



## Highlights of 2007 Deloitte Volunteer IMPACT Survey Of Gen Y (18-26 year olds)

What is the one, single-most important reason you volunteer with a non-profit organization?

Response	All
To have a meaningful impact on my community	33%
To fulfill a personal desire to give back	25%
To gain experience for my resume	10%
To have fun and socialize with other volunteers	10%
Other	2%
I don't volunteer	20%

I prefer to work for a company that provides opportunities for me to apply my skills to benefit non-profit organizations.

		Cross tabulation of respondents who do volunteer and who do not volunteer.	
Response	Total Respondents	"I volunteer"	"I don't volunteer"
Agree (Net)	62%	68%	37%
Neither agree nor disagree	34%	29%	52%
Disagree (Net)	4%	2%	10%

*Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.*

My company provides opportunities for me to apply my skills to benefit non-profit organizations.

		Cross tabulation of respondents who do volunteer and who do not volunteer.	
Response	Total Respondents	"I volunteer"	"I don't volunteer"
Agree (Net)	39%	44%	18%
Neither agree nor disagree	23%	23%	23%
Disagree (Net)	32%	30%	45%
Don't know	6%	4%	14%

*Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.*

My company has a *compelling* program to encourage volunteerism among its employees.

		Cross tabulation of respondents who do volunteer and who do not volunteer.	
Response	Total Respondents	"I volunteer"	"I don't volunteer"
Agree (Net)	30%	35%	12%
Neither agree nor disagree	26%	26%	25%
Disagree (Net)	36%	34%	45%
Don't know	8%	5%	18%

*Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.*

I feel that my work-related skills or talents are valuable to a non-profit.

		Cross tabulation of respondents who do volunteer and who do not volunteer.	
Response	Total Respondents	"I volunteer"	"I don't volunteer"
Agree (Net)	74%	80%	51%
Neither agree nor disagree	22%	17%	40%
Disagree (Net)	4%	3%	9%

*Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.*

Companies should ask employees about their personal interests for the purpose of matching them with volunteer opportunities.

		Cross tabulation of respondents who do volunteer and who do not volunteer.	
Response	Total Respondents	"I volunteer"	"I don't volunteer"
Agree (Net)	67%	71%	51%
Neither agree nor disagree	24%	21%	34%
Disagree (Net)	9%	7%	14%

*Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.*

My company asks employees about their personal interests for the purpose of connecting them to community involvement opportunities.

Response	All
Agree (Net)	28%
Neither agree nor disagree	24%
Disagree (Net)	43%
Don't know	6%

*Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.*

Companies should make an effort to match their employees' work-related skills or talents with the needs of a non-profit organization, for volunteering purposes.

		Cross tabulation of respondents who do volunteer and who do not volunteer.	
Response	Total Respondents	"I volunteer"	"I don't volunteer"
Agree (Net)	65%	70%	49%
Neither agree nor disagree	28%	25%	39%
Disagree (Net)	7%	5%	12%

*Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.*

My company makes an effort to match its employees' work-related skills or talents with the needs of a non-profit organization, for volunteering purposes.

Response	All
Agree (Net)	29%
Neither agree nor disagree	26%
Disagree (Net)	37%
Don't know	8%

*Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.*

Companies should use volunteering as a professional development tool.

		Cross tabulation of respondents who do volunteer and who do not volunteer.	
Response	Total Respondents	"I volunteer"	"I don't volunteer"
Agree (Net)	70%	74%	53%
Neither agree nor disagree	24%	20%	37%
Disagree (Net)	6%	6%	9%

*Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.*

My company uses volunteering as a professional development tool.

		Cross tabulation of respondents who do volunteer and who do not volunteer.	
Response	Total Respondents	"I volunteer"	"I don't volunteer"
Agree (Net)	28%	31%	15%
Neither agree nor disagree	26%	26%	25%
Disagree (Net)	39%	38%	45%
Don't know	7%	5%	15%

*Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.*

An employee's involvement in the community should be considered as part of his or her performance review.

		Cross tabulation of respondents who do volunteer and who do not volunteer.	
Response	Total Respondents	"I volunteer"	"I don't volunteer"
Agree (Net)	50%	54%	36%
Neither agree nor disagree	27%	25%	34%
Disagree (Net)	23%	21%	30%

*Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.*

My company considers my community involvement as part of my performance review.

Response	All
Agree (Net)	26%
Neither agree nor disagree	23%
Disagree (Net)	43%
Don't know	8%

*Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.*

During your hiring process at your current company, the company's volunteering program was . . .

Response	All
Not discussed	66%
Briefly mentioned	20%
A big focus of at least one conversation	6%
I do not remember	8%

Volunteering offers me the opportunity to enhance my leadership skills.

		Cross tabulation of respondents who do volunteer and who do not volunteer.	
Response	Total Respondents	"I volunteer"	"I don't volunteer"
Agree (Net)	76%	82%	50%
Neither agree nor disagree	20%	15%	41%
Disagree (Net)	4%	3%	8%

*Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.*

Volunteering offers me the opportunity to develop skills I can use at work.

		Cross-tabulation of respondents who do volunteer and who do not volunteer.	
Response	Total Respondents	"I volunteer"	"I don't volunteer"
Agree (Net)	75%	81%	55%
Neither agree nor disagree	21%	17%	36%
Disagree (Net)	4%	3%	9%

*Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.*

What do you feel is the one most valuable thing you could personally contribute to a non-profit in order to have the most meaningful impact?

Response	All
My help providing services to those the non-profit helps	23%
My work-related skills or talents to help improve how the non-profit operates	20%
My physical (manual) labor	18%
My help staffing or participating in an event	17%
A donation of money	11%
Other	2%
Don't know	9%

The greatest contribution a company can make to a non-profit organization is...

Response	All
Making a financial donation	37%
Allowing its employees to volunteer their work-related skills or talents	26%
Allowing its employees to volunteer in a hands-on (more physical) way	25%
Making a product donation	8%
Other	3%

How often would you say a company should offer opportunities for its employees to contribute their work-related skills or talents to a non-profit organization?

Response	All
Ever	97%
Never	3%

*Ever includes: weekly (16%), monthly (52%), bi-annually (21%), annually (9%).*

How satisfied are you with the opportunities your full-time or part-time employer provides for you to volunteer your work-related skills or talents?

Response	All
Satisfied (Net)	55%
Neither satisfied not dissatisfied	31%
Dissatisfied (Net)	13%

*Net Agree includes those who strongly and somewhat agree. Net Disagree includes those who strongly and somewhat disagree.*

#### **2007 Volunteer IMPACT Survey Methodology**

Opinion Research Corporation (ORC) conducted a national online survey among a sample of 1,000 adults between the ages of 18 and 26. ORC maintains a web-based data collection operation, Web Services, which is responsible for programming and the output of data collected via the web. The sample for the study came from the Research Now online panel. There was a 3.2% margin of error for questions asked of all respondents and a 3.6% margin of error for questions asked of only those who are employed. (However, this does not take other sources of error into account. This online survey is not based on a probability sample and therefore no theoretical sampling error can be calculated.) Data collection commenced on February 21st and concluded on February 27th.

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