



## Volunteerism ROI Tracker

### Case Study

## UPS

**Revenue:** \$49.545 billion

**Employees:** 400,600

**Volunteer hours:** 1.4 million hours in 2011

**Incentive System:** As part of Global Volunteer Month, 10 employees receive a \$10,000 grant for a nonprofit by logging hours during October.

### Overview

UPSers in more than 50 countries engage in a broad range of traditional volunteerism.

During UPS Global Volunteer Month, thousands of employees help paint schools, organize blood drives, assist food banks, renovate shelters, and coordinate Special Olympics events in their communities.

Further, skills-based volunteers throughout the year invest thousands of hours of business expertise and logistic support in shipping and supply chain management to special volunteer projects at American Red Cross, UNICEF, CARE and more. And "Road Code" volunteers teach safe driving techniques to teens at the Boys and Girls clubs of America. Sample results from UPS's ROI Tracker follow.

### Measuring Social Value

In only one month, 1,141 UPS volunteers delivered \$341,577 worth of volunteer services, while helping nonprofits to increase their organizational capacity:

- 38% increased the effectiveness of nonprofit services
- 35% increased the efficiency of operations
- 27% increased the reach of services

For example, reported one UPS volunteer, "We were able to convert [the nonprofit's] manual processes to an online service. This

helped with their inventory control and client information."

### Tracking Skill Development

Volunteering provided experiential training and development, with 23% reporting significant, job-related skill gains. As one volunteer reported, "I [managed] our 107 volunteers, coordinating movement of almost 35,000 packages. This role gave me the opportunity to demonstrate organizational, management and leadership skills."

### Monitoring Satisfaction Gains

Among UPSers, volunteer engagement is high:

- 83% were extremely or very satisfied with their volunteerism
- 59% reported that their volunteerism was a core component, or one of the most positive influences, of their overall job satisfaction

### Generating Sales & Recruiting Leads

Community involvement has positioned UPS as a great company to work for and with. In just one month, volunteers generated 50 new recruitment opportunities, and 42% of respondents documented new sales-related gains. UPS volunteers coordinate large community events, demonstrating their service commitment to future clients. As one volunteer reported, "We introduced ourselves as UPS volunteers to each person we assisted. Virtually all of the feedback was positive, with

some people commenting that they plan to use UPS exclusively going forward."

### Fostering a Shared Vision

UPS's volunteer programs support a positive corporate culture. Some employees use events to model active citizenship for their children: "Being able to teach my daughter about the importance of volunteerism and sharing it with her was invaluable," reported one volunteer.

Another UPSer shared that community involvement reconnected employees to the mission of the company's founder, "With trying times, it brought us back to the basics of Jim Casey's mission to help the communities we serve."

### Next Steps: Increasing ROI

Based on lessons learned from their national and international partnerships, UPS is now developing implementation guides that codify best practices for providing logistical support and other skills to high-impact volunteer projects.

Meanwhile, measuring overall volunteer impacts will continue as a way to allowed UPS to identify, and focus on, those volunteer activities that best meet company and employee goals – enabling UPS to bring its expertise in logistics to yet another front: its own volunteer program.