



**WHAT'S YOUR PASSION?  
PUT YOUR HEART INTO IT ... VOLUNTEER!**

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FLORIDA VOLUNTEER MONTH 2008

## THE BUSINESS CASE FOR VOLUNTEERING

Employers are becoming increasingly aware of the value of employee volunteer programs as a cost-effective method of demonstrating good corporate citizenship.

### FACTS:

- More than 90 percent of Fortune 500 companies have employee volunteer programs. \*
- New research shows that companies that help employees volunteer with nonprofit organizations could have a leg up with recruiting Generation Y (18-26 year-old) talent. Nearly two-thirds of the respondents (62%) in the 2007 Volunteer IMPACT survey by Deloitte & Touche USA said they would prefer to work for companies that give them opportunities to contribute their talents to nonprofit organizations. \*\*
- 64% of executives surveyed say that corporate citizenship produces a tangible contribution to the company bottom line. Among executives at large companies, 84% see direct bottom-line benefits. \*\*

## EMPLOYEE VOLUNTEER PROGRAM BENEFITS \*\*

### Benefits to the Employee

- Improves performance
- Increases job satisfaction, attitude and morale
- Encourages teamwork
- Promotes leadership and skill development
- Improves communication between employees and their supervisors, and across departments

### Benefits to the Corporation

- Builds brand awareness and affinity
- Strengthens trust and loyalty among consumers
- Enhances corporate image and reputation
- Improves employee retention
- Increases employee productivity and loyalty
- Provides an effective vehicle to reach strategic goals

### Benefits to the Community

- Provides skilled and talented volunteer pool, as employees devote personal and professional skills to community needs
- Offers direct cost savings for community service organizations in saved recruiting and labor costs
- Creates quantifiable social impact
- Helps bring community needs into focus

#### LEGEND

- \* Points of Light Foundation, 2006
- \*\* VolunteerMatch, 2007