

Demonstrating Outcomes

One of the greatest challenges for EVPs is demonstrating results. “What difference has the EVP made?” is a question that many managers struggle to answer with solid backing. Fortunately, Excellent EVPs are leading the way on demonstrating outcomes, both for the community and for the business. Below are examples of demonstrable outcomes.

Excellent EVPs involve four out of ten employees

Excellent EVPs involve 43 percent of employees annually, on average, in company-supported volunteering for an average of 10 hours. The average time volunteered in company-sponsored activities across the entire employee base is four hours per employee, per year. The Independent Sector estimates that an hour of employee volunteer time is the equivalent of \$21.36. Every employee that Excellent EVPs engage in service contributes benefits to the community conservatively valued at approximately \$210 per year.

- **Intel employees volunteered one million hours in one year**

Intel employees volunteered more than one million hours of service in a single year, an average of 12 hours per employee as compared to the average of four hours across all Excellent EVPs.

- **Old National Bank’s EVP benefits the community, employees and the company**

Old National Bank partnered with external researchers to study EVP outcomes and has discovered, among other things, that:

- There is a statistically significant relationship between engagement and community service. Highly committed employees donated two-and-a-half times as many volunteer hours than did less committed employees.
- Employees are developing professionally and personally through their leadership and volunteer experiences at the nonprofits that are funded by the Foundation and corporate sponsorships.
- Employees appreciate Old National and its culture because it invests in the community and encourages and supports their involvement in the community through volunteering.

- **Bank of America has made working class Americans more financially stable by helping them secure more than \$2 billion**

During the tax season, Bank of America employees contributed more than 3,500 volunteer hours working at Volunteer Income Tax Assistance sites across the country, helping deliver approximately \$250 million in Earned Income Tax Credit (EITC) returns and nearly \$739 million in total tax refunds for working families.

These efforts are part of Bank of America’s strategy to support the financial stability of individuals and families through support of free tax preparation assistance, access to EITC and other integrated social services for individuals and families. Since 2007, Bank of America’s philanthropic and volunteer investments have contributed to the completion of more than 1.5 million free tax returns and almost \$2 billion in total tax refunds to working families in more than 60 communities.

EVP Benchmarking Tool
Track, report and benchmark
against other companies:
<http://evp.PointsOfLight.org/EVPR/1/1>

- Carolinas HealthCare System has helped more than 100 youth identify and manage serious health issues**
 More than 1,000 employees have volunteered over 6,000 hours for Carolinas HealthCare System’s “Heart of a Champion” which provides free sports screenings to student-athletes grades 10, 11 & 12, including orthopedic and cardiac screenings. These screenings help identify pre-existing conditions and maintain the health and safety of the student-athlete in training and competition. Through this program, 153 students were referred for follow up medical appointments, with three requiring surgical intervention. Several students received treatment for cardiac conditions and monitoring for three years. One student had a serious condition that deemed sports dangerous and is, therefore, not inadvertently risking their health by playing sports. Although the most significant benefits are in human terms, the program’s impact can also be measured in monetary benefits. Given that the cost of each physical examination is estimated at \$2,000 and that it was administered to 1,991 students, more than \$4 million in health benefits were contributed to the community.
- AT&T has helped tens of thousands of students strengthen their career path**
 Through the AT&T and Junior Achievement Job Shadow initiative, the company is nearing its goal to provide 100,000 students, within five years across the U.S., with opportunities to experience the world of work firsthand. This \$5.5 million Job Shadow initiative enables students to explore future careers and connect classroom learning to real life opportunities by matching them with employee volunteers to showcase careers and job skills. Since its launch in 2008, AT&T has held events in 211 cities. To gauge the initiative’s effectiveness, AT&T conducts ongoing student surveys which have found the following outcomes:
 - 97% of students agreed that doing well in school helps them achieve career goals.
 - 92% of students claim the Job Shadow experience made them more aware of career options.
 - 89% of students said that participating in Job Shadow made them realize the importance of staying in school.

Conclusion

Showing meaningful outcomes from EVPs is still a challenge, but many Excellent EVPs are showing success in this endeavor. From demonstrating the relationship between volunteering and employee engagement to estimating how many youth are healthier because of the EVP, Excellent EVPs appear to be making good progress in answering the most important question: “What good has the EVP really done?”

