPACT Survey

As roughly 80 million Baby Boomers look toward retirement, corporate America's demand for talent will soon outstrip the available supply. At the same time, younger workers, especially 18-26 year olds (Gen Y), have vastly different expectations of companies than preceding generations.

Gen Y has been characterized as highly educated, self-confident, success-driven and community-minded¹ This generation loves challenges, collaborates effectively and expects their contributions to produce something worthwhile. They are hopeful, determined, service-oriented and seek to make a difference²

Companies that not only understand these attitudes and beliefs, but are viewed as committed corporate citizens by Gen Y, stand to benefit in the war for talent. Indeed, some companies may already have a powerful carrot to dangle in front of these younger workers – and they might not even realize it.

Deloitte's 2007 Volunteer IMPACT Survey suggests companies that approach volunteerism strategically and help employees contribute their professional skills to nonprofits in need could receive a serious windfall: a recruiting edge among Gen Y workers. **In fact, nearly two-thirds of the survey respondents say they would prefer to work for companies that offer them opportunities to contribute their professional skills to charitable organizations.**

The following is additional summary and analysis of key findings from the Deloitte 2007 Volunteer IMPACT Survey research:

Gen Y volunteers see **significant value in the talents and skills they can offer** non-profits. They want to use their talents to make a difference.

- Four out of five volunteers (80%) believe their work-related skills or talents are valuable to a non-profit.

Gen Y volunteers are overwhelmingly more likely to recognize the **career-enhancing benefits** of volunteering, but there is a gap in the ways companies respond to this.

- Four out of five volunteers (81%) believe volunteering offers them opportunities to develop skills they can use at work.
- Four out of five volunteers (82%) believe volunteering offers them opportunities to enhance their leadership skills.
- Seventy percent say companies should use volunteering as a professional development tool, but only 28 percent say their company does so.

¹ "Who Are the Millennials? a.k.a. Generation Y," Deloitte Consulting, 2005.

² Ibid.

Companies should use volunteering as a professional development tool.

Response	Cross tabulation of respondents who do volunteer and who do not volunteer.		
	Total Respondents	"I volunteer"	"I don't volunteer"
Agree (Net)	70%	74%	53%
Neither agree nor disagree	24%	20%	37%
Disagree (Net)	6%	6%	9%

Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.

My company uses volunteering as a professional development tool.

Response	Cross tabulation of respondents who do volunteer and who do not volunteer.		
	Total Respondents	"I volunteer"	"I don't volunteer"
Agree (Net)	28%	31%	15%
Neither agree nor disagree	26%	26%	25%
Disagree (Net)	39%	38%	45%
Don't know	7%	5%	15%

Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.

Gen Y volunteers **want their employers to offer them opportunities to get involved** in their communities and they believe **companies can do more to encourage or communicate their volunteerism programs**. Ultimately, companies that have compelling volunteerism programs will be attractive as employers.

- Virtually all (98%) volunteers believe companies should offer opportunities for their employees to volunteer their work-related skills or talents to a non-profit organization, but only two in five (39%) of those who are employed believe their company provides these opportunities.
- Seven out of 10 (70%) volunteers believe companies should make an effort to match their employees' work-related skills or talents with the needs of non-profit organizations for volunteering purposes, but less than one-third (29%) of those who are employed say their company does so.
- Three in four volunteers (74%) believe companies should use volunteering as a professional development tool, but less than one-third (28%) of those who are employed believe their company does.

My company has a compelling program to encourage volunteerism among its employees.

Response	Cross tabulation of respondents who do volunteer and who do not volunteer.		
	Total Respondents	"I volunteer"	"I don't volunteer"
Agree (Net)	30%	35%	12%
Neither agree nor disagree	26%	26%	25%
Disagree (Net)	36%	34%	45%
Don't know	8%	5%	18%

Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.

I prefer to work for a company that provides opportunities for me to apply my skills to benefit non-profit organizations.

Response	Cross tabulation of respondents who do volunteer and who do not volunteer.		
	Total Respondents	"I volunteer"	"I don't volunteer"
Agree (Net)	62%	68%	37%
Neither agree nor disagree	34%	29%	52%
Disagree (Net)	4%	2%	10%

Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.

I feel that my work-related skills or talents are valuable to a non-profit.

Response	Cross tabulation of respondents who do volunteer and who do not volunteer.		
	Total Respondents	"I volunteer"	"I don't volunteer"
Agree (Net)	74%	80%	51%
Neither agree nor disagree	22%	17%	40%
Disagree (Net)	4%	3%	9%

Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.

Young peoples' **decisions about where to work can be influenced** by a company's commitment to the community, as well as the core values these commitments reflect. Companies also can do more to **leverage their community involvement programs** when they talk to recruits and new employees.

- Nearly two-thirds (62%) of Gen Y volunteers would prefer to work for a company that provides opportunities to apply their skills to benefit non-profits.
- Two-thirds (66%) of respondents said their company's volunteering program was not discussed at all during their hiring process.

During your hiring process at your current company, the company's volunteering program was...

Response	All
Not discussed	66%
Briefly mentioned	20%
A big focus of at least one conversation	6%
I do not remember	8%

Additionally, there is also a clear need in the nonprofit community for the skills and knowledge of professionals who volunteer. Last year's Volunteer IMPACT Survey found that 77 percent of nonprofit leaders believe they could significantly benefit from volunteers who help them improve their organization's business practices; yet, just 12 percent of nonprofits actually work with volunteers in this capacity.

Steps to Leverage Skills-Based Volunteering Programs

These data suggest strategic community involvement represents a big opportunity for companies in the war for talent. But in order to reap the full benefits from these programs, companies must:

1. Make sure their programs reflect the company's core values and enable volunteers to contribute their professional skills to non-profits.
2. Talk to recruits about the opportunities they would have, as employees, to give back to the community.
3. Ask employees about their interests and skills for volunteer purposes.
4. Match employees' interests with volunteer opportunities.