



The ROI of  
Skills-Based Volunteering

**MOVINGWORLDS**

## What we'll cover today

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- ① Why companies invest in CSR
- ② ROI panel with EY & SAP
- ③ The ROI of skills-based Volunteering
- ④ Q&A
- ⑤ ROI Calculator: How to build the case for growing skills-based volunteering



## 1 Why companies invest in CSR

## 2 ROI panel with EY & SAP

## 3 The ROI of skills-based Volunteering

## 4 Q&A

## 5 ROI Calculator: How to build the case for growing skills-based volunteering

1  
Creating new  
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2  
Taking regulatory  
relationships  
from reactive to  
proactive

3  
Inspiring, attracting,  
and retaining  
top talent

4  
Enhancing brand  
value with key  
stakeholders

5  
Building resilient,  
sustainable  
supply chains



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# 1

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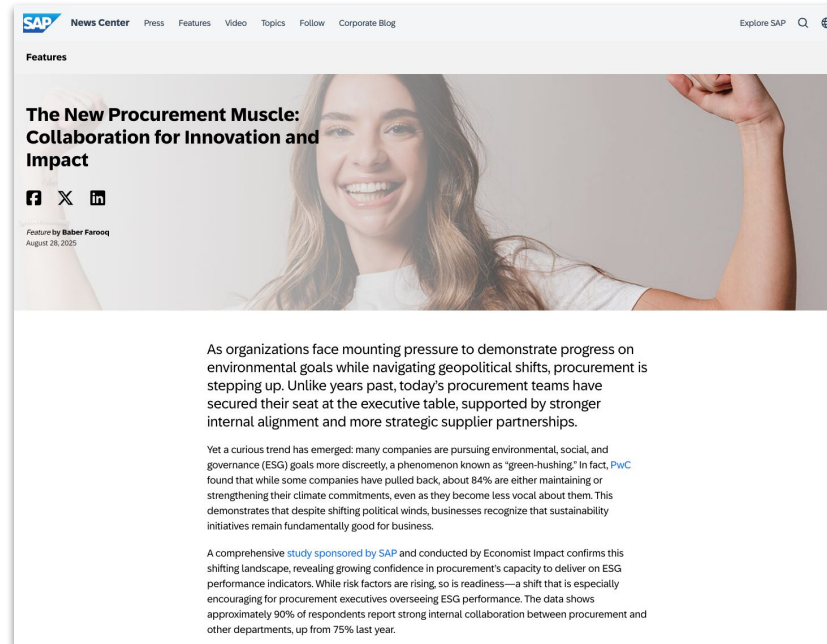
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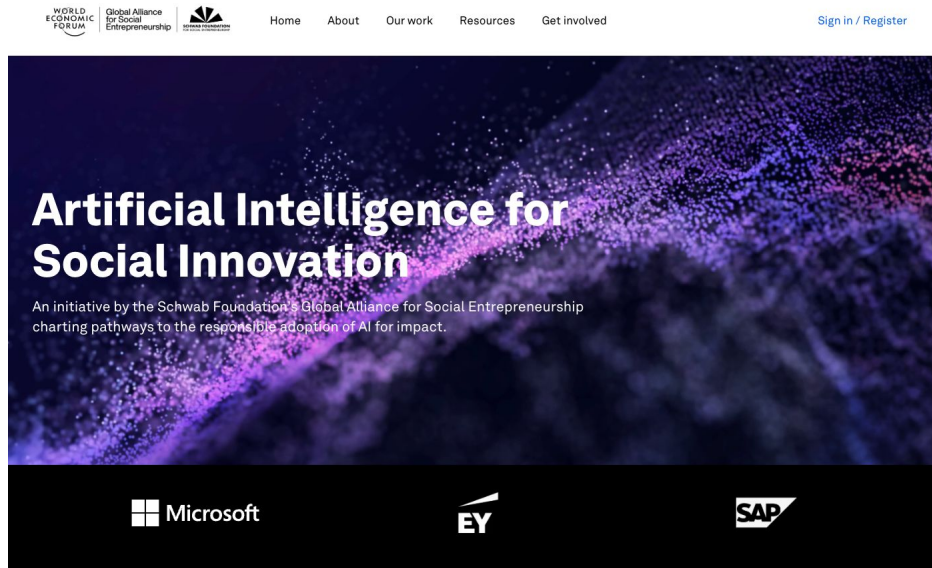


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156.66  
+0.24 (+0.15%)

# INTRODUCING THE 2025 RECKITT CATALYST ENTREPRENEURS

Supporting social entrepreneurs and scaling up innovative solutions.

## Announcing the 2025 Reckitt Catalyst Entrepreneurs

We are proud to announce our 23 Reckitt Catalyst Winners of 2025. These carefully selected group of social entrepreneurs are the minds behind businesses that are driving practical, community-led solutions spanning improved access to health and expanded access to water, sanitation and hygiene (WASH). Their breakthrough ideas represent the kind of innovative solutions that build resilience within their communities and scale impact that meet global challenges over the long term.

As Reckitt Catalyst continues into its next phase, we will support these change makers –equipping them with the know-how and financing needed to help scale their solutions and maximise their impact.

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### Calculator

#### MovingWorlds ROI Calculator for Corporate Experting Programs

MÓVINGWORLD5

Prepared by MovingWorlds.org  
This is the most comprehensive report available without confirmation.

Experting means to volunteer your skills expertise, for projects from 2 weeks to 2 years. Beyond helping solve the best leading barrier to progress the global talent gap, longitudinal studies show that experting programs can lead to financial gains for the company. For this reason, some of the world's largest companies (IBM, Microsoft, Google) have had variations of Experting programs for years. Additional reports on these Experting Programs show that, in addition to increasing talent performance, more collaborative results, their spending on training and employee retention and employee benefits.

Collectively, sending employees to volunteer overseas to experience, and adoption of these programs remains relatively low. However, new service providers have lowered price points and made programs more accessible to their people. Nevertheless, making pricing a single program, business leaders need to view the expected return on investment. This year, data was taken from programs that send hundreds of volunteers every year to help answer this question based on the reported variables unique to each company's program.

The worksheet below is a calculation of the expected ROI of an experting program, using average data, average salary of participant and other inputs to create a calculation.

#### Assumptions and Inputs

| Assumption                                                     | Input     | Default                                                                              | Notes                                                                                                         |
|----------------------------------------------------------------|-----------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| Average length of skills-based work                            | 12        | Days                                                                                 | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |
| Average salary of employee                                     | \$125,000 | U.S. Dollars                                                                         | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |
| Average cost of replacement for replacing employee             | \$12,500  | 10% of salary                                                                        | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |
| Average cost of program management of volunteering per person  | \$1,000   | U.S. Dollars                                                                         | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |
| Deployment costs                                               | 1%        | Percent increase in salary for cost of deployment                                    | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |
| Current engagement rate                                        | 50%       | Percent per person                                                                   | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |
| Cost of capital (COP)                                          | 8%        | Percent per year                                                                     | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |
| Cost of replacing employee                                     | 100%      | Percent of salary                                                                    | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |
| More likely to stay at company as a result of experience (Sgt) | 12        | Number of months of employment extended per employee participant                     | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |
| More likely to stay at company as a result of experience (Sgt) | 12        | Average number of months of employment extended per employee participant (continued) | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |
| Value of cultural competence to self and team when return home | 3%        | Percent boost in productivity of each team member                                    | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |
| Productivity increase from engaged employees                   | 10%       | Percent more productive than not engaged team                                        | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |
| Average profit per employee                                    | \$17,500  | U.S. Dollars                                                                         | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |
| Average team size                                              | 100       | People per team                                                                      | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |
| Increase in cultural competence                                | 100%      | Percent increase in cultural competence                                              | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |
| Increase in word of mouth referrals                            | 100%      | Increase in word of mouth referrals                                                  | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |

#### Program Benefits: Proof Points from Other Programs

|                                                   |     |                                                                                          |                                                                                                               |
|---------------------------------------------------|-----|------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| Increased engagement / inclination to do job well | 80% | Strongly agree and the increase in inclination to do their work                          | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |
| Increase in loyalty                               | 90% | Strongly agree in their loyalty to their company                                         | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |
| Cultural competence                               | 80% | Strongly agree a growth in their skills related to cultural competence and collaboration | Company's average data, that your next of participant, or from the provided number as an acceptable estimate. |

#### Standard Program Costs

|                                                           |         |                                        |                                  |
|-----------------------------------------------------------|---------|----------------------------------------|----------------------------------|
| Cost of volunteering assessment                           | \$1,000 | Recruiting Cost Assessment (continued) | Recruiting Cost Assessment (Sgt) |
| Opportunity cost (Flying salary + Employment costs (Sgt)) | \$1,000 | Recruiting Cost                        | Recruiting Cost                  |
| Total program cost per person (Sgt)                       | \$2,000 | Average Salary                         | Average Salary                   |
|                                                           |         | Cost of Capital                        | Cost of Capital                  |
|                                                           |         | Cost of Capital per person             | Cost of Capital per person       |
|                                                           |         | Subtotal per person                    | Subtotal per person              |

#### Per Person Cost of Participation

|                                                           |         |                                        |                                  |
|-----------------------------------------------------------|---------|----------------------------------------|----------------------------------|
| Cost of volunteering assessment                           | \$1,000 | Recruiting Cost Assessment (continued) | Recruiting Cost Assessment (Sgt) |
| Opportunity cost (Flying salary + Employment costs (Sgt)) | \$1,000 | Recruiting Cost                        | Recruiting Cost                  |
| Total program cost per person (Sgt)                       | \$2,000 | Average Salary                         | Average Salary                   |
|                                                           |         | Cost of Capital                        | Cost of Capital                  |
|                                                           |         | Cost of Capital per person             | Cost of Capital per person       |
|                                                           |         | Subtotal per person                    | Subtotal per person              |

#### Per Person ROI

|                                             |      |                                                                                                                        |                                                                                                                        |
|---------------------------------------------|------|------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| Calculated per-person ROI                   | 200% | Assessing global talent gap, leading barrier to progress                                                               | Assessing global talent gap, leading barrier to progress                                                               |
| ROI: Social Impact                          | 100% | Assessing personal aspirations, "Top of a Mountain"                                                                    | Assessing personal aspirations, "Top of a Mountain"                                                                    |
| ROI: Personal Fulfillment                   | 100% | Assessing a more trusted service, top executive priority                                                               | Assessing a more trusted service, top executive priority                                                               |
| ROI: Corporate brand and trust enhancements | 100% | Assessing increased talent and customers, lower shipping / developing programs                                         | Assessing increased talent and customers, lower shipping / developing programs                                         |
| ROI: New customer creation                  | 100% | In global markets, earn good will with United Nations and World Economic Forum, Skills-based volunteering top priority | In global markets, earn good will with United Nations and World Economic Forum, Skills-based volunteering top priority |
| ROI: New partnership creation               | 100% |                                                                                                                        |                                                                                                                        |

## Article: The ROI of Corporate Skills-Based Volunteering

### ROI Calculation Formula for SBV Programs

To quantify the return on a skills-based volunteering program, CSR leaders can use a formula that compares the program's benefits to its costs. A basic ROI equation is:

$$ROI (\%) = ((\text{Total Monetary Benefits}) - (\text{Program Costs})) / (\text{Program Costs}) \times 100\%$$

In the context of SBV, *Total Monetary Benefits* can include:

- Retention Savings:** Calculate the number of employees whose retention can be attributed to the volunteering program and multiply by the average replacement cost per employee. Or, as shown above, make assumptions based on lengthened tenure.
  - Example: If 100 employees stay, on average, 20 months longer, assuming \$95,000 average salary, 100% cost of replacement, and 8% cost of capital, that is a bottom-line benefit of \$1,182,174*
- Productivity Gains:** If employee engagement surveys or output metrics show productivity improved (say by 5%) for volunteers, estimate the value of that increased output.
  - Example: A 5% productivity bump for 100 people who average \$200,000 in productivity as measured by revenue per employee, equals a value of \$1,000,000*
- Talent Development Value:** Consider the cost of training or leadership development that is offset by on-the-job learning through SBV. For instance, leadership training that might cost \$2,500 per person can be considered a saving if those skills are gained via volunteering. Similarly, improved skills (communication, project management, etc.) can be linked to performance improvements or reduced errors, which have monetary value.
  - Example: Providing 100 employees a learning and development experience for \$500 via a skills-based volunteering experience instead of \$2,500 L&D experience, equals a value of \$200,000.*

# MOVINGWORLDS



Engage more employees  
without growing your  
team



Get every employee  
matched and supported



Build on the partnerships  
you already have in  
place

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Engaging Employees  
Through Skills-Based Volunteering

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## ABOUT MOVINGWORLDS & WHO WE SERVE

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MovingWorlds is a People+Planet First Verified Benefit Corporation that is not owned by private equity or investors. We exist to build the leaders the world needs, and are committed to creating the best experiences that support social enterprises as well as the professional volunteering.



### Professionals

Help professionals grow in their careers by engaging in social impact



### Social Enterprises

Provide ongoing and on-demand capacity and connection building



### Corporations

Educate and engage employees at scale to achieve CSR & ESG targets



### Social Enterprise Support

#### Organizations

Build pipeline, improve programming, and track impact

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