

2010 Deloitte Volunteer IMPACT Survey

Q1: In what ways do your company's employees volunteer with nonprofits?

Traditional, "hands-on" volunteering where employees self-select the issue that they wish to address	65%
Traditional, "hands-on" volunteering where employees are asked to serve on a project that addresses your company's philanthropic focus area	73%
Skills-based volunteering where employees self-select the issue that they wish to address (volunteering that relies on the business skills/ knowledge of your employees)	60%
Skills-based volunteering where employees are asked to serve on a project that addresses your company's philanthropic focus area	64%
Other	2%

Q2: Please indicate your agreement with the following statements:*

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
A. Our employees' business skills would be valuable to a nonprofit	67%	23%	6%	2%	1%
B. My company clearly defines the social goals it expects to achieve through cash donations	56%	32%	8%	3%	1%
C. My company clearly defines the social goals it expects to achieve through volunteerism	61%	31%	5%	2%	1%

Q3: What are the TOP THREE issues your company's cash donations are intended to impact?

Health	46%
Poverty (i.e., hunger, homelessness)	51%
Education	53%
Community and economic development	53%
Culture and arts	15%
Environment	32%
Disaster relief	42%
Other	1%
Does not focus on specific issue	2%

Q4: What are the TOP THREE issues your company's volunteer time is intended to impact?

Health	40%
Poverty (i.e., hunger, homelessness)	51%
Education	55%
Community and economic development	53%
Culture and arts	19%
Environment	35%
Disaster relief	35%
Other	3%
Does not focus on specific issue	3%

Q5: Please indicate your agreement with the following statements regarding your company's cash donations.*

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
A. My company's senior management expects cash donations to accomplish short-term goals for nonprofits (i.e., help serve nonprofits' clients such as purchasing groceries for a food pantry or meals at a soup kitchen)	43%	39%	12%	4%	2%
B. My company's senior management expects cash donations to nonprofits to accomplish long-term goals for society (i.e., helping nonprofits alleviate the root causes of social issues)	46%	39%	8%	4%	3%
C. My company's senior management expects cash donations to help nonprofits function more effectively from an organizational perspective	46%	36%	13%	3%	3%
D. My company's senior management does not define their expectations regarding the results to be achieved by cash donations	30%	29%	12%	17%	12%

Q6: Please indicate your agreement with the following statements regarding your company's volunteer initiatives.*	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
A. My company's senior management expects volunteer initiatives to accomplish short-term goals for nonprofits (i.e., help serve nonprofits' clients such as packing groceries at a food pantry or serving meals at a soup kitchen)	46%	41%	9%	3%	1%
B. My company's senior management expects volunteer initiatives with nonprofits to accomplish long-term goals for society (i.e., helping nonprofits alleviate the root causes of social issues)	46%	38%	12%	3%	1%
C. My company's senior management expects volunteer initiatives to help nonprofits function more effectively from an organizational perspective	49%	38%	11%	2%	1%
D. My company's senior management does not define their expectations for volunteer initiatives	24%	25%	13%	20%	18%

Q7: Of the following criteria, which TWO carry the most weight when your company determines the focus of its cash donations?

Whether the cash donation will convey that we are a good corporate citizen	25%
Whether the cash donation will help us build our brand	13%
Whether the cash donation meets the personal interests of our CEO/other senior executives	9%
Whether the cash donation has high potential to help alleviate a societal issue	37%
Whether the cash donation aligns with our company's business needs	15%
Whether the cash donation enhances employee morale	14%
Whether the cash donation will help the nonprofit serve more clients/beneficiaries	36%
Whether the cash donation will enhance our employees' professional development	10%
Whether the cash donation will help the nonprofit function more effectively	37%
We don't have clearly defined criteria for making cash donations	3%

Q8: Of the following criteria, which TWO carry the most weight when your company determines how employees will spend time volunteering?

Whether the contribution of employee time will convey that we are a good corporate citizen	24%
Whether the contribution of employee time will help us build our brand	15%
Whether the contribution of employee time meets the personal interests of our CEO/other senior executives	9%
Whether the contribution of employee time has a high potential to help alleviate a societal issue	36%
Whether the contribution of employee time aligns with our company's business needs	13%
Whether the contribution of employee time will enhance employee morale	23%
Whether the contribution of employee time will help the nonprofit serve more clients/beneficiaries	31%
Whether the contribution of employee time will enhance our employees' professional development	12%
Whether the contribution of employee time will help the nonprofit function more effectively	31%
We don't have clearly defined criteria for determining how employees spend time volunteering	3%

Q9: In advance of making a cash donation to a nonprofit, about how often does your company talk with key nonprofit partners about the following?*

	Always	Often	Sometimes	Rarely	Never
A. How the cash donation will help the nonprofit address short-term needs	43%	37%	16%	3%	1%
B. How the cash donation will help the nonprofit make a long-term impact on society	44%	37%	16%	2%	1%
C. How the cash donation will help the nonprofit function more effectively	45%	36%	14%	3%	1%
D. How the company can help the nonprofit to collect data on the social impact achieved as a result of the cash donation	35%	36%	22%	5%	2%

Q10: In advance of committing employee volunteer time to a nonprofit, about how often do you talk with key nonprofit partners about the following?*

	Always	Often	Sometimes	Rarely	Never
A. How the volunteer project can help the nonprofit address short-term needs	44%	37%	15%	2%	2%
B. How the volunteer project can help the nonprofit make a long-term impact on society	43%	37%	16%	4%	1%
C. How the volunteer project will help the nonprofit function more effectively	45%	36%	16%	2%	1%
D. How the company can help the nonprofit to collect data on the social impact achieved as a result of the volunteerism	37%	32%	20%	9%	2%

Q11: After employees have volunteered with a nonprofit, about how frequently do you collect information from the employee volunteers about the following?*	Always	Often	Sometimes	Rarely	Never
A. Whether they enjoyed the experience	47%	34%	15%	2%	2%
B. Whether they thought it was a good professional development experience	43%	33%	17%	4%	3%
C. The extent to which they accomplished goals that met short-term needs for the nonprofit	42%	37%	14%	5%	3%
D. The extent to which they accomplished goals that would help the nonprofit make a long-term impact on society	41%	36%	17%	3%	3%
E. The extent to which they helped the nonprofit function more effectively	46%	32%	14%	5%	3%

Q12: Please state how often the nonprofits your company supports do the following?*	Always	Often	Sometimes	Rarely	Never
A. Make a detailed request for cash donations (i.e., stipulate how much money is being requested and describe what it will be used for)	43%	31%	19%	4%	3%
B. Make a detailed request for volunteers (i.e., stipulate what volunteers are needed to do and how their time will be spent)	39%	40%	17%	3%	2%
C. Track and report back to your company on their use of cash donations	42%	39%	13%	4%	3%
D. Track and report back to your company on their use of volunteer time	39%	42%	15%	3%	2%

Q13: How does your company track progress against social goals, as it relates to the company's cash donations?	
Amount of dollars donated	60%
Number of nonprofits supported	47%
Number of nonprofits' clients/beneficiaries serviced	50%
The extent to which the nonprofits clients have been impacted	49%
The extent to which the cash donation is making a long-term impact on society	49%
The extent to which the nonprofits capacity to operate has been enhanced	44%
Media coverage related to cash donation	28%
Not measured	4%

Q14: How does your company track progress against business goals, as it relates to the company's cash donations?

Differentiation from competitors	29%
Positive media coverage	40%
Impact on sales	31%
Impact on employee morale	55%
Impact on employee recruitment	30%
Impact on stakeholder relations	33%
Impact on employee retention	37%
Impact on employee professional development/skills	48%
Other	1%
Not measured	7%

Q15: How often does your company's senior management require a report on progress against social goals related to your company's cash donations?

Daily	11%
Weekly	20%
Monthly	26%
Quarterly	26%
Semi-annually	8%
Annually	7%
Never	2%

Q16: How does your company track progress against social goals, as it relates to contributing employee volunteer time?*

* Based on 100 respondents

Amount of time donated	52%
Number of nonprofits supported	47%
Number of nonprofit's clients serviced	42%
The extent to which the nonprofits clients/beneficiaries have been impacted	40%
The extent to which the volunteer time is making a long-term impact on society	33%
The extent to which the nonprofits capacity to operate has been enhanced	34%
Impact on the nonprofit's capacity to serve beneficiaries	33%
Media coverage related to the volunteerism	22%
Progress not measured	6%

Q17: How does your company track progress against business goals, as it relates to contributing employee volunteer time?

Differentiation from competitors	28%
Positive media coverage	37%
Impact on sales	29%
Impact on employee morale	51%
Impact on employee recruitment	30%
Impact on stakeholder relations	34%
Impact on employee retention	36%
Impact on employee professional development/skills	43%
Progress not measured	7%

Q18: How often does your company's senior management require a report on the accomplishments related to your company's volunteer program?

Daily	9%
Weekly	22%
Monthly	27%
Quarterly	27%
Semi-annually	7%
Annually	7%
Never	2%

Q19: What gives you confidence that your company's cash donations will have a measurable social impact?

We give cash primarily to nonprofit organizations that focus on the specific issues we choose to impact	52%
We require charitable organizations in receipt of cash to report back to us on how money was spent	43%
We require charitable organizations in receipt of cash to report back to us on what social impact resulted from the donation	45%
We work with nonprofits to customize metrics that specifically measure the impact of our donated dollars	39%
We work only with nonprofits that have a proven track record of using cash donations effectively	47%
Other	1%
I do not feel confident that my company's cash donations have a measurable social impact	2%

Q20: What gives you confidence that your company's volunteer initiatives will have a measurable social impact?

We provide volunteers primarily to nonprofit organizations that focus on the specific issues we choose to impact	48%
We require that nonprofits with whom our employees volunteer provide a report back to us on how their time was spent	47%
We require charitable organizations in receipt of volunteer time to report back to us on what social impact resulted from the volunteerism	47%
We work with nonprofits to customize metrics that specifically measure the impact of our volunteers' time	38%
We work only with nonprofits that have a proven ability to successfully deploy skilled volunteers effectively	44%
I do not feel confident that the paid time my company spends volunteering has a measurable social impact	2%
Other	1%

Q21: Which of these statements BEST describes the measurement of your cash donations and volunteerism program?

My company places a higher priority on measuring results of cash donations than employee volunteerism	30%
My company places a higher priority on measuring results of employee volunteerism than cash donations	30%
My company places equal emphasis on measuring results of employee volunteerism and cash donations	36%
My company does not measure results of cash donations or employee volunteerism	4%

Q22: In what industry do you work?

Manufacturing	19%
Professional services	32%
Consumer goods	5%
Retail	16%
Financial services	11%
Healthcare	9%
Other	9%

Q23: How long have you been in your current role?

Less than 1 year	1%
1 to less than 3 years	15%
3 to less than 6 years	32%
6 to less than 10 years	28%
10 years or more	24%

Q24: To which department does your company's volunteer manager report?

Human resources	26%
Marketing	6%
Corporate philanthropy	15%
Corporate social responsibility	21%
Office of the CEO	24%
Other	3%
Don't have a volunteer manager	5%

Q25: As part of your volunteer program, which of the following do you offer employees?

Paid time off for volunteer activities during normal business hours	69%
Unpaid time off for volunteer activities during normal business hours	35%
Coordination of volunteer activities outside of normal business hours (unpaid)	44%

Q26: Approximately how much paid time annually does your company give employees to volunteer?

8 hours or fewer per year	4%
9–24 hours per year	23%
25–39 hours per year	30%
40 hours or more per year	24%
We offer flexible scheduling for employees to volunteer: employees must get the specific amount approved by their supervisor	19%

About this survey

The Deloitte Volunteer IMPACT Research Series is a key component of Deloitte's commitment to building the business case for, and advancing the dialogue about, corporate skills-based volunteerism and pro bono. Through compelling research on issues of strategic community involvement, as well as its own world-class program, Deloitte advocates for skilled volunteerism to strengthen the nonprofit sector, and for the strategic use of community involvement to achieve business goals. The 2010 survey is the seventh in the series. For a complete archive of the Deloitte Volunteer IMPACT Research Series, visit www.deloitte.com/us/community.

2010 Deloitte Volunteer IMPACT Survey methodology

Results of 2010 Deloitte Volunteer IMPACT Survey are based on online interviews of 303 corporate managers and other executives at companies with 1000+ employees who personally manage their company's employee volunteerism and are knowledgeable about the ways in which their company provides financial support to nonprofit organizations. Interviews were conducted by Opinion Research Corp., January 27–March 2, 2010. The sample size of 303 at a 95 percent confidence level would equate to + or – 5.8 percent margin of error for a random sample.

* Percentages for certain responses may not total 100 due to rounding.

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