Measuring the Outcomes and Impact of Skills-Based Volunteer Programs in the Social Sector

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HELLO!
I’m Danielle Holly
CEO
COMMON IMPACT

“Do one thing every day that scares you.”
- Eleanor Roosevelt
About Common Impact

Common Impact catalyzes a new, connected economy by aligning business and social purpose.

Social Return on Investment
$21M

Cross-sector engagements
700+

Fortune 500 partners
20
Skills-Based Volunteerism

THE PROMISE OF PRO BONO
The Social Sector Need

Addressing the Capacity Gap

1.5 Million U.S. nonprofits
10% of the national workforce
5.5% of GDP
The Value

*Exponential increase of volunteer time and impact*

Skills-based volunteering aligns a professional’s **skills and talents** to the **social challenge** they are best positioned to address.

<table>
<thead>
<tr>
<th>Value of traditional volunteer hour:</th>
<th>Value of skilled volunteer hour:</th>
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<td>$25</td>
<td>$150</td>
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The Business Case

50% of companies have a skills-based program

Talent Development

96% of volunteers consider skills-based volunteering valuable professional development

Recruitment

55% of Millennials make their career decisions based on the CSR work of their future employer

Retention

90% of skilled volunteers are more inclined to recommend their company as a great place to work
The Knitting Factor

Unlocking the Promise of Skills-Based Volunteering
Key Challenges

*Barriers to making skills-based volunteerism a sustainable resource*

90% of nonprofits report needing more volunteer support

72% of nonprofits believe they could increase their impact with skills-based volunteers
Outcomes & Impact

IMMEDIATE AND LONG-TERM RESULTS OF PRO BONO FOR NONPROFITS, VOLUNTEERS, COMPANIES & COMMUNITIES
Terminology

Defining Outputs v. Outcomes

Outputs

- What was produced as the result of a service or activity
- Ex: Number of volunteer hours spent designing a new operational system for a food pantry

Outcomes

- The effects or impact of the output(s) on the beneficiaries
- Ex: Organizational Outcome → Decrease food waste and increase in meals served
- Ex: Mission Outcome → Reduced hunger in the population it serves
Outcomes for the Social Sector

The Short & Long-Term Benefits of Skills-Based Volunteerism

Pro Bono support enables nonprofits to

- **Better serve** current constituents
- **Expand** services and provide support to additional constituents
- **Adapt** to meet new or evolving social challenges
- **Develop** long-term relationships with volunteers and corporate partners
Measurement Framework

Quantifying the Impact of a Skills-Based Volunteerism Project
Measurement Framework

Quantifying the Impact of a Skills-Based Volunteerism Project

**Talent Development**
- Functional skill progress
- Leadership & soft skill development
- Promotion rates

**Employee Engagement**
- Engagement in company-based activities
- Retention & Loyalty
- Net Promoter Score (Gallup or Towers Watson)

**Community & Philanthropy Impact**
- Nonprofit effectiveness & relationship development
- Issue area impact via nonprofit capacity & efficiency
- Short & long-term metrics
Long-Term Outcomes: Mission Delivery

*Improving an organization’s ability to achieve their mission*

90% of nonprofits reported being better equipped to deliver on their mission.
Immediate Outcomes: Service Delivery

Helping an organization improve services

77% of nonprofits reported improved staff efficiency
Long & Short-Term Outcomes: Finances

Increasing fundraising capacity while reducing operating expenses

- Secured financial support: 29%
- Reduced operational expenses: 43%
- Reduced program expenses: 35%
Long & Short-Term Outcomes: Volunteer Engagement

Creating sticky relationships through skills-based volunteerism

73% of relationships continued after a pro bono engagement & 41% of volunteers remained engaged.
Case Studies

SKILLS-BASED VOLUNTEERING IN ACTION
Fidelity sought to **cultivate and retain talented female technologists** within its Personal Investment Technology Technology group.

The firm curated an **all-female team of managers and directors** for a SBV project to develop a Salesforce database for a **STEM education nonprofit** in North Carolina.

**100% of participants:**

- Met people in their community with whom they hadn’t interacted before
- Improved their adaptability and flexibility
- Formed new relationships that could help solve future business problems
JPMorgan Chase Virtual Service Corps (VSC) volunteers help nonprofits overcome strategic business challenges in business strategy, finance, HR and operations.

In 2018, VSC kicked off 40 projects engaging 36 nonprofits and 158 employees who provided 4,200+ hours of service for a SROI of $729,100!

The results?
95% of participants thought SBV was a useful professional development opportunity.
Case Study: Charles Schwab Pro Bono Challenge

Nonprofit & Corporate Impact from a Single Day of SBV Service

The Charles Schwab Pro Bono Challenge is a skills-based flash consulting event that enables employees to apply their business expertise to help build capacity for nonprofits in communities throughout the United States.

In 2018, the challenge engaged nearly 400 volunteers and close to 70 nonprofits in nine locations to deliver an estimated $500,000 in value!

The results?
Case Study: Charles Schwab Pro Bono Challenge

Nonprofit Impact from a Day of Service Event

$400,000  900  210

In funding received as a direct result of their Day of Service Pro Bono Project

Additional clients served in the 6 months following the Day of Service

Average staff hours saved annually in efficiencies achieved from the project
Case Study: Charles Schwab Pro Bono Challenge

Talent Development in Action for Corporate Volunteers

95% Reported sustained talent development gains six months after participation

77% Stayed in touch with colleagues they met at the event

47% Used those relationships to solve a business challenge
Case Study: Charles Schwab Pro Bono Challenge

Employee Engagement through Skills-Based Volunteerism

97% Agree with “I am extremely satisfied with Schwab as a place to work”

96% Agree with “Schwab’s values stir something in me”

96% Agree with “I would recommend Schwab as a great place to work”
QUESTIONS?
To learn more about what was included in this agenda, visit:

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bit.ly/2YtN0cV
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