

NONPROFITS NEED SUPPORT



8.7%

The average nonprofit reports spending only 8.7% of its total budget on overhead.



20%

Compared to the 20% average traditionally spent by companies to build a strong infrastructure.

SKILLED VOLUNTEERS CAN HELP

Skilled volunteers can fill those gaps and help strengthen organizations in the short- and long-term.

The value of skilled volunteer support for general operations, technology and professional services can be **500%** greater than the value of other forms of volunteering²

92% of nonprofits report not having enough pro bono resources¹

¹“Nonprofit Survey: Leveraging Pro Bono Resources”, FTI Consulting and the Taproot Foundation, 2011.

² U.S. Bureau of Labor Statistics and 2012 Volunteerism ROI Tracker Analysis, True Impact, 2012.

WHAT IS PRO BONO?

Services donated by
professionals to
organizations working for
the public good.

VOLUNTEER ENGAGEMENT SPECTRUM

EXTRA HANDS		INFRASTRUCTURE AND LEADERSHIP	
TRADITIONAL VOLUNTEERING	SKILLS-BASED VOLUNTEERING		
	GENERAL SKILLS	BOARD SERVICE	PRO BONO EXPERTISE
<ul style="list-style-type: none">▶ Playground clean-up▶ Soup kitchen▶ Food pantry	<ul style="list-style-type: none">▶ Tutoring▶ Literacy programs▶ Science fair judge	<ul style="list-style-type: none">▶ Board placement▶ Board member training	<ul style="list-style-type: none">▶ IT assistance▶ Collateral design▶ HR consulting

8 MODELS



LOANED EMPLOYEE

An employee is granted a sanctioned and compensated leave of absence to pursue a pro bono project.



FUNCTIONAL COACHING AND MENTORING

Employees match up with their nonprofit peers, form a relationship, and share functional expertise.



MARATHON

A company pools human capital resources on a pro bono project within a short, predetermined timeframe (usually 12-24 hours) to deliver a mass volume of deliverables.



STANDARDIZED TEAM PROJECTS

Individuals are placed on teams, each with specific roles and responsibilities. Each project is scoped and structured around a standard deliverable based on the needs of the nonprofit partners.



OPEN-ENDED OUTSOURCING

A company makes its services available to a specific number of nonprofit organizations on an ongoing, as needed basis.



SECTOR-WIDE SOLUTIONS

A company creates a deliverable pro bono that can be applicable to all nonprofits across the sector.



GENERAL CONTRACTING

An entity coordinates and oversees internal and external resources, promoting cross-sector collaboration to address a specific social problem.



SIGNATURE ISSUE

The combination of formal pro bono work with additional corporate assets for the purpose of leveraging significant internal resources against a specific social issue.

BENEFITS OF PRO BONO



Build reputation.

Corporate citizenship is the **top driver** of reputation



Gain market insights.

84% of projects resulted in new business due to new relationships or exposure



Attract, engage and retain talent.

80% of managers say pro bono can enhance recruitment of new hires

BENEFITS OF PRO BONO



Kickstart innovation.

1/3 of US CEOs site product/service innovation as a priority in 2014



Develop leaders.

90% HR execs agree that pro bono can develop leadership skills



Maximize value.

\$120/hr for Pro Bono
vs.
\$19.21/hr for Traditional Volunteering

PRO BONO TAKES TIME TO MANAGE

60 volunteers
1 day project

=

70-80
hours staff time

DESIGNING A PROGRAM THAT'S RIGHT FOR YOU

TAPROOT'S APPROACH TO PROGRAM DESIGN RESPONDS TO YOUR **SPECIFIC CONTEXT AND NEEDS**



1. Define vision and strategy



2. Develop a customized program design



3. Support program implementation



4. Evaluate, enhance, and scale

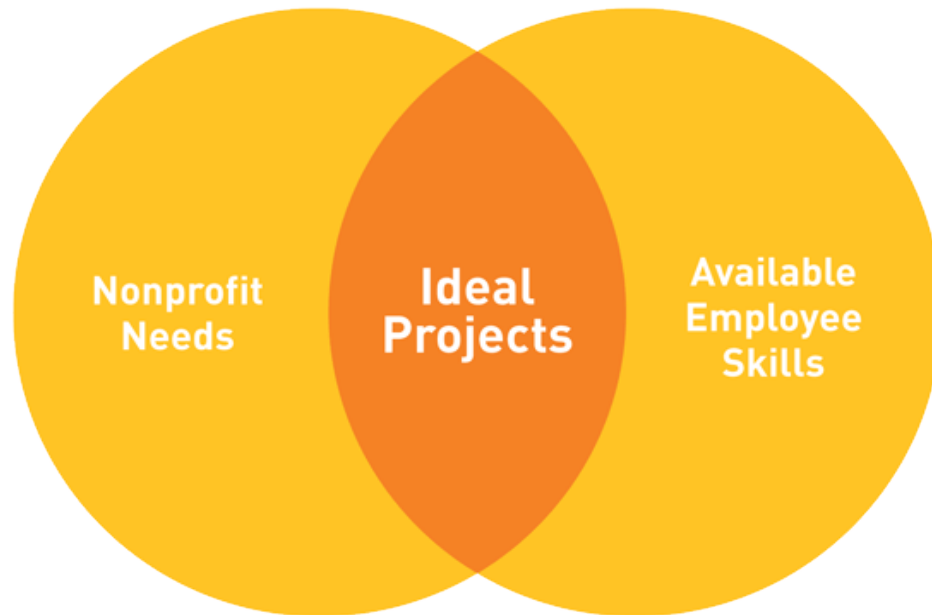
HELPING YOU IDENTIFY LONG-TERM GOALS

DESIGN A PROGRAM THAT'S **ALIGNED WITH YOUR GOALS** FOR THE COMMUNITY, YOUR BUSINESS, AND YOUR EMPLOYEES.

- ❑ What **business objectives** will the program help you accomplish?
- ❑ What **social impact** do you want the program to have?
- ❑ What are your plans for **scaling** this program?

MATCHING EXPERTISE WITH NONPROFIT NEEDS

WHERE CAN YOUR COMPANY **MAKE THE BIGGEST
IMPACT?**



DISCUSSION

Which goals, criteria, resources and limitations do *you* need to think about to decide which program type is best for you?

- ▶ What kind of **impact** do I want to have? On what organizations?
- ▶ What **types of employee skills** can I tap?
- ▶ **How many employees** do I want to engage? For how long?
- ▶ How much **bandwidth** do I have **to run a program**? How much **budget**?
- ▶ How much does this program need to **align with other initiatives**?
- ▶ What other **corporate assets** (in-kind or financial contributions) can I leverage to support a program?
- ▶ What **policies and procedures** can I adopt (PTO, recognition programs) to support pro bono or skills-based volunteering?
- ▶ What existing resources can you leverage to **share information and raise awareness** for my program? (Examples: intranet, HR brochures, company newsletter, etc.)