



Measuring Corporate Volunteerism November 2004



VolunteerMatch is pleased to be the lead sponsor of a new research study by LBG Associates that highlights the commitment leading U.S. corporations are making to volunteerism and introduces a new model for understanding the key components of success.

The research, conducted over a six-month period in early 2004, included interviews with community relations/volunteer managers and senior executives from nearly 50 major US companies and representatives from 40 nonprofits. The study highlights a growing commitment to community involvement and explores in detail: why corporations support volunteerism; how they measure success; and the keys to the most successful programs.

I. The Corporate Commitment to Volunteerism

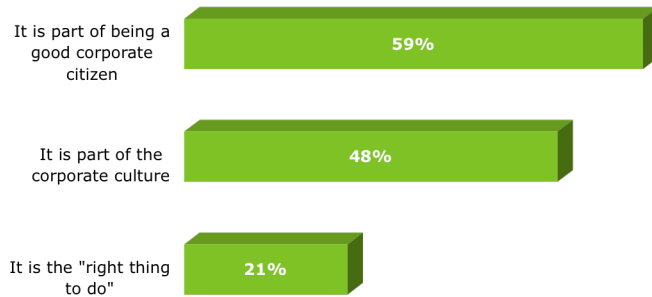
- **100%** of executives believe that senior management should actively volunteer (p. 120)
- **100%** of senior executives believe their companies should financially support volunteerism (p. 74)
- **97%** of senior executives believe their companies should have dedicated staff (p. 74)
- **85%** of companies allow employees to volunteer during the workday (p. 135)

Companies spend an average of \$12.16 per employee to support volunteer programs (p. 75)

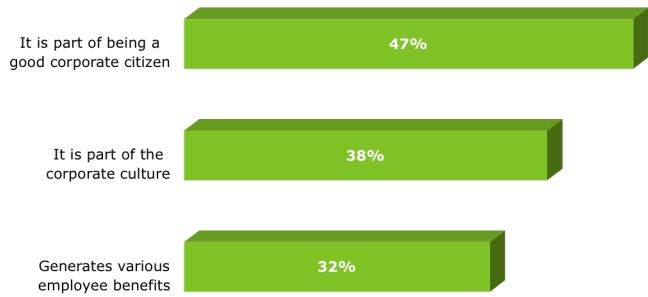
II. Why Do Companies Support Volunteerism? (p. 3)

Interestingly, Senior Executives tend to explain their support by emphasizing the benefits to their community; CR/managers tend to emphasize the benefits to the company

Executive Response



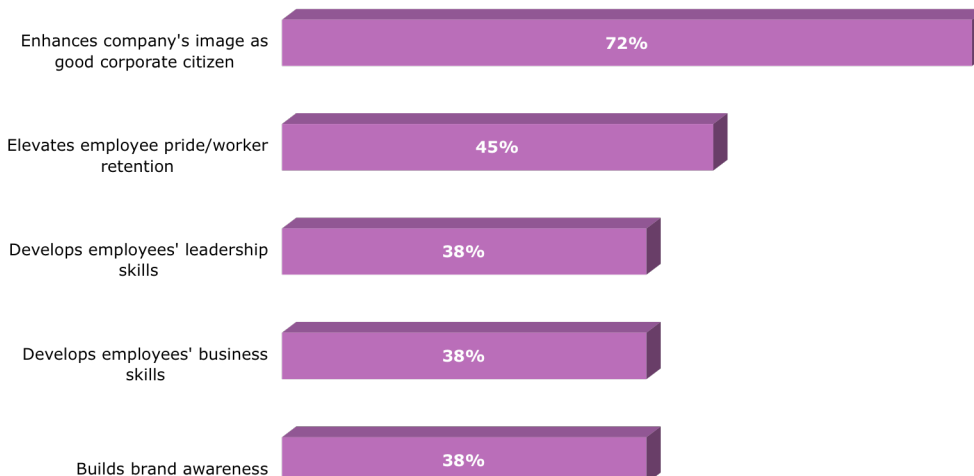
Managers Response



73% of Senior Executives believe that employees should be actively encouraged to participate in non-company sponsored volunteer events and activities.

III. Corporate and Employee Benefits of Volunteerism (p. 8-9)

Executive Response

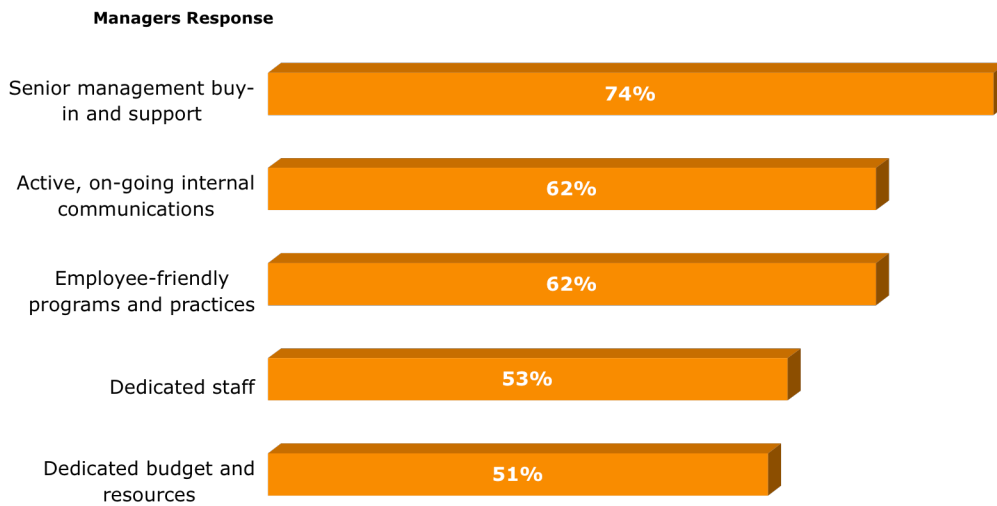


IV. Nonprofit Challenges (p. 25)

While most nonprofits feel corporate volunteers provide a number of value-added benefits, many corporate programs fail to effectively respond to the volunteer needs in their community.

- Companies often have unrealistic expectations on the impact their involvement can have and the time it takes to achieve real results
- Companies often fail to realize the strain providing them with group projects puts on a nonprofit's resources
- Companies can put undue pressure on an organization to come up with ideas/projects for volunteers to do, particularly when there isn't a need
- Often times employees are not available when they are really needed, especially during the workday
- Some companies are more concerned that their employees have an enjoyable experience rather than ensuring that the clients' or projects' needs are addressed

V. Key Components of Successful Programs (p. 44)



VI. Predicting Success (p. 177)

The LBG Associates research has found that CR/managers and Executives tend to underestimate the impact several key components can have on the success of their program. This chart illustrates the correlation between the “key components” of a volunteer program and their statistical power to predict success.

