

FROM IDEA TO IMPACT

10 YEARS OF VOLUNTEERMATCH

annual report 2008



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DEAR SUPPORTERS AND FRIENDS,

With President Obama in office and the passage of the Edward M. Kennedy Serve America Act, it is an historic time for service and volunteering. In the face of extraordinary and difficult economic conditions, individuals, nonprofit organizations, and business leaders share a growing recognition of the transformative potential of volunteering. In the last decade, we have been strengthening our volunteering network, improving our Web site and services, and building partnerships in preparation for just this moment—our own call to serve.

On behalf of the VolunteerMatch team, we are pleased to present our *2008 Annual Report*. It is a celebration of the idea of connecting good people and good causes through the power of technology—an idea put into practice that has now generated **an unparalleled 10-year social impact in the volunteering space**. In just one decade, VolunteerMatch has unlocked an estimated **\$2 billion in social value** in communities across the nation. We look forward to sustaining this legacy for generations to come.

In 2008, our network welcomed **7,039 new nonprofit members**, bringing our total nonprofit membership to **62,041**. We served **6.6 million visitors** searching for an opportunity to make a difference. Our overall membership reached **2.2 million members**, and we grew our operating revenue to **nearly \$3 million**. We also welcomed **34 new network partners** including **The Allstate Corporation, Kenneth Cole Productions, Feeding America** and the **California State Library**.

VolunteerMatch.org, our public Web site, received a brand new look and enhanced search technology, as well as new features including user-submitted volunteering recommendations and RSS feed subscriptions. In recognition of our continued innovation, the site was voted “**Best.Org Web Site**” of 2008 by attendees of the influential **Nonprofit Technology Conference (NTEN)**.

Furthering our commitment to enable the effective engagement of older adults and skilled volunteers, we co-published ***Boomer Volunteer Engagement***, an innovative guidebook by Jill Friedman Fixler and Sandie Eichberg. Back in 2006, VolunteerMatch fielded research to learn more about this generation of volunteers who are retiring from the workforce but still ready to use their skills in a meaningful and collaborative way. Today, we have **sold over 1,674 copies**.

Such numbers tell only part of the story, but they are useful measuring sticks for a decade of pioneering work. In 1998, VolunteerMatch celebrated the first 1,000th referral in co-founder Jay Backstrand’s kitchen. In early 2009, we recognized **our monumental 4 millionth referral** in our 30-person downtown San Francisco headquarters. We truly have come a long way. We hope you’ve enjoyed the journey as much as we have. Keep up the good work.

Warm regards,



Greg Baldwin
President



Craig Jacoby
Chairman, Board of Directors

OUR MISSION:

*VolunteerMatch
strengthens communities
by making it easier for good
people and good causes to
connect.*

VOLUNTEERING 1998-2008

Public service has been at the foundation of the American experiment, and from the very start, Americans volunteered to help their communities in times of strife, necessity, and opportunity. From the earliest public schools and libraries built with donated resources and time, to the Civil Rights movement, to ongoing recovery efforts in the Gulf Coast, social responsibility and action have been vital in shaping our nation.

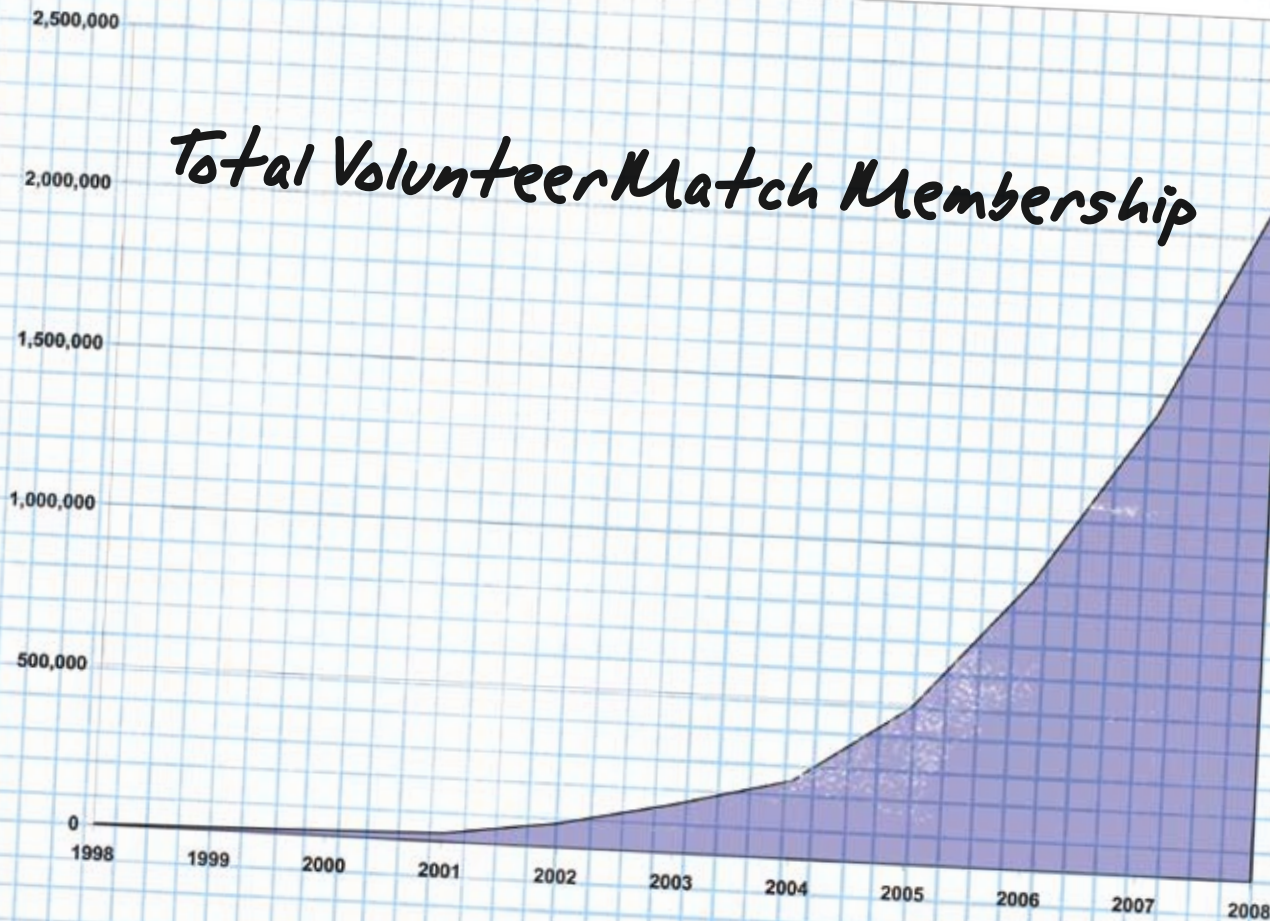
Extending this rich history of American civic engagement, we launched our public Web site, VolunteerMatch.org, in 1998 as a ground-breaking service to connect good people and good causes through the power of the Internet. Ten years later, we are the **Web's largest and most popular volunteering network** with a **registered membership base of 2.2 million members**. The network generated **567,405 volunteer referrals** to participating organizations, bringing **our total referrals in 2008 to 3.8 million** with a high point of 4 million in March 2009.

At the dawn of the Web era, VolunteerMatch was a pioneer in promoting virtual volunteering as a way for nonprofits to tap into the energy and interests of the new generation of Web users ready to serve. This idea—to allow individuals to use their skills to help nonprofits remotely and on their own time schedules—highlighted a “user-centered” approach based on an individual’s passion and personal choice. In 2008, the tradition continued as we added improved features to our site, including a recommendations and reviews capability for users to share their volunteer experiences, better search and match features, RSS subscriptions, and more detailed search maps.

As President Obama brings the nation’s focus back to national service and volunteering in this difficult economic climate, we reconfirmed our commitment to our vision—to **create a world where we are all actively engaged in enriching our lives and communities**.



Total Volunteer Match Membership



OUR VISION: To create a world where we are all actively engaged in enriching our lives and communities.

VOLUNTEER SPOTLIGHTS

Beyond the metrics we record to keep track of our progress and impact in the volunteering space, there are millions of committed volunteers who are at the heart of our mission. No matter where they live or which cause drives their passion, the VolunteerMatch community of volunteers demonstrates every day the good that happens when people get involved.



Laura Schmitz, Corazon de Vida Foundation

Two Saturdays each month, school teacher **Laura Schmitz** crosses the border on a bus headed south to Baja California, volunteering for the **Corazon de Vida Foundation**. Laura doesn't speak Spanish, but with over 50 orphanages in Baja, there are plenty of at-risk children to visit. That's where Schmitz found Julia, a 12-year-old girl with whom she's now close friends. It's a relationship that proves, once again, the power of *el corazón*.

"Everyone in this world should volunteer or give back on some level."

Michael Nicklin, National Foundation for Teaching Entrepreneurship

After a movie trailer inspired business consultant **Michael Nicklin** to make volunteering a focus in his life, Nicklin went on VolunteerMatch.org and signed up with the **National Foundation for Teaching Entrepreneurship**—an organization that provides entrepreneurship training to young people from low-income communities. Recently he was recognized as their leading volunteer in his area.

"If at first you don't find a volunteering opportunity that fits, just keep returning to VolunteerMatch on a regular basis and the perfect opportunity will reveal itself."



Kate So, Voices for Children

As a teacher of 18 years who happened to also practice law early in her career, **Kate So** has the perfect background to be a **Voices for Children** volunteer. The retiree brings a sense of empathy, openness and wonder to her advocacy work on behalf of local foster children caught up in San Diego area courts. But as much as the children depend on her for help in court, she depends on them to keep her grounded and in touch with what's really important in life.



Michelle Sullivan, In2Books

As an In2Books mentor, **Michelle Sullivan** discovered that being a pen pal can be more than just fun and games. The **In2Books** program, which began in 1997, pairs third- through fifth-grade children with carefully screened adult mentors. Both mentor and student read the same year-long curricula of books, preparing the groundwork for an open discussion through online letters of themes and ideas that help strengthen the child's reading and writing skills.

Cora Judd, Warm Soles

With today's news filled with so many reports about other people's problems, it's easy to feel frustrated. But if you think there's just no way to reach out and help directly, **Cora Judd** disagrees. **Warm Soles**, the project she helped create to bring shoes and clothes to the people of Afghanistan, is a model for putting action ahead of idealism.



"Responding to a plea for help crowds out any cynicism I may feel about the world."



Doug Long, Trips for Kids Marin

Being a **Trips for Kids** volunteer is perfect for **Doug Long**. As someone who pushes himself to find new ways to appreciate the little things in life, the chance to show disadvantaged kids the wonders of the outdoors has been rewarding. And as a life-long bicycle fanatic, being on two wheels has provided the ultimate perspective.

"You feel a whole lot better at the end of the day. And you get your exercise!"



Jill Janov, VolunteerMatch

Recently retired from a successful career as an Organization Development consultant, **Jill Janov** has partnered with **VolunteerMatch's** Human Resources team to help build our organizational capacity. Feeling restless after retiring from a long career with lots of travel, Jill wanted to help nonprofit organizations that could use her valuable services but did not have the budget. She began offering her consulting skills and services, pro bono.

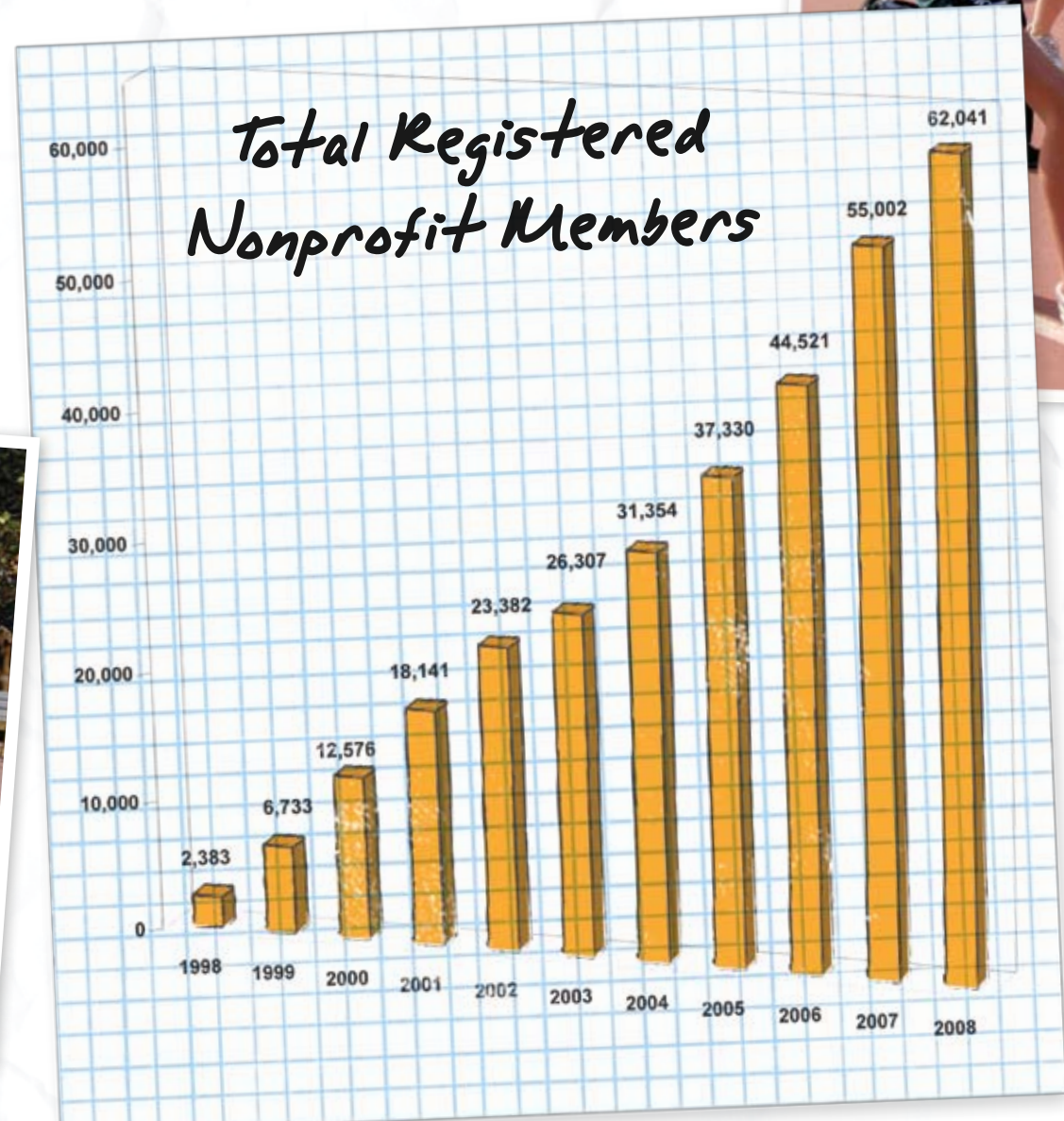
At this stage in her life, Janov says she has found a good balance of work while still making a contribution—and not exhausting herself in the process.

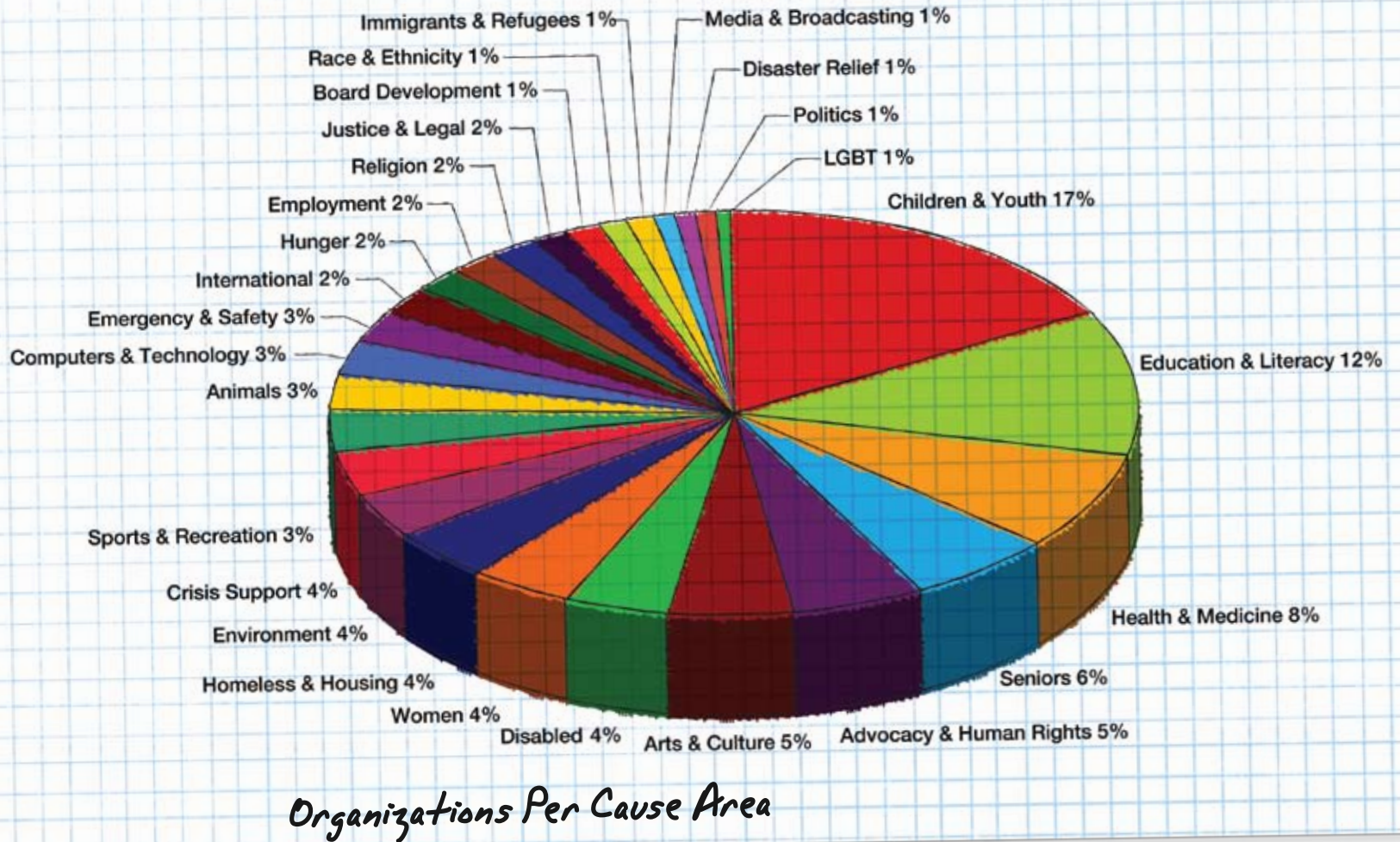
"We're in a context right now of 'less' and people are being asked to step up and look out for more than ourselves, and I find that to be in concert with my own values."

NONPROFITS 1998-2008

According to the National Center of Charitable Statistics, the number of U.S. nonprofits has grown to over 1.4 million organizations from 1.1 million in 1998. From responding to disasters and building homes, to protecting the environment and educating youth and adults, these organizations work diligently to meet a diverse range of needs. Importantly, they also shape our society by creating ways for individuals to commit their time and resources to causes they believe in. Large and small, the nation's nonprofit organizations are a rich part of the tapestry of our American life.

At the end of 1998, VolunteerMatch had welcomed 2,383 nonprofit organizations into our network. Ten years later, our network grew to **62,041 nonprofit members**, including **7,039 new nonprofits in 2008** alone. In November, we introduced an automated system that has reduced the time it takes to vet and approve a nonprofit organization to post listings on our site. On an average day in 2008, visitors to the VolunteerMatch network could find **more than 52,000 active volunteer opportunities nationwide**.





Our nonprofit member base **strengthens communities in all 50 states** and beyond in a wide variety of causes, ranging from **Children & Youth** to **Animals** and **Environment**. We work with nonprofits with just two employees as well as nationally recognized nonprofits like the American Red Cross with hundreds of affiliates from coast to coast. No matter the scale, we are committed to improving our nonprofit services and resources to meet the individual needs of each organization.

To further support our growing network of nonprofits, in 2008 we provided informative **monthly newsletters to more than 40,000 subscribers** and hosted **55 Web-based trainings for over 3,300 nonprofit administrators**. Topics included “VolunteerMatch 101,” “Best Practices for Recruiting Online,” “Managing Difficult Volunteer Transitions,” “Skilled Volunteers: How to Maximize Their Potential,” and “Boomer Volunteer Engagement.” Focusing our efforts on making it easier for nonprofits to find the right volunteers they need, VolunteerMatch also helps nonprofits to develop a better recruitment system to keep the volunteers they currently work with. We believe by furthering the important missions of these nonprofit organizations, we further our own.

NONPROFIT SPOTLIGHTS

Just as volunteers are integral to carrying out our mission at VolunteerMatch, our 62,041 network nonprofits create opportunities for those volunteers. Here are a few of the faces behind the extraordinary organizations with whom we are so proud to be working.



Stacy Trager, The ARC of San Francisco

Charity with feeling—that's the loose translation of what *tzedakah* means to **Stacy Trager**, the Educational Services Manager at **The ARC of San Francisco**. “As much as I put into something, I get something back times ten,” she said. One of her proudest accomplishments was helping to produce a play with some 40 client actors and ten volunteers.

The mission of The ARC of San Francisco is to serve people with developmental disabilities, individuals with similar needs, and their families by providing access to a full range of services that advance self-determination, dignity and quality of life.

Bob Arias, CASA of Polk County

Bob Arias is part of a special cadre of volunteers defining what it means to go above and beyond the call of service. As executive director of **CASA of Polk County** (Ore.), he is helping to speak up for children in U.S. courts and leading an initiative to recruit more Spanish-speaking volunteers.

The mission of the **National Court Appointed Special Advocate (CASA) Association**, together with its state and local members, is to support and promote court-appointed volunteer advocacy for abused and neglected children so that they can thrive in safe, permanent homes.



Jean & Brian Schieman, American Cancer Society



In the two years that **Jean and Brian Schieman** started managing the Road to Recovery program for their local Allegheny County chapter of the **American Cancer Society (ACS)**, this program has blossomed into a success story with nearly triple the number of volunteers. “VolunteerMatch has served as a crucial step in transforming our program from a small operation to an outstanding service,” Jean said.

Road to Recovery is an American Cancer Society service program that provides transportation for cancer patients to their treatments and home again. ACS is a nationwide, community-based voluntary health organization. Headquartered in Atlanta, Ga., ACS has state divisions and more than 3,400 local offices.



Bob L., Visions Recovery, Inc.

Recovering addict **Bob L.** discovered the power of drama to unlock the potential for change in his own life. Today, he and hundreds of recovering addicts are telling the story of recovery through “**Visions**,” his award-winning play about triumph and frailty. It is performed in rehabilitation centers and communities across the country, reaching more than 30,000 people.

Mary Smith, Eastern Regional Family Resource Network/VISTA

Now that she’s retired, Texan **Mary Smith** travels so much that her kids call her “Nomad” and her sister calls her “The Gypsy.” But the discoveries she’s made in her newest role as VISTA leader in a small town in West Virginia are making this 72-year-old think about settling down far from home.

Eastern Regional Family Resource Network works with local groups in various counties of West Virginia to support families in achieving self-sufficiency and personal well-being through networking and education.



Ana Fortin, Juma Ventures

Bay Area resident **Ana Fortin** helps recruit volunteers for a social enterprise organization, **Juma Ventures**. By creating business opportunities for disadvantaged youth, Juma is winning accolades for delivering on social needs while also hitting the mark as a successful business.

Juma Ventures empowers youth to make successful transitions to independence as adults through an innovative program that integrates employment and essential support services. It

provides the foundation for youth to fulfill their inherent potential to transcend challenging circumstances and impact their communities.



Donna Bartos, Purple Ribbon Council to Cut Out Domestic Abuse

The commitment to fight for a cause sometimes evolves out of a long struggle. Other times, it is born in an instant. In **Donna Bartos’** case, the path to a calling to help end domestic abuse was a little bit of both. From her own personal experience with domestic abuse, Donna decided to create **Girls Night Out to Cut Out Domestic Abuse** and a companion agency, **Purple Ribbon Council**.

Purple Ribbon Council to Cut Out Domestic Abuse is a community mobilizing, grassroots advocacy and national awareness organization. Through its Girls Night Out to Cut Out Domestic Abuse, Purple Ribbon Council provides a turn-key national effort to break the silence, break the cycle and help save lives. Girls Night Out events bring together survivors, grassroots advocates, volunteers and communities of concerned citizens across the country to simultaneously raise awareness and funds for this silent epidemic.



VolunteerMatch: THROUGH THE YEARS

Four MBA's Mark Benning, Joanne Ernst, Steve Glikbarg, and Cindy Shove plan to launch an online nonprofit to promote community involvement.

Impact Online, Inc. is registered as a nonprofit public benefit corporation in the state of California, January 30, 1995.

Impact Online is added to Netscape's 'What's Cool' list, June 26, 1995.

NetDay96 attracts 100,000 volunteers to wire California's schools and inspires development of early ZIP code based volunteer-matching application, Volunteer America.

Volunteer America's co-founders Jay Backstrand and Craig Jacoby merge with Impact Online, Inc., October 1, 1996.

National Information Infrastructure Award: 1996 Semifinalist, Impact Online, Inc.

Volunteer America service launches at The Presidents' Summit For America's Future: Philadelphia, Technology Showcase, April 27, 1997.

Jay Backstrand succeeds Cindy Shove as Impact Online's President, October 1, 1997.

Craig Jacoby agrees to serve as Chairman of the Board of Directors of Impact Online, Inc.

VolunteerMatch.org launches as a stand-alone Web service to replace the renamed Volunteer America, April 20, 1998.

VolunteerMatch celebrates its 1,000th online referral, April 26, 1998.

USA Today features VolunteerMatch in an article, "Volunteers only need to click to sign up," April 29, 1998.

Impact Online's Virtual Volunteering Project finds new home at the University of Texas.

VolunteerMatch is a finalist and is included in the 1998 Smithsonian Institution Permanent Research Collection, June 8, 1998.

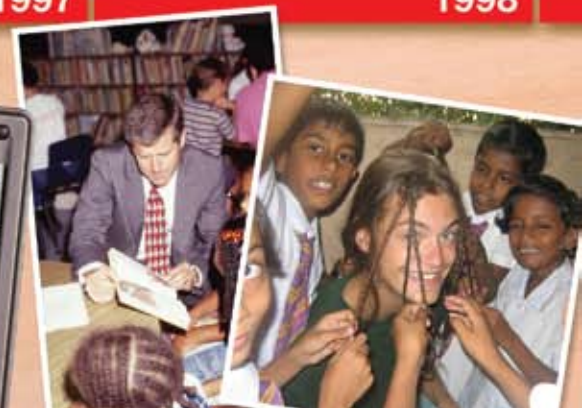
1994

1995

1996

1997

1998





The David and Lucile Packard Foundation, Surdna Foundation, the John S. and James L. Knight Foundation, and The Atlantic Philanthropies invest in early VolunteerMatch vision.

The Gap Inc. becomes the first corporate client, February 9, 1999.

VolunteerMatch is awarded the Socially Responsible Award from the MIT Sloan School of Management eCommerce, May 12, 1999.

Oprah Winfrey promotes VolunteerMatch on her show, igniting the busiest day in VolunteerMatch history, December 9, 1999.



VolunteerMatch registers 10,000th nonprofit agency, July 21, 2000.

VolunteerMatch becomes the official business name of Impact Online, Inc., August 1, 2000.

VolunteerMatch receives Macworld 2000 Web Award.

The Atlantic Philanthropies awards VolunteerMatch a \$1 million challenge grant, and generous funders respond.

VolunteerMatch receives two Webby Awards for Activism and Service, July 18, 2001.

9/11/01 triggers a national surge in volunteer interest and VolunteerMatch usage.

"Get Out. Do Good." becomes the VolunteerMatch tagline and focus of national PSA effort.

VolunteerMatch launches its new Web site feature, Volunteer Accounts, May 28, 2002.

The new USA Freedom Corps Volunteer Network links to VolunteerMatch, July 30, 2002.

VolunteerMatch celebrates its 1,000,000th referral, January 9, 2003.

VolunteerMatch teams up with Yahoo! to promote volunteer service for National Volunteer Week, April 28, 2003.

America's Second Harvest joins the VolunteerMatch network, July 1, 2003.

1999

2000

2001

2002

2003





VolunteerMatch launches Community Leaders program to expand nonprofit services and strengthen long-term financial model.

CASA joins the VolunteerMatch network, April 1, 2004.

VolunteerMatch's Business Services team receives Grand Prize award from Goldman Sachs Foundation for nonprofit business plan, May 20, 2004.

Deborah Dinkelacker succeeds Jay Backstrand as President, August 1, 2004.

Weekly referrals surge to 20,000 in response to the tsunami crisis.

VolunteerMatch celebrates its 2,000,000th referral, March 16, 2005.

Version 2.0 of the VolunteerMatch site is launched, March 20, 2005.

Hands on Network joins VolunteerMatch's Preferred Partnership program, March 31, 2005.

VolunteerMatch launches "Inner Beauty" campaign and updates its tagline to "VolunteerMatch: Where Volunteering Begins."

Hurricane Katrina hits the Gulf Coast, and VolunteerMatch refers nearly 80,000 volunteers in the four weeks following the disaster.

The Kellogg Foundation approves grant to expand VolunteerMatch's disaster preparedness capacity, October 27, 2005.

VolunteerMatch and the American Red Cross enter into a national two-year Preferred Partnership, May 31, 2006.

VolunteerMatch conducts major research on volunteering among older adults with the support of The Atlantic Philanthropies.

VolunteerMatch partners with its first educational institutions — Cal Corps at the University of California at Berkeley and the Los Angeles Unified School District.

Ad Council launches its Generous Nation campaign, "Don't Almost Give," linking to the VolunteerMatch network of volunteer opportunities, September 25, 2006.

VolunteerMatch signs strategic partnership with Senior Corps to provide volunteer-matching services for its programs, September 28, 2006.

REI and VolunteerMatch team up to mobilize environmental volunteers, October 31, 2006.

Greg Baldwin succeeds Deborah Dinkelacker as President, November 1, 2006.



2004

2005

2006





The Atlantic Philanthropies funds a strategic initiative to enhance VolunteerMatch to increase meaningful volunteer opportunities for older adults.

VolunteerMatch celebrates its 3,000,000th referral, June 5, 2007.

VolunteerMatch publishes its research study, *Great Expectations: Boomers and the Future of Volunteering*, July 16, 2007.

VolunteerMatch is endorsed by President Bill Clinton in his new book, *GIVING: How Each of Us Can Change the World*, September 4, 2007.

VolunteerMatch is featured in the *TIME Magazine* article, "The Case for National Service," September 10, 2007.

VolunteerMatch launches its new Emergency Response Map, October 17, 2007.

TIME Magazine honors VolunteerMatch as one of the year's Top 10 Web sites, December 24, 2007.

VolunteerMatch.org is cited as a valuable resource in President Barack Obama's platform statement on service and volunteering, January 1, 2008.

VolunteerMatch.org voted "Best .Org Web Site" by attendees at the Nonprofit Technology Conference (NTEN), March 17, 2008.

Boomer Volunteer Engagement, a new guidebook for engaging older adult volunteers, is published by VolunteerMatch in conjunction with authors Jill Friedman Fixler and Sandie Eichberg, June 15, 2008.

VolunteerMatch launches a major redesign of its public Web site, VolunteerMatch.org, with all new search technology, volunteer-submitted recommendations and reviews, and RSS feeds, July 1, 2008.

American Library Association MARS, the largest organization of professional librarians recognized VolunteerMatch.org as an outstanding reference site on the World Wide Web.

Nearly 1,000 volunteer managers participate in the first year of VolunteerMatch's new Webinar series, December 31, 2008.

2007

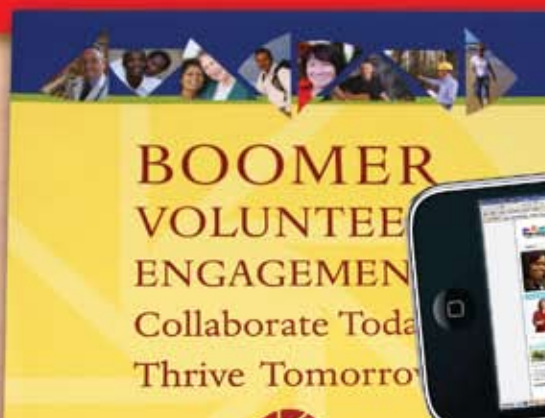
2008



Great Expectations:

Boomers and the Future of Volunteering

VolunteerMatch User Research Study



PARTNERSHIPS 1998-2008

VolunteerMatch has been at the forefront of understanding the role of volunteerism within corporate giving and consumer marketing strategies. In 1999, the Gap Inc. became the first VolunteerMatch partner to actively promote the use of VolunteerMatch to its employees. Today, we provide a host of management tools and strategic services to support the efforts of corporations to empower employees and customers to give back. In 2008, our team welcomed **34 new partnerships to expand the network, serving nearly 100 business, nonprofit, and educational partners**. Here are a few of the many business leaders with whom we're proud to work.

Gap Inc.

VolunteerMatch's first corporate client, **Gap Inc.** runs a number of volunteering and giving programs, making it easier for employees to invest their time, money or both. Gap Inc. devoted more than 260,000 hours of their time in 2008 to a wide variety of projects from mentoring youth to counseling low-income women on starting their own businesses.

Also, the VolunteerMatch suite of cause marketing solutions makes it easier for clients **to align their brands with positive action and promote civic engagement to consumers**. Here are two great examples of how we are helping clients connect with customers and communities.

AWEARNESS -KENNETH COLE

The fashion world's most visible proponent of social change, **Kenneth Cole** launched **AWEARNESS**, a not-for-profit initiative that celebrates, encourages, and empowers acts of service, volunteerism and social change. An AWEARNESS/Volunteer Web site, powered by VolunteerMatch, is now accessible at www.awearness.com.



Google offers their employees a variety of opportunities to give back to the community and to the world through outreach, donations and volunteerism. Launched in the summer of 2008, **Volunteer@Google** showcases the diversity of opportunities, including GoogleServe, a global week of service in which 60 global offices plan local volunteer events from tree planting to “hackathons.” Thousands of Googlers already volunteer every year in the community to help build diversity into the technology industry and to celebrate our diverse communities. Taking advantage of its strengths—their people and their technology—Google works to affect social change in a hands-on manner.

participant^o MEDIA

With their mission in mind, **Participant Media** paired with VolunteerMatch to create a map of volunteer activities around homelessness and the arts. In line with the release of their film “**The Soloist**,” Participant Media, through a three pronged approach, hopes to show that every individual can take action to solve homelessness and de-stigmatize mental illness. The movie inspires, the blog educates, and the map gives action to the cause.

Our nonprofit **Preferred Partnership Program** aims to help national nonprofit organizations simplify, diversify, and support volunteer recruitment efforts across all of their affiliates. In 2006, the American Red Cross became our first Preferred Partner, helping us to redefine our suite of services. Since then, we approach each Preferred Partnership as an opportunity to explore new ways to help America's most prominent service organizations further their missions.



For the **American Red Cross**, an organization that is 94% volunteers, VolunteerMatch is a critical recruiting service for over 700 Red Cross Chapters, Blood Service Regions and Service to Armed Forces Stations across the nation. The American Red Cross shelters, feeds and counsels victims of disasters; provides nearly half of the nation's blood supply; teaches lifesaving skills; and supports military members and their families. The Red Cross is a charitable organization—not a government agency—and depends on volunteers and the generosity of the American public to perform its humanitarian mission.



Formerly America's Second Harvest, **Feeding America** is made up of individuals and local food banks as well as corporate and government partners. Ending hunger in America depends on the volunteer work of millions of Americans who want to make a difference. Through VolunteerMatch, volunteers can find ways to help end hunger in their own local communities.



Ronald McDonald House Charities® launched their partnership with VolunteerMatch by celebrating their volunteers in their "**30 Ways in 30 Days**" campaign on www.rmhc.org. RMHC® shined the spotlight on volunteers through a new online community powered by Facebook Connect, providing a forum for people to share their personal stories and be inspired by the "30 Ways in 30 Days" tips on how they can help local chapters all year round. They also heavily promoted to visitors the ability to search and sign up for volunteer opportunities at their local chapters using VolunteerMatch on www.rmhc.org.

VolunteerMatch is also working with educational and public institutions to promote service for students, faculty, alumni and patrons and to support the needs of local nonprofits.



Breaking new ground, the **California State Library** has launched the first statewide system through VolunteerMatch, to allow over 1,000 local libraries across California to serve as "hubs" for community involvement. **Get Involved, Powered by Your Library**, is a new initiative designed to raise awareness among public libraries about how volunteer engagement can benefit both the library and the community, and get libraries involved in promoting civic engagement.

Cal Corps Public Service Center

At the **University of California at Berkeley**, the **Cal Corps Public Service Center** fosters partnerships to create educational programs for students, to promote leadership through service, and to foster social justice and civic engagement. VolunteerMatch and Cal Corps partnered to pioneer a custom volunteer program application for schools and universities.

VOLUNTEERMATCH CAUSE CLIENTS



VOLUNTEERMATCH PREFERRED PARTNERS



VOLUNTEERMATCH VOLUNTEER CENTER/ UNITED WAY CLIENTS



VOLUNTEERMATCH CAMPUS CLIENTS

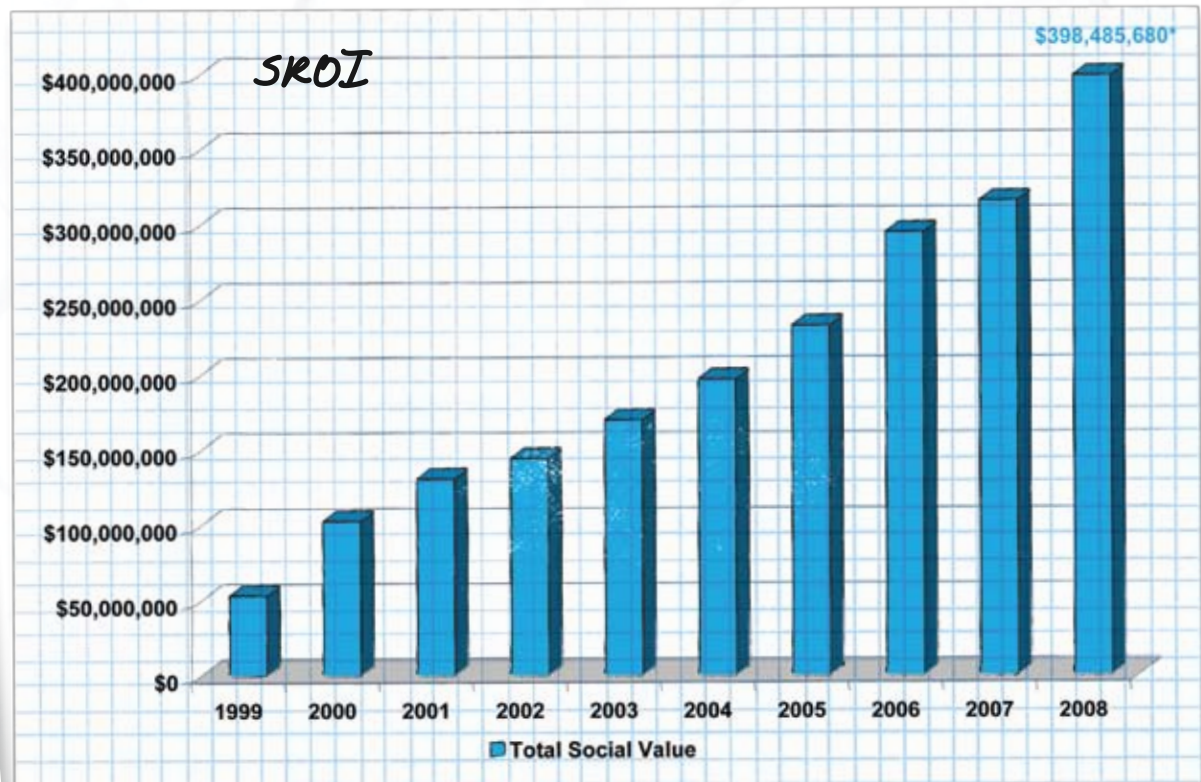


VOLUNTEERMATCH EMPLOYEE VOLUNTEERING CLIENTS

SOCIAL IMPACT 1998-2008

How do you measure the social impact volunteers make in the world? Volunteers give not only their time but also their skills and compassion to the important causes they support. There is no precise equation to derive this sum, but for almost a decade, VolunteerMatch has led industry efforts to quantify the social impact that volunteers make in the world by dividing our yearly estimate of social value by our annual investment in operations, “social return on investment,” or “SROI.”

Since 1999, VolunteerMatch unlocked an estimated **\$2 billion in social value in communities across the nation**. In 2008 alone, VolunteerMatch volunteers generated an extraordinary **\$398,485,680* in social value, up 650% from the estimated \$53,134,125 in 1999**. This growth, coupled with the advantages of scale and responsible spending, reduced the average cost per user to \$2. Overall, VolunteerMatch was able to leverage each dollar it invested in its 2008 activities into **\$95 in social value**.



* SROI Calculation

$$4 \frac{((\text{Unique Volunteers}/\text{Qtr}^1) (\text{Avg. VM Hrs}/\text{Qtr}^2)) (\$/\text{Hr}^3)}{(\text{Annual Expenses}^4)} = \frac{\text{SROI (19.7MM Hrs) } (\$20.25)}{(\$4.2\text{MM})} = \frac{\$398,485,680}{\$4,193,712} = \$95 \text{ to } \$1$$

¹ VolunteerMatch Data. (Avg. Unique Volunteers/Qtr = 204,177)

² Peter D. Hart Research Associates, 2006. (Avg. VM Hrs/Qtr = 24.1)

³ Independent Sector, 2008. (Value of Volunteer Time = \$20.25/hour)

⁴ 2008 Audited Financials, Burr, Pilger & Mayer.

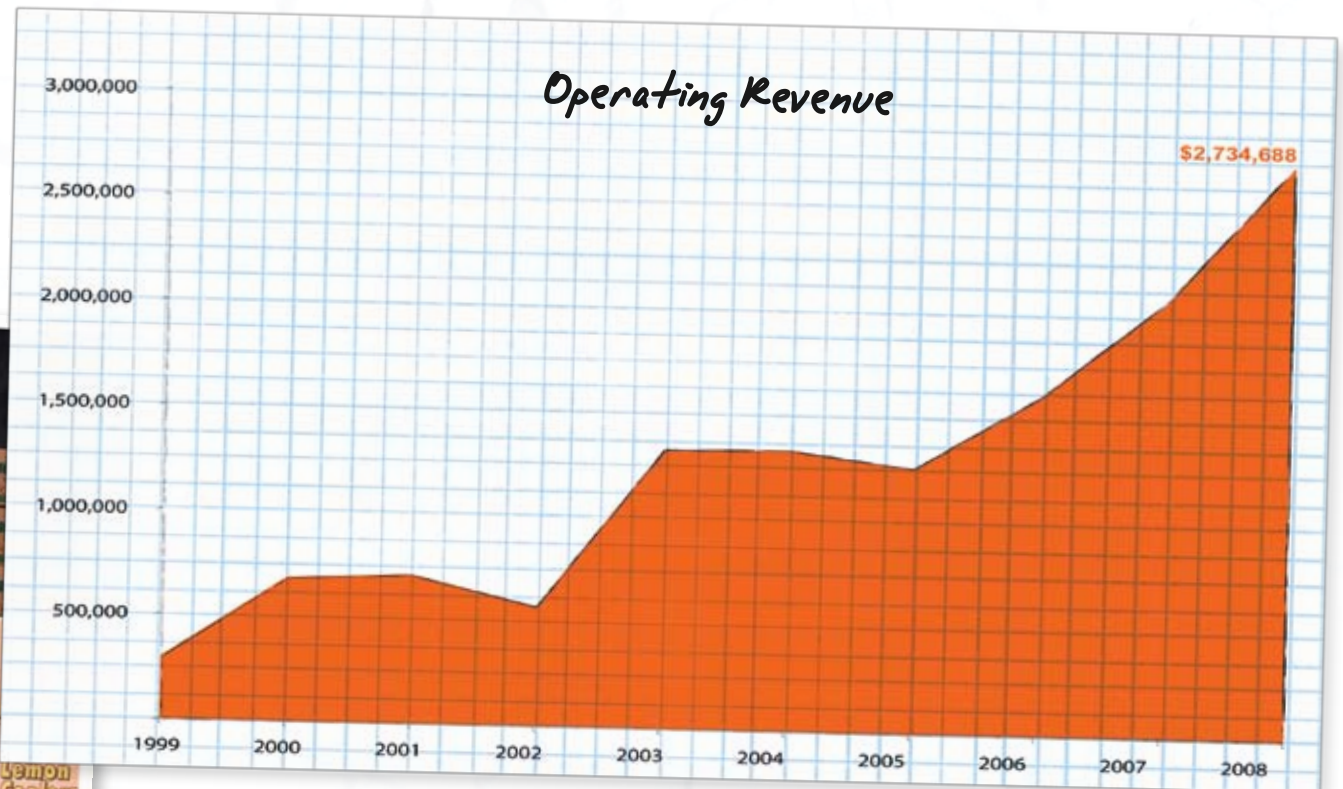


SOURCES OF SUPPORT 1998-2008

The original vision for VolunteerMatch was to build a nonprofit organization that could raise money, generate revenue, and hire and pay talented employees using our business savvy as much as our technological skills. With the belief and generosity of early supporters including **The Atlantic Philanthropies**, **Carnegie Corporation**, the **William Randolph Hearst Foundation**, the **John S. and James L. Knight Foundation**, the **David and Lucile Packard Foundation**, and **Surdna Foundation**, VolunteerMatch has built that initial idea into a living, breathing model of social innovation.

By also obtaining funds and revenues beyond government and foundational grants, we are changing the scope of long-term sustainability of the nonprofit sector. In addition to offering free services to nonprofits and volunteers alike, we license our software to corporations and national nonprofits. We also partner with companies such as **Target** to co-sponsor events that further our outreach and impact. With the guidance of the **NFF Capital Partners**, we have presented our **five-year plan in a \$10-million growth capital campaign** that launched in 2007. By the end of 2008, we secured nearly half of that goal to invest back into our growth objectives and sustainability.

Our 2008 operating revenue grew by 32% to \$2,734,688. Overall revenue, which includes philanthropic support, increased **70% to \$6,501,063.** Total net assets at year end increased 94% to **\$4,740,015** from \$2,432,664 in 2007.



FINANCIAL STATEMENT:

IMPACT ONLINE, INC.
dba VolunteerMatch

STATEMENT OF ACTIVITIES
For the year ended December 31, 2008

SUPPORT AND REVENUES:

Corporate program revenue	\$2,398,373
In-kind revenue & support	677,208
License fees	137,191
Donations	81,637
Nonprofit premium services	117,487
Grants & invested growth capital	2,995,098
Investment income	93,474
Advertising & other	595
Total support & revenues	6,501,063

EXPENSES:

Program services	3,724,466
Supporting services:	
Development	217,266
Management & general	251,980
Total supporting services	469,246
Total expenses	4,193,712
Change in net assets	2,307,351
Net assets, beginning of year	2,432,664
Net assets, end of year	4,740,015

THANK YOU

VolunteerMatch is grateful to the following foundations, organizations and individuals without whose support VolunteerMatch would not be possible.

Past and Present Foundation Funders

The Atlantic Philanthropies
Carnegie Corporation of New York
Charles Schwab Foundation
The David and Lucile Packard Foundation
Ford Foundation
The James Irvine Foundation
John S. and James L. Knight Foundation
MetLife Foundation
Omidyar Foundation
Sand Hill Foundation
Sapling Foundation
Savage Family Foundation
Sobrato Family Foundation
Surdna Foundation
W.K. Kellogg Foundation
William and Charlene Glikbarg Foundation
The William Randolph Hearst Foundation
Yale School of Management, The Goldman Sachs Foundation

In-Kind Donors

Cooley Godward Kronish LLP
Google
Salesforce.com

VolunteerMatch 2007 Donors

\$1,000 and above

Kathryn & Greg Baldwin
Dick Barker
Blood Bank of San Bernardino and Riverside Counties
Roberta Deutsch
Deborah Dinkelacker
Stephen Dow
fixnola.org
Bill and Melinda Gates Foundation

Rita & Richard Jacoby
Lucy & Andrew Smiles
Adam and Roxana Smith
Vince Stehle
Target Corporation
The Adam J. Weissman Foundation

\$500-\$999.99

California Hospital Association
Discover Financial Services
Sarah Christian
Louise Estepan
Sara & Robert Savage
TOSA Foundation

\$250-499.99

Nian Aster
Gail & Dennis Baldwin
GiveZooks
Irene Kuther
Pamela Rafton
Schwab Charitable Fund
Beth Strachan
Dan Troyer
Rachel Wall

\$100-\$249.99

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Alonovo, Inc.
Stacey Beer
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Bryant Kirkland
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Ilene Minow
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Thomas Newell
Dianne Nygren
Ann & Tom Olsson
Dione Owens
Jayne Palkowitz
Morton Palmer
Diane Parent
Kay Park
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Scott Phillips
Loretta Pirozzi
Marc Pitman
Susan Ramsey
Laura Richardson
Scott Ritson
Peter Rogers
Susan Shinn
James Spirek
Mary Sredanovic
Susan Strausberg
Tanique Sullivan
Janyce Wiebe
Suzanne Wilson
Logan Woodruff
Janice Young, MD
Vernon Young

2000



2001



2002



2003



2004



2005



2006



2007



2008



THE VOLUNTEERMATCH TEAM



Omid Ahmadian
Sr Applications Engineer

Greg Baldwin
President

Jennifer Bennett
Volunteer Program Manager

Sarah Christian
Director, Strategic Initiatives

Alicia Crawford
Manager, Strategic Initiatives

Jackie Dixon
Sr Manager, HR & Administration

Leslie Dolmage
Manager, Client Relations

Zeph Harben
Sr Applications Engineer

Alex Holderness
Chief Financial Officer

Andrew Houghton
Executive Officer, Engineering

Vicky Hush
Group Manager, Client Relations

Kevin Johnson
Community Support Manager

Megan Kelly
Business Development Associate

Jennifer Kim Field
Director, VolunteerMatch Solutions
East Coast

Chris Koehler
Art Director

Maura Koehler-Hanlon
Manager, Client Relations

Elena Krol
Finance Associate

Julia Lee
Manager, Office of the President

Torrey Lippincott
Executive Officer,
Product Management & Development

Matthew Ouyang
Jr Systems Engineer

Victoria Pacchiana
Communications Associate

Aliza Pai
Product Management Associate

Daryll Pierre
Jr Applications Engineer

Greg Price
Executive Officer,
VolunteerMatch Services

Robert J. Rosenthal
Director, Communications

Samir Shah
Sr Manager, Client Relations

Dianna Smith
Director, VolunteerMatch Solutions
West Coast

Leah Smith
Project Manager

Seth Thompson
Manager, VolunteerMatch Solutions

Molly Trezise
Sr Associate, Client Relations

Dee Webster
Network Associate




VolunteerMatch.org
Where volunteering begins.