

Brighten Your World 
VOLUNTEER!
APRIL IS FLORIDA VOLUNTEER MONTH!

THE BUSINESS CASE FOR VOLUNTEERING

Employers are now aware of the value of corporate social responsibility and volunteerism as a cost-effective method of fostering brand loyalty and enhancing staff development, while contributing much needed support to nonprofits.

FACTS:

- Among Fortune 500 human resource professionals surveyed, **91 percent** of respondents agree that skills-based volunteering adds value to training and development programs, particularly as it relates to fostering leadership skills. *
- Among Fortune 500 human resource professionals surveyed, **90 percent** of respondents agree that skills-based volunteering adds value to training and development programs, particularly as it relates to fostering the development of business skills. *
- **82 percent** of American moms say they drive household purchasing decisions, representing more than **\$2.1 trillion** in annual spending. With regard to their purchasing decisions: †
 - **85.6 percent** say it's important for companies to support a cause.
 - **58 percent** say they would pay more for a brand that supports a cause.
 - **69.2 percent** say they would try a brand because it supports a cause.
 - **76.8 percent** say they would recommend a brand that supports a cause.
 - Overall, **66 percent** of moms say they have purchased a brand because it supports a cause.

EMPLOYEE VOLUNTEER PROGRAM BENEFITS**

Companies benefit from:

- Increased employee morale, loyalty and productivity
- Enhanced recruitment, especially among millennials and boomers
- Stronger customer goodwill and loyalty
- Enhanced profitability
- Additional investors
- Improved return on community investment



Employees benefit from:

- Enhanced organizational, leadership, communications and decision-making skills
- Expanded and more-sophisticated core competencies
- Larger, stronger networks, both inside and outside of the company
- Additional opportunities to advance within the company
- Improved morale, interest level and overall work experience

Communities benefit from:

- Improved, expanded services
- Fewer and less critical social problems
- More civic engagement and long-term, dedicated volunteers
- A stronger local, regional and national economy
- Better quality of life overall
- 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

- * Deloitte Volunteer IMPACT Study, 2008
- † PR Week/Barclay Cause Survey, 2008
- ** Corporation for National and Community Service