POINTS OF LIGHT

INSTITUTE

2010 Employee Volunteer Program Reporting Standards Summary

HandsOn
NETWORK
Engaging people in volunteer service.

Why Do You Need EVP Reporting Standards?

Today, reporting on community involvement activities and demonstrating their ROI are becoming common practices among socially responsible corporations. A standardized approach to EVP reporting, measurement, and performance benchmarking has become a critical need. The Employee Volunteer Program Reporting Standards respond to that need.

How Were the EVP Reporting Standards Developed?

The EVP Reporting Standards (formerly known as the Corporate Volunteer Reporting Standards) were first developed in 2006 by a group of key stakeholders of Corporate Community Involvement Professionals. Please visit **www.PointsOfLight.org/research-center/** to download the full report or learn more about the history.

How Should The Standards be used?

2010 EVP Reporting Standards Authored by:

**Credit Suisse
The Boeing Company
The Coca-Cola Company
The Hitachi Foundation
KPMG LLP**

Standards for EVP measurement are particularly important for understanding how programs and projects compare to one another. When program administrators see empirical evidence of how their EVP operations are performing, they are better able to identify areas of success and opportunities for improvement, as well as determine how to leverage their resources most effectively.

Consistent with the 2006 version of these standards, the full EVP Reporting Standards publication provides companies with definitions for measurement that encourage voluntary compliance within the EVP community. While we have updated these standards to better reflect the current trends in corporate accountability, they are not all-encompassing, and purposely leave room for individual organizations to expand them as necessary; however, the EVP Reporting Standards are to be used in their entirety for reporting purposes.

**Points of Light Institute
HandsOn Network
Target Corporation
The Timberland Company
True Impact**

The Corporate Volunteer Reporting Standards can be used to:

- Develop a framework for setting evaluation protocols for your company's EVP;
- Establish a common baseline for benchmarking with consistent comparisons and common reporting;
- Encourage greater corporate community involvement through competition generated by benchmarking results;
- Communicate the internal and external corporate benefits of EVPs more effectively;
- Facilitate data-driven program decision-making; and
- Identify program areas of strengths, weaknesses, and needs.

Recommended Guidelines for the use of the Standards:

1. **Get Started!** Implement the EVP Reporting Standards and use them to measure your progress.
2. **Track and Report!** The EVP Reporting Standards are a starting point; they are not meant to discourage additional reporting.
3. **Use the data points** to extrapolate your employee volunteer involvement and report the level of participation (i.e., "52% of total employees are employee volunteers"). Keep in mind that because not all volunteer activities are done on company time, the dollar value of volunteer hours is not meant to be reported as a corporate donation. Rather, the dollar value of volunteer hours is one data point you can use to understand the financial value of volunteer time.
4. **Devise a systematic way** to track data for your programs, and maintain those records.

5. **Compare performance over time** among programs; use the standards to identify strengths and weaknesses in programming that affect outcomes.
6. **Reference and leverage your data** to make decisions around needs, support, marketing, participation, etc.

Core Metrics on Employee Volunteerism:

1. Number of EVP Partner Organizations
1.1. Total
1.2. By Type (i.e. community serving organization or volunteer action center partner organization)

2. Number of Volunteers
2.1. Total
2.2. By Type (i.e. traditional employee volunteers, skills-based employee volunteers [excludes pro bono volunteers], guest volunteers, employee volunteer leaders)
2.3. By Demographic Categories (i.e., gender, age group, ethnicity, employment status, job title, years with the company, work setting, and work location)

3. Number of Volunteer Activities
3.1. Total
3.2. By Type (i.e. education, health and human services, civics, arts and culture, and environment)

4. Number of Volunteer Hours
4.1. Total
4.2. By Volunteer Type (i.e. traditional employee volunteers, skills-based employee volunteers [excludes pro bono volunteers], guest volunteers, employee volunteer leaders)
4.3. By Volunteer Activity Type (i.e. Education, Health and human services, Civic, Arts and culture, Environment)

5. Volunteer Frequency
5.1. Average for All Volunteers
5.2. Average By Volunteer Type (i.e. traditional employee volunteers, skills-based employee volunteers [excludes pro bono volunteers], guest volunteers, employee volunteer leaders)

These metrics should be tracked and reported annually according to the definitions and calculations outlined in the full version of the Employee Volunteering Reporting Standards, which may be accessed at

www.PointsOfLight.org/research-center/

6. EVP Participation Rates
6.1. Proportion of total number of employees and total employee full-time equivalency (FTE)
6.2. Proportion of all volunteers in traditional volunteer role, skills-based volunteer role, and employee volunteer leader roles

7. Company-Paid Service Utilization Rates
7.1. Proportion of total volunteer hours from company paid/sponsored and non-company paid/sponsored events
7.2. Proportion of total volunteer hours occurring on company time and occurring off company time
7.3. Proportion of company-donated leave utilized

8. Valuation of Volunteer Hours
8.1. Total
8.2. Dollar Value of Traditional Employee Volunteer Hours, Skills-based Volunteer Hours, Volunteer Guest Hours, and Volunteer Leader Hours

9. Dollar Rate of Straight Return on Investment (ROI)

10. Dollar Rate of Social Return on Investment (SROI)