

Skills-Based Volunteerism: Unlocking New Resources in your Community

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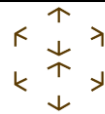


COMMON IMPACT

Hosted by **Meals On Wheels**
LEADERSHIP ACADEMY



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\$8MM in
community
investment



90,000+ pro
bono hours

Designed 350+
engagements



Common Impact catalyzes a new, connected
economy by aligning business and social
purpose.

What will we cover today?



- The role of Skills-Based Volunteering (SBV) in community health
- The business case for SBV
- Building meaningful partnerships
- A case study in the healthcare sector
- Getting started: a roadmap
- Resources and tools
- Discussion

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Poverty in the United States



1 out of 6 Americans is living in poverty

When you include “low income” Americans, (those just above the poverty line) this category includes **46% of Americans (146 Million people)**

The individuals impacted by poverty could be our neighbors, our colleagues, our friends

The **poverty line** for a family = earnings of less than **\$23,000 a year**

A **basic-needs budget** for a family in Boston = **\$64,500 a year**

The gap between what is considered poverty and a livable wage is significant

The Link Between Poverty and Health



Children in poverty are **1.3 times more likely** to have developmental delays or learning disabilities

Adults in poverty are at a **greater risk for chronic illness**, including asthma, depression, and obesity

Nearly 4 in 10 Americans in poverty lack health insurance, contrasting with the 14.3% of Americans who are not in poverty and uninsured



Poverty has been strongly linked to greater health risks and illness

The Nonprofit Sector



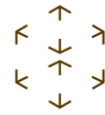
The nonprofit sector is a key partner to the public and private sector in **providing critical services to our communities**, such as healthcare, education, childcare, shelter and nutrition.



- ✓ **1.5 Million Nonprofits** across the United States
- ✓ Represents **10% of the National Workforce** and **5.5% of GDP**
- ✓ 75% of nonprofits have an operating budgets of less than \$500,000

The nonprofit sector is a significant and critical economic driver

The Capacity Building Need



Compared to the 20% average
spent by companies

The average
nonprofit spends
8.7% of its total
budget on its
infrastructure

8.7%

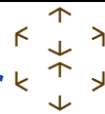
20%

"Redefining the Solution: Doing More with Less",
Capital One and Common Impact, 2010.

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The New Definition of a Good Career



75%

of companies now get involved in social issues

Source: Boston College Center for Corporate Citizenship

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Companies are Ready

More than 500 national corporations are expanding their skills-based program offerings to nonprofit organizations



GlaxoSmithKline



STATE STREET



Deloitte.



TOYOTA



A Targeted Effort

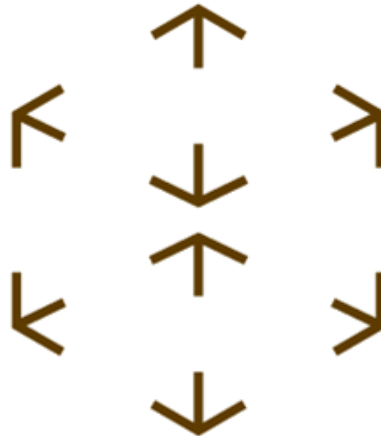
Skills-Based Volunteering aligns the unique talents of an individual to the nonprofit challenge they are best positioned to address.

The Result: The value of volunteer time is magnified up to 7 times



In 2011, **64.3 million Americans** volunteered 7.9 billion hours worth \$171 billion.*

*Corporation for National and Community Service. "Research Brief: Volunteering in America Research Highlights" (2012).



Breaking Down the Business Case

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What's in it for...



...Companies?



- ✓ Create deeper relationships with community partners
- ✓ Provide resources to nonprofits despite winnowing philanthropic budgets
- ✓ Develop the functional, professional and workplace skills of its people

...Volunteers?



- ✓ Create strong, long term relationships with nonprofit partners
- ✓ Provide greater value in less time
- ✓ Develop professional skills critical to both sectors – innovation, collaboration, customer-focus, problem-solving

...Nonprofits?

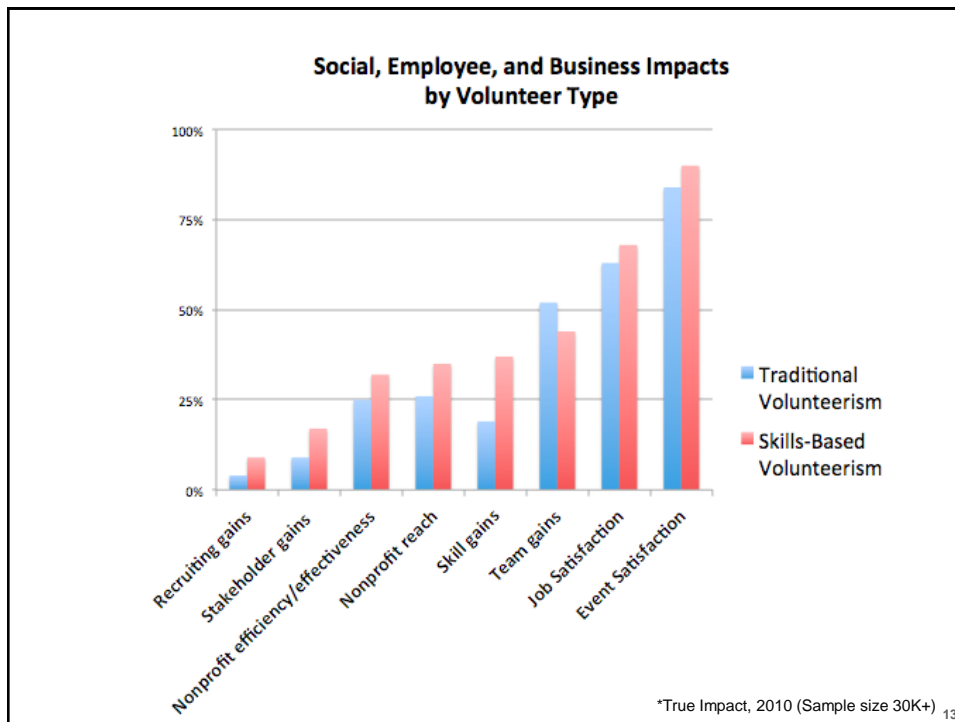


- ✓ Build organizational infrastructure
- ✓ Conduct strategic and business planning
- ✓ Inject a fresh perspective into strategy and operations
- ✓ Cultivate deeper partnerships with individual and corporate supporters

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Sell it to your Nonprofit



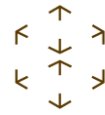
✓ Identify a project that's already a need for your organization, don't create one because you want to engage a volunteer

✓ Picture success: What will be different / better once the project is completed successfully?

✓ Get early input and support from staff

✓ Skills-Based Volunteers aren't free: Understand the true costs of the project and balance that against the value

Sell it to your Company



70% of employees are disengaged

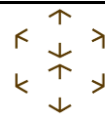
62% of employees that participate in skills-based initiatives feel more positively about their company

- ✓ Stronger relationships in the community
- ✓ Enhanced brand value
- ✓ Skill gain
- ✓ Increased employee retention

"It is about retaining the best of the best, I fundamentally believe the investments we're making here will help differentiate us."

- Global Corporate Affairs, SAP

Sell it to your volunteer



✓ Resume Builder

76% of recruiters say SBV makes a candidate more attractive

✓ Impact of Contribution

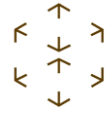
40%

✓ Stretch expertise

of SBVs create meaningful, longer term relationships with their nonprofit partners

"With a nonprofit as my client, I had an opportunity to solve problems with limited resources, think creatively, innovate, and to manage a team of my peers."

From the Skills-Based Volunteers



95% had a relevant professional development experience

94% had a greater appreciation for corporate resources

92% feel more inclined to recommend their company as a great place to work

96% say participation positively influenced their interest in volunteering

96% met new colleagues on their project

81% of employees saw improved interpersonal skills

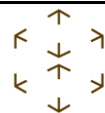
Common Impact Skills-Based Volunteer Survey Results, 2000 - 2012

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Sell it to your Funders



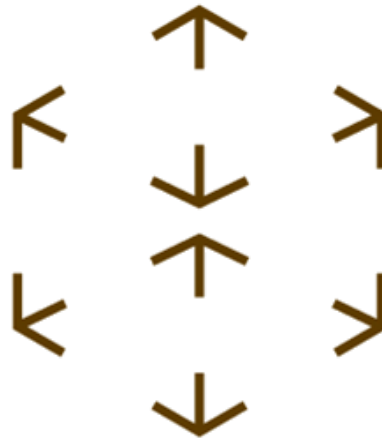
✓ Connect it to your strategic plan

✓ Define the market value of the project

✓ Be explicit about the impact it'll have on the population you serve

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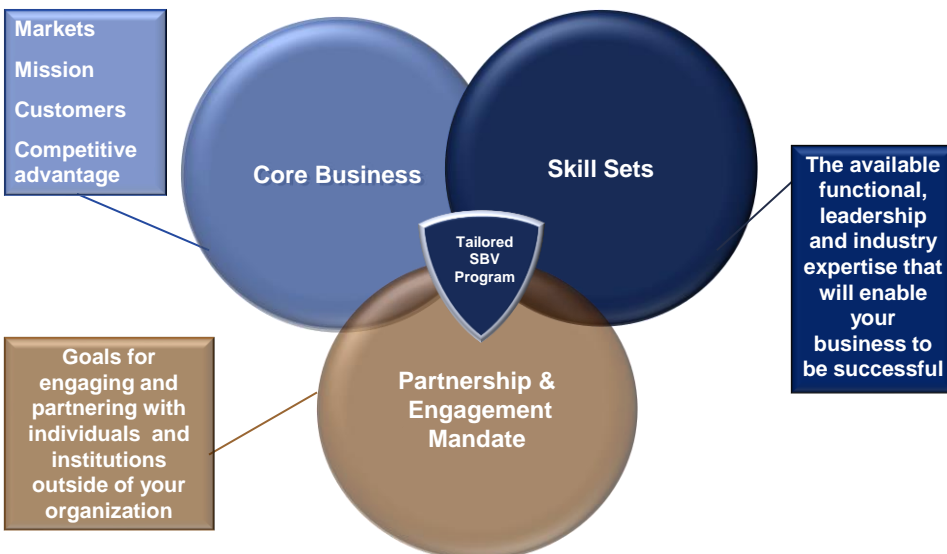
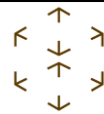
Building Meaningful Skills-Based Partnerships

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Designing the Program



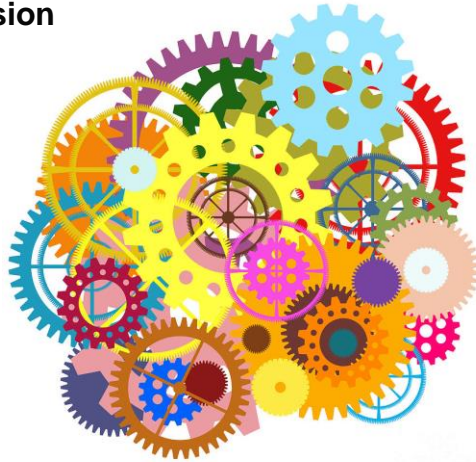
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Designing the Program

- ✓ Partner Industry & Mission
- ✓ Number of Partners
- ✓ Depth of Engagement
- ✓ Commitment Involved
- ✓ Team Composition
- ✓ Project Scope
- ✓ Timeline



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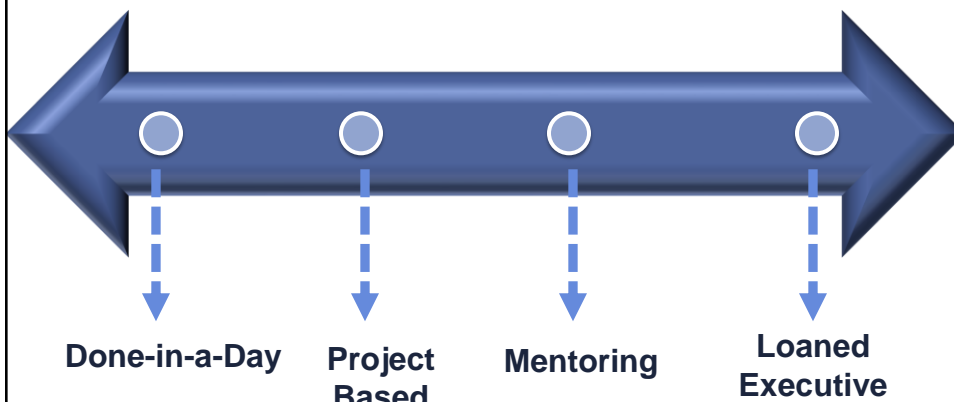
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Skills-Based Spectrum

"Quick hit" support
Lower time
commitment

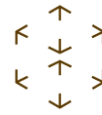
In-depth support
Higher time
commitment



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Finding the right partner



- ❑ Clear, quantifiable business benefit for both partners
- ❑ Targets priority goals for both partners
- ❑ Complementary skills and field expertise
- ❑ Cultural and work style fit
- ❑ Alignment of core business
- ❑ Critical need without a critical timeline

A Case Study

The Nonprofit



Health
Leads



The next generation
of healthcare leaders



A different kind
of healthcare

Challenge

Build a business case to
formalize and monetize the
organization's organically
grown partnership with clinics

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The Company



 athenahealth



Challenge

Provide athenahealth and
its employees with a deep
understanding and an
ability to impact the health
issues in its communities

- ✓ Influencing
- ✓ Empathy
- ✓ Developing Hypotheses
- ✓ Designing Elegant Solutions

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The Design



Who: 5 employees from the athenaLEAP leadership development program

Expertise: Provider-side incentives and challenges, Electronic Health Record management, federal healthcare policy, business case framing, metrics development

Scope: Build the business case and a dynamic tool for HealthLeads to use to transform partnership conversations with clinics

Duration: 6 months

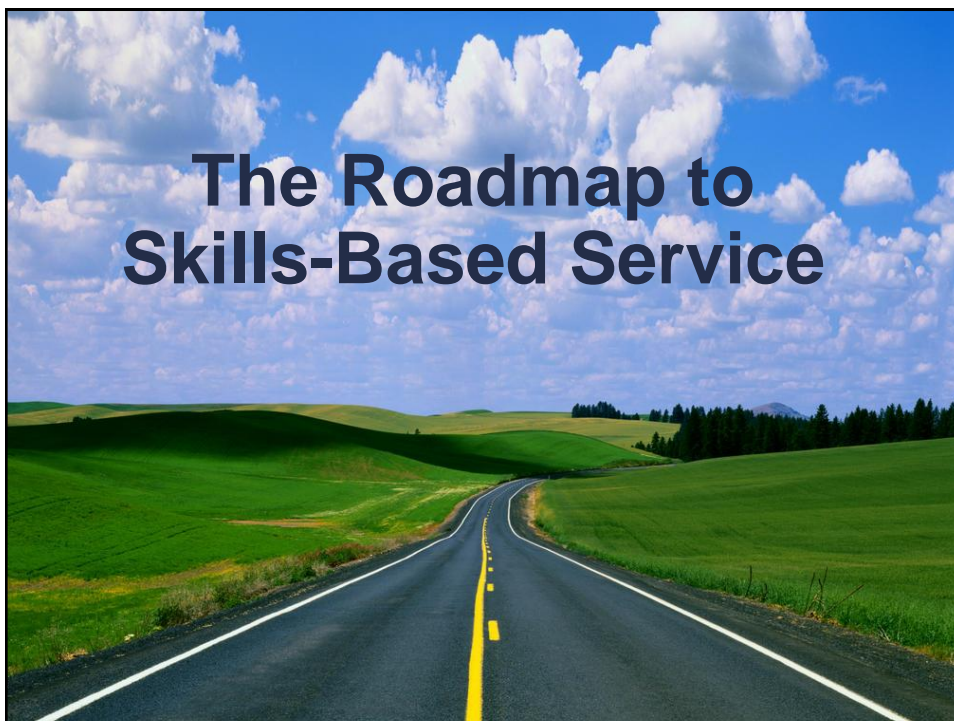
Commitment: 4 hours / week

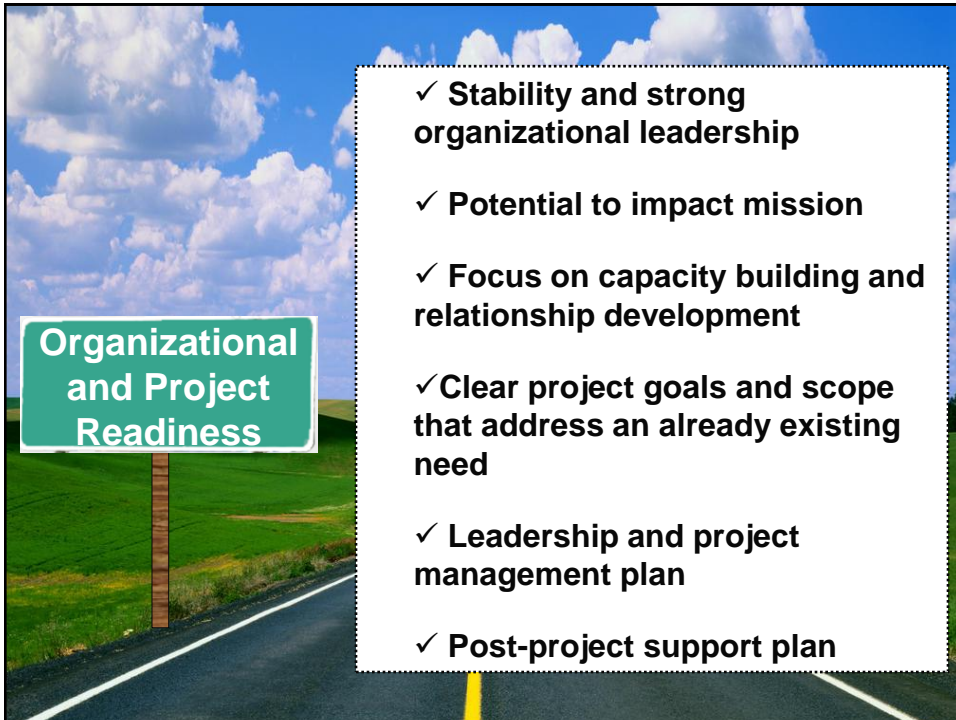


A Look Back at the Checklist



- ✓ Clear, quantifiable business benefit for both partners
 - athena: "On the ground" exposure to healthcare delivery and leadership training
 - HealthLeads: A dynamic tool to quickly and accurately share with different clinics the benefits of partnership
- ✓ Targets priority goals for both partners
- ✓ Complementary skills and field expertise
 - Provider and biz perspective from athena, patient behavior and incentives from HealthLeads
- ✓ Organizational culture fit
 - Both value innovation, technology and casual professionalism
- ✓ Alignment of core business
 - Increase the quality of time doctor's spend with patients
- ✓ Critical need without a critical timeline





Organizational and Project Readiness

- ✓ **Stability and strong organizational leadership**
- ✓ **Potential to impact mission**
- ✓ **Focus on capacity building and relationship development**
- ✓ **Clear project goals and scope that address an already existing need**
- ✓ **Leadership and project management plan**
- ✓ **Post-project support plan**



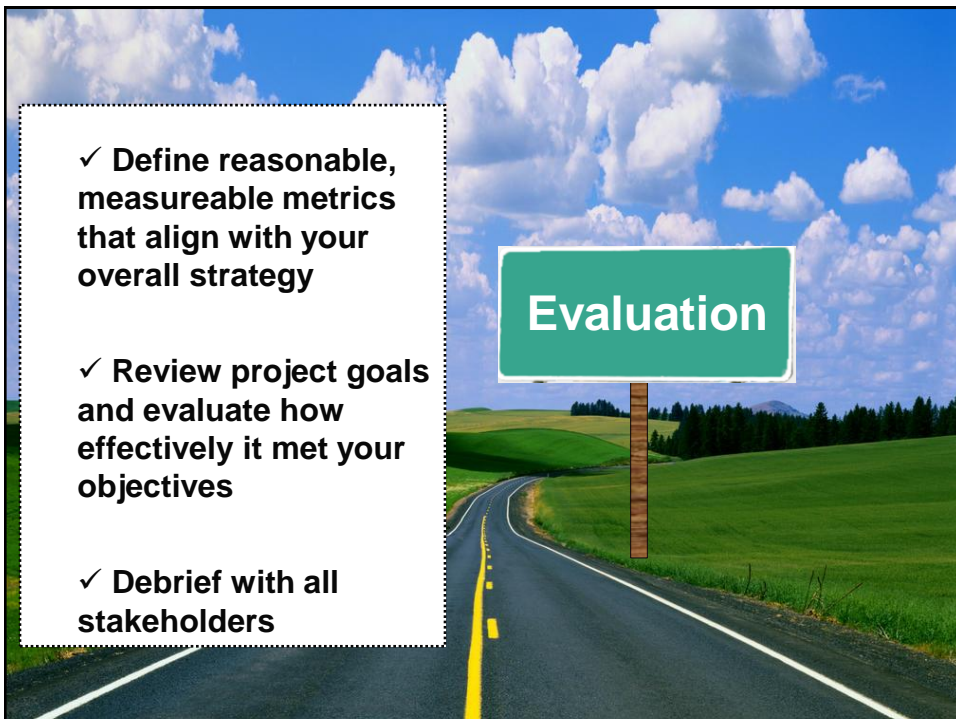
Sourcing Volunteers

- ✓ **Identify the skills needed**
- ✓ **Create clear project and “job” description**
- ✓ **Shop it with your close networks and through volunteer conveners – you probably already know your next SBV!**



Management

- ✓ Assign one staff member to lead the project
- ✓ Use a defined project mgmt. process
- ✓ Define the decision-making process
- ✓ Treat the project as a paid engagement



Evaluation

- ✓ Define reasonable, measureable metrics that align with your overall strategy
- ✓ Review project goals and evaluate how effectively it met your objectives
- ✓ Debrief with all stakeholders

Getting Started: Resources



Readiness Roadmap

Step-by-step roadmap to SBV for nonprofits

www.readinessroadmap.org

Measuring the Results: The Business Case for SBV

A framework and case studies

http://www.commonimpact.org/pdf/Report_3.pdf

Skills-Based Volunteering 101 Handbook

A guide to project readiness

http://www.commonimpact.org/pdf/Skilled-Volunteering_101_Handbook.pdf

Volunteerism ROI Tracker

A guide to benchmarking the social and business value of volunteerism

<http://www.trueimpact.com/volunteerism-roi-tracker/>

Billion + Change Resource Page

A collection of resources from a wide variety of pro bono experts

<http://www.abillionpluschange.org/resources>



Thank You!