

High-Impact Volunteerism: Colorado's Most Valuable Renewable Resource

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Since 2008 we have found ourselves facing a perfect storm comprised of a crippled economy, escalating needs and dramatically shrinking financial resources. "Business as usual" and a worthy cause will not see us through these times.

To weather this storm and meet these growing needs, Colorado, as well as our nation will require a dramatic increase in the number of people willing to give their skills as well as their money. However, the challenge may be less about increasing the number of people who want to volunteer, and more about building innovative new platforms which connect people with worthy opportunities that will empower them to make a meaningful impact.

- A recent survey conducted by Deloitte Consulting found that even if Americans respond to the myriad of national and local calls for service, **30 percent of nonprofit organizations do not currently have the infrastructure to effectively deploy additional volunteers.**

- **Highly successful and sustainable organizations are most often ones whose board and executive leadership recognize the valuable role volunteers play in accomplishing their mission, and are willing to invest in empowering them.** The return on investment in effective citizen engagement will impact not only individual programs but the sustainability of the whole organization.

- Engaged volunteers share their circle of influence. A 2009 study conducted by Fidelity Charitable Gift Fund reported that **volunteers donate 10 times more money to nonprofits than those who don't volunteer, and most donate to the organizations in which they are involved.** The result is value added to organizational sustainability, mission accomplishment, and community strength.

"Deploying large numbers of volunteers does not necessarily translate into success for the nonprofit or the community. Rather, success results when an organization mobilizes and manages its volunteer

resources for the greatest possible impact on a problem or need."

– "A Guide to Investing in Volunteer Resources Management," Evern Cooper, former president of UPS Foundation

Nonprofit organizations and funders will be required to engage communities in new ways.

Nonprofits at all levels will need to actively commit to volunteers as a critical component in addressing the challenges before us. This commitment will include; reengineering positions to match the talent offered by today's volunteers, and providing a culture that supports volunteers, empowers them to offer their best skills, and integrates them as partners in the accomplishment of the strategic mission.



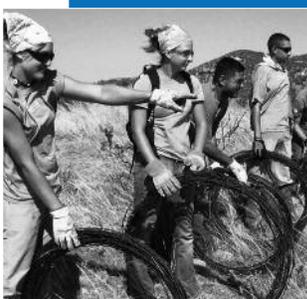
RSVP of Boulder County



Metro Volunteers

Funders must recognize that volunteerism and civic engagement are not programs in themselves, but rather cost effective strategies

to assist all organizations and community groups in accomplishing their missions. Our investment can provide the staffing, training and resources needed to support the effective management of volunteer efforts within a community. Now is the time for us to seize this unique opportunity to offer the financial support necessary to equip leaders to cultivate and empower these valuable renewable resources.



Colorado Youth Corps Association

*The mission of **The Leighty Foundation** is to carry on the family legacy of service and stewardship by leveraging our time and talents, as well as our financial resources, primarily in the areas of Earth Protection, Education, Volunteerism & Civic Engagement, and the promotion of Philanthropy. For additional resources and information regarding this topic, visit to reimaginingservice.org and Leightyfoundation.org.*