



Measuring Excellence

Entrepreneurs Foundation

Corporate Citizenship Conference

Reach Deeper: Ideas to Increase Business and Social Impact

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the
volunteer
center Serving San Francisco
and San Mateo Counties



Field Trends

- **Corporate Philanthropy & Corporate Volunteerism are trending together**
 - Deliberate strategic linkage
 - Increase in education of employees
- **Corporate Volunteerism increasing in program sophistication**
 - Resulting increase in desire for benchmarks
- **Businesses are looking at all their community investment strategies together**

Standards: The Need and Benefits

Standards in any industry:

- Provide a baseline for benchmarking
- Give longitudinal data trends
- Raise the bar and encourage better practices
- Validate public reports
- Level the field

Challenges in Measuring

- Gaps in standards and benchmarks for Corporate Volunteerism & Philanthropy
 - Separate sets of standards and benchmarks
 - Clear definitions and common language missing
 - No baseline for benchmarking all philanthropy
- Connecting all giving to tell the whole story
- Reporting outcomes vs. impact
 - Internal
 - External

Corporate Volunteer Reporting Standards 2.0

- Why?
 - Response to the field's need and desire to benchmark
 - No common language or definitions existed
 - First step needed for National Benchmarking
- How?
 - Included leaders in the field to develop first draft
 - National Partners: CECF and Points of Light & Hands On Network
 - Presented to leading companies for feedback
 - Incorporated feedback and presented for adoption
- Now?
 - VolunteerReporting.com

Corporate Volunteer Reporting Standards 2.0

- The Corporate Volunteer Reporting Standards v2.0 can be used to:
 - Establish a common baseline for benchmarking
 - Encourage greater corporate community involvement
 - Enable consistent comparisons and common reporting
 - Elevate the internal dialog on Employee Volunteer Programs to communicate more effectively the internal and external corporate benefits
 - Facilitate the use of better Employee Volunteer Program practices

Resources for Tracking Software

- AngelPoints - www.angelpoints.com
- CyberGrants - www.cybergrants.com
- CreateHope - www.createhope.com
- JK Group, Inc. - www.easymatch.com
- VolunteerMatch - www.volunteermatch.org
- Volunteer Solutions - www.volunteersolutions.org
- Samaritan Technologies - www.samaritan.com

Resources for Metrics & Benchmarking

- Points of Light & Hands On Network
 - www.pointsoflight.org
- Committee to Encourage Corporate Philanthropy (CECP)
 - www.corporatephilanthropy.org
- MeasuringPhilanthropy.com
- Bay Area Corporate Volunteer Council
 - www.thevolunteercenter.net

How You Can Participate

- Employee Giving/Volunteering Technology Survey
 - www.avviato.com/sv/egvtcs/
- EVP Benchmarking
 - www.volunteerreporting.com
- Corporate Giving Standard
 - www.corporatephilanthropy.org