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Common Impact conducts study to quantify the longitudinal impact of skills-based volunteering on the social sector

# Skills-Based Volunteering: The Long-Term Outcomes

## Nonprofit Impact

**29%** of respondents said they **secured funds or received financial investment** due to their SBV project or its impact

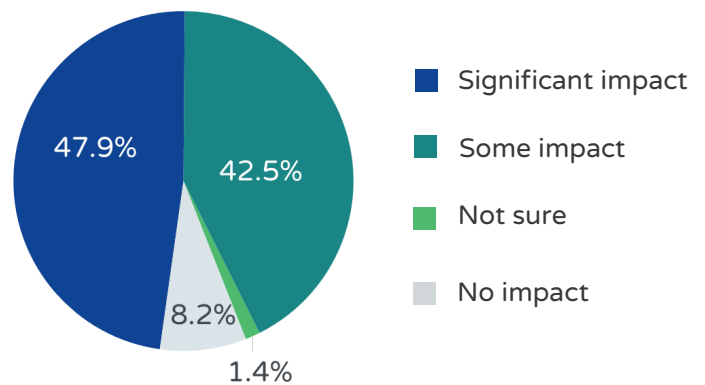
**43%** of respondents said they have been able to reduce **operational** expenses post project

**35%** of respondents said they have been able to reduce **programmatic** expenses post project

*“As a result of the project, we had an increase of **6%** in donor retention and an increase of **13%** individual contributions, representing an additional revenue of **\$10,750.**”*

- Nonprofit Development Coordinator

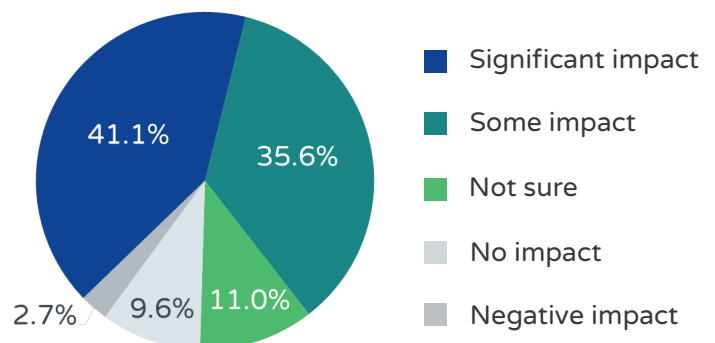
To what extent has this project impacted your organization’s ability to meet your mission?



*“This project **changed our communication approaches, forced us to get tighter and clearer about our mission and taught our staff about how to present our programs to various audiences.**”*

- Nonprofit Executive Director

What impact has your project had on efficiency of impacted staff in delivery of services?

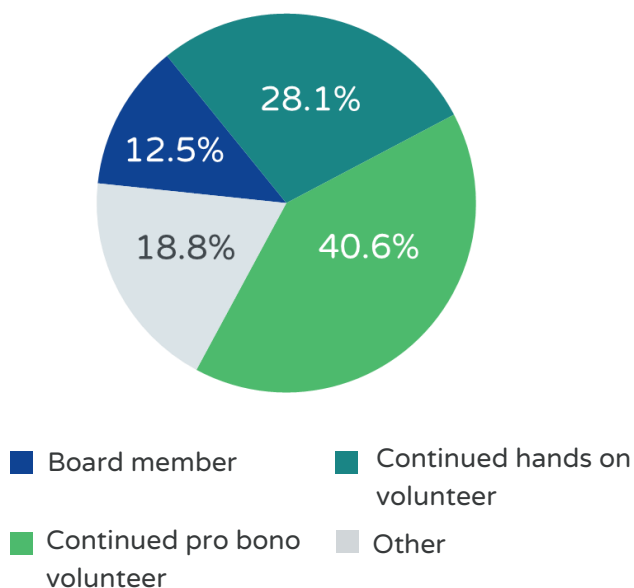


## Volunteer Impact

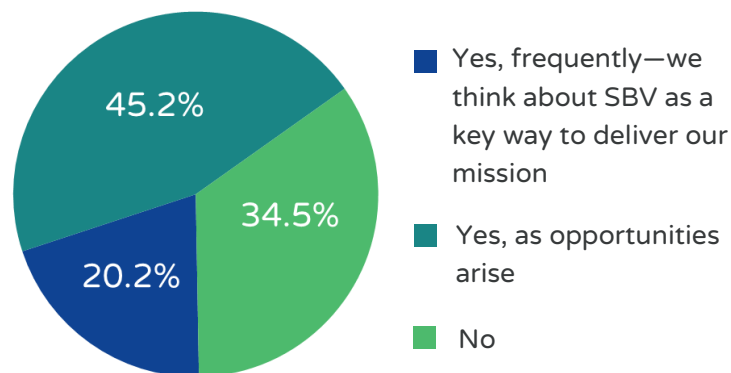
**82%** of respondents said their Common Impact projects **better equipped them to work with skills-based volunteers** post project

**41%** of respondents **continued the relationship** with their volunteers post project.

*...of that 41%:*



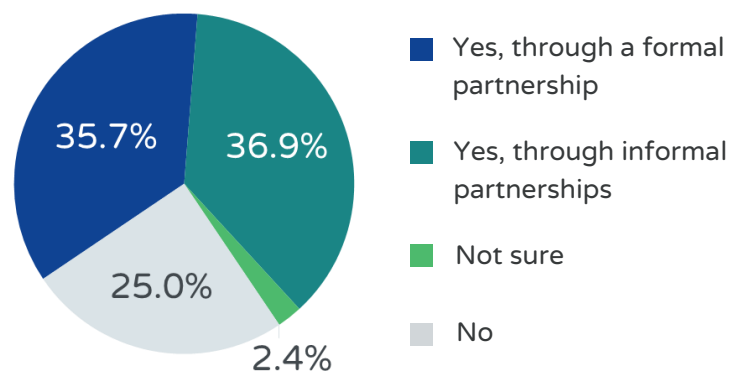
Have you continued to use SBV to build the capacity of your organization?



*“This experience has opened up ideas for us to engage in more skills-based volunteering opportunities that we hadn’t considered before.”*

- Nonprofit Executive Director

Did your organization continue its relationship with the company for which your SBV volunteers worked?



## Top Nonprofit Barriers to SBV

1. Lack of support or resources to implement or maintain the final product

2. Lack of understanding of overall value

3. Lack of understanding of time commitment

# About the Study:

Skills-based volunteering (SBV) is rapidly growing in popularity, **with more than 50% of companies engaging their employees in skilled service**. Still, the model is new to nonprofits and many have struggled to understand the long term impact it will have on their ability to deliver on their mission.

Common Impact embarked on the study to quantify the longitudinal impact of SBV on the social sector and heard first-hand the stories of **transformations SBV has had on our nonprofit partners**. We reached out to **over 400 nonprofits across 21 cities and across various mission areas who have all participated in one or more projects with Common Impact**. The results represent two decades of data that demonstrates the immediate, positive outcomes of these engagements on the social sector, including:

- ⇒ Ability to better serve current constituents
- ⇒ Ability to expand services and serve additional constituents
- ⇒ Ability to adapt to meet evolving or new social challenges
- ⇒ The value of the long term relationships with volunteers and companies they represent



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Supporters:  
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