



2009 Volunteer IMPACT Survey Results

Nonprofit Respondents

1. For the current year, how much of your annual budget will be spent on outside contractors and consultants?

\$0 – \$9,999	22%
\$10,000 – \$24,999	23%
\$25,000 – \$49,999	18%
\$50,000 – \$99,999	19%
\$100,000 – \$249,999	14%
>\$250,000	4%

2. To what extent do you agree that you could increase your organization's social impact if you could get contract and consulting resources on a pro bono basis?

Strongly agree	72%
Somewhat agree	25%
Somewhat disagree	2%
Strongly disagree	1%

3. In which of the following areas do you plan on using pro bono or skilled volunteer support in 2009? Choose all that apply.

Marketing/Branding	65%
Fundraising	53%
Legal	48%
Strategic Planning/Management	46%
Technology Infrastructure	44%
Board Development	37%
Financial Management	32%
Human Resources and Leadership Development	24%
Real Estate/Facilities	20%
Program Development	16%

4. In 2009, how likely will you be to seek the business skills/expertise of corporate volunteers to tackle priority projects in the following areas, against which you have already budgeted money?	Highly Likely	Somewhat Likely	Somewhat Unlikely	Highly Unlikely
Marketing/Branding	41%	31%	14%	14%
Fundraising	35%	29%	21%	16%
Legal	31%	24%	20%	26%
Strategic Planning/Management	25%	28%	22%	25%
Technology Infrastructure	28%	32%	20%	20%
Board Development	19%	29%	26%	26%
Financial Management	16%	24%	31%	29%
Human Resources and Leadership Development	14%	24%	32%	31%
Real Estate/Facilities	14%	19%	22%	46%
Program Development	9%	24%	33%	34%

5. In the coming year, do you expect corporate financial support of your nonprofit to increase, decrease, or remain the same?

Increase	17%
Decrease	56%
Remain the same	27%

6. In the coming year, do you expect the noncash corporate contributions, specified below, to increase, decrease, or remain the same?

Pro-bono (contracting/consulting that is formally agreed to by a company)

Increase	26%
Decrease	10%
Remain the same	34%
We don't receive this type of support from corporations	30%

Skilled volunteer support (volunteer support that relies upon employees' business skills/knowledge but is not formally agreed upon)

Increase	38%
Decrease	5%
Remain the same	37%
We don't receive this type of support from corporations	19%

Traditional, "hands-on" volunteer support

Increase	41%
Decrease	4%
Remain the same	41%
We don't receive this type of support from corporations	14%

7. Currently, how important to the success of your organization are the following corporate contributions?

Volunteers who perform tasks that typically require the paid services of contractors or consultants

Extremely important	46%
Somewhat important	29%
Not very important	14%
Not at all important	11%

Volunteers who do traditional "hands-on" work

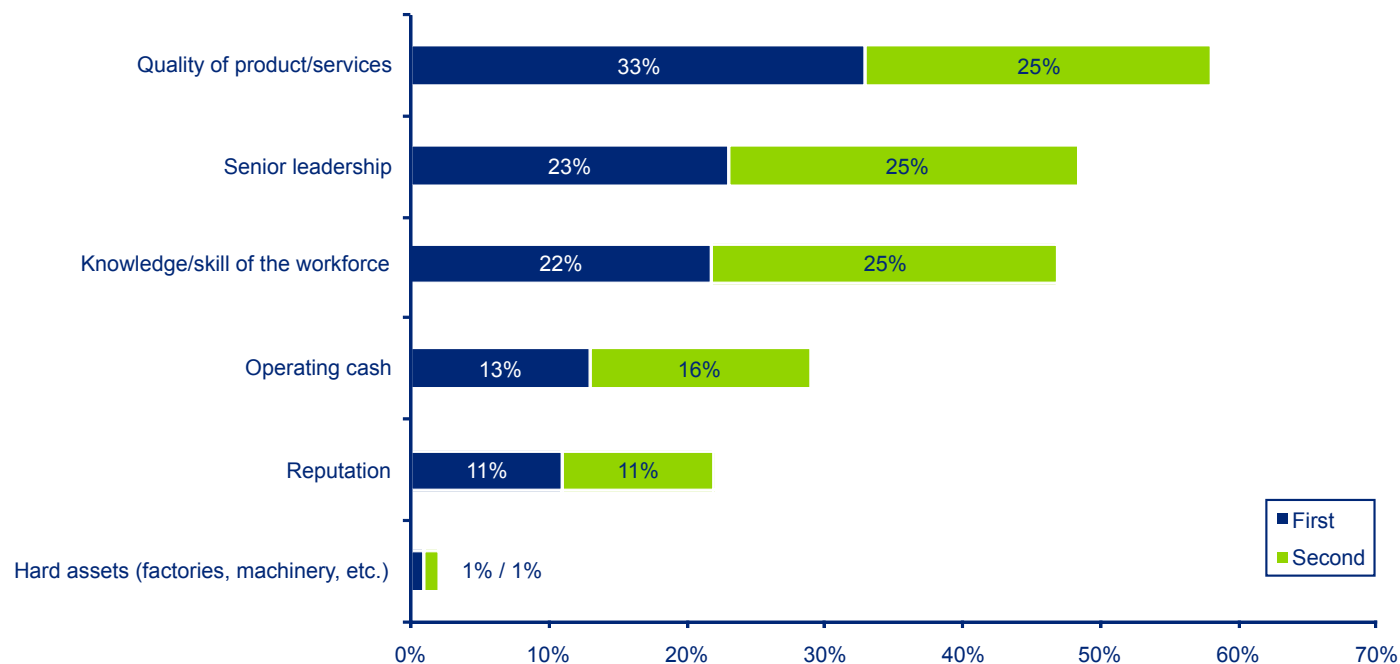
Extremely important	44%
Somewhat important	28%
Not very important	18%
Not at all important	10%

Financial contributions

Extremely important	81%
Somewhat important	14%
Not very important	2%
Not at all important	2%

8. Generally speaking, when you think about what makes a corporation successful, how important to the success of the organization are the following assets?

Please rank them in order of importance with 1 being the most important to success and 6 being the least important to success.



9. To what extent do you agree with the following statements?

Strongly agree Somewhat agree Somewhat disagree Strongly disagree

My nonprofit is in greater need of traditional, hands-on volunteer support.	28%	43%	23%	6%
My nonprofit is in greater need of pro bono or skilled volunteer support.	62%	33%	5%	1%
My nonprofit already utilizes enough pro bono or skilled volunteer support to meet our needs.	3%	14%	43%	39%
Our organization has the infrastructure in place to effectively deploy volunteers now.	21%	44%	26%	9%
Our organization has the infrastructure in place to effectively deploy an influx of volunteers.	12%	31%	37%	20%
The national call to service will have a positive impact on our organization.	19%	53%	24%	4%
The national call to service will have no impact on my organization.	5%	25%	41%	29%
The national call to service will put a strain on my organization.	3%	14%	40%	43%
The national call to service will cause an influx of volunteers to my organization.	6%	33%	45%	15%

10. To what extent do you agree with the following statements?	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
I would be more likely to seek pro bono or skilled volunteer support if given a signed contract of commitment from corporate partners.	49%	39%	10%	2%
I would be more likely to seek pro bono or skilled volunteer support if I knew which companies to approach with pro bono requests.	71%	24%	3%	1%
I would be more likely to seek pro bono or skilled volunteer support if I knew whom, within a company, to approach with this type of request.	72%	25%	2%	1%
I would be more likely to seek pro bono or skilled volunteer support if I could easily translate my organization's challenges into the skills that corporations can offer.	59%	29%	10%	2%
I would be more likely to seek pro bono or skilled volunteer support if I had the internal staff to manage these resources.	52%	36%	8%	4%

11. How many years of work experience does the person with primary responsibility for fundraising at your organization have?

Less than 3	9%
3 – 7	25%
8 – 12	20%
More than 13	41%
No one has that primary responsibility	5%

12. How many years of work experience does the person with primary responsibility for volunteer management at your organization have?

Less than 3	23%
3 – 7	28%
8 – 12	9%
More than 13	16%
No one has that primary responsibility	24%

13. If your organization was in need of outside contracting/consulting, which of the following would you prefer?

A cash donation to pay for the contracting/consulting	47%
A pro bono donation of the actual contracting/consulting services	30%
Don't know	23%

About this Survey

The 2009 Volunteer IMPACT Survey is the latest installment in Deloitte's research series, a key component of the organization'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 the contribution skilled business professionals to strengthen the nonprofit sector, and the strategic use of community involvement to achieve business goals. For a complete archive of the Deloitte Volunteer IMPACT research series, visit www.deloitte.com/us/community.

2009 Volunteer IMPACT Survey Methodology

Results of the corporate survey are based on online interviews of 300 executives involved in the decision-making process pertaining to their company's charitable cash giving. Those who work exclusively for a corporate foundation (a funding organization legally separate from the donor company) were excluded. Interviews were conducted by Opinion Research Corp., February 12-20, 2009. The corporate sample size of 300 at a 95 percent confidence level would equate to + or - 5.8 percent margin of error for a random sample.

Results of the nonprofit survey are based on an online survey of 360 respondents from Taproot Foundation's database of nonprofit executives who have previously applied for pro bono support from the Foundation. Nonprofit interviews were conducted February 5-17, 2009.

About Deloitte

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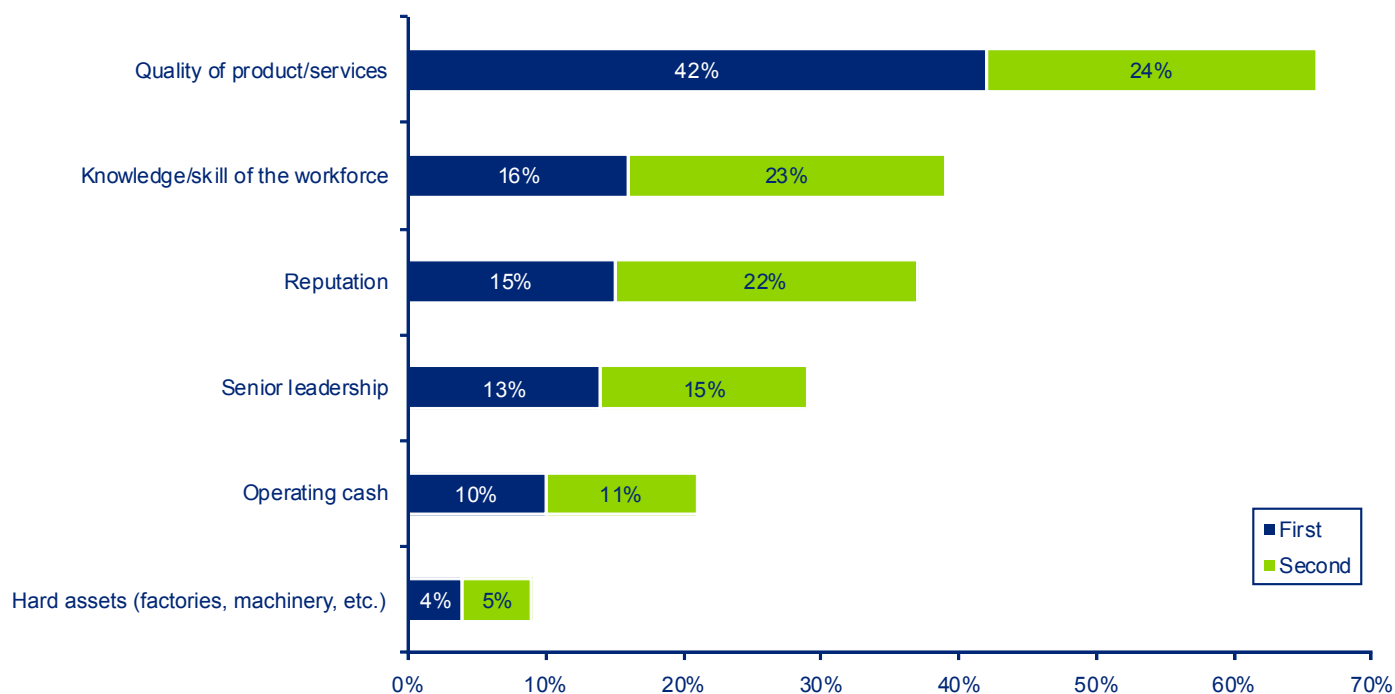
Corporate Respondents

1. What industry do you work in?

Professional services	17%
Financial services	15%
Manufacturing	12%
Retail	14%
Health care	13%
Consumer goods	7%
Other	22%

2. Generally speaking, when you think about what makes a corporation successful, how important to the success of the organization are the following assets?

Please rank them in order of importance with 1 being the most important to success and 6 being the least important to success.



3. Which of the following is included as part of your company's charitable giving program? Choose all that apply.

We provide financial contributions	79%
We provide traditional "hands-on" volunteers	59%
We provide volunteer support that relies on business skills/knowledge (i.e., pro bono, lending technical skills)	50%
None of the above	9%

4. Does someone at your company specifically oversee an employee volunteer program?

Yes	57%
No	26%
We do not have an employee volunteer program	17%

5. If you answered yes to question 4, how many years of work experience does the person with primary responsibility for employee volunteerism at your organization have?

Less than 3	14%
3 – 7	48%
8 – 12	23%
More than 13	15%

6. If you answered yes to question 4, please describe the relationship between your company's corporate grant-making programs and employee volunteer programs.

They are managed within the same department	45%
They are managed by different departments, but share information	42%
There is no relationship/communication between corporate grant-making and employee volunteer programs	13%

7. How many years of work experience does the person with primary responsibility for grant making at your organization have?

Less than 3	21%
3 – 7	31%
8 – 12	23%
More than 13	24%

8. In the next year, do you expect the demand from nonprofits for cash donations to increase, decrease, or remain the same?

Increase	69%
Decrease	8%
Remain the same	23%

9. In the next year, do you expect your company's actual cash giving to nonprofits to increase, decrease, or remain the same?

Increase	20%
Decrease	35%
Remain the same	45%

10. In the next year, do you expect the demand for non-cash contributions, in the areas specified below, to increase, decrease or remain the same?

Traditional, "hands-on" volunteering

Increase	56%
Decrease	9%
Remain the same	35%

Volunteering that relies on the business skills/knowledge of your employees (i.e., pro bono, lending technical skills)

Increase	48%
Decrease	11%
Remain the same	41%

11. In the next year, do you expect your company's actual non-cash contributions, in the areas specified below, to increase, decrease or remain the same?

Traditional, "hands-on" volunteering

Increase	39%
Decrease	13%
Remain the same	49%

Volunteering that relies on the business skills/knowledge of your employees (i.e., pro bono, lending technical skills)

Increase	33%
Decrease	13%
Remain the same	54%

12. State your agreement with the following regarding how current economic conditions are impacting your company's charitable giving programs.

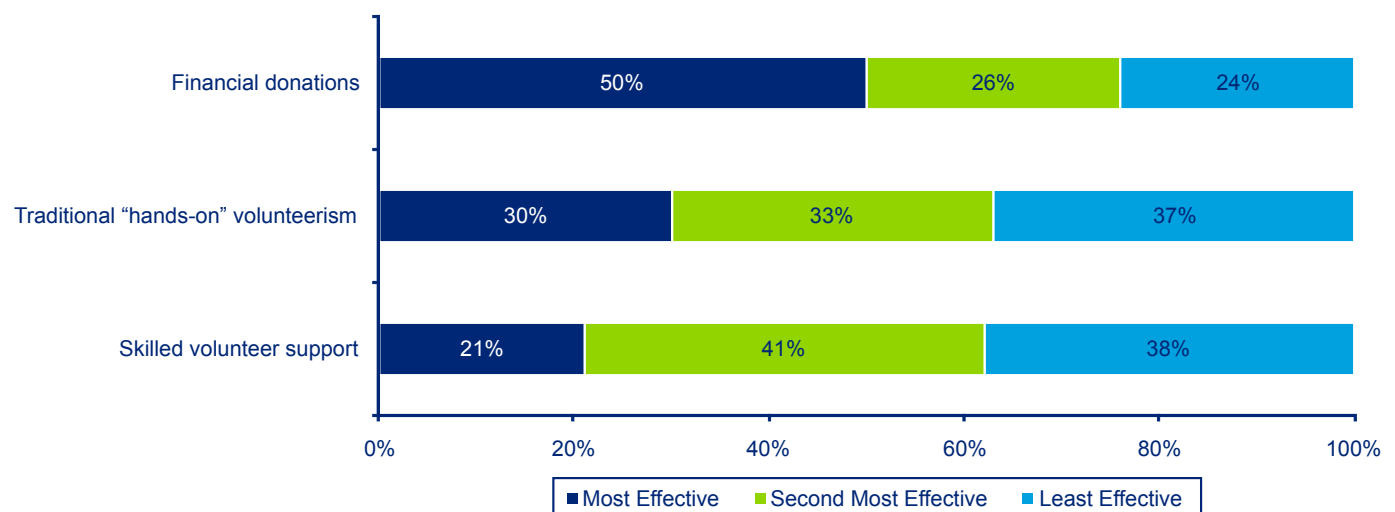
Our giving strategy will need to change to adapt to the economic landscape.

Strongly agree	40%
Somewhat agree	36%
Neither agree or disagree	16%
Somewhat disagree	6%
Strongly disagree	2%

There is pressure to create the same social impact with less money.

Strongly agree	39%
Somewhat agree	40%
Neither agree or disagree	14%
Somewhat disagree	3%
Strongly disagree	4%

13. Assuming equal market value of each choice below, which of the following corporate assets do you think most effectively helps your grantees achieve their goals?



14. If you cannot financially support a nonprofit due to budget constraints (i.e., they meet all the criteria for a financial donation from your company but you lack available funding), how frequently do you explore the non-cash methods of support listed below?

Volunteering that is traditional, hands-on in nature (i.e., painting, service events)

Always	24%
Often	35%
Sometimes	30%
Rarely	8%
Never	3%

Volunteering that relies on business skills/knowledge (i.e., pro bono, lending technical skills)

Always	19%
Often	34%
Sometimes	33%
Rarely	10%
Never	4%

15. What barriers does your company face with respect to contributing employees' business skills/knowledge to nonprofit organizations? Choose all that apply.

There is no demand from nonprofits for our employees' skills/knowledge	16%
Our employees are not interested in participating in this type of volunteer work	18%
Our resources are more focused on program support	29%
We don't have any skills/knowledge that match nonprofits needs	9%
We do not have the organizational structure in place to screen/manage a skills-based volunteerism program	23%
There are no barriers	34%
Other	3%

16. Please indicate your agreement with the following statement:

Our employees' business skills and knowledge would be valuable to nonprofits that are facing business/organizational challenges.

Strongly agree	35%
Somewhat agree	43%
Neither agree or disagree	18%
Somewhat disagree	3%
Strongly disagree	2%

17. Do you consider a contribution of pro bono/skilled volunteer support, that is valued at \$10,000, to be a greater, equal, or lesser philanthropic contribution than a cash donation of \$10,000?

Greater	29%
Equal	53%
Lesser	11%
I don't consider pro bono/skilled volunteer support to be a philanthropic contribution	6%

18. In 2009, how likely will your company be to increase the resources required to manage employee volunteerism, in general?

Highly likely	14%
Somewhat likely	29%
Somewhat unlikely	28%
Highly unlikely	21%
Don't know	8%

19. In 2009, how likely will your company be to increase the resources required to manage the contribution of employees' business skills/knowledge to nonprofit organizations?

Highly likely	12%
Somewhat likely	30%
Somewhat unlikely	28%
Highly unlikely	23%
Don't know	8%

20. Please indicate your agreement with the following statements about the President's national call for service.

There has been discussion within my company about how we, as an organization, will respond to the national call for service

Strongly agree	19%
Somewhat agree	33%
Neither agree or disagree	26%
Somewhat disagree	13%
Strongly disagree	8%

In response to the national call for service, my company is likely to devote increased resources to our employee volunteer program.

Strongly agree	14%
Somewhat agree	30%
Neither agree or disagree	34%
Somewhat disagree	15%
Strongly disagree	8%

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