



## News Release

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### **DELOITTE VOLUNTEERS HELP LOCAL NONPROFITS IN MIAMI ON NINTH ANNUAL IMPACT DAY**

#### *Deloitte Demonstrates Commitment to Workplace Volunteerism with Day of Service to Miami Nonprofits*

**[MIAMI, Florida], June 6, 2008** — Today, more than 150 Deloitte volunteers are heading out into the Miami community to make a difference, kicking-off the organization's ninth annual IMPACT Day, a one-day celebration of its year-round commitment to workplace volunteerism.

"IMPACT Day is an annual salute to Deloitte's culture of service," said Florida and Puerto Rico managing partner, Cesar Clavero. "It is rewarding to help organizations in our community like Miami Lighthouse for the Blind, Miami-Dade schools, Little Havana Activities Center and Hobie Beach on Key Biscayne." The Miami contingent is part of huge mobilization of talent and good will; all 40,000+ Deloitte people across the country are encouraged to volunteer on IMPACT Day.

#### **Driving Social Impact and Business Value**

Deloitte's approach to workplace volunteerism and community involvement is strategic and sustaining. "We're taking the long view of community involvement," said Evan Hochberg, national director of community involvement for Deloitte. "Our goal is to make lasting contributions to our communities that help address important social issues."

Hochberg noted the business benefits realized by companies that have compelling community involvement initiatives come in many forms, including employee recruiting, workplace morale, professional development, and the opportunity to showcase knowledge and experience.

"Companies that are deeply engaged in their local communities have a short-hand way to communicate their values, which can make them more attractive employers, business partners and neighbors," Hochberg said.

Deloitte's research found this to be particularly true among Gen Y employees, who are very socially-minded and identify themselves as volunteers. Deloitte's 2007 Volunteer IMPACT study found that more

than half of Gen Y volunteers (58 percent) contribute out of a desire to have a meaningful impact on their community or to fulfill a personal desire to give back. More than two-thirds (67 percent) of those polled felt companies should ask employees about their personal interests for the purposes of matching them with volunteer opportunities.

The study also found that many companies could do more to leverage their community involvement programs with Gen Y employees. Only three in 10 Gen Y employees surveyed believed their company offers a compelling program to encourage employee volunteerism.

Deloitte's world-class corporate community involvement program is largely focused on contributing the organization's intellectual capital to strengthen the nonprofit sector. In addition to traditional volunteer service, it includes a robust skills-based workplace volunteerism program, pro bono service, nonprofit board leadership, capacity-building philanthropy and thought leadership. The program is part of Deloitte's strong commitment to corporate responsibility.

**About Deloitte**

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