

## CASE STUDY

When COVID-19 sidelined in-person employee volunteering programs, the Thomson Reuters Social Impact team embraced this challenge by creating virtual opportunities for workers to support nonprofits during this critical time of need.

*And the results were incredible.*



**\$46,000+**  
OF CONSULTING  
SERVICES PROVIDED.

**100%**  
OF VOLUNTEERS AND  
NONPROFIT PARTNERS  
RECOMMEND THE NEW  
IMPACTATHON MODEL.

**81%**  
OF VOLUNTEERS  
SAID THEY LEARNED  
AND DEVELOPED IN  
NEW WAYS.

**75%**  
OF VOLUNTEERS PLAN TO  
CONTINUE SUPPORTING  
NONPROFITS THEY  
PARTNERED WITH.

## An opportunity born of global need

As one of the world's most trusted providers of answers, Thomson Reuters helps professionals make confident decisions and run organizations better. When the pandemic put extreme pressures on nonprofits, Thomson Reuters re-tooled its approach to volunteering and discovered an incredibly powerful new way to apply what it does best.

## The approach

Thompson Reuters collaborated with Bonterra to expand its virtual volunteer program. By integrating Bonterra Corporate Social Responsibility's Volunteerism solution (formerly CyberGrants) with the company's employee portal, workers were able to easily find new skill-based giving opportunities that allowed them to provide technical capabilities, coaching, business development support, and more.

## Going all-in on a big idea

The company was so committed to its new virtual volunteer approach that it launched the Thomson Reuters IMPACTathon — a skill-based problem-solving program modeled after the traditional hackathon. The pilot IMPACTathon focused on nonprofits that conduct critical work that spans from media literacy and human rights to defending those who have been wrongfully convicted — and align with the Thomson Reuters impact pillars — access to justice, truth, and transparency.

## The impact

Thompson Reuters employees logged over 10,000 volunteer hours in 2021. Through the IMPACTathon event, employees were able to assist their partner organizations in developing necessary tools to enhance their own abilities in areas not traditionally supported by foundation grants and donors.



“ One of the great things about Thomson Reuters is that we have a robust field of employees that are specialized in different areas, such as business development, communications, customer relations, marketing, and social media planning, among others. We were able to work with nonprofits, take their challenge statements, and see how we could best help them.”

— Kim Green | Impact Communications Specialist,  
Thomson Reuters

Discover all the ways that Bonterra Volunteerism can help you maximize your giving-to-impact ratio.

Visit our [website](#) today to request a demo or contact us!