



# Skills-Based Volunteering: The Business Case

Skills-based volunteering generates **social impact**, **talent** and **business** wins

## Skills-based volunteering delivers social impact

- Pro bono support is **crucial for nonprofits**, as reported by the 2018 Nonprofit Sector Survey from the Nonprofit Finance Fund that shows that **86% of nonprofits indicate demand for Pro Bono Services is rising**. ([CECP](#))
- 1.5 Million nonprofits exist in the United States, representing 10.2% of the workforce and 5.6% of GDP ([Urban Institute](#)). The **average nonprofit reports spending only 2% or less of its total budget on infrastructure**, compared to the 20% average traditionally spent by companies to build a strong infrastructure. ([Common Impact & Capital One, Redefining the Solution](#))
- A [study by True Impact](#) shows that skills-based volunteers were significantly **more likely than traditional, hands-on volunteers to increase the organizational capacity of the nonprofits they were serving**, by **35%** (increasing nonprofit reach) and **28%** (increasing nonprofit efficiency and effectiveness).



One hour of hands-on volunteer service is valued at \$28.54 ([Independent Sector](#)), whereas **one hour of skills-based volunteer service is valued at \$195**. ([CECP](#))

## Talent development is an outcome of skills-based volunteering

- Nearly **one-third** of all employees mention **opportunities for education or personal development in their reviews**, making this the third most frequently discussed topic ([MIT Sloan Management Review](#))
- **85%** of respondents believe that SBV helps **improve their communication skills vs. 77%** for non-skills-based volunteering. ([Deloitte Impact Survey](#))
- **90%** of companies surveyed by Deloitte reported a **significant and positive increase in overall leadership skills** as a result of pro bono and skills-based volunteering programs. ([The Purpose Driven Professional, Deloitte](#))
- Pro bono and SBV **projects help build new, job-related skills and experiences** - by offering greater management responsibility, increasing client or stakeholder interactions, or exposing volunteers to new subject matter at **95% the rate of traditional volunteer projects**. ([True Impact](#))

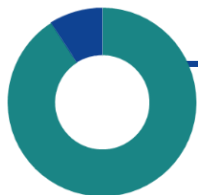
**96%** of Common Impact volunteers considered their experience a **professional development opportunity**.\*



## Skills-based volunteering supports recruitment & retention efforts

- **Skills-based volunteer programs demonstrate corporate commitment to community.** Working for a company with a strong purpose is more important to employees (88%) now than ever before. Nearly **70%** of employees say they **wouldn't work for a company without a strong purpose**. ([Porter Novelli](#))
- **Turnover dropped by 57%** in employee groups most deeply connected to their **companies' giving and volunteering efforts**. ([Benevity Engagement Study](#))

**91%** of skills-based volunteers reported that Common Impact projects make them feel more inclined to **recommend their company as a great place to work**.\*



## Skills-based volunteering deepens employee engagement

- According to the latest [Gallup report](#), 51% of employees are disengaged in the workplace, while 13% are actively disengaged. Through skills-based volunteer programs, employees have access to new opportunities at work; and companies boost employee engagement.
- 75% of companies offering giving and volunteering have two times more engagement than companies only offering giving or only offering volunteering. ([Carol Cone on Purpose](#))
- Skills-based volunteerism fulfills employees' desire for purpose and provides fringe benefits. 67% of senior executives say it could help employees become more engaged and productive in their own work. ([Covestro](#)) Overall, companies with high employee engagement are 21% more profitable. ([smarp](#))
- At HP, skills-based volunteers reported to have 59% higher employee morale than non-volunteers and 13% higher employee morale than “extra-hands” volunteers. ([A Billion + Change and The Case Foundation Study](#))



90% of companies showed a drop in turnover after implementing a skills-based volunteer program.\*

\*Common Impact volunteer respondents