Summer of Service - Impact Briefing
June 22 – Sept. 11, 2009

A Special Report from VolunteerMatch
10/13/2009
United We Serve

The goal of United We Serve is to help make volunteerism and community service part of the daily lives of all Americans in order to help build a new foundation, one community at a time.
Measuring Impact

VolunteerMatch is pleased to share this report on the impact of its support of the United We Serve - ‘Summer of Service’ campaign:

• Welcomed 1,953,364 interested volunteers
• Registered and approved 4,532 nonprofit groups
• Managed 11,000+ support emails; made 500+ support calls and hosted 40 online training workshops
• Increased network usage 15% vs year ago
• Helped the nonprofit community unlock $132,000,000 worth of volunteer service
Attracted 24,000+ Interested Volunteers a Day

1,953,364 Total Visitors
6/22/09 - 9/11/09
Helped a Nonprofit Find an Interested Volunteer Every 45 Seconds

156,330 Total Volunteer Referrals
6/22/09 - 9/11/09
25 Interested Volunteers for Every Available Opportunity

1,953,364
Total Visitors

60,113
Daily Average Opps

Total Visitors vs Daily Avg Available Opportunities
6/22/09 - 9/11/09
Registered and Approved 4,532 New Nonprofits

Total Registered Nonprofits by Day
6/22/09 - 9/11/09
Served 14,591 Different Local Nonprofits

Volunteer Responses by Interest Area
6/22/09 - 9/11/09
Top 10 Most Popular Opportunities

1. Volunteer Counselors
2. Making a Difference that is Relevant Today
3. Online Mentor
4. Get Ready for Ronald McDonald House Charlotte!
5. Blood Drive Assistant – Washington, DC
6. Volunteers needed for Homeless and Domestic Violence Shelter
7. Season of Giving Red Cross Volunteers – Long Beach
8. Mentor a child right from your computer – New York City
9. Our Animals Need You
10. Hospice Volunteer

Top 10 Opportunities by Referrals
6/22/09 - 9/11/09
350 Cities Had More than 1,000 Visits

Visits by City
6/22/09 - 9/11/09
New York City Led the Way with 111,339

<table>
<thead>
<tr>
<th>City</th>
<th>Visits</th>
<th>Pages/Visit</th>
<th>Avg. Time on Site</th>
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</table>

Top 10 Cities by Visits
6/22/09 - 9/11/09
Supported Corporate America’s Continued Commitment to Employee Engagement

New corporate clients using VolunteerMatch Solutions
signed 6/22/09 - 9/11/09
Grew Daily Network Activity 15%

Visits for all visitors

3,202,959 Visits
Previous: 2,786,077 (+14.96%)

27,143.72 Visits / Day
Previous: 23,610.82 (+14.96%)

Network visits: summer 2008 vs. 2009
Summer of Service Highlights

June 22, 2009

July 4, 2009

July 14, 2009

Sept. 11, 2009

Traffic from Serve.gov/All for Good
Top 100 Traffic Sources on 9/11 Day of Service

Traffic Sources on Sept. 11, 2009
Most Users Browsed During the Workday

Average visits per hour (Pacific Time)
6/22/09 to 9/11/09
Weekly Trends Show T.G.I.F. Dip

Pageviews by day of week
6/22/09 to 9/11/09
Helped Nonprofits Unlock $132,000,000 Worth of Volunteer Service

\[ \text{New Volunteers} \times \text{Time} = \$132 \text{ million} \]

Unique Volunteers \(\times\) Est. Avg/Hrs Served \(\times\) $20.25* = Est. Social Value

For More Data and Live Activity Visit:

www.volunteermatch.org/livemap
Observations

• Understanding and evaluating the impact of federal initiatives like United We Serve requires multiple points of reference and partner input

• Technology has dramatically reduced the costs of attracting interested volunteers

• Nonprofits, schools and civic institutions are still catching up to the opportunity - 25X volunteers for every published opportunity
Opportunities

• **Unlock the Potential** - Scale the education, training and support programs needed to help more nonprofits plug into the potential of new generation of talented volunteers

• **Reduce the Capacity Gap** - Identify the highest performing volunteer programs in the US and advance programs and policies to replicate their success

• **Get over the Sustainability Hurdle** - Find the investment capital necessary to build enduring solutions to expand the capacity of schools, nonprofits and civic institutions to effectively engage volunteers