

# The Value and Impact of Volunteering and Citizen Engagement



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# Who is asking?



The entity asking determines the possible answers

- Presumptions:
  - That value is established through a ‘wage-like’ transaction
  - That human capital is consumable and retail like
  - That volunteer transactions are traceable, one-by-one units



- Is this value captured on the P&L Statement?
  - Is it a source of revenue or reduction of expenditures?
- Is this value captured on the Balance Sheet?
- Brand value, Good will, Systemic value – calculated upon wind-up

# Reflecting the case for volunteer value as an asset?



- Competitive estimate: Challenge to a large in-place Charity
- Food Banks: Efficiency versus Brand Value
- Start-ups: Innovation and Intellectual Capital
- Strategic Value: The value of reaching strategic objectives
- Social Capital: Connections that turn failures into successes

# Questions about the Question: Who is asking; who is answering?



- The Crisis Line volunteer – averting a suicide
- The Transition House volunteer – escaping violence
- The hospitality volunteer – setting the stage for human interaction
- The Board volunteer – making sense of the environment
- Does the annual sum of the parts equal the total value?
- Does 20 years of performance equal 20 sums?