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Study: Volunteers and Non-Profits Overlooking Opportunities to Maximize Impact

2006 Deloitte / Points of Light Volunteer IMPACT Study Shows Valuable Workplace Skills of Volunteers Go Largely Untapped

NEW YORK, April 24, 2006 – Despite a need for more resources, the vast majority of non-profit organizations are not capitalizing on the valuable professional skills of their volunteers, a new study has found. More than three quarters of non-profit leaders (77 percent) believe that skilled volunteers could significantly improve their organization’s business practices. Yet just 12 percent of non-profits actually put volunteers to work on such assignments. That’s among the findings of the 2006 Deloitte / Points of Light Volunteer IMPACT Study, released today by Deloitte & Touche USA LLP and the Points of Light Foundation to coincide with National Volunteer Week.

“Professional skills of volunteers are extremely valuable to non-profits, but to a great extent, are being underutilized,” said James H. Quigley, CEO of Deloitte & Touche USA LLP. “This insight uncovers an untapped resource that could significantly increase the effectiveness of non-profits and their contribution to the community.”

“Volunteers are one of our nation’s most valuable assets, but more can be done to unleash their potential,” added Robert K. Goodwin, president and CEO of the Points of Light Foundation, the Washington, D.C.-based non-profit organization that sponsors National Volunteer Week.

Untapped Potential

The 2006 Deloitte / Points of Light Volunteer IMPACT Study, which surveyed non-profit executives and volunteers from corporate America, showed that nearly nine out of 10 non-profit leaders (89 percent) generally agree that volunteers’ workplace skills are valuable to non-profits. Working professionals shared a similar view. Seventy-three percent of them believe their workplace skills are valuable to a non-profit organization.

Yet, nearly two-thirds (62 percent) of non-profit executives report they do not work with any companies that provide volunteers. Just 12 percent of non-profits report they typically align tasks with the specific workplace skills of volunteers.

Other key research findings include:

- Two out of five volunteers (40 percent) say they actively look for opportunities to use their workplace skills when they volunteer
- Nearly one-third (29 percent) of volunteers believe their workplace skills are what non-profit organizations need from them most
- Only about one in five volunteers (19 percent) say they primarily apply their workplace skills in their volunteer assignments

The study indicates that skills-based volunteering is highly beneficial to the volunteer, as nearly two-thirds of volunteers (63 percent) think volunteering has had a positive effect on their

career. Quigley notes, "People who use their workplace skills as volunteers are rewarded on many different levels. Often their volunteer experience gives people an opportunity to demonstrate and improve their abilities in a different context, which can spark creative problem solving that is directly applicable in the workplace. We see that frequently at Deloitte."

Inspiring By Example

Following the theme of this year's National Volunteer Week – "Inspire By Example" – Deloitte is acting on the findings of the 2006 Deloitte / Points of Light Volunteer IMPACT survey by enhancing its approach to IMPACT Day, the organization's national day of volunteer service on June 9.

"Deloitte has a long history of contributing to its communities, and we believe we can have an even greater long-term impact by changing the way we view community involvement," Quigley said. "We are implementing a long-term strategy to align the professional skills of our employees to help non-profits address strategic business challenges. We call this approach skills-based volunteerism."

Survey Methodology

The 2006 Deloitte / Points of Light Volunteer IMPACT survey was administered by Opinion Research Corporation. A nationally representative sample of 750 white-collar workers who hold owner/manager or sales/clerical positions was asked eight aided and unaided questions in a CARAVAN® omnibus survey conducted March 2-6. Two subsequent, but independent, questions were asked of 755 white-collar workers March 23-27. Both surveys had margins of error of +/- 3.6 percent.

A nationally representative sample of 200 non-profit directors and managers were asked 10 different aided and unaided questions during an online survey conducted March 23-24. That survey had a margin of error of +/- 7.0 percent.

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About the Points of Light Foundation

The Points of Light Foundation & Volunteer Center National Network engages and mobilizes millions of volunteers who to help solve serious social problems in thousands of communities. Through a variety of programs and services, the Foundation encourages people from all walks of life – businesses, faith-based organizations, low-income communities, families, youth, and older adults – to volunteer. For more information call 202-729-8000 or visit www.PointsofLight.org. To volunteer, call or visit www.1-800-Volunteer.org.

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2006 Deloitte / Points of Light Volunteer IMPACT Survey National Survey Results

Non-Profit Executives, March 22, 2006

Which of the following best describes your title?

Response	All
Director/Department Head	61%
General Manager	20%
President/CEO/COO	8%
CFO/Controller/Treasurer	6%
Chairman/Board Member	4%
EVP/SVP	2%
Don't Know/None of these	0%

What ONE primary service do you typically assign your volunteers?

Response	All
Working directly with those your nonprofit serves	45%
Clerical work	23%
Using their skills to help improve business practices	12%
Physical labor (that does not include interacting with the people your nonprofit serves)	11%
Don't know	10%

How valuable are volunteers' workplace skills to a nonprofit?

Response	All
Valuable ¹	90%
Not Valuable ²	5%
Don't know	6%

When providing volunteers to your organization, what is the most valuable contribution a company can make?

Response	All
Providing volunteers to work directly with our clients	46%
Helping to improve our business practices	35%
Doing manual labor	10%
Don't know	11%

¹ Valuable equals the net number of respondents that answered extremely valuable or very valuable.

² Not valuable equals the net number of respondents that answered not very valuable or not valuable at all.

Does your organization work with any companies that provide volunteers?

Response	All
Yes	28%
No	62%
Don't know	11%

To what extent do you agree or disagree with each of the following statements?

Question	Agree ³	Disagree ⁴	Don't Know
In general, nonprofit organizations operate as efficiently as for-profit companies.	80%	18%	3%
My nonprofit could benefit significantly from corporate volunteers focused on improving business practices in our organization.	77%	18%	5%
My nonprofit currently is effective at utilizing the workplace skills of corporate volunteers to improve business practices in our organization.	57%	38%	5%

What is the biggest challenge your nonprofit faces when utilizing skilled corporate volunteers?

Response	All
Recruiting skilled volunteers	35%
Getting enough of a time commitment from corporate volunteers	25%
Identifying opportunities where corporate volunteers can apply their workplace skills	24%
Training corporate volunteers	6%
Don't know	11%

What is the biggest challenge your nonprofit faces in meeting its mission today?

Response	All
We need more money	66%
We need better business practices	16%
We need more volunteers to work with our clients	14%
Don't know	5%

What is the most valuable contribution a company can make to your nonprofit?

Response	All
Making a financial donation	56%
Donating products in-kind	15%
Providing volunteers to work with our clients	14%
Helping to improve our business practices	13%
Don't know	4%

³ Agree equals the net number of respondents that answered strongly agree or somewhat agree.

⁴ Disagree equals the net number of respondents that answered somewhat disagree or strongly disagree.

White Collar Workers, March 2-6, 2006

What effect do you think volunteering has had on your career?

Response	All
Positive ⁵	63%
Neither Positive nor Negative	17%
Negative ⁶	3%
I do not volunteer	15%
Don't know	1%

What ONE service can you provide that a non-profit organization needs MOST?

Response	All
Using your workplace skills with the staff or management of the non-profit	29%
Donating money	27%
Working directly with those the non-profit serves	21%
Performing physical labor	17%
Don't know / Other	5%

What ONE primary service do you typically provide when you volunteer with a non-profit organization?

Response	All
Donating money	26%
Working directly with those the non-profit serves	22%
Using your workplace skills with the staff or management of the non-profit	19%
Performing physical labor	15%
I do not volunteer	15%
Don't know / Other	2%

How valuable are your workplace skills to a non-profit?

Response	All
Valuable ⁷	73%
Not Valuable ⁸	24%
Don't know	3%

When you volunteer, you actively seek opportunities to contribute your workplace skills.

Response	All
Agree ⁹	65%
Disagree ¹⁰	18%
I do not volunteer	15%
Don't know	1%

⁵ Positive equals the net number of respondents that answered very positive or somewhat positive.

⁶ Negative equals the net number of respondents that answered somewhat negative or very negative.

⁷ Valuable equals the net number of respondents that answered extremely valuable or very valuable.

⁸ Not valuable equals the net number of respondents that answered not very valuable or not valuable at all.

⁹ Agree equals the net number of respondents that answered strongly agree or somewhat agree.

¹⁰ Disagree equals the number of respondents that answered somewhat disagree or strongly disagree.

What do you think is the one BIGGEST problem non-profits face?

Response	All
They need to operate more efficiently	35%
They need more volunteers for direct service	32%
They need more money	28%
Don't know / Other	5%

The greatest contribution your company can make to the community is...?

Response	All
Allowing employees to volunteer	40%
A financial donation	37%
A donation of your core products and services	17%
Don't know	5%

In general, non-profit organizations operate as well as for-profit companies.

Response	All
Agree ¹¹	62%
Disagree ¹²	36%
Don't know	2%

¹¹ Agree equals the net number of respondents that answered strongly agree or somewhat agree.

¹² Disagree equals the number of respondents that answered somewhat disagree or strongly disagree.

White Collar Workers, March 23-27, 2006

Thinking about the recent times that you volunteered with a particular non-profit organization, what BEST describes your ability to use your workplace skills to help that non-profit organization fulfill its mission?

Response	All
You actively looked for opportunities to use your workplace skills and were able to find opportunities to use your skills	34%
You did not actively look for opportunities to use your workplace skills, but you were able to find opportunities to use them	24%
You did not actively look for opportunities to use your workplace skills and did not find opportunities to use them	20%
You actively looked for opportunities to use your workplace skills, but could not find opportunities to use them	5%
I do not volunteer	14%

Which, if any, of the following describes why you were unable to use your workplace skills?

Response	All
The non-profit did not inquire about your workplace skills	34%
The non-profit was not structured to use your workplace skills	32%
Your workplace skills were not valuable to the non-profit	27%
The non-profit could not find a way for you to use your workplace skills	22%
Don't know / Other	20%

Survey Methodology

The 2006 Deloitte / Points of Light Volunteer IMPACT survey was administered by Opinion Research Corporation. A nationally representative sample of 750 white-collar workers who hold owner/manager or sales/clerical positions was asked eight aided and unaided questions in a CARAVAN[®] omnibus survey conducted March 2-6. Two subsequent, but independent, questions were asked of 755 white-collar workers March 23-27. Both surveys had margins of error of +/- 3.6 percent.

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