



## **Making the Most out of Skills-Based Volunteers:**

*Technology Solutions for the Greater Good*



**Danielle Holly**

**Executive Director**



STATE STREET.

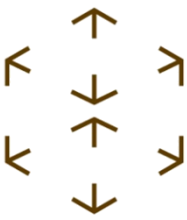
**Matt Konchak**

**Business Analyst**



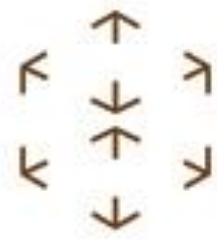
**David Noymer**

**Chief Financial  
Officer**



# What we'll cover today

- Introduction to Skills-Based Volunteering (SBV)
- The Business Case for SBV
- SBV Program Models for Technology Needs
- Nonprofit Perspective: Greater Boston Food Bank
- Volunteer Perspective: What's in it for the skilled-volunteer?
- Resources and Tools
- Discussion



# COMMON IMPACT

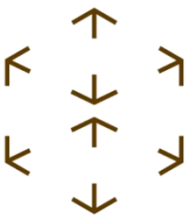
**\$8 Million in Community Investment**

**90,000+ pro bono hours**



**Building stronger communities by facilitating collaborations between companies and nonprofits. The result: substantial, quantifiable value to both sectors, translating into stronger, healthier communities.**





# Common Impact Services

## Strategy Group

- Design & Develop Corporate Citizenship and Skills-Based Volunteer Programs
- Convene and Facilitate Cross-Sector Consortia

# Design

## Program Management

- Assess nonprofit partners
- Scope projects
- Orient teams
- Manage projects
- Evaluate success

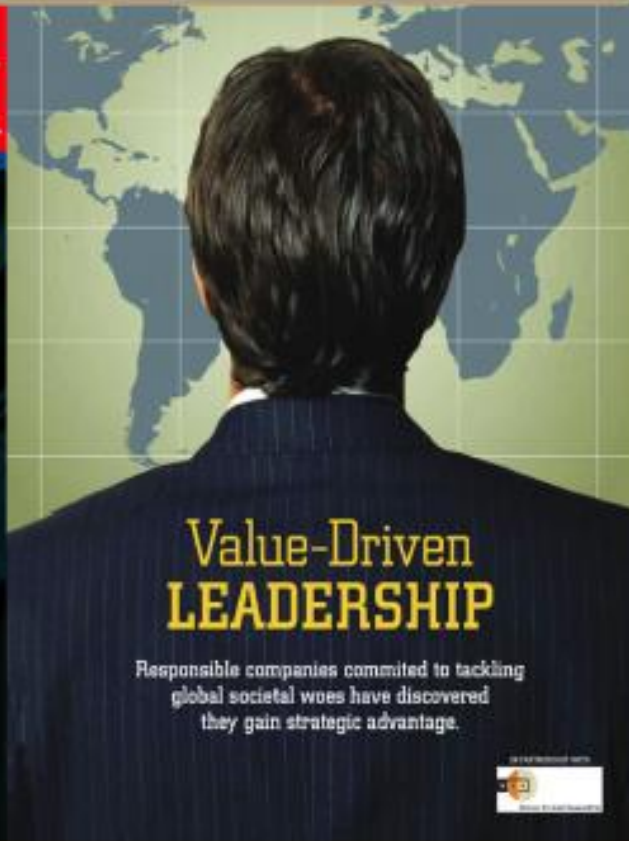
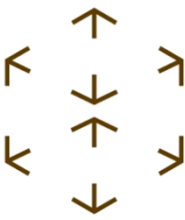
# Manage

## Training Lab

- Skills-Based Volunteering and Nonprofit Capacity Building Research
- Training and Tool Development

# Scale

# The Corporate Mandate Has Changed

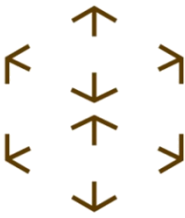


# 75%

of companies now get involved in social issues

Source: Boston College Center for Corporate Citizenship

# A Targeted Effort



***Skills-Based Volunteering aligns the unique talents of an individual to the nonprofit challenge they are best positioned to address.***

The Result: The value of volunteer time is magnified up to 7 times

**\$27**

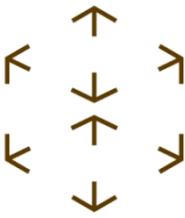


**\$175**

In 2011, **64.3 million Americans** volunteered 7.9 billion hours worth \$171 billion.\*

\*Corporation for National and Community Service. "[Research Brief: Volunteering in America Research Highlights](http://www.commonimpact.org/)" (2012).

# What's in it for...



## ...Companies?



- ✓ **Create deeper relationships with community partners**
- ✓ **Provide resources to nonprofits despite winnowing philanthropic budgets**
- ✓ **Develop the functional, professional and workplace skills of its people**

## ...Volunteers?



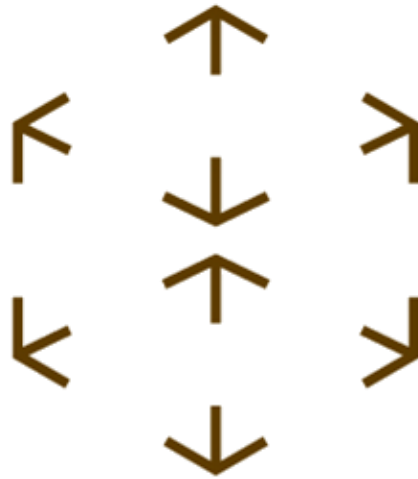
- ✓ **Create strong, long term relationships with nonprofit partners**
- ✓ **Provide greater value in less time**
- ✓ **Develop professional skills critical to both sectors – innovation, collaboration, customer-focus, problem-solving**

## ...Nonprofits?



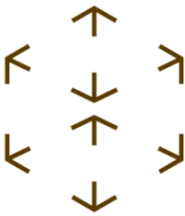
- ✓ **Build organizational infrastructure**
- ✓ **Conduct strategic and business planning**
- ✓ **Inject a fresh perspective into strategy and operations**
- ✓ **Cultivate deeper partnerships with individual and corporate supporters**





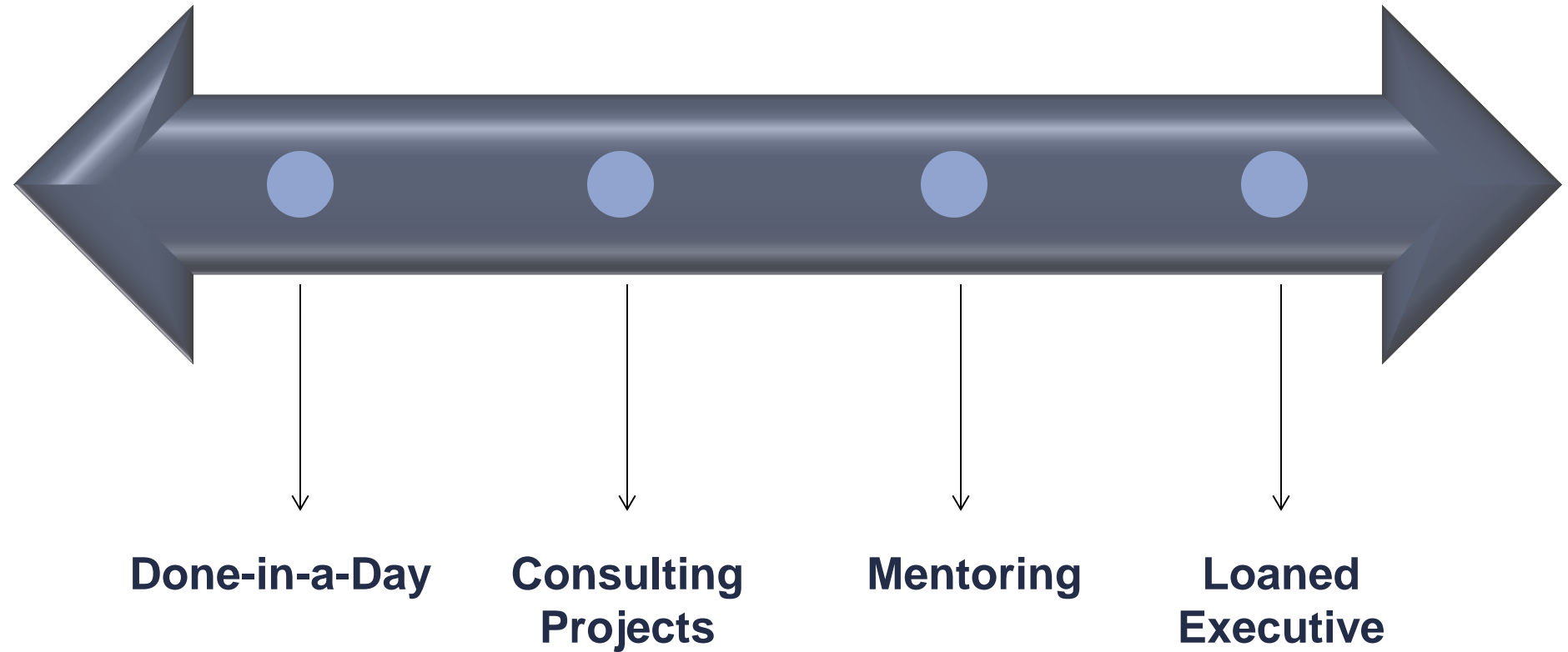
# Program Models

# Program Model Spectrum

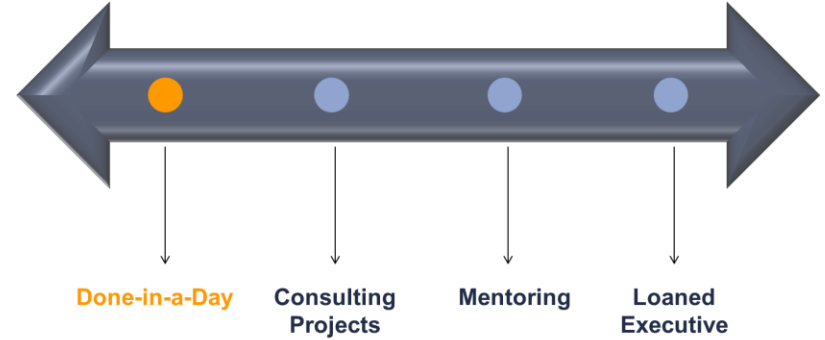


*Tactical support*  
*Lower time commitment*

*Strategic support*  
*Higher time commitment*

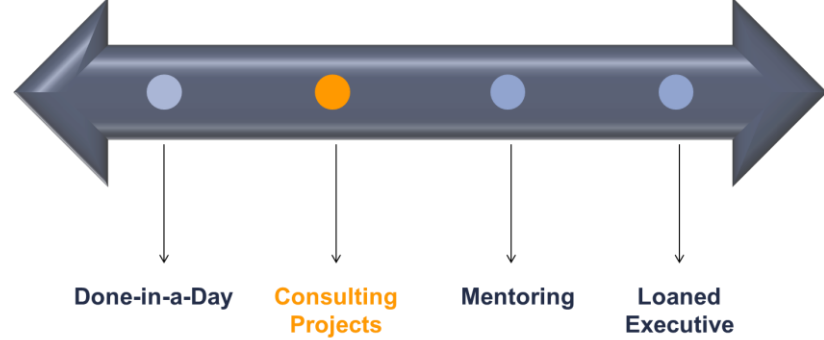


# Done-in-a-Day



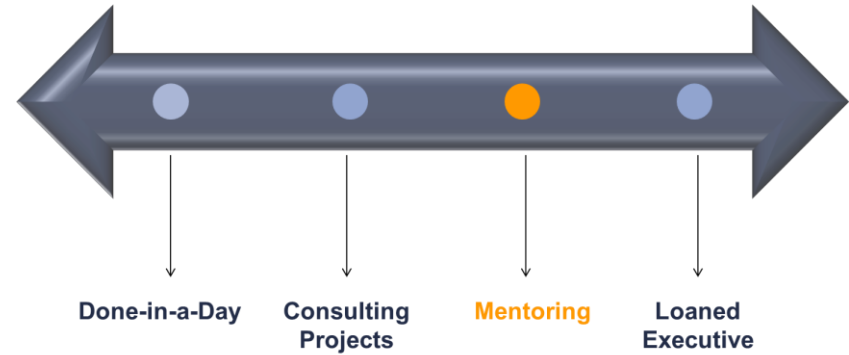


# Consulting

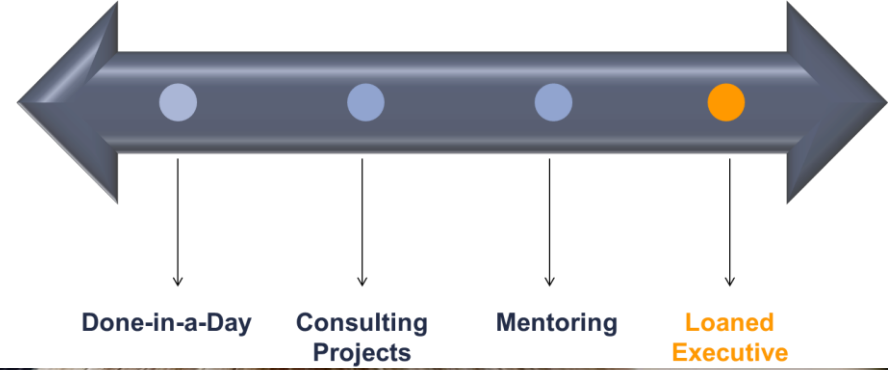




# Executive Mentoring



# Loaned Executive







## Organizational and Project Readiness

- ✓ Stability and strong organizational leadership
- ✓ Potential to impact your mission
- ✓ Focus on capacity building and relationship development
- ✓ Clear project goals and scope
- ✓ Leadership and project management plan
- ✓ Post-project support plan – make it last!

- ✓ Identify the skills you need
- ✓ Create clear project and “job” description
- ✓ Shop it with your close networks and through volunteer conveners

## Sourcing Volunteers







# Management

- ✓ Assign one staff member to lead the project
- ✓ Use a defined project mgmt. process
- ✓ Define the decision-making process
- ✓ Treat the project as a paid engagement

- ✓ Define reasonable, measureable metrics that align with your overall strategy
- ✓ Review project goals and evaluate how effectively it met your objectives
- ✓ Debrief with all stakeholders

# Evaluation





Our Mission:  
**END HUNGER HERE.**

Our Goal:  
Distribute enough nutrient food to provide at least  
**ONE MEAL A DAY** to those in need.

Our Dedication:  
**92% OF FINANCIAL DONATIONS**  
are directed to our cause.



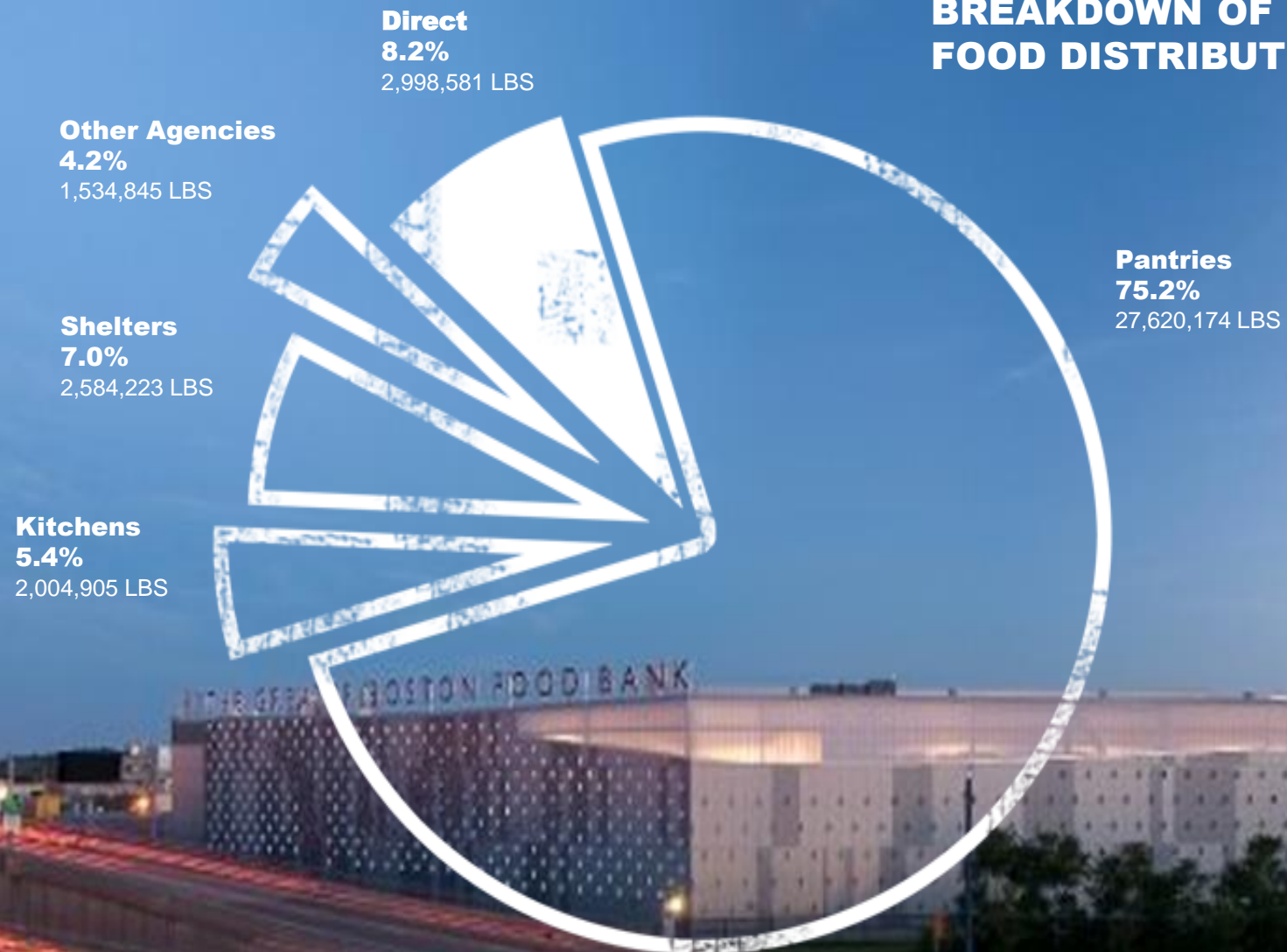


**GBFB QUICK  
BACKGROUND**

- 32 Years Old
- Distributes food to 500+ human service agencies in the nine counties of Eastern Massachusetts
- Distributed 47.7 million pounds of food in FY 2013
- Revenues (including donated food) are  $\approx$  \$65 million
- 80+ employees
- 4 year old building in Boston's Newmarket area – paid for



## BREAKDOWN OF FOOD DISTRIBUTION.



Source: GBFB FY 2011

## **DECISION MAKING CHALLENGES**

- Time
- Bandwidth
- Expertise
- Credibility
- Risk

**PAST DECISION  
MAKING  
PRACTICES**

- Decisions made internally – (not a bad thing)
- Little external ‘Big Picture’ strategic guidance for big / expensive decisions

## **USE OF SKILLS-BASED VOLUNTEERS**

Use of 'Skills-Based Volunteer' Consultants for no / low cost projects

### ***Formal***

- Common Impact / Fidelity Investments – Online ordering
- Common Impact / Eagle Investments – Transportation Software
- LEK / Inspire – Operational Performance Metrics

### ***Informal***

- Payroll service provider selection process
- New Backup / Disaster Recovery Program for IT
- ERP Migration Plan



## **UNINTENDED BENEFITS**

- **Decision Quality** - Very good decisions have been made (e.g. online ordering and transportation management) that have allowed GBFB to move forward in a meaningful way
- **Buy-in** - Achieved high level of internal and Board buy-in
- **Process** - Many internally embrace the thought process
- **Credibility** - Has been a credibility builder

## **ON LINE ORDERING**

### ***Prior Method***

- Three cores systems to run GBFB
- Labor intensive
- Lack of clear vision as to 'next steps'
- It worked, but...

## **ON LINE ORDERING**

- IT Team needed a 'Confidence Builder'
- Common Impacted was presented as an independent third party option
- Fidelity 'Tech-Team' deployed to consider alternatives
- Selected product affiliated with an existing product

## **ON LINE ORDERING**

- Board and Management had confidence in independent Common Impact / Fidelity Team
- Team was thorough and considered alternatives
- Recommendation was universally accepted, adopted, and implemented on time and on budget
- New software has been deployed for 13 months, and is well received inside GBFB and by agencies (customers)



## **TRANSPORTATION AND ROUTE MANAGEMENT**

- 10 trucks – 170,000 miles driven annually
- 500+ stops (donation pickup and food distribution)
- Routes are managed in Excel
- Paper DOT driver reporting



## **TRANSPORTATION OPTIMIZATION**

### ***Objective***

- *Get DOT reporting electronic (less work, more accurate)*
- Optimize driving and routes
- Make this process manageable

## **TRANSPORTATION OPTIMIZATION**

- Common Impact provided a team from Eagle Systems to evaluate
- Eagle provides mutual and hedge fund software
- Eagle's team learned our need, surveyed the market, and recommended a solution

***Implementation is underway***



## **PAYROLL AND TIMEKEEPING**

### ***Old Method***

- **Exempt** – paper time sheets
- **Non-exempt** – thumbprint clock with network access, timesheets were printed for supervisor approval
- Timesheets were collected
- Payroll was processed via ADP with no HRIS functionality

***Lots of paper***

## **PAYROLL AND TIMEKEEPING**

Independent self-sourced person assisted in this project

### ***New Method***

- Paylocity selected as payroll / HRIS provider
- Less cost than ADP 'payroll only' offering
- Paperless Approvals – Flow from handprint, to supervisor approval, to payroll processing without paper (via proprietary leased time clocks)
- PTO is requested and approved online

**UNINTENDED  
BENEFIT**

- Payroll is processed faster and more accurately
- Paylocity offers Team Member self-service portal
- Paylocity and Principal Financial (new 401-K Plan Provider) have 360° bi-directional data feeds

## **DATA BACKUP AND DISASTER RECOVERY**

### *Old Method*

- Weekly tape taken offsite by IT Director
- Occasional 'tape-testing' to recover files





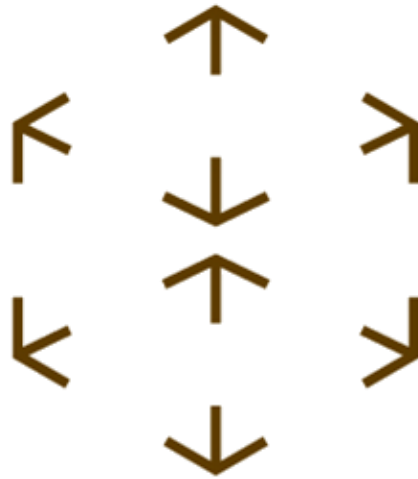
**DATA BACKUP AND  
DISASTER  
RECOVERY**

***New Method***

- Data is backed up 'real-time' to a Unitrends appliance
- Backups go to the cloud daily
- Engaged Agility Recovery for  $\approx$  \$7K / year to help us manage disasters and disaster recovery (*provides contracted access to generators, satellite phones, and portable offices, etc.*)
- Cost includes a 'full disaster recovery' test 1x annually

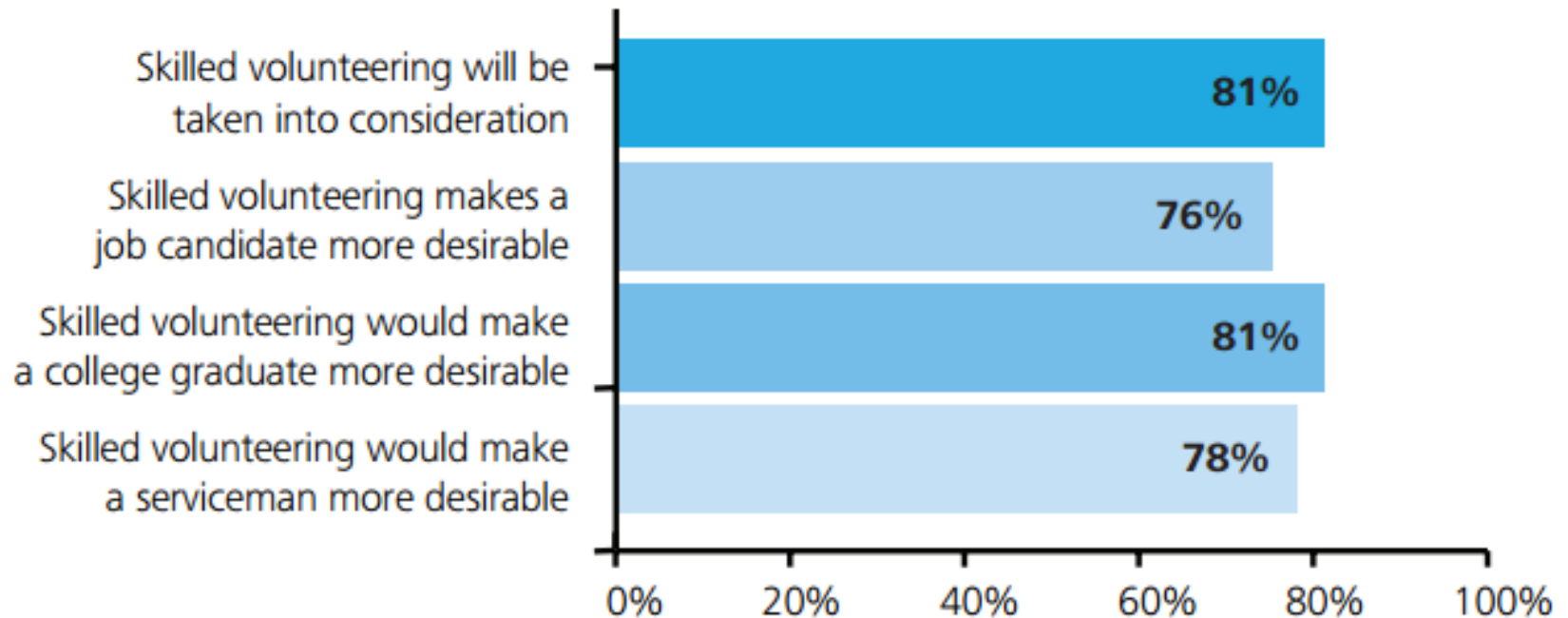
## **SUMMARY**

- Skills-based volunteer consultants can add real value
- Can add / build credibility
- Use of individuals can assist with smaller projects
- Both can be a source of added bandwidth



# Volunteer Perspective

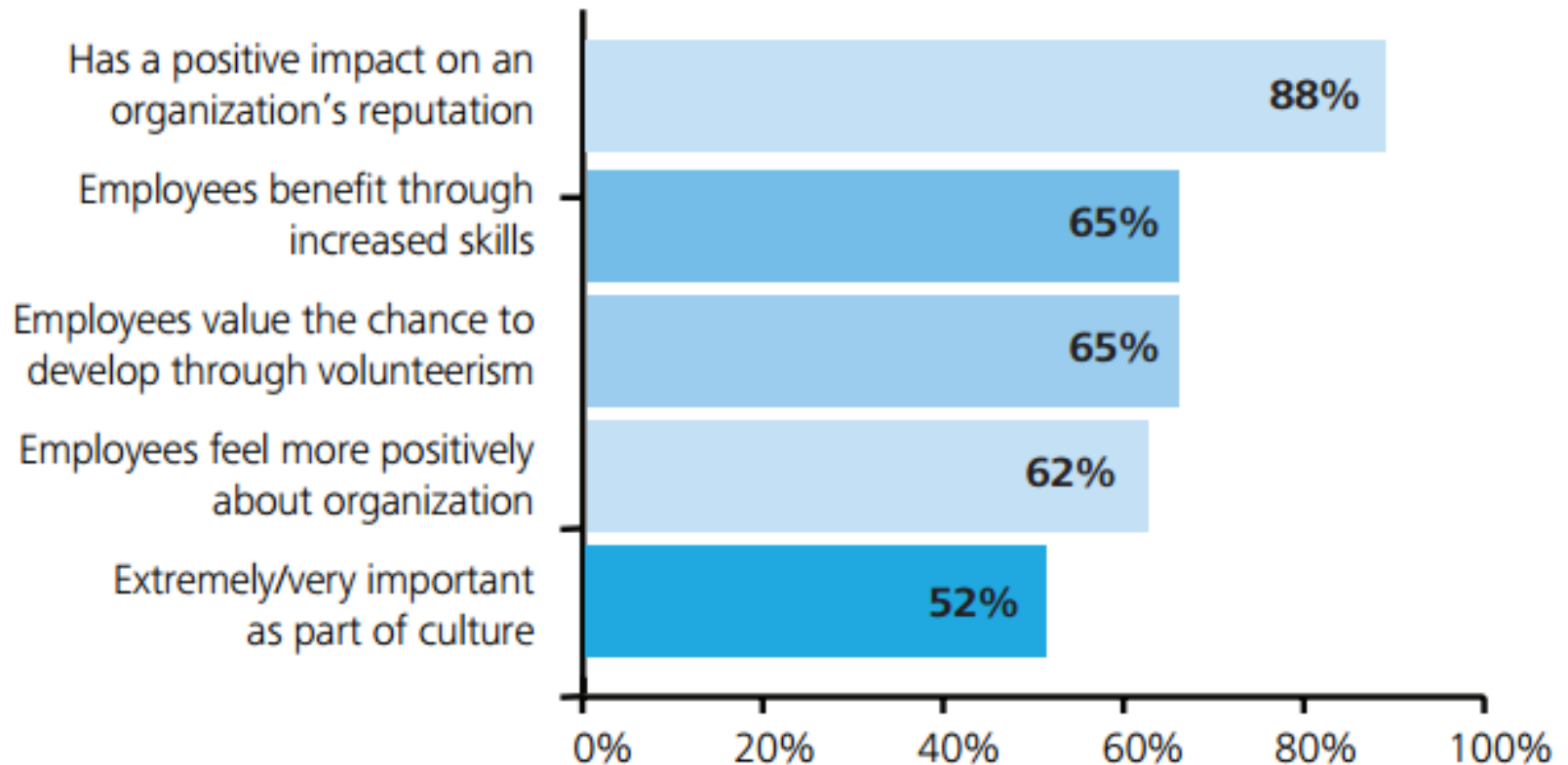
## HR executive hiring decision-making process



**Figure 1: The skills and experience acquired through skills-based volunteering are favorably viewed among most HR executives.**

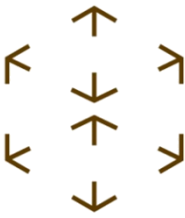


## HR executive view of volunteering within organization



**Figure 2: For an organization, most HR executives believe that volunteerism has a positive impact on reputation, is valued by and benefits employees; and about half consider it an important part of the culture.**

# From the Skills-Based Volunteers



**95%** had a relevant professional development experience

**94%** had a greater appreciation for corporate resources

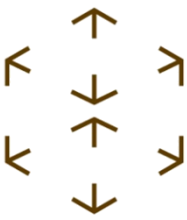
**92%** feel more inclined to recommend their company as a great place to work

**96%** say participation positively influenced their interest in volunteering

**96%** met new colleagues on their project

**81%** of employees saw improved interpersonal skills

Common Impact Skills-Based Volunteer Survey Results, 2000 - 2012



# Resources and Tools

## Readiness Roadmap

*Step-by-step roadmap to SBV for nonprofits*

[www.readinessroadmap.org](http://www.readinessroadmap.org)

## Measuring the Results: The Business Case for SBV

*A framework and case studies*

[http://www.commonimpact.org/pdf/Report\\_3.pdf](http://www.commonimpact.org/pdf/Report_3.pdf)

## Skills-Based Volunteering 101 Handbook

*A guide to project readiness*

[http://www.commonimpact.org/pdf/Skilled-Volunteering\\_101\\_Handbook.pdf](http://www.commonimpact.org/pdf/Skilled-Volunteering_101_Handbook.pdf)

## Volunteerism ROI Tracker

*A guide to benchmarking the social and business value of volunteerism*

<http://www.trueimpact.com/volunteerism-roi-tracker/>

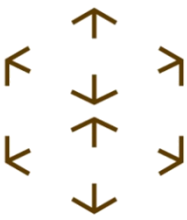
## Skills-Based Volunteering 101 E-Course

*An interactive overview of SBV for companies and nonprofits*

[http://interactive.apollogrp.edu/sites/HandsOnNetwork/Skills-basedVolunteering/Training/introduction\\_introduction\\_1.html](http://interactive.apollogrp.edu/sites/HandsOnNetwork/Skills-basedVolunteering/Training/introduction_introduction_1.html)



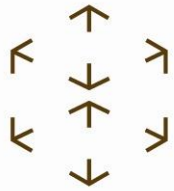
# Connecting to Skilled Technology Volunteers



HandsOn Tech Boston



Catchafire



COMMON IMPACT



**VolunteerMatch.org**

Where volunteering begins

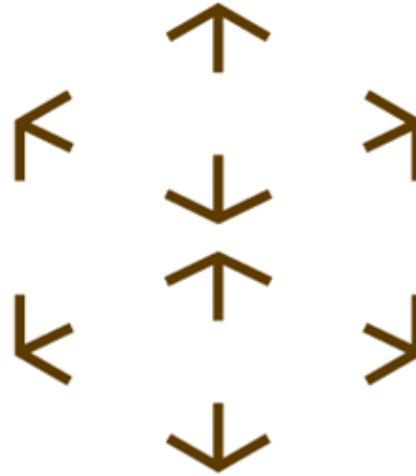


**sparked**

by THE EXTRAORDINARIES



**AitrUHelp**



# Thank You!