

July 5, 2006

Dear Corporate Volunteer Professional:

Attached are the Corporate Volunteer Reporting Standards v2.0. These standards were developed by a group of key stakeholders in February 2006. They were developed due to an increasing need for standardization, as reporting on community involvement has become more prevalent among corporations in the U.S. and Europe. In order to benchmark our corporate community involvement achievements, we believe that it is important we all follow a clear set of reporting guidelines.

Much like the Global Reporting Initiative's environmental reporting standards, these standards are voluntary. They are not all-encompassing, and purposely leave room for you to report on additional employee involvement activity.

We hope that you will work with us to ensure the widespread adoption of these reporting standards.



Bay Area Corporate Volunteer Council's  
**Corporate Community  
Involvement Summit**

**Steering Committee**

AngelPoints

Bay Area Corporate Volunteer Council

Committee to

Encourage Corporate Philanthropy

Center for Responsible Business,  
Haas School of Business

Levi Strauss & Co.

McKesson

Northern California Grantmakers

Points of Light Foundation

San Francisco Business Times

The Volunteer Center Serving San  
Francisco & San Mateo Counties

United Way of the Bay Area

VolunteerMatch

**Summit Participants**

AAA of Northern California

AOL

Charles Schwab Foundation

Citigroup

Deloitte

Driscoll's

Entrepreneurs Foundation

Franklin Templeton Companies

Gap Foundation

Genentech

Hilton San Francisco

Hotwire.com

Intel

Oracle

Pacific Gas and Electric Company

Synopsys, Inc

Taproot Foundation

United Way Silicon Valley

UniversalGiving

Volunteers for Outdoor California

Walmart.com

Wells Fargo

## Corporate Volunteer Reporting Standards v2.0

As the impact of Corporate Employee Volunteer Programs continues to grow and Corporate America reports that information, it is important to apply standard definitions to our work. These standards allow the Corporate Volunteer Community to track trends, benchmark our programs and encourage better practices.

These standards were created by and for Corporate Community Volunteer Professionals. We hope they aid your work and add to your tool kit.

### The Corporate Volunteer Reporting Standards 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

### Recommended guidelines for the use of the Standards:

- Get started! Implement the Standards and use them to measure your progress.
- Track and report everything that helps present your program impact! Use the six data points of the Standards as a starting point. The Standards are not meant to limit or discourage the additional reporting of other volunteer activities.
- 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").
- 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 out of six to report, thereby creating a more complete picture of your company's overall commitment to employee volunteerism in the community.

### History

A committee assembled by the Bay Area Corporate Volunteer Council (BACVC) created the Corporate Volunteer Reporting Standards in February 2006. The BACVC presented the resulting Standards v1.0 at a Corporate Community Involvement Summit. The discussion from the Summit was incorporated to create the Corporate Volunteer Reporting Standards v2.0. A follow-up summit in 2007 is set to review the Standards, compare results, and evaluate members' usage of the Standards.

volunteer!

the  
**volunteer**  
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Serving San Francisco  
and San Mateo Counties

Bay Area Corporate Volunteer Council

[www.thevolunteercenter.net](http://www.thevolunteercenter.net)

# Corporate Volunteer Reporting Standards v2.0

The Corporate Volunteer Reporting Standards are to be used in their entirety for reporting the activities of a company's *Employee Volunteer Program*.<sup>1</sup>

## Standards

### Volunteer Activities

- A Volunteer Activity must benefit a **Not-For-Profit Organization** and include at least one **Employee Volunteer**.
- A Volunteer Activity and the hours associated with it are reported if it is *Company Supported*.<sup>2</sup>
- Volunteer Activities are reported by **Employee Volunteers** or others through the *Employee Volunteer Program*.

### Employee Volunteers

- An Employee Volunteer is an individual employee who participates in at least one **Volunteer Activity** in a 12-month period.
- An employee is defined as a person on the company's payroll.

### Volunteer Hours

- Hours are reported as whole numbers.
- Volunteer Hours are reported for each individual **Employee Volunteer**.
- Volunteer Hours are reported by **Employee Volunteers** or others through the *Employee Volunteer Program*.

### Dollar Value of Volunteer Hours

- Total number of **Volunteer Hours** multiplied by the industry standard value of a volunteer hour as set by Independent Sector.

### Not-For-Profit Organizations

- Organizations must serve the public good
  - Examples of such organizations are 501(c)(3), Schools, Hospitals, NGOs, etc.
- Organizations are counted once in a 12-month period if they host a **Volunteer Activity**.

### Total Employees

- Total number of employees on the company's global payroll at year-end.

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## Definitions

### <sup>1</sup>*Employee Volunteer Program*

As defined by Points of Light Foundation, an Employee Volunteer Program is a planned, managed effort that seeks to motivate and enable employees to effectively volunteer under the leadership of the employer.

### <sup>2</sup>*Company Supported* is defined by any of the following:

- Staff time is spent planning, promoting and/or managing **Volunteer Activities**
- Dollars are spent in any of the following areas to support **Employee Volunteers'** involvement in **Volunteer Activities**:

1. **Volunteer Activity** supplies (trash bags, paint brushes, etc.)
2. Promotion (posters, fliers, volunteer management software/website, etc.)
3. Recognition (t-shirts, cups, plaques, etc.)
4. **Employee Volunteer** support (food, sunscreen, transportation, etc.)
5. Cash Grant given to a **Not-For-Profit Organization** in conjunction with a **Volunteer Activity**

- **Volunteer Activities** are supported by incentive programs such as Dollars for Doers/Monetary Grants for Service, Award Recognition Programs or Paid Release Time.