



# Corporate ROI through Skills Volunteering: Developing Leaders and Making a Difference

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## Objectives for Today's Conversation

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- Enable a shared understanding of the infrastructure constraints that nonprofits face
- Provide a context for the changing human capital space in corporations
- Define Skills Volunteering and the potential ROI
- Highlight the importance of change management and the Centre on Philanthropy's role in Skills Volunteering for Bermuda

## Nonprofits Face Infrastructure Constraints

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- Working harder than ever to solve critical social issues
- Biggest challenges are fundraising and programming, making it difficult to build capacity
- Underinvestment in organizational infrastructure: spending <2% of operations budgets on functional efficiency, leaving them little capital to build strong, effective organizations
- Rarely have time, money or expertise to build more effective programs
- Donors push to keep overhead rates low

Adapted from Common Impact research

**A sector that addresses today's problems but may not  
be sustainable to meet tomorrow's**

## Corporate 'Human Capital' Landscape Is Changing

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- Increased focus on Corporate Social Responsibility
- Doing more with less
- Flatter organizations
- Diverse workforce
- Action learning
- HR can be a change agent

**Redefining opportunities for leadership development**

## What is “Skills Volunteering”?

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- Another way to give back to the community
- “Pro bono” volunteering (It’s not reading to kids or painting a building)
- Business professionals donate their functional acumen to help a nonprofit solve a business issue (e.g., website, marketing campaign or financial plan)
  - cross functional team
  - 2 hours/ week for 3 months
  - defined, narrow scope and deliverables

**Making more possible through Skills Volunteering**

## Skills-Based Volunteering: A Strategic View

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**Win Win Win**

## What's In It for Nonprofits & Corporations?

### Benefit to Nonprofit

Increased organizational capacity with no additional cost

Added skill-sets & expertise

Substantial impact to the organization

Potential long-term engagement with funders & individuals

Create a stronger community

### Benefit to Corporation

Increased ability of nonprofits to better use our funding dollars

Increased social ROI

Expanded realm of support through non-cash efforts

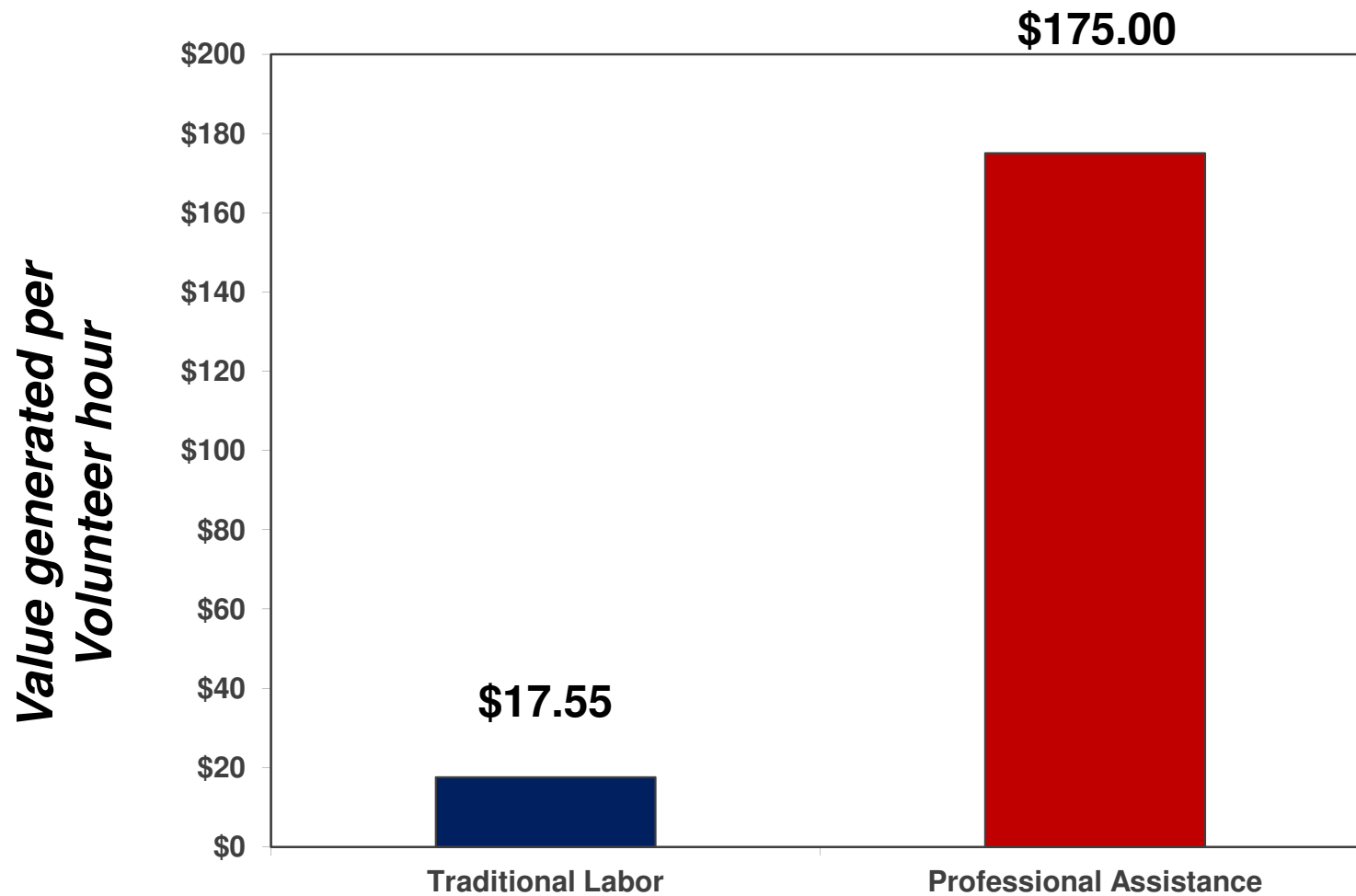
Enhanced brand

Develop talent & engage more volunteers in a meaningful connection

Create a stronger community

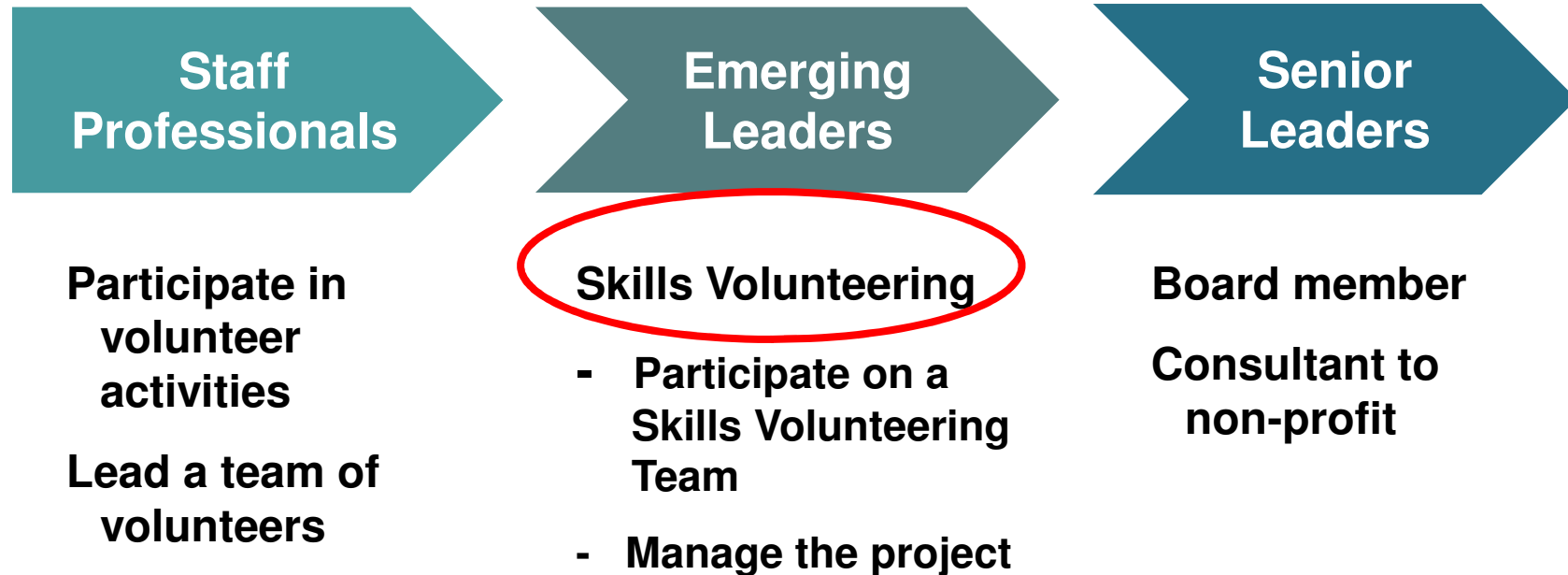
**Lasting Infrastructure for Nonprofits  
Leadership Development for Corporations**

## What Is the Value of Skills?





## Strategic Volunteerism for Development & Engagement



## Growing Leaders. Making a Difference



## The Centre on Philanthropy's Role

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- Change agent and project manager for Skills Volunteering
- Assess nonprofit readiness
- Help nonprofit align a business challenge with a realistic project with clear scope, outcomes and transition
- Identify corporate skills required for the project and match with a corporate partner
- Provide orientation and training
- Engage stakeholders
- Manage engagement

# Nonprofit Organizational Readiness

**1. The organization has strong and engaged leadership.**

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
1	2	3	4	5

**2. The organization is financially stable.**

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
1	2	3	4	5

**3. The organization has low staff turnover.**

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
1	2	3	4	5

**4. They have recently completed a strategic plan / have solid alignment with organizational priorities.**

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
1	2	3	4	5

**5. There is potential for significant impact.**

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
1	2	3	4	5

**6. The nonprofit can dedicate resources to a Skills Volunteering project.**

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
1	2	3	4	5

**7. They have strong, established relationships with Board members.**

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
	2	3	4	5

## RenRe Pilot with



# YouthNet

### Youth Net's Business Issue

Youth Net empowers students to make positive choices through school-based volunteering

Their key programs include mentoring via reading, sports, work site, peer and online

Youth Net's website was built with an outdated CMS, making it difficult to update on a regular basis. Staff can't access website to refresh content, programs, or events. They have to pay a consultant

### Recommended Solution

Help Youth Net manage internal content, gain more visitors to the site, maintain relationships and build donations through a more user-friendly CMS (such as WordPress)

Teach Youth Net staff to update and maintain on their own

### RenRe Team

Website development-

Written communications-

Project management-

Operational efficiency/ analytical thinking-

*Passionate, high performing, believe in community, have supportive managers and teams*

### Project Deliverables

Build website in user-friendly CMS

Oversee migration

Provide input into website copy

Make recommendations on data analysis to measure engagement

Train staff on updating and maintaining website

## Success Measures

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### Metric

**Project Deliverables**

**Volunteer Feedback**

**Nonprofit Feedback**

**Social ROI**

### Definition

Did the project meet or exceed its goals?

Would you do it again?

Are you able to leverage and sustain the contributions of the volunteer team?

Did the project enhance your brand, revenue and/or volunteerism?

## Join the Conversation

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