Volunteering Quotient Report 2026

The State of Corporate Volunteering

Goodera

Content

Executive Summary

Corporate volunteering continues to grow as a strategic priority, strengthening organizational culture, employee engagement, and measurable social impact.

The Goodera Volunteering Quotient (VQ) is the definitive benchmark for corporate volunteering performance. The 2026 edition analyzed data from **3,000+ companies worldwide,** with detailed insights drawn from publicly available ESG and annual reports of **240 companies.**

This report provides a comprehensive view of the evolving corporate volunteering landscape, highlighting key participation trends, the impact of program accelerators such as annual volunteer campaigns, Volunteering Time Off (VTO), regional dynamics, and other emerging practices shaping the future of employee engagement.

Key Highlights

- **25.6%**
  Median workforce participation in 2026 (for 240 companies)

- **Workforce participation increased from 22.0% in 2024 to 28.6% in 2026** among the 76 companies that reported data consistently across all three years (VQ 2024–VQ 2026),

- **19.7%** ▲
  Compounded Annual Growth Rate (CAGR) in workforce participation among 76 companies that reported data for 3 consecutive years

- **Financials (36.4%)** showed the highest median participation—keeping industry trends consistent with last year—followed by **Healthcare (28.7%),** and **Technology (27.6%)**

- **Companies with less than 5,000 FTEs recorded 48% participation**. This is the highest engagement, followed by mid-sized companies (5,000–10,000 FTEs) at **33.9%**.

The median volunteering hours across the 240 companies this year is 6.2 hours. Among the 76 companies that reported data consistently across all three years, median volunteering hours per volunteer increased from 5.9 hours in 2024 to 7.1 hours in 2025 and remained stable at 7.0 hours in 2026.

Volunteering accelerators

- **86%** of companies have adopted an annual volunteer campaign, making it the most popular program

  2.6x higher participation in companies that leverage this accelerator vs those that don't

- **3.1x higher participation in** companies with volunteering accelerators (Annual volunteer campaigns, volunteering platform, VTO, dollars for doers) compared to companies that don't leverage these accelerators

Insights from our internal data

- Avg. volunteers per event across regions:
  1. India: **64**
  2. North America: **46**
  3. APAC: **45**

- Top preferred cause areas (based on share of volunteers):
  1. Child welfare & education: **43%**
  2. Community welfare: **24%**
  3. Environment & sustainability: **10%**

- **26.7% growth** in employee volunteers for the companies that volunteered with Goodera in both years (2025 and 2026).

Benchmarking Corporate Volunteering

The 2026 VQ benchmark goes beyond headline metrics to examine the structural drivers of engagement. By analyzing participation across company size, industry, and year-over-year trends, the report identifies emerging patterns and sets new benchmarks for effective corporate volunteering at scale.

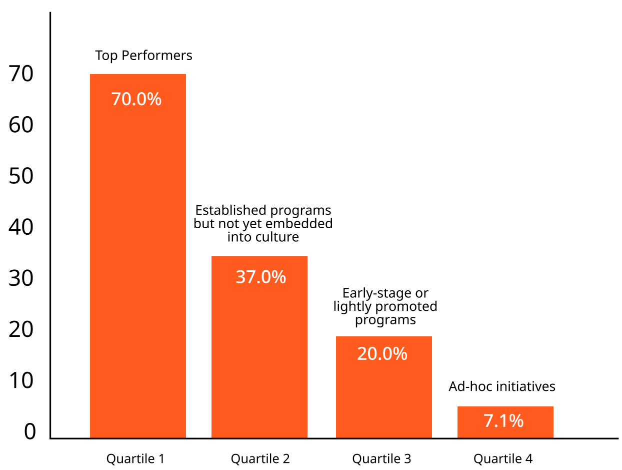
Participation Distribution

The 2026 data reflects a clear upward shift in employee engagement, with the global median workforce participation rate rising from 22.2% to **25.6%.**

Among the 76 companies that reported data consistently over the past three years, participation grew at a **19.7% CAGR**, signaling sustained momentum. This trend suggests that despite economic headwinds, employees are increasingly seeking purpose at work, and organizations are becoming more effective at enabling it.

The median volunteer hours per volunteer contribution currently stands at **6.2 hours.**

Worforce participation benchmarks by quartile



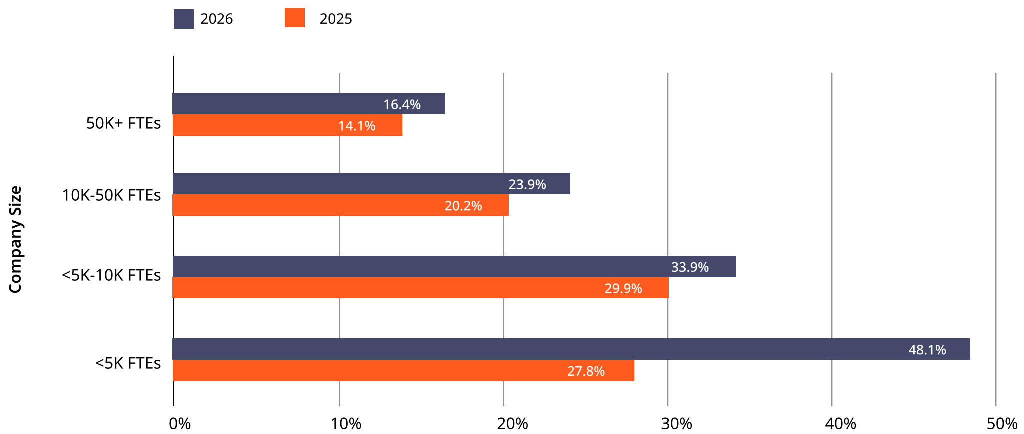
The quartile distribution highlights a clear maturity curve in corporate volunteering. Top performers (Quartile 1) with a deeply embedded volunteering into their culture have a workforce participation of 70%. Organizations that are still in early stages of program development and organizations that are doing ad-hoc events have a participation of 20% and 7.1% respectively.

Company Size Participation

Workforce participation increased across all company sizes year over year, with the strongest rise seen among smaller organizations.

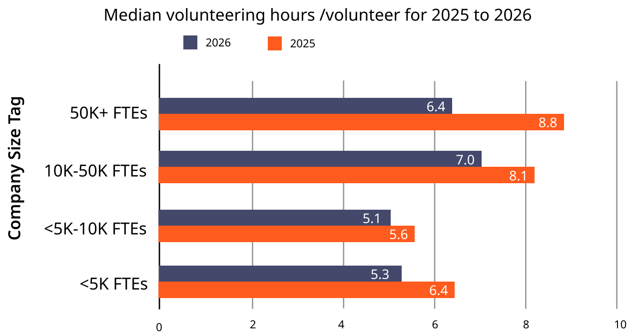
Companies with **fewer than 5,000 employees** reported the highest participation at **48.0%** (up from **27.8%** last year), followed by **mid-sized companies (5,000–10,000 FTEs)** at **33.9%** (vs. **29.9%** in 2025). Participation also improved among larger organizations, with **10,000–50,000 FTEs** rising to **23.9%** (from **20.2%**) and **50,000+ FTEs** to **16.4%** (from **14.1%**).

Median workforce participation 2025 and 2026 across Employee size segments



These trends indicate growing momentum across the board, with organizations increasingly expanding access to volunteering opportunities and engaging a broader share of their workforce.

Average hours per volunteer saw a slight decline overall. Large enterprises **(50k+ FTEs)** and companies with **10k-50k FTEs** continue to report relatively strong volunteer intensity at **7.0 hours per volunteer** and **6.4 hours per volunteer** respectively, while mid-size (5k-10k FTEs) and smaller organizations (<5K FTEs) reported **5.1 and 5.3 hours respectively**



Share of companies analyzed using ESG report data

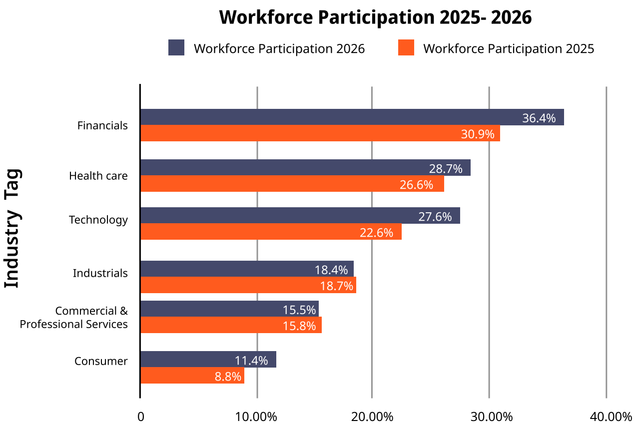
Company size	Company count
(1) 50K+ FTEs	25%
(2) 10K-50K FTEs	42%
(3) 5K-10K FTEs	17%
(4) <5K FTEs	17%

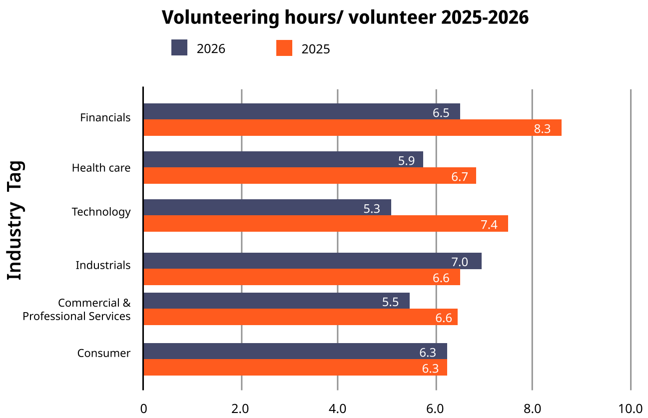
Please refer to the appendix for detailed information on each company type

Participation by Industry

Industry participation levels showed broad-based improvement year over year, with **Financials** continuing to lead at **36.4%** (up from **30.9%** last year), reinforcing the sector's strong and sustained focus on employee engagement. Participation also increased across other major sectors. **Healthcare** rose to **28.7%** (from **26.6%**), while **Technology** saw a notable increase to **27.6%** (from **22.6%**).

Overall, the data shows a consistent pattern: **participation is rising across most sectors, with the same industries leading in participation as last year.**





Share of companies analyzed using ESG report data

Company industry	
Commercial & Professional Services	9%
Consumer	13%
Financials	30%
Health care	6%
Industrials	20%
Technology	23%

Please refer to the appendix for detailed information on each industry

Accelerating Volunteering Success

Building an enterprise-ready volunteering program

Building an enterprise-ready program recognizes that systemic problems require systemic solutions. It relies on a structured, scalable, and strategically aligned ecosystem to make participation easy, consistent, and equitable for all employees. Leading programs invest in **strong communications, leadership sponsorship, champion networks, structured governance, standardized operating processes, and clear participation goals** integrated with broader business objectives.

To ensure relevance across different geographies, use-cases, and cause-areas, companies offer balanced portfolios of opportunities, including **skills-based, virtual, in-office and off-site projects**.

Moving from one time events to a scale across multiple locations and thousands of employees, high-performing programs **use year-round programs**, standardized event design, trained facilitators, **impact measurement frameworks, and integrated technology platforms**

Crucially, these programs are governed and secure, featuring strict **data security, GDPR compliance**, **certificates of insurance**, **volunteer safety protocols,** and brand alignment.

Together, these elements reduce friction and ensure that impact is measurable. It is tracked not just through reliable attendance, but via a holistic measurement of community impact, and employee impact.

While many accelerators contribute to maturity, the 2026 VQ report analysis focuses on four that are widely reported: **Annual volunteer campaigns, digital platforms, VTO, and Dollars for Doers.**

Overall workforce participation and accelerator adoption

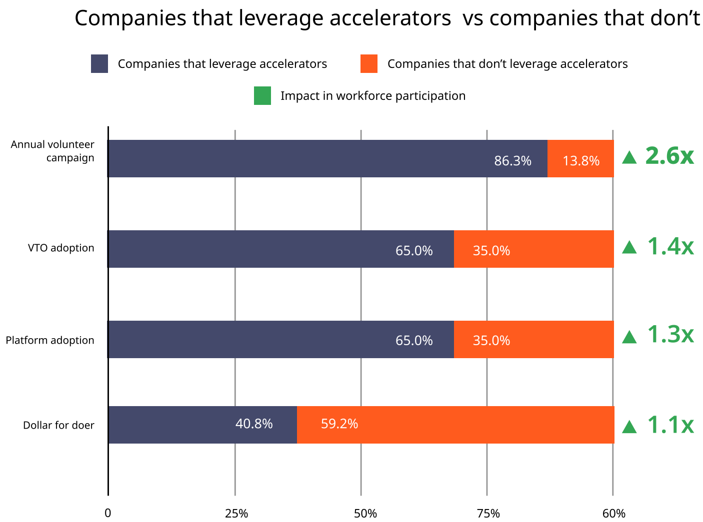
2.6x *higher workforce participation in companies that have an annual volunteer campaign compared to companies that don't*

3.1x higher workforce participation in companies that leverage volunteering accelerators compared to companies that don't

86.3% of companies benchmarked have an **annual volunteer campaign,** much higher than 70.7% adoption last year, reinforcing their role as a core engagement mechanism.

Adoption of digital platforms grew from **54.5% to 65% this year,** confirming that digital infrastructure is becoming a critical operating procedure.

~65% of companies have a defined **VTO policy** to support employee participation.



Companies which have all four of these accelerators (Platform + Campaigns + VTO + Dollars for Doers) saw an even higher median participation at 27.6%.

Annual Volunteering Campaign

The impact of flagship campaigns has strengthened significantly. Campaigns drove **2.6x participation in 2026,** making them the most powerful participation driver, and a proven mechanism for ensuring year-round volunteering.

With **over 86.3% of companies now running flagship campaigns,** structured, time-bound engagement moments have emerged as a foundational element of high-performing volunteering programs.

Case Study:

Amazon

Amazon's 2025 Global Month of Volunteering demonstrates how enterprise companies can leverage a dedicated, month-long flagship campaign to drive massive, decentralized employee action on a global scale

The Campaign

- **Employee-Driven Execution:** Rather than relying on top-down mandates, employees are empowered to identify local needs, partner directly with community nonprofits, and organize the volunteer activities themselves.
- **Global Scale, Local Relevance:** The campaign unified the workforce across 55 countries while tackling hyper-local issues—such as building "floating wetlands" for water filtration in India, assembling 22,000 hygiene kits in Luxembourg, and making 14,000 sandwiches for students in Australia.
- **Multi-Format Opportunities:** The campaign combined on-ground, in-office, and virtual formats to ensure accessibility for a highly distributed workforce.

Source: Amazon Newsroom

Results

- Engaged a record-breaking 134,000+ employees globally during the single-month 2025 campaign.
- Supported more than 2,500 organizations worldwide through these decentralized, employee-led initiatives.
- In India alone, over 66,000 employees participated across 530 local events, directly impacting over 136,000 beneficiaries.

Insight

- Concentrating corporate volunteer efforts into a highly visible "Month of Service" creates a powerful cultural momentum and urgency that year-round, passive programs often struggle to generate.
- Allowing employees to act as local organizers and project leaders significantly increases participation rates and ensures the service provided is genuinely relevant to the community's immediate needs.

VTO hours

VTO continues to be a cornerstone of corporate purpose, with **65% adoption** across surveyed organizations. It remains a proven driver of action, delivering a **1.4x increase in workforce participation** in companies that have it vs those that don't.

Case Study:

Salesforce

Salesforce continues to set the global standard with its "1-1-1 model" (1% of equity, product, and time).

The Policy

Employees receive 56 hours (7 days) of paid VTO annually, one of the most generous allocations in the corporate world.

Key Metrics (2025-26)

- Annual Volume: Employees logged 900,000 volunteer hours in FY25.
- Milestone: The company surpassed 9.6 million cumulative service hours lifetime-to-date by early 2025, nearing the 10 million mark.
- Pro Bono: The Salesforce Accelerator donated 600+ hours of high-value technical expertise to nonprofits, specifically focused on helping them adopt AI agents.

Insight

Salesforce's VTO policy is effective because it is generous, employee-inspired, and flexible, which allows for substantial commitments (e.g., board service or week-long trips) rather than just sporadic hours. The integration of VTO into the company's "Trailblazer" culture ensures that taking this time is viewed as career-enhancing rather than career-limiting.

Source: Salesforce Blog (Volunteer Time Off Is the Perk Your Company Needs Now)

Platforms

Adoption of digital platforms has grown to **65%,** confirming technology as the new standard operating procedure for scalable programs. Companies with a centralized platform see a **1.3x higher participation rate**, as these tools reduce the 'friction of discovery' and allow for seamless tracking of impact.

Case Study:

Cisco

To move past stagnant engagement and scale across its 85,000-person global workforce, Cisco treated volunteering as a digital business transformation to hit an ambitious 80% participation goal

The Strategy:

Centralized Ecosystem: Partnered with Benevity to launch a single, unified digital platform for all global giving and volunteering.
Frictionless Access: Expanded choices to 100,000+ approved nonprofits, offered the interface in 22 languages, and automated global tax receipting.
Mobile Enablement: Deployed a mobile app so employees could easily discover events and track hours on the go.

Results:

- Achieved a record-high 86% employee participation rate.
- Logged 573,000 volunteer hours in FY25, marking the sixth consecutive year exceeding their 80% target.
- Recorded a nearly 60% increase in tracked volunteer time and supported 15% more global nonprofits

Insight:

An enterprise-grade platform delivers proven business ROI. Cisco's data showed employees engaging on the platform were 12% less likely to leave and 13% more likely to be promoted, while actively engaged leaders saw 20% lower team attrition.

Source: Benevity Impact Labs (The business case for social impact)

Dollars for Doers

With a **40.8%** adoption rate, Dollars for Doers remains a valuable mechanism for recognizing high-commitment volunteers. While it drives a **1.1x impact** on participation, its primary value lies in deepening engagement with 'super-volunteers' rather than broad activation. It functions best as a retention tool for passionate employees and brings important funding to non-profits that are in need of time and dollars.

Case Study:

Verizon

The Challenge:

As a massive global telecommunications enterprise, Verizon set a highly ambitious corporate citizenship goal: reaching 2.5 million cumulative employee volunteer hours by 2025. The challenge was finding a way to incentivize deep, long-term commitment to community causes rather than just encouraging casual, one-off volunteering activities that provide less sustained value to nonprofit partners.

The Policy:

Milestone Threshold: Employees must log 50 volunteer hours to qualify for a grant, encouraging sustained engagement.
High-Value Payout: Hitting the 50-hour milestone unlocks a flat $750 corporate grant for the nonprofit.
Annual Maximization: Employees can double this reward, earning up to $1,500 annually for completing 100 hours of service.

Impact

- Over 1 million volunteer hours logged globally.
- $7.2 million directed to nonprofits through grants and matching.

Insight:

Setting a high hour threshold shifts employee behavior from casual, one-off participation to sustained, long-term community commitment.
Nonprofits benefit twice: receiving highly dedicated volunteers and significant unrestricted cash grants.

Source: Nationswell (How Verizon engaged 89,000 employee volunteers in the middle of a global pandemic)

Champion Networks

A distributed **volunteer champion network** is increasingly recognized as a critical driver of participation at scale. Champions act as local advocates, building awareness, tailoring opportunities to regional needs, and creating the peer influence that motivates employees to participate.

Research consistently shows that programs with strong local ownership outperform centralized models. According to a **CECP Report (Giving in numbers 2023),** companies that leverage **local champions or employee resource leaders report significantly higher employee engagement and participation** in volunteering initiatives.

From an engagement perspective, this aligns with broader workplace research: **Gallup research** shows that managers account for up to **70% of the variance in employee engagement,** highlighting the critical role of local leadership and peer influence in driving participation.

Together, these findings reinforce that champion networks are a foundational element of enterprise-ready volunteering, translating organizational intent into sustained participation at scale.

Case Study:

Arrow Electronics

The Context

In 2024, Arrow Electronics sought to aggressively increase its employee volunteering participation. The company faced a common challenge: a small central social impact team trying to engage a massive, distributed global workforce.

The Strategy

Arrow Electronics executed a deliberate champion network expansion strategy to decentralize ownership while centralizing support.

- Network Expansion: The company expanded its "Global Volunteer Network" from 25 champions to 155+ champions in a single year. This ensured local representation across diverse regions rather than top-down mandates from headquarters.
- Formalization: Rather than treating champions as casual volunteers, Arrow formalized the role with dedicated onboarding, regular check-ins, and continuous support mechanisms.
- Tech Enablement: The network was integrated with Goodera 365 and YourCause platforms. This allowed champions to automate administrative tasks (calendar invites, tracking) and focus on peer-to-peer encouragement.

Outcomes (2024-2025)

- Participation Surge: Arrow Electronics achieved an 80% increase in volunteer participation in just one year.
- Goal Exceedance: The company set an initial participation target of 17% but achieved an internal stretch goal of 23%, significantly outperforming peer benchmarks for large-scale manufacturers.
- Mechanism of Success: The success was attributed to the "peer-to-peer" influence of the 155+ champions, who could tailor global campaigns to local cultural contexts.

Source: Goodera Global Volunteering Summit (GVS) 2025 Case Study (How Arrow increased volunteer participation by 80% in a year)

Growth in Corporate Volunteering (2024-2026)

The three-year view (VQ 2024–VQ 2026) reveals a clear and sustained shift toward broader participation, stronger structural foundations, and a more mature program design. Across both the full dataset and the matched company cohort, corporate volunteering is moving from episodic activity to scaled, enterprise-wide engagement.

Participation rising steadily

Workforce participation has increased consistently over the past three years, rising from **20.1% in 2024 to 25.6% in 2026 across all reporting companies.**

Among the **76 companies that reported data across all three years,** workforce participation grew from **22.0% to 28.6% (CAGR 19.7%)**—reflecting a sustained upward trajectory and strengthening organizational commitment to employee volunteering.

Volunteer hours

Volunteer hours per volunteer have remained steady among the 76 companies that reported data across all three years, increasing from 5.9 hours in 2024 to 7.1 hours in 2025 and 7.0 hours in 2026.

This sustained level of contribution, alongside rising participation, indicates that organizations are successfully expanding engagement while maintaining the depth of employee involvement.

Structural accelerators are scaling rapidly

In this matched set of 76 companies that reported data consistently over all three years, adoption of structural accelerators has increased steadily, reflecting a clear shift toward more mature, enterprise ready program design.

In this matched set, **annual volunteer campaigns** rose sharply from **63.2% in 2024 to 97.4% in 2026**, signalling that structured, time-bound engagement moments have become a near-universal foundation for driving participation at scale throughout the year.

DFD adoption also increased gradually, from **40.8% to 51.3%,** indicating growing interest in recognition-based incentives to reinforce employee contributions and meet community needs.

Rising adoption of multiple accelerators and the year-over-year growing participation indicate that corporate volunteering is becoming a core enterprise function, supported by formal processes, dedicated infrastructure, and year-round engagement strategies.

				Accelerator Adoption			
Year	Number of Companies	Workforce Participation	Volunteer hours/ Volunteer	Annual Volunteer Campaign	Volunteering Platform	VTO Score	DFD
All companies which reported data							
VQ 2026	240	25.6%	6.2	86.3%	65.0%	65.0%	40.8%
VQ 2025	221	22.1%	7.2	70.7%	54.5%	67.1%	39.6%
VQ 2024	162	20.1%	6.9	61.1%	71.0%	57.4%	40.7%
Companies with data reported in all 3 years							
VQ 2026	76	28.6%	7.0	97.4%	68.4%	72.3%	51.3%
VQ 2025	76	25.6%	7.1	78.9%	56.6%	68.4%	43.4%
VQ 2024	76	22.0%	5.9	63.2%	68.7%	60.5%	40.8%

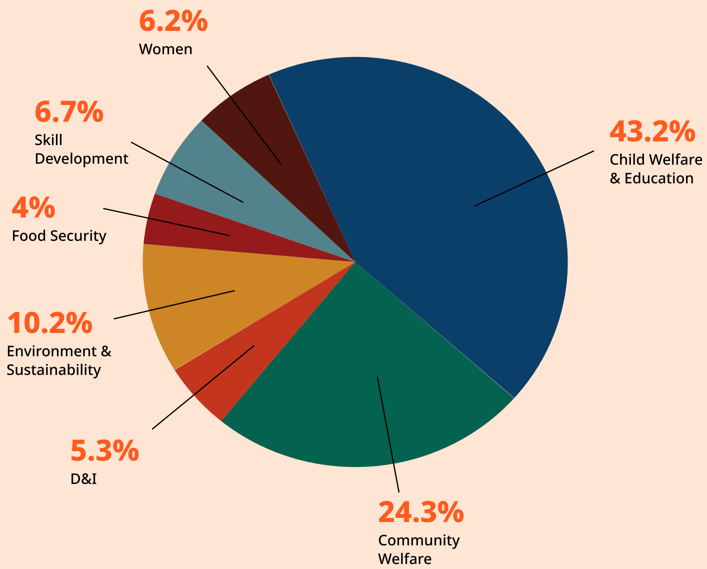
Corporate Volunteering Insights and Trends

Insights based on Goodera's 10k+ events in 2025

Cause area preference

The following chart offers insight into the evolving priorities of corporate social impact. The 2026 data highlights where organizations are concentrating their volunteer efforts to address critical community challenges.

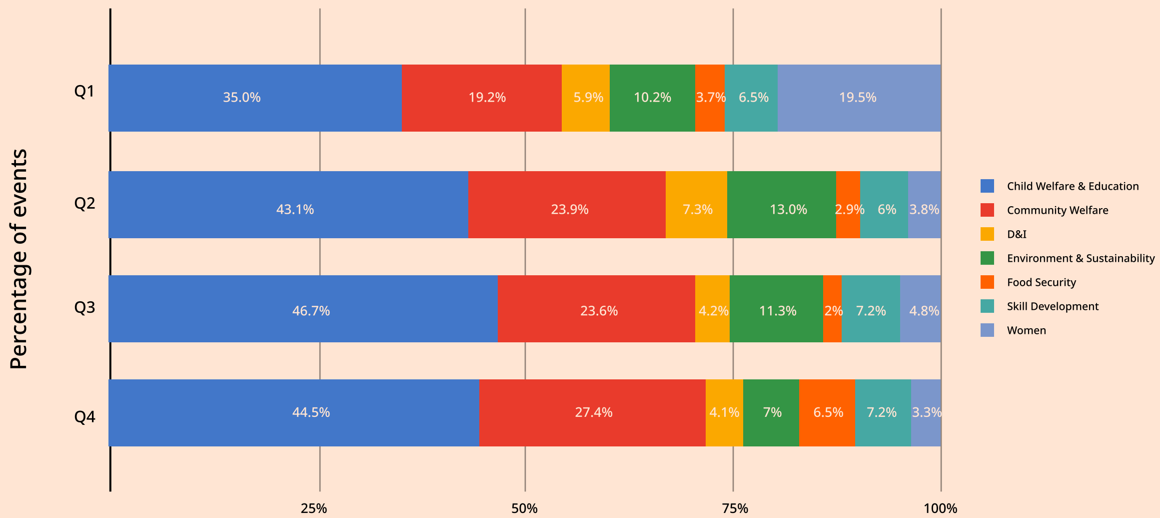
Distribution of events by Cause areas



Child welfare and Education continue to be the most preferred cause areas for volunteering and have increased from 32% last year to 43% this year.
Community Welfare continues to be the second most preferred format of volunteering and has increased from 20% last year to 24% this year.

Quarter-Specific Focus Areas

Distribution of events by Cause areas across each Quarter in calendar year



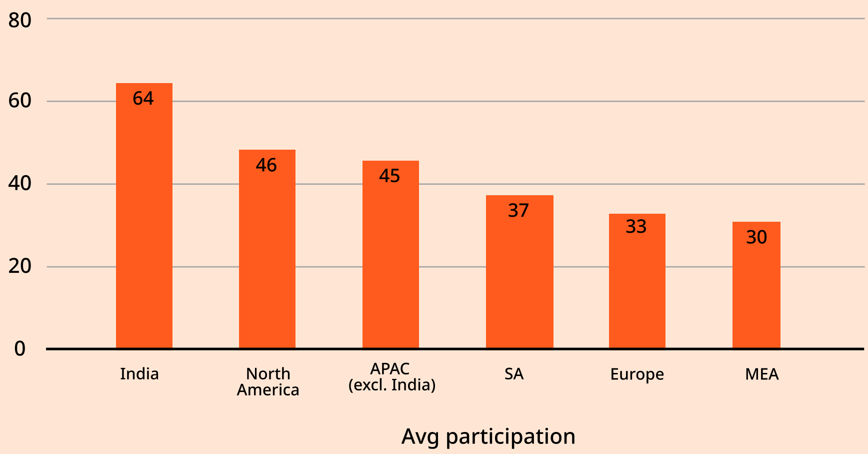
Q4 (Oct – Dec) remains the peak season for corporate citizenship, **accounting for 33% of all events**, driven by holiday giving, closely followed by **Q2 (Apr – Jun) at 29%,** anchored by **Earth Month.**

Child Welfare & Education is the undisputed year-round priority, consistently ranking as the #1 cause with **43% of total events**. However, distinct seasonal drivers emerge: Q1 sees a massive spike in Women's Causes (2.5x higher share than other quarters) due to International Women's Day, while Q2 drives a surge in Environment & Sustainability events.

Finally, Q4 is defined by immediate relief, with Food Security initiatives jumping 4.5x compared to Q3 as companies prioritize hunger relief during the holidays.

Regional Participation Dynamics

The 2026 data highlights variation in engagement models across regions. India retains the highest engagement levels, averaging **64 volunteers per event,** reflecting a consistent service culture that drives high participation volumes. North America follows as the second-largest engagement hub with an average of **46 volunteers per event**.



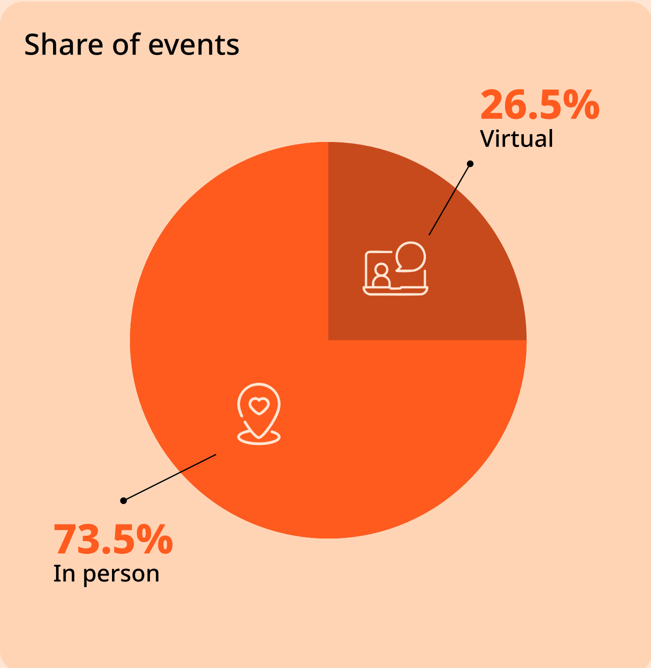
India:
64 participants per event

North America:
46 participants per event

APAC (excl. India):
45 participants per event

Format Preference

Virtual vs In-Person Split



The 2026 data reveals a decisive employee preference for tangible, face-to-face interaction. **86.2%** of all volunteers chose in-person initiatives, while **13.8% leveraged virtual formats.**

In-person activities continue to dominate the corporate volunteering landscape, accounting for nearly three-quarters **(73.5%)** of all scheduled events. Meanwhile, virtual volunteering makes up the remaining **26.5%** of the event share, maintaining a solid foothold for remote engagement.

Future Trends in Corporate Volunteering

Corporate volunteering is **moving beyond activities to become a strategic driver** of skills, connection, and measurable impact. The following trends highlight where leading organizations are focusing to create meaningful value for employees, communities, and the business.

State of AI in Volunteering

Artificial Intelligence is rapidly reshaping how societies learn, work, and solve problems. Businesses and governments are actively integrating AI, but nonprofits are often grappling with a lack of resources, funds, and technical know-how, and hence, are looking for ways to do more with less.

We believe that AI can be an important enabler for non-profits, provided there is an intent to integrate AI and the resources to help them do so. To better understand the current state, Goodera conducted a survey across 1000+ non profits working in education, health, environment, community development, gender equality, humanitarian relief, and other missions was conducted. These organizations collectively serve millions of people who will experience AI's benefits first-hand. The survey reveals the sector is at an inflection point. While AI adoption remains relatively low in non-profits today, enthusiasm for its potential is high.

A majority
71%
respondents want to leverage AI for operational efficiency

Also
76%
respondents said that communities want AI literacy programs

Yet only
25%
of nonprofits report actively using AI tools

Communication and storytelling emerged as the highest priority use case (~80% of respondents), followed by impact measurement and reporting, fundraising and donor engagement, data management and analysis, training and educational content.

Additionally, **a large majority (87%)** see value in expanding AI literacy to the communities they serve.
In short, non profits are optimistic that AI can be a 'force multiplier' for their mission's impact, but they lack the capacity, confidence, and guidance to implement it safely and effectively.

Sources:
- The State of AI Literacy in Social Impact 2025

Skills-Based Volunteering (SBV)

Skills-Based Volunteering is rapidly transitioning from a niche offering to a core component of Learning & Development (L&D) strategies.

With **92% of business leaders** agreeing that volunteering improves professional skills, companies are increasingly categorizing SBV as 'experiential learning.' It is being used to upskill employees in leadership, agility, and empathy, qualities that traditional training modules struggle to impart.

Source:
- Deloitte: WorldClass & Impact Every Day FY25 Highlights

Building Connections and Social Capital

Connection is the New Cause

We are living through a crisis of connection. Over the last 75 years, the neighbor-to-neighbor service that once defined civic life has declined by nearly half, leaving a 'connection gap' that costs society an estimated **$500 billion** in lost social capital annually.

In 2025, the **U.S. Chamber of Connection, in collaboration with Goodera,** convened senior leaders from corporate, nonprofit, academic, and civic sectors at the **Volunteering Reconnected Summit - San Francisco and Corporate Volunteering Collective - NYC** to address one of the defining challenges of our time: rebuilding human connection through service. The convening focused on a shared insight — volunteering must evolve from an activity measured by hours to an experience intentionally designed to build trust, belonging, and social cohesion.

Read more about it in the founding document

- Measuring Connection in Volunteering:
  Future programs at Goodera will be designed not just for 'outputs' (e.g., meals packed) but for 'outcomes' (relationships formed). Service is being reimagined as an opportunity for employees to strengthen connection, trust, and belonging beyond their everyday networks and in community.
- Mutualizing Service:
  The shift is from 'helping them' (a vertical, unequal relationship) to 'serving with' (a horizontal, mutual relationship). Successful programs will prioritize shared experiences where corporate volunteers and community members work side-by-side, breaking down social silos and reducing polarization. Companies are realizing that they are among the last trusted institutions capable of mobilizing people at scale. By treating volunteering as a strategy for **workplace belonging** and **social cohesion,** leaders can address the epidemic of loneliness while driving business engagement.

Measuring Impact

For many years, corporate volunteering has been measured primarily through activity-based indicators such as total volunteer hours or participation counts. While these metrics capture the scale of engagement, they provide limited insight into the real value created for employees, communities, and nonprofit partners.

To address this gap, **Goodera is leading a global initiative** to co-create the first **industry-level Impact Measurement Framework for corporate volunteering.** By convening a working group of leading practitioners, researchers, and nonprofits, Goodera is developing a standardized system that moves beyond simple 'outputs' to measure tangible change. Future frameworks integrate two interlocking dimensions across a measurement continuum:

1. **Outputs (Immediate results from Events)**
   - **People Impact:** Employee Participation Rate
   - **Social Impact:** Number of Volunteer Hours, Number of Resources Provided, and Number of Lives Impacted
2. **Outcomes (Mid-term value from Projects)**
   - **People Impact:** Employee Engagement Score, Skills Development Level, Team Collaboration Measure, Employee Sense of Purpose Score, and Belonging Indicators (measured via Volunteer Surveys, HRIS Data Analysis, and Manager Assessment Inputs)
   - **Social Impact:** Direct Cost Savings and Nonprofit Capacity Improvement Rates (measured via Standardized Partner Assessments, Beneficiary Outcome Surveys, and Economic Value Estimation aligned to a Theory of Change)
3. **Impact (Long-term transformation from Programs)**
   - **People Impact:** Employee Retention Rate (measured via Longitudinal Tracking)
   - **Social Impact:** Longitudinal Skill Improvement Levels

Appendix

Research methodology:

Distribution of companies by Industry

Industry	Company Count
Financials	71
Technology	55
Industrials	48
Consumer	30
Health care	15
Commercial & Professional Services	21
Total	240

Distribution of companies by Size

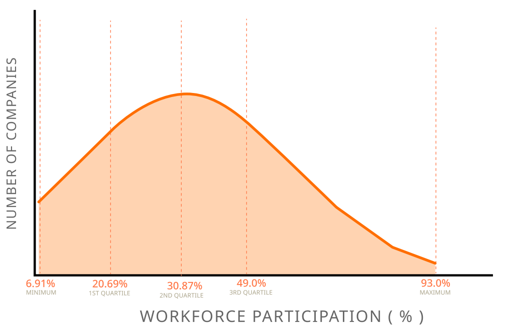
Company size	Company count
(1) 50K+ FTEs	59
(2) 10K-50K FTEs	101
(3) 5K-10K FTEs	40
(4) <5K FTEs	40
Total	240

Volunteering scorecards by Industry

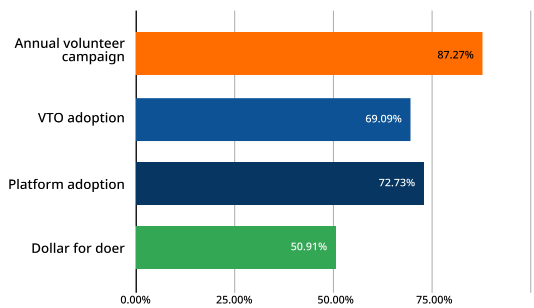
Technology

Key metrics

- Median workforce participation rate: **27.6%**
- Average volunteering hours / volunteer: **5.3**



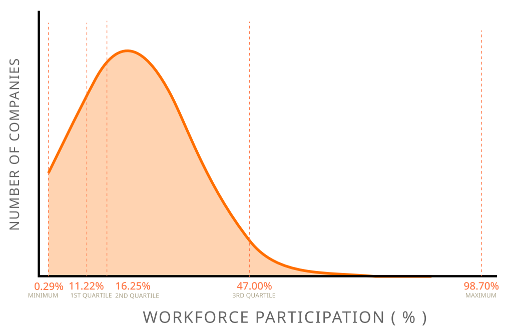
Enabler Adoption



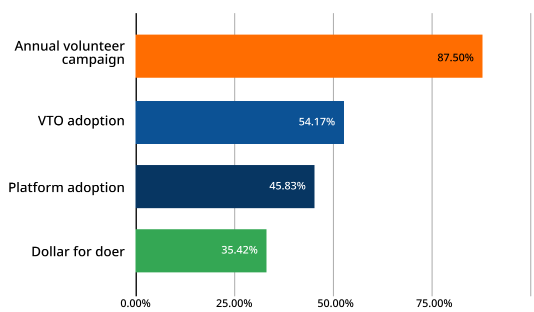
Industrials

Key metrics

- Median workforce participation rate: **18.4%**
- Median volunteering hours / volunteer: **7.0**



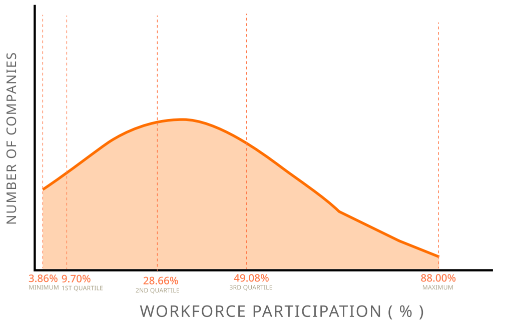
Enabler Adoption



Healthcare

Key metrics

- Median workforce participation rate: **28.7%**
- Average volunteering hours / volunteer: **5.9**



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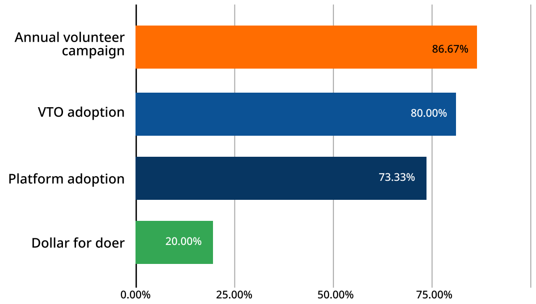
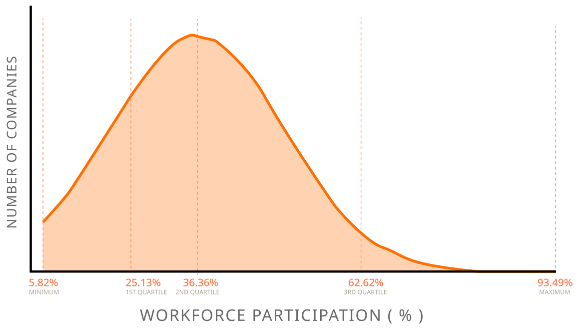


Financials

Key metrics

- Median workforce participation rate: **36.4%**
- Average volunteering hours / volunteer: **6.9**



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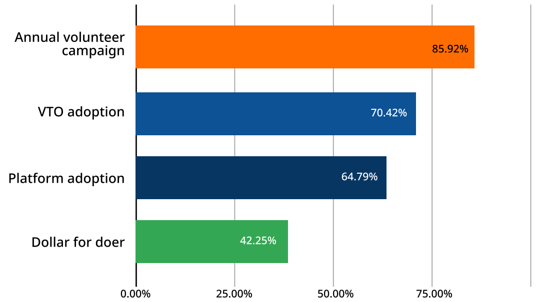
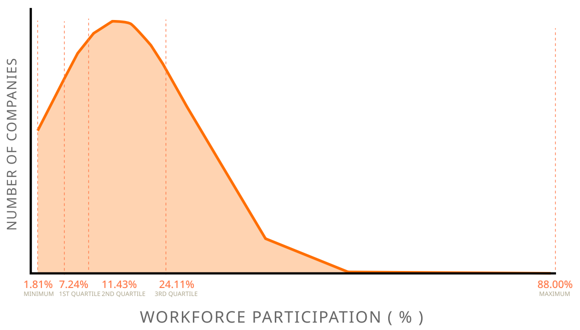


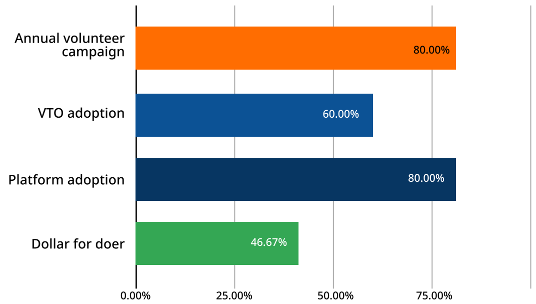
Consumer

Key metrics

- Median workforce participation rate: **11.4%**
- Average volunteering hours / volunteer: **6.3**

Enabler Adoption

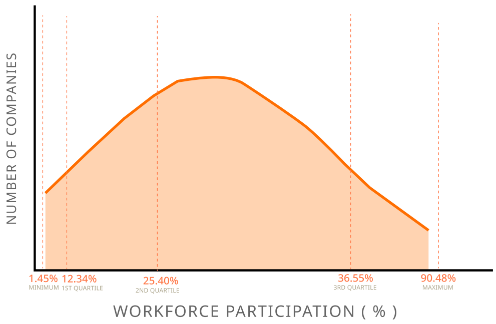




Commercial and professional services

Key metrics

- Median workforce participation rate: **15.5%**
- Average volunteering hours / volunteer: **5.5**



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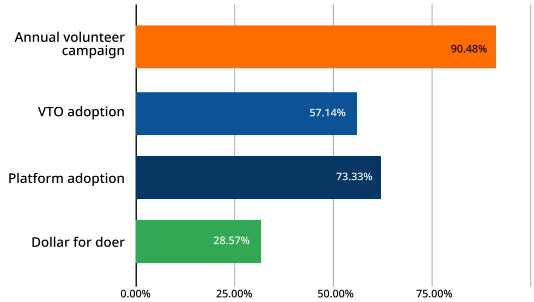
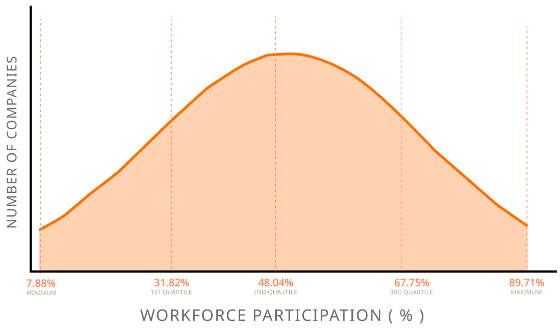


Volunteering scorecards by Size of Workforce

<5K FTEs

Key metrics

- Median workforce participation rate: **48.0%**
- Average volunteering hours / volunteer: **5.3**



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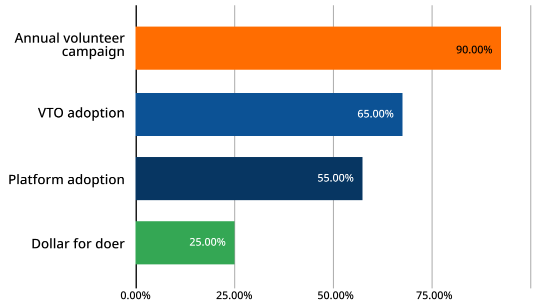
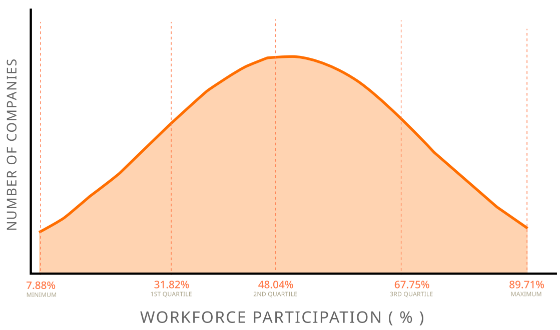


5k-10k

Key metrics

- Median workforce participation rate: **33.9%**
- Average volunteering hours / volunteer: **5.1**



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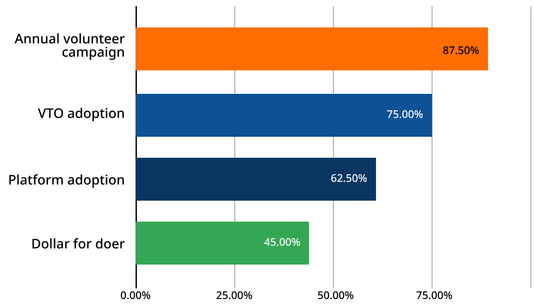
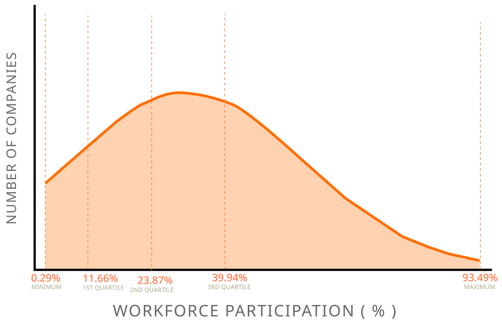


10k-50k

Key metrics

- Median workforce participation rate: **23.9%**
- Average volunteering hours / volunteer: **7.0**



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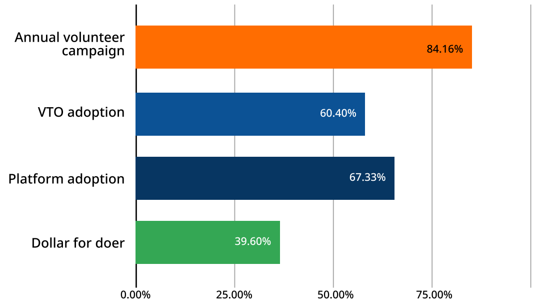
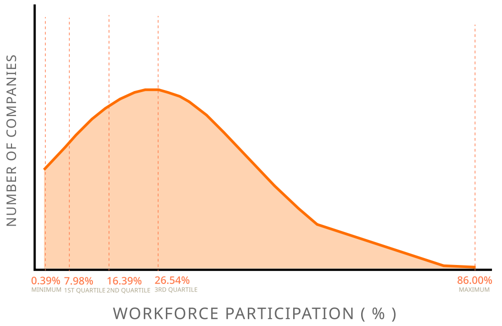


50K+

Key metrics

- Median workforce participation rate: **16.4%**
- Average volunteering hours / volunteer: **6.4**



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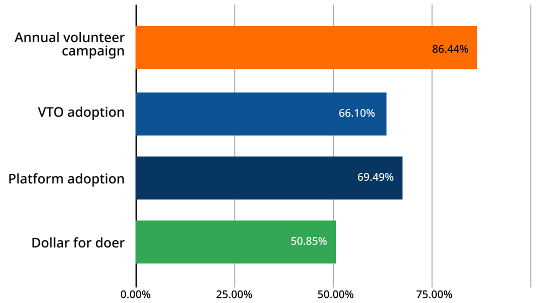

Goodera